

RELIGIOUS BROADCASTING

DECEMBER 1996

New!
1996 RB
Index!



**Television Trimmings:
Scenes, Cameras, and Content**

PEACE



FOR A

FRAGILE WORLD



"Christ alone can bring lasting peace – peace with God – peace among men and nations – and peace within our hearts." Billy Graham

In December, Billy Graham will televise this message to America and around the world. PLEASE PRAY for this global telecast and for the two other Billy Graham prime time specials which will be broadcast in North America during this Christmas season.

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PRAY FOR THE BILLY GRAHAM GLOBAL SPECIAL, "A SEASON FOR PEACE"

Setting the Scene

by David Deese
The basics of set design, featuring an example from Bill and Gloria Gaither's Christmas special on The Nashville Network.

10



page 10

18

Increasing Your Effectiveness On Camera

by Phil Cooke

Would you like to know four secrets of successful television programs, eight tips for great camera work, or 15 effective program elements? Look here for help.

DECEMBER 1996

Features

Healing Hurting Hearts

by Stephen Arterburn
Heard any rumors about Minirth-Meier New Life Clinic? Put them to rest by reading this article.

34



page 34

Pitching Programming's Tent

by Jerry O. Jones

How big is the tent of church television broadcasting? Add a few poles and discover how to broaden the boundaries without becoming a three-ring circus.



page 28

28

Gospel Impossible: Mission to Bosnia

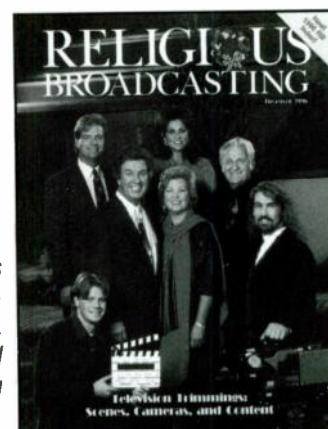
by Pamela H. Derringer

A civilian from Songtime USA accepts a harrowing, against-all-odds assignment to war-torn Bosnia.

24

Television Trimmings: Scenes, Cameras, and Content

December's annual television issue is decorated with helpful hints and adorned with useful strategies. This month's Religious Broadcasting features a string of three glittering television ornaments, two sparkling radio packages too good to keep under wraps, and a new year-end index of feature articles and departments as a holiday gift to you.



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Departments

OPINION/COMMENTARY

- 4 Signing On by Bob Straton
- 6 Tuning In by Brandt Gustavson
- 56 Socially Speaking by Cal Samra
Merry broadcasting
- 72 Segue

INDUSTRY INFORMATION

- 45 Practical Programming by Tom Pennington
Overcoming habits
- 46 International Interests by Steve Murray
Local follow-up
- 48 Sales Spot by Bruce Foster Bauman
Religious programs
- 50 Funding Management by Jon Fugler
Planning events
- 52 Music Matters by Chuck Merritt
Radio's Trial of the Century
- 54 Youth Wave by David Isais
Four areas to impact teens
- 65 Interview Insights by Jonathan Petersen
Cyberspace religion

BROADCASTING NEWS

- 8 Washington Watch by Richard Wiley
Court decision on anti-abortion ads
- 40 Inside NRB
Top 20 Weekly Syndicated Radio Programs
- 42 Trade Talk

REVIEWS

- 58 Recording Reviews by Darlene Peterson
12 "recordings" of Christmas
- 61 Video Vignettes by Sarah E. Smith
Vegetables save Christmas
- 62 The Book Shelf by Harry Conay
John Hagee's eschatological thoughts

MISCELLANEOUS

- 68 1996 Religious Broadcasting Index
- 70 Advertising Index
- 70 Calendar Close-up
- 66 Classifieds



page 61

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Family Time

The holiday season is a time for families. It's the time of the year when we feel that tug at our hearts calling us home or we wait for our children and grandchildren to gather for Thanksgiving and Christmas celebrations.

God has blessed my wife, Barbara, and me with a close and loving family. We have six children — three daughters and three sons — who together with their spouses have already given us 13 grandchildren. When you have a crew this size, it's hard to get everyone in the same place at the same time.

For the Stratons, Thanksgiving and Christmas came a little early this year. All the kids and grandkids were together for the first time in five years this October. For some, it was the first time to meet a new addition to the family and for us all it was a time to feel that special warm glow that only comes when we are surrounded by those we love.

Personally, for me my family is a very special gift from God. When I was still quite young, my parents told me that I was adopted and they taught me that I was special because I was chosen to be their child. My adoptive mother died when I was ten, and my father remarried so I had a stepmother who helped raise me. Yet, I wondered about my biological mother.

My children also wondered about the grandmother they had never met and what their biological heritage might be. For ten years, Barbara searched and finally, after many leads, found my birth mother. My first contact with her left me feeling deeply saddened because after a brief phone conversation, she hung up on me. Yet, I was also elated because we had finally found her.

Barbara persisted and wrote to her, and in October 1991, that persistence was rewarded. We spoke again and she agreed to a meeting. Barbara shared with me the promise calendar verse for that day, Isaiah 49:15, "Can a mother forget her little child and not have love for her own son. Yet even if that should be, I will not forget you." I couldn't help but feel God's hand in my life and His plan that this was the time He had chosen for my mother and me to finally become a family.

The next day, I met her for the first time. I had lost my adoptive mother in my childhood and later my stepmother, but God allowed my biological mother into my life for which we will both be forever grateful. As my mother says, she became a mother, grandmother of six, and great-grandmother of 13 all in one day!

Why am I sharing my personal story with you? Because families make our lives meaningful. We receive so much from them — love, support, acceptance, forgiveness, and joy. Whether it is our nuclear family, extended family, or our family in Christ, family is a gift that must be cherished, nourished, and protected.

I am so fortunate to have had three mothers in my life, especially since so many children never know the love of a mother or father. I have experienced the love of my adopted family, of my wife, children, and grandchildren, and now of my natural mother, a very special lady. God has richly blessed my life and I thank Him every day.

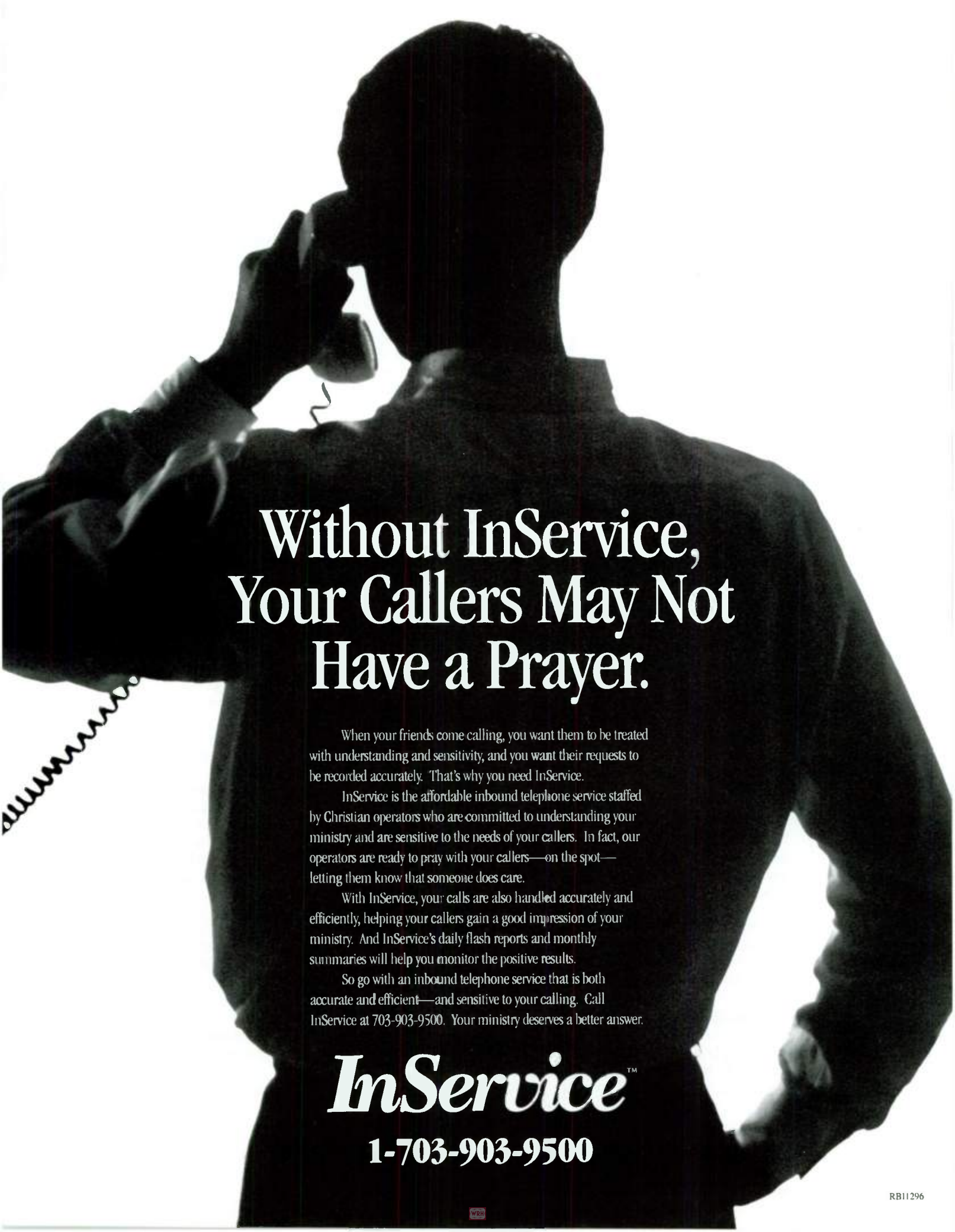
Christmas and the coming New Year is a time when we pause to reflect, not just on the past 12 months, but also on our lives. I urge you to think about your families and the place you have given them in your life. If you are in conflict, work toward a resolution. If you are estranged, forgive and ask forgiveness. If you just fail to tell them how important they are to you, make the time. You will never be sorry.

God bless all of you and Merry Christmas from the entire Straton family!



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

Bob Straton

A black and white silhouette of a person from the back, holding a telephone receiver to their ear. The person is wearing a collared shirt and a jacket. The background is white, and the silhouette is dark. The telephone cord is visible on the left side.

Without InService, Your Callers May Not Have a Prayer.

When your friends come calling, you want them to be treated with understanding and sensitivity, and you want their requests to be recorded accurately. That's why you need InService.

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So go with an inbound telephone service that is both accurate and efficient—and sensitive to your calling. Call InService at 703-903-9500. Your ministry deserves a better answer.

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Employee Retention

On any given day, up to 70 percent of the U.S. workforce would change jobs if they got a better offer. Astounding? In light of that fact, managers need to always keep an eye out for replacement staff and to be prepared that an outstanding employee may be leaving in two weeks.

I think we as managers need to be asking our great employees, "What would cause you to leave here to take another position?" We need to think about the question, "Is there something we could do to keep such a worker?"

John Pearson of Christian Management Association said, "Staff members know the difference between being used for the kingdom and being *developed* as kingdom workers." It seems a personal and professional development plan is needed for each individual. This will maximize an individual's contribution to the ministry and also be a contribution from the ministry to each employee.

Our Lord Jesus, first and foremost, was concerned about the individual. We must do the same. Our people (staff) are very important to us, and we must help them develop into the people God wants them to be.

Another factor in developing our employees is hope. My good friend Ray Ortlund talks about hope in his book, *You Don't Have to Quit*:

Israeli scientist Shlomo Breznitz said: "Hope — if it is serious, if it is long term — leads to physiological changes that can improve the body's resistance. In our studies, we have found two hormones — cortisol and prolactin — that are strongly affected by an attitude of hope. While we don't know the precise links, the evidence points to a strong relationship between such neurochemicals and the immune system."

People with strong faith, whether from religion or other experiences, stick it out in the worst circumstances. "There is no medicine like hope. No incentive so great and no tonic so powerful as [the] expectation of something tomorrow," wrote O.S. Marden.

Time magazine recently contained an essay called "Hope Springs Eternal," which said that without the power of hope, the world would be quite a different place.

- Christopher Columbus would probably have looked to the Western horizon and told his crew: "There doesn't seem to be anything in sight. Let's go home."

- Military campaigns would have ended differently. George Washington, surveying his ragged forces at Valley Forge, would have surrendered. So would Winston Churchill in the early days of 1941.

- The march of industrial technology would have zigzagged. Thomas Edison, after spending \$40,000 to test umpteen hundred possible filaments for an electric light, would have shrugged and said, "I give up. Nobody will ever figure this out."

- Most of literature's heroes would have been far less heroic. Romeo would have said to Juliet: "You're a real neat girl, but I don't think our families are ever going to let us get married. Maybe we should split up." Captain Ahab would have given up whaling and retired to grow petunias in a suburb of New Bedford.

Hope is a powerful stimulant. Dr. Viktor Frankl, an Austrian psychiatrist, was interned in a concentration camp during World War II and he studied who survived such camps and who didn't. He said later it wasn't really a matter of who was healthiest or strongest — it was whether they had someone waiting back home for them or some vocational goal they dreamed of realizing.

Looking Forward to 1997

Now we've come to another year. Let's dedicate ourselves in 1997 to building up our people and seeing them develop, with hope, into the men and women of God they long to be.

Have a wonderful Christmas and a good New Year spent for the glory of God.

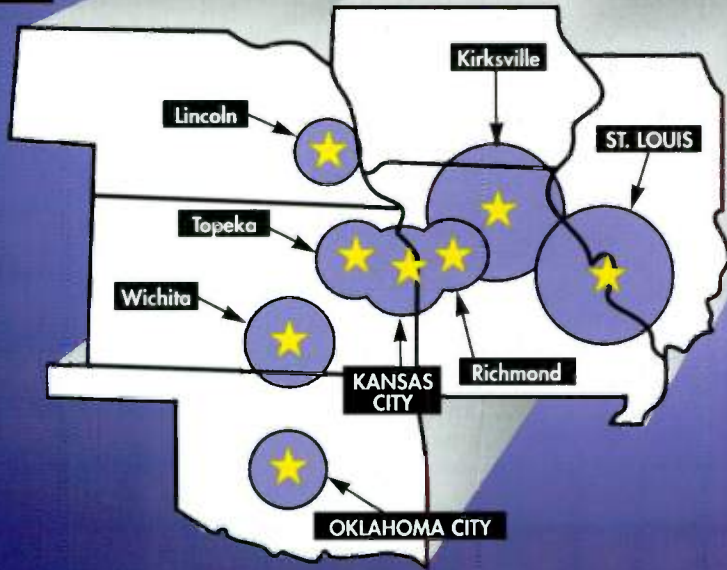


Dr. E. Biandt Gustavson is president of National Religious Broadcasters and publisher of Religious Broadcasting.

E. Biandt Gustavson

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Kansas City	KCCV-92.3 FM	25,000 Watts	1,800,000 people
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Lincoln	KLCV-88.5 FM	4,700 Watts	700,000 people
Wichita	KCVW-94.3 FM	50,000 Watts	600,000 people
Kirksville	KLTE-107.9 FM	100,000 Watts	440,000 people
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With The TRUTH of God's Word!**



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Court Overturns FCC Decision on Candidates' Anti-Abortion Ads

A federal appellate court recently ruled that television broadcasters must air graphic anti-abortion advertisements promoting candidates for federal office during any reasonable time period, including primetime hours. The court ruling reversed a 1994 decision by the Federal Communications Commission (FCC) that allowed television licensees to channel the controversial political commercials — which included photographs of aborted fetuses — to late-night time slots.

Key to the case are two interrelated rights set forth in the Communications Act: the right of federal candidates to "reasonable access" to broadcast airtime and the right of all candidates (federal, state, or local) to "equal opportunities" to obtain airtime at hours equivalent to that given to rivals for the same office. The equal opportunities provision also specifies that broadcasters have "no power of censorship" over the content of a qualified candidate's commercials.

The dispute over the graphic pro-life political advertisements arose during 1992 primary elections, when candidates for federal office in ten states ran campaign commercials displaying pictures of dead fetuses. Among the candidates was Daniel Becker, a challenger for a U.S. House of Representatives seat for Georgia's Ninth Congressional District. An Atlanta television station aired a Becker ad containing depictions of what the licensee later described as fetuses covered with "menstrual gore."

After the station received numerous viewer complaints about the commercial, the licensee — along with a coalition of broadcasters — sought commission authorization to ban such ads as "indecent" or to channel them into hours when there would be "no reasonable risk of children being in the audience."

While the matter was pending at the FCC, Becker sought to purchase

time following a Sunday afternoon football game to air a 30-minute political program called "Abortion in America: The Real Story." The Atlanta station refused to make that time available, prompting Becker to file a complaint with the agency.

The commission addressed the controversy by ruling that the graphic commercials were not indecent as defined by the FCC's rules. Even so, the agency determined, broadcasters were permitted to channel the ads to late-evening hours if the licensees believed that such material was "harmful to children."

Becker appealed the commission's ruling. By a 3-0 vote, the federal appellant panel in *Becker v. FCC* held that such channeling was prohibited by the Communications Act. The court acknowledged that television broadcasters might wish to "spare children the sight of images that are not indecent but may nevertheless prove harmful." But, the panel concluded, a qualified candidate's statutory rights prevailed.

The court noted that nothing in the Communications Act or agency precedent suggested broadcasters could "take the content of a political advertisement into account in determining what constitutes 'reasonable access.'" Rather, the commission's prior interpretations of the law stressed that stations could not "flatly ban" federal candidates from access to particular dayparts, particularly if such a denial was being used to "censor or otherwise exercise control over the content of political material."

The appellate panel criticized the FCC for grafting the channeling concept — taken from the agency's indecency rules — onto a controversy involving speech accorded special protection under the Communications Act. Because, like children, considerably fewer adults watch television during late-night hours, the impact of the commission's ruling was



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.

"to deny a candidate access to adult audiences of his choice."

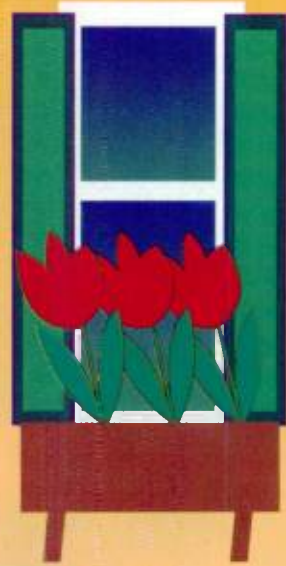
Furthermore, the panel held, the FCC erred in allowing television broadcasters to make channeling decisions "based entirely on the subjective judgment that a particular advertisement might prove harmful to children." Such a standard would make it impossible for any court reviewing a dispute "to determine whether it was the advertisement's message rather than its images that the licensee found too shocking for tender minds."

The court also warned that a channeling policy would operate so as to deprive candidates of their right to communicate their political messages on their own terms: "In many instances, of course, it will be impossible to separate the message from the image, when the point of the political advertisement is to call attention to the perceived horrors of a particular issue."

Thus, the appellate panel explained, channeling political ads could force a candidate to "back away from what he considers to be the most effective way of presenting his position on a controversial issue lest he be deprived of the audience he is most anxious to reach. This self-censorship must surely frustrate the 'full

Continued on page 43

Are You Feeling Lost In A TV Wasteland?



... LIKE COMING HOME

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Risa Hubbard,
Affiliate Relations Manager
1-800-8-FAMNET FAX 817/737-7853
www.familynet.org

For Program and Ad Sales Information:

TimeRite, Inc.

Darin Davis,
National Sales Manager
1-800-777-1127 FAX 817/377-4372
www.timerite.com



Setting the Scene

*A primer on set design featuring
an example from The Nashville Network.*



Above. In addition to its newest production trailer, The Nashville Network used a 40-channel sound board for house and fold-back during the Gaither Christmas special at Christ Church in Nashville, Tenn.

Left. The Nashville Network creates an economical yet lush set for its Gaither Christmas special by utilizing live evergreen trees, shrubbery, and creative lighting.

by David Deese

THOUGH RADIO BENEFITS from the limitless sets of the "theater of the mind," live theater and television productions must rely on sets to establish the scene and mood.

Television has one major advantage over live theater when it comes to sets: whatever the camera sees is the set, and

that gives the director more control. The camera can zoom in for a minuscule detailed shot, go on location and use God's great creations, or stay in the studio and use man-made sets.

Sets are an essential part of video productions. Set design is an involved pro-

Continued on page 12



While a planning meeting convenes on stage, a technician installs some of the 150-plus additional lights used during the recent Gaither Christmas special. Though the sanctuary of Christ Church in Nashville, Tenn., was designed for additional stage lighting fixtures, the number for the Gaither shoot required more power than the design would accommodate and a large diesel generator was brought in to help.

SETTING THE . . .

Continued from page 11

cess with many artistic, budgetary, and logistic considerations.

Budgets

Many television programs and video shoots work with limited budgets for sets. During a 1995 Nashville Advertising Federation presentation, Jim Mees, set designer for *Star Trek*, shared that the beginning budget for sets was low and required designers to ingeniously reuse sets and props.

When the show became popular, the budget for sets dramatically increased and enabled more detail and more substance to the look of the sets. But creativity in reusing sets and props is still a highly valued art for *Star Trek* set designers.

Logistics

Size and storage of sets are major design considerations. Movie studios have huge buildings for set and prop storage, a luxury many television and video production houses cannot afford. Television stations rarely store sets.

News sets are used every day and usually have a permanent place in one corner of the sound studio where the lights and microphone wires are always ready. When a television station adds additional newscasts, the same set is often used.

On-Location Trade-Offs

Unlike television stations, most production houses neither produce regular shows nor have large sound studios. They will often shoot on location to take advantage of buildings or environments.

Lighting and sound control are

common problems with location shooting and are trade-offs for the inexpensive sets. Though the savings can be considerable, getting the perfect shot may be trying.

Simple In-Studio Sets

Many sets for television are placed in front of a cyclorama (cyc) curtain that is wrinkle-free when pulled tight. Orchestras, dance, and theatrical productions which require a lot of room will often use the cyc as a plain backdrop. Cyps are excellent stylistic sets when used with creative lighting.

A good example of effective cyc use would be creating a nighttime outdoor background for a music artist. Set the scene by turning off the flood lights and using blue gels on an ellipsoidal spot with a mountain cucalorus (cookie) projected against the cyc.

The lower half of the cyc will be dark while the upper half appears to be the night sky above the mountain tops. Another ellipsoidal with a star cookie puts stars in the sky above the mountains, while a single round light serves as a full moon.

Three-point lighting on the talent gives great contrast to the background; nothing other than lighting was required for the set.

Detailed In-Studio Sets

More detailed sets are made with hardwall and softwall materials. Hardwall sets (plywood, sheet-rock, etc.) are used where actors touch and move set parts like doors and windows. Softwall sets are made of muslin stretched over a light wood frame. Three-dimensional details are painted on the fabric surface.

Softwall sets are often used for rehearsals, hardwalls for actual productions. The softwall sets are much lighter and easier to move and store.

Built-in monitors facing up from the desk top permit the anchors to view the line output picture and pace voiceovers with news footage.

Backdrops (drops) are similar to softwall sets. They are large canvas pieces with painted scenes and are suspended from the ceiling. Some drops are large photographs which can be purchased commercially and provide excellent realistic backgrounds.

Backgrounds can also be achieved using rear screen projection, like the old westerns with the actors in the foreground and the background scenery projected on a rear screen. Cowboys jostled as they sat in a wagon and pretended to ride through the countryside.

Television now uses a chroma screen with scenery electronically inserted into the background. Actors do not wear colors similar to the chroma color (blue or green), as parts of the scenery will show up on them.

In realistic shots, care must be taken to proportionally match chroma-keyed scenery with the actors.

The halo effect is still a problem to be considered in shooting chroma scenes. Although many advances have been made, improper lighting and fuzzy hair still can give less than satisfactory results.

It will be interesting to see if HDTV will give improved chroma shots under conditions that are less than ideal.

Dressings and Props


A major part of the set is the dressings that develop an environment. Dressings include such items

as lamps, window curtains, indoor plants, light fixtures, fireplaces, etc. This is home or office decorating, the little highlights that give character and add detail for realism.

The dressings must work with and match the props: tables, chairs, couches, lecterns, etc. A knowledge of furniture styles and periods is essential for the set designer when choosing appropriate props and set dressings.

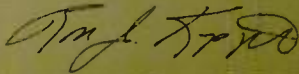
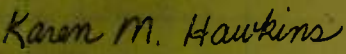
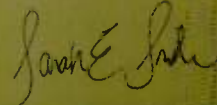
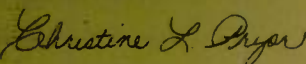
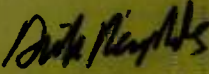
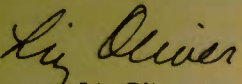
Historical settings are ruined

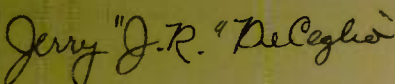
Continued on page 14



May the Savior's unchanging love minister to your hearts this holiday season.

— NRB's Communications Department

 Ron J. Kopczick Director	 Karen M. Hawkins Editor Directory of Religious Media
 Sarah E. Smith Managing Editor Religious Broadcasting	 Christine L. Pryor Associate Editor Religious Broadcasting
 Dick Reynolds Advertising Manager	 Liz Oliver Advertising Assistant


 Jerry "J.R." DeCeglie
 Designer
 J.R. Graphics

"And the angel said unto them, Fear not: For, behold, I bring you good tidings of great joy, which shall be to all people. For unto you is born this day in the city of David a Saviour, which is Christ the Lord."
 (Luke 2:10-11, KJV)



Lighting technicians for the Gaither Christmas special project snowflakes onto the balcony with spots and cookies.

SETTING THE . . .

Continued from page 13

when an inappropriate couch or lamp is used. Although the choice of a close period piece may not be a problem to many people, it will stand out like a plastic couch under Julius Caesar — a dramatic eyesore — to those who know the difference.

News Sets

The anchor desk on a news set consists of a hardwall background and long V-shaped desk in the foreground. The anchors sit on swivel chairs behind either side of the V's point. The desk and chairs are on a riser.

This added height enables the anchors to be at eye level with the camera lens, normally 48 inches from the floor, and is a comfortable working height for camera operators.

Anchor desks have covered

fronts (excluding new trendy shows such as *Entertainment Tonight*) to hide the wires and monitors built into the desk. This also allows the talent the comfort of dressing up only above the waist.

The desk's unique shape allows the anchors to have eye contact with their own camera and enables talent to converse naturally among themselves. Built-in monitors facing up from the desk top permit the anchors to view the line output picture and pace voiceovers with news footage.

The news desk must be comfortable for the anchors, but the chair is also important. It must sit comfortably and also give proper back support so the anchor maintains correct posture. It must not squeak.

Interview Sets

Interview sets usually take the form of offices or living rooms. Like the news sets, risers are usually needed to put seated talent at eye

level with the camera.

The mood of the program usually dictates set design on interview productions. The more informal the interview the more likely that the set will resemble a living room.

Camera placement will dictate prop arrangement, especially where talent sits. Two-wall sets are very common for interview sets because they naturally allow the talent to interact with the cameras as they talk to each other.

Movable Sets

Set pieces built on risers with caster wheels can be moved in and out of the studio for easy storage. Wedges or sand bags are used to secure the sets and keep them from becoming the basis of large personal injury lawsuits.

Risers are often covered with carpet to make plywood look good and to keep the riser from becoming

Continued on page 16

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a bass drum when people walk on it. Carpet is an inexpensive set material that can also be used to deaden reverb on hard set walls.

Studying a Set

On-location shots require planning before the shoot and problem solving on the set. The video shoot for Bill and Gloria Gaither's Christmas special on The Nashville Network (TNN) is a prime example of both.

Choosing the Location

Patricia Branam, producer of the project, says choosing Christ Church in Nashville, Tenn., as the set was a group decision of the Gaithers and TNN, explaining that they liked the warmth of the church and that it was something different from the sound studios or auditoriums TNN can access.

Dressings

The set, designed by TNN's Jim Stanley, used live evergreen trees, shrubbery with silk poinsettias, and balcony garland to give the stage a Christmas feel.

Window treatments heightened the winter effect. Stanley designed panels that looked like wooden windows with snow drifting on the individual panes. The back sides of the window panels were old poster board cue cards — an example of recycling at its best.

The church's large aluminum-framed windows housed Stanley's panels. In daylight, it seemed out of

place to look through snow-frosted windows and see the green leaves of late summer outside. But the nighttime shoot made the summer trees invisible.

The live evergreen trees were a problem, as some were large and heavy with root balls bundled in burlap. One particular struggle involved seven men attempting to

Set design is an involved process with many artistic, budgetary, and logistic considerations.

place a 12-foot pine behind the choir loft. Branam commented, "In hindsight, we should have cut the root balls off and mounted the trees on cross stands." It wasn't long before those cross stands appeared.

Budget

Cost for the Gaither set decorations was small compared to the cost that goes into many sets. Of course, this discounts the multi-million dollar sanctuary of the church.

Camera Placement

The architect who designed the sanctuary must have envisioned television production in its future: a large center aisle provides room for two pedestal cameras and the level back aisle allows a third tripod camera the freedom to roll in a large arc.

The Gaither shoot used seven cameras, including two hand-held and two on cranes.

Branam explains that the project was light driven rather than set driven. Each song required its own lighting, which necessitated adding more than 150 light fixtures to the ceiling of the church.

Though the church was designed for additional stage lighting fixtures, the number for the Gaither shoot required more power than the design would accommodate and a large diesel generator was brought in to help.

Production

TNN used its newest production trailer for the shoot. The trailer was divided into four components: a complete control room for the technical director, video control, 48-channel sound board, and tape recording for video and sound. A master and backup were recorded of the program and four cameras were recorded off-line to use in post-production editing.

TNN also brought in a 40-channel sound board for house and fold-back. The recording for the video was done in the trailer on the 40-channel board and each channel was recorded on a 48-track recorder.

TNN production manager Julie Burnett says once production is underway it usually is not stopped unless there is a major problem; it is taped as if it were a live concert. She explains that it is usually audio that stops production, as minor video problems are usually edited out with a take from one of the off-line cameras.

The TNN special will air this month. Watch it and examine the set design explained in this article.

Conclusion

A set for television is whatever the camera sees. It can be a scale model or the Grand Canyon. It can be a simple blank wall, an intricately constructed hard wall, or an artistic use of lighting.

Creativity is a key component of set design. Regardless of size and budget, functional and aesthetic sets can be achieved with a bit of planning and a little effort.

David Deese is professor of broadcast communications at Trevecca Nazarene University in Nashville, Tenn.

The Best-Laid Plans

Planning is the key to any video production and is especially true in set construction. The following list of items must be considered when designing and building sets:

- script requirements
- end use/purpose
- realism/stylistic
- mood/action/conflict
- budget
- cast comfort
- props
- camera angles/shots
- lighting
- inside/outside location
- permanent/temporary
- sound/acoustics
- rigidity
- height/width/proportion
- scale models
- modern/historical/futuristic/poetic
- storage

— David Deese



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Increasing Your Effectiveness On Camera

Practical excerpts from an educational session of the 1996 National Religious Broadcasters Convention and Exposition in Indianapolis

by Phil Cooke

HOW EFFECTIVE IS your television program? Have you ever sat in the audience or viewed the videotapes with a critical eye? Do you wish you were more effective on camera? It's time to quit wishing and start reading.

Four Secrets of Success

Outside of God's calling on your life and ministry and your relationship with Him, successful programs have several things in common. Let's look at four of those secrets of success.

1) *Talk to one person.* When you speak on television, think in terms of talking to one person. Do not think about the needs of hundreds or thousands of people in "TV-Land" — in fact, throw that term out of your vocabulary. It is impossible to identify the needs of an entire television audience when you are ministering.

An evangelist once asked me to hang a picture of a person from the lens to help him focus. When I saw the dramatic change it made in how he reacted to the camera, I was sold on it. Whatever makes you comfortable is the thing to do.

You don't have to think, "Bob is a bowler who needs Jesus and I'm going to concen-



trate on that." You don't have to be that focused, but you do need to focus on one person's need for healing, salvation, or whatever. It will definitely change the way you come across on camera.

2) *Eliminate distractions.*

I go to tapings where the pastor is talking to the camera and guys are moving in the background or standing around talking behind the camera. They don't think about the distraction they're causing.

One thing I absolutely demand is that they be respectful of what the on-camera person is trying to do. If you're behind the camera and need to speak with someone about improving on-camera behavior, do it in a gracious spirit. This is especially true at the local level where the pastor is usually friends with the crew.

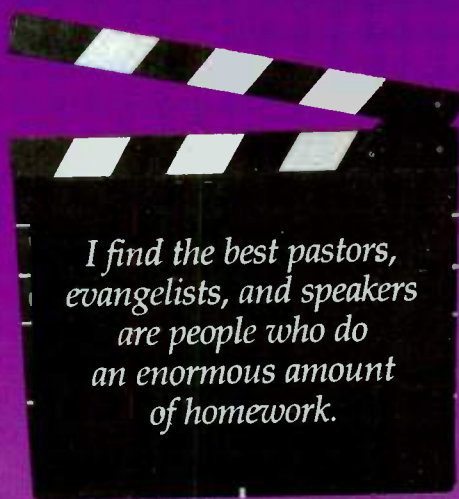
Often, the first thing I do when I go into a project is to teach the crew to respect who the on-camera person is and what the different roles are.

If you have the slightest idea that a person on your crew is not respectful of what you're doing, get him out of there. His distraction isn't worth the trouble.

3) *Use simple but original sets.*

Don't do the old "couch-and-curtain" or fireplace routine. Do something that's original.

In the winter, instead of doing a



*I find the best pastors,
evangelists, and speakers
are people who do
an enormous amount
of homework.*

show in your suit with a 40-pound reference Bible in front of the fireplace, put on a work shirt and a coat, go outside, and walk in the snow.

4) *Obtain demographic resources from the television station.* Know who your audience is. Madison Avenue advertising agencies spend billions of dollars figuring this out.

Call your television station to get a demographic breakdown of your audience during the time your show airs. You need to tailor your message, as much as possible, toward the audience that is watching. Of course you want to expand and bring in new people, but you want to at least meet the needs of the watching audience.

If you're not on the air yet but are deciding when to air your show, the station can provide you with an audience demographic breakdown during every time slot of the day.

If you can't get that information, check out the advertising during the time slot you're thinking about. National advertisers, especially, are spending a ton of money to make sure Nike® tennis shoe ads get in front of a teenage audience or to make sure Budweiser® beer ads reach 21- to 35-year-old males. The ads will tell you a lot about who is watching and will help you put the show exactly where you need it.

Effective Elements

Creating an effective program takes more than media placement. Take a look at these elements that will dramatically increase your effectiveness.

Use a teaser. A teaser is something that comes up from black

before the opening. It draws people in and grabs attention. A good teaser is a clip from the message, preferably from later on in the message where you're saying something controversial. You want someone to see the teaser and think, "Wait a second. What did he say? Maybe I need to watch this."

Or send your crew out in the lobby to talk with people before or after the message. Have the interviewer be a devil's advocate and use the responses as one-liners in front of the opening of the show. They capture attention. In six or eight seconds a person decides whether to watch a show. Make those seconds interesting.

Do a better greeting. Never use a voiceover similar to, "Now let's join the service already in progress." People don't want to join something already in progress.

Even if it's a two-part message, don't say, "And now we'll continue with part two of the pastor's message on . . ." Only your most hardcore viewers and maybe your relatives will tune in to the show every week, and most will turn it off if they think they've missed something.

Make each show stand on its own. This doesn't mean you can't air one sermon in three installments, just preach it so each segment can stand alone.

Keep the message new and contemporary. Look for stories in newspapers and magazines to try to keep your message current. If you're not subscribing to *Time* and *Newsweek* and other news magazines, you're out of the loop because people in the crowd are dealing with these

issues every day.

I worked on last April's *Billy Graham's World Television Series*, which was a perfect example of keeping current. The program dealt with topical issues such as AIDS and Bosnia and was geared toward people who would never watch a normal Billy Graham crusade or a religious television show.

Globally, certain networks, which actually had policies against airing religious programming, were asking for the program — it was current, relevant, and non-traditional.

While your program doesn't have to address AIDS or Bosnia, it must deal with something people are living with: how to pay bills, how to cope with a son who is playing with drugs, how to handle getting into a fight with the PTA. Hook into the issues affecting your audience and your audience will tune in to you.

Avoid Christian catch phrases.

One of my pet peeves is that we get lazy and caught up in our religious, pat phrases. How often do you say "praise God" in a sentence because you don't know what else to say — praise God? Resist that urge for filler.

Will someone who doesn't know church lingo understand what you are saying? If the answer is no, teach yourself to use familiar language that non-Christians don't have to translate. It will dramatically transform your show — glory to God.

Brush up your language skills.

Language is the single most important tool that you will use in your message. Language is a fundamen-

Continued on page 20

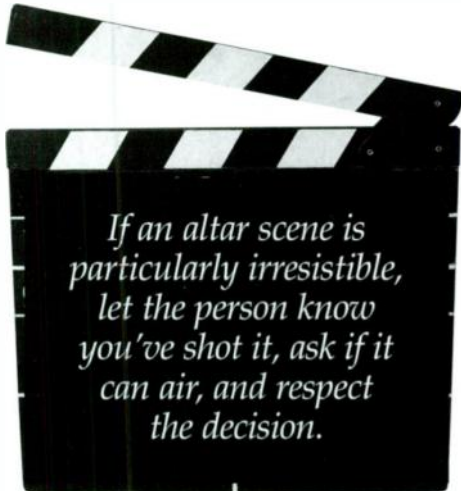
INCREASING YOUR . . .

Continued from page 19

tal skill and the foundation on which your verbal message is built.

You would never think of a concert pianist being unable to read music or a major league baseball pitcher being unable to throw a strike. It is just as unthinkable for a professional communicator to make grammatical, structural, and syntactical errors, yet I hear these problems all the time — and so do you.

A note regarding accents: Orson Welles said a Southern accent was the most beautiful in the English language. Being from North Carolina, I tend to agree. But if you want your ministry to go national, you should consider taking voice lessons to minimize any strong regional accents.



Delete anything that takes audience attention away from the message. Film director John Huston said, "If anybody ever tells you that was a brilliant shot, then you've failed as a director. Because you've taken [that person's] mind off the story for a moment."

Anything that distracts an audience is not worth keeping: a shark skin suit, a hairstyle, a strong accent, fancy podium decorations, etc. You are talking about life and death issues — eternity. Don't let people walk away because they were distracted by something you can control.

Try this simple exercise: sit in the audience about five or ten rows back, have an associate stand behind the podium, and look at your

platform. Think of it dressed with the musicians, singers, readers, etc.

Now look closely at your associate. Are cymbals coming out from the back of his head? Since television is a two-dimensional medium, whatever is behind you is going to be coming out of your body somewhere. If you never sit in the audience, how will you know how your image is coming across?

Relax and be yourself. A challenge in my profession is working with people who have just taken over the reins of someone else's ministry.

Often, the new person desperately wants to be like the former broadcaster. I worked with a guy who is a laid-back person, but when he took over a ministry broadcast, put on a suit, and got in front of the camera, he began speaking in high-church style. I could hear the channels changing all across the nation.

I would prefer that he make some of the mistakes I've addressed and be himself than to be perfect in all of the areas and pretend to be someone else. And so would the audience.

Prepare for spontaneity. This is an extremely important issue in the charismatic realm. I'm all for the Holy Spirit moving on what you're doing. On the other hand, do your homework.

As a director, I love spontaneity. When I show up on the set I want something spontaneous to happen that will be wonderful, but if it doesn't happen, I want to have a plan. I storyboard, draw pictures of the camera shots I want to make, and break the script down.

Break down your message: what part of the stage do you want to be at when you say this, how are you going to be most effective during this section, maybe this section would be more effective if you left the podium and went down to the audience.

I find the best pastors, evangelists, and speakers are people who do an enormous amount of homework. The best spontaneity happens when a person is prepared.

Have an overarching goal for your ministry. Make your program go somewhere. Don't gauge yourself from sermon to sermon, but month to month and year to year. Have an overall vision for your ministry.

A big failure of religious televi-

sion programs occurs when shows lack a perceived goal. This is especially true with fund-raising programs. When people call me with a show that is not succeeding, one of my first questions concerns what they are doing as an offer or an appeal to the audience.



The answers usually show a lack of continuity: one month the ministry will supply Bibles to Russia, the next month food for the local homeless, the next month books to China. What is the call of your ministry? Generally speaking, few people are called to do everything.

Even in churches where the ministry has a great array of outreaches, there is something about most pastors that is overriding, a vision that garners them a great response in sermons and in television.

Take a hard look at your message. Is your message unique and compelling? Why should people pay attention to what you're saying? Many people insist they're preaching on something that is revolutionary and will change humanity. Then they say their topic is something we've heard time and time again.

With the channel selection available, people are not going to stay with your program if you don't capture them with a compelling message right off the bat.

Research states that nearly no one watches a program all the way through. The vast majority of viewers tune in and out throughout the half-hour or hour. Don't save everything for the big moment at the end, but be compelling and dramatic throughout. Think of a reason why a guy switching over from wrestling

would want to stay with your program.

Use special music sparingly.

Many pastors believe they must put choir music in the show. Your television audience can watch the top Christian singers on cable music channels or listen to Christian radio stations and hear the best singers in the business.

Are you going to put Sister Ruby and her husband, Roscoe, singing "Church Triumphant" on the head of your show? The music must be of a competitive quality, or the viewer is back to channel surfing.

Use writers. This is generally not talked about much in Christian circles, but if you're doing a television show, find a good writer to work with. I write illustrations and structural cues for pastors and evangelists, but I don't write their sermons.

Writers have unique ideas for approaching things. Find someone who can help you come up with illustrations and stories to get people's attention.

Reach people who have real-life questions with real-life answers. My biggest criticism of live shows and talk shows is that they are extraordinarily phony. Use a little more intensity and controversy in these shows.



Non-Christians are looking for real answers for their real problems. Ask some hard questions, particularly if the guests have had some difficulties in their past. Their answers will reach people.

Build a library for your crew. Let them know their work is important by investing in books that will increase their productivity and skills.

One of the first books to put

Four Secrets of Successful Programs

1. Talk to an audience of one.
2. Eliminate distractions.
3. Use simple but original sets.
4. Obtain audience demographics.

— Phil Cooke

in that library is Dale Carnegie's *How to Win Friends and Influence People*. The whole premise of the book is how to get people to do something by letting them think it's their idea. People work a lot harder on something they feel is their idea.

Camera Aesthetics

Camera techniques are tools for producing a more effective pro-

Continued on page 22

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gram. The following are some simple aesthetic camera pointers for both on-camera and behind-the-camera people:

Know the most flattering camera angles and shots. In most cases, particularly if you're in a situation where your crew has not been trained extensively, don't simply take the crew's word on good shots. Take a look at everything and analyze it yourself.

Make the center-line shot eye level. You don't want the camera in the balcony if you can possibly help it, because you don't want anybody looking down on you. It makes you look diminished and less important — and it makes what you say have less importance.

This is a visual medium and how you're presented is important. Generally speaking, you should be eye-to-eye with the viewer. It is worth the trouble to build a platform for your camera, if necessary.

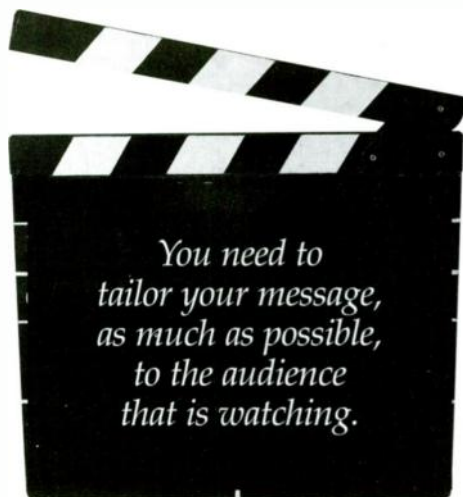
I often clear a lane behind the center-line camera as far back as the building goes, and I don't want anybody to touch or cross that lane because the distraction factor is so high.

Capture the stage movement with a reverse angle. I don't like a high and wide shot from the back of the auditorium. Don't show me hair, show me faces. I move a wide shot to the front left or right corner looking over the speaker's shoulder. It's much more powerful to see that ocean of faces than a commercial for

Hair Club for Men®.

Use audience reaction shots. People are moved by people. If the live audience is touched, changed, or in tears, show it — not to exploit the emotion, but to capture attention. Televisions aren't watched so much as they are used for room noise. Cutting through the clutter will reach an audience.

Instruct camera operators to be courteous. If some people are obviously uncomfortable, get the camera



out of their faces. Some congregations want the cameras fixed and back so they aren't obtrusive in the service. Others don't mind cameras roving around. Whatever works for your congregation is fine.

I would allow people coming to the altar to have their privacy. If an altar scene is particularly irresistible, let the person know you've shot it, ask if it can air, and respect the decision.

Have a purpose for cutting. Don't

cut for the sake of cutting. When you're preaching a message in church, occasionally look at the cameras. When you've got a good point, drive it home right down the barrel of the lens. Your audience will assume you're talking to the guy in the back row.

Sometimes I'll put a hand-held unit on stage and have the pastor occasionally make a point to that camera. After a while you and your director will get in sync and when you turn, he will be there.

Use a little makeup. On television you should wear makeup to some degree; at least put on some powder.

We don't have the technology yet that enables cameras to see like our eyes see. The big issue is contrast ratio, the difference between the lightest part of the picture and the darkest part. The result is you're going to glare, glisten, and shine, and that equals distraction.

If you're on a low budget, pay a trained makeup person to come in for one day and teach you or a crew member some techniques.

Discuss the program's plan. A big mistake on-camera people make is to walk in the studio, do their thing, and leave.

Find some time before the program to sit down with your producer and director and tell them what you're going to talk about. They can send a crew out and get shots to illustrate your message in post production.

Making Changes

If your television audience is huge and you're being flooded with mail, I wouldn't change anything. But if your program could be better or bigger, or if you'd like more response, give change a shot.

I would change things quickly and with no qualms if I was a local or regional broadcaster, but change within a congregation is another issue. I've shot crusades when ladies had handkerchiefs stuffed in the top of their glasses because they thought the lights were too bright.

I recommend that you share everything you're doing with your congregation. Your congregation needs to know it is as important to the show as you are. The people need to know their responses to your message are touching people and could change the course of a

Effective Program Elements

1. Use a teaser.
2. Do a better greeting.
3. Make each show stand on its own.
4. Keep the message new and contemporary.
5. Avoid Christian catch phrases.
6. Brush up your language skills.
7. Delete anything that takes audience attention away from the message.
8. Relax and be yourself.
9. Prepare for spontaneity.
10. Have an overarching goal for your ministry.
11. Take a hard look at your message.
12. Use special music sparingly.
13. Use writers.
14. Reach people who have real-life questions with real-life answers.
15. Build a library for your crew.

— Phil Cooke

Can-do Camera Work

1. Know the most flattering camera angles and shots.
2. Make the center-line shot eye level.
3. Capture the stage movement with a reverse angle.
4. Use audience reaction shots.
5. Instruct camera operators to be courteous.
6. Have a purpose for cutting.
7. Use a little makeup.
8. Discuss the program's plan.

— Phil Cooke

person's life.

Alleviate the congregation's anxiety and curiosity by explaining the components of the production: "Let me tell you why we have these lights up here . . . The cameras have to be in these places because . . ."

Packaging the Program

Correct theology and good training are invaluable — ultimately you must have that core of knowledge. If that core is in place, your message will be right. Then the core and the message must be brought together in harmony and packaged in a program that people will understand.

When those elements come together and are delivered to your audience in a nicely wrapped package, your television audience will respond.

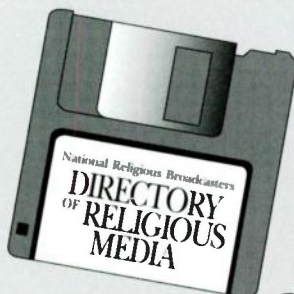
How effective your program is hinges on how effective you are on camera. Put some thought into your audience's perception of what you are doing, what you are wearing, how you are speaking, and how you are moving.

Dare to take an honest look at your program and to change some things. See how effective your television ministry can be.

Phil Cooke is a director and producer with Phil Cooke Pictures, Inc., based in Burbank, Calif. The complete audio cassette of this workshop is available from Chesapeake Audio/Video Communications, Inc., by calling (410) 796-0040.

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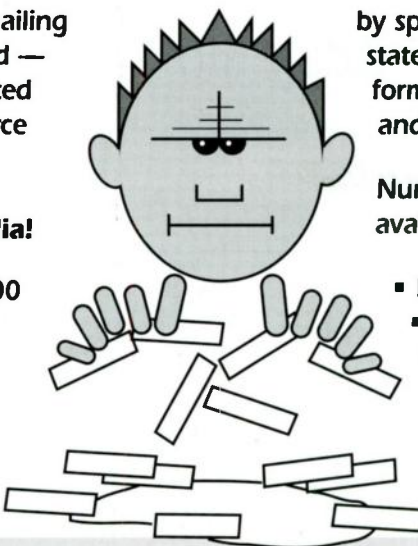
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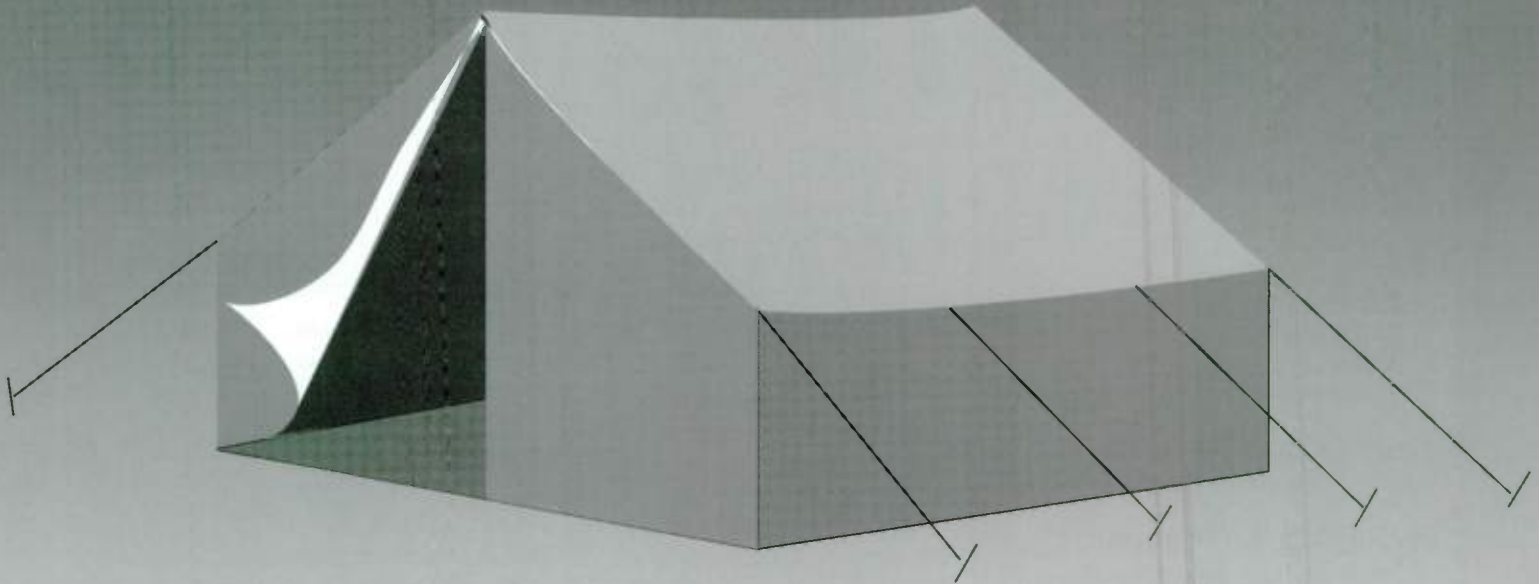
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Pitching Programming's Tent



Church television boundaries move beyond Sunday morning worship services

by Jerry O. Jones

WHAT IS WRONG with the following statements?

1) "[The Sunday morning service is] the only thing organized enough around here that we can televise." — pastor

2) "I've watched all the big boys televise their morning services, and if it's good enough for them, it's good enough for me." — pastor

3) "There's just me and one other staff member, and all of our television people are volunteers. It's all we can do just to shoot the service and air it." — pastor

4) "Our pastor thinks every-

thing looks best on Sunday morning, so that is all we are allowed to videotape." — volunteer

Answer: All of the pastors have made the familiar mistake of believing church television's tent is limited to the Sunday morning worship service. There is more — much more — to church television.



Statement One

The pastor who made the first

statement needs to take another look at what is going on in his church. He has an evening worship service which is far more interesting for

*A good local teacher
has far more appeal
than someone on
a national telecast.*

television than his morning service. This pastor also has a Wednesday night verse-by-verse Bible study.

It occurred to me as I looked over the crowd on the Wednesday I

Hundreds of groups in a community will never get exposure on television through the standard means of distribution. Most would be delighted to work with a church to create programming for them.

visited that only about eight percent of his membership was present. Approximately 92 percent of his own members never heard that Bible study. What a tragedy!

And what about the members of other churches who never attend their own churches on Wednesday night? This potential audience looks rather sizable to me.



Statement Two

The second statement sounds good on the surface, but demonstrates a definite lack of understanding of viewer perception. The "big boys," as he put it, are far better equipped than he is.

Although it would be difficult to tell him so, the "big boys" are probably much better on television than he is. The viewers in his town probably prefer to watch the "big boys" on Sunday morning. Copying what someone else has perfected is not always best.



Statement Three

The third statement may be more legitimate and does represent some smaller churches which have limited television equipment and very few volunteer operators. These churches probably represent the majority of churches who are doing something with television.

While churches like this are to be applauded for at least getting started in television ministry, they

need to realize the fantastic opportunity they have to produce local programming in their towns.



Statement Four

The fourth statement was made out of desperation by a volunteer who wanted to do more and whose church had the equipment to do so. However, because of a lack of vision and understanding of what was possible with television, limitations were placed on him and his creativity was stifled.

So what should churches be programming? There are many answers, but let's explore five possibilities — poles — for expanding the church's broadcasting tent.



Evening Worship Pole

As trite as this may sound, very few churches that are involved in television have tried broadcasting their Sunday evening services.

Those who do simply mirror what they do on Sunday morning with no intent of changing the structure in order to attract viewers. Usually this service is far less rigid than Sunday morning's program and offers greater opportunity for freedom.

Also, with fewer and fewer churches meeting on Sunday evening, there is little competition. Remember, everyone else is doing the morning service.

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

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Since its first broadcast, "Pro-Life Perspective" has attracted hundreds of thousands of listeners, an audience which continues to grow. With personal, professional and insightful discussion of pro-life issues, "Pro-Life Perspective" is the best means by which pro-lifers across America, including your listeners, can remain informed on current life issues.



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Continued on page 26



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PITCHING PROGRAMMING'S . . .

Continued from page 25



Bible Study Pole

If what the pastor is teaching to his congregation in the Wednesday evening Bible study is important, then it must be important enough for others to hear. And if no one else is doing it, then that is probably a good reason to begin. This may become a church's most-watched program.



Sunday School Pole

You would think everyone is televising the Sunday School lesson. That is not the case. Typical reasons are, "It's hard to get a good teacher who will prepare more than a week in advance. Besides, not everyone is using the same lesson series that we are." Maybe they would if someone would begin televising the lesson!

While lessons on satellite and on video are available, the teachers are not local. A good local teacher has far more appeal than someone on a national telecast.

Regardless of what may be considered barriers, there are very good teaching materials that can be done creatively on television.



Talk Show Pole

A great time for a live, weekly talk program with guests and a call-in segment is Sunday evening following the service, probably around 9 or 9:30 p.m.

This should definitely be a call-in situation and should be hosted by the pastor. The broadcast could include guests, a calendar of activities of other churches, video clips, and call-in questions for the pastor.

If people know they can ask the pastor a question and get an immediate answer, there will be a viewing audience.



"Good" News Pole

A weekly "good" news program should run 30 minutes. Materials for this program can be gathered throughout the week. Because this is a news format it can easily be done with one camera, a simple set, and a host or anchor.

The ability to play videotapes is a must. This way, only one other operator is needed to make this program happen. Since there will be all

If people know they can ask the pastor a question and get an immediate answer, there will be a viewing audience.

week to collect the materials, the program can be videotaped on Friday to be run on Saturday.

I have found the best response for this kind of program comes from running it at least three times on Saturday: 6:30 a.m., 12:30 p.m., and 10:30 p.m. By broadcasting the program on Saturday, there is a vehicle to publicize all the events that will be happening at your church on Sunday.

For those who are brave and want to begin a daily newscast, I have church contacts who do this every week and would be glad to share their insights.



Big Tents Attract

There are literally hundreds of ideas we do not have space to explore. For more ideas, check out Chip Turner's *The Church Video Answerbook* (Broadman Press) and pay particular attention to pages 68 through 75.

Churches need to wake up to the many available opportunities and to find that they can be creative beyond the obvious. I live in a town of 30,000 and serve a church of 750 members. What I am writing is possible because I have lived it daily.

During the past year I have produced the following programs, most of which are being done currently: *Sunday Morning Live, Sunday Evening Live, Wednesday Evening Bible Study, Hot Springs Art Scene, Senior Specialty Spotlight, Local News, Chamber Communique, High School Football, Junior High Football, High School Basketball, Little League Baseball, and Money Talks.*

We have also broadcast one-time events such as: Miss Arkansas Pageant, Christmas parade, Healthfest, Octoberfest, Business Expo, boating events, and Senior Adult Olympics.

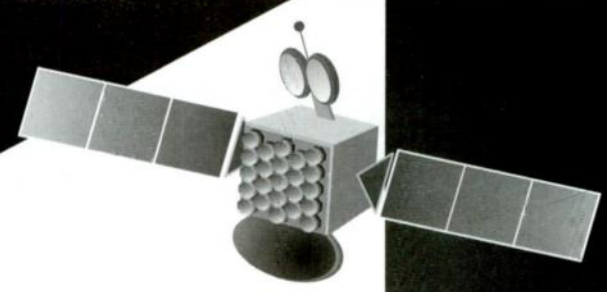
The only limitation is one's imagination. Hundreds of groups in a community will never get exposure on television through the standard means of distribution. Most would be delighted to work with a church to create programming for them. It will mean lots of hard work — 90 percent sweat and ten percent glory — but it is definitely worth the effort.

As trite as this may sound, very few churches that are involved in television have tried broadcasting their Sunday evening services.

Folks will appreciate the effort and it won't be long before recognition as a local television producer will gain a respect for a pastor and church that cannot be matched any other way. The effort will indeed touch "Jerusalem" and maybe even "Samaria."

See how much more church television can offer than the typical Sunday morning worship service?

Jerry O. Jones, minister of media and music at Hot Springs (Ark.) Baptist Church, has extensive experience with media, including several years with the Southern Baptist Radio and Television Commission.



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LESEA BROADCASTING

GOSPEL IMPOSSIBLE:

by Pamela H. Derringer

DAVID DONNELLY struggled to grasp the words that blocked his passage into Bosnia with as much finality as rising floodwaters.

Physically and mentally spent after a 9-hour jeep race across the crater-pocked roads of Croatia, Donnelly knew he had arrived half an hour too late for his scheduled border crossing over the pontoon bridge. Surely God hadn't led him on a 4000-mile evangelistic mission to within sight of his goal and then deserted him on the wrong side of the bridge.

While on base, Donnelly was thrilled to meet a soldier who had used one of Songtime's earlier tapes to lead a nonbeliever to Christ during the Gulf War.

Where would he sleep that night, he wondered as he sat outside the jeep, waiting for the guard to return. The next crossing was two days farther south, a seeming eternity of physically punishing travel through dangerous Serbian-held strongholds patrolled by gun-happy soldiers and lawless bandits.

Donnelly's mission for Boston radio pastor John DeBrine, host of *Songtime USA*, seemed simple enough back in peaceful Cape Cod, Mass. All Donnelly had to do was deliver Christian music tapes with a gospel message to some 20,000 U.S. peacekeeping troops stationed in and around the American Eagle base in Tuzla, Bosnia.

Waiting roadside at the check-

point, however, Donnelly was confronted with the reality of war zone life and began to grasp the enormity of the task he had undertaken.

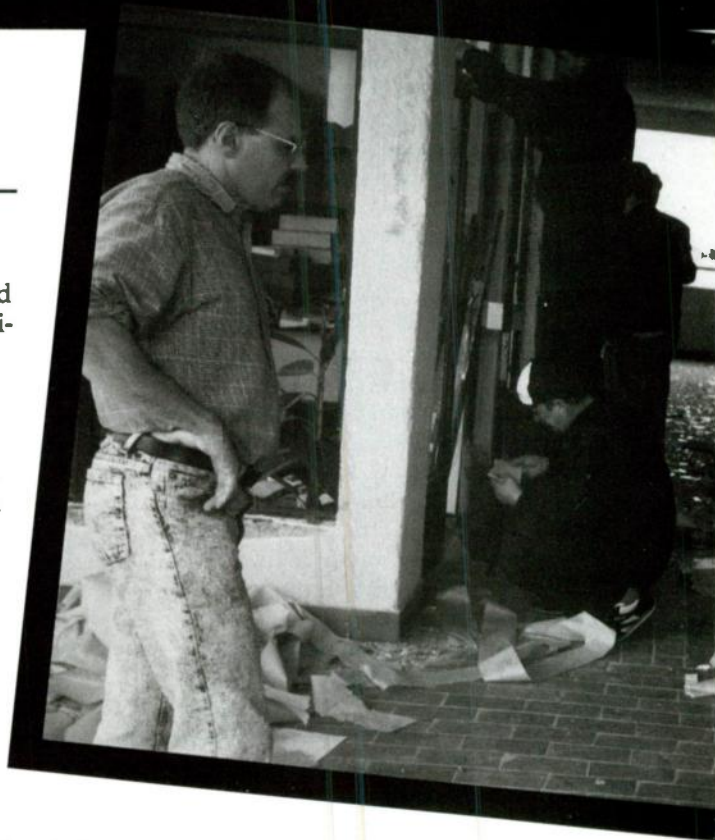
The Mission

"Anyone interested in evangelism wants to reach people," DeBrine says. "And here were 20,000 all together, and some were lonely and discouraged and open to the Bible. Personal contact is much more effective. No persons would go through what we did unless they were really interested. It shows we care."

Songtime's mission to Bosnia in March 1995 was an outgrowth of DeBrine's 32-year-old Christian radio ministry. Initially the pastor of Ruggles Street Baptist Church in the back yard of Boston University, DeBrine began airing music and personal testimonies on the radio from Youth Time outreach rallies in 1948. By 1964, DeBrine's speaking schedule had expanded so much that he resigned his pastorate to do radio ministry and speaking full-time. His program is broadcast over 37 stations in 18 U.S. states, Ecuador, and the Philippines.

"The greatest advantage of radio is daily repetition of spiritual lessons," DeBrine says. "You can reach far more people. And you can use music and interviews to drive home the point you are teaching."

DeBrine's plan for the Bosnia outreach was to distribute 5000 tapes with a combination of gospel music, contemporary Christian music, and personal faith testimonies from evangelist Billy Graham, baseball player Chad Curtis of the Detroit Tigers,



and television personality Kathie Lee Gifford, with the costs paid from voluntary listener contributions.

Songtime made similar evangelistic tapes during 1991 for U.S. troops serving in the Gulf War, but the tapes were nearly waylaid in airplane hangars on several occasions, a risk he hoped to avoid this time around by sending Donnelly on the personal mission.

Race Against Time

From the moment the decision was made to do the tapes, dual races against time began: 1) to finish producing the tape, obtaining not only the music segments and testimonies, but also the copyright releases to reproduce the materials; and 2) to find a way to get Donnelly and the tapes to Bosnia over the opposition of the Pentagon and the skepticism of nearly everyone else.

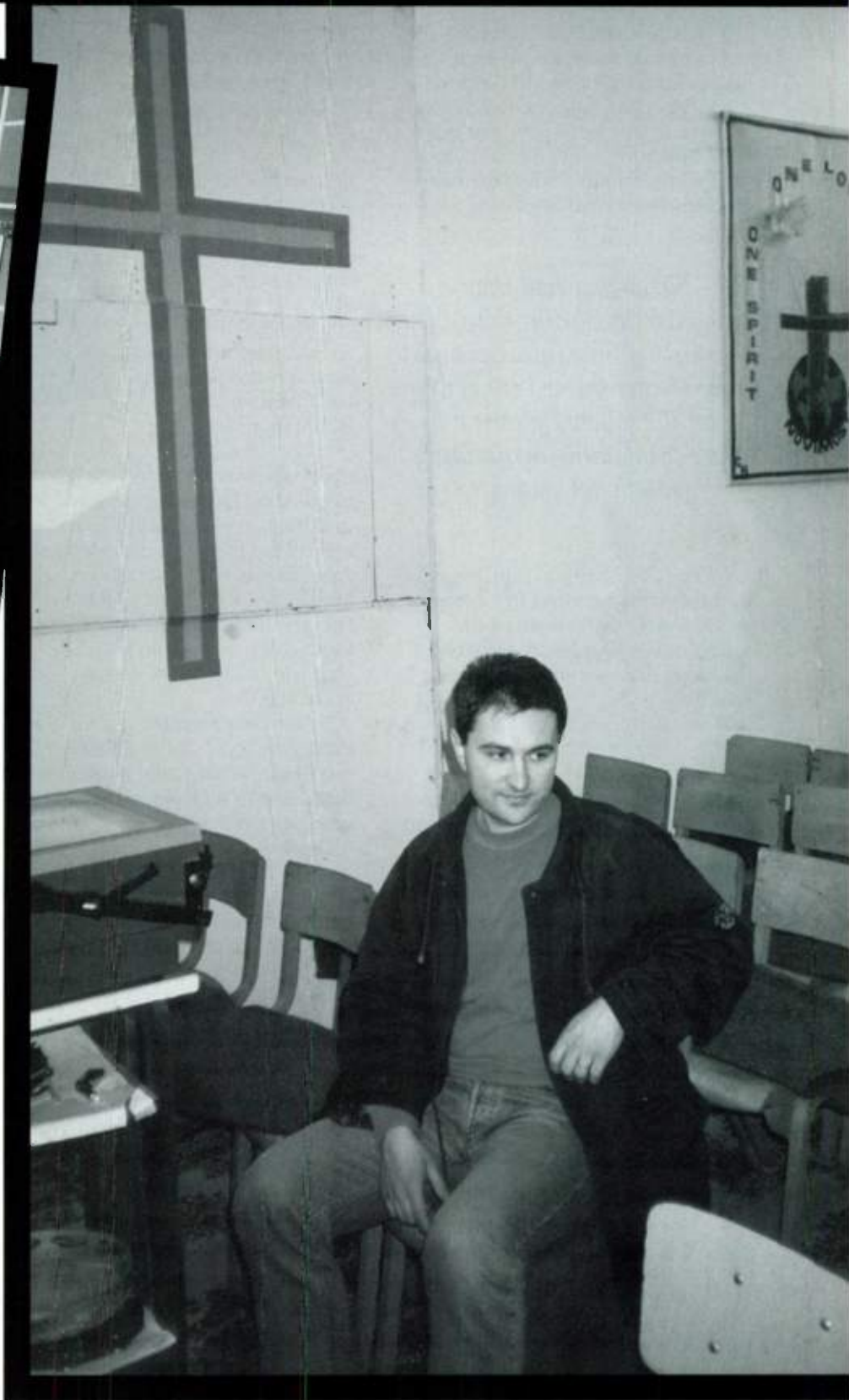
While others tackled the tape project, Donnelly did the phone work to figure out how to get himself overseas to Bosnia. He contact-

MISSION TO BOSNIA



Above. German missionary Lou Felo surveys glass debris from a building bombed one night earlier in Mostar, Bosnia.

Right. Pastor Carmello in the Agape Mostar Church, the largest church in Bosnia. One wall of the church is sprayed with gunfire and the entryway is stained with blood from a shooting which took place during a morning worship service.



ed every source he could think of: U.S. chaplains, Christian colleges, and even the Pentagon.

"We had a lot of doors slammed in our faces," Donnelly remarks. "There were a lot of dead ends and red tape."

The Pentagon was adamant with its disapproval. "No, you can't go," a spokesperson said. "Even if you did, you would [need] five

Continued on page 30

days' military training, special pass-
es, clearances, personal backing . . .
and [would have to] comply with
complex rules that would be nearly
impossible to meet. . . . We don't
recommend that you go. We don't
want American citizens over there."

Donnelly even surfed the Inter-
net, happening upon the home page
of Operation Joint Endeavor, the
U.S. Bosnian expedition.

*No sooner had they
crossed into Bosnia than they
ran into a three-quarter-mile
line of cars backed up before
an illegal checkpoint by
Serbian bandits demanding
payoffs for passage.*

One U.S. chaplain put Donnelly
in touch with a contact in Germany,
who "wasn't thrilled about the
idea" but said he could probably
get Donnelly over in about three
months.

It was a crack in the door.

Finding Felo

The first real break came from a
Songtime listener who telephoned to
say he supported missionaries in
Germany who had recently visited
Bosnia. Donnelly called them, and
they told him about Lou Felo, direc-
tor of the Black Forest Christian
Fellowship in Germany, who had
been on previous humanitarian mis-
sions to Bosnia.

"Oh, yeah, I've been in Bosnia
many times," Felo remarked during
a March 1 telephone call. "I drove
the jeep through shells and machine
gun fire; the jeep has been blown off
the road, but I made it back safely
every time, trusting the Lord."

Felo said he was going on a
special humanitarian mission to
Bosnia in four weeks with carloads
of shoes for refugees and parts to fix
a pastor's vehicle — but he didn't
have room for Donnelly.

Two weeks later, Felo sent a fax
with good news. One person had

anceled, leaving an opening
for Donnelly. The only
catch: Felo needed an
answer that very day.

With less than two
weeks before the March 27
departure, Donnelly and
DeBrine didn't know if
they could finish the tapes
in time, if the copyrights
could be cleared, or if
Donnelly could get an air-
plane ticket to Germany.

"Everything was up
in the air. Could we fin-
ish it in ten or 12 days?
Were we ready to go?
We decided to trust
God. God opened this
door and we were
going to go through it.
So, with nothing in our
hands, we told him
we'd be there,"
Donnelly relates.

Continuing to
make as many contacts
as possible, Donnelly managed to
find the name of a senior U.S. chap-
lain on the Eagle Base, the largest
American base in Tuzla, Bosnia. He
telephoned Eagle and told the chap-
lain about the mission and the
Pentagon's opposition to it. The
chaplain, a Christian, was excited
about the idea.

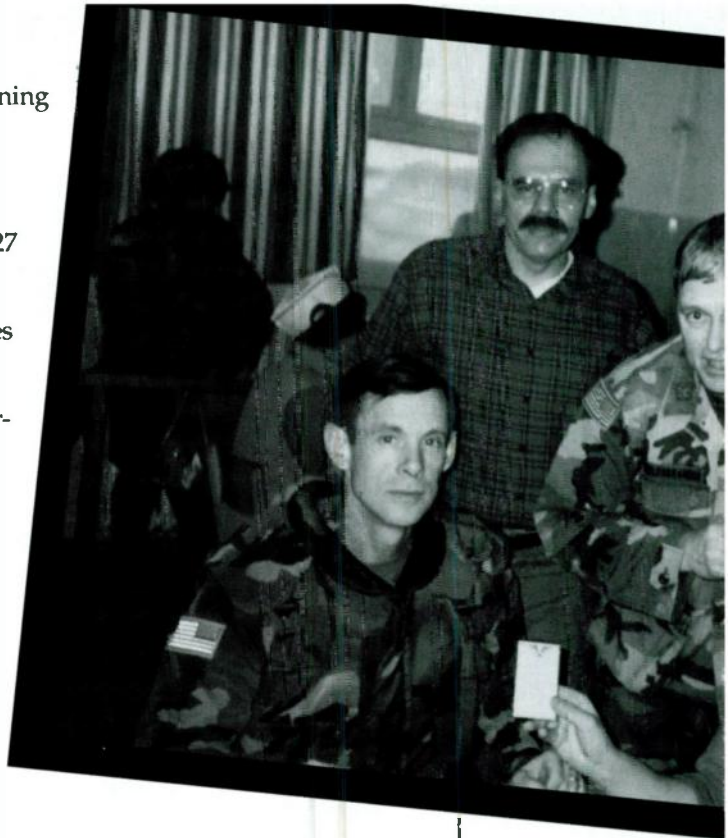
"It doesn't matter what the
Pentagon says," the chaplain
revealed. "What really matters is
that I can go off base and get the
cassettes even if you aren't allowed
on the base."

Two or three days before Don-
nelly left, he received flight reserv-
ation confirmation, the last audio
clips arrived, all the copyrights
were resolved, and 200 copies of the
cassettes were finished.

Though the original *Songtime*
plan called for 5000 tapes to travel
with Donnelly, weight restrictions
limited the shipment to 200. The
remaining tapes would have to fol-
low later.

"I felt so rushed, there was no
time to be afraid," Donnelly re-
marks. "I saw God working in it so
much, guiding every step — not
only the project, but also my being
at *Songtime*."

One of the first generation in
his family to go to college, Donnelly
 marvels that he found a job in his
field of study right after graduation



Above. Left to right Senior Chaplain
Scott McChrystal, missionary Lou Felo,
Deputy Chaplain Ken Kolenbrander,
and radio co-host David Donnelly at
the Eagle U.S. Army Base in Tuzla,
Bosnia.

Right. U.S. troops eat dinner at Eagle
Base.

and then was linked up with a
national Christian radio program in
just over six months.

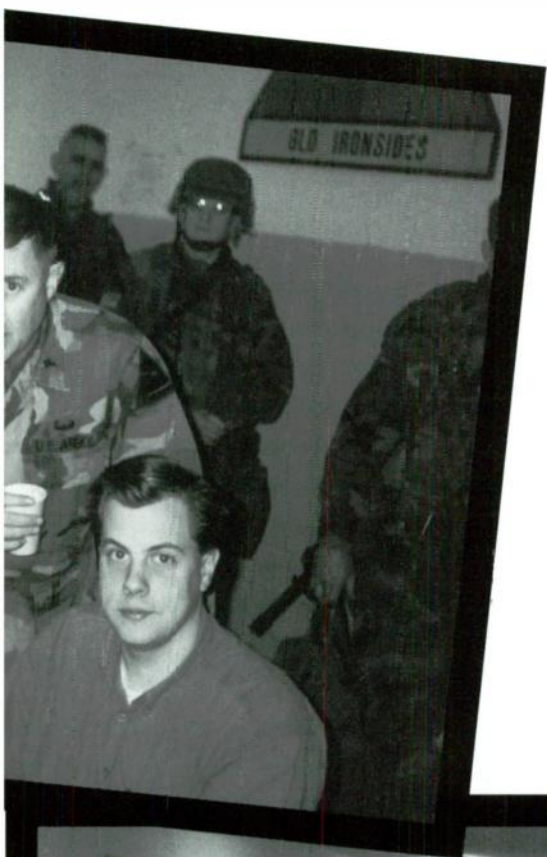
"Where else are you going to
lead me, God?" Donnelly wondered
as he boarded the plane for Basel,
Switzerland, where he met up with
Felo and the rest of the group.

The Caravan

A few days later, a blue Mazda
station wagon and a green Mitsub-
ishi jeep pulling a trailer with sup-
plies began to wind its 14-hour jour-
ney through Italy, Slovenija, and
into Croatia.

Crammed Christian brother-
hood-style into the two vehicles that
Saturday morning were Donnelly,
Felo, a pastor, a mechanic, a news-
paper reporter, a photographer, and
two teachers on another mission.

The first night they stopped in
Opatija, Croatia, an oceanfront
resort along the Adriatic Sea. The



to pick up shoes Felo planned to distribute to Bosnian refugees. Then they raced south to make the 3 p.m. crossing time from Croatia into Bosnia that Felo had arranged at the military checkpoint. Though the bridges

"It's ironic that some people are going to have to go to Bosnia to hear the Gospel."

— David Donnelly

had been bombed out along the border, a temporary pontoon bridge near Zupanja had been erected.

But it was 3:30 p.m. The guard checked the log and could not find their names. He could not let them cross.

The missing log entry was not

told the guard the chaplain on the base was expecting them and asked the soldier to give him a call. While the guard was calling, Donnelly sat down to pray. Fifteen minutes later, the guard returned and granted them clearance despite the lack of documentation and with no explanation.

By 4:10 p.m., they were in Bosnia.

"We wouldn't have been able to make it through the dangers that lay ahead by human means," Donnelly says. "[Crossing the bridge] was one of the ways God showed us His sovereign power. It was a call to trust Him more."

But their troubles had only begun. No sooner had they crossed into Bosnia than they ran into a three-quarter-mile line of cars backed up before an illegal checkpoint by Serbian bandits demanding payoffs for passage.

"Instead of stopping, we just got on the other side of the road, went as fast as we could against opposing traffic, and went right through the checkpoint. It's not like structured driving here. You don't stop, you just keep on going and hope someone gets out of the way. And you take advantage of every inch of the road.

"These aren't just pot-holes; these are craters. You just drive where you can keep from falling into the ditch," Donnelly explains.

Trouble in Tuzla

Upon arrival in Tuzla, the travelers realized they did not know how to get to Eagle Base

— one of the four U.S. bases in the city. None of them spoke Serbo-Croatian and they were growing tired and irritable after 12 hours on the road. Finally, they flagged down a 20-vehicle U.S. Army convoy and obtained directions.

The jeep and station wagon pulled up at the gate at 7 p.m. The guard looked at them as if they were crazy. Civilians in cars asking

Continued on page 32



next morning, the travelers continued east to Pakrac, Croatia, where they attended a worship service and Donnelly sang "Amazing Grace" at one of the few evangelical churches in the country.

"It's amazing to go across the world and find fellow believers," Donnelly exclaims. "Even though they didn't know the language, they knew the tune. It was a good time together."

Donnelly's group headed north

the only problem. Unlike Felo and those with the press, Donnelly and the other members of the group did not have special U.N. identification badges required for entry into Bosnia. On prior trips, Felo had shepherded others across the border under the umbrella of his badge, but the policy had changed.

"You don't have a chance," the guard said.

Donnelly wrestled with his thoughts. Then he got an idea. He

to enter a base in the middle of a military operation? "It's unheard of," they were told.

The senior chaplain, though not issuing a guarantee, had promised Donnelly he would do his best to get him admitted to the base, but he wasn't there that day. Fortunately,

the deputy chaplain was there and knew about the project. Obtaining passes, he made it possible for the men to eat with the troops in the mess hall and sleep in heated tents.

"I had a great time, met the chaplains, gave them the cassettes, and conducted five or six interviews that night. It was a lot of work and I didn't sleep much," Donnelly admits. "But our very presence was an encouragement to [the chaplains]. They don't often see other

Christians, let alone those who aren't in the military who came so far to see them."

Completing the Mission

While on base, Donnelly was thrilled to meet a soldier who had used one of *Songtime's* earlier tapes to lead a nonbeliever to Christ during the Gulf War.

The soldier said Donnelly had arrived at the ideal time, spiritually speaking, with the right tool to

A Challenging Caravan

Though David Donnelly's mission ended in Tuzla, his adventure did not. The little caravan headed west through the heart of Bosnia to Zenica and Mostar to deliver shoes to Muslim refugees and to fix a pastor's car.

Traveling through the Serb-controlled countryside to Zenica, Donnelly was half-dozing when he was startled awake by gunshots a few hundred feet away.

"We didn't know if they were shooting at us, but we didn't stick around to find out. They probably didn't care enough to keep shooting," Donnelly remarks.

Arriving safely in Zenica, they met the U.N. High Commission for Refugees and distributed many of the shoes to homeless Muslims who had fled intense fighting in the north.

Heartbreaking stories were everywhere. As one Muslim woman hid behind a wall with her three children, the Serbs tossed a bomb into the house and shrapnel hit the 23-day-old infant. Fleeing with nothing, the family sought medical care for the baby, but the overcrowded hospital denied treatment. Now four years old, the child is almost blind and is developmentally disabled.

Noting that only 500 of Bosnia's 5 million people are Christians, Donnelly says, "Spiritually, it's a desolate place. Felo had contacts. He'd knock on a door and ask if we could rent a room and get dinner with a few hand signs and a few words.

"We brought sleeping bags and could stay overnight in the jeep if necessary, and we had our own food. But fortunately, people opened doors to us."

Housing was not the only problem. Telephoning in live reports to *Songtime's* station meant finding a working telephone that could handle an international call, which Donnelly says was "going against all the odds."

The caravan headed to Mostar in the mountains near the west coast, a journey that took them south of Sarajevo. Since the clutch on the jeep was starting to go and the vehicle had to make it back to Germany for repairs, the remainder of the shoes were abandoned en route.

Originally a city of 350,000, Mostar was the hardest hit site in the war, with Croats and Muslims exchanging fire across the river that bisects the community and Serbs raining down ammunition from bunkers in the mountains.

Months after the official halt of military action, signs of destruction remained: streets were full of craters and debris, electric poles were bent like candy canes with wires dangling into the river, and every other house was leveled.

The Agape Mostar Church, the group's Easter Sunday destination, had not escaped the violence. One wall of the church was pocked from machine-gun fire and bloodstains colored the floor of the entryway from a previous Sunday morning when soldiers opened fire on the congregation.

The growing church is the largest in Bosnia with more than 200 worshippers. Its diverse membership, which includes Serbs, Croats, and Muslims, lives and worship in harmony — even attracting the attention of the government.

The church emerged from the faith of one pastor, Nikola Shkrinjarić, who came from northern Bosnia in the midst of the fighting to deliver humanitarian aid to Mostar. He has since left Mostar to start more churches.

Unsurprisingly for Bosnia, the Agape Mostar Church's Easter service was jarred by violence: As the children's choir was assembled in the front of the church, machine-gun fire started just outside the church in the square.

While one of the girls became so scared she ran back to her parents, Donnelly's response was something different. "By this time, I had grown accustomed to the violent way of life. It's unlike anything Americans have ever experienced. It's sad to see children's innocence taken away."

Having completed repairs on Pastor Carmello's car (who had succeeded Shkrinjarić), Donnelly's group started its return trip after the service, met up with the rest of the original caravan, and drove back to Germany — changed and challenged.

— Pamela H. Derringer



Above. The pontoon bridge uniting Croatia and Bosnia.

Right. Bombed building in Mostar, Bosnia.



reach nonbelievers. The interest in spiritual issues was growing on base, with more men attending chapel, asking for Bibles, and attending Bible studies.

God's timing is always perfect. Donnelly's visit came just a few days before a meeting was scheduled for the chaplains of Bosnia's 30

"You don't have a chance."

— *Bosnian border guard*

U.S. bases and off-shore ships. Not only could the tapes be easily distributed, but also counts could be taken for accurate needs.

"All this was just another confirmation that the project was God's will," Donnelly says. "This is what happens. God is not going to leave you out on a limb. He will lead you every step of the way."

Donnelly's adventure is now long over, but the work continues. *Songtime* quickly followed through and sent the remaining 5000 cassettes to the chaplains and has received a lot of positive feedback.

Upon request, Donnelly says, the ministry sends its magazine and cassettes of weekly highlights to the soldiers and even keeps in touch via e-mail.

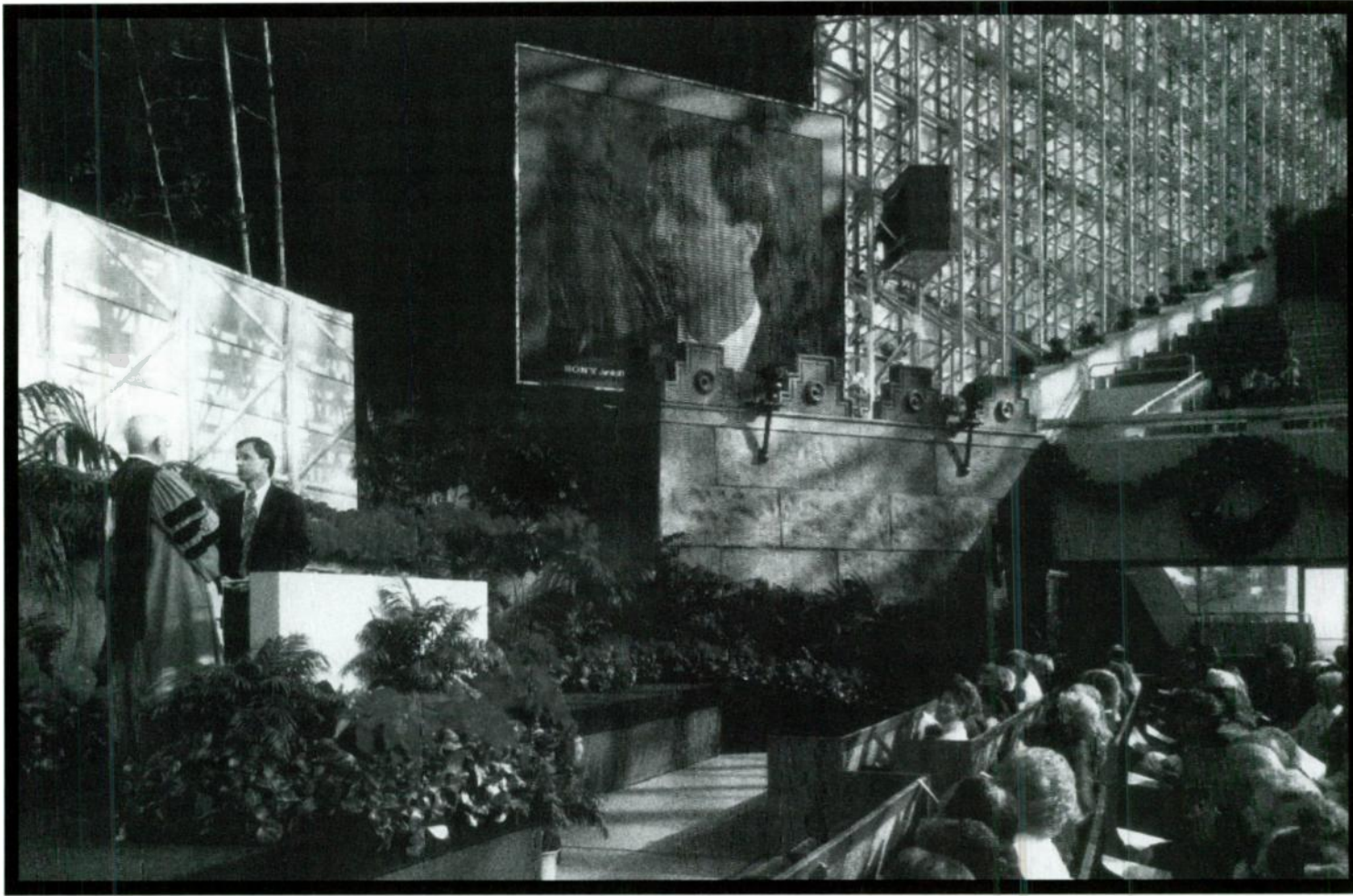
"It's ironic that some people are going to have to go to Bosnia to hear the Gospel," Donnelly remarks, "but sometimes God uses severe circumstances to change [a] life."

For DeBrine, the successful mission — one many believed impossi-

ble — is a great encouragement and an affirmation that he can trust God for other things.

"The entire event from start to finish was explainable only by God," the broadcaster declares. "Only God could have pulled it off. It was a great lesson in faith and it came at a time when I really needed it."

Pamela H. Derringer is a writer/reporter who resides in Massachusetts.



Robert Schuller welcomes Stephen Arterburn to the Crystal Cathedral in Garden Grove, Calif.

Healing Hurting Hearts

Minirth Meier New Life Clinic closes a familiar door and opens a few windows

by Stephen Arterburn

WHEN BETH called the *Minirth Meier New Life* radio program, there was no mistaking the trouble in her voice. It didn't take long to realize that if we didn't provide the right kind of help and hope, there was a good chance she would end her life.

It's likely that Beth would have taken her life that day had she not called the broadcast seeking help.

"And now," as Paul Harvey would say, "the rest of the story": Thanks to a local church which cooperated with us, Beth is alive today and serving the Lord. She went from being a lonely, isolated, and dejected woman to being surrounded by a loving church that took her in and healed her wounds. We were grateful to be a link from despair to God's grace.

The callers we talk to every day are like mirrors, reflecting the des-

pair and angst of our society and the church. There is more abuse, more drugs, more promiscuity, more battering — more of everything that brings hurting people to the brink of despair.

The Beths of this world are why we are here.

Controversy

The controversy over integrating Christianity and psychology still rages. Those who opposed psychol-



Far left. "How many lives are destroyed by Satan with the lie that being counseled is a sign of weakness or that counseling shouldn't be pursued by a Christian?" — Stephen Arterburn, chief executive officer of Minirth Meier New Life Clinic

Left. "Our love for hurting people has never faded. . . . The broadcast is a daily opportunity for us to reach into lives with His Word." — Paul Meier, co-founder of Minirth Meier New Life Clinic

ogy had some valid points ten years ago and I am aware there are still some counselors who purport to provide Christian therapy when it is anything but.

The picture of mainstream Christian counseling is very different today due in large part to the thorough theological training in Christian schools that forms the foundation for the integration of psychology and theology.

Unfortunately, some critics haven't paid attention to the changes.

The truth is, faithful Christian counselors are ministering to thousands of hurting people each day with a hope that only Jesus Christ can bring. Authentic Christian counseling is Bible-based counseling that honors God and enriches lives for eternity. Anything less is unacceptable.

Pain's Purpose

Let me underscore a principle that all of us involved with the Minirth Meier New Life Clinic (MMNLC) adhere to: A counselor who believes the counseling mission is simply to alleviate pain as quickly as possible can be working in direct conflict with God's plan, for God frequently uses pain to bring people back to their senses and back to Him.

That's exactly what God did in my life. One of the major turning points of my life came when my pastor referred me to a Christian counselor to resolve the residue from paying for an abortion. Although I am still regretful, God used those painful experiences to lead me to start counseling centers that could help others avoid the same traps that had ensnared my life.

History Lesson

It has been 11 years since Frank Minirth and Paul Meier produced their first radio broadcast, distributed over the Moody Network.

Meier says, "Our love for hurting people has never faded. With each program we are powerfully reminded of the extreme circumstances people are in and of their willingness to try something that might work, something that might make for a better life. The broadcast is a daily opportunity for us to



The Minirth Meier New Life Clinic-sponsored "Women of Faith" conferences attract large crowds. More than 35,000 women attended nine national conferences during 1996.

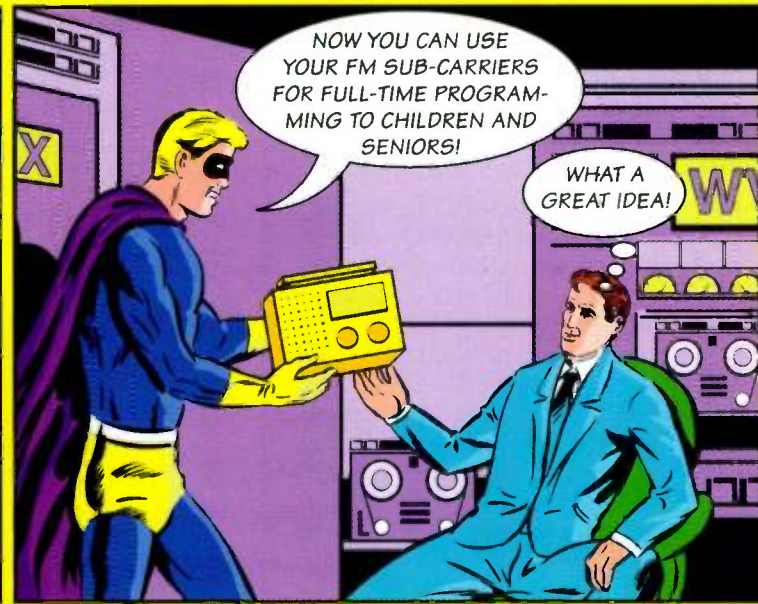
Continued on page 38

THE ADVENTURES OF

SUPERRADIO



JOE LARSON, VETERAN METRO CITY STATION MANAGER, WISHES HE COULD DEVOTE MORE OF HIS PROGRAM SCHEDULE TO CHILDREN AND SENIORS . . .



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reach into lives with His Word."

Today the MMNLC program is heard on nearly 200 broadcasting facilities in every major market in the United States. *New Life* receives more than 500 calls a day, far more than what listeners hear as they tune in the broadcast. A staggering amount of letters is received in an average week, from listeners of the radio broadcast and attendees of seminars and conferences across the country.

Moving On

Minirth's departure from the program has been written about and speculated on by the Christian broadcast community. A year into our partnership, Minirth let Meier and me know that he felt he needed his independence.

We were able to work together to find a way for him to have what he needed and at the same time permit MMNLC to continue in national

ministry. We will continue to write books together.

We wanted to expand the tradition Minirth and Meier established in meeting the needs of hurting listeners. We were hearing, from radio stations, callers, and other advisors, that people want more "biblical truth," more topics addressing deeper spiritual dimensions. We want our broadcast to help fill this need.

As a result, John Townsend and Henry Cloud were added to the daily broadcast. Both are eminently qualified in theology and psychology with extensive backgrounds in inpatient and outpatient treatment.

Townsend has a Th.M. from Dallas Theological Seminary in addition to his Ph.D. in clinical psychology from the Rosemead (Calif.) School of Psychology. Cloud did graduate work at Talbot Theological Seminary in La Mirada, Calif., and, like Townsend, received his doctorate in clinical psychology from Rosemead.

Both of these Christian men bring to the radio program an incredible spectrum of life experience and professional background that touches every aspect of daily life.

There is hardly space in this article to begin listing Meier's outstanding credentials. As a nationally recognized psychiatrist and co-founder of Minirth Meier Clinic, he is a respected pioneer in the integration of the physical aspects of man with the psychological and spiritual dimensions.

Meier has taught at leading universities and seminaries throughout the world. As is true of his colleagues on the broadcast, Meier is a seminary graduate, having completed his work at Dallas Theological Seminary.

It is my distinct privilege to work alongside these professional clinicians and educated theologians with their unique abilities to interpret and give relief to human suffering in light of the Word of God.

As listeners tune in the radio program, I hope they'll see clearly that this particular team is committed to addressing spiritual problems that have emotional impact rather than just emotional problems with Scriptural dimensions.

The results are astounding as people begin to turn their lives

Mission-Minded Man

For Stephen Arterburn, the realization of the 70 Minirth Meier New Life Clinics across the United States and Canada is the result of confronting his own struggles 20 years ago.

Arterburn says that, "While going to seminary, I started working at a psychiatric hospital and for the first time started to allow God to work on me." As a result, God used that experience to lead him to start counseling centers so that others could avoid the traps that ensnared him.

A minister and nationally known speaker, Arterburn spends many weekends preaching at churches throughout the country. He has appeared on national talk shows and is often sought as a source for articles in the *Los Angeles Times*, *USA Today*, *New Man Magazine*, *Leadership*,



Stephen, Sandy, and Madeline Arterburn

and many other publications.

His 19 books attest to his popularity as a man of unique ability in communicating practical principles of Scripture. His most recent release, *The Power Book*, provides spiritual insights for achieving excellence through 365 issue-oriented passages for daily goal-setting and reflection.

In addition to degrees from Baylor University in Waco, Texas, and the University of North Texas in Denton, he is the recipient of two honorary doctorate degrees. He serves on the board of directors for Overcomers Outreach, International Bible Society, and the American Association of Christian Counselors.

A man whose family is his top priority, Arterburn and his wife, Sandy, have a 6-year-old daughter, Madeline.

New Life's Future Life

A look at what's ahead for the ministry of Minirth Meier New Life Clinic:

- Partnering with other ministries to better meet the needs of the church through lay counselor training.
- Opening the Dr. Paul Meier New Life Day Hospital.
- Initiating new programs that meet the unique needs of the aging who have emotional problems.
- Operating more inpatient and outpatient centers across the United States and Canada.
- Developing "Miracle Ranch," a low-cost residential care facility for adolescents.
- Continuing to provide encouraging and helpful programs on the daily radio program to address issues which are crucial to listeners.
- Producing stand-alone specials and expanding the exposure of the "Daily Challenge" features so radio stations can provide a meaningful ministry in formats that complement the current broadcast and the needs of listeners.

— Stephen Arterburn

around. We hear from listeners and others who are discovering what we know: every limitation is an invitation for God to do for us what we cannot do for ourselves.

When we bring in guests of the caliber of James Dobson, Max Lucado, Henry Blackaby, Larry Crab, Bill Hybels, and others, we do so in order to give our listeners an opportunity to hear these trusted Christian leaders apply God's wisdom to real-life problems.

Ministry Overview

Many people have no idea of the reach and scope of this ministry. MMNLC employs more than 200 psychiatrists, psychologists, and therapists who see more than 3000 people each week. In addition to treatment-related services, the Clinic provides assistance to many other ministries.

For example, Prison Fellowship uses an addiction program developed by the Clinic so prisoners with no access to treatment could experience freedom in Christ. Aptly titled "Free at Last," it is a highly successful program for Chuck Colson's ministry in prisons.

Many have experienced the excitement of the "Women of Faith" conferences being held throughout the United States. In partnership with fellow ministries, including

Campus Crusade for Christ, International, women's lives are being challenged and changed. They are coming to Christ in enormous numbers. This year, 35,000 women attended the nine conferences. We expect that number to reach 100,000 in 13 cities across the nation during 1997.

Those who opposed psychology had some valid points ten years ago and I am aware there are still some counselors who purport to provide Christian therapy when it is anything but.

Minirth Meier New Life is a ministry, in every sense of the word. We carry the message of hope, whether it be in the pulpit on Sunday mornings, the work that is being done in our Crisis Pregnancy Centers, or the seminars the Clinic conducts in cities all across the country. Each arm of the ministry is in response to needs of hurting people in churches and in communities.

Obviously, Minirth Meier New Life Clinics are rapidly expanding

into many new areas of service. Our vision of reaching people where they are with the hope only Jesus can bring is beginning to become reality.

As we began to grow in these new areas, we became aware that we are much bigger than the Minirth Meier New Life name, which has historically been strictly associated with treatment and counseling services.

In the weeks and months to come, we'll refer to the organization as New Life. Under this larger umbrella we can be conduits of God's love and hope in the broader capacity and through the many other means God has opened up to us. "Our scope is far greater now than therapy," Meier explains.

Brothers at War?

For those caught up in the debate over counseling and psychology and whether it should be part of a Christian's life, let me encourage another look. Isn't it time to form an alliance to commit ourselves to bring healing and hope to hurting people through the love and power of Jesus Christ?

Some may have heard me tell the story of a man who refused to get counseling after he molested his daughter. His reason? He believed he'd already been delivered from the generational sin of incest passed on from his mother. No one knew of his sins until his daughter, at age 36, finally told her mother. Sadly, by then seven other molestations had occurred — after he had been "delivered."

How many lives are destroyed by Satan with the lie that being counseled is a sign of weakness or that counseling shouldn't be pursued by a Christian? It takes strength to face the truth about ourselves and then change through the power of the Holy Spirit. Our commitment to bringing people to a knowledge of that power has never wavered.

We feel honored that God has given us the privilege to participate in a life-changing — and a soul-changing — ministry.

Stephen Arterburn is chief executive officer of Minirth Meier New Life Clinic and host of the daily radio broadcast.

Pictorial Review of Southeastern Regional



Don Hawkins broadcasts his national talk show, Life Perspectives, during the Southeastern Regional National Religious Broadcasters (SENRB) in Charlotte, N.C., held September 11-14.



Exhibitor Rebecca Templeman of The Rutherford Institute briefly addressed the SENRB attendees during the opening session. Her talk focused on the increased calls for legal assistance from the Christian community due to the "decaying culture."

Kilchenstein Receives CRMC Accreditation

MANASSAS, Va. — Bill Kilchenstein, National Religious Broadcasters manager of convention sales, has been accredited as a Certified Radio Marketing Consultant (CRMC) by the Radio Advertising Bureau (RAB).

According to the bureau, the CRMC is the "industry's most important certification program and signifies the recipient has acquired the experience, knowledge, and skills necessary to help clients solve their specific advertising problems and meet their unique marketing objectives."

"The Radio Advertising Bureau congratulates Kilchenstein on his success in achieving this accreditation," said RAB president and CEO Gary Fries. "By earning this recognition, he has identified himself as one of the best-trained and most-motivated salespeople working in the media today."

Top 20 U.S. Syndicated Weekly Radio Programs

RANK	PROGRAM	HOST OR ORGANIZATION	AFFILIATION	NUMBER OF STATIONS
1.	<i>The Lutheran Hour</i> with Dale Meyer			972
2.	<i>Country Crossroads</i> with Jerry Clower and Bill Mack*			863
3.	<i>Focus on the Family</i> (weekend) with James Dobson*			729
4.	<i>Adventures in Odyssey, Focus on the Family*</i>			720
5.	<i>Powerline</i> with Jon Rivers*			636
6.	<i>Unshackled!</i> with Bob O'Donnell*			600
7.	<i>The Hour of Decision</i> with Billy Graham*			576
8.	<i>MasterControl</i> with Dave Naugle and Terri Barrett*			561
9.	<i>On Track</i> with Dave Tucker*			436
10.	<i>The Baptist Hour</i> with Derwood Rowell*			413
11.	<i>Radio Bible Class</i> with Dave Burnham*			360
12.	<i>Your Story Hour</i> with Aunt Carole and Uncle Larry			300
13.	<i>Science, Scripture, & Salvation</i> with Jim Long*			297
14.	<i>Masterplan</i> with Jeffrey Brawner*			279
15.	<i>Women to Women</i> with Phyllis Wallace			260
16.	<i>Dawson McAllister Life!</i> , Shepherd Productions*			254
17.	<i>Wonderful Words of Life</i> with Major Danny Morrow*			242
18.	<i>Voice of Prophecy</i> with E. Lonnie Melashenko			227
19.	<i>The Christian Working Woman</i> with Mary Whelchel*			225
20.	<i>In Touch</i> with Charles Stanley*			200

*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.



THE ONLY REASON WE'RE IN MILLIONS OF HOMES IS TO PUT YOU IN MILLIONS OF HOMES.



INSP-The Inspirational Network is the opportunity you've been looking for. A first-class, growing Christian television network reaching several million households. And a great place for your

ministry to call home. Here's why:

INSP IS GROWING.

We have the active, loyal and responsive audience you want for your ministry.

INSP IS A

"GOOD NEIGHBORHOOD."

America's most widely known and respected ministries are already on *INSP*. So you'll have good company.



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INSP IS WORKING TO ATTRACT
A BROADER RANGE OF CHRISTIANS
TO THE NETWORK.

We also offer wholesome, upbeat music, comedy and specials to attract more people with positive values.

INSP IS ON YOUR SIDE.

We air ministry programs because that's our calling. We're committed to helping ministries like yours grow and flourish.

And, like you, we're committed to changing people's lives through the power of God and the media.



Make yourself at home on INSP. Call Judd Jackson today at 704-525-9800.

AIRWAVE ANNIVERSARIES

FORT WAYNE, Ind. — On October 20, WBCL-FM/Fort Wayne celebrated 20 years of broadcasting with an open house and dedication service. During the program, the station's air studio was renamed the Jeff Carlson Studio in memory of the former DJ and operations manager who died last December.

AIRWAVE NEWS

FULLERTON, Calif. — The Ambassador Advertising Agency has announced several new radio programs: *Beyond the Call* featuring Ron Cline, *Express Talk* with Phillip Ross and Roger Marsh, and *The Church Doctor* with Dr. Kent Hunter. *Beyond* is a daily, three-minute feature. *Express* is a weekly, 28-minute program. *The Church* is a daily, one-and-a-half minute show.

HOUSTON — Listeners to KSBJ-FM/Houston's fall promotion, "Experiencing Life Without Walls," provided over 2200 blankets for the city's homeless. The station's "Blanket Blessing" was added to the Marriott's Great Houston Cover-Up, a citywide blanket drive.

CARY, N.C. — In late October, Trans World Radio (TWR) began broadcasting the Gospel message to the Gypsies of Bulgaria. "According to our knowledge, no programs in a Gypsy language, either Christian or secular, are being broadcast anywhere in Europe," said Werner Kroemer, TWR's regional director for Europe.

- CHAMPAIGN, Ill. — WBGL-FM/Champaign recently concluded its annual "Breakthrough," raising more than \$60,000 in faith promises, its highest goal. More than 1000 listeners responded during the two-day event with pledges, which will allow the station to purchase a new digital audio system.

MINNEAPOLIS — Using Christian radio, a consortium of ministries is seeking to be more intentional about presenting the Gospel on a regular basis on Christian radio stations nationwide. The "Need Him" campaign has produced 60-second evangelistic seeker spots, created a nationwide phone counseling center, and coordinated follow-up to help the seeker begin his walk with Christ.

Ministries involved include National Religious Broadcasters (NRB), Mission America, the Billy Graham Evangelistic Association, Campus Crusade for Christ, Ron Hutchcraft Ministries, Love Lines, and the SkyLight Satellite Network. The program is being currently tested and if the tests prove workable, the program will be rolled out during the NRB convention in Anaheim, Calif., next month. If your broadcast ministry is interested in participation, call Wayne Pederson at (612) 631-5000.

ST. PAUL, Minn. — KTIS-FM/St. Paul concluded its 1996 sharathon recently, surpassing its goal of \$1.2 million. "This is the best response in the station's 47-year history," said station general manager Donald Rupp.



ATLANTA — The Salvation Army has premiered a new, 60-second program called *Heartbeat*. Designed to provide Christian insights into real life issues and experiences, the spots target unchurched adults ages 18-35 with a contemporary talk format.

MINNEAPOLIS — KCVO-FM/Camdenton, Mo., recently became an overnight affiliate of the SkyLight Satellite Network.

NASHVILLE, Tenn. — Singer/songwriter Gary Chapman is the new *Prime Time Country* host. The television program is shown on TNN, The Nashville Network.

SANDPOINT, Idaho — Creative Resources, Inc., has developed a specialized software program designed to foster stronger ties between radio stations, their listeners, and local bookstores. The Interview Tracking System serves local listeners by providing access to particular products or services heard on a radio station. "Until now, there just hasn't been a way to track the tangible benefits of interviews conducted on local radio stations," said Creative Resources president Don Otis.

AWARDS

WASHINGTON, D.C. — At an October 11 luncheon, the recipients of the 1996 Liberty, Life, and Family awards, sponsored by the American Center for Law and Justice (ACLJ) and the Washington Times Foundation, were revealed. Recipients included Vice Presidential candidate Jack Kemp, Christian Coalition executive director Ralph Reed, Pennsylvania Gov. Robert Casey, Alan Keyes, Sen. Rick Santorum (R-Pa.), Father Michael Scanlan, ACLJ chief counsel Jay Sekulow, and attorney Richard Thompson, who prosecuted Jack Kevorkian.

INTERNET INFORMATION

IRVING, Texas — Nest Entertainment has launched an Internet site (<http://www.nest-ent.com>) with full access to information about Nest's wide variety of value-based entertainment and educational products. Nest produces award-winning animated Bible videos and feature films, such as *The Swan Princess*.

ST. LOUIS — *Red Boots for Christmas*, the animated television special, is now available as a full-color, electronic storybook on the Internet. The site (<http://www.lhm.org/redboots/>) also includes anecdotal information about each of the story characters.

MUSIC NOTES

NEW YORK — The Zomba Group has acquired Reunion Records from Arista Records Nashville. Reunion is currently distributed in the Christian retail market by Word Records, but as of January 1, this distribution will move

to Brentwood Music. Zomba also owns Brentwood Music and Verity.

NASHVILLE, Tenn. — The Chandler-Mills Agency, Inc., has formed Chandler-Mills Music, Inc., and Here's The Thing Music, Inc. The publishing companies, both headed by president Jeff Chandler, focus on the Christian and mainstream marketplaces. "Our vision is to partner with writers of promise and substance, whose talents we believe will mark the music of tomorrow," Chandler said.



Jeff Chandler

NEWS BITES

BRANSON WEST, Mo. — Revival Fires International recently moved into its new headquarters building near Branson West. Revival Fires is a non-denominational ministry started 32 years ago by Cecil Todd.

PEOPLE

ARLINGTON, Va. — WAVA-FM/Arlington has announced several staff additions and promotions. Joining *Janet Parshall's America* as producer is Catherine Edwards, formerly of *The Weekly Standard* magazine. The station's new receptionist is Charron Henderson. Previously in the Navy, Gerald Halstead II is the new administrative assistant. Mary Rafi, host of CCM Weekend on Sunday, has new responsibilities assisting in promotions, production, and with *Janet*.

Craig Brown has advanced from account manager to senior account manager and Barry Kase has been promoted from account executive to senior account executive. Both have been at WAVA since 1992.

• HIGH POINT, N.C. — Michael Raley is the new station manager of WHPE-FM/High Point.

BRENTWOOD, Tenn. — V. Keith Mason has been named label director of Brentwood Kids Company. For the last six years, Mason has been running his own company, Music House, producing and writing jingles and songs for television and radio, post-scores for film and television, and choral, instrumental, and children's record projects.

COLORADO SPRINGS, Colo. — Bev Singleton, former executive director of Briargate Media at Focus on the Family, has assumed the responsibilities of manager of The Word In Music networks.



Karen Riley

WHEATON, Ill. — Karen Riley is the new promotional director for *The Christian Working Woman*. She previously worked for a marketing and strategic planning agency specializing in Christian organizations.

COLUMBIA, S.C. — James Marshall is the new general manager for WMHK-FM/Columbia. He formerly was the assistant manager and program director at WMBI-FM/Chicago.

• CHAMPAIGN, Ill. — Tim Nelson has been promoted to music director of WBGL-FM/Champaign. Nelson joined the station last January as evening announcer.

PUBLISHING NEWS

ELLICOTT CITY, Md. — The first online Christian news magazine debuted in October (<http://www.villagelife.org>). *Village Life* covers news stories focusing on such issues as assisted suicide, teen pregnancy, abortion, and genetic engineering. "Too often the media concentrates only on one perspective or view on controversial social issues. . . . Our goal is to provide a fair and balanced view of the issues," said the Rev. Jim Skillington, publisher of the magazine.

SISTERS, Ore. — A team of Christian publishing veterans have formed a new company to be known as WaterBrook Press, which will publish a broad range of Christian nonfiction and fiction titles. WaterBrook is led by president Dan Rich (formerly president/publisher of Questar Publishers) and vice presidents Steve Cobb and Doug Gabbert.

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

WASHINGTON WATCH

continued from page 8

and unrestricted discussion of political issues' envisioned by Congress" in enacting the political broadcasting provisions.

The court noted that the ramifications of the *Becker* decision could extend beyond the abortion issue. The panel speculated that "political uses of television for shock effect" might be employed by candidates concerned about such matters as the death penalty, gun control, or euthanasia.

In the real world, it is not yet clear whether the *Becker* case will lead to more controversial political advertising. Following the release of the court decision, the FCC's general counsel William Kennard told reporters that disputes over the content of candidate commercials had tapered off since 1992. However, because *Becker* was issued late in this year's campaign season, the general impact of the decision may not be felt until 1998. ^{1b}



THE 1997 NRB ANNUAL AWARDS

William Ward Ayer Distinguished Service Award

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

Radio Program Producer of the Year

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

Television Program Producer of the Year

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

Board of Directors' Award

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

Chairman's Award

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

Talk Show of the Year

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

*Award may be presented to a non-broadcaster.

CATEGORIES & CRITERIA

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

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

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

As in previous years, *Religious Broadcasting* magazine readers have been invited to offer nominations for the awards and to vote on the recipients. Below is the procedure for voting:

1. The 1997 NRB Annual Awards Official Ballot appears here in the December 1996 edition of *Religious Broadcasting*. The ballot lists the finalists for each category.
2. Voting ends December 31, 1996. Votes will only be tabulated from the actual ballot. Ballots must be received in the NRB headquarters office by December 31. Any reader of *Religious Broadcasting* is eligible to vote.
3. When voting is complete, the ballot should be removed from the magazine and mailed. Please remember that faxed ballots will not be counted.

Mail to: NRB Annual Awards Voting
National Religious Broadcasters
7839 Ashton Avenue
Manassas, VA 20109-2883



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

Kicking a Bad Habit

During the 1870s, a bill introduced in Congress called for the disbandment of the U.S. Patent Office. With today's cry for smaller government, that may not seem too shocking. Except for the reason the bill's supporters gave — everything significant that could be invented, had been.

Fortunately for people like Henry Ford and Thomas Edison, the bill never passed. But the basic attitude behind that legislation lives on — in your office and mine. It is the unswerving commitment to the status quo, perpetuated by the rallying cry, "We've always done it that way." The clear implication is that there can be no better way.

The problem is that we are creatures of habit. Habit is a gracious, God-given capacity. Imagine if you actually had to think about those hundreds of tasks you do each day by habit. However, it can also be the greatest enemy of progress and excellence.

How does habit become the enemy of programming excellence? I'm convinced it comes as a result of two fundamental mistakes. First, we make off-the-cuff decisions that have unintentional long-term results. And second, we fail to routinely question everything that happens on the program.

Nothing to Chance

The unrelenting demands of production schedules force us to make decisions daily with little or no thought to their implications. Yet too often those changes become permanent. The best way to avoid this troublesome process is to have a written philosophy — a system of motivating concepts, values, or principles — for each aspect of the program. That philosophy, just like an organizational mission statement, becomes both a guide and a guard.

What should your program's philosophy statement include? Begin by clearly defining the mission statement of your broadcast. Next,

outline parameters for selecting your content. For example, as a Bible-teaching program, we edit our content with three goals in mind: to validate the messenger and his credibility; to assist listeners in understanding the text; and to motivate listeners to practice the principles taught in that lesson. Be specific in your goals and then create a list of ways to accomplish them.

Your philosophy discussion should also include what you want your announcer to accomplish, what you will promote, the means you want your listeners to use to contact you, your on-air fund-raising policies and procedures, what will be the role of music, what will be the program's structure and length, and how much time will be given to the core content and to ancillary information. Unless you have settled these crucial issues, your daily decisions may be taking you off course.

Once your program's philosophy has been established, let it become the filter through which you look at every potential change, however small. Ask yourself, "Will this change accomplish our objectives or undermine them?"

Question Everything

Nineteenth-century English poet William Wordsworth wrote: "Habit rules the unreflecting herd." We become slaves to our habits if we don't regularly question them. Everything about our program — except our message — should be routinely examined and open to change.

Don't be afraid to ask, "Why do we do this?" and "Is there a better way?" You'll be surprised at the results. Several years ago, asking those questions led us to move away from a wholly predictable, inflexible program structure toward a flexible, fluid structure which allows us to change with each day's content.

More recently, a why-do-we-do-this discussion over lunch caused us to reconsider one of broadcasting's sacred cows: giving the ministry's



Tom Pennington serves as managing director of *Grace to You*. The ministry produces the daily and weekend radio program of the same name featuring the Bible teaching of John MacArthur.

address twice at the program's end. It had been done at *Grace to You* since 1978 — definitely qualifying as a habit. In 1978, it made good sense. Most of the contact from listeners came from letters.

But today, our 800-line, fax, and web page account for nearly 90 percent of the contact created by the broadcast. Yet we were still taking an expensive 35 to 40 seconds every broadcast day to repeat the address. Perhaps it would be worth taking the time to sit down with your staff to identify the sacred cows that are grazing on your program.

A few years ago, I was driving behind a car that looked like it belonged to a starving student. As we stopped for a light, I began with some interest to read the half-dozen stickers decorating his trunk and rear bumper. On the bumper, between "Make love, not war" and "The Grateful Dead," I saw a faded sticker that intrigued me. It read "Question Everything." Perhaps the quickest way to improve the quality of our programs is to nail a copy of that bumper sticker to the studio door.^{1a}

Religious Programmers: Looking Good

Time is tight. Rates are becoming artificially inflated, competition from the infomercial industry is lessening the number of avails, stations and networks are taking less religious programming, payment is becoming critical, and more group ownerships are changing the "rules." The bottom line is that stations (and networks) need to re-evaluate their position on time sales to religious programmers.

We have to deal with rate increases all the time, and certainly any sales entity is entitled to adjust their rates upward at given periods to account for increased viewership/listenership, better audience delivery, schedule upgrades, etc. But, what we often see is a station raising its rates based on what the competition is charging, on a standard rate for a time period, or even on the infomercial business. These are artificial increases.

Stations all too often look at the short-term instead of the long-haul. True, the infomercial business may bring in a higher dollar for a time period on an individual basis. Stations weigh the individual time-period-dollar they receive from infomercials versus a lower dollar for the same time from a religious programmer. But that analysis is often done on a week-to-week basis and sometimes quarterly.

By not looking at the whole picture (52 weeks), they are overlooking second and third quarter downturns in the infomercial business. Mid-second quarter and especially the third quarter are notoriously soft in that industry and it is historically a period when buyers negotiate much lower rates for their infomercial clients.

Even for stations that do not lower their rates but rather give the buyer "spins" in lieu of a lower rate, this practice still reduces their overall average rate for a given time period(s). The rate reductions in these two quarters can be as much as 25 to 30 percent, and with non-productive spins given by the station to cover

poor responses in third quarter, that could be as high as 40 to 50 percent.

All in all, when a station is looking at a time period's worth, the management needs to evaluate it over a budget-year, not quarter-by-quarter. The question becomes, "What can we make on this time period, averaged, over the year? And what is the line of least resistance in accomplishing that number?"

Part of the answer to those questions would be to sell more time to religious programmers. First, the stations could (and would) get a consistent rate over a 52-week period. True, on a quarter-by-quarter basis that rate may be a little lower than what infomercials would run in certain quarters.

But if stations would take into consideration rate fluctuations at other times, plus spins they occasionally would have to give up, they would find the rates to be very comparable. When I was doing paid-programming sales at WTGI-AM/Philadelphia, we did an analysis of all our paid times and rates and found this to be true.

Secondly, once a sale is made with a religious programmer, it's sold. Very seldom does the station have to renegotiate for the time each week or quarter. It's a done deal for the next year and contact with the client becomes service, not renegotiations.

Third, it's guaranteed money. Yes, we all know there are "problem" ministries out there who have not acted with the highest degree of integrity when it comes to payment. But the truth is, the majority of ministries pay their media bills on time, per the station's policy. What other accounts on a station can say that?

The average spot advertiser account stretches his/her payment 60 to 90 days, whereas most religious business is paid up front. Even infomercial clients stretch the upfront policy to the limit. If I have my choice of receiving money upfront on a time period as opposed to getting a 10 to



Bruce Foster Bauman is vice president of Master Media Enterprises, Inc., in Fort Mill, S.C., an agency and media buying service specializing in religious programmers for television and radio.

15 percent higher rate from someone else but waiting 30 to 60 days for my money — there is no choice.

And finally, religious programming is good programming. I have viewed more tapes than I care to remember but for the most part I can say that religious programmers are putting out good product. The quality of production is very good, the message is excellent, and there is definitely mass appeal.

There was a time when religious programmers (and politicians) were the "gravy train" of the broadcast industry. But things change and broadcasters now see the infomercial clients as becoming the lead engine to that train. I don't fault them entirely for that way of thinking as the infomercial industry does spend a few billion dollars per year in time. And for a long time, I made a very nice living selling infomercial time.

But stations need to look at the big picture and one thing we know about that picture is that from the station's standpoint, if there were "guaranteed, stable dollars," they come from the religious programmers. ^{1b}

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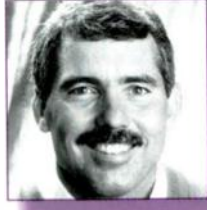
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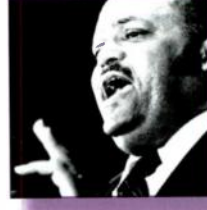
Marilyn Quayle
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David Ring
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Dr. John Trent
Author of more than a dozen award-winning books on the family. He is one of the nation's leading authorities on interpersonal relationships.



Dr. E.V. Hill
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Bob Wieland
Voted by *People Magazine* as "One of the Six Most Amazing Americans of the Past 20 Years". After losing both legs, Bob has chosen to focus on challenges as opportunities.



Lt. Col. Oliver L. North
Former Reagan administration, National Security Council official. Author of *Under Fire - An American Story*.



Mike Singletary
As the Middle Linebacker for the Chicago Bears for twelve years, Mike made 10 trips to the Pro Bowl and led the NFL as Defensive Player of the year three times.



Peter Marshall
Author of the best-selling *The Light and the Glory*, he articulated the faith and spiritual legacy of America's Founding Fathers.



Art Linkletter
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Tom Landry
His stature in the coaching profession (Dallas Cowboys) remains unsurpassed. His name is synonymous with innovation, stability and excellence both on and off the playing field.



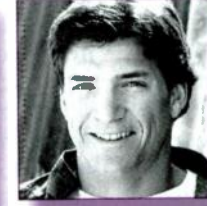
Donna Douglas
(*Elly May*)
"Elly May" is one of those few TV characters who will never be forgotten. Donna is a fine Christian lady who is at home sharing her faith with others.



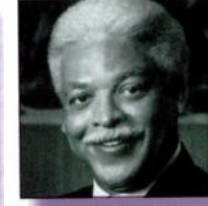
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Gianna Jessen
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Music Licensing Committee Versus ASCAP

The National Religious Broadcasters Music License Committee (NRBMLC) recently made history by becoming the first radio group to challenge ASCAP's (American Society of Composers, Authors, and Publishers) licensing practices in court.

On behalf of hundreds of religious, classical, and other specialty format stations using little or no copyright music, the suit, filed in New York's Southern District Federal Court, challenges ASCAP's monopolistic practices and seeks to bring fair music licenses for these stations.

Currently, ASCAP forces these stations to choose between two unfair options: blanket licenses and per-program licenses. The expensive blanket license is when stations pay for music they neither use nor need. The per-program license supposedly lets the station pay only for the music it plays. But ASCAP has made the per-program license complicated for stations to use and the price is three to four times more per song than the blanket license.

The six-day trial featured eight NRBMLC witnesses who substantiated the overwhelming evidence supporting the committee's legal claims. "Our witnesses were very compelling, testifying with poise and clarity. ASCAP's high-priced New York lawyers seemed unable to discredit the strong testimony of our witnesses," said NRBMLC president Ed Atsinger.

The case is a first because the radio industry has historically been outgunned by ASCAP. According to NRBMLC executive director Russ Hauth, "This case is very unique. No other radio group has gone to trial in the 47-year history of the ASCAP rate court. Others who have tried were forced to settle before trial because of the huge obstacles imposed by the system and by ASCAP."

Although a ruling in this case is not expected until spring, committee leaders are encouraged by a recent television industry victory over ASCAP in a similar case. After spend-

ing 12 years and \$15 million, the television industry won a fair, per-program license.

"The TV case showed that winning in court against ASCAP was extremely difficult but that it could be done. The court gave TV its fair music license, now we hope that after this trial, we will get ours," Hauth revealed.

A victory by the NRBMLC over ASCAP will drastically impact music licenses. "If we win this fight, music licenses will more closely reflect actual music use. This relief would likely be retroactive to prior licensing periods (1983-95) for stations we represented in those periods," Hauth revealed.

In addition to retroactive relief, future ASCAP, Broadcast Music, Inc. (BMI), and SESAC licenses will most likely be very different from the past. But only those stations who have authorized the NRBMLC to represent them will benefit from a trial victory.

In spite of the fact that the ASCAP trial is over, many challenges lie ahead for the NRBMLC. Legal fees and other costs associated with going to court against ASCAP must be paid (revenues in 1995 of \$450 million and an enforcement and litigation budget of \$24 million).

In addition, the committee must negotiate future licenses with ASCAP. Moreover, BMI licenses expire on December 31 and also must be renegotiated along with the ongoing SESAC negotiations.

Atsinger credited NRBMLC stations for the committee's success so far. "It's only because of the 700 stations standing with us that we're able to go to the mat with ASCAP and we appreciate their support. [However], we need the financial support of each of our stations now more than ever," Atsinger added.

With legal costs approaching \$1 million in 1996 alone, the committee will end the year \$300,000 in the red. "We need help from our stations now if we are to keep fighting. It's a sound business decision to invest in the

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

committee at this critical point. If we win, it could pay big dividends far into the future," Hauth pointed out.



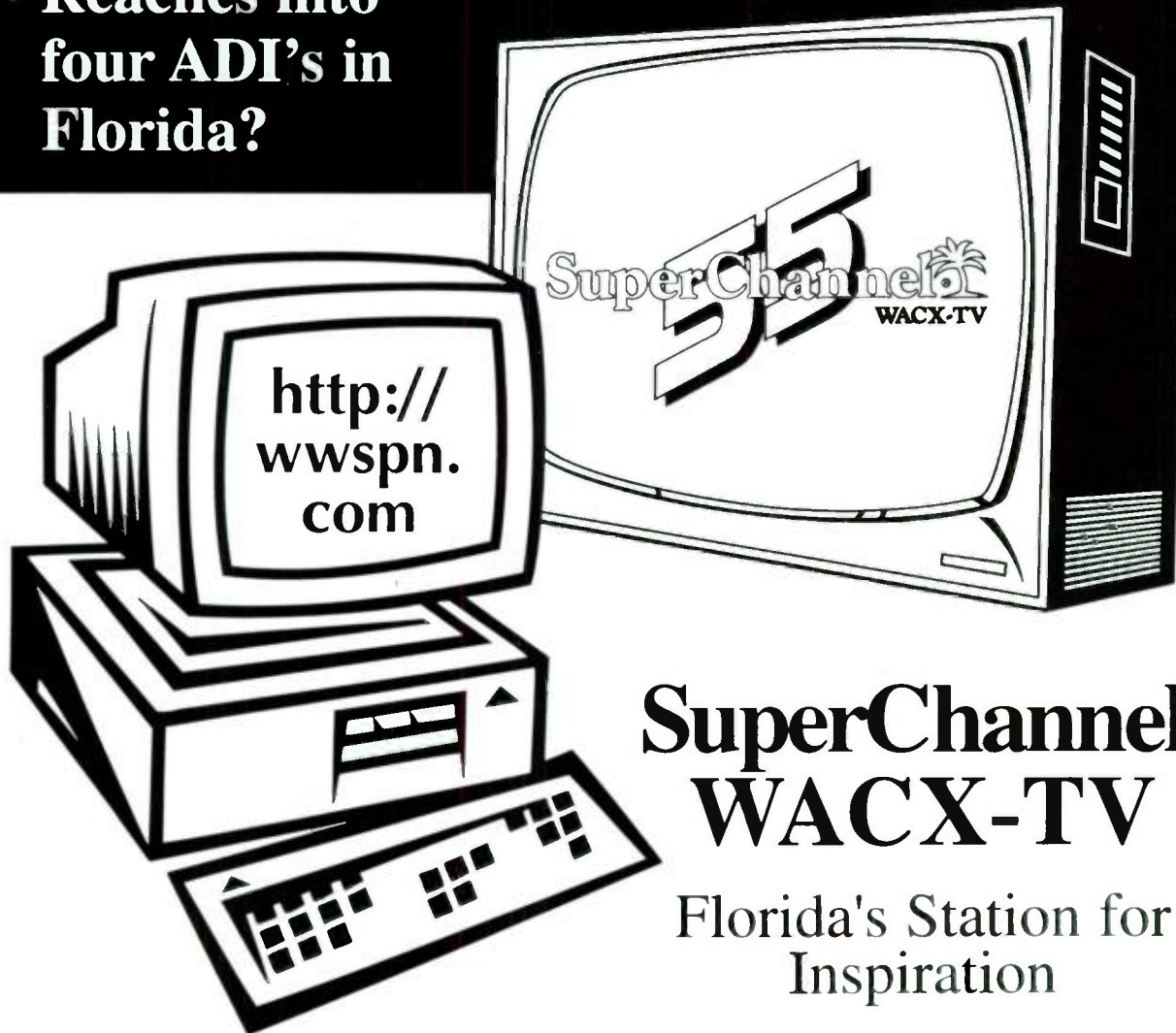
Attorney Michael Strum (left), NRBMLC executive director Russ Hauth, and attorney Bruce Joseph outside the courthouse during the ASCAP trial. The attorneys represented the committee for the trial.

Special note from NRB president E. Brandt Gustavson: "As the NRB Music Licensing Committee takes its case to court, it is still committed to changing the laws in Congress. ASCAP lobbyists are working overtime to kill the NRBMLC's legislative agenda, and are even trying to create division between Christian songwriters and stations.

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

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Impossible Teens

Hi, I'm Joe. I'm 16 years old and am an average student. I'm not involved in extracurricular activities and I struggle with friendships.

"Quite honestly, I don't understand God. I can't talk to my parents because they label me as 'impossible.' If they only knew! I need them to help me in this thing called life.

"At times, I wonder if it's all worth it. I mean look at me — I'm a teenager who doesn't have money, I'm barely making it in school, I can't relate to my parents, I don't even have a significant other person to help me.

"My friends tell me to forget them all and do my own thing. I'm beginning to wonder if that is not the best idea. Maybe I should forget the world, stop expecting others to help me. I mean, after all, I'm just an impossible teenager."

Poor Joe! I wonder what kind of message we are sending kids like him through our radio and television stations. Do we care? Do we even attempt to understand? Do we get involved with them? Or are they just "impossible?"

At the risk of oversimplifying, I would like to suggest four areas to keep in mind as we prepare programs for young people.

1. Relationships with family and friends. It is interesting that during the teen years, what a friend says carries more weight than what a parent recommends. A teen will listen to another teen before listening to an adult. To reach teens, use teens. Their voices appeal to their age group, speaking on the opposite sex, home life, interests, academics, attitudes, and many other topics regarding relationships with friends and family.

2. Relationship with God. Having been involved with youth radio for the last 16 years, I believe that young people can be the agents of change in our society. A youth on fire for God is the most exhilarating thing one can witness, for like a child, he is willing to trust God at His Word.

He *wants* to know God and *wants*

help in getting to know Him better in a way he can understand. Let teenagers tell how Jesus has changed their lives and helped them through their problems, projecting their radical faith: if God can change Joe's life, then he can certainly change mine.

3. Relationship with self. Many young people are looking for acceptance from others, when they really haven't accepted themselves. It is during our adolescence that we identify who we are and what we want to be. Given the right tools, a young person can find his identity in Christ and begin to live a life reflecting that. Our radio programs should assist Joe and his friends toward this focus by role playing or dramatizing their experiences.

4. The monster within. Many of us made mistakes in our childhood or youth which we did not confront because of fear. They became a crutch and came out as "no one understands me." The redemptive message is like sweet music to young ears. Included in our Salvation package is forgiveness. God does understand and He forgives and can give us a brand-new start. An incomplete sentence such as "I really feel lonely when . . ." is a good way to get teenagers to express their innermost feelings.

I believe every teenager has great potential. During this time, they are trying to figure out who they are, what they like, and what they would like to become.

The saddest thing about it, they usually get their opinions of what to do or how to do it from their friends and not their parents or leaders. In radio, we have a great responsibility to communicate to them in a language they accept and understand.

I have been producing the Spanish version of *Alive! with Ron Hutchcraft*, which is called *Chevere* (meaning cool). What has impressed me the most is the way kids want the love of their parents and want their parents' input. Believe it or not, they really do listen and watch.

Jesus looking on the crowds "had compassion on them because they



David Isais translates and adapts *Alive!* with Ron Hutchcraft into Spanish (*Chevere*). Since 1995, Isais has been director for Latin America ministry within Ron Hutchcraft Ministries.

were harassed and helpless like sheep without a shepherd" (Matthew 9:36/NIV). Today's teens like Joe are harassed and helpless. God has given us valuable tools to reach them and help them become agents of change with and through the power of the Gospel of Jesus Christ. ^{rb}

INTERNATIONAL INTERESTS

continued from page 46

up effort? One way is through missionaries. Another such way is by joining and participating in international networking organizations such as the International Christian Media Commission (ICMC). Headquartered in Seattle, this fine organization has been bringing partners together for ten years through conferences and other means of communication. In Touch has appreciated and benefited from the relationships developed through the activities of ICMC.

Today, there are unprecedented opportunities for international television and radio ministry. But discipling is best done in a more personal setting. At In Touch, we believe it is important to evaluate what we are doing in terms of changed lives — evidence that God is working through the broadcasts to bring people to Himself and causing growth in the lives of believers. Strategic partnership with national ministries helps to assure that the local church will be strengthened and encouraged. ^{rb}

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Using Holy Humor in Broadcasting

Sherwood Eliot Wirt, a long-time friend and associate of Billy Graham and the first editor of *Decision* magazine, has long been persuaded that humor is a powerful evangelistic tool. At 82, Wirt — a consulting editor to *The Joyful Noiseletter (JN)*, a newsletter of the Fellowship of Merry Christians (FMC) — wrote a delightful book entitled *The Book of Joy*, about the lives of many merry-hearted Christians of all denominations through the centuries.

Wirt passed on to *The Joyful Noiseletter* the following remarks by evangelist Paul Rader, pastor of Moody Church in Chicago during the 1920s:

“When God chooses a man, He puts laughter in his life. . . . The joy of the Lord is our strength. It is the oil of Jesus’ presence that makes holy laughter in the life — not only in the disposition to laugh at a joke, but the ability to laugh at calamity, to laugh at death, to laugh at the victory which the devil thought he had won.”

The great 19th-century English Baptist preacher Charles Spurgeon, who was renowned for his wit and sense of humor, once prayed: “May we today dance with holy joy, like David before the Ark of God. May our mouths be filled with laughter and our tongue with singing, ‘for the Lord hath done great things for us whereof we are glad.’”

At a time when Christianity is under attack in America as perhaps never before, we all need the armor of holy humor more than ever. If Christianity is to survive these threats, we are going to have to respond not only with love, but also with joy and wit and good humor. “Be of good cheer,” our Lord said [Matthew 9:2, 14:27, Mark 6:50, John 16:33].

The interdenominational FMC celebrated its tenth anniversary this year. The Fellowship and its newsletter were organized to assist pastors, church leaders, and lay people

in bringing more healing joy, humor, laughter, and celebration into the life of churches and families.

FMC’s membership includes pastors, church bulletin/newsletter editors, health professionals, news media, and legions of clean comedians, humorists, cartoonists, and clowns who contribute positive humor and uplifting anecdotes to the newsletter. Fifteen gifted Christian cartoonists, including Bill Keane of *The Family Circus* and Johnny Hart of *B.C.*, also contribute cartoons.

Thousands of pastors use and reprint the cartoons, jokes, one-liners, joyful scriptural references, and uplifting stories from *JN* in their sermons and local church bulletins/newsletters. We have found that humor, like love, crosses denominational lines and that it is possible to be reverent and moral and still have fun. Associated Press religion editor David Briggs wrote recently in his national column that there has been an explosion of interest in religious humor, spearheaded by FMC.

Humorous Resources

Our new book, *Holy Humor* (Thomas Nelson/Guideposts), which contains the best of the *JN*’s first ten years, is selling briskly and this spring, Nelson (and Guideposts) will publish a sequel *More Holy Humor — Inspirational Wit and Cartoons from The Joyful Noiseletter*. Other books and video/audio cassettes by Christian comedians who are members of FMC are also selling very well.

JN consulting editor Liz Curtis Higgs, one of the funniest women in America, has a hilarious book called *Only Angels Can Wing It* (Nelson). Dr. Terry Lindvall, also a consulting editor and president of Regent University, has published a book on humorist C.S. Lewis (Nelson). *Surprised by Laughter: The Comic World of C.S. Lewis* is a long overdue counterpoint to *Shadowlands*, which focused on Lewis’ melancholy side. FMC member Adam Christing, founder of the Clean Co-



Cal Samra is president of the Fellowship of Merry Christians, Inc., in Portage, Mich., and editor of *The Joyful Noiseletter*. He can be reached at (800) 877-2757.

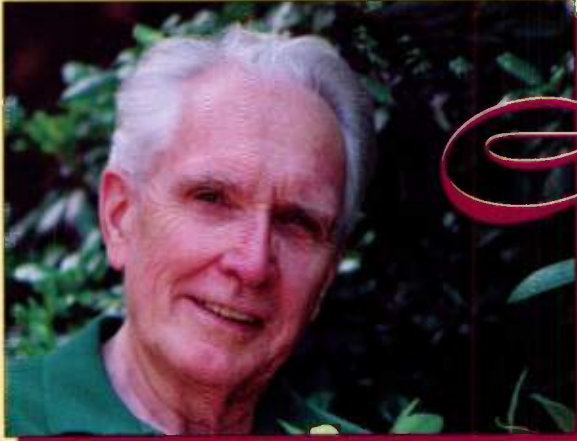
medians, has a new book called *Comedy Comes Clean* (Crown).

Many Christian radio and television stations have asked us for permission to use the jokes and anecdotes in *JN*. We regret we cannot grant permission, mainly because our board feels our ministry is mainly to pastors and editors of local church bulletins. If we gave stations permission to use our materials, our subscribers would be at a decided disadvantage and our materials would be old and stale by the time pastors and editors used them.

However, we do provide broadcasters with names and numbers of FMC members — humorists, comedians, cartoonists, and clowns — who are wonderful guests on talk shows, brightening up programs and being very well received. We also have a splendid collection of charming and witty speakers, both Protestant and Catholic, all over the country who have agreed to talk about their ministries of humor on radio or television. Many are also authors of books and cassettes.

The FMC also offers a catalog of books and cassettes focusing on the joy and humor in our Christian faith. Also, if you’d like to have a Christian humorist or two associated with FMC as your station’s guest, let us know. This is a free service we provide to all members and to the news media, only asking that our toll-free number as well as the location of FMC be given.

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RECORDING REVIEWS

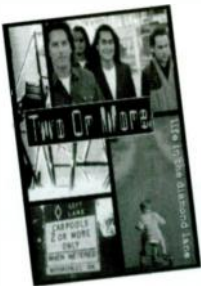
BY DARLENE PETERSON

It's time once again for my annual "Twelve Days" column, which was inspired by that famous Christmas list featuring the partridge in a pear tree. This format helps me cover (and catch up on!) a lot of worthy recordings from 1996 before 1997 is upon us.

1 soulful sax serenade — *Midnight Song*, Kim Costanza, produced by Kim Costanza, executive producer: Edward T. Clydesdale, Clydesdale. Last December I reviewed Kim Costanza's excellent Christmas recording; here's one for all seasons. Rendered in the unmatched emotive "voice" of jazz saxophone are favorites such as "I Surrender All," "Easter Song," "My Jesus I Love Thee," and "How Beautiful." A rousing "Spiritual Medley" featuring "Swing Low, Sweet Chariot" and "Soon and Very Soon" provides a moving and uplifting finale for the recording. Costanza brings a great deal of passion and creativity to each song without sacrificing its focus.



2 or more — *Life in the Diamond Lane, Two or More*, producers: John and Dino Elefante, executive producer: Jonathan Watkins, Star Song. Here's a band that has been playing together successfully for several years, but now has renewed hearts and a new name. They were building a successful secular career when, one by one, each member came to know Christ. They disbanded for a time and then came back together as a Christian band. The verse "for where two or more are gathered together in my name, there I am in their midst" [Matthew 18:20] provided the



inspiration for their new name.

Two or More blends acoustic sounds of the '60s, '70s, and '80s in their Latin-tinged Southern California pop and comes up with a fresh, sunny '90s sound. Their lyrics are warm, earnest, and down-to-earth as they speak of the difference salvation makes. Having just recently discovered this for themselves, these four men (three brothers and a friend) infuse their vocals with an overflowing urgency and thankfulness that is infectious. They are a testimony of how loving friends and brothers can influence one another to make the most important choice in life. This, and their already solid music experience, should add up to powerful ministry.

3 dynamic voices — *Under the Influence*, Anointed, producers: Mark Heimermann and Chris Harris, executive producer: Judith Volz, Myrrh. With *Spiritual Love Affair* (their debut), Anointed entered the spotlight with a bang. *The Call* and now *Under the Influence* show us they're still going strong! Powerful vocals and smooth, tight harmonies set them apart from the pack. They also write a lot of their own lyrics (on this one,



Denise "Nee-C" Walls co-writes most of the songs). Musically, this recording combines elements of pop, rhythm and blues, and gospel for a somewhat more diverse sound than previously. Excellence and energy abound, even in the quieter ballad moments. The title track should (and deserves to) rocket up the charts. Lyrically, encouragement oozes out of every song, and as a whole the recording can't fail to uplift.

4 bilingual voices — *Abakhethwa*, Chosen, producer: Scott V. Smith, Verity. These four excellent voices belong to four pastor's sons from the largely impoverished South African township of Soweto: Musa Motloba, Siphon Mbesa, Unity Nkosi, and Issac Mthethwa. The first three of these young men grew up together and discovered their distinctive vocal blend when they would sing together while walking home at night from Christian youth meetings. They eventually emigrated to the United States, where they completed their education and formed Chosen. A unique fusion of pop, rhythm and blues, contemporary Christian, and African music, Chosen's style has a distinctive "world music" flavor that sets them apart. The lyrics are simple, direct, worshipful, and inspirational and sung with great expressiveness: they take the lyric "when I remember what the Lord has done I will never go back any more" and make a gorgeous meaning-laden modern hymn out of it. Underscoring the group's roots, lyrics in Zulu are incorporated into several songs. Beautiful.



5 contemporary collections — *one point oh*, the re:think collection, producer: Charlie Peacock, re:think. Producer (and artist) extraordinaire Charlie Peacock brings us re:think, the first Christian label to release all of its product on enhanced CDs: on a computer with a CD-ROM drive, you can get video and text as well as audio. This sampler CD presents "new and compelling sounds and ideas" from artists who have captured Peacock's attention: Sarah Masen, Joe Richey, and Karen Bradley (to name a few). I agree — there's some neat stuff here.



Geoff Moore & the Distance Greatest Hits, executive producers: Dan R. Brock and Eddie DeGarmo, Forefront. This two-disc set is one of the better "greatest hits" compilations I've seen: one disc gives a pleasing mix of favorites extracted from various recordings and the other gives a live mix with a few of the same hits covered on disc one, and the rest different. So you get a feel for the concert experience, too. Geoff Moore has had a lot of chart success in the pop/rock realm and this collection covers the highlights nicely.

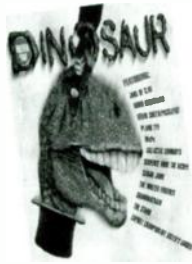


Seltzer: Modern Rock to Settle Your Soul, executive pro-



ducers: Dan R. Brock and Eddie DeGarmo, Forefront. This blockbuster compilation should delight rock/alternative fans. Without having to change tapes or CDs, you can seamlessly hear hits from 15 popular groups including the Newsboys, Jars of Clay, Plankeye, Audio Adrenaline, DC Talk, MxPx, Holy Soldier, PFR, and The Choir.

Never Say Dinosaur, executive producer: Darrell A. Harris, co-executive producers: Lynn Nichols and Dave Perkins, Star Song. Some of the groups from Seltzer, plus others (such as Sarah Jahn, Sixpence None the Richer, and The Stand) have joined together in this tribute to two decades of music from Christian rock legend Petra. Each band/artist performs one of Petra's hits. According to the liner notes, many of the "youngsters" performing on this recording were influenced by Petra (but we'll never say dinosaur...).



John Michael Talbot: Troubadour for The Lord, executive producer: Billy Ray Hearn, Sparrow. It may seem strange to juxtapose John Michael Talbot with all the above rock, but in his own gentle way, he's helped bring contemporary worship music to new heights. And he's celebrating 20 years of music and ministry, too. Rich acoustic sounds, profound, meditative lyrics, and expressive vocals add up to excellence and great inspiration.



6-pointed Star of David — *Messianic Praise: Celebrating Jerusalem 3000*, producers/arrangers: Tom Brooks, Mark Gasbarro, Jeff Hamlin, and Don Moen, executive producers: Michael Coleman and Don Moen, Integrity. The special flavor of Jewish music brings us right back to the roots of our faith and adds an infectious joy to worship songs. The lyrics of these are in the tradition of the psalms: simple, profound, worshipful, upbeat, and moving. A spirited choir, with worship leader and light accompaniment will have you singing along in no time!

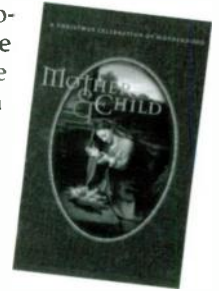


7 men in harmony — *Preparing the Way*, Gold City, produced by Mark Trammell and Steve W. Mauldin, Benson. These gospel aces (Jay Parrack, Jonathan Wilburn, Mark Trammell, Tim Riley, Adam Borden, Doug Riley, and Randy Matthews) are experts in the art of brewing rich, full-bodied harmonies. The solo parts that pass among them add to the texture and allow us to hear the parts that make up the whole — and each is strong. Lyrically, these upbeat songs present visions of heaven, point the way there, and of-



fer strength for the journey. In this election year, "It's Still the Cross" reminds us that "It's not conservative or liberal/however they're defined/... it's the opposite of politics/power or prestige/it's about a simple message/and whether we believe/it's the cross." The hope in "Higher than the Moon" cannot fail to make you smile!

8 contemporary Christmas songs (plus two classics) — *Mother and Child*, executive producer: Tena Clark, Star Song. Some of the most beautiful and distinctive female voices in the contemporary Christian music world bring some of the most moving Christmas songs to us. Artists such as CeCe Winans, Sierra, Kim Hill, and Amy Grant sing mostly newer (two are brand new for 1996) Christmas songs. Two classics ("O Holy Night" and "Ave Maria") anchor the collection.



There's something about these songs (especially "Breath of Heaven") and the tender female voices singing them that brings us right into the manger next to Mary and allows us to glimpse what may have been going on in her heart. A beautiful celebration of that holy night.

9 songs focusing on the true meaning of Christmas — *The Gift*, Kenny Rogers, producers: Brent Maher and Jim McKell, Word. From a strictly retail point of view, this would be a "dream project:" vocals by one of the highest-selling artists of all time, guest appearances by Glad, Wynonna, and the Katinas, a Grammy award-winning producer, masterful writing and orchestration, and a massive marketing program. Indeed, it's an excellent recording. But the best thing about it is that all this excellence has been poured into a pointed message about the true meaning of Christmas. Songs such as "Mary, Did You Know," "A Soldier's King," and "It's the Messiah" lead up to the artistic highlight "The Chosen One Montage" which is a medley of carols interwoven with Rogers' narration and a child's voice singing a special theme. Folks purchasing this recording for Rogers' voice will also get the "gift" of the Gospel. Destined to be a Christmas classic.



Also, Rogers is hosting a Christmas special based on this album to be aired December 16 on The Family Channel. The hour-long program features appearances by Wynonna, Glad, and the Katinas.

10 big tent songs — *Open All Nite*, Big Tent Revival (BTR), producers: John Hampton and Dana Key, executive producer: Patrick Scholes, Forefront. BTR play their own instruments and write their own songs. Their debut album from last year was nominated for a Grammy. Since then, they've done about 200 concerts (and they have a loaded schedule lined up ahead of them). Their touring experience has helped ripen their roots-rock



Continued on page 60

RECORDING REVIEWS

continued from page 59

sound even further: it's more soulful and cohesive. *Open All Nite* is a winner. Its message is about God's role in our everyday lives. Everyone can relate to these songs and every song is strong musically. There are no duds on this one. With material like this, BTR should be open for many nights and days to come.

11 crusade songs — *The Crusade of a Lifetime: A Musical Tribute to Billy Graham*, producers: Paul Stilwell and Ralph Carmichael, executive producer: Dean Diehl, Brentwood. Thousands have come to know the Lord through Billy Graham's ministry. And a big part of that ministry is the music: the simple, yet powerful hymns and songs that speak to the hearts of his audiences: "Just As I Am," "To God Be the Glory," "I'd Rather Have Jesus," "I Surrender All," and others. This special music is presented by some of the well-known artists who have worked with Graham in the crusades: The Ralph Carmichael Orchestra, The Crusade Choir, The Crusade Ensemble, George Beverly Shea, Kurt Kaiser, and Steve Amerson. Some music from the Billy Graham films is also included. A well-produced musical tribute to the most prominent evangelist of our time.



12 songs celebrating courage, hope, and faith — *A Tribute to Mrs. Rosa Parks*, executive producers: Gregory J. Reed and Tara Griggs-Magee, Verity. Here's a powerful musical tribute to a woman who took a stand against racism by attempting to take a seat in the "white" section of a bus in a less-enlightened decade. It's a tribute to her passion for freedom and equality and the strong faith that fueled this passion.



Artists and groups such as Fred Hammond, Daryl Coley, Vanessa Bell Armstrong, Richard Smallwood, and Chosen sing special songs that correspond to themes taken from the companion book *Quiet Strength*, which was written by Rosa Parks. Between the songs are snippets of narration in which Parks tells of her experience. We have made progress since Rosa Parks took her stand, but we still have further to go. Something to keep in mind during this season when we hear of "peace on earth and good will to all men" — and throughout the year!

Darlene Peterson is the music reviewer for Religious Broadcasting.

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BY SARAH E. SMITH



Veggie Tales "The Toy That Saved Christmas"

director: Phil Vischer
 producer: Kurt Heinecke
 length: 30 minutes
 audience: ages 3 and up
 Big Idea Productions/Everland
 Entertainment, 1996

Toymaker Mr. Nezzer claims his toy knows the "true meaning of Christmas," which turns out to be selfishness, greed, and consumerism. Soon kids all over town are begging, whining, and demanding to receive a Buzz-Saw Louie doll. One brave Louie doll decides to sneak out of the toy factory to discover the real meaning of Christmas. After escaping, he encounters Bob the Tomato, Larry the Cucumber, and Junior Asparagus. Together they find Christmas means Jesus as God's gift to everyone. But can they tell the town before it's too late?

As well-done as previous *Veggie Tales*, this story should capture the imagination of children and adults alike with its simple truths about how Christmas doesn't mean toys and gifts but the birth of a Savior. Songs include the engaging "Can't Believe It's Christmas," and Larry's silly song, "Oh, Santa."

Discover anew the true meaning of Christmas with vegetables and a toy pointing the way.

Last Days: Hype or Hope?

director/producer: Andre van Heerden
 executive producers: Dr. Jack and Rexella Van Impe
 and Peter and Patti Lalonde
 length: 60 minutes
 audience: adult

Prophecy Partners/Jack Van Impe Ministries, 1996

Racing Toward the Image of the Beast

director: Andre van Heerden
 executive producers: Peter, Paul, and Patti Lalonde
 length: 60 minutes
 audience: adult

Prophecy Partners, 1996

Last Days: Hype or Hope? and *Racing Toward the Image of the Beast* are the two latest videos from the newly formed Prophecy Partners publishing company, founded by Peter and Paul Lalonde of *This Week in Bible Prophecy*.

Last Days is presented in an investigative report format exploring whether or not Bible prophecy is being fulfilled in this generation. Dr. Jack and Rexella Van Impe are interviewed during this "report" and their claims are backed by other experts outside the field of Bible prophecy. A good video packed with information pertaining to the last days spoken of by biblical prophets.

Racing explores the technological and social aspects paving the way for the Antichrist. Peter, Paul, and Patti Lalonde, along with a bevy of experts, talk about these aspects and others in this well-done and fascinating video.

With the year 2000 quickly approaching, more interest is being placed on Bible prophecy and eschatology and these videos cover those topics well. Whether or not you believe the Van Impes' or the Lalondes' conclusions, these films are a thought-provoking look at end times.

Hanged on a Twisted Cross

producers: Martine Couchod, T.N. Mohan,
 and Christina Zucchiatti
 executive producers: Ed Asner, Annette Gonsalves,
 Philip Jones, and Rafael Monteverde
 length: 120 minutes
 audience: adult

Gateway Films Vision Video, 1996

Just days before the end of World War II, the Nazi executed German biblical theologian Dietrich Bonhoeffer, who was only 39. This gripping documentary narrated by Ed Asner wonderfully captures the life, times, and convictions of Bonhoeffer. Rare archival footage, documents, quotes from his writings, and visits to original locations provide the background for an intimate portrait of Bonhoeffer, answering the questions of how a man of peace could become involved in a plot to assassinate Adolf Hitler. Bonhoeffer's life is traced from his childhood in Berlin to his conversion to Christianity after becoming a theologian to his involvement in the German resistance.

This is a powerful documentary about a man who stood for truth and uncompromising faith in the face of tremendous opposition. This video is presented in sections and covers Bonhoeffer's life and times with interesting tidbits of information. The music underlying the narration adds favorably to the overall effect.

I highly recommend *Hanged on a Twisted Cross* because no matter where we are in our Christian walk, it's a good reminder of the cost of discipleship.

Mickey Masters: Agent of Truth "Rescue at Crazy Horse Mine" and "The Evil Plot of Madame Chang"

director: Willie Aames
 executive producers: Robert B. Pamplin Jr.
 and Gary Randall
 length: 30 minutes
 audience: pre-teen

Pamplin Entertainment/Sparrow, 1996

Fourteen-year-old Mickey Masters is a super secret agent with a highly "classified organization dedicated to the preservation of Life, Freedom, and Faith." Grant Goodeve (of *Eight is Enough*) is Lt. Seivers, Masters' co-agent in the search for truth.

In "Rescue at Crazy Horse Mine," Lt. Seivers and Masters must find the kidnapped Senator Luco. In "The Evil Plot of Madame Chang," the two must discover the identity of computer intelligence spies.

The plots and special effects are a bit over-the-top and unrealistic, but I suspect purposely so, and which, surprisingly, work well. However, the Christian message is not an integral part of the storyline, although Masters is presumably a Christian and does talk with his father about prayer and faith.

The series is well filmed and acted and the dialogue mostly hangs together. I'm sure its intended pre-teen audience will enjoy the exciting action scenes and contrived suspense along with the *Mission Impossible*-esque gadgets.

Sarah E. Smith is managing editor for Religious Broadcasting.

THE BOOK SHELF

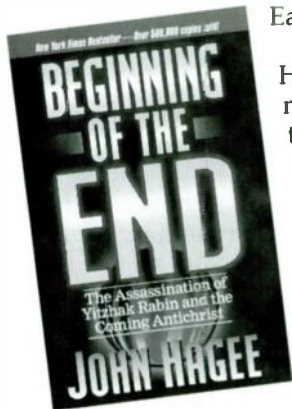
BY HARRY CONAY

Beginning of the End: The Assassination of Yitzhak Rabin and the Coming Antichrist

by John Hagee

Thomas Nelson, 1996

Because Yitzhak Rabin is never again mentioned after chapter two of this powerfully written book, one gets the impression that the detailed account of his assassination was added to a work already in progress at the time of the tragedy. Nevertheless, his death serves as a dramatic introduction to the prophetic significance of events currently taking place in the Middle East.



In the succeeding chapters, John Hagee examines prophetic fulfillment, the Rapture, the Antichrist, the Tribulation, Armageddon, and Christ's second coming all from a pre-tribulational, pre-millennial position. And he concludes that biblically predicted events now taking place demonstrate "we are the terminal generation."

While some may feel this account is unduly speculative, Hagee can never be accused of being dull. He has a flamboyant style, a way with words, and a knack for driving home a point. For example, he writes regarding "the coming of the Messiah," that "it is not a factoid for the fastidious to file. It is not a riddle for the obsessive to solve." Commenting about public education, he says, "For 30 years, the minds of our children have been vacuumed and sanitized. . . . They know how to put a condom on a banana and why they should be sensitive to spotted owls and sucker fish . . . but can't name the last three presidents of the United States."

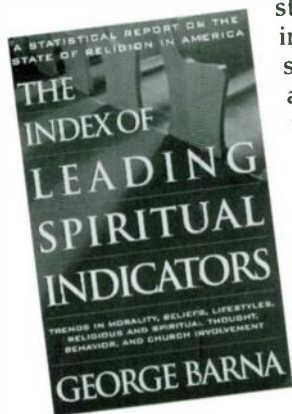
Whether or not you agree with Hagee's eschatological depiction, one thing is certain — this book has pizzazz.

The Index of Leading Spiritual Indicators

by George Barna

Word, 1996

Deriving his title from William Bennett's *The Index of Leading Cultural Indicators*, George Barna has compiled a statistical treasure trove relevant to individual and corporate religious situations, beliefs, Bible knowledge, activities, and appreciations. In this work, we discover such disturbing revelations as "most Americans do not believe in Satan (or the devil)," that both adult Sunday school attendance and adult Bible reading has declined dramatically, and that "10 percent of adults believe that the name of Noah's wife was Joan of Arc." It should not be surprising, therefore, that six out of ten Americans also feel that being good enough and doing good deeds



will earn them a place in heaven.

Under a general umbrella topic, each chapter is divided into numerous sub-topics. For instance, in a chapter labeled "Individual Religious Activity," and sandwiched between the sub-topics "Giving Resources" and "Prayer and Reflection," one will find about two pages devoted to "Religious Media." Here (among other things) Barna reveals that "in a typical month, more than two-thirds of all adults have some contact with Christian media. The most common forms include television (49 percent have watched Christian programming in an average month); listened to Christian music on the radio (45 percent); listened to Christian teaching or preaching on the radio (45 percent); read a Christian magazine (38 percent); or read a Christian book, other than the Bible (34 percent)." A commentary of up to several paragraphs concludes each sub-topic. At the end of each chapter, relevant graphs are provided.

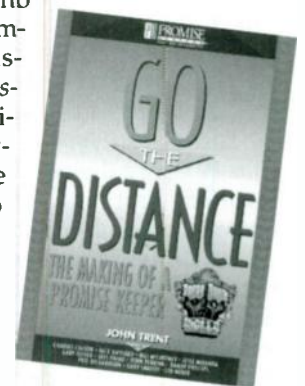
Although some may wish Barna had provided more details and/or expanded commentary on topics of particular interest to them, overall this work succeeds as a general overview of the spiritual status of our nation. To some, it will reveal much of what they did not know; to others, it will provide statistical validation for that which they might have hitherto suspected and presumed. Either way, this book should be read by everyone connected with a Christian ministry.

Go the Distance: The Making of a Promise Keeper

by John Trent

Focus on the Family, 1996

Following in the footsteps of *Seven Promises of a Promise Keeper* ("a book defining the core commitments of a Promise Keeper") and *The Power of a Promise Kept* ("a collection of testimonies from men who made and began to keep their promises and whose lives were transformed in the process"), *Go the Distance* "is designed to teach practical, daily principles of godly living and help men get from where they are to where they want to be." Consisting of 13 informative and motivational chapters and many personal testimonies, the book's contributors include Charles Colson, Jack Hayford, Bill McCartney, Luis Palau, John Perkins, Randy Phillips, and Gary Smalley. Those who benefited from the earlier books will greatly appreciate this one.



Self-Talk: Key to Personal Growth

by David Stoop

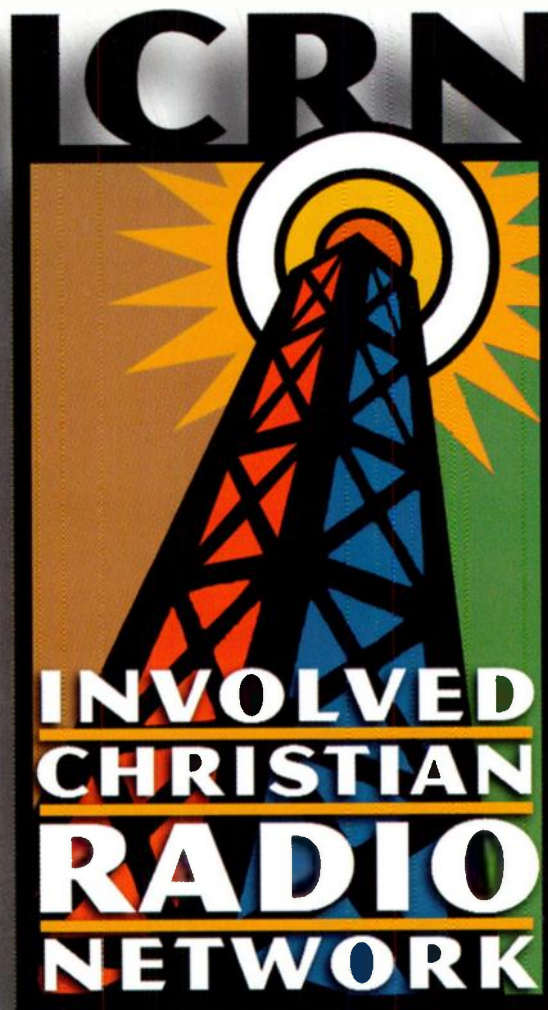
Revell, 1996

Sort of a contemporary *Power of Positive Thinking*, this new edition of a work originally published in 1982 offers

Continued on page 64

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make audio an effective part of your current Web strategy, we have what you need.

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<http://www.icrn.com>

THE BOOK SHELF

continued from page 62

practical psychological advice for self-counseling, self-control, emotional guidance, and personal growth. After citing the Apostle Paul, David Stoop concludes that "he says you can be changed. And the key to transformation is in the renewing of your mind! Change your thoughts — your Self Talk — and you change your life!" Stoop provides insights into how anger, depression, guilt, worry, anxiety, and stress lead to negative thoughts, and he offers practical suggestions for changing negative thoughts into positive ones. The results? Assertive (rather than passive or aggressive) living, greater faith (rather than presumption), and (by His power) self-control. Recommended for all those who need an attitude of adjustment.

The Heart of Christianity: What It Means to Believe in Jesus

by Ron Rhodes

Harvest House, 1996

This book provides a biblically sound, general overview of the Christian faith rightfully focusing on the object of our faith, Jesus Christ. As such, it is nothing less than a summary of basic Christian theology, and it would be very appropriate as a primer for new Christians or as a refresher for more mature ones. As in any such venture, given the various doctrinal stances which prevail, one may find areas with which one either disagrees, wishes had been stated differently, or had been more fully explained. For instance, Ron Rhodes refers to being "born again" or regeneration as "God's act of giving eternal life to the person who believes in Christ. . . . The moment we place our trust in Jesus, the Holy Spirit infuses our dead human spirits

with the eternal life of God and we're reborn spiritually." This indicates we must demonstrate belief and trust in Jesus prior to being regenerated, whereas many Christians believe that regeneration precedes, and makes possible, such belief. However, overall Rhodes offers a satisfying, informative, non-speculative, non-doctrinaire account properly dealing with Christian essentials rather than peripherals or debatable dogma.

Christmas Memories: From Our Hearts to Yours

compiled by Terry Meeuwsen

Thomas Nelson, 1996

In the spirit of the holiday season comes this fun-to-read compilation by Terry Meeuwsen (co-host of *The 700 Club*) of reminiscences and stories about personally significant Christmases past and present, as well as "Ideas for Christmases to Come." The

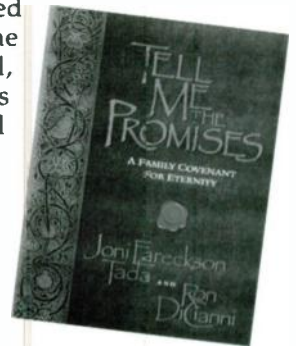
list of 33 contributors reads like a Who's Who of prominent Christian women and includes Dale Hanson Bourke, Naomi Judd, Twila Paris, Anna Hayford, Shirley Boone, Dale Evans Rogers, and Vonette Bright. Most of these heartwarming accounts (each averaging about five pages in length) are accompanied by a photo of the author and pertinent biographical information. This warmly written book will keep your Christmas spirit alive no matter what the season.

Tell Me the Promises: A Family Covenant for Eternity

by Joni Eareckson Tada with Steve Jensen

Crossway, 1996

This slim, 9 1/4-by-12-inch oversized volume contains seven stories written by Joni Eareckson Tada and Steve Jensen and illustrated by Ron DiCianni. Meant to be read aloud to children, each story-lesson is followed by a small box entitled "My Promise to You" allowing the parent to make and sign a formal, covenantal vow to young listeners to protect them, lead them toward Christ, pray for them, and to love, forgive, and guide them in the truth which leads to everlasting life. An interesting feature of this book is an introductory section in which DiCianni explains the motivation and significance of each illustration. The concept behind this book is wonderful, and children — so often filled with apprehensions and insecurities which remain largely uncommunicated to parents — should derive immense comfort from hearing such assurances.

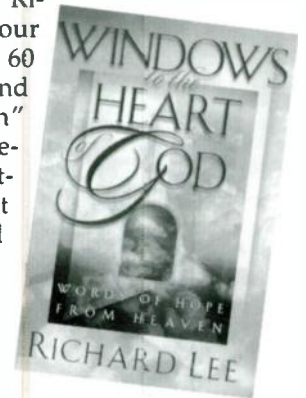


Windows to the Heart of God: Words of Hope from Heaven

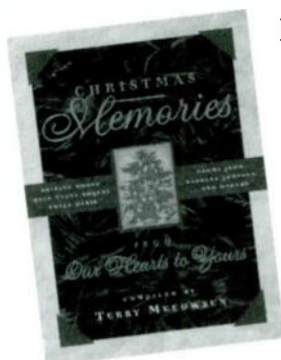
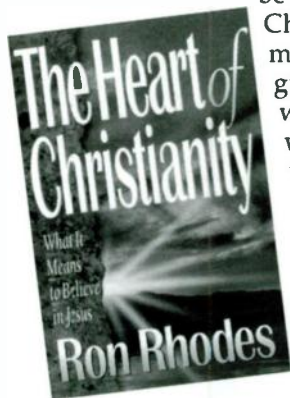
by Richard Lee

Harvest House, 1996

In *Windows to the Heart of God*, Richard Lee provides brief, two-to-four page devotional "talks" on some 60 topics ranging from "Acceptance" and "Age" to "Victory" and "Vision" (with "His Will" and "Holy" in between). Simply written and uplifting, this inspirational work is not unlike many which have preceded it; indeed, so familiar did it seem that I had to double-check to be certain I had not already read and reviewed it. Such familiarity, however, makes us welcome it like an old friend and anyone in need of a word of hope and comfort will find it here.



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



Surfing for Religion News, Information

Last month I wrote about audio advances on the Internet. This month, let's take a look at some of the resources available through the Internet that you can use to pass along useful information to your audience.

Of course, general news information is widely available on such sites as the Internet Newspaper (www.trib.com), *USA Today* (www.usatoday.com), *The Detroit News* (www.detnews.com), MSNBC (www.msnbc.com), CNN (www.cnn.com), and many others. Much of the same news on these sites comes via a wire service.

But use the Internet to glean religion news and information. Here are a few sites to frequent: Goshen (www.goshen.net), Church Surf (www.churchsurf.com), Christcom (www.christcom.net), CrossSearch (www.crossearch.com), Insight for Living (www.insight.org), Gospel Communications (www.gospelcom.net), *Christianity Today* (www.christianity.net), Baptist Press (www.goshen.net/BaptistPress/), Christian Peacemaker Team (www.prairienet.org/cpt), Episcopal News Service (www.dfms.org), United Methodist News Service (www.umc.org/umns.html), Religion News Service (www.nj.com/RNS), *Richmond Times-Dispatch* Religion News (www.gateway-va.com/pages/religion/religion.htm), Worldwide Faith News (www.igc.org/wfn/index.html), Ontario Centre for Religious Tolerance (web.canlink.com/ocrt/news.htm), Presbyterian News Service (www.pcusa.org/pcnews/pcindx.htm), Religion News Today (www.goshen.net/rnt/?a=links&l=r), American News Service (www.americannews.com), National Christian Reporter (www.umn.org/UMRweb2.htm), *The Spokesman-Review* Religion Section (www.virtuallynw.com/~vnw/covers/rlgnnw.htm), *Fort Worth Star-Telegram* Religion News (www.arlington.net/today/news/religion/), AP Religion Features (www.stardem.com/ap/apreligion.html), Maranatha Christian Journal (www.pe.net/mcj), Mission Network News (www.gospelcom.net/mnn), Associated Baptist Press (www.helwys.com/abphome.htm), The Christian Reporter (www.strata.net.au/users/crnews/crn.htm), and Youth With A Mission International News Digest (www.ywam.org/news/news.htm).

For convenience, Zondervan Publishing House has made these sites easily accessible to you from its Religion News Links page at www.zondervan.com/newslink.htm.

E-mail also can be used to retrieve information of interest to your audience. There are many free electronic "newsletters" to which you can subscribe; one is WebWatch, a weekly summary of news and Internet happenings as they affect today's Christian. It's provided as a service of the *Maranatha Christian Journal*. To subscribe, send the message SUBSCRIBE WEBWATCH Firstname Lastname to matrix@pe.net.

Zondervan has started what it calls E-Mail Alert Service (EMAS). Directed at the general public as well as members of the press, it is another way to keep you informed about current Christian resources and other use-

ful information.

EMAS is a free subscription service for which people sign up to receive news in categories of their choosing. By e-mail, Zondervan alerts them to resources that deal with such topics as Ministry/Worship/Pastoral, Family/Parenting, Counseling, etc.; about 30 categories in all. EMAS also offers The Daily Thought to those who want an inspirational comment delivered to their e-mailboxes Monday through Friday and the Zondervan News Service, an executive summary of current issues and the Zondervan resources that bring perspective to those issues.

To subscribe by e-mail to any or all of the categories, visit the mailroom at Zondervan's website. Or send an e-mail message to lists@info.harpercollins.com (no period after com). Do not type anything in the subject line (AOL users: type a hyphen in the subject line). In the body of the message, type subscribe zphlist and nothing else. You will receive the complete list of categories and sign-up instructions by return e-mail. When you do, simply select the categories you want more information on and e-mail them back. I hope you'll subscribe to EMAS and tell your audience about it too.

By the way, the "Report to the Entertainment Industry" by the Christian Film and Television Commission, cites a *USA Today* survey that found going



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



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Continued on
page 70

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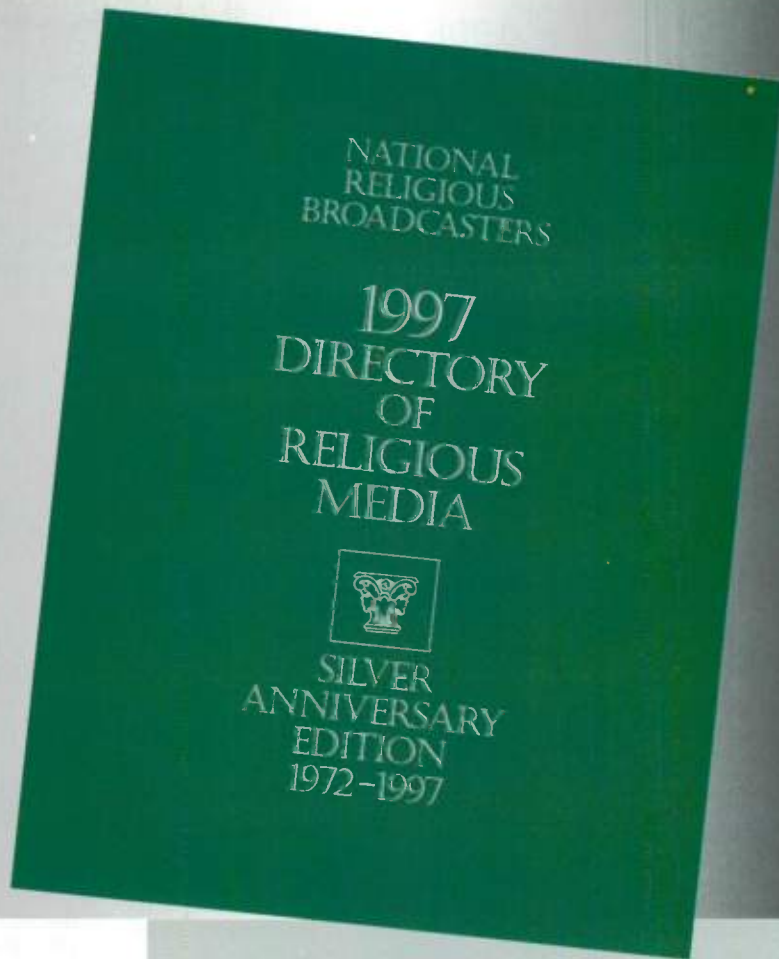
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1996 Feature Index of Religious Broadcasting

CHILDREN'S BROADCASTING

- Cheering for *Children's Bible Hour*
by Uncle Charlie Vander Meer, May page 26
- Constructing a Successful Children's Series
by C.C. Risenhoover, May 18
- Forecasting a Sunny Future by Michelle J. Constant, May 10
- Progress Report for Children's Programming
by Karen M. Hawkins, May 30

ETHICS

- Desperately Seeking Samaritans by Don Hawkins, Feb 40
- Variable Ethics by Paul Nelson, Jul 18

FILM/VIDEO

- Evaluating Entertainment by John H. Evans, Jun 20
- Farrakhan's Seduction by Jacqueline Castine, Jun 56
- Of Mountains and Miracles by Marge Thompson, Jul 12
- Progress Report for Children's Programming
by Karen M. Hawkins, May 30
- Setting the Pace: In Step with Phil Cooke
by Christine L. Pryor, Jun 14
- Success Story by Christine L. Pryor, Jun 28

FINANCE/FUND RAISING

- Biblical Foundations for Fund Raising
by Thomas McCabe, Jul 22
- Of Mountains and Miracles by Marge Thompson, Jul 12

INTERNATIONAL

- Gospel Impossible: Mission to Bosnia
by Pamela H. Derringer, Dec 28
- Is Billy Graham Starting Over? by Dan Wooding, Jul 30
- Israel's Perilous Search for Peace by Elwood McQuaid, Feb 94
- Journey to the Center of the World by Pat Mahoney, Oct 34
- Milk, Honey, and NRB by Christine L. Pryor, Mar 12
- The Power of Partnership by David Olson/Paul Ramseyer, Oct 24
- Promises and Pitfalls of Other-Language Broadcasting
by Mark Christensen, Oct 16
- Ukrainian Television and Russian Radio by Dan Wooding, Oct 10

INTERNET

- <http://www.kkla.com> by Charlie Richards, Sep 20
- Spinning a Web Site by Karen Heal, Mar 16

LEADERSHIP/MANAGEMENT

- Big Sister & the Bullies by Paul Devantier, Feb 84
- Capturing Creativity by John C. Maxwell, Mar 30
- Face the Facts by Ed Steele, Sep 48
- First Things First by Samuel B. Casey/Steven T. McFarland, Feb 62
- Lead Us Not Into Temptation by Richard Lee, Feb 104
- Timeless Management by Edward R. Dayton, Mar 26
- Variable Ethics by Paul Nelson, Jul 18

MUSIC

- Integrity's Music Moen by Karen M. Hawkins, Apr 18
- Rediscovering Kenny Marks in a World Gone Mad
by Chad Bonham, Apr 12
- Sanctified Entertainment: Contemporary Christian Music Radio
by Paul A. Creasman, Apr 26
- To Touch a Generation by Sarah E. Smith, Nov 24
- Touring . . . With Children by Lesa Helton, Apr 22

NATIONAL RELIGIOUS BROADCASTERS

- Indy's Starting Lineup by Sarah E. Smith, Feb 166
- Inside Indy by Sarah E. Smith, Jan 44
- Journey to the Center of the World by Pat Mahoney, Oct 34
- Public Policy Conference: A Pictorial Review
by Christine L. Pryor/Pat Mahoney, Nov 28
- Running the Race: NRB 96 by Christine L. Pryor, Apr 32
- Milk, Honey, and NRB by Christine L. Pryor, Mar 12

PROFILES

- Dan Quayle: Unquelled Quality by Al Vincent, Feb 154
- Healing Hurting Hearts by Stephen Arterburn, Dec 34
- Indy's Starting Lineup by Sarah E. Smith, Feb 166
- Integrity's Music Moen by Karen M. Hawkins, Apr 18
- Kay Arthur: Woman of the Word by Karen M. Hawkins, Feb 160

PROFILES, CONTINUED

- A Life in the Word by James H. Kerby, Jan page 36
- Open Heart Surgery by Sarah E. Smith, Jan 28
- Rediscovering Kenny Marks in a World Gone Mad
by Chad Bonham, Apr 12
- Ruettgers' Roles by Brian E. Wolff, Sep 30
- To Touch a Generation by Sarah E. Smith, Nov 24
- Touring . . . With Children by Lesa Helton, Apr 22
- Uncompromising Choices in an Un-Civil War
by Bonnie Horn, Jan 33
- Vision's Voice by Dawn Bumstead, Sep 12

RADIO

- Cheering for *Children's Bible Hour*
by Uncle Charlie Vander Meer, May 26
- Diamond Days by Karen M. Hawkins, Jan 12
- Face the Facts by Ed Steele, Sep 48
- Family Ties by Cam Dunson, Oct 40
- Forecasting a Sunny Future by Michelle J. Constant, May 10
- Gospel Impossible: Mission to Bosnia
by Pamela H. Derringer, Dec 28
- Healing Hurting Hearts by Stephen Arterburn, Dec 34
- <http://www.kkla.com> by Charlie Richards, Sep 20
- A Life in the Word by James H. Kerby, Jan 36
- Men in My Life by Sue Bahner, Sep 38
- The Power of Partnership by David Olson/Paul Ramseyer, Oct 24
- Promises and Pitfalls of Other-Language Broadcasting
by Mark Christensen, Oct 16
- Radio's Digital Dawn by Don Backus, Mar 22
- Ruettgers' Roles by Brian E. Wolff, Sep 30
- A True Companion by Mark Cutshall, Sep 24
- Ukrainian Television and Russian Radio by Dan Wooding, Oct 10
- Vision's Voice by Dawn Bumstead, Sep 12
- YO Radio's Remarkable Reach by Kevan E. Mathis, Nov 20

SOCIAL ISSUES

- The American Family: Fractured and Fatherless
by Doug Stringer, Feb 28
- Building a Bridge Between Catholics & Protestants
by Sarah E. Smith, Feb 32
- Desperately Seeking Samaritans by Don Hawkins, Feb 40
- Lighting a Candle by Will Baysinger, Feb 46
- Uncompromising Choices in an Un-Civil War
by Bonnie Horn, Jan 33
- The Vernacular of Violence by Judie Brown, Feb 54
- What's in a Name? by J.C. Willke, Feb 52

STUDENTS

- An Opportunity of Olympic Proportion by Andrea Nasfell, Nov .. 12
- YO Radio's Remarkable Reach by Kevan E. Mathis, Nov 20

TECHNOLOGY

- Going, Going, Gone! by Richard C. Dean, Jul 26
- <http://www.kkla.com> by Charlie Richards, Sep 20
- Radio's Digital Dawn by Don Backus, Mar 22
- Spinning a Web Site by Karen Heal, Mar 16
- A True Companion by Mark Cutshall, Sep 24

TELEVISION

- The City With No Doors by Kathy Sindorf/Sunmee Choi, Sep 52
- Constructing a Successful Children's Series
by C.C. Risenhoover, May 18
- Diamond Days by Karen M. Hawkins, Jan 12
- Face the Facts by Ed Steele, Sep 48
- Going, Going, Gone! by Richard C. Dean, Jul 26
- Increasing Your Effectiveness On Camera by Phil Cooke, Dec 18
- Is Billy Graham Starting Over? by Dan Wooding, Jul 30
- A Life in the Word by James H. Kerby, Jan 26
- Open Heart Surgery by Sarah E. Smith, Jan 28
- An Opportunity of Olympic Proportion by Andrea Nasfell, Nov .. 12
- Pitching Programming's Tent by Jerry O. Jones, Dec 24
- Setting the Scene by David Deese, Dec 10
- Ukrainian Television and Russian Radio by Dan Wooding, Oct 10

To order a photocopy of an article or department, please send your request with \$1 per article to *Religious Broadcasting*, 7839 Ashton Ave., Manassas, VA 20109. Back issues \$2 per issue. Pre-payment is required.

1996 Department Index of Religious Broadcasting

Children's Corner

A Programming Philosophy for Kids by Dodd Morris, Apr ..	page 68
Programming that Ministers to Children by Cheryl Edmiston, Sep	72

College 'Casters

All Good Broadcasting of God by Donald Boggs, Jun	74
Challenge for Students and Educators by Mike Longinow, Jul	54
Defining the Public Interest by Timothy Detwiler, Feb	136
Internships — A Magic Key by Mike Flynn, Nov	56

Funding Management

Event Fund Raising by Jon Fugler, Dec	50
Fund Raising Without Always Asking by Todd Isberner, Apr	64
Let Me Pray for You . . . by E. Dale Berkey, Jan	54
Mobilizing Your Board for Fund Raising by Norman Edwards, Jul	52
Partnerships with Eternal Value by Dr. Ray Schenk Jr., Feb	132
Telemarketing Versus Teledevelopment by Bill Mustard, May	46
Thinking Relationally by David Lawson, Nov	54

International Interests

Are We Singing His Songs? by Paul Kurtz, Jul	48
Challenges of Post-Communist Europe by Peter Kuzmic, Nov	50
Music: Vehicle, Catalyst, Medium? by Keith Strugnell, Apr	60
One Letter: Worth a Thousand Words by David Lee, May	42
Strategic Partnership Follow-up by Steve Murray, Dec	46
Toward a World Consortium by Harvey Thomas, Feb	128

Interview Insights

The Best-Selling Book of All Time by Jonathan Petersen, Oct	55
Christian Broadcasting Network Online by Jonathan Petersen, Feb	147
Covering Christian Booksellers Convention by Jonathan Petersen, Jun	79
Filler Material — Boring or Beneficial? by Jonathan Petersen, Mar	47
Green Ribbon for Freedom of Speech by Jonathan Petersen, Jul	63
Internet Communication Methods by Jonathan Petersen, Nov	63
Interesting Internet Sites for Christians by Jonathan Petersen, Jan	63
National Day of Prayer in May by Jonathan Petersen, Apr	75
Reader Response to Internet, Book Discussion by Jonathan Petersen, May	55
Surfing for Religion News, Information by Jonathan Petersen, Dec	65
Surfing in Christian Cyberspace by Diane M. Komp, Sep	79

Music Matters

America's Original Gospel Music by Jerry Kirksey and Rick Templeton, Jan	56
Lessons from Legos by Dawn Hibbard, May	48
Music Licensing Committee Versus ASCAP by Chuck Merritt, Dec	52
The Power of a Song by Jeff Silvey, Apr	66
Progress Report in Music Licensing Battle by Russ Hauth, Feb ...	134
Radio's "Trial of the Century" Proceeds by Chuck Merritt, Sep	70

Practical Programming

Digital Radio: One Owner's Story by Paul Hollinger, Feb	120
Expanding Evangelism by Wayne Pederson, May	38
Kicking a Bad Habit by Tom Pennington, Dec	45
Reaching One Listener at a Time by Roger Kemp, Nov	46
Updating Your Vocabulary by Jim Sanders, Jul	44
Women "at Home" in Christian Broadcasting by Mary Graham, Jan	42

Sales Spot

Balancing Your Sales Act by Bob Bounds, Feb	130
Count the Cost Before Starting by R. Hugh McLean, Jan	52
David and Goliath Sales Tactics by Michael Listermann, Nov	52
A Personal Telethon Story by Ken Mikesell, Jul	50
Prospecting and Marketing Systems by Claudia Minster, Apr	62
Religious Programmers: Looking Good by Bruce Foster Bauman, Dec	48
Targeting Your Goals by Joe Hartman, May	44

Segue

Conventionally Speaking by Christine L. Pryor, Feb	182
Delivering the Message by Ron J. Kopczick, Oct	60
Despise Not the Youth by Sarah E. Smith, Nov	68

A Legacy of Women by Sarah E. Smith, Jan	page 68
Management Wisdom by Ron J. Kopczick, Mar	52
My First Picture Show by Ron J. Kopczick, Jun	84
Personalizing Integrity by Sarah E. Smith, Jul	68
A Story of Oats by Christine L. Pryor, Sep	84
To Tell the Truth by Christine L. Pryor, May	60
Wake-Up Call by Christine L. Pryor, Dec	72
Walking to a Different Drummer by Sarah E. Smith, Apr	80

Signing On

As Long As You Can by Bob Straton, May	5
Battle for LPTVs by Glenn Plummer, Nov	6
Continue "Running the Race" by Bob Straton, Mar	6
Family Time by Bob Straton, Dec	4
My Day with God by Bob Straton, Sep	5
The Power of the Cross by Bob Straton, Oct	5
Reaching the Lost Generation by Bob Straton, Apr	6
Spend a Day with God by Bob Straton, Jan	6
Start Your Engines in Indy by Bob Straton, Feb	12
Stay by Your Stuff by Bob Straton, Jun	6
Working as a Team by Jon Campbell, Jul	6

Socially Speaking

1996 — A Pivotal Year by Marlin Maddoux, Feb	138
Calling Christians to Righteous Viewing by John Evans, Jul	56
J.R. Ewing — Broadcast Ambassador? by Alan Harkey, Sep	74
Long-Term Marriages — Endangered? by David and Claudia Arp, Nov	58
Moving Forward One Step at a Time by Michele Arocha Allen, Jan	60
A Nation That Prays by Randall Murphree, May	50
Only Buy the Truth by Janet Parshall, Apr	70
Recovering the Original American Dream by Ron Susek, Mar	42
Using Holy Humor in Broadcasting by Cal Samra, Dec	56

Targeting Technology

Digital Audio Via Satellite by Dave Bennett, Jan	50
Digital Decisions by Randy Schoening, Nov	48
Digital Generation System by Don Hughes, Apr	58
The Ethics of Technology by Phil Cooke, Jul	46
Interactive Communication by Harry Sova, Feb	126

Television Topics

A Call for Unity by Herman Bailey, May	40
Reclaim the Arts for Christ by Ted Baehr, Feb	124

Tuning In

Do We Love the Children? by E. Brandt Gustavson, May	6
Employee Retention by E. Brandt Gustavson, Dec	6
Leadership's Heavy Responsibility by E. Brandt Gustavson, Apr ...	8
Hand-in-Hand to Reach the World by E. Brandt Gustavson, Sep ...	6
It Takes Us All by E. Brandt Gustavson, Nov	8
The Joy of Giving by E. Brandt Gustavson, Oct	6
NRB's Staying Power by E. Brandt Gustavson, Feb	14
Reflections of Six Years of Service by E. Brandt Gustavson, Jan	8
Thanks from the Heart by E. Brandt Gustavson, Mar	8
Update on NRB's Work by E. Brandt Gustavson, Jun	8
Where the True Connection Begins by E. Brandt Gustavson, Jul ...	8

Washington Watch

Court Overturns FCC Decision on Candidates' Anti-Abortion Ads by Richard Wiley, Dec	8
FCC Political Ruling Opens Possibilities for New Programming by Richard Wiley, Oct	8
Judicial Panel Upholds Must Carry Rules by Richard Wiley, Feb ...	22
KFUO Update, Silent Stations by Richard Wiley, Jul	10
More Telecommunications Act Changes by Richard Wiley, May	8
New Children's TV Rules Offer Opportunities for Programmers by Richard Wiley, Nov	10
NRB Urges Reform of King's Garden Policy by Richard Wiley, Jun ..	12
Picture Cloudy for HDTV by Richard Wiley, Mar	10
Political Advertising Rules by Richard Wiley, Sep	10
Stations May Operate Unattended; Court to Review Cable Indecency Law by Richard Wiley, Jan	10
Telecommunications Act Changes by Richard Wiley, Apr	10

Youth Wave

Impossible Teens by David Isais, Dec	54
Untouched Market Means Untouched Lives by Greg West, Jan	58

CALENDAR CLOSE-UP

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. Information: (615) 242-0303.

May 4-7, 1997

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

July 12-17, 1997

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

July 24-26, 1997

Southwestern Regional National Religious Broadcasters Con-

vention; Dallas-Fort Worth Marriott, Dallas. Information: (405) 789-1140.

September 17-20, 1997

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

INTERVIEW INSIGHTS

continued from page 65

to church was a favorite activity of Americans, surpassing going out to eat, sports, and movies. Church attendance in 1995 was 5.3 billion; movie attendance was 1.22 billion. In 1995 Americans gave \$105 billion to church and charity. They spent \$14 billion on videos and \$5 billion at the box office.

According to a 1993 Gallup Poll, attendance at religious functions was 54 times greater than the 103 million people who attended professional football, baseball, and basketball games. A 1994 *Times Mirror* study found eight out of 10 adults described themselves as God-fearing churchgoers who pray. And a *U.S. News & World Report* poll reported 62 percent of Americans saying the influence of religion in their own lives is increasing. ⁸

Advertising Index

Advertiser	Page
ALAS	26
American Family Association	BC
Berkey Brendel Sheline	5
Bott Broadcasting	7
Cheetah Systems, Inc.	57
Companion Broadcasting	36, 37
CRT Custom Products	21
Directory of Religious Media	67
Faith Printing Company	17
FamilyNet	9
Garborg's Heart'N Home	17
IBS	55
InfoCision Management	2
In Service	5
The Inspirational Network - INSP	41
Involved Christian Radio Network	63
KMC Media	15
LeSea Broadcasting Network	27
Life Issues Institute	17
Moody Broadcasting Network	IBC
National Right to Life	25
NRB 1997 Convention	71
NRB Directory on Disk	23
NRB Mailing Labels	23
NRB Membership	47
Opryland Duplications	60
Positive Life Radio	66
Premiere Speakers Bureau	49
Quality Video Supply Corp.	17
Shively Labs	17
Signal One Corp.	57
Walter Bennett Communications	IFC
WACX-TV 55	53
Zondervan Publishing House	65

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Wake-Up Call

It's the season of rejoicing, with carols, hymns, bells, and music pervading the air. Rejoicing in the big picture with its surrounding festivity is easy — the season of celebrating Christ's birth is a happy one for Christians. But sometimes rejoicing in the details of daily existence seems beyond my reach. Like yesterday, for instance, when I received an angry voice mail message.

Voice mail is maddening when you press one button after another, finally realizing you've descended into a labyrinth of layers out of which even the best spelunkers couldn't climb. This is the pen of experience writing. I have explored the vast, dim domain of voice mail. I have lost my place. I have been unable to hang on and wait for the operator to rescue me and have hung up in despair, sighed in defeat, and redialed with dampened enthusiasm. I understand frustration.

The caller, who shall remain anonymous (it is the season of giving), reached my voice mail and immediately began to pitch a fit, as my Grandma Harre would say. (You didn't pitch fits around Grandma. You tried it once, you remembered the one time, and that stopped you from thinking about pitching another one.)

The caller, a station owner in a Western state, was angry on two fronts. Not only had he been lost in the labyrinth, but also he had a problem with *Religious Broadcasting*. He gruffly said who he was and then angrily asserted, "Your magazine doesn't ever mention my station. We've been broadcasting for years and not one line of print has been about us! When is it our turn?"

My initial reaction was one of aggravation. I don't like someone shouting in my ear. When the ringing stopped, the aggravation turned into contemplation. He said the magazine was mine? That was simply untrue, wasn't it? He should have felt some ownership. Was his problem ego or was the magazine lacking?

This is a trade magazine devoted to religious broadcasting. It is service journalism. Service journalism is about . . . well, it's about service (thus the catchy name). Are you being served by the magazine? Are the features and columns informational and interesting? Is a topic being ignored? *Religious Broadcasting* should be an invaluable part of your work. If it isn't, then we editors are missing our mark and need to know.

The magazine follows an editorial calendar of topics. For instance, this issue is the annual television issue and features articles regarding set design, on-camera effectiveness, and programming ideas for churches. Two radio articles are included in this issue out of editorial necessity, just as a television article was included in September's radio issue. Consider their inclusion a bonus.

As a member of the editorial team, I can assure you that the editors look for ways to make information in the magazine accessible to you. A fine example is this issue's new yearly index designed to help you locate articles by topic. It's one more way we can help you — and helping you is our purpose.

If you have ideas for the magazine, please do not hesitate to write to us or brave the labyrinth. As a service organization, we are always open to hear from you. In fact, we need to hear from you. You are the one in the field maintaining the tower, wrestling with regulations, and producing programming. You are the expert. We are the vehicle to communicate your expertise to the other readers.

This season, why not give *Religious Broadcasting* the gift of your opinion and expertise? Ask for writers guidelines and an editorial calendar, then send something our way. Let us know how we're doing and what we can do to make *your* magazine a better one.

Christine L. Pryor

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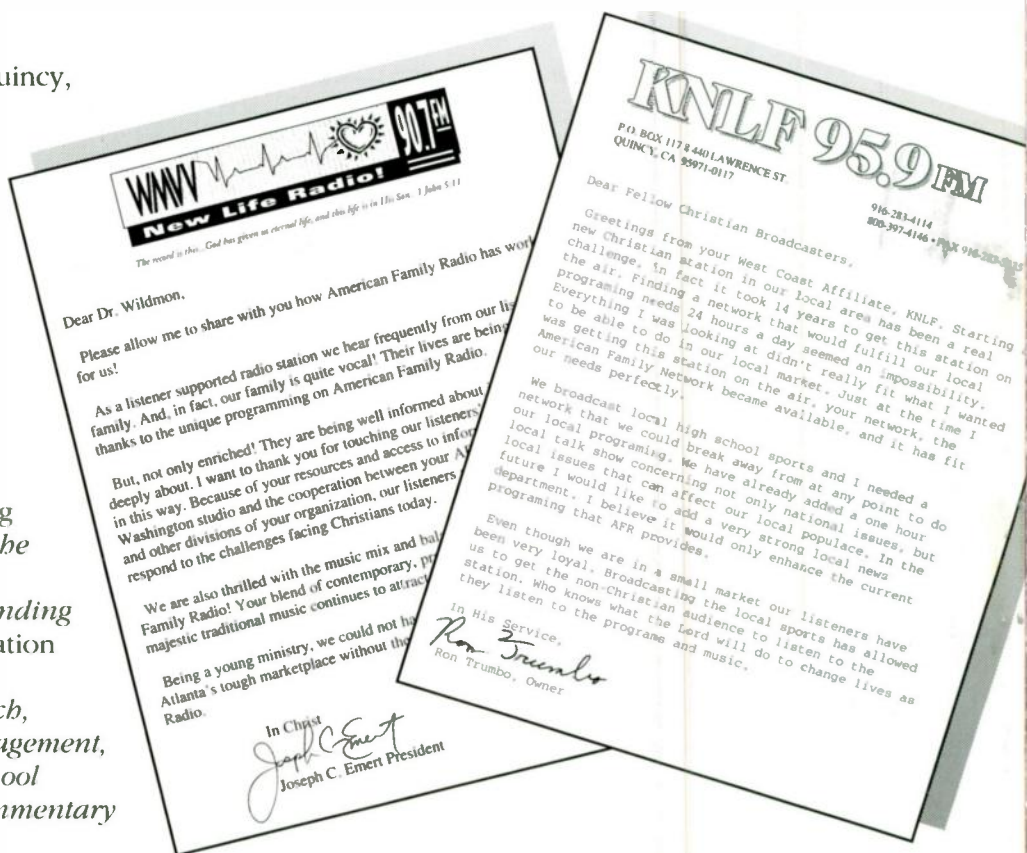
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