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## YO Radio's Remarkable Reach

by Kevan E. Mathis  
*A group of teenagers is following the Great Commission and sending out a message of hope to the Arkansas Ozarks.*

# 20



page 20

# 32

## Scholastically Speaking

*The fourth annual listing of colleges and universities dedicated to equipping students with broadcasting skills.*

# 12

## An Opportunity of Olympic Proportion

by Andrea Nasfell  
*More than 170 students from the Coalition for Christian Colleges and Universities played integral roles in broadcasting the 1996 Summer Olympic Games from Atlanta.*

NOVEMBER 1996

# Features

## To Touch a Generation

by Sarah E. Smith  
*Six contemporary artists answer questions about ministering to youth, living as role models, and broadcasting to today's generation.*

# 24



page 24

# 28

## Public Policy Conference: A Pictorial Review

by Christine L. Pryor  
photographs by Pat Mahoney  
*Sound bites from the National Religious Broadcasters first Public Policy Conference. Capitol Hill may never be the same.*



page 28

## The Ultimate Training Arena: Atlanta 1996

*Youth step into the ring — and not as flyweights — in the annual youth and education issue of Religious Broadcasting. From 16 teenage DJs in Arkansas to 174 college students in Atlanta, young people are scoring points at home and around the world by knocking out negative messages. Included on this issue's undercard: interviews with three of today's hottest musical contenders and a special photographic replay of the Public Policy Conference in Washington, D.C.*

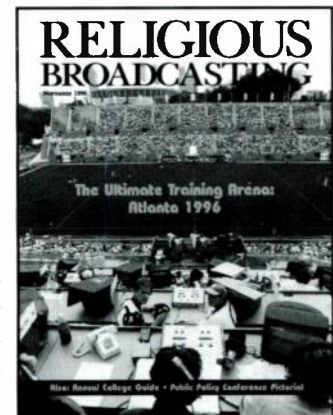


Photo courtesy of Asbury College

# Departments

## OPINION/COMMENTARY

- 6 Signing On by Glenn Plummer
- 8 Tuning In by Brandt Gustavson
- 58 Socially Speaking by David and Claudia Arp  
*Advice for marriages over 25 years*
- 68 Segue

## INDUSTRY INFORMATION

- 46 Practical Programming by Roger Kemp  
*Who we broadcast to*
- 48 Targeting Technology by Randy Schoening  
*Digitally speaking*
- 50 International Interests by Peter Kuzmic  
*After Communism*
- 52 Sales Spot by Michael Listermann  
*Using numbers*
- 54 Funding Management by David Lawson  
*Using surveys*
- 56 College 'Casters by Mike Flynn  
*Opening doors*
- 63 Interview Insights by Jonathan Petersen  
*Communication methods*

## BROADCASTING NEWS

- 10 Washington Watch by Richard Wiley  
*Children's television rules*
- 42 Inside NRB
- 44 Trade Talk  
*Top 20 Syndicated Daily Radio Programs*

## REVIEWS

- 59 Video Vignettes by Sarah E. Smith  
*A devotion video by Generation Xers*
- 60 Recording Reviews by Darlene Peterson  
*Africa's rhythm*
- 62 The Book Shelf by Harry Conay  
*Charles Stanley's Glorious Journey*

## MISCELLANEOUS

- 66 Advertising Index
- 66 Calendar Close-up
- 64 Classifieds



page 60

# RELIGIOUS BROADCASTING

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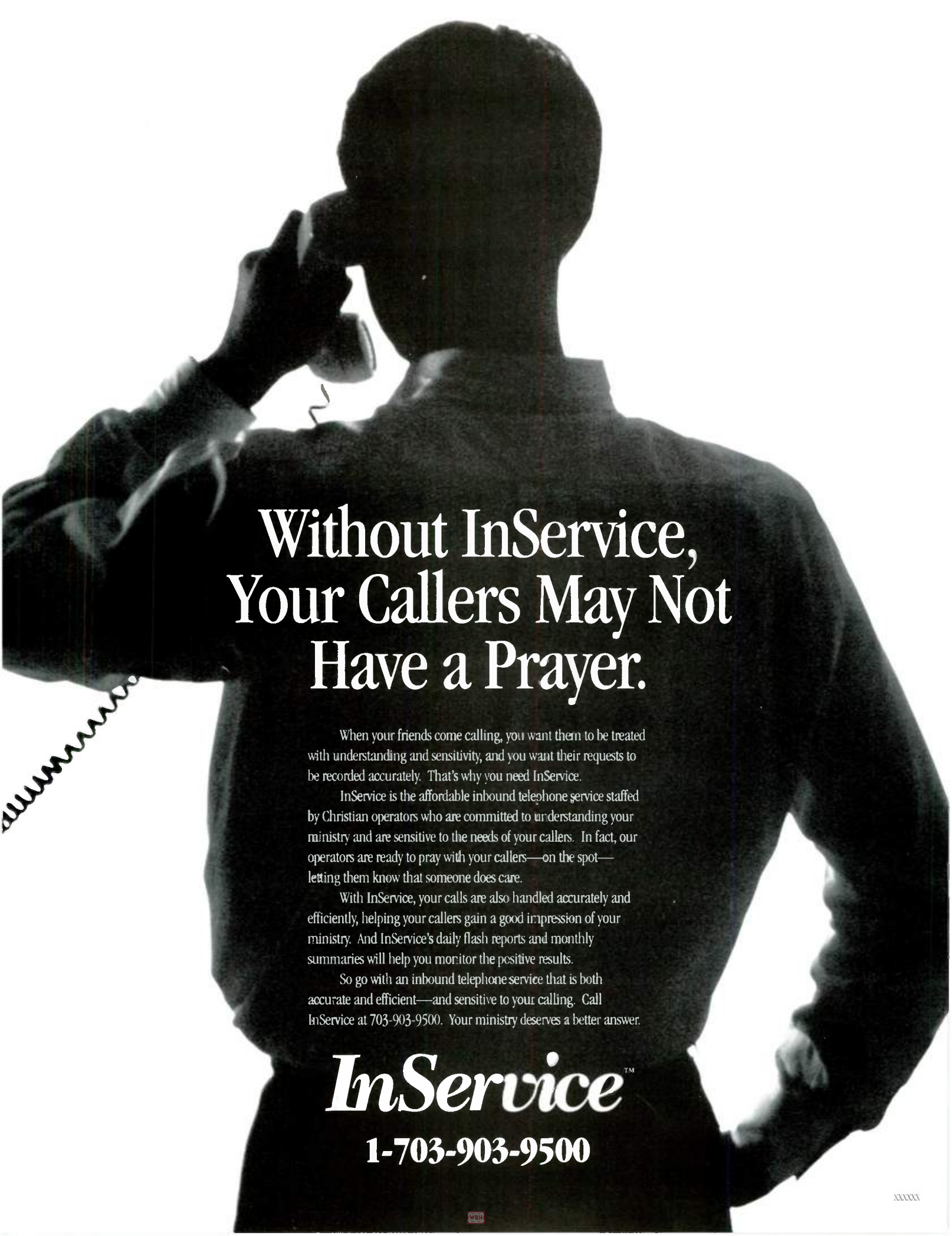
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## Battle for LPTVs

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



*Glenn Plummer is president/CEO of the Christian Television Network in Detroit and a member of NRB's executive committee.*

**A** major battle is developing in the television industry which could threaten the very existence of Christian television stations, both low- and full-power. With the anticipated introduction of digital television, all full-power television stations will be expected [actually required by the Federal Communications Commission (FCC)] to spend several million dollars on new digital equipment within a relatively short time period.

Many (perhaps most) low-power television (LPTV) stations all over this country will actually have their licenses revoked in order to make more spectrum available for digital television. There are more than 1700 of these LPTVs throughout the United States, as compared to a little more than 1500 full-power television stations.

The primary difference between the two television station types is the over-the-air coverage area. LPTVs usually cover as much as 75 percent of their full-power counterparts, or sometimes as little as 25 percent. The most noted similarity is that viewers receiving both low- and full-power signals cannot distinguish between which is "low" and which is "full." The difference from a viewer perspective is programming.

In our case, we own LPTV stations in two major U.S. markets (Detroit and New Orleans). In Detroit, for example, we are covering 1.2 million of the 1.7 million households in our market. We are on the Detroit cable system, our 24-hour programming is listed in the daily newspaper and *TV Guide*, just as the area's nine, full-power stations, and we are enjoying fantastic viewer response from our audience. Of the millions of potential viewers in Detroit receiving our signal and the thousands who watch daily, fewer than 50 people in our market probably know we are "low-power."

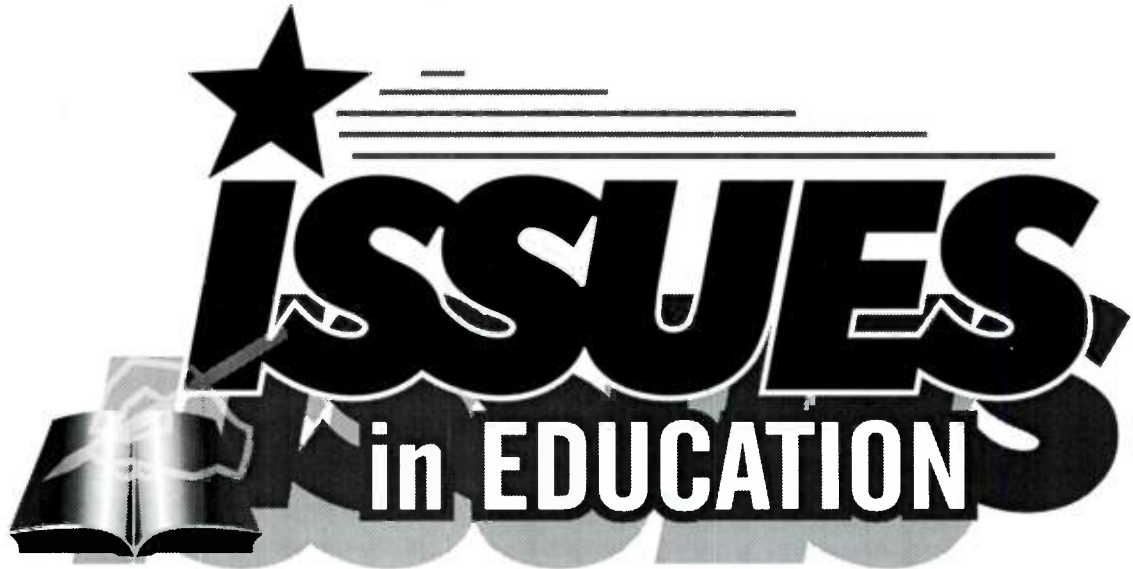
Through God's loving grace, we are making a significant and marvelous impact on the entire metropolitan Detroit community as a Christian television station. However, if the powers that be have their way, stations like mine will be almost immediately eliminated with the advent of digital television. And the local voice programming the Gospel and a variety of Christian programming on television in cities like Detroit will be silenced.

Although my own stations seem to be protected right now from this eminent threat, over half of the 1700 LPTVs have just been notified (in late September) by the FCC that their stations are slotted to be displaced and literally put out of business within a short time period. Many of these LPTV stations are Christian broadcasters.

It is noteworthy that NRB recently issued a resolution strongly supporting and calling for the protection of the low-power television industry. However, much more needs to be done to protect our Christian LPTV brothers and sisters during their fight for survival.

Some of the Christian television stations in your community very well may be low-power. Become more informed about this particular battle within our industry and lend your support and practical encouragement to these "smaller" Christian broadcasters. They really are making a difference. <sup>6</sup>





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## It Takes Us All

One of the moaning cries of our age is "What is happening to our young people?" There are, obviously, many areas of weakness leading to this present malady, but let me hold out an idea which could at least help some. Forget for now the weaknesses of the homes, schools, parents, churches, government, and concentrate on things we can do individually to help.

I remember the days when neighbors took some teaching responsibility for the children of the neighborhoods. Also, when we were doing something bad, we knew that other moms would report such actions directly to our parents. It was also a blessed benefit to have grandmother and grandfather teaching, correcting, and loving us. I well remember that aunts and uncles were also involved, much to our advantage.

Friends of the family also had a hand in encouraging us as children and teenagers. When my children, Ruth and Tim, were growing up, Jim and Karen Gwinn, who were and are our close friends, became very close to our children. The Gwinns had an enormous influence on our kids and when they became engaged and ready for marriage, they both asked Jim to marry them. This kind of involvement by our dear friends was a great benefit and blessing to our kids.

Now the idea: We should discover ways in which we can become involved in the lives of younger people. These relationships can be of great encouragement, mentoring, and teaching in a spirit of Christian camaraderie. As we offer our hearts and subsequently our time to them, I believe we are as much blessed as they.

The building of our young is done one by one. May God use us to build and encourage.

### End of Year Remembrances

Now the Thanksgiving season is here and the end-year activities are at hand. I want to thank you for your support and encouragement during 1996. We have indeed had a full year and so many of you have had a part in these activities:

- National Religious Broadcasters (NRB) 96 convention in Indianapolis
- NRB Breakfast at the National Association of Broadcasters convention in Las Vegas
- NRB Israel tour in May
- Six NRB Regional meetings
- NRB's Public Policy Conference in Washington, D.C.

God has been with us in each event. The fellowship has been great, the teaching has been rich, and the inspiration grand.

Have a wonderful Thanksgiving with family and friends. You are a wonderful family to me!

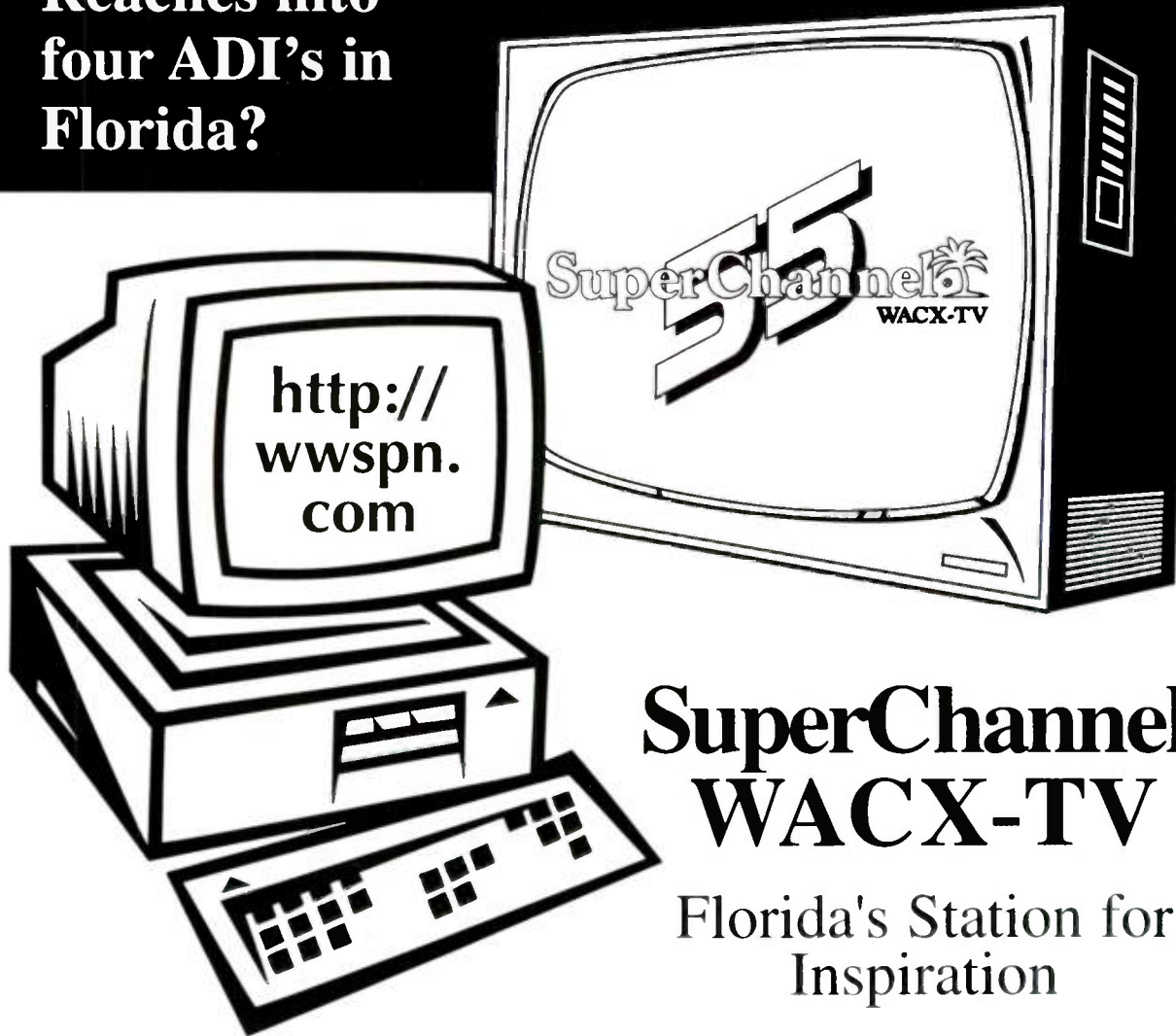


*Dr. E. Brandt Gustavson is president of National Religious Broadcasters and publisher of Religious Broadcasting.*



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# New Children's TV Rules Offer Opportunities for Programmers

When the Federal Communications Commission (FCC) recently released its long-anticipated order establishing tougher programming obligations under the Children's Television Act of 1990 (CTA), most of the publicity focused on the new "rule" requiring television stations to air three hours of qualifying programs each week. Much less attention has been paid to the opportunities the regulations may open for programmers — and the role the commission hopes "parents, educators, and others" will play in "actively" monitoring a station's compliance.

Most television broadcasters undoubtedly are familiar with the broad outlines of the new kidvid programming obligations: beginning in September 1997, television stations must meet new standards for both the amount and the type of "educational and informational" programming broadcast for children aged 16 and younger. The new regulations reflect an agreement on children's television reached in late July between President Bill Clinton and a group of diverse parties, including children's television advocates and broadcast industry representatives.

The FCC did not, in fact, impose an hourly minimum as an absolute rule — instead, the agency attempted to achieve its regulatory objectives by adopting a "processing guideline" for reviewing television license renewal applications.

Under the procedures, licensees who air at least three hours of qualifying programming weekly (averaged over a six-month period) will see their renewal applications quickly processed by the FCC staff. Broadcasters who fail to meet the hours standard still may win license renewal, but not before their compliance records undergo more searching, time-consuming scrutiny.

Under the worst-case scenario, television stations that fall well short

of the three-hour standard must plead their case for renewal before the commission itself — which the FCC warns should put a broadcaster "on notice" that sanctions may follow.

In conjunction with establishing what might be regarded as a *de facto* hours requirement, the agency also has narrowed its definition of qualifying "educational and informational" children's programming — or, as the agency calls it, "core" programming. Controversy over the CTA programming requirements arose in 1992, when children's television advocates identified a few stations that claimed programs such as "The Flintstones" served children's educational and informational needs.

Since then, the commission has spent considerable time wrestling with how to fashion a definition that would eliminate dubious claims but also allow television broadcasters and programmers considerable creative latitude. The FCC's solution was not to replace the old definition but simply to narrow it by adding further limitations.

Thus, a core program still must satisfy the original threshold requirement that it be "specifically designed" to "further the educational and informational needs of children 16 and under in any respect, including children's intellectual/cognitive or social/emotional development."

However, the new rules also require education be a "significant purpose" of any core programming. The agency tried to strike some middle ground in fashioning this limitation. The commission explained while education need not be the "sole" or even "primary" purpose of a core program, educating or informing children "must be more than an incidental goal." Consequently, "entertainment programming with a minor or wrap-around educational or informational message cannot correctly be said to



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.

have serving the educational and informational needs of children as a significant purpose."

Other limitations concern airtime and program format. Core programs must be regularly scheduled, weekly shows that first, are at least 30 minutes long, and second, air between 7 a.m. and 10 p.m.

In addition, commercial television broadcasters must satisfy an array of new "public information" obligations, beginning with on-air identification of core programming. Licensees also must prepare quarterly reports for their public files which state the educational objective(s) of a station's core programs, the age range of the child audience for which the programming was produced, and the name and phone number of a station "liaison" responsible for preparing the reports.

Furthermore, broadcasters must submit information to publishers of program guides identifying particular shows as core programming and providing the age range of the target child audience. The FCC acknowledged, however, that it cannot order program guide publishers to print the data.

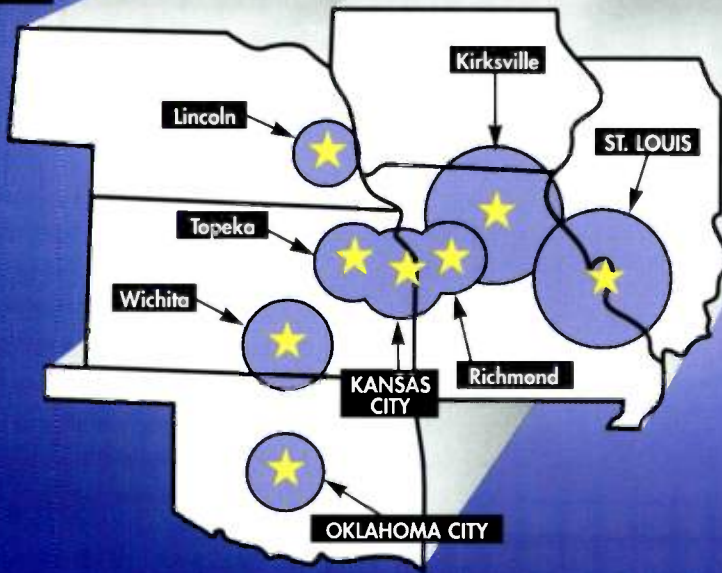
These requirements, the agency believes, will help serve children's needs in several respects — not the least of which is to help children and their parents make advance plans to watch core programming. The com-

*Continued on page 48*



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# An Opportunity of Olympic Pro

by Andrea Nasfell

**A**T THE SUMMER Olympic Games in Atlanta, Asbury College senior Amy Maloney lapped Olympic Stadium with the torch runners, marched with the U.S. athletes during the Opening Ceremonies, and ran beside Michael Johnson as he broke the 200-meter world record. But if you watched the Olympic coverage on television, you didn't see her. She was behind the camera.

Maloney was one of 174 Christian college students and staff who worked for Atlanta Olympic Broadcasting (AOB) at the Olympic Games.

## Asbury's Aspirations

AOB formed the Host Broadcast Training Program (HBTP) as the service project that its branch of the Olympic Committee would offer to the Atlanta community. Clark Atlanta University was chosen as the host institution, but during the fall of 1993, AOB extended an invitation of participation to Asbury College, a Christian liberal arts school just south of Lexington, Ky.

Along with several Georgia state schools, Asbury was asked to train students for broadcast-related positions at the 1996 Summer Olympic Games. These jobs represented professional opportunities for which students received a professional rate of pay (averaging \$165 per day), as well as impressive entries on their resumes.

But the Olympic broadcast training opportunity was too good for Asbury College to keep to itself.

When Asbury accepted the Olympic challenge, it also requested that the Atlanta Olympic Broadcast Committee open the program to students from the Coalition for Christian Colleges and Universities (CCCU), who would train on Asbury's campus.

"Participation in the Olympic training program was definitely a blessing," explains Asbury president, Dr. David Gyertson. "We felt it was right to share that blessing

*Continued on page 14*

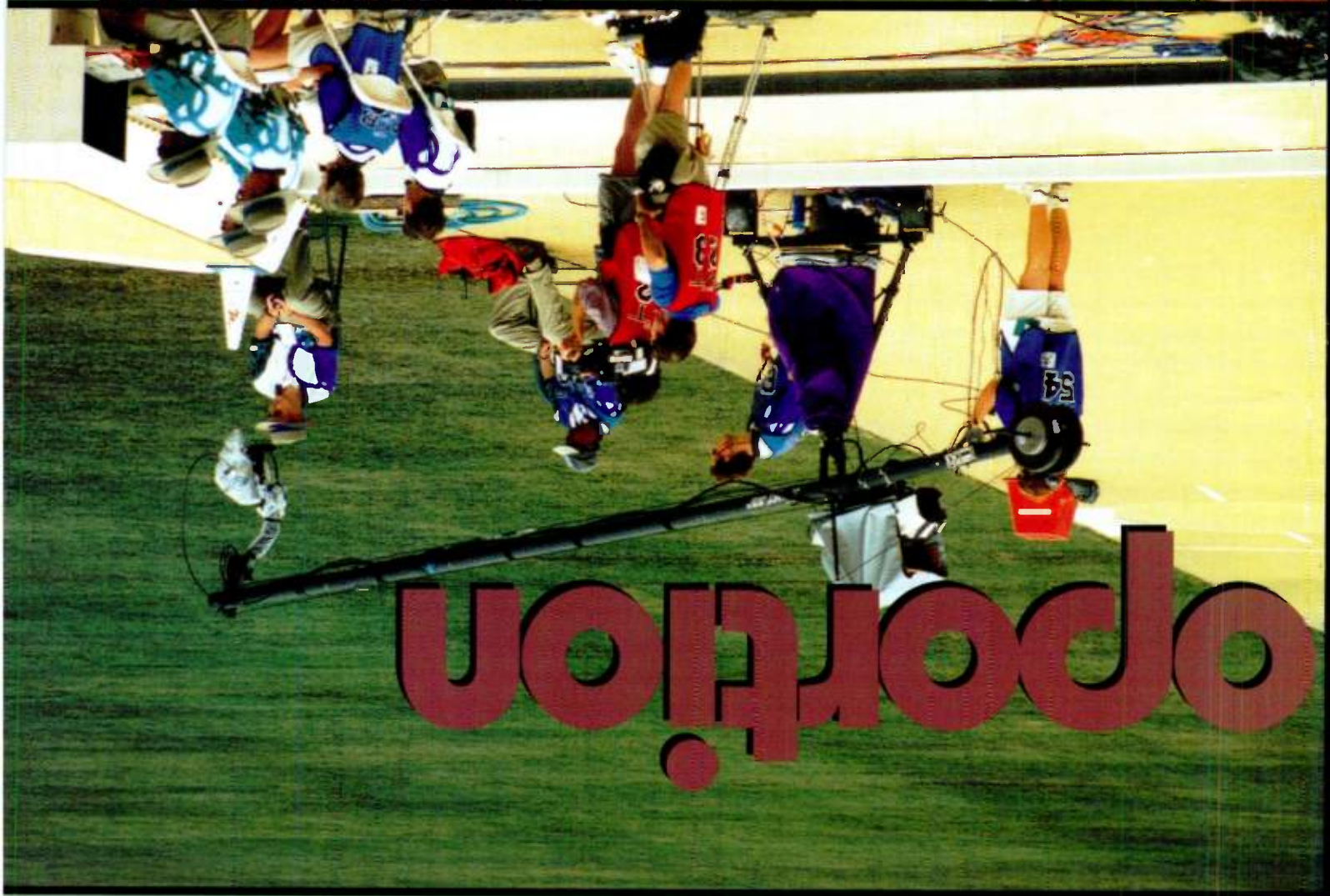
Top right. Asbury College student Stephanie Fitch runs a camera crane at the long jump competition during the Summer Olympic Games.

Bottom right. Amy Maloney of Asbury College assists the Steadicam operator on the track during the Olympic Games in Atlanta.

Below. David Rodriguez, Asbury College student, works audio during the field hockey competition at the Olympics.









## AN OPPORTUNITY . . .

Continued from page 12

with our partner Christian colleges and universities."

The Atlanta Olympic Broadcast Committee agreed to the proposal. As a result, in addition to the 94 Asburians participating in the program, 80 students from 26 other Christian colleges and universities came to Asbury during the summer of 1995 for HBTP training sessions. George Fox College (Newberg, Ore.), Wheaton (Ill.) College, and Eastern Nazarene College (Quincy, Mass.) sent students. So did Bethel College (St. Paul, Minn.) and Cedarville (Ohio) College, sending the largest number of non-Asbury participants.

The effort became multi-national when three students from Trinity Western University in Langley, British Columbia, joined the group.

### Staff Support

In order to handle the large summer enrollment, Asbury called in visiting professors from the CCCU schools of Cedarville, Bethel, and Sterling (Kan.) College.

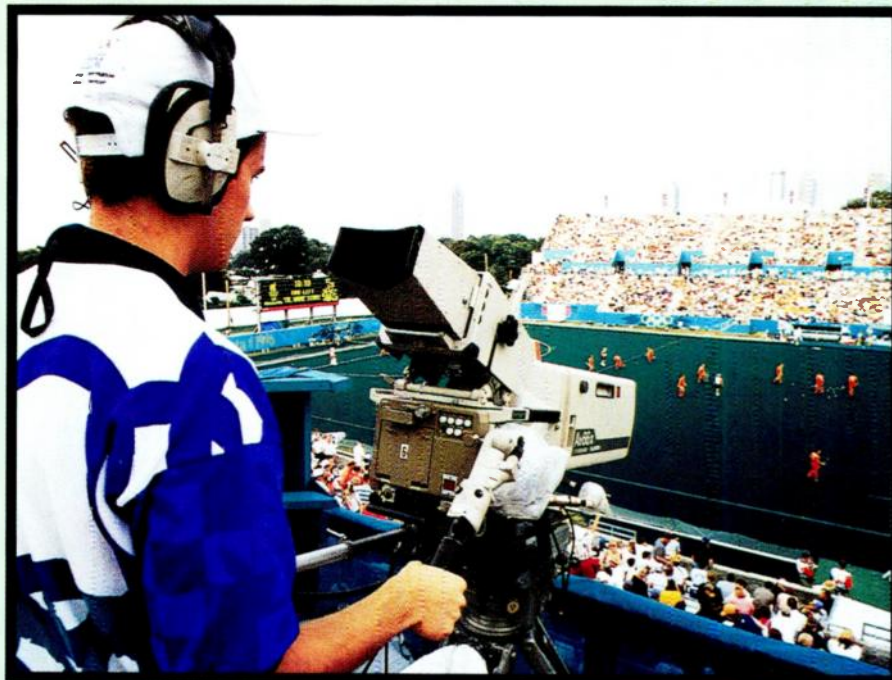
For Asbury and her sister institutions, it was a mutually beneficial arrangement. The other colleges gained participation in the Olympic opportunity, and as Gyertson points out, "having other students from colleges with different perspectives gave Asbury students a more well-rounded experience."

Students and professors from Christian colleges were not the only visitors on the Asbury campus. The Olympic Broadcast Committee sent several of its experts to Kentucky to conduct specialized training.

One of the experts, Richard Clendenning, came to instruct students preparing to be commentary system analysts. He arrived on campus with no prior knowledge about Asbury.

When he learned of the students' desire to use media for ministry, he lit up. A committed Christian, he was preparing for missions work in Russia. He was excited to be on a Christian campus and began using Scripture for illustrations in his classes.

Expressing the key value of the Asbury-Olympic link, Clendenning



Student Mike Eckenwiler of Asbury College operates a camera at the Olympic Games in Atlanta. More than ten students from schools in the Coalition for Christian Colleges and Universities were chosen to work field-of-play cameras at the Games.

observes, "This is my chance to integrate faith and learning."

Training included as many as 18 hours of summer school courses for some students, as well as trips to Atlanta to work at simulations, training under some of the best professionals that sports broadcasting has to offer.

*As the summer of 1996 approached, every student had a contract offer. By July, they were in Atlanta, and a two-year dream became a reality.*

Asbury broadcast professor Dr. Jim Owens notes, "The response of Atlanta Olympic Broadcasters was that Asbury students were high-quality, the kind they would like to hire. Different, but different in a positive sense."

It takes a lot to be "different in a positive sense" when crew call is at dawn and you work hard all day through sweltering temperatures — and rising tempers. Many students found professional competence and

positive attitudes were their greatest Christian witness.

"Asbury students have one-up, attitude-wise," notes Chad Crouch, an independent media producer who worked as a part-time instructor at Asbury. "The students are attentive, willing to learn, and put in the time."

One AOB staffer observed Asbury students giving up coveted camera positions so that students with less experience could have a chance. "Your students are aggressive, but not cut-throat," she told Owens. "Do they get hired?"

Indeed they do. The percentage of Asbury broadcast graduates who have a job in the field or have been accepted to graduate school within a year of graduation is 89.9 percent. The national average is near 45 percent.

### Assignment: Atlanta

As the summer of 1996 approached, every student had a contract offer. By July, they were in Atlanta, and a two-year dream became a reality.

"I think a lot of our students experienced culture shock," Owens says. "They were on their own in a big city, hired and expected to perform as professionals."



"It was like being thrown into the ocean without a life preserver," exclaims audio assistant Julia McDonald. In some cases, AOB did not provide the students with enough specifics. Some students had to take the initiative to find out where and to whom they were supposed to report on their first day.

But the students were up to the challenge. In fact, many felt perfectly comfortable. Andy Yardy, liaison officer at the table tennis venue, says, "The way they do things here is exactly the same way we do it at Asbury. It's just on a larger scale." Yardy found that the same procedures and problems exist no matter how big the broadcast.

Sarah McClary, archives logger, discovered that the work was easier than she expected. "They trained us for the worst case scenario," she explains. When everything goes smoothly, "the hardest part is sitting around and waiting."

Students at other venues relate more challenging situations. In many cases, the supervisors for the venues did not know that AOB had hired students.

"You really had to prove yourself," remarks Stephanie Fitch, camera assistant at track and field. "It

was frustrating because they had no confidence in us at first."

By the second week, Fitch (as well as many others) had easily proved herself — enough to occasionally operate the sophisticated Jimmy-Jib crane camera.

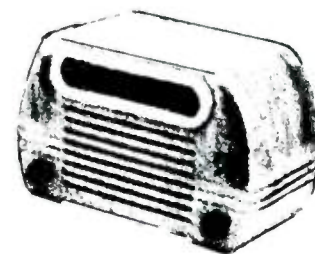
McDonald's supervisor allowed her to mix audio at handball, which required adjusting the right amount of crowd and field noise at every point of the game. "It puts a little bit of pressure on you," she notes, "knowing that billions of people are listening to the audio you are mixing."

Nathan Brown, a junior who worked at the soccer venue in Orlando, Fla., discovered that it wasn't necessarily how much you knew that caught the attention of professional broadcasters. He explains, "The education is important, but if you are willing to work hard and take initiative, that's what people are looking for."

### Making the Grade

The college students proved to be exactly what people were looking for. Audio assistants Adam Wilson and David Rodriguez were asked to

*Continued on page 16*



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*The Asbury College Broadcast Center, located in the heart of Atlanta, houses two Media 100 non-linear editing systems, Fostex digital audio equipment, and a Radio Systems audio console for broadcasts to CBN Sports, SkyLight Radio, and Lexington, Ky., stations WKYT-TV and WTVQ-TV. Students and staff used the center to create broadcast programming.*



**AN OPPORTUNITY . . .**  
*Continued from page 15*

examine and troubleshoot the audio set-ups at several venues. Each venue they visited asked them to stay.

They attributed their credibility to the experience received through suggested internships and freelance work leading up to the Games. "It gave us the experience to work side-by-side with professionals," says Rodriguez.

Wilson was offered another

chance to work with professionals after the Games. One of his supervisors offered him a freelance audio position in another high-pressure environment — a moving train. It turned out to be the 21st Century Express, carrying President Clinton on his campaign across middle America.

"All of our students picked up new skills and a new understanding of how television works, a new understanding of how cross-cultural communication works," Owens concludes.

### Crossing Cultures

Cross-cultural communication was an essential skill as students worked directly with broadcasters from countries such as Denmark, Finland, Russia, and even Croatia.

For students like Kami Rice, liaison at the gymnastics venue, it was an opportunity to develop cross-cultural relationships not only internationally, but spiritually as well. "For me, it's a way to start learning how to be a Christian in a non-Christian world," Rice explains. "You learn how to make friends and get along when you don't have that common bond of Christianity."

"We really made a difference, being Christians," Fitch reports. A camera operator told her that she and the three other Asbury students working at his venue really stood out.

"There is such a different atmosphere here," the cameraman remarked, adding that in his 15 years of broadcasting sporting events, he had never felt comfortable enough to wear Christian T-shirts on the job — until he worked with the students.

Many other students, as well as professors, had opportunities to share their testimonies with co-workers. These windows of opportunity were by no means coincidental. Many alumni and students had been interceding for the Olympic experience for two years.

Dr. Michael Longinow, Asbury professor of journalism, found evidence of the prayer support. "Since coming to Atlanta, I have really sensed God's presence in the city," he says. "I've sensed the prayer cover of people who have been praying for the hospitality center and Asbury students. In little ways, God is showing His presence."

God's hand of safety was evident on the night of the fateful explosion in Centennial Olympic Park. Only one student reported being in hearing distance of the explosion and Asbury officials believe no students were inside the park.

### Asbury Central

In addition to sending students to work for AOB, Asbury did some broadcasting of its own. The college set up the Asbury College Broadcast

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

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Wanda Franz Ph.D.

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## AN OPPORTUNITY . . .

Continued from page 16

Center (ACBC), a production/hospitality suite, in the AT&T Press Center — right in the heart of Olympic activity. Neighbors included Olympic sponsors and the headquarters for CBS Radio, Associated Press Television, ABC's *Good Morning America*, and *USA Today*.

Nearly 350 guests visited the ACBC in the course of the Olympics. While many were alumni and friends of the college, other visitors included producers from CBS Radio, sports anchor Pat O'Brien, athletes such as runner Keith Brantley, and gold-medalist and host of *Good Morning America's* Olympic coverage, Donna DeVarona.

While taking a moment to relax and visit, guests of the center took a closer look into the college's broadcasting program. The suite featured almost \$50,000 worth of professional radio and television equipment donated by sponsors such as Media 100, Radio Systems, and Fostex and hummed with the daily activity of seven students who worked on media assignments outside of the HBTP program.

This work was broadcast locally on the ABC and CBS affiliates in

Lexington, Ky., and nationally on the SkyLight Radio Network.

## Networking

Asbury junior Paul Tarrants was chosen by the Lexington ABC affiliate WTVQ-TV as an official correspondent at the Games. On the day Centennial Olympic Park reopened, Tarrants gave a live update to Lexington from the balcony of the Press Center, which overlooked the park. His report was the top story that evening.

Two students worked as assistants for the Christian Broadcasting Network and appeared live on *The 700 Club* to tell about their Olympic experience. Michael Rasnick, CBN sports producer, was impressed with the Asbury students.

"It's been a blessing," he remarks. "And not only that — it's been an education." Rasnick was able to familiarize himself with some of the new video technology donated to the center.

"I was surprised at how our facilities stood out among the other professional organizations at the Press Center. I didn't expect other broadcasters to stop by to see our equipment," said Brady Nasfell, manager of public and media relations for Asbury.

Nasfell set up the suite and



Student Jim Trammel creates radio programming about Christian ministries working at the Olympics for SkyLight Radio Network in the Asbury College Broadcast Center.





*Kristina Osborne of Asbury College archives tapes of the Olympic coverage. Every student in the Host Broadcast Training Program obtained a contract for the Games.*

supervised the students' projects. "The difficult thing for me was tearing it all down when the Olympics were over." He was not the only one with mixed feelings.

### Lasting Achievements

"We'll have a lot of teary students when the torch goes out," Owens predicted just before the close of the Games. "They've worked two years to be here, they've poured themselves into this, and when the flame goes out, it's over. It's an emotional time for people."

But just like the athletes who competed in the Summer Games, Asbury cannot dwell on goals achieved or medals won. There must be new goals to move the college into the future.

No matter how great their Olympic experience, students will have to return to the facilities on their respective campuses. But Owens doesn't think they will have outgrown the broadcast programs of their colleges.

"Through this project we have really been able to enhance our facilities with editing, camera, and audio equipment," he explains. For the purposes of training, Asbury received \$230,800 in total equip-

ment donations from sponsors such as Chyron and Panasonic. "A lot of the kids will come back and have more to learn," Owens enthuses.

Enhancements in the broadcasting department exceed physical equipment. Asbury professors have been able to glean knowledge from the experience that will help them in the classroom.

For example, Asbury professors were able to bring home placement diagrams for camera and audio set-up at all 40 athletic venues with an explanation for each.

And before the Summer Games, Owens was able to attend a week-long seminar for producers and directors that explained the philosophy for shooting the events. All of this information can be passed on to future students.

Asbury senior Heidi Raas summarizes the experience in a journal:

"Just as my production role remained small but necessary, it is my continuing prayer that my spiritual witness will have had the same importance in the lives of my fellow crew.

"I wish I could say that I got

my entire crew 'saved and sanctified,' but instead I hope they saw Jesus in my everyday actions, my non-participation in their immoral activities, and the words I spoke about a Christian school called Asbury where I found the call that God had placed upon my life.

"This call, to reach the entire world for Christ through the methods of communication, confirmed in my own heart the desperate need for Christian media workers of all capacities. Just as missionaries are sent out into all the world I am more than convinced that for me, my greatest mission field lies in communicating the truth to those in the field of communication."

No book knowledge could be as rich as the experience gained by the participating students. It was an opportunity of a lifetime, a chance to work out communications skills and Christianity at the sporting event of the century.

**Andrea Nasfell is editorial assistant for *Good News Magazine*, published in Wilmore, Ky., and a freelance writer.**

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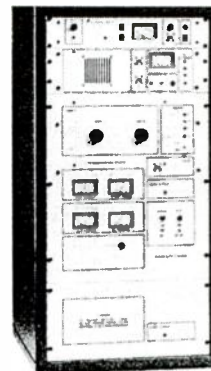
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# YO Radio's



Adam Yanchunas, 12-year-old radio personality for YO Radio, poses with Rep. Tim Hutchinson (R-Ark.). Yanchunas soloed the program while his teenage associates attended a presentation by the congressman.

by Kevin E. Mathis

**A**USTIN PHILLIPS never dreamed he would be a radio personality at age 16. But one man's vision for bringing together the young people of the Arkansas Ozarks enabled Phillips to be heard on country music radio station KCTT-FM/Harrison, Ark.

However, it isn't country music the teen DJ spins. He is one of 16 teens who broadcast Christian music on a two-year-old program called *Youth Outreach (YO) Radio*, the brainchild of founder and executive producer Jeff Kelly.

## A Yes for YO

Kelly and his wife, Fran, are both musicians and youth workers and see music as an integral part of reaching teens for Christ.

"When individuals begin singing to praise God, they build their faith because faith comes by hearing," says Kelly, who is legally blind.

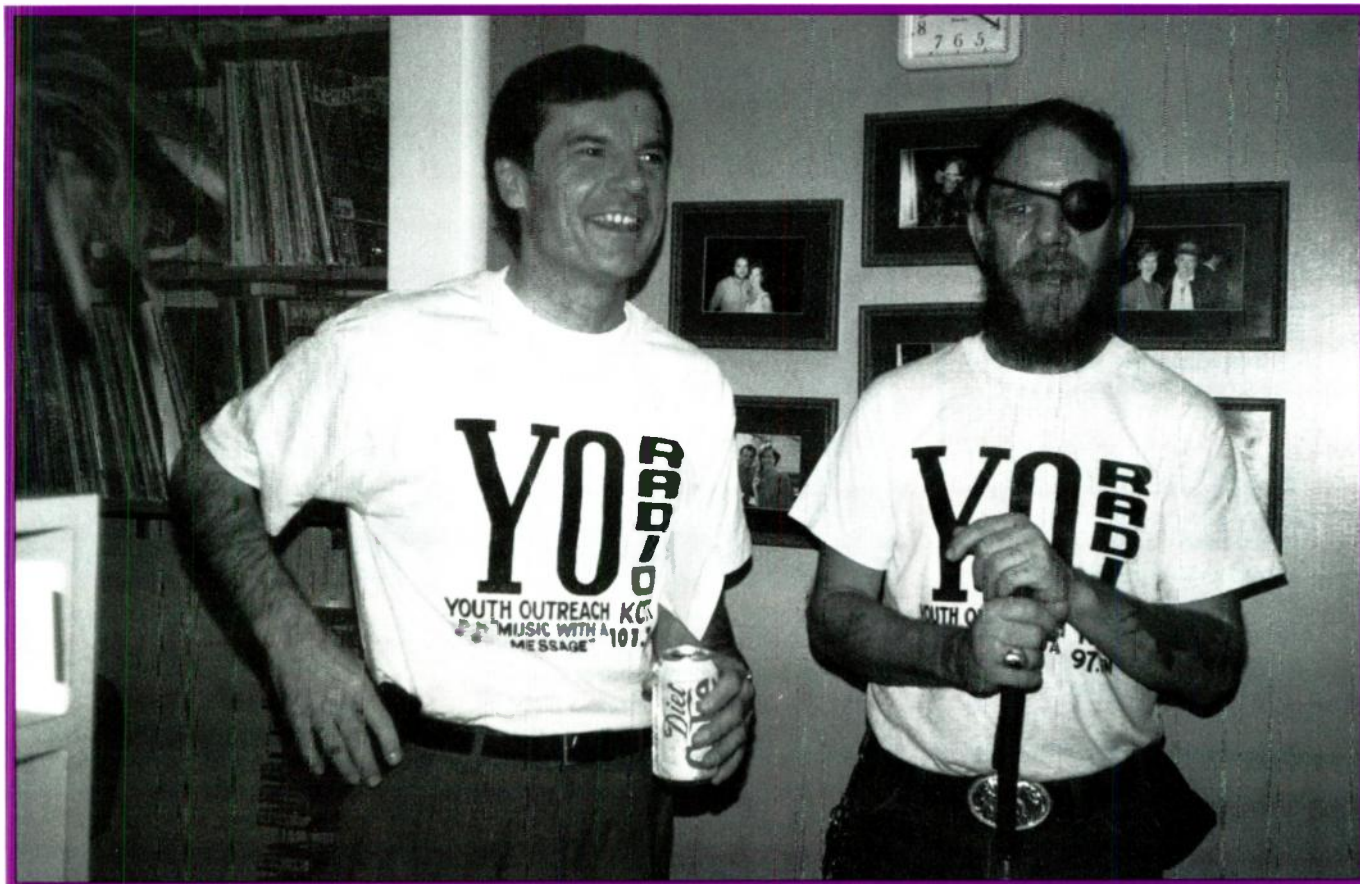
"You can see the complete opposite effect of music in the secular world — drug use, suicides, gangsta rap, and hard-core heavy metal. What you're listening to is what you're going to do. Eyes and ears are windows of the soul."

The idea for a youth-oriented

*[The teen DJs] have plenty of behind-the-scenes work to keep them busy: recording commercials, taking call-in requests, looking up Scriptures, and occasionally taping telephone interviews for future use.*



# Remarkable Reach



Rep. Tim Hutchinson (R-Ark., left) enjoys conversation with Jeff Kelly, founder and executive producer of YO Radio, during the legislator's birthday party at KCTT-FM/Harrison, Ark.

radio program hit when Kelly "was hanging out with nothing to do and the Lord gave it to me." Armed with his idea, Kelly approached Glen Adams, owner/manager of KCTT. Kelly says Adams "went out of his way to give these kids a chance."

Since similar projects had fizzled for lack of commitment by the participants, Adams insisted that the teenagers line up some sponsors and lay out some preliminary groundwork; Adams would throw in his expertise to personally guide and direct the program's first three months.

Kelly pitched the program to

several pastors in Yellville and with their financial help the program started. Several teens submitted ideas for the innovative program and YO Radio was born.

## Talking Teens

The 16 teens involved in the broadcast represent six denominations and five high schools from Harrison, Yellville, and Mountain Home, an area encompassing some 70 miles of north central Arkansas.

These dedicated teenagers come together in unity of mind, spirit, and purpose to lift up the Lord and to minister the Gospel of hope to their

generation through Christian music.

At its debut on March 13, 1994, the program ran for two hours every other Sunday, but has since expanded to a six-hour weekly program. Christian positive country music is played from noon to 2 p.m. on the YO Country program, setting up the four hours of the Christian music of YO Radio.

The teens take Ron Hutchcraft's 27-minute *Power House* program and do their own Bible study around Hutchcraft's central theme. They find ten to 14 Scripture verses

*Continued on page 22*



# To Touch a

## Six musicians on impacting today's youth

by Sarah E. Smith

### **E**AST TO WEST: DEDICATED DUO

Religious Broadcasting caught up with East to West (Neal Coomer and Jay DeMarcus) at the 1995 Christian Booksellers Association Convention in Denver. The duo has released two albums — a self-titled debut project and last year's *North of the Sky* — charted several number one songs, received a Dove Award nomination for New Artist of the Year (1995), and toured with 4HIM and Clay Crosse.

**RB:** What do you do to reach youth?

**Coomer:** Our focus is evangelistic, our presentation is evangelistic, and we give invitations at our concerts. But we also believe in the importance of entertaining.

**DeMarcus:** By the end of the night at a concert, [presenting the Gospel is] definitely what we strive for.

**Coomer:** If our goal is to reach unsaved people, then we think it necessary to first entertain them, to gain their respect for what we do. Once we have their respect, we feel that we can tell them our message of hope.

**RB:** How does being a role model affect your lives?

**DeMarcus:** It's very nice to be admired and for people to like what you do and what you have to say and everything. I know that Neal and I both always, always make an effort to try to make them realize, first and foremost, that we're no better than they are.

We always make an effort to try to make our audiences and fans feel as though we're very approachable people, so that they don't automatically put us on a pedestal. We want them to feel like they have a rapport with us to where they can come up to us and talk to us — just chat with us. We try to be real personable that way and put the focus first and foremost on Christ.

**Coomer:** I've always had trouble accepting a compliment in the first place. I'm more thankful that God gave me the gift and the talent. It's kind of like holding a mirror up to a light, you know, you just kind of shift the focus [off yourself and onto God].

**DeMarcus:** People see the good side of you all the



East to West: Jay DeMarcus (left) and Neal Coomer

time when you're on stage, so for someone to really believe in what you're doing and really love you and think you're great and everything, that's humbling for me because I know that I'm not. I know that without Christ I'm nothing, and that's what I share.

**RB:** What do you think Christian youth need from religious broadcasters?

**DeMarcus:** [Christian broadcasters need] to meet the same standards that secular broadcasters meet — with the music, with the programming, even with the video programs. I think that the standards need to be as high as secular stations, and I feel like we're still a few steps behind.

**Coomer:** That even goes for the DJs. Sometimes you listen to some secular stations and you just find yourself in the morning show, laughing. It's a high energy thing, and kids are responding to these DJs, who are becoming big personalities to kids.

**DeMarcus:** I think they need to see that Christians can be better than secular programs or artists. We don't need to play second fiddle to those markets anymore. I



# Generation

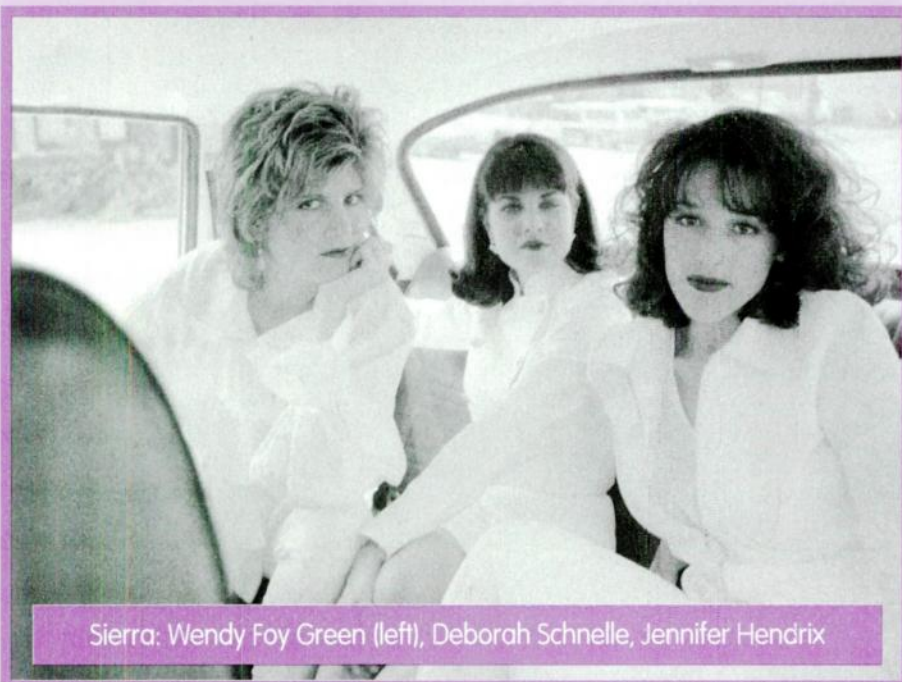


Photo by Russ Harrington

**SIERRA: TENDER-HEARTED TRIO**  
 Religious Broadcasting chatted with Sierra (Wendy Foy Green, Deborah Schnelle, and Jennifer Hendrix) during the 1996 Evangelical Press Association Convention in Colorado Springs, Colo. The trio has recorded two albums — a self-titled debut and *Devotion* — which have garnered several number one songs.

Sierra: Wendy Foy Green (left), Deborah Schnelle, Jennifer Hendrix

**RB: What do you do to reach youth?**

**Schnelle:** One of the things that has been special, especially to the young girls, is that I give my testimony about an eating disorder I had when I was 17 years old.

This was one thing I went through that a lot of teen girls experiment with and wonder about. And with today's society and the way that we place such an emphasis on outside appearance, even Christian girls get caught up in that.

**Hendrix:** We really try to encourage them to stand strong in their faith and really stand for what they believe in and not be embarrassed to say that they're a Christian, that they believe in God. I think that you can, even without saying much, set an example and be a witness to people and they see that you're different. It's the most important relationship in your life, a relationship with Jesus Christ.

**Green:** Another thing that we talk about is divorce. My parents went through a divorce when I was 19 years old. It is real important for kids to know that it's not their fault, it's not because of something that they did but it's because it's a choice that their parents have made. Unfortunately, it hurts really bad and I try to let people know that God does indeed have a perfect plan for their lives.

**RB: How does being a role model affect your lives?**

**Schnelle:** I don't see myself as a role model. I just see myself as someone who is trying to serve God and makes mistakes along the way. A role model should be someone who follows Christ and shares that life with others.

Sometimes I think that if people saw the real me, they wouldn't even put me in that place. I consider it an honor and a privilege for people to listen to our music and to listen to

know it takes money, but I believe: spend a little money and save a lot of youth.

I want to be careful in how I word this, but it's so easy to keep the older generation happy [when] you're scared you're going to offend them. [When that happens] you stop feeding the real problems, you stop giving the youth what they really need: positive role models who don't necessarily do everything by the book, [and who are not] legalistic.

I think we've just got to get past the point where we're so scared to offend somebody that we won't go into new territory, that we won't try new things, because who knows what is going to reach a particular young person?

**Coomer:** I think a lot of times though, listeners will hold radio stations back from accomplishing those goals.

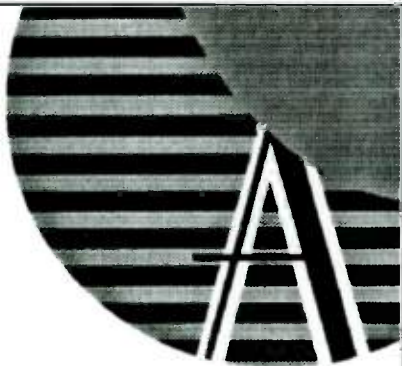
**DeMarcus:** That's what I was trying to say. Unfortunately, since there are a lot of listener-supported stations, they can't program their station to be hip enough to capture 16- to 20-year-olds because . . .

**Coomer:** When it comes down to a sharathon, it's not the 16-year-olds who are pledging a hundred dollars a year.

Continued on page 26







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**TO TOUCH . . .**  
*Continued from page 25*

my testimony and hopefully take something home with them, something that they can learn from my mistake.

**Green:** As Christians, all of us should be role models. I think as Christians we should all be that light that shines in the darkness.

**Hendrix:** We try to be very careful of our attitudes. Everybody has a bad day every once in a while and we try to make a conscious effort to be up when we go into a new place and meet new people — not to be fake but to be a good example.

**RB:** What do you think Christian youth need from religious broadcasters?

**Schnelle:** Quality programming and broadcasters who bring music to youth in various communities. It's so important for youth to have music to identify with.

I know of one particular radio network, WAY-FM, which has really tried to reach the youth of America. And sometimes our music does not fit that format, but you know what? I think it's great. I have a lot of respect for those groups like DC Talk, the Newsboys, and Audio Adrenaline, who are really trying to grab the youth's attention.

**Green:** One of the things we're privileged to do this year is to be the official spokesperson for Covenant (the ACTS Network) this year. It's real important we see family and values programming on television.

As Christian media people, we need to make sure we're putting out good family value programming. But again, as parents, we need to be careful of what our kids watch. We can't say to the media "this is all your responsibility" because that's not true either. The family has to take their share and be responsible for what their children see.

**Hendrix:** But it is sad that you have to screen everything. And so with this Covenant programming, it's nice to know that you don't have to worry about that.

**Schnelle:** I just think the media

has come so far, especially with religious broadcasting. We have seen so many good quality television shows. Some of the things we've been to have been such positive experiences, like *Life Today* with James Robison, *The 700 Club*, *Homelife* television show, and *At the Stage Door* with Gary McSpadden.

**Hendrix:** I think it's very important for talk radio to talk about issues that teens are dealing with today. The things they deal with today are so vastly different from what we dealt with when we were in high school and junior high.

It's amazing the progression that has been made, how fast kids are growing up today. I wish our society could back track to a more innocent kind of state. That's obviously gone.

*deborah  
 Wendi Jennifer*

**REBECCA ST. JAMES:  
 UNASHAMED TO  
 PROCLAIM**

Religious Broadcasting met 19-year-old Rebecca St. James during the 1996 Evangelical Press Association Convention in Colorado Springs, Colo. In her albums (her self-titled debut and the recent release *God*), in her concerts, and one-on-one, the Australian-born teen offers hope in Christ to this generation of teenagers.

**RB:** What do you do to reach youth?

**St. James:** I really feel God is calling us as a generation just to be 100 percent for Him, to not compromise any longer.

One of the things I really challenge my peers on is purity and one of the verses that's really helped me as a teenager is 1 Timothy 4:12, "Don't let anyone look down on you because you're young, but set an example for the believers in speech, in life, in love, in faith, in purity."

That whole purity aspect is such a big thing. I let people know



I'm a virgin and going to stay that way until after I'm married. I actually wear a purity ring to let people know I'm taking that stand for God.

Another thing I challenge my peers on is keeping our minds pure, saying, "I'm not going to fill it with junk, and God, if this is something you don't want me to watch on my television, on a movie or a video, then I will not watch it. I will turn it off. If this is something you don't want me to listen to on a cassette or CD, then I'll throw it in the trash."

**RB:** How does being a role model affect your life?

**St. James:** People write to me. I get a lot of letters, especially from teenagers, and they say they look up to me. It really makes

me feel more humble than anything else. I'm like, "God this is You, it has nothing to do with me. This is all in Your hands." That's my cry to God.

I pray every day for His will to happen. I just see myself as a servant of God and somebody that is hopefully promoting His message and His words.

I have major accountability in my life. I travel with at least two

members of my family always. And as much as we can, we take the whole family, my five brothers and my sister and parents, and it's just great.

It's pretty serious accountability when it's your family because they know you so well, and there's something about taking your sister to the bathroom and babysitting your brothers in between when you're on the road. It keeps you real grounded.

I also have friends I call up from the road and we often pray together and that's really good accountability.

**RB:** What do you think Christian youth need from religious broadcasters?

**St. James:** I think they need hope. I think they need to know the Jesus way is the only way to live. And they need to be

encouraged to stand for God and really make a difference in this world in His strength.

I would encourage [religious broadcasters] to keep doing what they're doing, because it is making such a difference. This generation is crying out for answers.

I am really worried and concerned about my generation and I feel that broadcasters like yours can encourage my generation to let them know there's hope in Jesus.


Photo by Jeff Frazier

*Love in Christ,  
Rebecca  
St. James  
Eph. 3:20*

**Sarah E. Smith is managing editor of Religious Broadcasting.**







Rebecca St. James




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# PUBLIC POLICY CONFERENCE

by Christine L. Pryor  
photographs by Pat Mahoney

**B**roadcasters from across the nation answered the clarion call of National Religious Broadcasters (NRB) to come to the nation's capital September 4 and 5 for the association's first Public Policy Conference.

Packed with opportunities for broadcasters to become acquainted with congressional leaders, the conference provided



"I found the conference very beneficial . . . [and] encourage NRB to do this again next year. It has been a long time since I've attended an event that offered so much information and insight."

— Ken Mikesell,  
WTGL-TV/  
Orlando, Fla.

**A.** Rep. Ernest Istook (R-Okla.) opens the conference with the Capital Breakfast. His comments on the upcoming presidential election: "[This] is not a test of Bob Dole or Bill Clinton, but a test of the United States of America and the American people . . . [In his acceptance speech, Dole said,] 'Only right conduct distinguishes a great nation from one that cannot rise above itself . . . right conduct every day, at every level, [and] in all facets of life.'"

**B.** Greg Van Tatenhove, administrative aide to Rep. Ron Lewis (R-Ky.), explains how to get the ear of a legislator: "Politics are very important regarding civic responsibility and it is better to befriend representatives than to give money. While both are needed, a relationship is more influential in getting concerns to a representative's attention."

**C.** Rep. Bob Inglis (R-S.C.) speaks on racism during a session on affirmative action: "The problem (of racism) will remain as long as we are on earth, because it involves the condition of the human heart. Society and the church must wrestle with three issues: hatred, forgiveness, and fear . . . when a white says 'conservative,' a black hears 'racist.' To the majority of American blacks, the terms 'religious right,' 'Christian Coalition,' and 'Christian right' are synonymous with racism."

**D.** Sen. Dan Coats (R-Ind.) addresses family values: "Families are the seed bed of economics, values, and moral truths. Government attempts to replace the family have failed in every case."

**E.** Sen. Joseph Lieberman (D-Conn.) discusses the issues of school choice and media responsibility: "Both involve taking a stand for what's right and against what's wrong for our children. And that stand is strongest when based on a belief in



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*The following photographs of distinguished guests provide a panorama of the conference. Audio tapes are available through Chesapeake Audio/Video Communications, Inc., phone (410) 796-0040.*



*God and an acceptance of God's role in our lives. . . . We must, in the conduct of our daily lives, reassert timeless morality in our temporal world. We must confront the evil around us with the overwhelming power of good."*

*F. Panelists debate issues regarding the separation of Church and State, agreeing to disagree on many issues: prayer in school, use of Scripture to make a point in Congress, and school vouchers. Agreement was reached on one issue: zoning restrictions.*

*(Left to right) Barry Lynn, executive director of Americans United for Separation of Church and State; Jay Sekulow, chief counsel of American Center for Law and Justice; moderator Janet Parshall, host of Janet Parshall's America on WAVA-FM/Washington, D.C.; Mathew Staver, founder of Liberty Counsel; and Steven Shapiro, legal director of the American Civil Liberties Union.*

*G. Rep. Charles Taylor (R-N.C.), sponsor of an amendment supporting religious broadcasters' right to hire employees with the same religious beliefs for all positions, discusses the hiring process: "Congress never gave the EEOC permission for this regulation against religion in the workplace."*

*H. Rep. Billy Tauzin (R-La.) addresses indecency on the Internet: "Virtual reality has arrived. We must turn to media literacy conferences to educate children in discerning the real from the unreal. . . . Government cannot and never will be a proper parent to our children."*

*I. William Bennett, co-director of Empower America, speaks of the important things in life: "By the unraveling of the American family, we may see the unraveling*



*Continued on page 30*



## A Network Designed With Local Radio in Mind.

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network will fit in with  
your community...**

The ministry of Positive Life Radio has been created by a dedicated group of Christians with local communities in mind.

Our music based, current inspirational vocal format, includes generous opportunities for local content.

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"Yesterday, we [went to Capitol Hill] and saw Rep. Phil English (R-Pa.) and had prayer with him. [We also saw] Sen. Rick Santorum (R-Pa.), who is a fine man. We talked about the issues and had prayer with him as well. It was extremely positive. Today was positive, inspiring, and informative."

— Gordon Powell,  
Church of God,  
Anderson, Ind.

"[Visiting our representatives on the Hill was the] finest example of practicing what we had been told [in Mark Gorman's seminar]. This was an integral part of the conference."

— Randy Becton,  
Herald of Truth,  
Abilene, Texas

of American society. . . . People no longer care about the character of the person who runs the country. . . . This country is much more in need of good character in the White House [than] more programs."

J. Rep. Robert Dornan (R-Calif.) discusses what government should be funding: "Government was never meant to approach the size it is. The Boston Tea Party was over a one percent tax. In the 1920s, only 2.6 percent of federal expenditures was for the military. Today over 25 percent of federal funds goes for social programs or transfer payments. Congress should be honest and tell people, 'The Constitution does not allow us to pay for your programs.'"

K. Sen. Conrad Burns (R-Mont.) introduces the Burns Amendment: "The amendment would guarantee a religious organization the right to make its own good faith judgments . . . as to which job functions at its broadcast stations need religious knowledge, faith, or training in order to best service the organization's religious mission."

L. Janet Parshall of WAVA-FM/Washington, D.C., interviews speaker Cal Thomas during a live feed from the Public Policy Conference.

During his conference session on media bias, Thomas shared: "You have to determine that the only opinion you care for is the Lord's. Then you must meet the enemy and treat them with decency and respect. You'd be surprised how many [of them] grew up in churches."

M. Saul Shapiro and Anita Wallgreen, FCC assistant chief of technology and legal advisor, respectively, define recent developments in the FCC.

Shapiro on re-inventing government: "Over the next few years, we'll see an increase [in automation] for filing and other routine [duties]."

Wallgreen on the V-Chip law: "Content is not a broadcast issue but a media issue."



# THE WORLD IS LISTENING TO MISSISSIPPI COLLEGE!



*N. Henry Baumann, executive vice president of National Association of Broadcasters, reports on confusion regarding dual channel conversion: "[Yesterday] we started the educational process. In a few weeks we will have live-channel feed to engineers, and more by the end of October."*

*O. House Majority Leader Richard Arney (R-Texas) takes a few minutes before the Congressional Banquet to challenge attendees: "What would I ask of religious broadcasters? . . . Is the information that you pass fact or fiction? Will you commit to truth beyond partisan positions? Will you commit to Christ more than denomination?"*

*P. Former U.N. Ambassador Alan Keyes, keynote speaker for the Congressional Banquet, remarks about the growing apathy in America: "[The fact that] our moral heart is dying [is the] number one crisis in America. . . . Life is not material relations and things. There is something wrong here that goes deeper than money can measure. No one has time for the truth anymore."*

**Christine L. Pryor is associate editor of *Religious Broadcasting*. Pat Mahoney is director of member services for National Religious Broadcasters.**



*"The conference provided a great opportunity to be aware of some of the issues, to see some of the people who are involved in policy-making here in Washington, to share ideas with fellow broadcasters, and to look forward with hope to the future."*

— Paul Devantier,  
KFUO-AM-FM/  
St. Louis

*"The key thought that kept coursing through my mind during the whole debate was how paramount this issue is. If we don't work for the preservation, the promotion, and the protection of religious liberties, it's over for us as a culture and a country."*

— Janet Parshall,  
moderator for the  
debate of Church  
and State issues



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Box 4203  
Clinton, MS 39058



# Scholastically



Asbury College student Kristin Ross shoots aquatics with a Steadicam in preparation for the Summer Olympics.

**W**here should you go to study broadcasting in a Christian context? This fourth annual survey of Christian colleges and universities with a broadcasting major offers a sampling for those seeking education for a media career.

Of the 180 Christian colleges surveyed, 31 returned questionnaires and their answers are listed in the following guide. The editors of Religious Broadcasting are happy to present the 1996 Christian College Broadcast Communication Directory.



## Anderson University Anderson, Ind.

**Broadcast program:** Mass communication major with emphasis in broadcasting, journalism, and public relations for a bachelor of arts degree. Anderson University is fully accredited by North Central Association of Colleges and

Schools. Broadcasting major with mass communication emphasis has been approved by the Broadcast Education Association. **Credit hours:** 52

• **Internship:** Strongly recommended; faculty assists in placement

• **Facilities:** Commercial radio station WQME-FM (contemporary Christian music format), CNN news affiliate, commercial television production company, Covenant Productions (which has received more than ten Platinum and Gold Video awards and three Telly awards). Electronic media students travel overseas on an annual basis.

• **Job placement:** Faculty and Career Resource Center assist in placement

• **Faculty:** 5 full-time; 3 professionals in residence; 3 part-time instructors from the communication industry

• **Special considerations:** "Anderson University offers students a unique experience of working on a daily basis with top-notch broadcast equipment, not only in the classroom situation but also with real world ends in mind. WQME and Covenant Productions deliver high quality programs to large interested audiences and students are a major part of making that mission happen. Lives are being changed. Students are entering internships with a level of ability many other college students leave internships with."



# Speaking



Bethel College student Christa Lester practices for the Olympics by shooting a softball game.

Graduates are employed in a variety of locations across the country and around the world, making a difference through the art of broadcasting."

**Student body:** 2200 **Broadcast students:** 90

**Cost:** \$16,020 **Contact:** For general information, Anderson University Admissions Department, 1100 E. 5th St., Anderson, IN 46012, (800) 438-6414; for specific questions about broadcasting program, Donald Boggs, Ph.D., (317) 641-4350



## Asbury College Wilmore, Ky.

**Broadcast program:** Media communication major with an emphasis in either production,

media performance, media management, multimedia, or film studies and journalism major **Credit hours:** 39-41

**Internship:** Yes, faculty assists in placement

**Facilities:** Carrier-current and cable radio station, 24-hour cable television station, five-camera television remote

production unit, ten video edit suites (one D-3 suite, one Betacam SP Media 100 nonlinear edit suite, two D-Vision non-linear suites, two U-matic suites, and four S-VHS editors), Steadicam, digital audio workstations, four audio studios including one 8-track recording studio for audio/video, 16 mm film equipment, ten Macintosh labs (equipped with Authorware Pro, PhotoShop, and Illustrator), television studio, and CNN NewSource affiliate

**Job placement:** Faculty assists in placement

**Faculty:** 7 full-time; 2 part-time

**Special considerations:** "Asbury College is committed to effective classroom learning that is applied through first-hand experience. Nearly 100 Asbury students were paid professionals on the broadcast crews for the 1996 Olympics in Atlanta, the third Olympics in which the school was involved. Students also get the opportunity to travel abroad, putting their skills to work for ministry. Asbury video crews have visited 18 countries to shoot documentaries and promotionals. Students also produce news, public interest, and

*Continued on page 34*



## SCHOLASTICALLY SPEAKING . . .

Continued from page 33

sports programs for the county-wide cable television station. Both Christian and secular broadcasting is studied. Our goal is to prepare Christians to be quality communicators wherever God calls them."

**Student body:** 1206 **Broadcast students:** 135

**Cost:** \$13,579 **Contact:** For admissions, Dean Stan Wiggam, Asbury College, 1 Macklem Drive, Wilmore, KY 40390, (800) 888-1818, fax (606) 858-3921, <http://www.asbury.edu>, or e-mail [admissions@asbury.edu](mailto:admissions@asbury.edu); for media communications, Dr. Jim Owens, program coordinator, (606) 858-3511



### Bethel College St. Paul, Minn.

**Broadcast program:** Media communication **Credit hours:** 55

**Internship:** Yes; communication department faculty assists

**Facilities:** WBCS (carrier-current radio station), television studio and control room, two S-VHS editing suites (one is Macintosh-based)

**Job placement:** Placement office assists in job searches; seminars offered to seniors; active alumni network

**Faculty:** 4 full-time

**Special considerations:** "Bethel's approach is deliberately broad so that students gain background in writing, design, interpersonal skills, and production. Hands-on opportunities are balanced well with broader communication skills. We recently joined Asbury College in sending students to the 1996 Olympics. We have a new television studio, control room, and additional edit facilities. We have strong placement in both broadcast and corporate video environments."

**Student body:** 1950 **Broadcast students:** 60

**Cost:** \$17,800 **Contact:** Dr. Leta Frazier, Communications Department Chair, Bethel College, 3900 Bethel Drive, St. Paul, MN 55112, (612) 638-6400, fax (612) 638-6001



### Biola University La Mirada, Calif.

**Broadcast program:**

Radio/television/film (36 credit hours), broadcast journalism (39 credit hours), broadcast management (42 credit hours)

**Internship:** Required; faculty assists in placement

**Facilities:** On-campus AM-FM station; three-camera television production facility including linear and non-linear video editing systems, computer animation, and an audio-for-video studio; motion picture production facility including 16mm and 8mm cameras, animation

stand, and Moviola flatbed editor

**Job placement:** The department and university have several programs to assist the student in finding a job, including training in job search, resume and resume reel preparation, mentoring by professionals in the field, and a network of industry contacts.

**Faculty:** 2 full-time; 2 part-time

**Special considerations:** "Biola is located in the quiet suburb of La Mirada, only 25 miles from Hollywood. Because of our proximity to the communication and entertainment industry, we have been able to build relationships with many Christians in the industry who serve on our advisory board. This group includes some big name producers and well-known news people as well as those working at lower levels

in the industry. Our advisors frequently speak in classes, serve as mentors, or give tours of their facilities. This gives Biola students a unique advantage in making industry contacts and keeping up-to-date on trends."

**Student body:** 3000 **Broadcast students:** 80

**Cost:** \$17,660 **Contact:** Dr. Tom Nash, professor of communications, Communication Department, Biola University, 13800 Biola Ave., La Mirada, CA 90639, (310) 903-4804, fax (310) 906-4528, e-mail [tom\\_nash@peter.biola.edu](mailto:tom_nash@peter.biola.edu)



### Bryan College Dayton, Tenn.

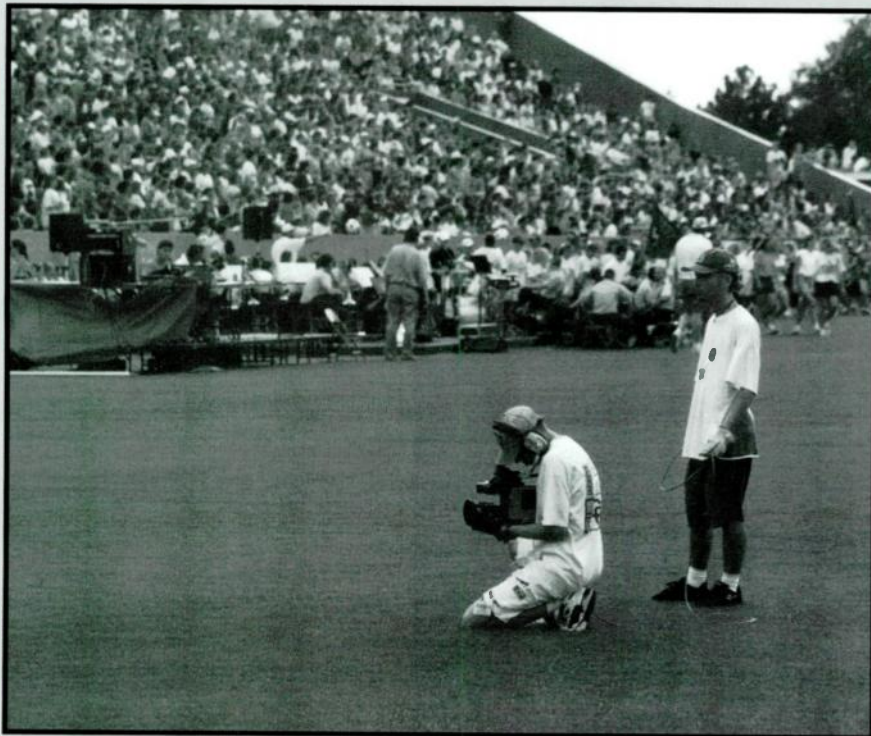
**Broadcast program:**

Communication/media arts **Credit hours:** 124 total

**Internship:** Available, not required

**Facilities:** On-campus recording studio and audio laboratory, college-sponsored radio program, local professional media outlets

**Job placement:** Career Services



Cedarville College student Philip Wallis (kneeling) rehearses for the Olympics with Messiah College student Steve Thurston during the Bluegrass State Games.



office assists all graduating students and alumni

**Faculty:** 2 full-time

**Special considerations:** "Bryan is located in a small town 40 miles north of Chattanooga, a mid-sized media market. Opportunities for practicums and internships are strong for Bryan communication arts majors: radio and television outlets, public relations firms, and the local government have utilized student talent with such success that our majors receive priority placements. Bryan is a Christian liberal arts college committed to the development of a biblical worldview in the college community."

**Student body:** 460 **Broadcast students:** 15

**Cost:** \$13,350 **Contact:** Thomas A. Shaw, Dean of Enrollment Management, Box 7000, Bryan College, Dayton, TN 37321-7000, (423) 775-2041, fax (423) 775-7330



### **Calvary Bible College Kansas City, Mo.**

**Broadcast program:** Christian broadcasting **Credit hours:** 41

**Internship:** Recommended, department chair assists in placement

**Facilities:** Fully equipped production studio for beginners and state-of-the-art on-air production and editing equipment for advanced students

**Job placement:** Faculty assists in placement

**Faculty:** 1 full-time, 2 part-time

**Special considerations:** "The students learn and work in the environment of a working 100,000-watt FM radio station. They have frequent opportunities to interact with the professionals who currently do the work for which the student is training. Many class assignments are turned in on tape, thus giving the students practical experience as they progress through the course work. Further, Calvary's curriculum includes strong training in Scripture, which results in the person projecting healthy biblical values to the radio audience."

**Student body:** 280 **Broadcast students:** 10

**Cost:** \$7200 **Contact:** Darrell Nickolaus, Department of Broadcasting Chair, Calvary Bible College, 15800 Calvary Road, Kansas City, MO 64147, (800) 326-3960, fax (816) 331-4474



### **Cedarville College Cedarville, Ohio**

**Broadcast program:** Audio production, video production, management/sales, multimedia technology **Credit hours:** 70

**Internship:** Encouraged

**Facilities:** Campus-carrier — SRN; CDR Radio Network — FM; digital, multi-track studio, two digital audio workstations, non-linear video editing, video production studio

**Job placement:** All faculty assists

**Faculty:** 3 full-time

**Special considerations:** "The broadcasting program at Cedarville College offers students a strong theoretical base while providing exposure to the day-to-day workings of the industry. From their freshmen years, students are given the opportunity to work with the commercial student radio station (SRN). Students gain experience in sales, promotions, production, and operations as the station is managed and operated entirely by students under faculty supervision. Students involved in video production are involved in various free-lance video opportunities, as well as producing a video of the college chapel service each day. The college has a fully outfitted multi-media lab for those interested in computer-based media."

**Student body:** 2500 **Broadcast students:** 85

**Cost:** \$14,000 **Contact:** James O. Leightenheimer, associate professor, Cedarville College, Box 601, Cedarville, OH 45314



### **Cornerstone College Grand Rapids, Mich.**

**Broadcast program:**

Communications arts major/  
media minor **Credit hours:**  
A.A.S. 65; B.A. 129 (includes  
general education)

**Internship:** Yes; internship  
coordinator

**Facilities:** FM radio station

**Job placement:** Offered through Career Placement office

**Faculty:** 1 full-time; 2 part-time

**Special considerations:** "Cornerstone College requires an internship of each graduate, which leads to practical experience and usually a list of job leads. Grand Rapids, the second largest metro in the state of Michigan, is a wonderful media-rich location for aspiring broadcast students. Along with great practical experience, the broadcasting program is grounded theoretically in a cultural studies perspective emphasizing the political, economical, social, psychological, and theological implications of communications through a media system."

**Student body:** 900 **Broadcast students:** 20

**Cost:** \$11,500 **Contact:** Dr. Tim Detwiler, professor of communications arts, Cornerstone College, 1001 E. Beltline Drive, Grand Rapids, MI 49505, (616) 942-1500, fax (616) 942-7078, e-mail tdetwiler@cornerstone.edu



### **Dordt College Sioux Center, Iowa**

**Broadcast program:** Radio/television **Credit hours:** 30

**Internship:** Recommended;

assistance provided in arrangement, supervision, and consultation.

**Facilities:** KDCR-FM campus radio station, classroom/television studio, editing bay

**Job placement:** Student Services

**Faculty:** 2 full-time

**Special considerations:** "Dordt emphasizes personal contact and guidance with a heavy emphasis on Christian perspective in theory and practice. The department also offers a new major and new complementary courses for journalism and broadcast. Internships available in radio, television, graphics, and broadcast journalism."

**Student body:** 1205 **Broadcast students:** 15

**Cost:** \$11,570 **Contact:** Dr. Daryl Vander Kooi, Communications Department Chair, Dordt College, Sioux Center, IA 51250, (712) 722-6259, fax (712) 722-1185, e-mail dkooi@dordt.edu



### **Eastern College St. Davids, Pa.**

**Broadcast program:** Film studies,  
documentary films, and broadcast journalism **Credit hours:** 41

**Internship:** Required; faculty assists with placement

**Facilities:** Eastern utilizes advanced studio of neighboring college, public access cable stations, and network affiliates available for internships

*Continued on page 36*



## SCHOLASTICALLY SPEAKING . . .

Continued from page 35

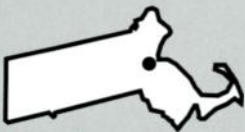
**Job placement:** Faculty and Career Services Office assist in placement

**Faculty:** 2 full-time, 2 part-time

**Special considerations:** "Eastern College, through personal mentoring, offers students the opportunity to design their majors utilizing their specific gifts and interests. Eastern's convenient location to major studios, corporations, and educational institutions provides excellent opportunities for technical training and internships. Students are encouraged to utilize semester-away programs in journalism and film studies offered by the Coalition of Christian Colleges and Universities. Our focus is on global, holistic, and interdisciplinary approaches to communication."

**Student body:** 1200 **Broadcast students:** 5

**Cost:** \$17,450 **Contact:** J. Nathan Corbitt, Department of Communications Arts Chair, Eastern College, 10 Fairview Drive, St. Davids, PA 19087, (610) 341-5951, fax (610) 341-1460, e-mail ncorbitt@beacon.eastern.edu



### Eastern Nazarene College Quincy, Mass.

**Broadcast program:**

Communication arts with broadcasting track emphasis on "convergence" of telecommunications industry **Credit hours:** 40

**Internship:** Yes; assistance provided by faculty

**Facilities:** Campus carrier-current radio station, television production studio, analog editing, digital non-linear editing, multi-media

**Job placement:** No

**Faculty:** 1 full-time, 1 part-time

**Special considerations:** "The broadcasting emphasis within the Communications Arts Department has been recently reorganized to emphasize an intensive junior-year experience in radio/television/multi-media production. The emphasis of the department is shifting toward understanding and training for the convergence of numerous telecommunication industry efforts. While involving students in numerous production opportunities, the focus of the department is on the development of students whose skills go far beyond the rapidly changing technologies."

**Student body:** 900 **Broadcast students:** 20

**Cost:** \$13,760 **Contact:** Admissions (617) 773-6350, Cliff Hersey, associate professor, Eastern Nazarene College, 23 E. Elm Ave., Quincy, MA 02170, (617) 745-3617, fax (617) 745-3425, e-mail herseyca@aol.com



### Evangel College Springfield, Mo.

**Broadcast program:**

Broadcasting **Credit hours:** 36

**Internship:** Highly recommended; faculty assists

**Facilities:** On-campus radio station, television studio with both on-campus cable outlet and community access channel, editing bays, control room, multi-media facilities

**Job placement:** Yes; advice and assistance offered

**Faculty:** 2 full-time

**Special considerations:** "At Evangel, we focus on individuals with an emphasis on helping them achieve to the

best of their potential. Solid coursework in both theory and application is augmented with intensive hands-on experience. Students have many opportunities to serve in leadership positions in both radio and television. A strong internship program provides qualified students with 'real world' experience. An exceptionally high percentage of our graduates enter the broadcasting field within three to six months of graduation."

**Student body:** 1500 **Broadcast students:** 75

**Cost:** \$11,000 **Contact:** Shirley Shedd, Communication Department Chair, Evangel College, 1111 N. Glenstone, Springfield, MO 65802, (417) 865-2815, fax (417) 865-9599, e-mail sashedd@aol.com



### Grace University Omaha, Neb.

**Broadcast program:**

Communications broadcasting **Credit hours:** 133 (includes general studies)

**Internship:** Yes; faculty assists

**Facilities:** Multi-track production suite, campus carrier-current radio station, digital editing, university radio station KGBI-FM

**Job placement:** Yes; staff assists

**Faculty:** 1 full-time; 2 part-time

**Special considerations:** "Grace University offers a dual degree in Bible and communications. The program provides students the opportunity to gain practical experience in radio broadcasting and production skills through class assignments, field trips, internships, and employment opportunities through the university's radio station, KGBI-FM. Our goal is to help students to develop professional skills and to think critically and biblically about the issues which face communication professionals."

**Student body:** 475 **Broadcast students:** 22

**Cost:** \$10,125 **Contact:** Dr. Ronald Shope, Department of Communications Chair, Ninth and William, Omaha, NE 68108, (402) 449-2800, fax (402) 341-9587, e-mail admissions@graceu.edu



### Houghton College Houghton, N.Y.

**Broadcast program:**

Communication major with emphasis in broadcasting **Credit hours:** 33

**Internship:** Encouraged; faculty assists

**Facilities:** WJSL-FM, a 6000-watt, 24-hour-a-day radio station (student-run seven to eight hours per day)

**Job placement:** Offered through Career Counseling Center

**Faculty:** 2 full-time, 3 part-time

**Special considerations:** "The ability to communicate is essential to every career focus. Houghton's communication major is an interdisciplinary program. Those oriented toward careers in Christian broadcasting are encouraged to minor in Bible or religion. Working at WJSL-FM will enhance broadcast career preparation through excellent real-life experience. The program combines well with business and other related disciplines. Houghton is well known for the faculty availability to students for encouragement and counseling. Houghton has a strong missionary broadcast focus."

**Student body:** 1200 **Broadcast students:** 54

**Cost:** \$16,058 **Contact:** David Manney, associate professor of communication, Houghton College, Houghton, NY 14744, (800) 777-2556, fax (716) 567-9570, e-mail dmanney@houghton.edu





**Huntington College  
Huntington, Ind.**

**Broadcast program:** Mass communication major with concentrations in broadcasting and journalism; minor also available; concentration of film studies also available through the Coalition of Christian Colleges and Universities Film Studies Program in Hollywood **Credit Hours:** 42

**Internship:** Yes; faculty assists

**Facilities:** Complete state-of-the-art television control room including Panasonic switcher, Chromakey, and digital workstation, Sony DXC 327 Betacom, two Sony DXC 3000, four Panasonic SVHS cams, 1 BVW 1800 Beta Recorder, Sony 3/4 off-line workstation, Sony SVHS off-line workstation, non-linear video machine DPR Beta SP quality output, 3/4 SP 8800 EFP recorder; state-of-the-art radio production suite including SAW non-linear audio workstation; on-air broadcasting studio including MBI control board and DAT recorder/players

**Job placement:** Yes; Career Center staff assists

**Faculty:** 1 full-time, 1 part-time

**Special considerations:** "One of the most distinctive things about Huntington's program is the access students have to hands-on experience. Unlike some schools, Huntington provides students the opportunity to get involved from the moment they enter the program as freshmen. Through Huntington's in-house production company, Brethren Productions, students have the chance to work as crew and eventually direct professional productions, allowing them to build their portfolios before graduation. The on-campus radio station and newspaper also provide experience for students wishing to concentrate in those areas of study. Most of all, Huntington places a strong emphasis on integrating the Christian faith with the communications industry."

**Student body:** 750 **Broadcast students:** 35

**Cost:** \$15,860 **Contact:** Lance Clark, instructor of communications, Huntington College, 2303 College Ave., Huntington, IN 46750, (219) 358-2081, fax (219) 356-9448



**John Brown University  
Siloam Springs, Ark.**

**Broadcast program:** Broadcasting with emphasis in production, management, or performance/news **Credit hours:** 47

**Internship:** Strongly recommended; faculty assistance offered

**Facilities:** 24-hour FM station, low-power FM station, three-camera television facility, cable access, two non-linear video editing rooms, digital audio production room, CD and



*Students at Messiah College have access to a full range of editing options.*

• CD-ROM production equipment, five audio production studios, computer and graphic design emphasis, three ENG units

• **Job placement:** Career Office and all faculty work at helping students find jobs; active alumni network

• **Faculty:** 3 full-time, 1 part-time

• **Special considerations:** "John Brown University has always enjoyed a strong reputation of hands-on experience and solid academics. All of the faculty members have extensive professional experience that they bring into the classroom to train students to work in the communication industry — in both broadcasting and the corporate video world. Our students are highly trained and perform well when they enter the job force. We were pleased to join with other colleges in sending broadcasting students to work on the crew of the 1996 Summer Olympics."

• **Student body:** 1100 **Broadcast students:** 60

• **Cost:** \$12,532 **Contact:** Don Crandall, Admissions Director, John Brown University, 2000 W. University, Siloam Springs, AR 72761, (800) 634-6969, fax (501) 524-4196, e-mail jbuinfo@acc.jbu.edu

*Continued on page 38*



## SCHOLASTICALLY SPEAKING . . .

Continued from page 39



### Reformed Bible College Grand Rapids, Mich.

**Broadcast program:** Communication minor **Credit hours:** 15

**Internship:** Not required  
**Facilities:** Specialized radio program  
**Job placement:** n/a  
**Faculty:** 1 part-time

**Special considerations:** "Our radio and media production courses are part of a communications minor: journalism, speech, and radio."

**Student body:** 190 **Broadcasting students:** 4

**Cost:** \$9500 **Contact:** Dr. H. Bruxvoort, Academic Dean, Reformed Bible College, 3300 E. Beltline N.E., Grand Rapids, MI 49505, (616) 363-2050, fax (616) 363-9771



### Southern California College Costa Mesa, Calif.

**Broadcast program:** Television production, film production, audio production **Credit hours:** 50

**Internship:** Yes; faculty assists

**Facilities:** Analog audio bay, digital audio bay, two analog video bays, non-linear editing system, graphics, workstation, field equipment, web page server

**Job placement:** Yes, through faculty  
**Faculty:** 4

**Special considerations:** "SCC is located in one of the major media centers of the world. Students have many opportunities to interact with working professionals. In addition to the regular production classes, we are moving to a completely digital major. Students have e-mail and are required to maintain a web page. Starting in the fall of 1997, every major will be required to own a computer."

**Student body:** 1200 **Broadcasting students:** 65

**Cost:** \$14,000 **Contact:** Gerald Fisher, assistant professor, Southern California College, 55 Fair Drive, Costa Mesa, CA 92626, (714) 556-3610, fax (714) 966-5482, e-mail gerald.fisher@comm.sccu.edu



### Southern Nazarene University Bethany, Okla.

**Broadcast program:** Broadcast journalism **Credit hours:** 32

**Internship:** Recommended; faculty assists

**Facilities:** On-campus studio, local network affiliate stations

**Job placement:** No

**Faculty:** 3 full-time, 2 part-time

**Special considerations:** "SNU provides a strong writing

curriculum with a blend of production courses. The campus studio (new in the fall of 1997) and local network affiliate stations give students plenty of hands-on experience. Small classes enable professors to work with students on an individual basis."

**Student body:** 2000 **Broadcasting students:** 15

**Cost:** \$11,000 **Contact:** Dr. Pam Broyles, Speech Communication Department Chair, Southern Nazarene University, 6729 N.W. 39th Expressway, Bethany, OK 73008, (405) 491-6691



### Spring Arbor College Spring Arbor, Mich.

**Broadcast program:** Video, radio, professional writing, advertising, public relations, drama, speech **Credit hours:** 36

**Internship:** Required; assistance provided by faculty

**Facilities:** WSHE-FM,

KTGG-AM, video production studio, video edit suite

**Job placement:** Yes; faculty assists

**Faculty:** 7 plus full-time engineer

**Special considerations:** "Program staffed by industry professionals who continue to practice their craft while teaching students. Heavy hands-on emphasis allows considerable student experience in production. Rigorous, client-centered senior research thesis also required. Radio stations professionally managed but entirely student-staffed. Video production students produce an overseas missions video annually. Twelve first-place awards since 1985 in student National Religious Broadcasters production competition."

**Student body:** 1800 **Broadcasting students:** 60

**Cost:** \$10,000 **Contact:** Thomas M. Ball, Ed.D., Department of Communication Head, Spring Arbor College, 106 Main St., Spring Arbor, MI 49283, (517) 750-1200, e-mail tball@cougar.admin.arbor.edu



### Toccoa Falls College Toccoa Falls, Ga.

**Broadcast program:** Audio and video **Credit hours:** 30

**Internship:** Yes; student responsible to find internship with faculty help

**Facilities:** On-air radio studio, audio production studio, desktop video

editor, single-camera editing, portable mini-switcher for studio productions, WRAF network studios for some students

**Job placement:** Yes; faculty assistance

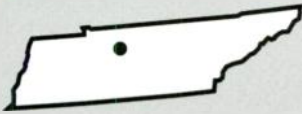
**Faculty:** 4

**Special considerations:** "TFC offers an experienced faculty with limited class enrollment which encourages one-on-one attention to student needs. We provide students with real world production and management experience. "The Eagle," our student-run contemporary Christian music FM station, offers many opportunities for students to work in all facets of radio station operations. Some students are also offered employment in the growing TFC radio network. Video students also have the opportunity to work on productions for local television. With courses in video, audio, and management, our graduates are prepared for a variety of careers in broadcast and mass communication."

**Student body:** 950 **Broadcasting students:** 35

**Cost:** \$10,788 **Contact:** Randall Pruitt, Ph.D., School of Communication Director, Toccoa Falls College, Toccoa Falls, GA 30598, (706) 886-6831





**Trevecca Nazarene University  
Nashville, Tenn.**

**Broadcast program:** Mass communication and radio broadcasting  
**Credit hours:** 30

**Internship:** Yes; arranged by faculty

**Facilities:** WENO-AM, WNAZ-FM, a new FM station whose call sign is not yet assigned, campus-carrier FM, four control rooms, two production rooms, digital audio storage and editing

**Job placement:** Yes; faculty assists  
**Faculty:** 3

**Special considerations:** "Trevecca Nazarene University is located in Music City USA. Nashville is a major recording and teleproduction center often referred to as the Third Coast. Many of our students get part-time jobs or intern with record companies, radio and television stations, and production houses. Job opportunities are abundant. Trevecca has a low teacher/student ratio and promotes one-on-one faculty/student learning. The broadcasting facilities are current and a professional staff assists the faculty with hands-on training of students. In addition to the broadcasting, the university also has a music business degree which includes a recording studio."

**Student body:** 850 **Broadcasting students:** 20

**Cost:** \$12,294 **Contact:** David Deese, Director of Broadcasting, Trevecca Nazarene University, 333 Murfreesboro Road, Nashville, TN 37210, (615) 248-1200, fax (615) 248-7786, e-mail wnaz@trevecca.edu



**Warner Southern College  
Lake Wales, Fla.**

**Broadcast program:** Communication  
**Credit hours:** 36

**Internship:** No

**Facilities:** WSCR-FM radio station

**Job placement:** Yes; Student Life Office arranges  
**Faculty:** 1

**Special considerations:** "A primary element of the WSC communication program is designed to help students identify and develop the particular niche that best suits their needs and to explore a variety of communication avenues that will help with career preparation. Students also develop sound theoretical bases as a foundation for the skills they develop in writing, production, technology, and the application of presentation skills. The goal is to help students become effective Christian communicators, something sorely needed in the world today."

**Student body:** 575 **Broadcasting students:** n/a

**Cost:** n/a **Contact:** Dr. James Moyer Jr., Communication Arts Department Chair, Warner Southern College, 5301 U.S.



*Olivet Nazarene University students learn about working in radio in the school's carrier-current campus studio.*

Highway 27 South, Lake Wales, FL 33853, (941) 638-7201, fax (941) 638-1472, e-mail moyer@mail.firm.edu



**Wheaton College  
Wheaton, Ill.**

**Broadcast program:** Yes **Credit hours:** 32

**Internships:** Greatly encouraged; faculty assists

**Facilities:** WETN-FM 24-hour radio station on campus, fully equipped digital radio production studio, fully equipped digital audio recording studio, full-sized, three-camera video studio and editing facility

**Job placement:** n/a

**Faculty:** n/a

**Special considerations:** "The broadcast program at Wheaton College offers students the opportunity to get hands-on experience as soon as possible, then helps them hone those skills throughout their degree program. Various internships allow students to put that experience to use, including the 'Wheaton in LA' program which matches students with professionals in Hollywood. The school radio station and the recently launched cable television station also provide areas where students can get 'real world' experience."

**Student body:** 2695 **Broadcasting students:** 153

**Cost:** \$17,650 **Contact:** Dr. Arthur Terry, assistant professor, Wheaton College, 501 College Ave., Wheaton, IL 60187, (708) 752-5000

*Editor's note: Surveys for the 1997 Christian College Broadcast Communication Directory will be sent in April 1997.*



# NRB Provides Voter PSAs

MANASSAS, Va. — National Religious Broadcasters (NRB) sponsored a "Get Out To Vote" public service announcement campaign for this election year. NRB distributed the CDs, which reminded listeners to vote, to more than 980 religious radio stations.

Participants included Kay Arthur, Sue Bahner, Larry Burkett, Edna Edwards, Jerry Falwell, Michael Glenn, E. Brandt Gustavson, Jack Hayford, June Hunt, Howard O. Jones, Tim LaHaye, Marlin Maddoux, Glenn Plummer, Pat Robertson, Charles Stanley, and Charles Swindoll. CDR Communications in Burke, Va., produced the PSAs, which were also financially sponsored by Lifeline, a Christian long-distance company in Oklahoma City, and Marlin Maddoux and *Point of View* radio talk show in Dallas.

# NRB Welcomes New Members

(as of September 1996)

### Full Group Members

Daniel Waldrop  
Christian Broadcasting of Yakima  
Yakima, Wash.

Thom Davis  
First Assembly of God — Griffin  
Griffin, Ga.

Mark Snowden  
Foreign Mission Board, SBC  
Richmond, Va.

Roy Love  
Gulf Meadows Church  
Pearland, Texas

Paul Devantier  
KFUO Radio Network  
St. Louis

Joe Luscombe  
LifeMatters  
Amarillo, Texas

Phil Cooke  
Phil Cooke Pictures, Inc.

Burbank, Calif.

Steve Munsey  
Refuge Productions  
Griffith, Ind.

Regina McGraw  
The Salvation Army  
Atlanta

### Full Individual Members

Michael Scott  
Park Forest, Ill.

### Associate Group Members

Julie Ivey  
American Reporters, Inc.  
Manassas, Va.

Tom Friday  
American Tract Society  
Garland, Texas

Stephenie Flewelling  
Destiny Image Publisher  
Shippensburg, Pa.

*Continued on page 56*

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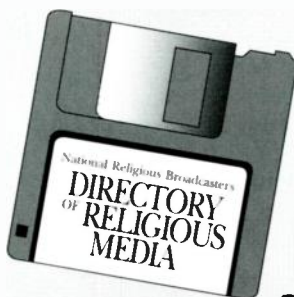
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- customize your labels with size, personnel, and format options
- cut your costs and time by printing your own labels

Our Windows database includes personnel and address listings for radio and television stations, program producers, publishers, and agencies/suppliers — all for \$250 (NRB members) or \$350 (non-members).

For more information or to place your order, contact:

**National Religious Broadcasters**  
7839 Ashton Avenue  
Manassas, VA 22110  
Phone: (703) 330-7000  
Fax: (703) 330-6996

(Payment in advance required; express delivery available.)



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## AIRWAVE ANNIVERSARIES

CHARLOTTE, N.C. — The Bible Broadcasting Network (BBN) celebrated its 25th anniversary last month. BBN signed on with one station in 1971 and now owns and operates 27 radio stations plus many satellite affiliates and translators.

ADRIAN, Mich. — *The Evangelistic Hour* (or *The Pilgrim Hour*) marked its 65th anniversary last month. The Rev. Donald Baughey hosts the radio program.

OKLAHOMA CITY — KQCV-AM/Oklahoma City celebrated its 20th anniversary in August. Owned by Bott Broadcasting, the station broadcasts Bible teaching and informational programs.

## AIRWAVE NEWS

WEST MONROE, La. — World Radio Gospel Broadcasts debuted a new, weekly Christian television program last month: *CrossView*. Hosted by Terry Rush, the 30-minute, talk-show program features guests with inspiring and uplifting testimonies. The program airs on ACTS Network/Faith & Values Channel and FamilyNet.



**Terry Rush**

CAMARILLO, Calif. — Salem Communications Corporation has acquired WTOF-FM/Canton, Ohio, and WHLO-AM/Arkon, Ohio, from Mortenson Broadcasting. The stations continue their religious formats.

CHATTANOOGA, Tenn. — Precept Ministries has launched a new, weekly live radio program called *Precept Live*. Hosted by Kay Arthur and Jan Silvius, the 60-minute show is a talk format.

CORUNNA, Tenn. — *The Church Doctor* is a new, one-and-a-half minute radio program from Dr. Kent Hunter designed to enhance the effective ministry of the local church by encouraging every participant. Topics include gossip, committee conflict, music, and bulletin bloopers.



CEO of Reach Satellite Network Jim Cumbee (left), shakes hands with WXLN general manager Olympus Zarris (center) and executive director Clarke Beasley of the National Quartet Convention.

NASHVILLE, Tenn. — The Reach Satellite Network has added WXLN-AM/New Albany, Ind., to its "Solid Gospel" format.

LOS ANGELES — Duffy and Company - Live from L.A. listeners pledged nearly \$13,000 to a special fund which



Host Warren Duffy (left) and producers Duane Patterson and Terry Duffy with money sent in by KKLA-AM-FM/Los Angeles listeners to assist Effingham (S.C.) Baptist Church.

will assist the rebuilding of the Effingham Baptist Church in South Carolina. The church was one of many burned in the South recently. Talk show host Warren Duffy said he hopes the idea of rebuilding the South "one church at a time" will inspire others to "adopt a church."

## AWARDS

CHICAGO — Jerry Rose, president of WCFC-TV/Chicago and National Religious Broadcasters executive committee member, received a 1996 Gutenberg Award for his outstanding contribution to the Bible cause. The award is given by the Chicago Bible Society. Other 1996 winners included Dr. Arthur DeKruyter and the late Dr. James Tillman Sr.

HOLLYWOOD, Calif. — Do you have an Angel? Radio, television, home video, motion pictures, stage, and photography submissions are now being taken for the 1997 Angel Awards, scheduled for presentation February 20, 1997, at the Hollywood Roosevelt Hotel. Contact Mary Dorr at Excellence in Media, Suite 414, 1777 No. Vine St., Hollywood, CA 90028 for an entry form.

## INTERNET INFORMATION

• CLEVELAND, Tenn. — A new web site (<http://christianradio.com>) offers free links to Christian radio stations, the industry's radio shows, Christian music artists, and Christian radio resources. The site's creator, Mark Ramey, says he wants to list every Christian radio web site (e-mail [mramey@christianradio.com](mailto:mramey@christianradio.com)).

## NEWS BITES

ATLANTA — Over 60 programmers attended Christian Research Report's (CRR) 1996 AC Radio Seminar Septem-



A gathering of the 1996 AC Radio Seminar attendees



ber 13-15 in Atlanta. "This year's seminar was designed to uniquely speak to the needs of the programming leadership of the AC Christian format," said CRR publisher Brad Burkhardt.

MONTVALE, N.J. — Sony Electronics has committed \$25,000 to fund the Stepping Stone Scholarship Program, developed with the Corporation for Educational Communications in Indiana. The sponsorship offers educational opportunities for Indiana high school students participating in the state's distance learning network, a two-way interactive network.

**OBITUARIES**

CARLOCK, Ill. — Dr. Paul Levin, 81, died on September 7. Levin co-founded Bible Tracts, Inc., in 1938 with his wife. Bible Tracts has printed more than 460 million tracts in more than 90 languages.

**PEOPLE**

ZANESVILLE, Ohio — Neil Snelling has been named program supervisor of WCVZ-FM/Zanesville. Snelling is responsible for the programming of the station and he continues to host the station's morning drive show, *Daybreak*.



**Andy Freeman**

VIRGINIA BEACH, Va. — Andy Freeman has been named executive producer of *The 700 Club*, overseeing the programming activities of the daily show. Freeman has held several positions at the Christian Broadcasting Network, including director of fund raising and daily producer.

CORSICANA, Texas — The B & B Media Group has added three new staff members: Kay Bookout, Joy Page, and Melissa Bryce. Bookout, having worked extensively in banking for 12 years, is the media scheduling coordinator for programming in the Eastern and Central time zones. Previously with Campus Crusade and Josh McDowell Ministries, Page is scheduling assistant for interviews. Bryce, previously an assistant to a youth pastor, is assistant media scheduler for programming in Mountain and Pacific time zones.

Also, Diane Morrow, partner and advertising executive, is now the new accounts manager for all publicity accounts. She retains her position as media scheduling coordinator for the Mountain and Pacific time zones.

**Top 20 U.S. Syndicated Daily Radio Programs**

RANK	PROGRAM	HOST OR ORGANIZATION	AFFILIATION	NUMBER OF STATIONS
1.	<i>Focus on the Family</i>	with James Dobson*		943
2.	<i>Insight for Living</i>	with Charles Swindoll*		590
3.	<i>In Touch</i>	with Charles Stanley*		490
4.	<i>Children's Bible Hour</i>	with Uncle Charlie and Uncle John*		477
5.	<i>Adventures in Odyssey</i>	Focus on the Family*		437
6.	<i>Back to the Bible</i>	with Woodrow Kroll*		403
7.	<i>Point of View</i>	with Marlin Maddoux*		323
8.	<i>Money Matters</i>	with Larry Burkett*		309
9.	<i>Grace to You</i>	with John MacArthur*		294
10.	<i>Radio Bible Class</i>	with Martin De Haan*		293
11.	<i>Turning Point</i>	with David Jeremiah*		286
12.	<i>Gateway to Joy</i>	with Elisabeth Elliot*		265
13.	<i>Faith Seminar of the Air</i>	with Kenneth E. Hagin		263
14.	<i>Truths That Transform</i>	with D. James Kennedy*		237
15.	<i>Love Worth Finding</i>	with Adrian Rogers*		200
	<i>Your Story Hour</i>	with Aunt Carole and Uncle Larry		200
17.	<i>Key Life</i>	with Steve Brown*		198
18.	<i>Voice of Prophecy</i>	with E. Lonnie Melashenko		145
19.	<i>Storytime (daily)</i>	with Uncle Charlie and Uncle John*		115
20.	<i>Voice of World Missionary Evangelism</i>	with Yvonne Douglas..		97

\*Member of National Religious Broadcasters

**Note:** Station count excludes translators. Numbers current as of September 1996. Listing is based on information gathered by NRB.

**Terms:** A syndicated program is one that is not produced by a network for distribution to its own affiliates. A program is one with a length of at least 15 minutes.

SACRAMENTO, Calif. — Bryan O'Neal has been promoted to network production director for K-LOVE. O'Neal, who has been with the network for three years, now oversees the day-to-day operations of the production department.



**Dick Marsh**

LEXINGTON, Ky. — Dick Marsh joins Mortenson Broadcasting as executive vice president. Marsh will assist the company in its next level of growth.

**PUBLISHING NEWS**

GRAND RAPIDS, Mich. — Baker Book House has purchased the inventory and publishing rights of BridgePoint Books from Cook Communications. BridgePoint was the academic and professional imprint of Victor Books.

•Denotes received via e-mail. You may e-mail your "Trade Talk" item to [ssmith@nrb.com](mailto:ssmith@nrb.com).



## Reaching One Listener at a Time

It wasn't the squeal of happy children, their wet towels, nor their sandy feet *inside* our van that made my drive home from Newport Beach a bit uncomfortable. It was what our family observed *outside* the van that made the return trip from a day at the beach a somewhat spooky adventure.

For 20 miles, traffic was snarled, gridlock ruled every intersection, and all traffic lights were out. What happened?, we wondered. Why are people standing in front of their stores, appearing lost and with nothing to do?

When I pulled into our driveway several hours later and punched the garage door opener, nothing happened. We unlocked the front door to our home and stepped into an eerie calm. The lights were out, the refrigerator off, the digital clocks dark.

A power outage.

That's when I quickly discovered how much we would miss electricity: a 90-degree house with fans not working and the air conditioner dead. As the hours passed, food thawed in the freezer. The television provided no information, my computer was down. The old lyric, "You don't know what you've got 'til it's gone," had a whole new meaning.

The kids began to whine, "Daddy, how long is this going to last?"

That's when it occurred to me that I had an option. My trusty, battery-operated radio. For two hours, I sat in my overheated house clutching my transistorized companion and discovered an unfolding story.

This was no small blackout. Perhaps you recall that infamous Saturday, August 10, when an unprecedented power outage darkened portions of nine western states, from Canada to Mexico.

During those hours, myself and thousands like me were reminded of the power and value of radio. It was the *only* source of information available. As I sat there alone, with

sweat dripping off my nose and relying on my Sony as a window-to-the-world, a couple of fundamental lessons resurfaced.

**Radio is a reliable and constant source.** Strip away all the distractions of our day and we're quick to realize how important radio permeates American life. It wakes us up in the morning, keeps us company during a commute, plays in the background during our busy day, and informs us during the afternoon and into the evening. And it delivers information more quickly and broadly than newsprint or even the Internet.

**Radio reaches one person at a time.** Call it a mass medium, blast the signal from mountain tops to huge portions of populated geography, network several transmitting sites together to reach untold millions — and you're still speaking to one listener at a time.

With very few exceptions, people do not listen to the radio in a group setting. It's an intimate, personal form of communication: the most successful radio personalities have mastered the art form of reaching one heart at a time. Perfectly suited, I might add, for the transfer of Christian principles, hope, and inspiration.

**Radio has a bright future.** We hear a lot today about the information superhighway, digital broadcasting, the Internet, cable television, interactive television, digital video discs, and virtual reality. But nothing rivals the companionship and flow of information delivered by the traditional radio, still powerful 76 years after its invention. Radio survived the threatening introduction of television in the forties and it will survive the Internet (and even use the Internet).

This month's theme for *Religious Broadcasting* is the education of young people who will choose Christian communications as their course of study. While radio has a long and deep history, hopefully young people will recognize the incredible



Roger Kemp is senior vice president for Insight for Living in Anaheim, Calif.

staying power of this unique medium and pursue its potential with fresh ideas for the next generation.

When the air conditioning finally kicked on after that August 10 blackout and all the amenities of our home returned, I sighed with relief — and I began to think about the meaning of my experience. All across North America and around the world, people knowingly and unknowingly depend on radio to fill a need.

What a unique channel of communication we've been granted to reach listening ears! What a privilege and responsibility is ours to deliver to a world in need of the greatest story ever told.

A friend of mine made an honest observation about those of us whose occupation is radio communication. He said, "You work in dimly lighted rooms without windows and speak into cold, lifeless microphones to people you can't even see."

He's right. And between the lines is a warning. A reminder to respect the power and opportunity radio affords — a call to be relevant in our message and to address the masses one person at a time. <sup>RB</sup>



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most riveting,  
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most infuriating,  
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most fragile,  
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## Digital Decisions

Like it or not, technology means change — constant change that always has us wondering what is next. Video professionals cannot afford to get comfortable, especially because we find ourselves in the most dramatic technological transition in the history of our business.

This transition began a few years ago and continues to affect the way we create, write, shoot, and produce on a daily basis. This time it's the switch from the world of analog processing to the digital domain. Just as we traded the splicing block for electronic editing three decades ago, we now transition from volts and amps, into the world of zeros and ones (which is very comforting to a guy not very good in math).

Many facilities have already entered the digital realm by use of computer-assisted editing. Both linear and nonlinear systems are processing signals digitally, even though the original footage may have been captured on an analog format. Digital tape formats (such as Digital Betacam, D1, D2, D3, D5 and newcomers D7, DVCam and Digital S) actually capture images in a digital realm.

The key is not letting all the names and terms overwhelm you. It's important to get past the new buzzwords and focus on these important questions:

1. What digital equipment (if any) do I need to add to my facility?
2. What does it cost?
3. Can I afford it?
4. Will it make my show look better?
5. What will I be able to do (creatively) that I can't do now?
6. How do I justify this to my pastor or boss?

While there is nothing wrong with remaining a resident of the analog community, you must analyze the future and where you are headed the next two, five, and ten years. Implementing digital equipment can, in many cases, give you a whole new look. For me, digital is fun! Digital equipment continues to become more

affordable as its acceptance and use increases.

Many manufacturers are involved in producing digital equipment, ranging from companies who started small and now are huge (such as Avid and Media 100) to those who were already multi-million dollar companies (like Panasonic, Sony and JVC).

If you cannot afford a full-fledged plunge into digital, take it one step at a time. Just like a baby, you must crawl, then walk, and eventually run. This may mean something as simple and affordable as adding a consumer digital camera to your production arsenal.

You may want to consider a desktop editing system utilizing a computer with plug-in boards and software. A step into nonlinear editing could have a tremendous advantage over upgrading your existing suite to new linear equipment.

Whatever road to digital you travel, consider these critical issues in the decision process:

1. Will this equipment help me meet or exceed my goals over the next two, five, and ten years?
2. If I buy, will this system upgrade easily and affordably into future technology?
3. Is the dealer and manufacturer rep answering questions about present and future plans?
4. What about the support and service performance for this product?
5. Will I be compatible with other facilities I work with if I purchase this equipment?
6. How user friendly is the equipment and what about training?
7. Will this equipment allow me to remain in the digital domain from start to finish?
8. Can I get a reference list of professionals using this equipment?
9. Will this equipment allow me the creative tools needed to impact my audience?
10. Is my motivation for making these changes rooted in technology or touching more people for the cause



Randy Schoening operates Vision Media, Inc., a full-service video production and creative services company based in Little Rock, Ark. He is scheduled to lead a technology seminar at the 1997 NRB convention.

of Christ?

Keep in mind that unless you have an overall purpose, goals are a good way to waste an otherwise perfectly good piece of paper! Second, remember to keep Jesus Christ as your executive producer of all projects, and by keeping that perspective, he can and will show you what to do.

All the tools of the trade cannot replace creativity that comes from the creator of the universe. "Trust in the Lord with all your heart, and lean not on your own understanding; in all your ways acknowledge him, and he will make your paths straight (Proverbs 3:5-6/NIV). God Bless! <sup>RS</sup>

### WASHINGTON WATCH

*continued from page 10*

mission also hopes that viewers will make use of the programming information to judge for themselves how well local broadcasters meet the CTA's aims, and perhaps resolve concerns with stations informally rather than mount challenges to license renewals.

The new regulatory scheme reflects policymakers' efforts to increase demand for good children's shows and turn a favorable public spotlight on the broadcasters who air such programs. Because the rules will not become fully effective until later next year, some time will pass before their real impact becomes apparent. <sup>RS</sup>



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# Challenges of Post-Communist Europe

The Berlin Wall will stand for another 100 years," proudly proclaimed the East German communist dictator Erich Honecker only eight years ago. A mere year after that statement, a political miracle of great spiritual significance took place in Berlin as that brutal physical expression of a divided humanity — between the free West and the communist East — was removed overnight.

The entire post-war European order based on that painful division was changed. No wonder millions celebrated in Berlin and around the world. German Chancellor Helmut Kohl exclaimed to the emotional crowd: "Long live the free German Fatherland! Long live united Europe! We belong together!"

Less than a year later on October 2, 1990, 1 million Germans gathered in the midnight celebration their country was formerly united. The German President Richard von Weizsaecker proclaimed, "We are aware of our responsibility for these great tasks [of unity and freedom] before God and the people."

A year later, on December 8, 1991, Moscow's Mikhail Gorbachev was stripped of his office and authority and the Soviet Union was declared dead when leaders of Russia, Ukraine, and Byelorussia unfolded a new (and non-communist) Commonwealth of Independent States.

These are only a few of the many significant events announcing the departure of Marxist communism. We joined in the celebration at the National Religious Broadcasters (NRB) convention in Washington, D.C., recognizing in this "acceleration of history" (V. Havel) the hand of God. We also responded wholeheartedly and enthusiastically to the many new opportunities, unprecedented freedom, and massive search for spiritual realities among the 400 million Europeans who have, for the greater part of this century, been forced into spiritual starvation.

When the Iron Curtain lifted, hundreds of Western agencies

flooded Russia and her former satellites. Evangelistic crusades of various kinds drew crowds and millions of Bibles and other evangelistic literature were distributed. Various television programs were introduced, many U.S. exports, and the Gospel was preached on former Communist propaganda radio stations.

The NRB leadership was in the forefront of strategic thinking and responsible action in recognizing God provided the *kairos*. Special convention workshops were organized to deal with both the unprecedented opportunities and potential dangers. The International Advisory Committee was formed, and in 1992 the Hanau Statement was adopted to "increase the effectiveness of religious broadcasters" in foreign lands.

Speaking at NRB 90, I warned that "the present opportunities and freedom may not last very long for they are more due to anarchy than to design." The dramatic changes contained many elements of unpredictability and instability in Eastern Europe. Unrealistic expectations about the imminent arrival of full-fledged democracy and a thriving economy had to give way to prolonged and painful periods of transition and many disappointments.

For example, during a recent visit to Moscow, I was told by a member of the Russian Congress, "We do not have a democracy here; we are in a dangerous state of anarchy probably heading for dictatorship." I asked who actually ruled in Moscow and his one-word answer was "Mafia!"

There and elsewhere in Eastern Europe the controlling communist ideology has all too often been replaced by uncontrollable and conflicting nationalist ideologies and movements. Nationalism and religion very often go hand-in-hand in a crusade to reclaim a monopoly on spiritual life and activities.

This powerful synthesis of ethnicity, religion, and culture has become a dangerous enemy of the progress and peaceful transformation



Peter Kuzmic is the Eva B. and Paul E. Toms Distinguished Professor of World Missions and European Studies at Gordon-Conwell Theological Seminary in South Hamilton, Mass.

of post-Communist nations. In their repressive forms some of these irrational movements — as seen by the civil wars and ethnic cleansings — hinder the free development of democracy and the growth of genuinely free pluralistic societies.

In other countries, we see the narrowing rather than the widening of the horizons of religious liberties and freedom of speech. The unprincipled alliances of religious (mostly Orthodox) and secular authorities present a dangerous resurgence of new, ethno-religious totalitarianisms. Protestants of all sorts are looked upon with great suspicion as a foreign intrusion threatening the identity and unity of the nation.

The result is a new discrimination and marginalization of evangelical churches and believers, with restrictions imposed upon foreign missionary efforts. Many evangelical broadcasters have lost their air-time and foreign workers are struggling with visa issues or are being pushed out as "undesired elements."

Today, the task in the post-Communist Europe is more complex and challenges even greater than at the time of the great euphoria when many mistakes were made that contribute to the present situation. The Gospel remains the only genuine hope for these people.

However, we will need to reassess some of our methods (and motives), renew our credibility, develop

*Continued on page 54*



# nrb

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## David and Goliath Sales Tactics

**K**ing Saul saw Goliath as a frighteningly huge obstacle. David saw Goliath as a huge target he could not miss. Christian broadcasters and sales departments need to start seeing dollars spent in secular media as Goliaths and themselves as Davids.

Politicians have long known the importance of name recognition. Similarly, radio stations recognize the power of call letter awareness when it comes to the rating's diary holder. Therefore, the radio ratings game is won and lost in marketing. That's why radio stations spend exorbitant amounts of money marketing their call letters to people who may rarely ever listen to their station.

Christian radio, on the other hand, has taken a longer-range approach and is focused upon building a long-term, loyal listener base. Furthermore, most Christian radio stations lack the marketing resources to artificially induce call letter awareness in the diary holder's mind, the way their secular counterparts do, thus affecting their ability to show up in the ratings.

However, Simmons Market Research Bureau has shown that the Christian radio listener is a more loyal and longer listener than listeners to all other radio formats. A large percentage of Christian radio's listening audience (20.9 percent according to Simmons/Soma 1994/1995), listens exclusively to Christian radio.

This exclusive cume is due in part to the fact that Christian radio listeners have large families and busy schedules, plus they have little or no interest in the values portrayed by much of secular media. All these factors and most other research clearly illustrate they are very light users of other media.

The goal of Morning Star Communications and Morning Star Christian Media Reps is to move a fairer share of dollars from secular media to Christian radio. Because the ratings do not serve Christian radio effectively, few radio dollars have been targeted to the Christian radio mar-

ket by the media buying community.

Buyers find Christian radio tough to justify without ratings. Morning Star has developed several methods to demonstrate Christian radio's reach and effectiveness.

1. Morning Star has found a definitive way to calculate an estimated daily listenership on a "Full Market Coverage" buy. By utilizing Gallup statistics in conjunction with SOMA/Simmons Market Research, you can now offer clients a daily reach, a cume rating, and a cost per point for any Christian radio market.

While this method of quantitative research is national in nature, it does take into account market size, demographics, and geographics when calculating potential market listenership. By their calculations, Christian radio, in most markets, will deliver a minimum 11.3 cume rating which converts easily to a cost per point. This formula works well measuring small to large market radio.

National research is definitely based on reliable quantitative analysis, not on supposed-listener recall in any given market. Also, keep in mind, simply combining several station formats achieves "Full Market Coverage."

2. The January 2, 1995, issue of *Forbes* magazine reported that 10 percent of all music sold are Christian products. Don't people buy the same type of music they listen to? We can then assume that 10 percent of all music listened to on radio is Christians.

3. Another way to measure Christian radio's reach is to use the following example: As a sample market, take a midwestern city. Take the radio rating service report: 1,011,200 adults 18-54 in the expanded metro survey area. RAB research shows radio reaches 96 percent of the population each week, leaving 970,752 radio listeners in our sample market.

The largest radio media rating service says 650,000 people reported listening to the Top 20 secular radio stations. There are 32 radio station signals listed in the metro market



*Michael Listermann is president of Morning Star Communications and Morning Star Christian Media Reps, Inc., based in Covington, Ky.*

area, leaving 320,752 listening to the remaining 12 stations. Half of those stations just happen to be Christian stations. That means approximately 160,376 adults 18-54, or 13.8 percent of all radio listeners in the market, are reached each week by Christian radio. Figure it out for your market.

If prospective advertisers knew that 13.8 percent of their shoppers were Hispanic, they would not think of doing an ad campaign without including the only Hispanic station in the market, even if that station did not show up in the ratings. Why should the affluent, loyal Christian market be viewed any differently?

Studies by Simmons Market Research Bureau show the Christian consumer to be an extremely viable niche market in the overall advertising marketplace. In fact, the Christian consumer ranks at or near the top of most media group categories measuring employment, discretionary income, and other significant and desirable market characteristics.

In conclusion, the numbers that show up in the most widely used ratings probably do not reflect true radio listenership or station loyalty as it relates to the Christian radio market. They merely reflect who out-marketed whom to influence the diary holder to recall and write down a set of call letters. Christian listenership is a very substantial, yet untapped niche market that is well positioned within the mainstream of American society. <sup>RB</sup>



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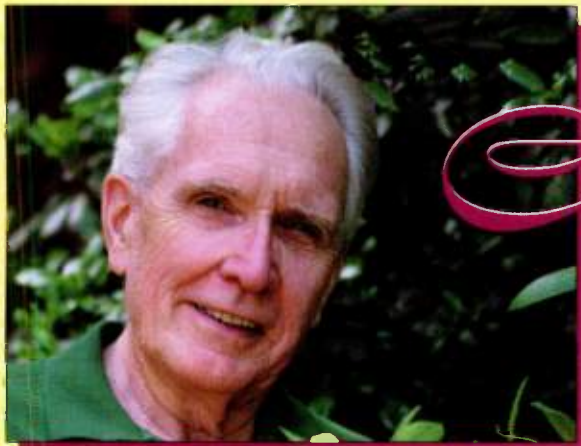
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## Linking Relationally

The classic Webster's dictionary definition of the word survey is "to look at or consider in a general or comprehensive way; a study or inspection." The vast majority of us tend to view surveys in this classical sense: as a useful device for collecting information. But, examined in another context, it could be much more.

Generally in the religious broadcasting community, surveys have been used to "look at or consider" the make up of our listenership. It identifies who is tuning in and who is willing to support our cause. The importance of this notwithstanding, even greater value can be derived if we look at it from a different paradigm — don't just think survey, but think relational strategy.

In short, view the survey as the initial step to bring constituents into a closer relationship with your organization. It should not be viewed merely as a mechanism to see who your friends are, or to know what it is that you are up against.

The latter notion is not as outlandish as it might seem at first reading. Keep in mind that we are in a war for men's souls and the complexion of the battle ground is changing all the time. In a society as mobile as ours it is important to know who is out there and what needs they have; otherwise, we could quickly find ourselves missing the mark.

A good model of this is the ministry of Jesus Christ. He always seemed to know something about the people He ministered to (Luke 19:5, John 1:47-48, 4:17-19). I can just hear some of you saying, "Hey, of course Jesus knew about the people whom He ministered to, He was God! We mere men are not all knowing like Him."

My response? While you are absolutely correct, you may want to consider this: the fact that we are not omniscient just may be precisely why God created market research tools like surveys. The more that you know about your audience the more you can provide a complete ministry to

them. The more complete the ministry, the more likely they will be to respond when you need them. This can all be capsulized in a phrase I ran across in fund raising circles: "Familiarity breeds favorability."

Relationship is not important, it is everything. Again, it is why we should consider developing a relational strategy. Why leave something that important to chance?

Developing a relational strategy simply means planning how you are going to strengthen the relationship between the vast majority of your audience and your organization. Imagine measuring relationships on a scale, with the points of the scale being distant, casual, committed, and intimate. Those people who tune into your station or your programming do so because in some way they connect with what they are hearing. In other words, they relate.

Our task is to move those relationships up the relational scale from "distant" to "intimate." Like Christ, you would like to know enough about the environment and the people to effectively communicate the message of your mission and your need for their support of that mission.

Most fund-raising experts will tell you the gift size increases with the relational growth of the donor. This is because of the role of relationship in God's design for His church.

Relationship is fundamental to the Christian faith. Relationship is a vital part of God's plan (Genesis 2:18, 17:7-8) and His purposes are most effectively accomplished therein (1 Corinthians 12:12-30).

Again, the ministry of our Lord is our example. Relationships permeated His ministry and people responded because of it. Now in a perfect world it would be nice to know each and every constituent on a personal level, but that is not practical. On the other hand, it is also not very practical not to know anything about them at all. This is where a survey can be tremendous.



David Lawson is executive vice president of The Urban Alternative in Dallas. He also serves on The Christian Stewardship's board of directors.

Our organization used the survey approach as the first phase of our relational strategy. We were pleased to find not only were our listeners more than willing to share information with us, but they were extremely pleased we cared enough to ask their opinion.

As a result, we were able to better communicate our message. In the first six months after we acted on the survey information received, we saw a 23 percent increase in the average gift and a 51 percent decrease in the cost of mail distribution.

We hope these results would be indicative of the fact that some of our constituents are moving to the next level of relationship. As we move forward, our anticipation is high because we are building relationships and not just "looking at or considering" our constituents. <sup>RB</sup>

### INTERNATIONAL INTERESTS

*continued from page 50*

better cross-cultural sensitivities, become more responsible stewards of limited resources by avoiding unnecessary duplication of efforts, move from competition to complementarity between ourselves and in relation to national leaders in need of empowerment and cooperate in such ways that East Europeans (and others) will be reached and nurtured with the saving message of Christ, thus bringing glory to our Lord and Savior. <sup>RB</sup>





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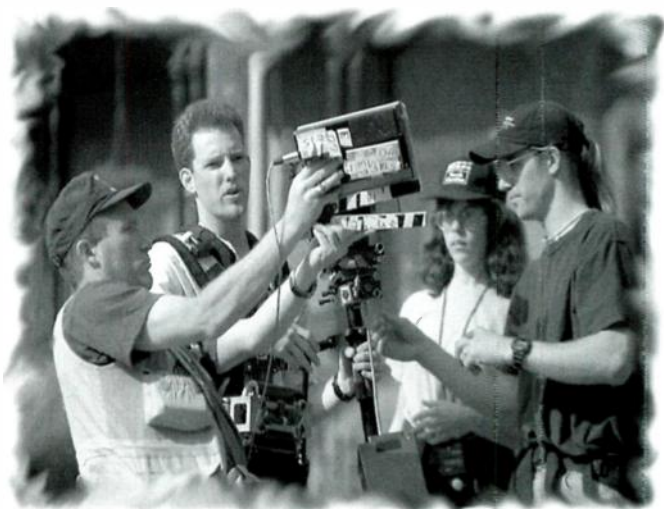
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## Internships — A Magic Key

If you are looking for a magic key to open the door to a job when you graduate from college, you might be disappointed. However, the next best thing to a magic key could be an internship. Most college students who do them say internships were one of their best moves.

Here are encouraging words from an internship recruiting letter from KCSP-FM/Casper, Wyo.: "Several [of our] interns have become full-time employees at our stations. Obviously we can't guarantee full-time employment, but the chances are good."

The CNN/Washington, D.C., bureau internship program also offers something appealing to college students: "Perhaps the most important aspect of the internship experience at CNN/Washington is exposure to and participation in a major television network newsroom environment on a daily basis."

Internships at radio and television stations are not new, but there has been phenomenal growth in quality internships in the past ten years. Christian broadcasters have kept pace with the secular media. But it was not that long ago the best some students could expect was to be a "gofer" at a station. If they got on the air at all, it was often unsupervised and primarily aimed at giving somebody a day off or a vacation. But times have changed.

Much of the media today are doing more than just offering quality internships — they are aggressively recruiting interns from colleges directly. Most college professors get dozens of letters each year offering internships from companies all over the country.

Sometimes, students from small Christian colleges hesitate to apply for prestige internships, fearing that only the large, state schools get noticed. However, John Brown University (JBU) student Shannon Ogden applied for a CNN internship and spent the summer in the Brussels bureau doing packages which played on the world-wide CNN network. He

now works as a reporter for a Missouri television station.

Joel Rorabaugh did an internship at Group Publishing in Loveland, Colo., in graphic design and special effects. Rorabaugh's mentors liked his work so well they didn't want him to leave and are talking about providing a computer so he can do projects for them while in school.

WCFC-TV/Chicago has an internship program with the philosophy that it is the responsibility of the station and of Christian television to provide instruction and experience to those who want careers in television. Christian radio has also responded to this need to supply internships.

Carlyle Callis with Northern Light Network in Glennallen, Alaska, has recruited interns from Christian schools for years to work in Alaska. "We train students in very practical skills they can take to any radio station," says Callis, "and we do sometimes hire our own interns." Students will get a lot more than they have to give if they intern with Callis.

Not all internships result in jobs. Sometimes they help students focus on career goals. The worst thing a student ever told me about an internship was that she discovered she didn't like radio. I told her the internship was a success because she discovered this before she graduated and took a job she didn't like.

And Aric Mayer did an internship with Malcolm-Clark, a company in Seattle, doing video production and graphic design. This experience helped him to decide what he wanted to do in the future. Mayer is now studying art at the Pratt Institute in Brooklyn, N.Y., but he still does graphic design work for Malcolm-Clark.

Sometimes internships in small companies lead to jobs in big companies. Mike Hocklander was studying broadcasting at JBU in Siloam Springs, Ark. (population: 8000). He did an internship with Video Image Production, a small video house in town owned by another JBU gradu-



For 19 years, Mike Flynn has taught broadcasting at John Brown University in Siloam Springs, Ark. He also has a nationally syndicated radio program, *The Folk Sampler*, on public radio stations.

ated Gary Gray.

After graduation, Hocklander was hired to do video production at the home office of Wal-Mart Corporation in Bentonville, Ark., 40 miles from his internship. He now works as an international event planner for Wal-Mart.

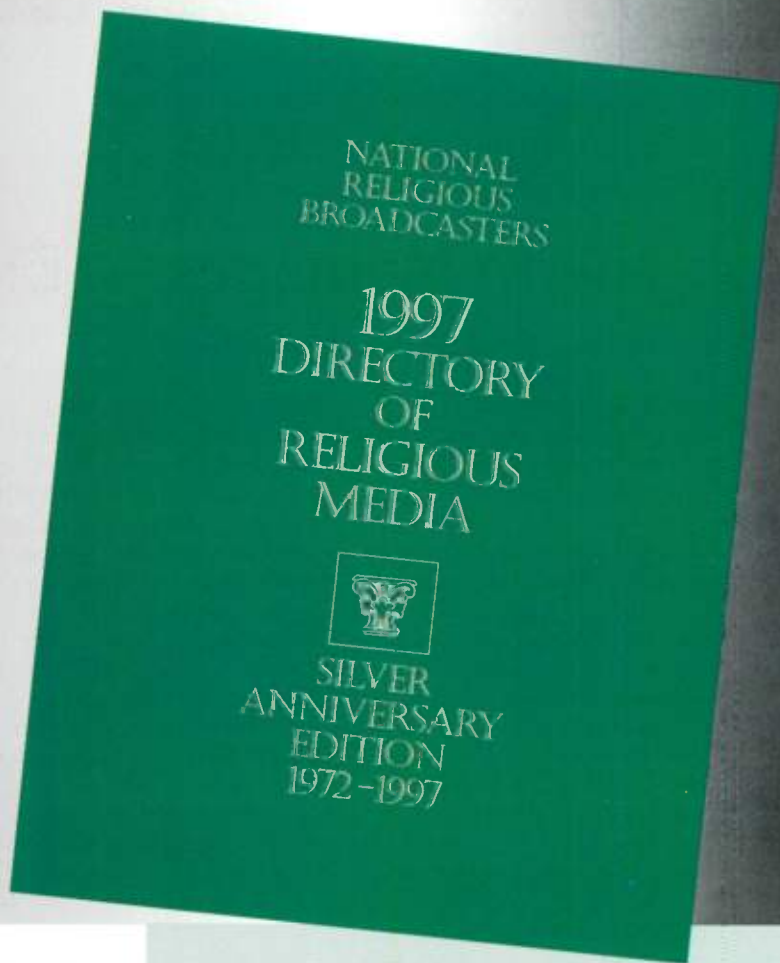
Price Hicks, director of educational programs and services for the Academy of Television Arts and Sciences, wrote in its magazine, *Debut*: "Looking for your big break? Try an internship first." He adds, "You will look back on the intern experience as a major part of your education."

An internship looks good on any college graduate's resume. The best way to get one is to contact the media in your home area and be aggressive with follow-up contacts. Also, talk to the career office at your school and your major advisor. Start when you are a freshman and make an internship a primary goal of your college experience.

If you are a broadcaster, develop a quality internship program and let your favorite colleges know about it. Everybody benefits from an internship. <sup>RB</sup>



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# Long-Term Marriages — Endangered?

Is your marriage in danger? Statistics say yes — especially if you have made it to “long-term.” While those marrying today face a staggering 60 percent possibility of divorce or permanent separation, those married for 30 or more years face an even greater danger. In the decade from 1981 to 1991, the overall divorce rate actually declined 1.4 percent, while divorce in the 30-plus years marriages jumped 16 percent.

How can a couple who have weathered so much and raise a family together simply walk away from each other instead of choosing to adjust and revitalize their marriage? What does this say to the younger generation which desperately needs marriage mentors? And since so many baby-boomer marriages are aging, statistically divorce rates will skyrocket even higher unless something is done to stop this trend.

Isn't it strange in a culture where “family values” are proclaimed by all, the supporting institution of marriage is becoming an endangered species. Secular researchers agree the best backdrop for healthy families are healthy long-term marriages.

In *Marriage in America — A Report to the Nation*, the Council on Families in America (1995) encourages immediate action to reverse the decline of marriage. “The promises of the divorce revolution proved empty, its consequences devastating for both adults and children. It is time to shift the focus of national attention from divorce to marriage.”

We believe it is time to refocus on the sanctity of marriage, to renew our commitment to permanence and growth through all the stages of marriage, especially in the second half of marriage.

Why are so many long-term marriages failing? One husband divorced after 25 years of marriage commented, “The kids kept us together — they were our connecting point. When they left home, it was just the two of us, with no buffers. We had nothing in common and decided it was crazy to waste the rest

of our lives.”

With the birthing of the second half of marriage, couples enter an uncharted course where mentors are few and far between. This is a crisis time for many couples. The children grow up and leave home, our parents age and die. Just as we become more aware of the aging process, life gets complicated — one career may be winding down while the other's career is taking off. We begin to realize how fast life goes by and that if we are going to make changes we'd better hurry, because we don't have a lot of time left.

When we reached the second half our marriage, we decided to take the initiative. How could we guard our own marriage and help others as well? To help answer this question, we put together a national survey to better understand the dynamics of and identify the major issues facing long-term marriages. The over 600 written responses were both enlightening and alarming.

We were encouraged to discover that for couples who stay together through life's transitions, marital satisfaction rises if they risk growing in their relationship. Long-term marriages have staying power because they are held together from within — from the inner core of the relationship. The greatest indicator of a healthy long-term marriage was having a strong, couple friendship.

However, an alarming trend from our survey was that many who responded that the best aspect of their marriage was the spiritual aspect also indicated a low overall level of marital satisfaction. One husband wrote, “The best aspect of my marriage is putting God first,” but then related, “The greatest stress in my marriage is too much negative communication and lack of respect.”

What's wrong with this picture? If we love God and God's love resides in us, shouldn't this make a dramatic difference in our marriage relationship? We believe the relationship of husband and wife to God is tested and validated in their relation-



David and Claudia Arp are co-founders of Marriage Alive Seminars and host of The Family Workshop.

ship to each other.

From our Marriage Alive Seminars over the years, and based on our survey, we identified eight challenges that all long-term marriages face. In our recent book, *The Second Half of Marriage* (Zondervan), we give our survey results and suggest steps for surmounting each challenge.

The first challenge is to let go of past marital disappointments, forgive each other, and commit to making the rest of your marriage the best. Are you willing to let go of unmet expectations and unrealistic dreams? What about that missed promotion or your mate's little irritating habits that don't seem to be disappearing? Forgiving past hurts and disappointments will help you develop a new, more loving relationship.

Some of the other mid-life challenges are creating a marriage that is partner-focused rather than child-focused and building a deeper friendship with your spouse. As you surmount the challenges of your long-term marriage you can be a model for future marriages.

What can Christian media do to promote healthy, long-term marriages? One recommendation of the Council on Families to the media is to examine the *successes* of marriage at least as often as its *pathologies*.

Too often the media reports the sensational and focuses on what is wrong with marriage and the family instead of what is right. It's time we begin to promote the enrichment side of “family values” and talk about the benefits of building healthy, long-term marriages. Little steps taken in good faith can turn the tide.<sup>1a</sup>



# VIDEO VIGNETTES

BY SARAH E. SMITH

## restless hearts

director: Hans Spatzek-Olsen

producer: Charity Hamilton

length: 45 minutes

audience: 16-30

Paraclete Video Productions, 1996

Subtitled "Devotions for Xers by Xers (director Hans Spatzek-Olsen is 24 and producer Charity Hamilton, 23), *restless hearts* features interviews with people from the inner city to the suburbs talking about how their lives were turned around by an encounter with God. The cinematography is a slightly slower version of MTV during the interview segments with its underlying dance pop rhythms. The music ranges from Christian rap to choral vocalizations; one especially noteworthy rendition was the haunting "Sometimes I feel/Nobody Knows." Pseudo music videos are interspersed between the interview segments filmed in New York and Massachusetts.

Being an Xer myself, I found the video lacking in depth; those interviewed, largely recovered drug addicts and former homeless people, had little in common with me or other Xers I know, both Christian and not. Also, the music video segments, which slowed down the pace, seemed to have no connection to the interview portions.

The premise — to bring hope to a generation feeling hopeless — for *restless hearts* is an admirable one, but I would have preferred to hear more Xers — both Christian and non-believers — sharing their stories. But before dismissing this video completely, it does have its merits, if only to see what is being done to reach Generation X.

## PowerPlay

director: Rocky Lane

producers: Laurie Leinonen, Michael O. Sajbel

executive producer: John Shepherd

length: 60 minutes

World Wide Pictures/Broadman & Holman, 1994

Recently released to home video as part of Broadman & Holman's *HomeTheater Favorites* series, *PowerPlay* tells the story of lawyer Robbie Steele (Marietta DePrima) and retired-hockey-star-turned-recluse Cody Harris (Ken Olandt). Nicknamed the "Ice Queen" for her cutthroat practice, Steele's next assignment is selling the Vancouver Blades to the highest bidder. Signing Harris back to the Blades is a sure way of jacking the team's selling price. But Harris, who has found Christ, is a changed man from the brawler fans loved. Tensions mount as Steele stops at nothing to sign Harris and clinch the deal.

The quality of this film, like all I've seen from World Wide Pictures, is superb — from the storyline to the actors, from the music to the editing and production. The evangelistic message and consequent salvation experiences are woven believably into the story. However, my one disappointment was the rather weak denouement.

All in all, this is another example of a good, whole-

some dramatic film which tells the salvation message in an engaging fashion.

## How Jesus Died: The Final 18 Hours

director/producer: John Dauer

length: 35 minutes

Trinity Pictures, 1994

Even if you've read the biblical account of Jesus' final hours before His death on the cross and heard sermons on His pain and suffering for the sins of the world, this video will remind you that death by crucifixion is one of the most painful forms of execution. Four experts — including Dr. John Joseph Bonica, perhaps the most distinguished authority in the world on pain — discuss in vivid detail what Jesus endured for you and me.

The expert testimony is intensified by flashback scenes, filmed docu-drama style in slower motion and with an out-of-focus filter, making faces blurry and sounds muffled for an eerie, surreal effect. The video's editing enhances the interesting camera work with effective fadeouts and the video's content also contains well-done computer graphics.

After viewing this video, I walked away with a fresh understanding of Christ's death on the cross and a renewal of joy in His resurrection. A video every believer should watch.

## The Bibleman Show "Silencing the Gossip Queen" and "The Six Lies of the Fibbler"

directors: Willie Aames, Chris Fann

producer: Willie Aames

co-executive producers: Robert B. Pamplin Jr.,

Gary Randall

length: 30 minutes each

audience: pre-teen

Pamplin Entertainment/Sparrow, 1996

Willie Aames of *Eight is Enough* is Bibleman, defender of the faith. Bibleman is schoolteacher Miles Peterson until transformed into the Scripture-quoting hero, a take-off of Superman and Batman, right down to the double identity and cave-like lair.

In "Silencing the Gossip Queen," Bibleman must squelch the Gossip Queen and her two cohorts, Loose Lips and Babbling Mouth, before they destroy the church kids. In "The Six Lies of the Fibbler," Bibleman must tell the truth about the Fibbler.

Interspersed with lively songs (mostly performed by the children in semi-music video fashion), the story lines are a bit weak but the video's audience probably won't notice. The bad guys are easily identifiable because of their hideously ugly makeup and Bibleman handily vanquishes them all in a poof after quoting appropriate Scripture accompanied by his trusty laser sword a la *Star Wars*.

Of the two videos, I enjoyed the "Gossip Queen" the most, especially with the campy "Queen of Gossip" song by the Queen and her court. *The Bibleman Show* is entertaining enough for its audience, although grown-ups may groan at some of the goofy lines.

Sarah E. Smith is managing editor for Religious Broadcasting.



# RECORDING REVIEWS

BY DARLENE PETERSON

## Strangelanguage

Charlie Peacock

producer: Charlie Peacock  
re:think



Known for the eclectic stylings of his early recordings, the polished pop of his middle efforts, and the rootsy earthiness of last year's *Everything That's In My Mind*, Peacock now combines all of those elements to fashion the music of *Strangelanguage*, a work he describes as "an extended improvisation that occurred over hours and days and weeks." The process of creating this recording resembles a collaborative oil painting: layer upon layer built up on the canvas by various gifted artists, some scraped off, some painted over, with all sorts of texture and nuance. The result — an amazing sonic painting — isn't entirely surprising considering Peacock's production prowess (1995 and 1996 Dove Awards for Producer of the Year).

Lyricaly, Peacock gives us the fresh, thought-provoking, well-crafted gems we've come to expect from him: ironic humor to expose the pitfalls of apathy, idolatry, self-righteousness, and blindness. Other songs focus on

the themes of grace, hope, and redemption. But Peacock shows these from a new perspective so we give a little inner gasp of recognition and discover them anew.

One of my favorites, "Lady Soul (Aretha in the A.M.)," assures us that believers don't have to always be working on important projects or thinking deep thoughts but that it's okay to dance around the living room and listen to Aretha Franklin some mornings. As Peacock admits, "I'm learning to allow God's grace to let me experience that kind of freedom, to learn more of what

it means to be human, to enjoy a greater diversity of experience."

## Rhythm of Creation: The Voice of Africa

producer: David Lyndon Huff

executive producer: Robert Beeson  
Brentwood

In this season of Thanksgiving, how thankful are we? What are we thankful for? What is thankfulness? For a moving lesson, take an audio armchair voyage to a small South African Zulu village literally devastated by war, Apartheid, tribal unrest, and poverty. Hear the tribal sound of the Mooi River Zulu Mambaso singing praises to the same Lord who care for us. These people "have nothing" by purely materialistic standards. But they have everything in Christ and their joy stems from this alone.

Designed to be viewed as a whole, the recording is divided into three sections, each tied to a Scripture verse: "the struggle," "the victory," and "freedom." Each section contains several songs, which may only have one or several verses upon which the song meditates. The vocals were recorded on location in Africa and are sung in Zulu (English translations included). Ancient rhythms, modern electronic textures, and sounds of nature are blended with the sung verses to create the overall atmosphere and underscore the meaning of the words. This recording is truly different. It takes us out of our culture and reminds us that there is a diverse world of brothers and sisters in Christ beyond our front door. It re-teaches us what to be thankful for and renews our spiritual force. And it's fascinating musically.



## A Scrapbook of Sorts

Erin O'Donnell

producer: Chris Rodriguez  
Cadence Communications Group

Two music majors meet in college, fall in love, marry, and sign a contract with a recording company. It's the story of Out of the Grey (Christine and Scott Dente) and of Erin and Brad O'Donnell (Brad writes the songs Erin sings). Actually, O'Donnell's voice and overall sound is something like Out of the Grey. But if we are to speak of vocals in the way we speak of latex wall paint, O'Donnell's voice would be something like Christine Dente's with a tint of Kim Hill and Rebecca St. James. It's a shade earthier.

Brad's lyrics are as thought-provoking and creative as the lyrics of all these established artists: they find the eternal in the everyday. "Be Still and Know" could've been written just for me. I'm sure others



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will connect with it, yet it's no cliché. No easy feat. So those who adore the Dentes should love O'Donnell. Multitudes of new artists vie for our attention, but O'Donnell is worthy of it.

And speaking of new, the company releasing her debut is new, having recently finalized a distribution agreement with Warner Alliance/Warner Christian Distribution. How they signed her is also new: she is very possibly the first artist to be "discovered" via the Internet.

**The First Noel**

Steve Green  
producer: Phil Naish  
Sparrow

We sing and praise God in church all year, but at Christmas even the smallest, most humble church does its best to bring out the best music (and more music than usual) to celebrate the birth of our Savior. Responding to our desire to bathe in music during the Christmas season, the Christian music industry usually brings out a few choice new recordings.

Multi-Dove Award winner and Grammy nominee Steve Green delivers five traditional and five original Christmas songs for us to savor this year. Three of the latter were written or co-written by Rob Mathes, whose lyrical genius reminds us of the broken world to which Christ came. These tender songs give Green the chance to showcase the emotive range of his vocal abilities.

The Nashville String Machine (a 40-piece orchestra), a children's choir, and guitarists Dan Huff and Leland Sklar provide the settings for Green's heavenly vocals. Adding to the lushness of the sound, the recording is one of the first to use Circle Surround, which is Rocketron's patented matrix surround sound processing system. This powerful multi-dimensional sound system is intended to be used with four- or five-speaker sound systems. The system allows audio engineers to place any voice, instrument, or sound effect at any predetermined location, within the 360-degree listening environment surrounding the listener.



**Repeat the Sounding Joy**

Phillips, Craig & Dean  
producer: Paul Mills  
Star Song

From a great solo vocalist to a great trio: in just under four years and three

albums, Phillips, Craig & Dean have garnered ten number one songs, many of which have already become well-known in churches nationwide like "Crucified With Christ," "Mercy Came Running," and "I Want To Be Just Like You."

Like Steve Green's recording, this one contains both well-known Christmas music and original songs and features a full orchestra. Unlike Green's, which is entirely sacred, *Repeat the Sounding Joy* contains some popular secular tunes: "Sleigh Ride," "I'll Be Home for Christmas," and that baby boomer favorite, "The Chipmunk Song."



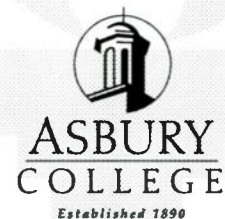
However, their performance of sacred favorites, such as "O Come, O Come Emmanuel" is up there with the best of them. A foot-stompin' rendition of "Go Tell It on the Mountain," and a worship medley round out the recording nicely. Whereas Green's recording captures the spiritual content of Christmas, the Phillips, Craig & Dean project includes the seasonal/cultural as well. Both are great!

*Darlene Peterson is the music reviewer for Religious Broadcasting.*

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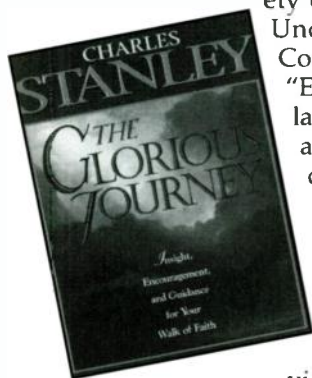
## THE BOOK SHELF

BY HARRY CONAY

### The Glorious Journey

by Charles Stanley  
Thomas Nelson, 1996

Open this visually appealing, well-organized reference book-sized volume anywhere and you will feel like reading it. Start reading it, and you will be captivated by Charles Stanley's scripturally based responses to a variety of practical and doctrinal concerns. Under eight major categories ("Church Concerns," "Daily Living," "Doctrine," "End Times," "Personal Growth," "Relationships," "Service and Outreach," and "Spiritual Disciplines"), Stanley discusses numerous issues.



For instance, under "Church Concerns," he talks about (among other things) baptism, church attendance, restoration, suicide, and tongues. Each of these several-page articles is further subdivided by bold headings to highlight relevant Scripture, commentary, applications, and quotations. (Whoever at Nelson designed the dynamic layout for this book deserves a bonus.)

Stanley's style is typically warm and straight-forward; he doesn't belabor the obvious or unduly pad his commentary. The content is biblical, his perspective Southern Baptist, and doctrinal views and practices he disagrees with, though acknowledged, are gently disapproved.

For instance, though diplomatically stating his views on speaking in tongues differ from his charismatic and Pentecostal friends, Stanley nevertheless makes it quite clear that he regards tongues as a lesser sign gift, not for the present age, consisting of miraculous speech in an unknown foreign language rather than "gibberish." With regard to baptism, he writes those who have been sprinkled as infants are still in need of "scriptural baptism." About end times, he upholds a pre-tribulational, pre-millennial stance.

Though he attempts to disagree without being disagreeable, Stanley is outspoken in imparting biblical truth as he sees it. Overall, even those who do not agree with him on everything will find much to relish in this attractive, carefully crafted, well-organized, succinctly informative book, and all those who have enjoyed Stanley's previous works will definitely want to add this one to their libraries. P.S. A fine Christmas gift idea.

### The Gates of Hell Shall not Prevail

by D. James Kennedy with Jerry Newcombe  
Thomas Nelson, 1996

The biblical text for this late-entry, culture wars treatise is Matthew 16:18. After examining how "Christ is building His church," D. James Kennedy documents and discusses how the church is attacked in the media, in "movies and pop music," "in the public arena" of education and the courts, by "distortion of the First Amendment," and by "unbelief within the church" itself. He tells us it is "hypocrisy for Christians to condemn the

trash on TV and then watch the very filth we condemn," and urges support of alternative, Christian broadcasting.

In Kennedy's concluding chapters, which tell how the church will prevail, he writes, "In the long run, if we really want to change the world for good, what we need to do is to evangelize. . . . When individuals get converted, it changes everything. Thus, to prevail in this conflict, we must become effective witnesses." Kennedy recognizes that one must change the world one person at a time, that this change can only be effected by God through our efforts to share the Gospel.

This is good stuff and Kennedy is sincere and passionate in presenting an informative, at first alarming, but ultimately encouraging, call to action. Sad to say, however, his is more an *echo* than a call, for virtually all this has been said before, quite often, and frequently as well, in the glut of culture wars books published two or three years ago. While such matters were especially timely when first brought to our attention, yet another recap of them no longer is. Still, one person's rehash is another person's revelation, so many will no doubt relish this well-written work.

### The Only Hope for America and Your New Life with Christ

by Luis Palau  
Crossways, 1996

The first of these two paperbacks identifies the premise within its title and the only true solution within its subtitle ("The Transforming Power of the Gospel of Jesus Christ"). Writes Luis Palau, "The resurrected Christ has power to change America, where 80 percent of the people claim to be Christians, but few live any differently from pagans or atheists, as though God has no claim on their lives. Their hearts have not been changed, and unless Jesus Christ changes their hearts, they never will be any different from those outside the Christian faith."

While this is identical to Kennedy's conclusion above, Palau's less weighty book is commensurately less detailed and less revealing. The core problems are identified because they exist and must be dealt with, but (happily) they are not presented as if this book were the first to inform us of them. The problems, recognized and regarded as spiritual, are addressed through the eyes of a crusade evangelist in short, sweet, direct, and simple style. Its only flaw is too many self-serving references to *crusade* evangelism. Still, Palau provides many pithy observations worth underlining and highlighting.

*Your New Life with Christ* (the entire second half a reprint of Luke's Gospel) is a short, practical, introductory handout for a new believer's Christian lifestyle. After stressing the need for obedience, Palau provides guidance for personal Bible study and offers responses to basic concerns pertaining to faith, family, personal growth, and life's trials. Overall, the book comes across as if it were packaged to be a handout for those who accept Christ during a Palau crusade. Whether or not it is, it could well serve such a purpose.

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



# Internet Communication Methods

From before the time of Moses to several decades before the Civil War, the speed of communication was as fast as a person could travel from one point to another; walking, riding, or sailing. The advent of the railroad in the early 1800s began to finally change that, increasing speed to about 35 miles an hour. Then, in relatively quick succession (considering the thousands of years that preceded these), came the telegraph, telephone, radio, television, satellite, and now the Internet; all within one century or so.

Communication methods are changing rapidly, providing opportunities for Christian broadcasters. Now comes along what is promoted as the world's first Internet "radio," the Listen Up Player, from Audio Highway, Cupertino, Calif. ([www.audiohwy.com](http://www.audiohwy.com)), due for release early next year.

According to the October 2 issue of *Radio World*, the Listen Up Player weighs less than four ounces and is smaller than a pack of cigarettes. It will for the first time allow Internet users to hear online broadcasts away from their personal computers. According to Nathan Schulhof, president of Audio Highway, "With a Listen Up Player and an Internet account, consumers will be able to simply peruse and select audio versions of news, information, entertainment, education, books, and business selections for storage and replay."

The delivery mechanism will be the World Wide Web. Thousands of audio selections will be stored on Audio Highway's web servers where Listen Up users will search a database and select the content they want to hear. Once chosen, audio selections will be delivered to the hard drive of the user's personal computer for transfer to the Listen Up Player via a pass-through parallel port.

The unit, with an estimated retail price of \$350, will allow listening through headsets or through wireless transmission to an automobile radio or stereo system tuned to a certain frequency. Audio is stored in flash memory (one- or three-hour capacity models). Users will also be able to forward e-mail messages to the Listen Up Player, and, with special software, convert text e-mail into electronic speech for playback. The Listen Up Player will also allow the user to record voice messages that can be forwarded by e-mail to others with a multimedia PC.

Another Internet innovation, especially for Christian broadcasters, is "RadiOh" at [www.cerf.net/omega](http://www.cerf.net/omega). Its motto is "Giving the Web a Mighty Voice." Bob Cook, president of Omega Technologies, is creating what he calls "the Epcot theme park model, combining entertainment with education. We envision fully functional educational theme parks on the Internet with motion-simulator thrill rides. . . . We want to create educational games that take people to the very edge of the entertainment envelope while forcing them to confront their own belief-system contradictions. We believe the World Wide Web has now handed to the Christian community an absolutely unparalleled opportunity."

RadiOh is a website that currently offers browsers a

variety of audio segments, including Christian books available on audio cassette. Cook says he's looking for Christian broadcasters with whom to partner. "We will be putting the continuous broadcast streams of some non-commercial Christian stations on the Internet at no charge," he says. "These stations will need to have at their end one dedicated PC (100 MHz Pentium) and one ISDN telephone connection. . . . We also welcome the cooperation of all dedicated Christians who are Internet literate, especially in HTML, VRML, animation, video, and graphics.

"We need people who can produce the video portion of motion-simulator thrill rides, and we need others who have a talent for producing electronic games. There's opportunity for creative volunteer workers who would like to try their hand at producing material that could get very wide exposure."

You can contact Bob in three ways: e-mail: [bcook@telnor.net](mailto:bcook@telnor.net), phone: (011-52-66) 30-52-10 (dial without pause), and voice mail: (619) 683-8427.

Not only is the Internet where Christian broadcasters belong, you should also use it to gather information to pass on to your audience. A variety of religion news sources are available. Details to come in next month's column, but until then, you can access several of these sources by clicking on the Religion News Links page at [www.zondervan.com/newslink.htm](http://www.zondervan.com/newslink.htm).<sup>8</sup>



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



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GENERAL MANAGER NEEDED for contemporary music station KRSQ-FM/Billings, Mont. The station is commercial non-profit, receiving income from both sales and donor support. Candidate must have management experience, strong leadership skills, and a solid sales background. Please send resume with cover letter to Mark Pluimer, Bethesda Christian Broadcasting, 1465 Kelly Johnson Blvd., Suite 200, Colorado Springs, CO 80917. EOE.

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continued from page 42

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

## November 7-9

8th European Television and Film Forum; Amsterdam, The Netherlands. Information: (+49211) 90104-0, fax (+49211) 90104-56, e-mail 100443.1703@compuserv.com.

## 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 20-24, 1997

Gospel Music Association Week; Nashville, Tenn. Informa-

tion: (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.

## Advertising Index

Advertiser .....	Page
ALAS .....	26
American Family Association .....	BC
The American Reporter .....	IBC
Asbury College .....	61
The B & B Media Group .....	15
Bott Broadcasting .....	11
Cheetah Systems .....	53
Companion Broadcasting .....	IFC, 1
CRT Custom Products .....	16
Directory of Religious Media .....	57
Factory Direct Sales .....	19
Garborg's Heart'N Home .....	42
Group Productions .....	22&23
IBS .....	43
InfoCision Management .....	2
In Service .....	5
Issues in Education .....	7
KMC Media .....	17
Life Issues Institute .....	27
Mississippi College .....	31
Monstar .....	53
Morningstar Radio Network .....	49
National Right to Life .....	18
NRB 1997 Convention .....	51
NRB Directory on Disk .....	42
Positive Life Radio .....	30
Providence Media Group .....	60
World Radio Network .....	65
Zondervan Publishing House .....	63

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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:

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## Despise Not the Youth

I remember when I first started at National Religious Broadcasters (NRB) more than four years ago. Fresh out of college, I just *knew* I could radically impact for Christ the sphere in which He had placed me. But I also knew I had a lot to learn and I was — and still am — eager to absorb new ideas and challenges.

College courses had prepared me intellectually for the “real world” of magazine publishing. An internship at a city magazine and editing positions on the school’s weekly newspaper had provided me with valuable experience which assisted in the transition from college to the work force.

I know that being young (I am the youngest person in the NRB headquarters office) is often thought of as being idealistically impractical; to be indulged by those older who often equate youthful enthusiasm with naivete. But as the college students found out while interning at the Summer Olympics (“An Opportunity of Olympic Proportions”), new ideas and enthusiasm are often what professionals need to revitalize their own job performance.

But how can you who have been in the work force for a while utilize those interns and recent college graduates to your advantage?

1. Be open to their new ideas and opinions — don’t be too quick to dismiss them. Take the time to explain why it wouldn’t work as proposed and brainstorm together on ways to modify the idea.

2. Be open to their thoughts on industry trends and new equipment. Often in college courses, cutting-edge technology and its future is studied. Merge their book knowledge with your practical knowledge to explore new options. Also their quick adaptability to new equipment can be beneficial to your ministry.

3. Use them as a way to keep in touch with the younger generation. Find out what their friends listened to or watched while in college and what reaches them where they are.

4. Harness and direct their enthusiasm — don’t erase it by overloading them with lectures on the folly of their ways. Enthusiasm is something we all could stand to have a little more of in our lives. As seen in *YO! Radio’s* teen DJs, the freshness they have to reach their world for Christ can be a powerful tool if a little guidance is provided.

5. Don’t discount their youth — “Let no one despise your youth, but be an example to the believers in word, in conduct, in love, in spirit, in faith, in purity” [1 Timothy 4:12]. Just because they haven’t lived a long life in terms of years doesn’t mean they have no valuable insights into the Christian walk.

6. And be committed to training young people in your field of expertise by using interns and hiring recent college graduates. Be a vital part of preparing this generation to reach the world for Christ via religious broadcasting.

Young people can strengthen a ministry and can often revitalize it as well. Despise not the youth — instead, join with them in reaching our world for Christ.

*Jarah E. Smith*





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- *How Can I Live?* with Kay Arthur
- *Love Worth Finding* with Dr. Adrian Rogers
- *The Alternative* with Dr. Tony Evans
- *Money Matters* with Larry Burkett and much more.

(Your station is identified after each program.)

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

# informative

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

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

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#### TECHNICAL INFORMATION

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- Comstream ABR200 receiver
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##### Receive AFR on:

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

Approximate equipment costs: \$2000