

RELIGIOUS BROADCASTING

FEBRUARY-MARCH 1997

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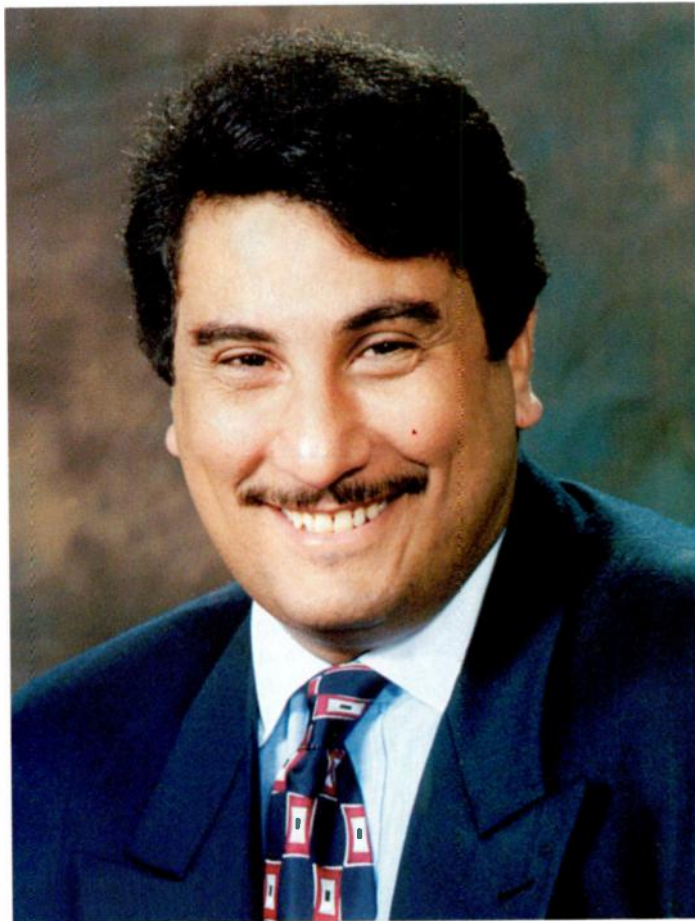
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The ABC's of Using MTV & NBC

by Bruce McCluggage
Mission Media produces media-savvy spots — which air on secular stations and are underwritten by local churches — to bring people to Jesus Christ.

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Social Issues

Statement of Conscience

This white paper from the National Association of Evangelicals takes a serious approach to religious persecution.

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Open Arms

by Richard C. Dean
A broadcaster encourages his peers to give a warm welcome to the "new" Worldwide Church of God.

Announcing His Message in Anaheim

The cover of this year's convention issue features the Anaheim Hilton & Towers, the convention hotel for the 1997 National Religious Broadcasters Annual Convention & Exposition.



photo courtesy of the Anaheim Convention & Visitors Bureau

Who Won the Election?

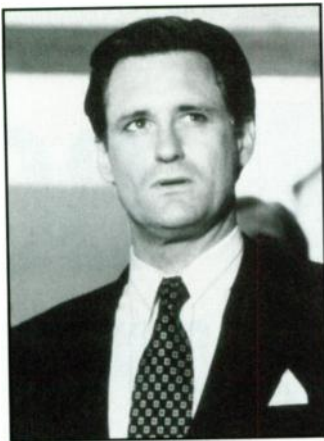
by Forrest J. Boyd

The recent presidential election can be analyzed in many different ways. Read one political commentator's views.

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The Celluloid Politician

by Ted Baehr and Matthew P. Kinne

Many know the media sends moral and political messages. Who is in control of these public memoranda? Are the least moral films the most popular? Two professionals give a wide-screen view of the answers.

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Not Just Jesus

by Sarah E. Smith

Jesus Christ is not the only name proclaimed by religious broadcasters. Take a look at what is being aired by Muslims, Mormons, and Hare Krishnas.



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Political Perspectives

Religious Broadcasting (ISSN 0034-4079) is published 10 times a year. To subscribe, send \$24 for one year to National Religious Broadcasters, 7839 Ashton Ave., Manassas, VA 20109-2883. Canadian orders must add \$6 annually; all other foreign orders must add \$24 per year. Payment in U.S. funds only. Periodicals postage paid at Manassas, Va., and additional offices. Printed in the U.S.A. Copyright 1997 by National Religious Broadcasters (NRB), all rights reserved. Contents of this magazine may not be reproduced, in whole or in part, unless expressly authorized in writing by NRB. All editorial and production correspondence should be sent to *Religious Broadcasting*, 7839 Ashton Ave., Manassas, VA 20109-2883. *Religious Broadcasting* assumes no responsibility for return of manuscripts, photographs, and cartoons, and reserves the right to accept or reject any editorial and advertising material.

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Staying on Top of Conflict

by Ken Sande

Peacemaker Ministries is teaching other ministries about biblical conflict resolution.



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Top management from missionary radio ministries deploy their troops to reach the world by 2000.



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by Gene Kapp and A. Larry Ross

Discover how to protect your most valuable corporate asset: your reputation.



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by Robert C. Womack

An expert's advice on successful mic selection.

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Transition to Server-Centered Broadcasting

by Stevan Vigneaux

Servers are quickly becoming indispensable tools in the electronic workplace.

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RELIGIOUS BROADCASTING

The Official Publication of
National Religious Broadcasters

February-March 1997, Vol. 29, No. 2

EDITORIAL STAFF

Publisher — E. Brandt Gustavson
Editor — Ron J. Kopczick
Managing Editor — Sarah E. Smith
Associate Editor — Christine L. Pryor
Editorial Assistant — Anne Dunlap
Designer — J.R. Graphics

BUSINESS SERVICES

Advertising Manager — Dick Reynolds
Advertising Assist. — Elizabeth Oliver
Printer — Pendell Printing
Gen. Counsel — Wiley, Rein & Fielding

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Editorial and Advertising Offices:
7839 Ashton Avenue
Manassas, VA 20109-2883
(703) 330-7000 Fax (703) 330-6996

Feature articles should be sent to the attention of Christine L. Pryor while **News** items should be addressed to Sarah E. Smith.

Advertising in *Religious Broadcasting* does not necessarily imply editorial endorsement or approval by National Religious Broadcasters. Authors' views are not necessarily those of National Religious Broadcasters, its officers, board, or membership.

Religious Broadcasting is indexed in the Christian Periodical Index and is available on 16mm and 35mm microfilm and 105mm microfiche from University Microfilms International, 300 N. Zeeb Road, Ann Arbor, MI 48106.

POSTMASTER: Please send change of address to *Religious Broadcasting*, 7839 Ashton Avenue, Manassas, VA 20109-2883.



a practical **GUIDE**

FROM THE DOMAIN GROUP

THE INTERNET IS A VAST NEW
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THIS EXCITING NEW DOMAIN,
READ THIS GUIDE FIRST TO
LEARN THE LAY OF THE LAND . . .

HOW TO CHART YOUR COURSE TO
SUCCESS ON THE WORLD WIDE WEB

Read on



YOUR GUIDE TO SUCCESS

Thinking about staking a claim for your ministry on the Internet? When you enter a new territory, it helps to have an experienced guide.

At The Domain Group, we've been scouting out the territory for more than two years now, and we've learned a lot about how to survive — and thrive — in the wilds of the World Wide Web. These landmarks will help you know where you stand and avoid the common pitfalls.



AN EFFECTIVE WEBSITE IS BUILT AROUND PROVEN DIRECT MARKETING PRINCIPLES

Don't leave behind the techniques that have worked in direct marketing for generations. Knowing your audience, promising benefits that speak to felt needs, direct emotional language and design — it's all just as important as ever.



AN EFFECTIVE WEBSITE IS USER-ORIENTED, NOT INSTITUTIONALLY FOCUSED

On too many Websites, an organization talks about itself, not the user. Put yourself in your

target's shoes, then find ways to meet their needs. They don't care about you until you enter their world. The much-overused "Welcome to our homepage" is not a user-centered headline!



AN EFFECTIVE WEBSITE IS COHESIVE

As with any other medium, if you want to influence behavior, you should present a clear, focused offer or message. Websites often attempt to cover everything and thereby communicate nothing. When planning, start by determining a single, dominant goal for your Website. It may make sense for you to build different sites if you have more than one goal.



AN EFFECTIVE WEBSITE IS DYNAMIC

Give users reasons to keep coming back by changing or updating your content regularly. Websites may look like pages of print, but they behave much more like

ongoing broadcasts: You can repeat only so many times before you lose audience.



AN EFFECTIVE WEBSITE IS INTERACTIVE

Always give users *something to do*, not just words to read and pictures to look at.

The computer is a *tool* and that's how people expect to use it.

Create fun and useful applications, like questionnaires, quizzes, and bulletin boards. Always look for ways to entice users to give you their names.

Landmarks for  Internet pioneers

ON THE WORLD WIDE WEB



AN EFFECTIVE WEBSITE KNOWS IT'S INTERNATIONAL

Every Website is available around the world — not just North America. While your main audience is likely North Americans (don't abandon them in a soup of internationalism), be aware of the growing worldwide audience

you're reaching. You may want to make it possible for international users to buy or give.



AN EFFECTIVE WEBSITE HAS AN INTEGRATED BACK-END STRATEGY

A well-created and properly promoted Website will generate response. Have a clear plan for how you'll fulfill requests, how Web-acquired names will enter

your database, and what you'll do with those names in the long and short terms. It may make sense to have staff dedicated to the support of your Website and the names it generates.

Turn the page to discover the most important landmark of all ...



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WRH

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Leader: Jeff Nickel

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Monday, January 27, 3 to 4:15 p.m.
Leader: Jeff Nickel with a panel of Web marketing and technology experts

Jeff Nickel is Director of Strategic Planning and Marketing at The Domain Group.

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and money, we'll let you know. Do you want a guide who works that way? Talk to us.



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720 Olive Way, Suite 1700
Seattle, Washington 98101-1816
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Jeff Nickel, ext. 402
FAX 206/621-0139

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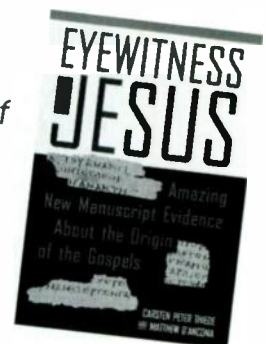
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To Anaheim and Beyond

Three years ago, I had the honor and privilege of being elected chairman of National Religious Broadcasters (NRB). God has blessed our work over the years in the talents of the men and women who have risen to leadership roles and in our growth in numbers and influence. I am humbly grateful for the opportunity to serve you and look forward to passing on the baton in Anaheim, Calif.

My goal as chairman was to lead this organization effectively and conscientiously. I believe that because of the support of the executive committee, the board of directors, and the staff led by E. Brandt Gustavson, I have achieved that goal. It was something that could not be done alone and I want to express my thanks for your prayers and support during my term as chairman.

It is my pleasure once again to extend a warm welcome to old friends and new as we gather for the 1997 NRB convention. We didn't select the location based solely on weather, but I have it on very good authority it will definitely be warmer than last year in Indianapolis or the year before in Nashville!

This year, our exhibit hall is the largest it has ever been — proof of the value that members and exhibitors alike receive from NRB. The growth of our convention is a sign to the executive committee and the board how much our members appreciate the value of our annual convention. The educational sessions, programs, meal functions, and awards will be equally enjoyable.

At the convention, we will elect a new chairman, someone of trust and integrity who will lead our organization for the next three years. Not long ago, I read a devotional in *Encounter With God* which focused on Psalm 101 in which King David resolved "to affirm actively and encourage those whose trust and integrity is apparent. He will cultivate upright friends and colleagues in leadership. He will encourage personal and community honesty and justice. Leaders do well to surround themselves with people who trust the Lord and whose values center on humility before God, demonstrated mercy and promotion of justice." These same qualities are what we will look for in our new chairman and because of our faithfulness to Him, I know that God will bless us with such a person.

Many times, especially in professional sports, the results of management changes are very obvious. Because each new manager has his own approach, he is able to take his "team" to a new level. That is what I pray for NRB: that our new chairman, executive committee, and board will build upon our organization's accomplishments over the past 53 years. As I pass on the baton, I stand ready to support and encourage our new leadership.

The time I have served as your chairman has afforded me the opportunity to be associated with so many men and women of faith and commitment. To interface regularly with our president has been one of the greatest joys I have experienced in my 30 years with NRB. He is a man of character and a hallmark of his leadership has been his abiding concern for the best interests of NRB. I also extend my appreciation to vice president Michael Glenn, Anne Dunlap, and the wonderful staff in the Manassas, Va., office — thank you for your tireless efforts in support of Christian broadcasting.


My last article as your chairman would not be complete if I did not extend a word of appreciation to my employer, Walter Bennett Communications. Walter Bennett president Ted Dienert has been most gracious in permitting flexibility in all that has transpired in the last three years: the countless hours, the added expense, the many days away from the office. His support and encouragement have enabled me to give so much back to NRB.

Also, I want to acknowledge two of my colleagues at Walter Bennett — first to Harriet Hofmann, who has made sense of my drafts and given wonderful suggestions and additions, and second, to my administrative assistant Linda Maroney, who has been supportive, assumed additional work, and kept my calendar and correspondence right on target. Thank you.



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

Continued on page 158



roy·al·ty (roi'el tē), n.,
a person of royal lineage;
member of a royal family.



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History's Hinge

In the fall of 1989, then-NRB chairman Jerry Rose asked if I would consider coming aboard the organization full-time and taking the leadership position. Through a series of God-ordained circumstances and a 79-to-1 vote by the board of directors, I decided to come. For me, that decision was not a mistake. I believed I walked in God's will for me. On February 1, I began my eighth year with National Religious Broadcasters (NRB). You have made my service joyful and very substantially rewarding.

Before I came to NRB, I was in direct broadcast ministry with Moody Bible Institute, the Billy Graham Evangelistic Association, and Trans World Radio. I still enjoy a warm relationship with all three organizations. Now, though not in direct broadcast work, I share vicariously in all the good work the members of NRB do. I rejoice every time I hear of a person accepting Christ, a family being restored, a young person answering the call to God's service, or a person renewing hope through your ministry. We support you in whatever good you are doing for Christ.

We indeed live in a rapidly changing and challenging era. Some refer to this time as the "hinge of history" because society as we have known it is swinging in completely new directions. More dramatic change took place in the first 90 years of this century than in the previous 1900 years combined. With human knowledge now doubling every 17 months, greater change is expected in the final decade of this century than in the previous nine.

Someone calculated that 1 billion seconds ago it was 1951 and 1 billion minutes ago Jesus walked on earth. However, in Washington, D.C., it only takes a little over ten hours to spend \$1 billion — \$1.4 million is borrowed every two minutes. Those who are struggling for new roles of political leadership in America all have different solutions in mind for this defining moment in our history. They are certain to face a myriad of difficult decisions.

1 Chronicles 12:32 reads, "The sons and daughters of Issachar were those who *understood the times and knew what Israel should do*" [emphasis added]. May our chosen leadership be granted the same wisdom for this important time. One thing of which we can be sure is that God will not change, regardless of the electoral vote.

In the midst of the political anxiety, it is interesting to note that there appears to be a resurgence of interest, if not concern, regarding the spiritual and religious issues of our day. The current *New York Times* bestsellers ranking for nonfiction lists ten books on spiritual or religious issues. One of our prestigious universities stated that 40 percent of its students were involved in some form of religious activity apart from any institutional influence or program impetus.

I'm reminded of David's prayer in Psalm 24: "Show me Your ways, O Lord, teach me Your paths; guide me in Your truth and teach me, for You are God my Savior, and my hope is in You all day long."

It is gratifying to realize there are those who look back upon life's experiences with that kind of attitude and appreciation as they face the 21st century. We trust they will also understand the *times* better and know what to do when facing defining moments in their lives. Our prayer is that you will be confident of the fact that "He who began a good work in you will perfect it until the day of Christ Jesus" [Philippians 1:6].



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

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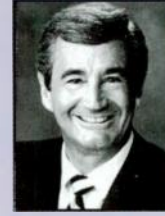
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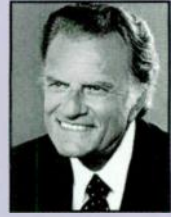
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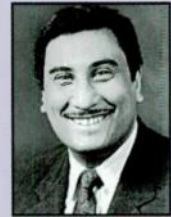
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Michael Youssef
Leading The Way

Since 1962, we have cared very much about the quality and integrity of our programming. During the past 35 years many storms of change in Christian radio have come and gone. But our commitment to Quality Bible teaching and Christian News/Information has helped us *stay the course*. For us, quality Bible teaching will always be the anchor for our format.

Thankfully, that is a conviction and a commitment that we share with the many programs that we have been privileged to partner with during these past 35 years.

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Membership at NRB 97

What an exciting time — just ask any “old timer,” someone who has been attending National Religious Broadcasters (NRB) conventions for more than ten years. The first thing he or she might say is, “I never miss an NRB convention, best thing I do all year.” And right up there at the top of their accolades list would be the people they meet — old friends, new friends, business contacts — all coming together for four days of dynamic education and spiritual encouragement.

Many who have been attending throughout the years have been faithful members and supporters of NRB. It is their loyal participation which has enabled NRB to accomplish its mission to edify and enhance broadcasting through representation before Congress, services, conventions, conferences, and publications.

In the last five years we have welcomed hundreds of new members representing diverse categories, such as stations and programmers; networks, talk show hosts, cable and satellite companies; internationals; music groups; and consultants.



Patricia Mahoney is director of member services for National Religious Broadcasters.

Membership Booth

Membership activities will take place at NRB 97 at the membership booth located just across from the registration area. For those members attending, stop by and pick up your ribbons to wear with your badges. We are providing member ribbons in the following categories: member, chapter officer, board of director, and IRB faculty and students. For those who are not members but are interested in joining for the first time, or reinstating a membership, our friendly staff will fill you in on the application process, services, and benefits provided.

Intercollegiate Religious Broadcasters

The fourth annual presentation of the Al Sanders Scholarship award will be presented on Sunday at 5 p.m. in Room C5 of the Anaheim Convention Center. NRB administers this cash scholarship award on behalf of Focus on the Family and its long-standing relationship with Walter Bennett Communications and Al Sanders. A reception will follow the ceremony to honor the winners. IRB members, award winners, friends, and family are cordially invited.

We are honored to announce our distinguished panel of judges representing radio, television, and national ministries: Edna Edwards, station manager of WFGW-AM-WMIT-FM/Black Mountain, N.C.; Beverly LaHaye, chairman of Concerned Women for America in Washington, D.C.; Rev. Bill McConkey, CBN board member and chairman of McConkey Johnston in Woodlark Park, Colo.; and Linda White, former general manager of WMHK-FM/Columbia, S.C.

For those interested in learning more about the Intercollegiate Religious Broadcasters, applications and brochures may be acquired at the Membership Booth.

Last year, six awards were presented in individual categories as well as group categories. The winners produced high quality, professional productions that were both educational and spiritually uplifting. We look forward to another year of the same quality programming. The awards will be presented along with the scholarship. We invite you to stop by and view the awards presentation and selected sections of each production.

Career Board

Looking for a job? We invite you to post your resume on our career board located at the Membership Booth. We will also post available jobs and intern positions. This may be the opportunity you've been waiting for to get that “perfect new job,” or “that perfect new employee.”



Could the Wrong Map Leave You Stranded?

They look nothing like the Amazon, but today's jungles of the mind can leave you just as lost. And wrong turns can be spiritually dangerous.

That's why an accurate map and a topnotch compass aren't just conveniences — they're survival tools. Not only do believers need to find their way through the twisted world of the cults or the tortuous mazes of the occult, but in a growing number of Christian churches the path to truth has been overgrown with the choking vines of esotericism and experientialism.

When it's a matter of truth and error, not just any map will do. And a broken compass leaves you stranded.

That's why thousands of thinking Christians tune in to the *Bible Answer Man* broadcast — a compass that won't fail, a map that reflects reality.



If the idea of being stranded is disconcerting, join the growing number of stations airing Hank Hanegraaff, president of the Christian Research Institute and host of the *Bible Answer Man*, as he equips your listeners with cutting-edge, concise, and clear directions to guide them with the *Master's Map* — back to the safety of God's truth.

Make the *Bible Answer Man* an essential part of your program schedule by contacting Paul Young for full information at:

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Rancho Santa Margarita
CA 92688-7000

or call him at
(714) 858-6100.



Hank Hanegraaff
President



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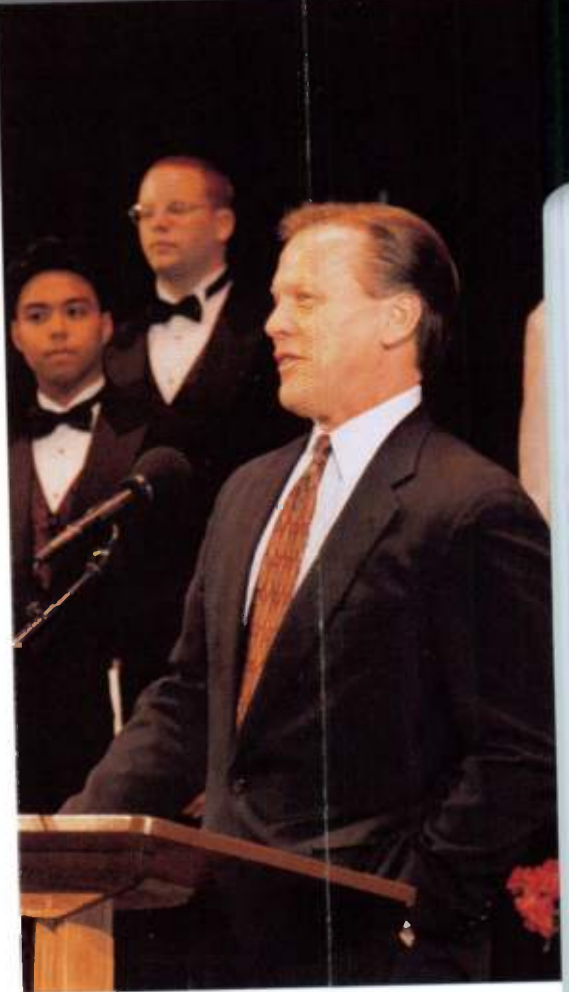
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At the breakfast, well-known

Christian entertainers and Christian broadcasters will share how their trips to Israel have changed their personal lives and ministries.

Anytime during the convention, stop by our booth in the Exhibition Hall (#426). We will answer your questions about leading tours to Israel. Several tour operators will also be available to discuss specific tour plans with you. And please request your own free Israel Travel Planning Kit. It contains a video and other materials to help you arrange your Israel tour.

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The ABCs of Using

by Bruce McCluggage

"PREACHIN' TO THE choir" — we've all heard it. Moving the church's evangelistic strategies beyond the confines of its buildings and altar calls is no easy task. Some parishioners count the cost and make noble attempts in engaging their world for the Gospel. But the battle is heating up.

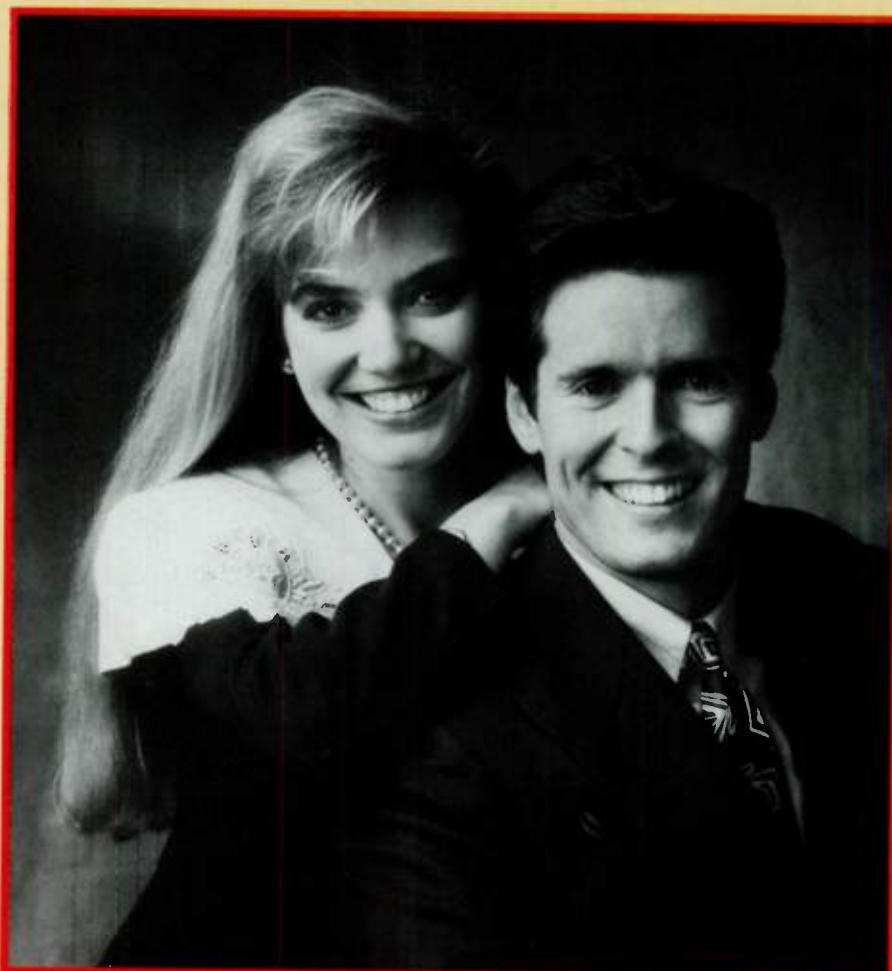
Now the cost comes at the higher price of being ostracized by a culture where the majority is less inclined to a Judeo-Christian tradition. The powerful societal forces of education, politics, law, and enter-

We need to take up the challenge much like Paul did when he was given the opportunity to speak about his "strange doctrine" by the media moguls of his day — the ones who ran Mars Hill in the Aereopagus of ancient Athens (Acts 17).

tainment all seem to marginalize the one institution upon which a society was believed to have been held together — namely, the church. It's enough to make a Christian duck and run for cover.

Which is exactly the point of Mission Media. It loves comebacks. This ministry is like the strategic air bombing raids that flew ahead of the Allied Forces landing parties on D-Day in World War II. After softening up the enemy, the pilots and plane crews then depended on foot soldiers to liberate the land and give it back to their allies.

What are the bombs? Mission Media realizes that the weapon of choice used to wage the culture



Natalie & Michael Boerner

Mission Media is putting society's most dominant influence to work for the church

wars today is often the electronic media, one of the most powerful communication tools civilization has ever known. It also realizes that secular media is a tool that the church is not accustomed to using. Other forces have utilized the airwaves and the results are devastating.

Today, large sectors of American society hold erroneous views of the church or God that have been shaped for them by an influential few. These few unfortunately believe that if there is a God, He either skips gleefully through the

universe like a giant mushy Barney or pounds people like a burly club-wielding policeman.

Nevertheless, these few elite gatekeepers either own or control the media. The neutral tool now becomes the expression of its controller's beliefs.

Mounting a Comeback

"Most people aren't antagonistic toward Christianity," says Michael Boerner, founder and executive director of Mission Media. "They simply don't know what the Gospel is."

MTV & NBC



Top. Michael and staff member John Elliott on the set.

Bottom. Mission Media takes to the streets to interview people about salvation.



are seeing how we, by working together, can use the media so those same people who know the NIKE and American Express slogans will also learn that Jesus alone is 'the way, the truth, and the life.'"

Working with a team of Christian media professionals, Mission Media produces television and radio commercials that communicate the gospel message with excellence. The style is sometimes hard-hitting, sometimes humorous, but always poignant.

Many will never forget seeing the commercial with the phrase, "Will it take six strong men to bring you back into the church?" with a slow dissolve to a funeral scene depicting a casket. The camera then pans back to reveal six pallbearers struggling to carry the casket into a church.

Tens of thousands view the spots during some of their favorite programs such as *ER*, *Friends*, *NBC Evening News*, *MTV*, and others. Very little "preachin' to the choir" is happening during these shows.

1-800-REAL-LOVE

The commercials call viewers to immediate action by airing a toll-free number, 1-800-REAL-LOVE, where operators direct them to a church nearest their ZIP code area. Callers even have the option of having their call transferred directly over to the church offices to speak with the pastor or associate pastor.

Even if the viewer does not call, the impact of the message has sunk well behind the defenses for God to work in the future.

Boerner sees the church beginning to mount a comeback. Spectators love comebacks, don't they? Boisterous crowds in sports stands every week naturally feel the unconscious duty to root for their home team . . . and few things are more exciting than when your team comes from behind to overtake a haughty opponent.

Mission Media is at the forefront of helping to rally churches from different Christian denominations to pool their resources and make a unique difference in the secular climates of their city.

Ron Burnham, pastor of Life Christian Fellowship in Boise, Idaho, is joining in the comeback. He explains, "I and many other pastors

Continued on page 28

THE ABCS . . .

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Participating churches give \$75 to \$300 per month to fund the media outreach. So far, 70 churches from various denominations have chosen to participate in the Boise and the southern Idaho area. Additional financial support comes from individual and business donors.

"I believe that we have the most important message in the world to communicate," explains Boerner. "But we need to remember that non-Christians do not go to church, they do not watch Christian TV nor listen to Christian radio, and unfortunately do not have many Christian friends who are witnessing to them. How then are they going to hear the gospel message?"

Passion Into Action

The passion with which he asks the question reveals his past and the initial vision behind Mission Media. Raised in a Mormon home, Boerner eventually saw the contradictions of the Latter Day Saints doctrine and upon understanding the power of the cross, his enthusiasm became uncontainable.

[Michael] Boerner knew he was on to something when every single pastor gave a positive response.

"I realized I had not been taught the truth for most of my life," Boerner shares, "but I finally came to understand that salvation did not come by way of works but by grace alone. Grace was good news for me! So I naturally thought of how I could get this message out to the most amount of people possible." Lane Franks, pastor of Boerner's new church in Phoenix, then disciplesd him for the next three years and included crucial instruction in modeling evangelism.

Boerner initially applied to attend Biola University to study filmmaking because he had concluded that media was the best vehicle to



Top left. Scene from Mission Media's video sermon illustration "Dynamite Love."

Top right. On the set with Mission Media shooting video sermon illustrations.

Bottom. Mission Media in production.

carry the message of Christ's salvation to the greatest number of people. However, he decided he wanted the hands-on work as an apprentice in Boise with a couple involved full-time in making Christian films overseas.

As a result of Boerner's stepping out in faith and raising personal financial support, he found himself overseas in the midst of shooting, directing, and editing film. The impact Christian-based filmmaking made on the international crowds caused Boerner to reflect upon a

similar impact in his home country. They were so hungry for it, he thought.

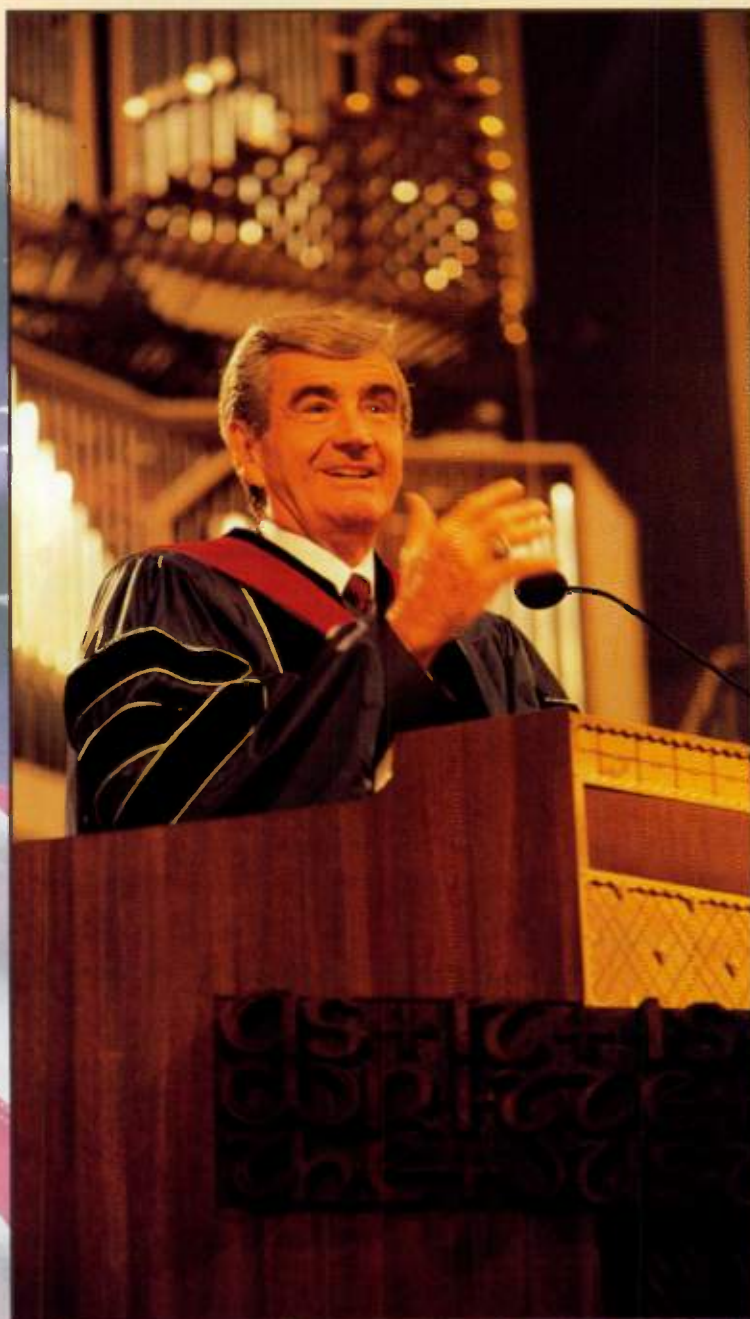
Soon he became plagued by the recurring question, Why don't more Christian churches work together to utilize the secular networks for accomplishing the Great Commission (Matthew 28:18-20)? As with any great visionary, Boerner used the question to move him to action.

He called and met with dozens of pastors in Boise to discuss the

Continued on page 30

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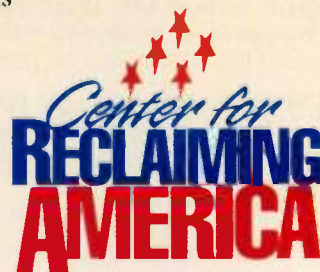


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THE ABCs . . .

Continued from page 28

idea of forming an association of churches that would pool their money to promote the Gospel through the secular television networks. Boerner knew he was on to something when every single pastor gave a positive response.

Strength in numbers is the simple principle Boerner uses to make his point. "In studying the principle of associations, I learned that large numbers of donors giving relatively small amounts of money over a regular period of time can result in an enormous impact. But unity is the critical key to its success.

"I also learned that there was an association for just about everything except the church," Boerner continues. "Something needed to change." And it did: Boerner helped to found the Christian Churches of the Treasure Valley Association which grew from four initial churches to 25 in just four months.

Soon, the pastors realized that not only was their newfound unity useful within their churches but it did something even more powerful outside of them — to the unchurched.

"Got Milk?"

Dairy farmers across America never conceived they would become so popular by the clever "Got milk?" ad campaigns splashed across the media by the Dairy Farmers Association. But the purpose of any group's association is simple: Send out a message to the masses that will benefit the goals of the group.

Pastor Jack Bradley of Boise enthusiastically clarifies, "Mission Media is on the cutting edge of evangelism to the unchurched because it so skillfully and prayerfully utilizes the mass media. Our church realizes that we could never afford to produce anything remotely comparable. That is why Mission Media is the most effective item in our publicity and evangelism budgets."

The principle of applied unity is proving to be a powerful force. Last spring, Boise churches welcomed the *JESUS* Video Project (JVP), a plan wherein church members distribute a free evangelistic video, then return

to hear people's responses. Though reaching 130,000 city dwellers can be a bit daunting, the wheels of unified prayer and purpose were already in motion and Mission Media was poised to play its part.

The promotional theme of JVP, catching eyes on flyers and ads, states that "Two of the most popular movies of all time are about extraterrestrials. One is true." Mission Media mobilized to create clever television ads to build on the theme.

The first 30-second ad, running as a teaser, generated curiosity about an extraterrestrial coming to visit. The spot featured UFO film clips from a sci-fi adventure. The next week, the second ad introduced the true story of the *JESUS* video, which has been seen by more than 500 million people and is the most translated film of all time.

Some unfortunately believe that if there is a God, He either skips gleefully through the universe like a giant mushy Barney or pounds people like a burly club-wielding policeman.

Thirty-three thousand homes eventually received the video because 53 churches and ministries like Mission Media banded together to trust God to move in a way that would have been inconceivable on their own. Additional spots produced by Mission Media are now used with the national *JESUS* video campaign in dozens of cities from Anchorage, Alaska, to Syracuse, N.Y.

Another example of local city churches using the power of unity occurred last spring when they teamed up with Mission Media to sponsor the first Gary Smalley conference targeted to a non-churched audience in an elaborate community convention facility. Mission Media helped to procure influential secular media sponsors such as KTVB-TV, an NBC television affiliate, as well as K-106 FM and LITE 108 FM, two of Boise's favorite secular music radio stations.

The sold-out response of more than 2600 was overwhelming. Hun-

One of the billboards placed by Mission Media throughout Southern Idaho.



dreds of interested individuals were channeled into weeknight follow-up discussion groups held in churches or lay homes. KTVB's Community Affairs Director Sally Craven gushed, "We believe this to be one of the most significant events with which [our station] could be identified. We also believe we'll be measuring the impact on this community for years to come. Strong healthy marriages/families translate into a strong healthy community."

Hitting Issues Head-On

Jesus' last words in His upper room prayer for the disciples help motivate each Mission Media staff person in their unique roles of serving local churches: "that they may be perfected in unity, that the world may know that Thou didst send me" (John 17:23).

Often, the unchurched do not understand why different denominations exist and carry the false notion they all present a different path up the mountain to knowing God. Mission Media took this issue head-on last Christmas by buying full-page ads in all of southern Idaho's major newspapers.

Pictures of different pastors and the names of their churches lined each photo with this gripping question in bold dark letters: "What do all these people have in common? HEAVEN. They all agree on how to get there."

The rest of the text gave a disarming explanation of how denominations exist in unity as well as a

clear gospel message of the true Christmas story. Again, the 1-800-REAL-LOVE phone number was displayed for immediate follow-up and connection to a local fellowship.

The ad tore down an edifice of misconception about the church — often purported by the media — because the church decided to work together to use the media.

Radios, Billboards, and CDs

Other cutting edge ideas proliferate inside Mission Media's offices. Some of its staff delve into creative fun by writing enticing radio spots to spark listeners to check out various churches located around the Treasure Valley. Others create eye-catching billboards which dot the landscape around the Boise community.

Mission Media seeks to serve pastors by providing powerful media tools to help communicate God's Word in a relevant way. Using recent technological advances in CDs, Mission Media staff members are creating video sermon illustrations and cataloging them on CD interactive (CDI) disks and VHS for pastors to easily use in any speaking setting.

Boerner emphasizes this unique communicative approach by constantly quipping: "When Christ really wanted to drive home an important point, He used a parable. What we're doing is using Christ's masterful technique with today's technology."

Mission Media will be distributing originally produced national quality film clips on a quarterly basis. Pastors and Christian communicators at any level can subscribe to these powerful 30-second to two-minute illustrations for use in their respective ministries.

Pastor Bob Hines of Broadway Avenue Baptist church says, "We've been looking for 12 years for this kind of technology to be able to communicate full spectrum. The experience for the church has been remarkable. They are remembering and getting more of the message."

This also hits the mark with youth. "With video illustrations, they are hot, they are awesome. It just grasps their attention," comments a Boise youth worker. A recent survey reveals that 54 percent of church-goers would be more likely to invite a friend or neighbor to a service using video illustrations.

Recently, this new technology was tried at a training seminar for church laymen on the issues and motivations in sharing their faith. Four emotionally moving clips from one of the video illustrations were used throughout the message, bringing to life the four main points of the presentation.

If a picture is worth a thousand words, then several moving pictures (in less than 5 minutes) saved hours of time and speech in covering the topics of commitment, perseverance, teamwork, and true success in witnessing.

Overcoming Objections

Some in the pews may feel uncomfortable with the idea of the church using contemporary stories to illustrate timeless truths. Other church-goers may not be able to let go of negative images surrounding the media industry. Some church leaders may project that members will become more lazy in their personal responsibility to evangelism and discipleship because the media is doing it for them.

How does one answer these

Continued on page 33

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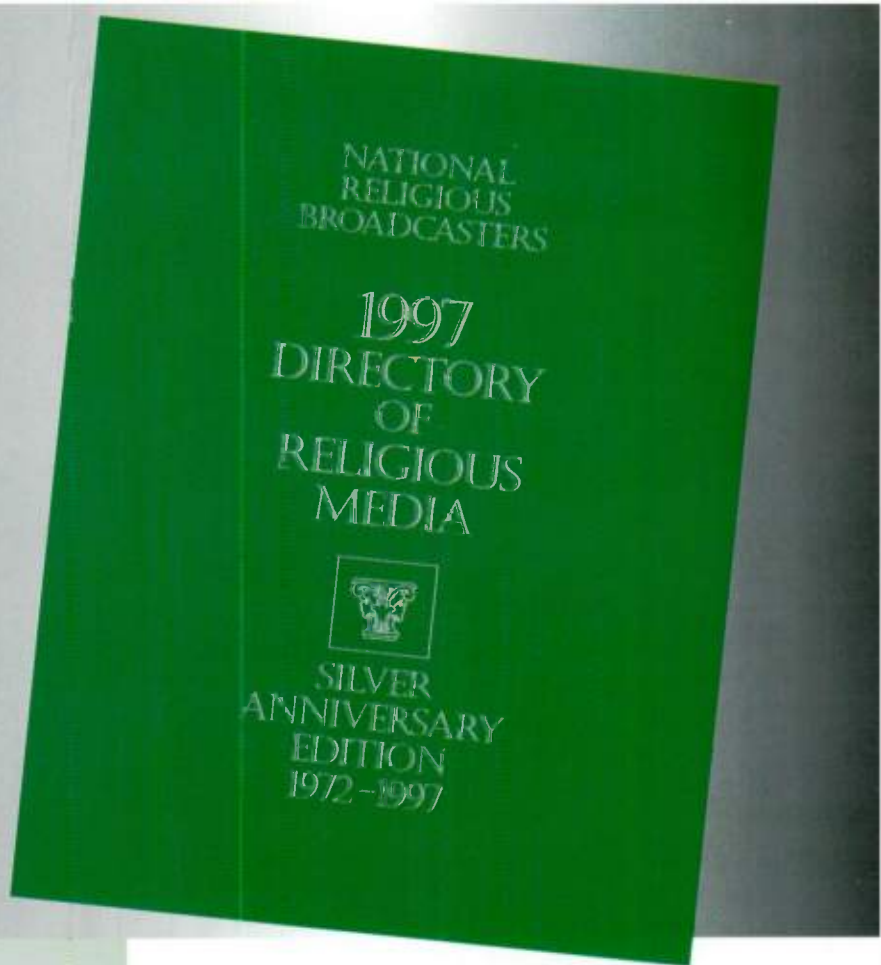
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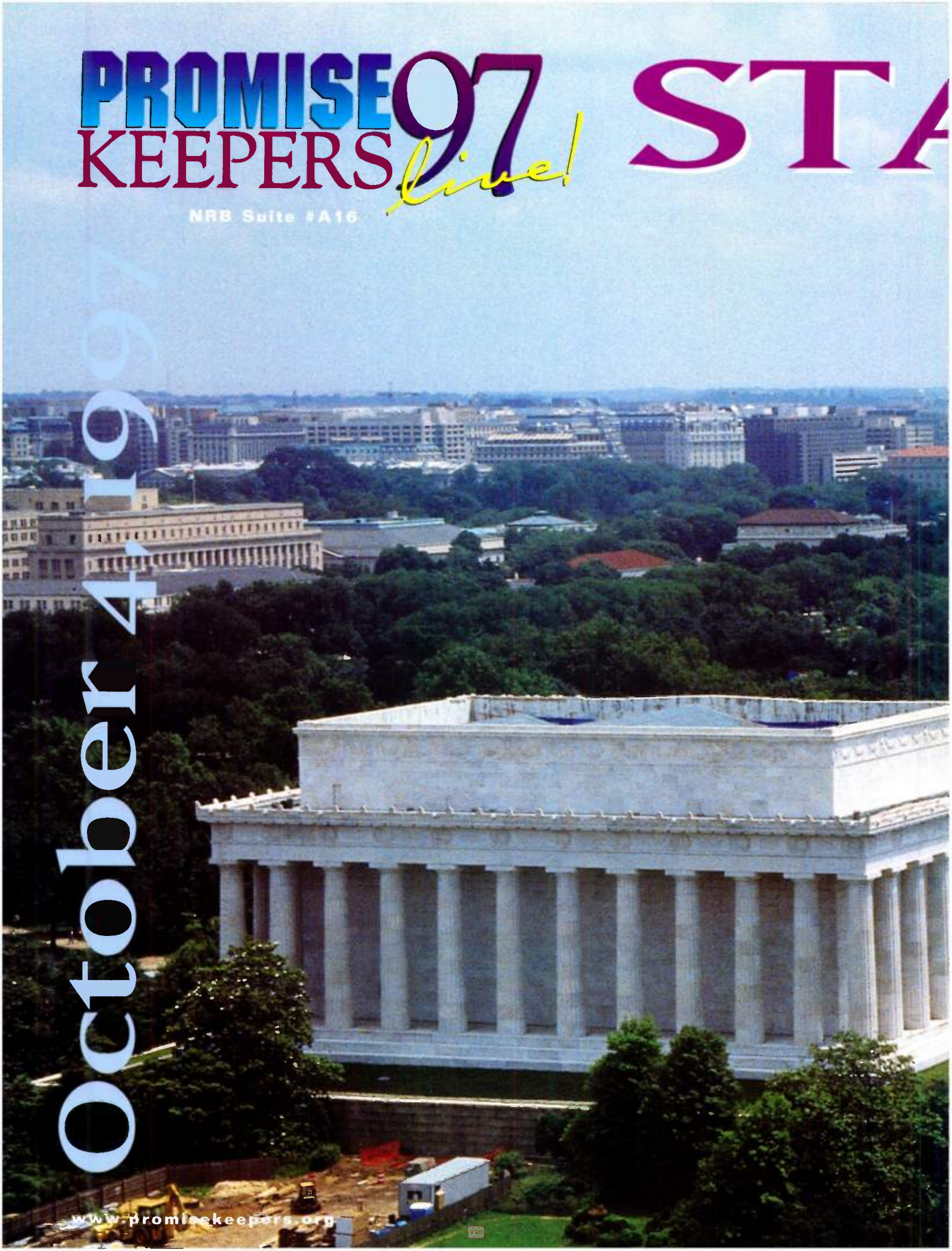
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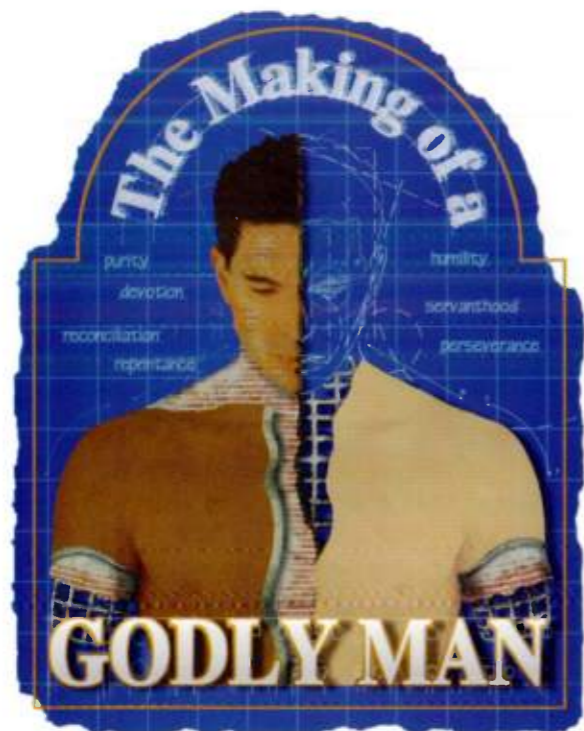
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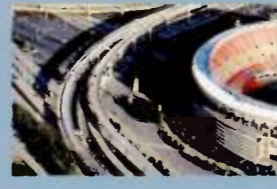
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THE ABCs . . .

Continued from page 31

real-life issues? When asked what one thing she would change in the media today, a 14-year-old Christian girl said, "I would change the portrayed image of Christianity. Christians in the media seem too perfect or self-righteous, too preppy, or just weird — not normal."

The church in the media has become many folks' whipping boy. Perception has become reality in today's high-tech world. We need to take up the challenge, much like Paul did when he was given the opportunity to speak about his "strange doctrine" by the media moguls of his day — the ones who ran Mars Hill in the Areopagus of ancient Athens (Acts 17).

"Our church realizes that we [alone] could never afford to produce anything remotely comparable. That is why Mission Media is the most effective item in our publicity and evangelism budgets."

— Pastor Jack Bradley

Boerner answers these raised questions by stating, "The media is not the answer; the local church is the answer. The media is only a powerful tool [used for good] in the hands of the local church." The one-line description found in Mission Media's purpose statement reiterates this point: "We are a nonprofit ministry working as a servant of the local church through the secular media."

John Elliott, staff member of Mission Media, sees his role as historically crucial to the overarching education of the church. "I see the church today operating in the technology of the 19th century," he says. "We desire to educate pastors to use the technology of the 21st century."

Mission Media = Mission Possible

With its short 6-year history, Mission Media is poised for nation-

al growth. The immediate desire is to cover the rest of Idaho, but requests are pouring in to expand to other cities. Though seed money in the thousands of dollars await the ministry's arrival, it needs more personnel to help with the expansion.

The ministry is also looking for communities in which churches already exhibit an attitude of unity and prayer. Production is completed and costs now can go toward purchasing regular media time that often averages less than a penny for one person to be exposed to an unforgettable moment of spiritual input.

Maybe your community is ready for such an endeavor . . . and perhaps God is calling you to play a part.

I once stood on the exact site in San Bernardino, Calif., of McDonald's first golden-arched store of now famous hamburgers and french fries. How in the world did that company get me to memorize all its jingles including the 15-word recipe for the Big Mac?, I mused. The answer is simple: For years the chain used the media to perfection — and it still does.

Mission Media feels that many communities are full of churches that know their message is much more important than any product advertised today. It also believes that the media could be just the ticket for helping to unite many of these churches in their common goal to take the Gospel to the ends of the earth.

There are 20,000 McDonald's spread across the globe. There are 400,000 churches in the United States. We're due for a comeback.

Editor's note: For more information on Mission Media, check out Michael Boerner's educational session "Five Steps to Putting NBC & MTV's Powerful Influence to Work for Your Church" during the 1997 National Religious Broadcasters Convention & Exposition at 3 p.m. on Tuesday, January 28.

Bruce McCluggage, a 15-year staff member of Campus Crusade for Christ (CCC), is a writer for CCC's national campus ministry media team.

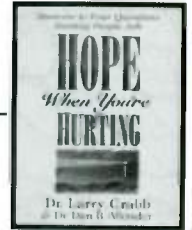
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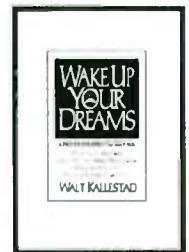
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by Richard C. Dean

IT HAPPENED ONE evening in early February 1996. I was reading *The Plain Truth*, the magazine of the Worldwide Church of God, a group many Christians have traditionally regarded as a cult.

I was reading it because it was, after all, my responsibility to keep track of and expose legalism, unorthodox teaching, and error whenever it was discovered.

The declaration I read, "A Church Reborn" authored by the newly appointed president of the church, Joseph Tkach, caught me completely unprepared.

*The scales of darkness
cannot survive the
Word of God.
The Gospel always wins.
When error and darkness
are exposed to the Light
a miracle begins.*

An editor's note explained that the article was also appearing in the winter 1996 issue of *Christian Research Journal*, published by the Christian Research Institute (CRI).

Wow! CRI was founded by Walter Martin, the author of *Kingdom of the Cults*, a basic reference tool for Christians and a book that devoted 34 pages to Armstrongism, the cultic teachings of the Worldwide Church of God.

This was the Worldwide Church of God of Herbert W. Armstrong and Garner Ted Armstrong. The media empire of *The World Tomorrow* on radio and television and *The Plain Truth* in print.

This was the same church that had predicted the end of the world on a number of occasions. The same church that branded the Trinity as a pagan teaching. The same church that was rooted in the old covenant, teaching legalistic interpretations of Mosaic teachings as being required for salvation.

Open Arms: Welcoming the Worldwide Church of God

A Church Reborn

My interest was heightened as I read Tkach's words. "Our belief and practices have undergone a continuous process of revision," he wrote, "under the direction of our pastor general, Joseph W. Tkach Sr. (my father), who succeeded Mr. Armstrong. Before he died this past September [1995], my dad appointed me to succeed him . . .

"Gone are our obsession with a legalistic interpretation of the Old Testament, our belief in British Israelism, and our insistence on our fellowship's exclusive relationship with God. Gone are our condemnations of medical science, the use of cosmetics, and traditional Christian

celebrations such as Easter and Christmas.

"Gone is our long-held view of God as a 'family' of multiple 'spirit beings' into which humans may be born, replaced by a biblically accurate view of one God who exists eternally in three Persons, the Father, the Son, and the Holy Spirit.

"We have embraced and now champion the New Testament's central theme: the life, death, and resurrection of Jesus Christ. Jesus' saving work on behalf of humanity is now the focus of our flagship magazine *The Plain Truth*, rather than end-time prophetic speculation.

"We proclaim the sufficiency of our Lord's substitutionary sacrifice

THE Plain Truth

SEPTEMBER/OCTOBER 1996 \$2.50 (CAN\$3.50)

A Walk Down
Death Row

Is God a
Republican?

Rosey Grier's
Journey to
Christ

A Place of
Safety

Hollywood
vs.
America

INTERVIEW WITH
AUTHOR AND
FILM CRITIC
MICHAEL MEDVE

Hope
FOR
Hollywood?

to save us from the death penalty for sin. We teach salvation by grace, based on faith alone, without resort to works of any kind. We understand that our Christian works constitute our inspired, grateful response to God's work on our behalf — 'We love because He first loved us' (1 John 4:19)."

Unspeakable Joy!

Having read this far, I could hardly contain myself for joy! Never in my 60 years had I witnessed such a wholesome and positive reawakening within any group or denomination. This was a dramatic move in the right direction!

Perhaps I recognized anew what had happened in my own life at the tender age of 16 when I discovered the Scriptural message of salvation through the grace of Jesus Christ alone. That very same theme had touched my heart when I was struggling to work and earn my way to God's favor (unsuccessfully, of course). Legalism comes in many

forms and disguises and can be found in hundreds of denominations, cults, and -isms.

The scales of darkness cannot survive the Word of God. The Gospel always wins. When error and darkness are exposed to the Light a miracle begins.

President Tkach continued, "My father . . . subjected himself to the truth of Holy Scripture. In the face of opposition he insisted that Jesus Christ is Lord. He was a humble and faithful minister of Jesus Christ who allowed God to lead him and the Worldwide Church of God into the riches of God's grace.

The dramatic doctrinal changes of the Worldwide Church of God are revealed in the pages of The Plain Truth. President Joseph Tkach explains, "Jesus' saving work on behalf of humanity is now the focus of our flagship magazine The Plain Truth, rather than end-time prophetic speculation."

THE Plain Truth

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Relying on God in faith and in fervent prayer, we fully intend to stay the course on which Jesus Christ has set us."

Our Response

What are we to say to all this? How should we respond? How does the flock respond when the shepherd reaches out to locate and rescue his lost sheep?

Some may suggest that there is a subtle effort afoot to counterfeit the Gospel and confuse unwitting believers. Some have already

Continued on page 36

responded to this wonderful news by saying that the Worldwide Church of God is trying to pull the wool over the eyes of the flock.

This response would interpret all of this as a clever public relations gambit; therefore Christians should be extremely cautious.

Others may insist that miraculous transformations like this just don't happen. And this is an understandable reaction, given the proliferation of cults and cultic teachings. The success of cults is frightening, seemingly out of control.

Reading Tkach's amazing testimony, I had some of the same concerns. How could this happen? The pattern of change in churches and denominations that I was familiar with was typically decay, a movement from orthodoxy to apostasy. But I also realized that God reaches out to seeking hearts and that He moves in mysterious ways.

I came to believe that such an astounding and unheard of renunciation of past error coupled with a clear confession of faith could only elicit the response of extending the right hand of fellowship.

Personal Meeting

I wanted to find out more. Circumstances allowed for me to have the privilege of spending some precious and memorable hours with Tkach, accompanied by director of church administration J. Michael Fezell and *The Plain Truth* editor-in-chief Greg R. Albrecht.

They were conducting a week-long pastor's conference in Harrisburg, Pa., explaining, teaching, and directing the transformation of the Worldwide Church of God to pastors and wives. At my invitation they drove to WFMZ radio and television headquarters in Allentown.

We shared lunch and the majority of the afternoon together. We had a joyous time centered around the Word and our personal testimonies.

As does everyone who hears of this remarkable movement of the

Holy Spirit, I wanted to know how all of the necessary changes came about and how pastors and members who had been taught and trained in legalism reacted to the grace and mercy of our Lord and Savior.

I personally heard the story that was summarized in Tkach's article. And now I am testifying to you what I heard.

Tkach said, "Our progress has not been without costs. Income has



Joseph Tkach

plummeted, costing millions of dollars and requiring us to lay off hundreds of long-time employees.

"Membership has declined," the president continued. "Several splinter churches have broken from us to return to one or the other of our previous doctrinal and cultural positions. As a result, families have separated and friendships have been abandoned, sometimes with angry, hurt feelings and accusations. We are deeply saddened by this and pray that God will bring healing and reconciliation.

"Despite the material losses, we have gained much. As Paul wrote, 'Whatever was to our profit in what we embraced before, we now consider worthless for the sake of Christ. We take courage and com-

fort in knowing Christ and the power of His resurrection and fellowship of sharing in His sufferings, becoming like Him in His death, and so, somehow, to attain to the resurrection from the dead' (Philippians 3:7-11).

"We welcome the blessing of being part of not just a small, exclusive, physical corporation, but the body of Christ, the community that is the church of God, and to do all we can to help share the Gospel of Jesus Christ with all the world," Tkach declared.

Forgive Us Our Trespasses

Many will still question how such a transformation can take place with formal apologies without a request for forgiveness and without an acceptance of the responsibility of the hurt and pain caused by unbiblical teaching.

"Surely if there is sincerity," runs this line of reasoning, "there will be fruits of repentance." This was addressed in the March/April 1996 issue of *The Plain Truth*. (The once monthly magazine changed to bi-monthly as a direct result of the payment to be made for accepting truth over error.)

Tkach wrote in this issue, "We've been wrong. There was never an intent to mislead anyone. We were so focused on what we believed we were doing for God that

we didn't recognize the spiritual path we were on.

"Intended or not, that path was not the biblical one," he continued. "So we stand today at the foot of the cross — the ultimate symbol of reconciliation. It is the common ground on which all estranged and alienated parties can meet. As Christians, we all identify with the suffering that took place there, and we hope that identification will bring us together."

The Future

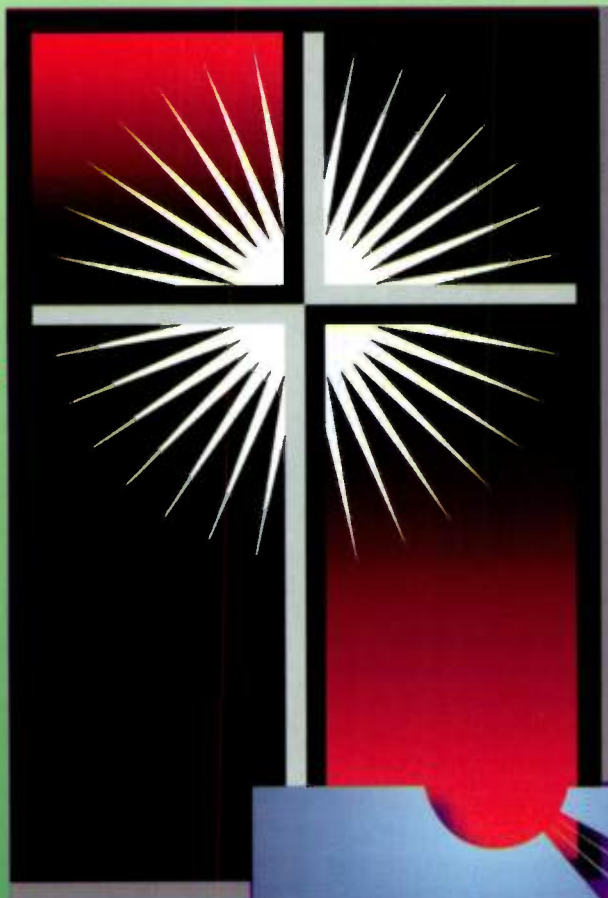
I am thrilled and delighted to personally know the leadership of the Worldwide Church of God. Perhaps it will seem trite that I compare the glorious triumph of Jesus

Continued on page 38

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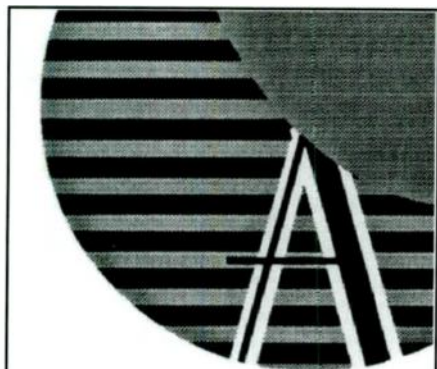
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OPEN ARMS . . .

Continued from page 36

Christ in this part of the body of Christ to the classic stage production *Fiddler on the Roof*.

Young Tzeitel has been promised by her father, Tevye, to old Lazar Wolf the widowed butcher, though her heart belonged to young Motel the tailor. Tevye's relenting permission for the young lovers to wed brings forth the joyful song "Miracle of Miracles." The true loves were allowed to dwell together.

"Gone is our long-held view of God as a 'family' of multiple 'spirit beings' into which humans may be born, replaced by a biblically accurate view of one God who exists eternally in three Persons, the Father, the Son, and the Holy Spirit."

— Worldwide Church of God president Joseph Tkach

I can tell you that miracles still happen in the body of Christ. In the real life of the church our Lord and Savior walks among us seeking the lost, the wounded, the blind, and the broken-hearted. What a joy to be alive and to witness the mighty work of the Holy Spirit as he moves among us to bring us to the unity we have in Christ!

(Regarding miracles, I am told that the cover story of the March/April 1997 issue of *The Plain Truth* is an exclusive interview with Billy Graham!)

The Worldwide Church of God and the newly formed Plain Truth Ministries will focus its ministry and outreach on teaching others what it has learned. These people know firsthand what it means to be trapped in a world of legalism.

They believe their journey out of the world of cults, unbiblical teaching, and legalism can help them to point out the pitfalls and obstacles. They have a zeal and a

passion for the Gospel which drives them to do their part to serve our Savior.

Plain Truth Ministries is now a member of the Evangelical Press Association (EPA), the Evangelical Christian Publisher's Association (ECPA), and an associate member of National Religious Broadcasters.

Some of the most respected names in the Christian church have publicly applauded the transformation and requested the support and prayers of the larger universal Church.

The July 15, 1996, issue of *Christianity Today* devoted seven pages to this historic transformation in an article by author and professor Ruth Tucker, "From the Fringe to the Fold — How the Worldwide Church of God discovered the plain truth of the Gospel."

What We Can Do

The Worldwide Church of God needs to tell its story. *The Plain Truth* needs to thrive and to grow in influence as it stands for the kind of reformation that leads to revival and growth in the body of Christ.

The church and its publication need our help, our support, and our prayers. They cannot grow if we accept them on probation. They cannot succeed if we do not stand up with them and for them. They are in a struggle for survival.

Plain Truth Ministries not only publishes *The Plain Truth* magazine, but also produces quality videos to help finance its operations. The ministry also plans to rejoin the electronic ministry, this time to proclaim the Gospel of Jesus Christ. Funds do not permit the expansion this year, but I am one radio and television station president who will be praying and cheering for them to do so as soon as possible.

With the courageous, uncompromising stance of the Worldwide Church of God, dedicated to proclaiming the message of God's all sufficient grace in Jesus Christ, the honest-to-God plain truth can be clearly shouted from the housetops!

Please join me in welcoming our new brothers and sisters in the Lord.

Richard C. Dean is president of WFMZ-AM-FM-TV/Allentown, Pa.

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Foreword

THIS STATEMENT OF Conscience of the National Association of Evangelicals reflects our deep concern for the religious freedom of fellow believers, as well as people of every faith. We invite others to join us to work tirelessly to bring about action by our government to curb worldwide religious persecution.

Facts

The persecution of religious believers has become an increasingly tragic fact in today's world. In many countries, moreover, Evangelical Protestants and Catholics have become special targets of reigns of terror initiated by authorities who feel threatened by Christian faith and worship. Such authorities, often motivated by anti-Western, anti-democratic ideologies, also persecute Christians as a means of threatening the freedom of all persons subject to their authority.

Incidents of religious persecution are legion:

- In many Islamic countries, where militant and xenophobic Islamist movements seek to capture the soul of a historically tolerant Islamic faith, and where the demonization of Christians also serves to intimidate Muslims seeking freedom from repressive regimes.
- In China, Cuba, Laos, North Korea, and Vietnam, where remnant Communist regimes feel threatened by persons whose Christian faith places them under an authority transcending governments, and where the persecution of Christians also serves to intimidate non-Christian dissenters.
- In other parts of the world, where persons of evil intent rightly understand that the survival of churches undermines their aims, because these churches affirm the human dignity of all persons created in God's image and acknowledge their ultimate accountability to a transcendent God.
- In countries and regions where the demonization of powerless Christian scapegoats often serves to vent, foment, and popularize hatred of the West and the United States.
- Imprisonment and torture of persons for simply attending

Statement of Conscience Concerning Worldwide Religious Persecution

by the
*National Association
of Evangelicals*

Christian worship services or Bible studies.

- Establishment of government-controlled "religious associations" and criminal prosecution and torture of members of "unlicensed" Christian churches.

- Refusal to permit Vatican appointments of Catholic bishops and refusal to allow nonapproved bishops to appoint local priests.

- Encouragement and appeasement of unpunished mob violence against Christians conducting burial and other religious services.

- Encouragement and appeasement of unpunished looting and burning of businesses and homes of practicing Christians.

- Church burnings and systematic official refusals to allow the building of new churches or church repairs.

- Encouragement and appeasement of systematic beatings of children who attend Christian schools.

- Literal sale into slavery of Christian children abducted by government forces.

- Refusal to distribute food to Christians in famine-stricken areas unless they agree to renounce their faith.

- Wide dissemination, often with government support, of scurrilously hateful, deliberately provocative, anti-Christian tapes, books, and tracts.



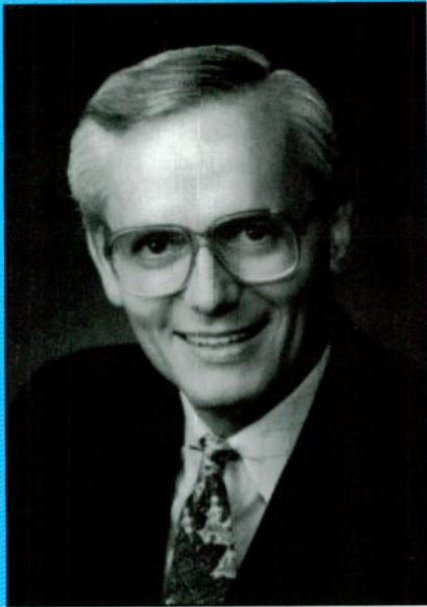
- Imprisonment of Christians for the mere possession of Bibles.

- Prosecution, torture, and even murder of practicing Christians under infamous and broadly construed "blasphemy" laws.

- Prosecution, torture, and even murder of Christian converts and the children and grandchildren of such converts, under equally infamous and broadly construed "apostasy" laws.

Principles

If people are to fulfill the obligations of conscience, history teaches the urgent need to foster respect and protection for the right of all



National Association of Evangelicals president Don Argue

persons to practice their faith.

If people are to fulfill the obligations of conscience, history cries out for an end to today's wrongful silence, by Christians as well as others, in the face of mounting persecution of Christian believers.

If governments are to be worthy of the name, or responsive to their national interests and the interest of their people, lessons of history mandate uncompromising hostility to religious persecution.

If, though it is true, the United States government cannot end all evil throughout the world, it can nonetheless adopt policies that would limit religious persecution and ensure greater fulfillment of inalienable and internationally recognized rights to freedom of religious belief and practice.

Call to Action

It is lamentable that persecution of religious believers is pervasive around the world.

We are dismayed that the United States government has been indifferent to its obligation to speak out against reigns of terror now being plotted and waged against Christians. At the same time, we confess our own culpability in failing to do all within our power to alleviate the suffering of those persecuted for their religious beliefs.

We know that the United States government has within its power

and discretion the capacity to adopt policies that would be dramatically effective in curbing such reigns of terror and protecting the rights of all religious dissidents. As a matter of conscience, therefore, we respectfully call for the following actions to be taken by the government of the United States:

I. Public Acknowledgment

Public acknowledgment of today's widespread and mounting anti-Christian persecution and the adoption of policies condemning religious persecution whether it results from official policy or from unchecked terrorist activity.

To that end, we respectfully recommend that the following steps be taken:

- A major policy address by the President initiating a new *public* diplomacy commitment to openly condemn anti-Christian persecution wherever it occurs and further announcing a lesser reliance on today's private diplomacy and case-by-case appeals to curb such persecution.

- Issuance of instructions to all Ambassadors or surrogates to meet regularly with willing church leaders and dissidents in countries where religious persecution occurs.

- Appointment of a knowledgeable, experienced, and compassionate Special Advisor to the President for Religious Liberty charged with preparing a report indicating needed changes in policies dealing with religious persecution, and recommending remedial action.

- Issuance of instructions to the United States delegate to the United

Nations Commission on Human Rights to regularly and forcefully raise the issue of anti-Christian and other religious persecution and instructing them to provide diligent assistance when the victims of religious persecution seek refugee status.

- Issuance of instructions to senior officials engaged in trade or other international negotiations, when dealing with officials of countries that engage in religious persecution, to vigorously object to such religious persecution and to link negotiations with the need for constructive change.

II. Issuance of Reports

Issuance by the State Department's Human Rights Bureau and related government agencies of more carefully researched, more fully documented, and less politically edited reports of the facts and circumstances of anti-Christian and other religious persecution.

To that end, we respectfully recommend that the following steps be taken:

- Issuance of instructions to human rights officers to distinguish between the treatment of different Christian groups within countries and no longer to assume that all such groups are similarly dealt with.

- Issuance of instructions that Human Rights Bureau annual reports are to make explicit findings of whether anti-Christian or other religious persecutions occur, thereby eliminating from such reports any "option of silence" regarding such persecutions.

Continued on page 42

National Association of Evangelicals Pledge Regarding Persecution

- To end our own silence in the face of the suffering of all those persecuted for their religious faith.
- To address religious persecution carried out by our Christian brothers and sisters whenever this occurs around the world.
- To withhold assistance by our member denominations to those countries that fail to take action to end religious persecution.
- To do what is within our power to the end that the government of the United States will take appropriate action to combat the intolerable religious persecution now victimizing fellow believers and those of other faiths.
- **Statement of Conscience**

- Clarifying and upgrading the role of embassy human rights officers in countries where anti-Christian or other religious persecution is ongoing and pervasive, and ensuring that such officers carefully monitor religious liberty violations on an ongoing and prioritized basis.

III. Cessation of Hostility

Cessation of the indifferent and occasionally hostile manner in which the Immigration and Naturalization Service (INS) often treats the petitions of escapees from anti-Christian persecution.

To that end, we respectfully recommend that the following steps be taken:

- Issuance of an Attorney General's bulletin to INS hearing

officers acknowledging mounting anti-Christian persecutions in many parts of the world, and directing such officers to process the claims of escapees from such persecution with priority and diligence.

- Issuance of instructions by the Attorney General and the Secretary of State directing preparation of annual INS reports describing its processing of religious refugee and

Continued on page 44

Affirming Action

As the "Century of Persecution" draws to its bloody conclusion, a new group has assumed the mantle of the oppressed in numerous countries worldwide: committed Christians.

These people have suffered much in recent years, usually without media attention or public awareness, at the hands of Communists and Islamic fundamentalists. However, their plight was recently exposed by one courageous Jew.

Michael Horowitz, senior fellow at the Hudson Institute, first brought public attention to this issue. Writing in *The Wall Street Journal*, he outlined the painful details of what these Christians have been subjected to — from heavy fines and official harassment to physical torture and even murder.

Horowitz helped motivate Christian organizations in the United States to campaign for the relief of their overseas brethren. "As a Jew, I find what is going on with the persecution of Christians throughout the rest of the world eerily parallel to what happened to the Jewish community in Europe during the late 19th century," he told *Christianity Today*.

The oppression and persecution is widespread. In the Middle East, the growth of Islamic fundamentalism has led to the revival of apostasy doctrines, which mandate death sentences for Muslim converts to Christianity.

Christians in Pakistan, for example, struggle under a blasphemy law making it a crime to speak or act against the prophet Mohammed. For those convicted by that country's highest religious court, capital punishment is a certainty.

Converts in Egypt face imprisonment and torture. Businesses are looted, churches burned. Christian families in the Sudan have been forcibly separated, with young children being sold into slavery by the thousands.

Chinese Christians meet in secret, hoping to avoid government reprisals. In Vietnam, Catholic and Protestant leaders have been jailed. In Laos, they are forced to renounce their faith.

In Algeria, the Armed Islamic Group has called for "the annihilation and physical liquidation of Christian crusaders." In May, radical Islamic terrorists kidnapped and murdered seven Trappist French

monks by slitting their throats.

Returning from a memorial service held for the monks in August, the French bishop of Oran, Algeria, was killed by a car bomb. Those who have "merely lost home, jobs, and businesses" are considered the "more fortunate" Horowitz notes.

The White House and the State Department have, sadly, done little to relieve the plight of these Christians. Government officials have spent the last year ignoring a growing chorus of complaints about worsening conditions for Christians in Communist and radical Islamic countries. They have offered little more than token gestures of support.

Fortunately, the 10-million strong National Association of Evangelicals (NAE) held a conference on the "Global Persecution of Christians" during January 1996 in Washington, D.C. The association used the occasion to unveil its "Statement of Conscience," in which they blamed the Immigration and Naturalization Service (INS) for its "hostile" treatment of religious refugees.

The INS appears determined to make it as difficult as possible for Christian converts to flee religious persecution in radical Islamic and Communist lands. INS officials, who report to Attorney General Janet Reno, have turned away the vast majority of these Christian refugees, leaving them to their fate.

As the atrocities continue to multiply, more voices are being raised in protest. The American Coptic Union has decried the murder of two Christian brothers in Egypt, gunned down by a Muslim militant group known as the Jamaa Islamiyya. A series of raids by the group on Christian jewelers' shops left two dead and three injured, including a 6-year-old boy. Since March 1992 the group has murdered 1052 people.

Three congressmen who toured several Middle East countries — Reps. Chris Smith (R-N.J.), Tony Hall (D-Ohio), and Frank Wolf (R-Va.) — have strongly urged the Clinton Administration to act decisively on this matter.

Recently, the Clinton Administration announced plans to appoint an advisory committee to the

Continued on page 44



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STATEMENT OF . . .

Continued from page 42

asylum claims.

- Issuance of regulations requiring access to written opinions from INS hearing officers clearly stating the grounds for any denial of religious refugee and asylum claims.

- Establishment of INS listening posts in countries to which refugees from anti-Christian persecution frequently flee.

- Cessation of INS and State Department delegation of complete responsibility for refugee processing functions to international and United Nations agencies.

- Development and issuance of training guidelines for INS personnel on issues specifically related to religious persecution.

IV. Termination of Assistance

Termination of non-humanitarian foreign assistance to governments of countries that fail to take

vigorous action to end anti-Christian or other religious persecution, with resumption of assistance to be permitted only after a written finding is made by the President that the countries have taken all reasonable steps to end such persecution, and arrangements are made to ensure that religious persecution is not resumed.

Conclusion

Religious liberty is not a privilege to be granted or denied by an all-powerful State, but a God-given human right. Indeed, religious liberty is the bedrock principle that animates our republic and defines us as a people. We must share our love of religious liberty with other peoples, who in the eyes of God are our neighbors.

Hence, it is our responsibility, and that of the government that represents us, to do everything we can to secure the blessings of religious liberty to all those suffering

Continued on page 46

AFFIRMING ACTION . . .

Continued from page 42

Secretary of State to address the question of religious freedom abroad.

In the meantime, immediate steps should be taken to ensure the safety of persecuted Christians. The INS should provide Reno with comprehensive updated reports on religious persecution around the globe. Reno should also request that the INS set up refugee processing centers in the countries bordering the worst offenders. A resolve to redress this matter and rally the necessary forces to ensure the safety of the religiously oppressed should be made.

Horowitz labels committed Christians "the Jews — the scape

goats" of the end of the 20th century. Considering the experiences of our own horrific past with persecution, we Jews ought to be particularly sensitive to this issue. For, as the Bible repeatedly reminds us, we were once oppressed strangers in Egypt . . . and countless times in countless countries and periods thereafter.

We must work to keep these Christians before the public eye and to pressure our government to aid them, before, God forbid, the list of these victims of faith grows even longer.

— Rabbi Yechiel Eckstein is founder and president of the Chicago-based International Fellowship of Christians and Jews and is president of its Center for Jewish and Christian Values in Washington, D.C.

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from religious persecution.

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Therefore, before God, and because we *are* our brother's keeper, we solemnly pledge (see box on page 41):

- To end our own silence;
- To address religious persecution;
- To withhold assistance by our member denominations; and
- To do what is within our power to the end that the government of the United States will take appropriate action.

Reprinted with the gracious permission of the National Association of Evangelicals.

Praying for the Persecuted: Making Resolutions

Two congressional resolutions, H.C.R. 515 and S.C.R. 71, which both passed in September, called for President Clinton to "expand and invigorate the United States' international advocacy on behalf of persecuted Christians" and encouraged the president to appoint a White House Special Advisor on Religious Persecution.

The resolutions also recognized and applauded the uniting of the religious community of all faiths for the first International Day of Prayer for the Persecuted Church (IDPPC). More than 115 countries participated in the event, scheduled to take place annually on the last Sunday of September.

Called by World Evangelical

Fellowship based in Wheaton, Ill., the IDPPC is endorsed by a coalition in the United States of more than 40 participating church and parachurch organizations including National Association of Evangelicals, Southern Baptist Convention, Prison Fellowship, and Campus Crusade for Christ.

Evangelist Billy Graham said, "This was supposed to be the Christian Century. And yet, more people have been murdered, kidnapped, and raped in this century than any other in history. What happened? The fact is that we have allowed our theology to get mixed up, and we didn't warn people that there is an enemy out there that we have to battle."

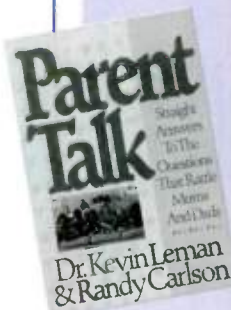


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Who the Ele



President Bill Clinton



Ralph Reed, executive director of the Christian Coalition

by Forrest J. Boyd

ANALYSTS HAVE APPROACHED the 1996 elections from every conceivable direction. They have considered the gender factor, the character issue, the influence of the religious right, the black vote, the Jewish vote, the special interest groups, the economic factor, the media, and on it goes.

Among the most interesting observations are those evaluating winners and losers. Who gained the most? Who lost the most? In one sense those seem like stupid questions. Of course, President Clinton won and Bob Dole lost. But if you ask if the Democrats or Republicans won, the question is not so stupid. Democrats won the White House, while Republicans won the Congress. Which is more important?

And if you asked if conserva-

tives or liberals won, you have something else to think about. You can even ask which conservative won and which conservative lost and the same for liberals. Or you could put the questions in terms of which factions within the major parties won or lost.

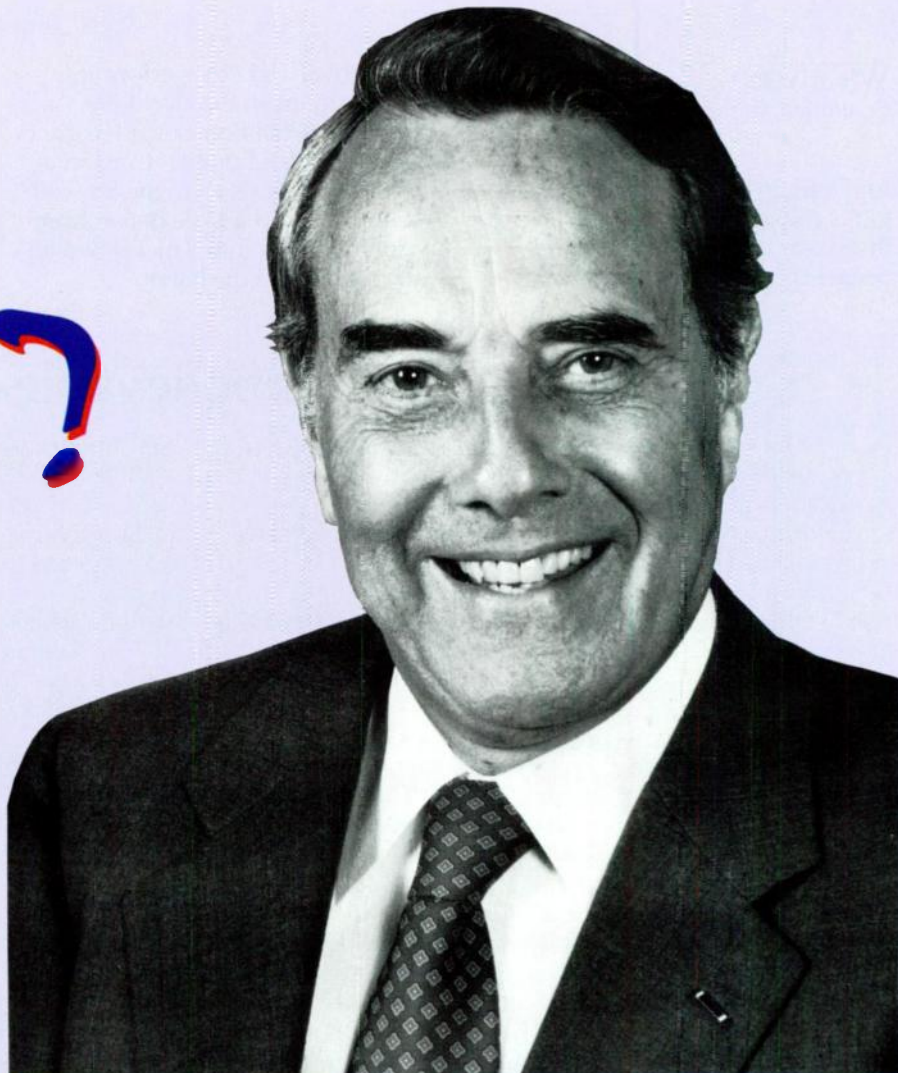
So much for the questions. The Democrats accomplished something significant by retaking the White House. Maybe it was more significant for Clinton personally. He was the first Democrat to be elected to a second full term since Franklin Roosevelt. But there is a downside: Clinton was also the first president since Woodrow Wilson to be elected twice without a majority. The president's coattails seem to be rather short, too, as he couldn't even deliver the open Senate seat in his home state of Arkansas.

Republicans had something to crow about. Voters decided to keep Republicans in control of the Congress, making them the first re-elected GOP majority in 66 years.

One of the most interesting aspects of the elections relates to the role of cultural conservatives and whether or not they performed according to advance claims. The Christian Coalition is the most visible group. We all know how the so-called religious right leaders were

Won etion?

Candidates finally realized the Evangelical Christians represent a major voting constituency and that a good, if not the best, way to communicate with that constituency is through the Christian media.



Bob Dole

kept in the background by the Republican presidential campaign. They became almost invisible during the Dole/Jack Kemp campaign. Even their issues were almost invisible. But being invisible is not necessarily synonymous with being ineffectual.

Clinton had some interesting comments in an interview with *The Guardian* newspaper in London. Before the election he said he was

afraid the religious right would imperil his chances of winning the southern states. *The Guardian* quoted him as saying he was taking the Christian Coalition seriously: "We are re-jiggering our whole schedule for the final days of campaigning with the Christian Coalition factor in mind."

In fact, the Christian Coalition distributed 45 million voter guides in 125,000 churches and contacted 3-

5 million voters in person or by telephone on the Sunday before the election.

The Christian Coalition put its own spin on the election and on its own influence. The organization released a statement reading, "preliminary results from Election Night '96 indicate that the largest number of religious conservative voters in a presidential election turned out to the polls despite the fact that overall voter turnout was low." The statement referred to a nationwide survey conducted by Wirthlin Worldwide, which claimed that more than one out of every four voters was a self-described born-again Christian who frequently attends church.

This constituency voted overwhelmingly Republican (53 percent

Dole/Kemp campaign logo

DOLE★KEMP

Paid For By Dole/Kemp '96

Continued on page 52

for Dole; 36 percent Clinton). Religious conservatives provided a positive margin in both House and Senate races, acting as one of the

most loyal and best-performing voter groups in the electorate. As Christian Coalition executive director Ralph Reed put it, "Conservative evangelicals were the firewall that prevented a Dole defeat from mushrooming into a meltdown all the way down the ballot."

While the Christian Coalition was taking credit for keeping a tight rein on Clinton, David Brooks wrote in *The Washington Post*, "Ralph Reed of the Christian Coalition is a loser while his friendly rival, Gary Bauer

Continued on page 54

Bill and Al's Unbelievable Ad-venture

"Does Bill Clinton believe Christian radio listeners are totally gullible?" asks Salem Communications president Ed Atsinger in a recent editorial series rebutting controversial Clinton/Al Gore campaign ads broadcast on Christian radio stations.

The ads, running from mid-October to November 5, provoked listener outrage. Cleverly written to obscure the President's true positions and actions, the ads touted his support for the Defense of Marriage Act (DOMA).

"Our listeners were outraged that Clinton would come on air and lie," says Dan Craig, general manager of WRFD-AM/Columbus, Ohio. "I was outraged that [the ads] would be the wolves in sheep's clothing. It was deceptive. They came in to cause confusion."

One Salem editorial ran, "These misleading ads can't mask the President's pro-abortion record." Another adds, "When it comes to religious freedom, this President has engaged in a lot of double talk." A common thread reiterated in the editorials was a challenge from Atsinger: "Mr. Clinton, your actions speak louder than your words."

Russ Whitnah, general manager of WFIL-AM/Philadelphia, describes the listener response to the Salem editorials as a positive "landslide," giving listeners "confidence that we really are who we say we are. [The editorials] were well articulated and the audience embraced them. They were thrilled that we would have the courage to do it."

Salem's efforts were far from alone in contesting the ads. Independently owned-and-operated Christian radio stations also responded with their own editorials criticizing Clinton's ads. One prominent East Coast owner remarks, "I felt 10-feet tall with the listeners because they appreciated the courage and tenacity to call it for what it was. Clinton's ads were not true."

Dick Bott Sr. of Kansas-based Bott Broadcasting calls the Clinton spots "absolute falsehood" and believes the President wanted to exploit the Christian vote. Although Bott had to air the ads by federal law, he says, "The claims made in these editorials were so outrageous — beyond the truth — that we were unwilling to keep the money." He has donated the revenues from the Clinton campaign ads to pro-life and crisis pregnancy centers.

The ads and ensuing editorials caused controversy across the political spectrum. Though unconcerned over protestations from the Christian community, Clinton/Gore reacted swiftly to objections

from homosexual activists.

The original ad touted Clinton's signing of DOMA and this sparked a backlash with homosexuals. Shortly after the National Gay and Lesbian Task Force labeled the President's ad as "unsettling and offensive," the campaign pulled it and replaced it with one which did not mention DOMA.

The Salem editorials were not unanswered by the Clinton/Gore campaign. A response was created featuring Alabama minister Hugh Tobias, who cited numerous Clinton accomplishments and ended with an appeal to Christians: "President Clinton shares our values."

Suspecting Tobias' credibility, Joe Davis, general manager of WMCA-AM/New York, began a search for the minister. When he discovered Tobias via the Internet, the minister refused to be interviewed on WMCA.

Davis says, "It doesn't surprise me that someone would say these things, but what does surprise me is that he doesn't want to back it up. He doesn't want to do an interview. He may not be aware that what he was saying was basically untrue."

However, one thing does seem true: Tobias' words were not his own. Chuck Merritt, national news and public affairs director for Salem, requested the editorial response copy from the Clinton/Gore campaign. On October 28, he received a faxed copy marked to be read by the "Reverend Timothy Shirley." Then, on October 31, when the actual editorial was received, it was read by the "Reverend Hugh Tobias." Except for the name change, the text was virtually identical.

National Religious Broadcasters First Vice Chairman Stuart Epperson notes the response was written more as a campaign spot than an editorial: "Obviously, the Clinton campaign felt it could hoodwink the Christian radio audience. First with the misleading spot and later with the misleading response. Both seemed to come from the campaign boiler room."

Doubtless, the Clinton/Gore campaign ads and their subsequent counter-editorials infuriated many Christian radio listeners. However, some believe the President's campaign backfired. "God is sovereign," states one Christian radio owner. "It's quite possible that the Clinton/Gore spots did more to motivate lax born-again Christians to get out and vote for Bob Dole than anything the Dole camp did on its own behalf."

— courtesy of Salem Communications



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WHO WON . . .
Continued from page 54

the election. Associated Press (AP) quotes one person as saying, "I'm not interested in sleaze, I'm interested in what the president of the United States is going to do for me and my children."

Votes on local initiatives did not provide a definitive conclusion on how people felt about values. In California, voters favored an initiative making marijuana legal for medical use. That state's Proposi-

[The Christian Coalition] became almost invisible during the Dole/Kemp campaign. Even their issues were almost invisible. But being invisible is not necessarily synonymous with being ineffectual.

tion 215 was one of the most closely watched ballot measures in the nation. It would allow sick people and their "primary care-givers" to legally possess and grow marijuana for medical use when recommended by a doctor.

Interestingly, the Clinton administration joined cultural conservatives in opposing the measure. Clinton's drug policy chief, retired Gen. Barry McCaffrey denounced the proposition as a hoax and said the federal government would prosecute doctors who prescribed marijuana. Opponents had warned that it would create legal loopholes to protect drug dealers from prosecution and said Proposition 215's language was so loosely worded that headaches, an upset stomach, or a stiff neck could be cited as reasons for its use.

In Colorado, an initiative to place property taxes on churches and religious organizations was easily defeated. But to the surprise of many, Colorado voters turned down a parental rights initiative. A clue as to why it was defeated lies in the

Continued on page 58

Dr. David Jeremiah is . . .

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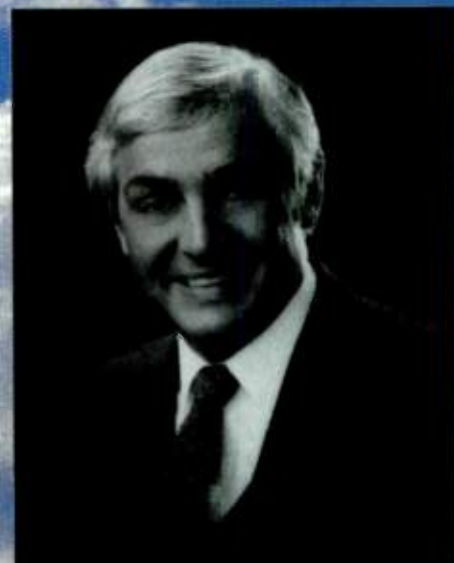
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WHO WON . . .

Continued from page 56

leadership of former U.S. senator and broadcaster Bill Armstrong.

The proposed amendment to the Colorado Constitution sought to accord to parents the "inalienable" right to "direct and control the upbringing, education, values, and discipline of their children." In a newspaper column, Armstrong said, "Although this concept sounds good, there are some serious repercussions that ought to be considered," concluding that the dangers inherent in passing the measure appeared to be greater than the potential benefits.

*Voters decided to keep
Republicans in control
of the Congress,
making them the first
re-elected GOP majority
in 66 years.*

After the measure's defeat Armstrong issued a statement: "It would be a serious error to interpret the vote as a repudiation of parental rights." He said he would like to see Congress and the Colorado Legislature investigate and stop wrongdoing by schools where it may exist and come up with legislation that will properly balance protection of children and parental rights.

There is one other aspect of the '96 elections that should be noted: the role of Christian broadcasters. Candidates finally realized the Evangelical Christians represent a major voting constituency and that a good, if not the best, way to communicate with that constituency is through the Christian media.

Not only did they seek out the talk shows, but also they bought commercial time — which brought a complaint from the Christian Coalition. The organization called on the Clinton/Gore campaign to stop airing "deceptive radio ads which make the claim that the President favors a ban on late-term abortions and that he has championed traditional family values."

The radio spots were directed at listeners to Christian radio. Reed says, "This is a cynical and hypocritical misuse of religion and religious values by a president who has done everything in his power to undermine the pro-family policies of previous administrations." Some Christian stations ran political editorials (see box on page 52).

It is particularly hazardous to look into the future now because the political ground is unstable, uncertain, and shifting. It is impossible to evaluate the impact of investigations and to predict Clinton's actions vs. his words. Where does his bridge to the future really go?

Cultural conservatives may decide they've had it with conventional politics, and especially with the Republican party. An astute observer of the political scene as vice president of governmental affairs for the National Association of Evangelicals, Bob Dugan states, "I believe that if conservative Christian voters who have deep moral convictions see themselves being pushed to the back of the bus going toward the year 2000 by the GOP, we could well see a significant third party beginning to take shape, based upon our morality more than on economic issues."

"If" is the key word. There will no doubt be the familiar cry for a big tent by the Republican moderates or pragmatists, while conservatives will contend that strategy was tried and found wanting in 1996. One thing is predictable: those who supported the big tent theory will say the presidential race was not lost because of that theory; it was lost because the candidates didn't stand up aggressively for moral values and above all, they failed to exploit Clinton's veto of the legislation banning partial-birth abortions.

If the Republicans should nominate former Vice President Dan Quayle, Bill Bennett, or as Dugan suggests, former Sen. Bill Armstrong next time, they could very well keep the cultural conservatives. But the conservatives aren't going to forget the way they were treated in 1996.

Forrest J. Boyd, news director of the radio news network United News and Information, marked 50 years in broadcasting during 1995.



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Not Just Jesus

What other religions are broadcasting over the airwaves?

by Sarah E. Smith

ISLAMIC SCHOLARS debating the latest Middle East crisis and its implications for American Muslims.

Devotees chanting, "Hare krishna, hare krishna, krishna, krishna, hare, hare, hare rama, hare rama, rama, rama, hare, hare."

The smiling, all-American family extolling traditional values of honesty, love, and time together.

What do these three scenarios have in common? If you guessed religious broadcasting, you'd be correct. While by and large most religious views espoused on radio and television stations are evangelical in nature, these three religions — Islam, Hare Krishna, and Mormon — have taken to the airwaves to proclaim their messages.

Muslim

During 1985 the Islamic Information Service (IIS) debuted *Islam*, the first and only national television program on Islam and Muslims. According to IIS literature, the weekly half-hour program's main goal is "to provide correct information about Islam and Muslims."

Islam is broadcast in more than 100 U.S. markets, including Houston, Chicago, Washington, D.C., San Diego, Phoenix, and Detroit, and internationally in parts of the Middle East, South America, and Southeast Asia.

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TAPE OF THE MONTH CLUB

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ISLAM
TAPE OF THE MONTH CLUB

ISLAM
TAPE OF THE MONTH CLUB
June 1996

The June 1996 Tape of the Month from the Islamic Information Service's television program *Islam*.

"... money is so good that we've laid aside a temple construction fund already at \$150,000, which we hope to be completed by the Salt Lake City Olympics (2002)."

— KHQN-AM owner and Hare Krishna devotee Caru Das

In addition to producing *Islam*, the IIS arranges for speakers, lectures, talks, and interfaith dialogues. Previously, the IIS had an open forum radio program called *You're on the Air*, but lack of money forced the organization to consolidate its media outreach to only producing *Islam*.

Nazir Khaja, president and founding member of the Los Angeles-based IIS, talks about *Islam*'s genesis: "The Islam community here felt increasingly that there was a need for such a program [since] the projection Islam has had



Top. Logo from KHQN-AM/Spanish Fork, Utah, the nation's only full-time Hare Krishna radio station.

Bottom. Caru Das is owner and president of KHQN-AM. The station's programming is 40 percent music and includes Krishna rock, the counterpart to Christian rock music.

through the media is totally unacceptable to us."

A typical program is a basic interview format with a host, one of which is Khaja, and guests. "The program really approaches Islam and its values in many different ways. It does not attempt to proselytize or preach or show that Islam is better than other [religions], but to show the common ground there is between us arising from the Abrahamic root of all three religions [Islam, Christianity, and Judaism]," Khaja explains.

The show discusses issues from the point of American Muslims. Topics have included feminism, abortion, bioethics, and the basic aspects of the Islamic faith.

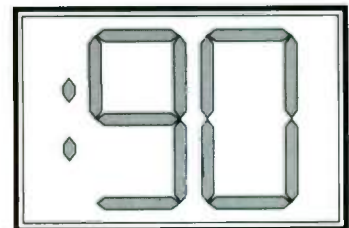
The primary audience of *Islam* is not the already converted; rather it is comprised of non-Muslims and immigrant Muslims. "I think all religions think they have the exclusive on salvation. Our program is inclusive rather than exclusive," Khaja declares.

Continued on page 62



with Gary Bauer, president of the Family Research Council

It's Amazing What Your Listeners Can Learn In



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Beginning its 12th year of broadcasting, *Islam* has gathered a faithful, supportive audience. "We have a call-back system, an answering service that takes down names [of callers] from all over the United States [where] this program is shown. A substantial number of [callers] are non-Muslims," he says. "Our message is getting through."

Khaja says the program does have its detractors, however. "Some of the [Islamic] hard-liners would like very much to have just one point of view rather than to show the universal nature of Islam, which we want to show," he confesses.

The program's funding comes mainly through contributions by the community, even from non-Muslims. *Islam* has no official marketing strategy. Instead the program finds its way onto the airwaves in two ways: interested groups contracting airtime in their respective communities and via the international channel, a syndicated cable channel with access to numerous cities.

"From the data that we have, our program reaches 3 million households. We also have a system through which we are creating an affiliate system. You can add another couple of million because these are all in big cities," Khaja points out.

About five years ago, IIS began offering a tape of the month club. Members receive all four weekly programs on one tape at the month's end for approximately \$20 per month. Khaja says a good number have joined thus far.

He outlines some future plans for *Islam*: adding a half-hour children's section and a news analysis-type program, both of which are scheduled for this year. The IIS also produces documentaries and will soon have a presence on the Internet.

Hare Krishna

KHQ-N-AM/Spanish Fork, Utah, is the nation's only full-time Hare Krishna radio station. Devotee Caru Das explains how this came about: "I had a weekly radio show in Los Angeles for the Indian community, called *The Krishna Show*. To rent time in Los Angeles is pricey and it occurred to me in 1981 that



Richard Alsop

for the same amount we might be able to have a full-time radio station somewhere else."

After buying the station in 1982, Das continued to run it on its current AOR format for two years while he and his wife produced their own shows in Los Angeles with a view of converting the format to entirely Hare Krishna religious.

*Islam is broadcast
in more than
100 U.S. markets.*

Since then, KHQN broadcasts a lineup of programming which includes vegetarianism shows, serialized and dramatized Indian epics (the *Maha Bharat* and the *Ramayana*), *Purana* literature scripture and other stories, and music.

Some of the more popular shows are on vegetarianism. *Higher Taste* features meatless recipes and essays on vegetarianism. *Food for the Thoughtful* interviews famous celebrity vegetarians, such as Bob Barker and Hayley Mills. *Eat Healthily and Karma Free* takes its content from a publication called *Vegetarian Times*.

Music constitutes about 40 percent of the station's programming, playing a "potpourri of English songs which may have provocative lyrics, such as George Harrison and

Sting," Das says. Other music is from musician devotees.

"There's a lot of Krishna rock music we play that has been produced by devotees, our own counterpart to Christian rock music," he explains. Music from India and the maha mantra (the repetitive hare krishna chant) is also played. "You'll get the maha mantra to a myriad of tunes and instrumentation," Das points out.

All programming with the exception of lecture tapes is produced by the station. "There is no other full-time Krishna radio station in the English language, but there is one in Italy," Das explains. Therefore the station has to create programming to fill its operating hours. In fact, he reports that KHQN is used as a source of Hare Krishna programming for other devotees.

Das is quick to point out that the station doesn't have a large audience: "Most people have listened to the radio station at one time or another and are aware of its existence, but I think at any given time, there's probably less than 3000 people listening."

But, he stresses, "Everybody appreciates the philosophy, the cogency of it. [There is] nothing cultist really about our movement. Whereas in other parts of the country there's the stigma of overzealous distribution in the airports, I think that in this area, because of the radio station, people have very, very nice and respectful attitudes towards devotees," he relates.

Das is amazed by the lack of opposition to his station. "In 12 years, there hasn't been a single negative incident. On the other hand [there has been] a lot of positive feedback."

Covering an area nearly 90 percent Mormon, he realizes that "people aren't walking around here looking to be converted to another religion. But since we've been here, there's been a huge upsurge of vegetarianism in the valley among the Mormon population," Das points out.

The station is funded largely through the efforts of Das and his wife. They have the largest llama herd in central Utah and host a llama fest and the feast of India each year. They also run a gift shop stocked with devotional items from



Garry Pond

India and accept donations. "We're very enterprising," Das says. "In fact, money is so good that we've laid aside a temple construction fund already at \$150,000, which we hope to be completed by the Salt Lake City Olympics (2002)."

Das concludes, "We would like to take our place as a mainstream religion in America with all the acceptance and support that entails. And I think radio is an excellent way to lay the ground work for that."

Latter Day Saints

The media aspects of the Church of Jesus Christ of Latter-Day Saints (LDS) reaches far and wide — from long- and short-form PSAs to *Music and the Spoken Word*, the longest continuous live network program. The broadcast history of the church dates back to the 1920s.

During that decade, the church purchased radio station KZM/Salt Lake City (now KSL-AM). While the station itself was and is not religious in nature, the LDS flagship program, *Music and the Spoken Word*, first aired from KZM on July 15, 1929, and is still heard today on the CBS Network.

The church also owns commercial radio stations in Los Angeles, San Francisco, Seattle, Phoenix, Dallas, Chicago, New York, and Washington, D.C. These stations have talk or music formats depending on their market pitch.

"We feel that it's very important to be involved in communications

because communications is valuable to improving the quality of life," explains Richard Alsop, president of Bonneville Communications, an advertising division of the LDS-owned Bonneville International Corporation.

Bonneville Communications produces this program and the *Homefront* PSA series for the church. Bonneville International is the parent corporation and holding corporation for all of the church-owned radio and television media properties.

"The purpose of *Music and the Spoken Word* is to provide inspiration," says Alsop. He explains the genesis of the program: "Sixty-eight years ago, when the Mormon Tabernacle Choir really started establishing itself, the broadcast gave it a reason for getting together to rehearse and perform. Over time the *Spoken Word* message was incorporated and it has endeavored to remain non-denominational and inspirational."

Music and the Spoken Word's basic format is the choir's rendition of songs relating to a common theme. The radio program also won a Grammy in 1959 for "Battle Hymn of the Republic." The first televised *Music and the Spoken Word* aired in 1949 — a visual version of the audio — and is a live network feed to CBS. Both versions are aired live over LDS-owned KSL-AM-TV.

Continued on page 64

WASHINGTON WATCH

with Gary Bauer, president of the
Family Research Council

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According to Alsop, the program has been received "quite well, particularly in radio. The CBS Network has been a flagship source of distribution and as time has evolved, we've added other stations and it's grown to a network of some 600 stations in the U.S., with some overseas distribution. Over the years it has been transculturalized into Spanish, Portuguese, and [other] European [cultures]."

The niche audience for the program is females ages 50-plus. "Earlier on when there were fewer stations and only three networks delivering programming, I think the audience was probably more widespread in terms of numbers and demographics," Alsop relates.

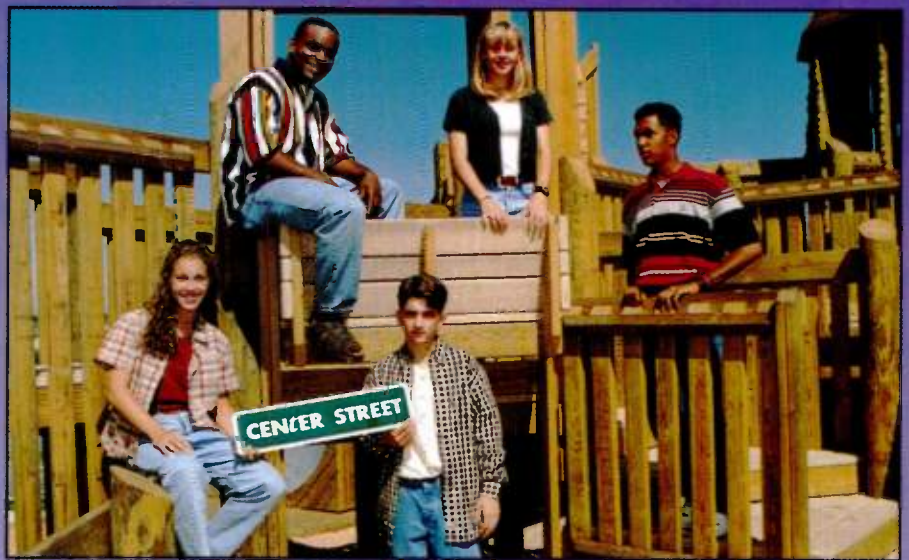
Another aspect of Bonneville Communication's involvement with the church's media outreach is the highly successful *Homefront* PSA series for radio and television, just completing its 50th campaign.

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See listings



THE SOWER
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These teens host Center Street, a teenage magazine format program designed to teach young people how to make educated decisions.

The first *Homefront* campaign went out during 1972.

"The purpose of *Homefront* has always been to promote and reinforce family solidarity and then to provide institutional identification to the church as its sponsor," Alsop explains.

The target audience for the series is parents in the childbearing years and Alsop says the PSAs are frequently aired in all dayparts and in primetime in the U.S. and foreign markets.

Das is amazed by the lack of opposition to his [Hare Krishna format] station.

"Its longevity has made people more aware of the church and the name of the church. Because the messages are positive and relevant, people respond favorably to the message and thus to the sponsor," Alsop adds. He acknowledges that there is "very, very seldom" any criticism of the PSAs.

Station response to the series has been good. "It's estimated that *Homefront* is the most widely broadcast and most highly awarded (13 Clios, a dozen Mobius, 28 Gabriel Awards, three Emmys, and various other awards) public service cam-

paign in the world," Alsop discloses.

"It averages clearance right now on about 800 television stations and about 2200 radio stations, covering virtually every market. Additionally, it's transculturalized into Spanish, Portuguese, Australian, Italian, and various other cultures."

The PSAs had been funded by the church as its sponsor. Now the funding has been assumed by Bonneville International Corporation and the church lends its name as campaign sponsor.

Other broadcasting programs Bonneville Communications is involved with include seasonal specials, such as *Mr. Kruger's Christmas* and *Nora's Christmas Gift*, and choir specials.

The LDS Public Affairs Department also produces long- and short-form PSAs. The public affairs department's motive is to educate, to serve, and to provide common ground messages without persuading or influencing people to a particular point of view.

"Radio has a requirement to address significant issues," explains Gerry Pond, manager of radio relations. "In relationship to that, the LDS has for years been committed to providing broadcasters with public service material for radio that meets those requirements. These cannot — and I would underline the word cannot — be of a proselytary or advertising nature."

One particularly successful

series has been *Times and Seasons*, begun during the late 1980s. The 30-minute *Times and Seasons* addresses such issues as crime prevention, teens and alcohol, teens and smoking, divorce, and family, with 48 topics in all.

"We invite and feature people of various faiths — Catholics, Jews, Protestants, Saints — so the perspectives on those issues are very much of an interfaith nature," Pond reveals.

The program is aired on hundreds of radio stations in this country and abroad. Listener response to the PSAs is positive: "My secretary spends probably one full day a week responding to letters from listeners around the country," Pond notes. The church also receives dozens of transcript requests each week. As with the *Homefront* series, *Times and Seasons* has also received numerous national awards.

[Islam's] funding comes mainly through contributions by the community, even from non-Muslims.

As to detractors, the church's PSAs seem to be immune. "I can honestly say I have not had any broadcast criticism whatsoever," Pond asserts.

"Sometimes broadcasters might be just slightly suspect that it smacks too much of our faith," says Don Russell, who markets and distributes the PSAs. "But once the tape is auditioned, the tape and the series speak for [themselves]."

For television, the LDS Public Affairs Department began producing *Center Street* in 1992. The series has 52 programs thus far and airs nationwide on Odyssey, 70 network affiliates, and on a few select cable companies. As with *Times and Seasons*, *Center Street* has won such awards as the Angel and Gabriel awards.

The program is a teenage magazine format with brief vignettes on real teens, covering topics ranging from music to careers to lifestyles.

"The purpose of *Center Street* is to give teenagers a vehicle or a medium they can use to make wise, educated choices," Russell explains. Viewer response to *Center Street* is typically from teenage girls aged 13-15. "We get a lot of good response," Russell contends.

"Again," Russell indicates, "like some of our other programming, initially it can be met with mild suspicion by others that [the program] just smacks of our faith but *Center Street* has a broad appeal to teen viewers."

Family Times is a companion piece to *Center Street*, though its audience is the entire family. This family magazine program offers a look at everyday situations with real families. Begun during the early 1990s, 13 new episodes of *Family Times* were released last fall.

"We offer wholesome, values-oriented programming as an alternative to some of what you see on television today," declares Don LeFevre, manager of media relations.

"The underpinning philosophy behind every one of these programs is the family. LDS — and certainly people of other faiths — are concerned about the family. The LDS leadership decided to do something to help people have better families," LeFevre explains. "So all of these programs in radio and TV are oriented toward building and strengthening the family."

Since the PSAs are offered to stations free of charge, the LDS church underwrites the entire cost. "The funding is a reflection of the church leadership's commitment to social responsibilities," LeFevre states.

The LDS church plans to keep producing more radio and television PSAs focusing on the family. Russell and Pond agree with LeFevre that they are "very grateful that the church leadership has a vision on how to use the media to bless as many people as possible."

LeFevre continues, "It's a very difficult and tenuous balance — producing values-oriented, entertaining, educational, and award-winning programs which don't make people turn the switch. We try to reach people and bless their lives and not offend them," LeFevre concludes.

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



with Gary Bauer, president of the
Family Research Council

Family Impact Defined

watch (wöch) v. 1. To look at or observe attentively and continuously. 2. To wait expectantly. 3. To be on the alert. 4. To keep guard or vigil. 5. To keep informed about.

Team up with Gary Bauer each day for the latest on what's happening in Washington that affects the family. With *Washington Watch*, your listeners will hear critical news and get the facts on public policy developments, all in a powerful, impactful 90-second feature.

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The Celluloid Politician



Ted Baehr

by Ted Baehr and
Matthew P. Kinne

"America has a real strong Puritan ethic. I don't like it. Pushing the edge of broadcast standards is something I've always done. Broadcast standards simply are whatever they'll finally let you do. That becomes the new standard."
— Steven Bochco

"When leaders of nations tell us, as the highest officials have told me, that as boys they derived their conception of the world, their ideas of right or wrong from American motion pictures, they bring home to us our awe-inspiring responsibility." — Cecil B. De Mille

AT LEAST TWO CONCLUSIONS can be derived from these quotations. One, the media imparts moral and political messages; and two, these messages come from the worldviews of those who create the media.

Today, more than ever, the Christian community is interested in the types of messages they get from all of the mass media of entertainment. Movies, in particular, are a powerful conduit for political and religious thought. The bi-weekly *MOVIEGUIDE* magazine is available to examine the political and religious thought of nearly every motion picture released.

Behind the Scenes

Because the mass media is so pervasive most people assume that



it is an extraordinarily large industry. Though the entertainment industry accounts for one-sixth of the United States' Gross National Product, it is a relatively small universe.

There are only a few people who make the final decision to green light an entertainment project and who sign off on the exorbitant costs associated with many entertainment projects produced by the major entertainment companies. These companies control approximately 98 percent of the box office, television programs, and major media.

The irresponsible behavior of many mass media productions frequently hides behind a specious distortion of the constitutional right to

Morally clean movies promoting biblical values and accurate history tend to perform better at the box office than those which have large amounts of immoral acts, anti-Christian worldviews, and historical revisionism.



Mary McDonnell portrays the First Lady in Independence Day. The film extolls patriotism, rebukes facilitation and compromise, and has a moral worldview with Christian and Jewish prayers, a respect for marriage, and a promotion of faith.

free speech — a right which has constitutional limits.

For instance, you may not yell fire in a theater, joke about bombs at an airport x-ray machine, or advertise cigarettes on television. Also, obscenity which meets the Miller standard and child pornography are clearly forbidden speech.

In the beginning, the First Amendment was intended to protect political and religious speech. For many years, the Supreme Court held that entertainment was not protected political speech and could be regulated by local censorship boards.

During the 1950s the Supreme Court started extending the protection of the First Amendment to non-political speech which gave the entertainment industry the opportu-

nity to prosper from pandering to prurient interests. Even with the changing attitude of the Supreme Court, television and radio were still regulated by the Federal Communication Commission because the broadcasters used the public airwaves courtesy of the Federal Government.

The growing protection of the First Amendment gave the entertainment industry a privileged position which it had never enjoyed before. Thus the scene was set for a few individuals to have overwhelming control over the mass media of entertainment and communications and to exert tremendous influence on people and the nature of civilization.

Continued on page 68

WASHINGTON WATCH

with Gary Bauer, president of the
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Defending Families, Protecting Values

With *Washington Watch*, your listeners will tune in daily for another powerful 90-second radio commentary with Gary Bauer. They'll hear critical news and current political decisions that concern them and their family, and get the facts on public policy developments. Help your listeners take a stand for traditional family values and make a difference by carrying *Washington Watch*.

For more information, call
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Understanding the attitudes and worldviews of those behind the scenes in the entertainment industry is very important because those attitudes and ideas shape the communications and entertainment — which in turn shape our culture. Their ideas translate into popular political opinions.

Popular Politics

Celluloid and the motion picture recently celebrated its 100th birthday. Political thought on film exists for nearly that same length of time. During 1916, D.W. Griffith created the large-scale lengthy motion picture *The Birth of a Nation*.

Among other things, it chronicled the rise of the Ku Klux Klan and its involvement during and after the American Civil War. The movie was soundly criticized for its graphic depictions of robed Klansmen riding in on their decorated horses. Movies, some concluded,

were for entertainment, not rousing political thought.

During the '30s this realism and terror was replaced by a kinder and gentler political filmmaker, Frank

During the 1950s the Supreme Court started extending the protection of the First Amendment to non-political speech which gave the entertainment industry the opportunity to prosper from pandering to prurient interests.

Capra, who held a very responsible attitude in filmmaking and saw America as the home of the brave and land of the free.

As Father James P. Lisante notes in his book *The Life and Love* (Resurrection Press, 1989):

"Capra, as he aged, recognized that his favorite film stood in direct

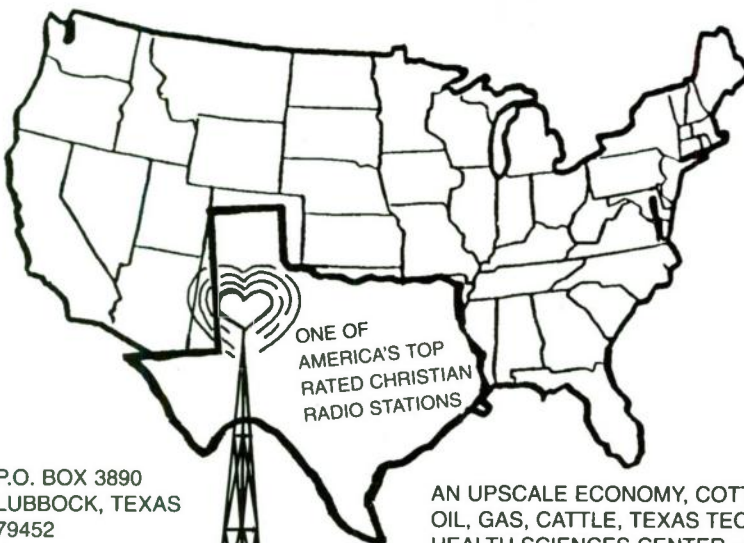
opposition to the values of our culture. And, in explaining the vision of *It's a Wonderful Life*, he said: 'It was my kind of film for my kind of people. A film to tell the weary, the disheartened, and the disillusioned, the wino, the junkie, the prostitute, those behind prison walls, and those behind iron curtains, that no man is a failure!'

"To show those born slow of foot or slow of mind, those oldest sisters condemned to spinsterhood, and those oldest sons condemned to unschooled toil that each man's life touches so many other lives. And, that if he isn't around it would leave an awful hole.

"A film that said to the down-trodden, the pauper, 'Heads up, fella. No man is poor who has one friend. Three friends and you're filthy rich.'

"A film that expressed its love for the homeless and the loveless; for those whose cross is heavy and him whose touch is ashes; for the Magdalenes stoned by hypocrites and the afflicted Lazaruses with only dogs to lick their sores.

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KJAK 92.7

Success does not have a finish line, it's a journey.

"I wanted to shout to the abandoned grandfathers staring vacantly in nursing homes, to the always-interviewed but seldom-adopted half-breed orphans, to the paupers

By the late 1960s television brought gruesome violence into America's living rooms. President John F. Kennedy, his brother Robert, and Martin Luther King Jr. were executed right before our eyes.

who refuse to die while medical vultures wait to snatch their hearts and livers, and to those who take cobalt treatments and whistle — I wanted to shout, "You are the salt of the earth, and *It's a Wonderful Life* is my memorial to you!"

"And, he delighted in the knowledge that, long after he went home to God, his film continues to proclaim, with incredible clarity, that every single life is a limitless gift from God, and that ours is a wonderful life!"

This kind of commitment to use film for positive political and moral messages is also found in the war films of the 1940s and 1950s, including such great films as *Thirty Seconds Over Tokyo* and *From Here to Eternity*.

America knew the meaning of standing up for what was right and wanted to champion it. To some degree, these movies championed the success of the American spirit.

During the 1960s a paradigm shift occurred which would forever change the face of American cinema. Although broadcast television was born during the 1930s, it didn't become a popular mass media until the late 1950s.

Continued on page 70

MOVIEGUIDE to the Rescue

MOVIEGUIDE exists in six formats: 1) a syndicated television program; 2) a 900-number telephone information access system; 3) on-line information sites; 4) a radio program; 5) an early edition for publishers; and, 6) a magazine for subscribers.

The four-minute MOVIEGUIDE television program is featured on the Trinity Broadcasting Network and is broadcast around the world and in the 50 states with an average of 2.5 million people tuning in every week. The program is also syndicated to 10 additional stations for broadcast.

The MOVIEGUIDE Hotline [(900) 234-2344] provides instant audio reviews by Ted Baehr of current movies.

MOVIEGUIDE is available to the computer community through several on-line systems. These systems contain capsule summaries and critiques of movies and are updated every two weeks.

Available in two- and five-minute versions, the radio spot reaches approximately 3 million listeners. It is the sixth most popular syndicated religious spot according to National Religious Broadcasters, with syndication on three networks, one syndicated program, and 53 independent stations.

In addition to the weekly radio program, Baehr is a regular commentator on popular motion pictures on the following nationwide syndicated radio programs: *The Dick Staub Show*, *Duffy and Company*, and *Janet Parshall's America*.

MOVIEGUIDE's early edition for publishers reaches approximately 300,000 readers in 25 national publications.

MOVIEGUIDE: A Family Guide to Movies and Entertainment magazine contains ten or more film reviews, news items, letters to the editor, photographs, feature articles, and interviews.



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THE CELLULOID . . .

Continued from page 69

By the late 1960s television brought gruesome violence into America's living rooms. President John F. Kennedy, his brother Robert, and Martin Luther King Jr. were executed right before our eyes. The Vietnam war brought an ugly battle into our minds.

With technology Americans had more leisure time and more time to protest issues such as civil rights. Movies like *The Deer Hunter*,

three percent from the prior seasonal high set during 1995 (*Variety*, September 4, 1996, Vol. 742).

But this celebratory figure was caused not by more people visiting their local multiplex but by increased ticket prices. The period from mid-May through Labor Day weekend saw about 488.6 million people going to the movies, a dip of about 0.5 percent (*Variety*, September 4, 1996, Vol. 742). During 1995 an estimated 0.4 percent decrease in admissions was tabulated for the same period of 1994.

At the end of every summer

guage in the movies, but also we look at the worldview. We can then compare these factors with their gross box office receipts and make correlations between content and income.

MOVIEGUIDE has discovered that the morally clean movies promoting biblical values and accurate history tend to perform better at the box office than those which have large amounts of immoral acts, anti-Christian worldviews, and historical revisionism.

Let us examine some of the top performing movies from the sum-



(Left to right) Brent Spiner as a scientist, Bill Pullman as the President, and James Rebhorn as the Secretary of Defense get a good look at a top-secret military base in *Independence Day*. With the resurgent popularity of aliens and science fiction on television, it was a movie whose time had come.

Apocalypse Now, and *Platoon* displayed a negative portrayal of our armed services, the Vietnam war, and ultimately America itself.

Today revisionist history is the order of the day, where minds shaped by the modern cynicism of America's political and cultural rot are looking for alternative — albeit false — explanations of what happened to America.

What Works Today

Beginning with *Twister* and ending with *The Island of Dr. Moreau*, the 1996 summer movie roller coaster tabulated a record \$2.19 billion at the box office — a boost of about

By 1994 at least 23 of the executive producers of the prime-time television programs on the three major networks were outspoken Christians.

and at the end of every year, MOVIEGUIDE provides unique analyses of what's hot and what's not at the movies. We look not only at the sex, violence, and foul lan-

mer of 1996 and see what political or moral ideas they expressed.

Independence Day was one of the most-hyped movies of all time. Who could forget the popular trailer of the White House exploding? This movie revisited one of the most popular, popcorn movie genres of all time: alien invasion.

This genre hasn't been seen on the silver screen for a long time and with the resurgent popularity of aliens and science fiction on television (*The X-Files* and *Star Trek*), it was a movie whose time had come.

While weak in dialogue and story elements, it was a special effects extravaganza with crowd-

Awards for MOVIEGUIDE

- The Covenant Award
- The Southern California Motion Picture Council Halo Award of High Esteem
- The Film Advisory Board of Excellence
- Faith and Freedom Award
- Excellence in Media Angel Award

pleasing pyrotechnics, but more important, *Independence Day* extolled patriotism, rebuked facilitation and compromise, and had a moral worldview with Christian and Jewish prayers, a respect for marriage, and a promotion of faith.

Like *Independence Day*, *Twister* was highly anticipated among American audiences. It had a known name attached to the screenplay, Michael Crichton, and it was loaded with special effects. Audiences have always loved disaster movies (*Jaws*, *The Towering Inferno*, etc.) and *Twister* took advantage of the lag-time from the last outing in this genre.

It too, didn't have a great storyline, but it did preserve and uphold a crumbling marriage. In fact, it was a very moral movie except for foul language.

A Time to Kill had a Christian worldview and connected with John Grisham fans. Though it failed to deal with the demands of justice, the movie examined the issues of man's law, God's law, and grace. This movie also had a great cast including Kevin Spacey, Sandra Bullock, Samuel L. Jackson, and newcomer Matthew McConaughey.

Private Placement

A growing number of Hollywood executives and talent use the mass media to promote their particular agendas, attitudes, and ideas which may be contrary to a biblical worldview. Many moral Christians in the entertainment industry contend that there is a pervasive political correctness which will deter even the most stout-hearted from going against the grain on issues such as abortion and perversion.

This politically correct mind control is aggravated by the provincialism of living in isolation from

the vast majority of the American people who average \$20,000 per year — not \$20 million — and who hold on to the values that make life worth living.

The situation is further exacerbated by the simple fact that the entertainment industry makes money from violating taboos, toying with temptations, titillating the audience, pandering to prurient interests, pumping up the adrenaline with ultra-violence, and playing to the natural curiosity of the emotionally immature.

Though the entertainment industry accounts for one-sixth of the United States' Gross National Product, it is a relatively small universe. [Only seven companies] control approximately 98 percent of the box office, television programs, and major media.

Unlike the Golden Age of Hollywood when the studio chiefs tried to suppress scandals and ordered their top talent to avoid promoting their own causes and agendas, many of the top men and women in the entertainment industry now trumpet their own causes and agendas in the entertainment product they produce.

These causes are encouraged and fanned by the many groups lobbying the entertainment industry (*The Los Angeles Times* estimates that there are over 1000 groups lobbying Hollywood). These groups include the militant homosexual groups such as GLAAD (Gay Lesbian Alliance Against Defamation) and the perennially popular feminist and environmental groups.

These lobbying organizations not only push their individual agendas, but also enlist the support of the key men and women in the entertainment industry and educate them in the politically correct thinking that corresponds to the positions of the group.

Good News

The good news is that there is a growing number of committed Christians who are occupying positions of power and influence in the top echelons of the entertainment industry. When *MOVIEGUIDE* began there was only one executive producer of the 60 prime-time television programs on the three major networks who was outspoken about his Christianity (although there were many others who claimed to have grown up in Christian homes or who were nominally Christian).

By 1994 at least 23 of the executive producers of the prime-time television programs on the three major networks were outspoken Christians. Likewise, in the motion picture universe the number of outspoken Christians who were presidents of divisions within the Seven Sisters — as the seven major studios who control 98 percent of the box office are known — was at least five and perhaps more.

Of course, looking at the entertainment product being released may cause one to wonder and indicates the need for *MOVIEGUIDE* to help disciple those in power. Even so, there are a growing number of informed, committed Christians in the entertainment industry.

From box office receipts, it is clear that Americans want family entertainment that upholds their beliefs. When parents and moral Americans are presented week after week with a barrage of movies that don't reflect their morals and beliefs, they are more likely to give up the search for valuable entertainment.

MOVIEGUIDE serves as a useful tool to help people discern what pictures are appropriate for them. Until Hollywood wakes up and creates more movies in line with mainstream American values, *MOVIEGUIDE* will help to find the moral trees through a forest of immorality, paganism, political correctness, and revisionist history.

Ted Baehr is chairman of the Christian Film & Television Commission. Matthew P. Kinne is associate publisher of *MOVIEGUIDE*.

3

PRINCIPALS OF EFFECTIVE MARKETING:

PATSY PERRAULT

Patsy Perrault's stellar advertising career includes tenure with such internationally prominent firms as McCann-Erickson; Young & Rubicam; and W. B. Doner (where she was one of only two women vice presidents in that national organization) and successful service on such high-profile accounts as Conoco, Safeway, and Coca-Cola. In 1989 she was named an "Entrepreneur of the Year" by Ernst & Young and *Inc. Magazine* for her role in co-founding the thirty million-dollar Houston ad agency, Taylor Brown Smith & Perrault, where she served as Partner and Executive Vice President for seven years before leaving to establish The Perrault Company. In addition to garnering numerous Addy awards, Patsy Perrault has been honored by the National Media Congress with an award for "Creative Media Usage"; recognized by *Adweek* as one of their "Women to Watch in the Southwest"; and profiled in *Who's Who in American Women*. She holds BA and MA degrees in Communications.

"Patsy Perrault's sterling reputation was built with major national agencies and advertisers; that experience is invaluable to Christian marketers who want nothing less than the best."

*(Jesse Caesar;
McCann-Erickson)*

MAX BUNCH

Max Bunch, MBA and 14-year ad veteran, has worked with The Perrault Company since 1992. Although his resume included successful supervisory experience (with such "general market" advertising accounts as national fast food; regional banking; and retail automotive) he is perhaps best known in Christian media circles for his successful and continuing work with noted youth communicator *Dawson McAllister*.

In 1991, after successfully syndicating that ministry's television broadcasts, Max launched Dawson McAllister's live call-in radio talk show, which is now heard in more than 400 markets nationwide and received NRB's 1994 *Talk Show of the Year* award. With The Perrault Company, he has helped to coordinate campaigns for the *Family Record and Tape Club*, the *Genesis Way* weight loss system, *Rocky Mountain Entertainment Videos*, *FamilyNet Television*, *Ease-Away Pain Relief*, *Rainbow Study Bibles*, and *The Judas Project*.

"Max Bunch is a creative thinker and a great problem solver. In the area of Direct Marketing to the Christian community, he is top of the class."

*(John Willome;
Family Record and Tape Club)*

BURT PERRAULT

During his 25-year career in Christian radio, Burt Perrault has held management posts with many top Christian stations and executive positions with leading multi-station groups (Crawford, Universal, and Marsh Broadcasting). In 1989 he was appointed Executive Director of the KSBJ Educational Foundation and G.M. of Houston's KSBJ-FM, where his accomplishments included the initiation of KSBJ's award-winning advertising campaigns and the development of the foundation's aggressive long-term growth plan. In 1992, with his wife Patsy, he co-founded the first Christian music digital satellite operation, the Morningstar Radio Network. During his four years as its President and CEO, Morningstar grew from nine initial affiliates to an affiliate base of nearly 200 local stations. He is an honoree of *Who's Who in the Southwest*; has served on the NRB Board of Directors; is a Past President and current Board Member of the NRB/Southwest (who honored him with their *Pioneer Award*, in 1992); and serves on the Agenda Committee of the NCRS.

"Nobody knows radio -- and Christian radio specifically -- better than Burt Perrault. His experience and creativity provide The Perrault Company with a uniquely powerful strategic resource."

*(John R. Scaggs;
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Since its establishment in 1990, The Perrault Company has served a variety of secular and Christian advertisers. During that time the Company has won numerous awards, including three regional Addy Awards (Best Use of Radio, Best Media Plan, and Best Direct Mail); the MediaWeek Award (Best Media Plan Under \$1 Million); and the Religious Public Relations Council's Wilbur Award (Best Marketing category). If you're a Christian marketer or Ministry seeking professional representation, we would welcome an opportunity to discuss your needs. Please feel free to call us at 713/871-8483, or meet with us at the Anaheim Hilton during the NRB Convention.

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*Richard Bott, Vice President
Bott Radio Network*

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*Sunny Caldwell, Station Manager
WCRV Radio of Memphis, Tennessee*

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*Stephen Sumrall, President
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"Congratulations on 10 years of dynamic soul-winning ministry through the broadcasts of Love Worth Finding!"

*Paul Crouch, President
Trinity Broadcasting Network*

"Love Worth Finding is a vitally important statement for the King from a gifted servant of the cause."

*Joseph M. Stowell, President
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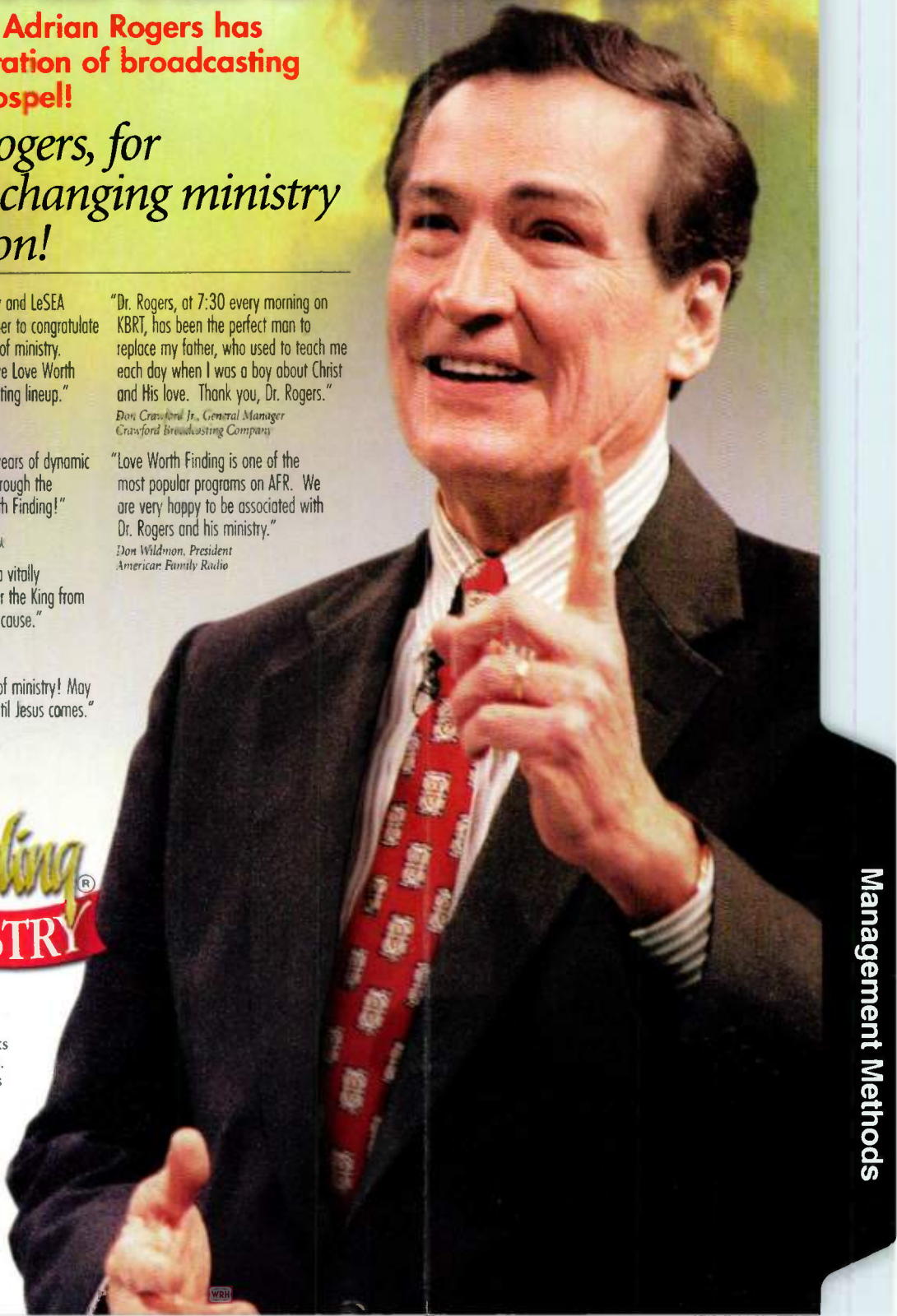
*Russ Bixler
Chairman/Chief Executive
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*Don Crawford Jr., General Manager
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*Don Wildmon, President
American Family Radio*

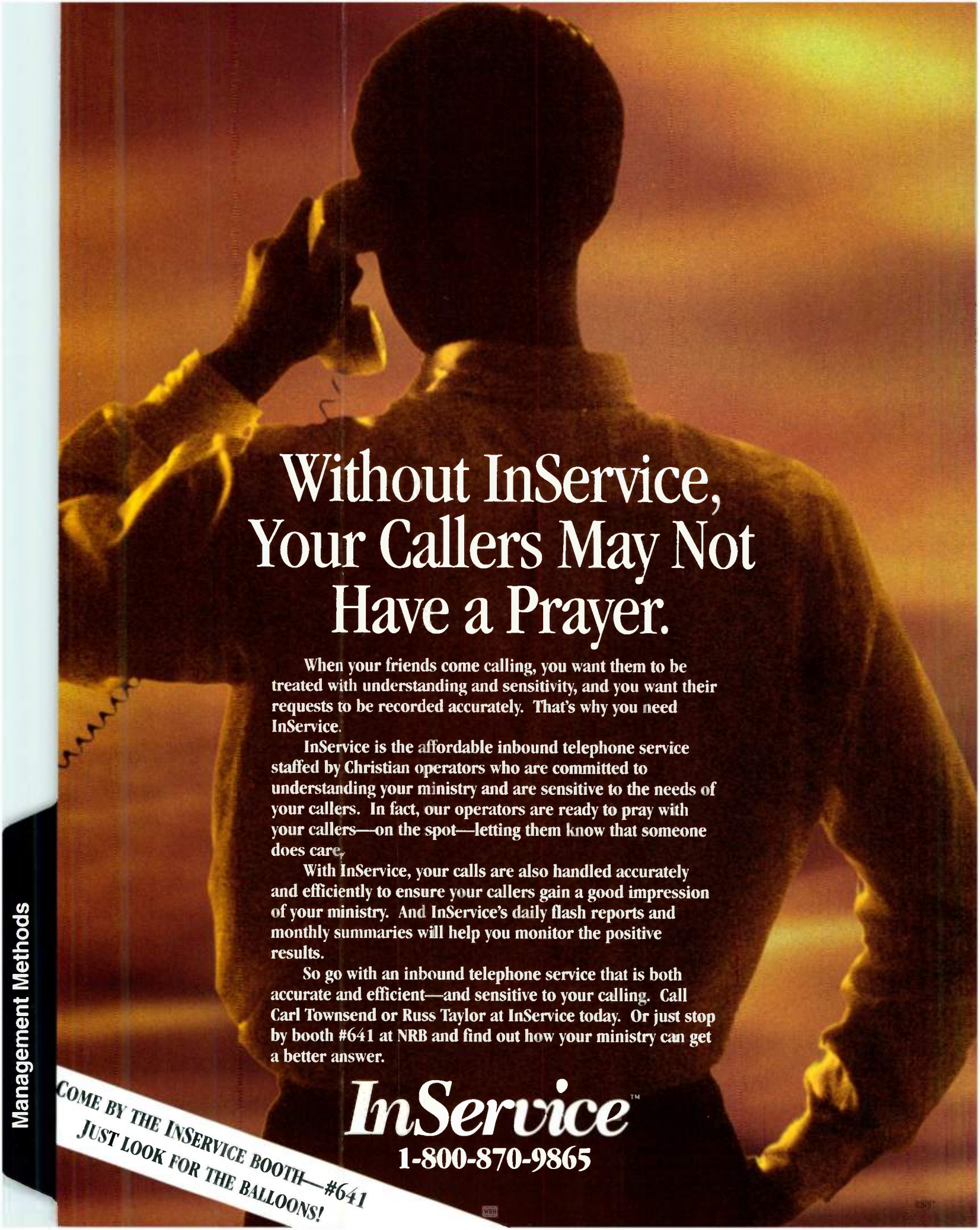


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Staying **Top** of Conflict

by Ken Sande

MEMBERS OF THE senior management team had never been so sharply divided. Three weeks ago they had learned that Toni, their on-line producer, had carried on an affair for more than a year with Steve, the program scheduler. (Names and specific facts are fictitious.)

When Toni and Steve were confronted about the situation, they said they intended to marry after Toni divorced her husband. "Besides," they said, "our personal lives are nobody's business but our own."

But events proved them wrong. As word of the affair spread, other members of the staff took up sides.

Some strongly condemned the couple, while others said, "We shouldn't judge others." Two major sponsors learned of the situation and called to say that they would not support a Christian radio program that condoned immorality.

Now the senior managers could not agree on how to proceed. Bill said that as Christians they should be forgiving and give the couple time to work things out.

Kathy argued that they should fire them immediately, both to prevent further controversy and to send a clear message regarding the program's commitment to family values.

Cal reminded them of another ministry that took such action and was sued for wrongful discharge, defamation, invasion of privacy, and infliction of emotional distress.

As the three managers wavered between the possible responses,

gossip spread and internal dissension grew, increasing the likelihood of a forced termination and an expensive lawsuit.

Conflict's Slippery Slope

Ministry leaders could spare their organizations a great deal of difficulty by understanding and planning their responses to conflict before major problems erupt. In order to design such responses, it is important to have a clear understanding of the three basic ways that people react to conflict.

These responses may be arranged on a curve that resembles a hill. On the left slope of the hill are escape responses to conflict; on the right side are attack responses. In the center are conciliation responses to conflict.

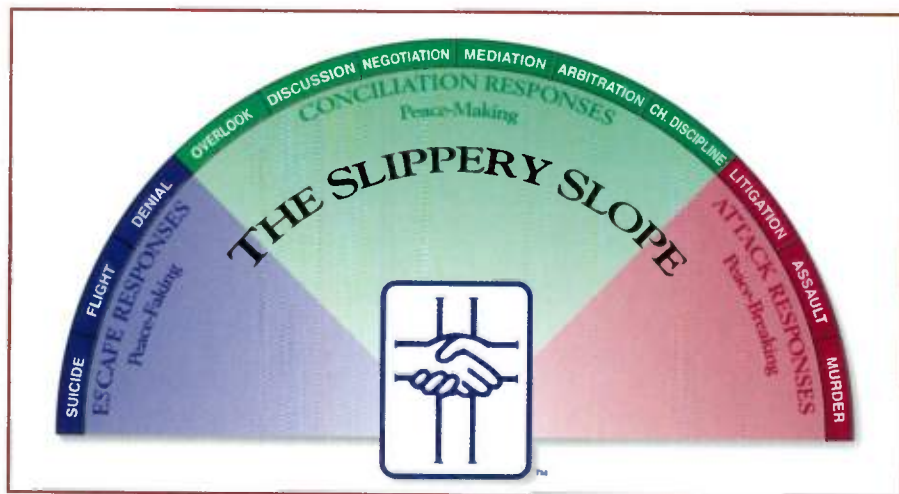
Imagine that the hill is covered with ice. If you go too far to the left

or the right, you can lose your footing and slide down the slope. Similarly, when you experience conflict, it is easy to become defensive or antagonistic — but both responses make matters worse and can lead to more extreme reactions.

There are two things you can do to stay on top of this slippery slope: learn to resist the natural inclination to escape or attack when faced with conflict and develop the ability to use the conciliation response that is best suited to resolving a particular conflict. Let's look at all the responses in more detail.

Escape Responses

People tend to use escape responses when they are more interested in avoiding a conflict than in resolving it. This attitude is common within the church because many Christians believe that all



The Slippery Slope of Conflict Resolution

*Make a commitment
to biblical conflict resolution today,
adopt appropriate policies, and
prepare your people to be peacemakers.*

conflict is wrong or dangerous and are often more concerned about the appearance rather than the reality of peace.

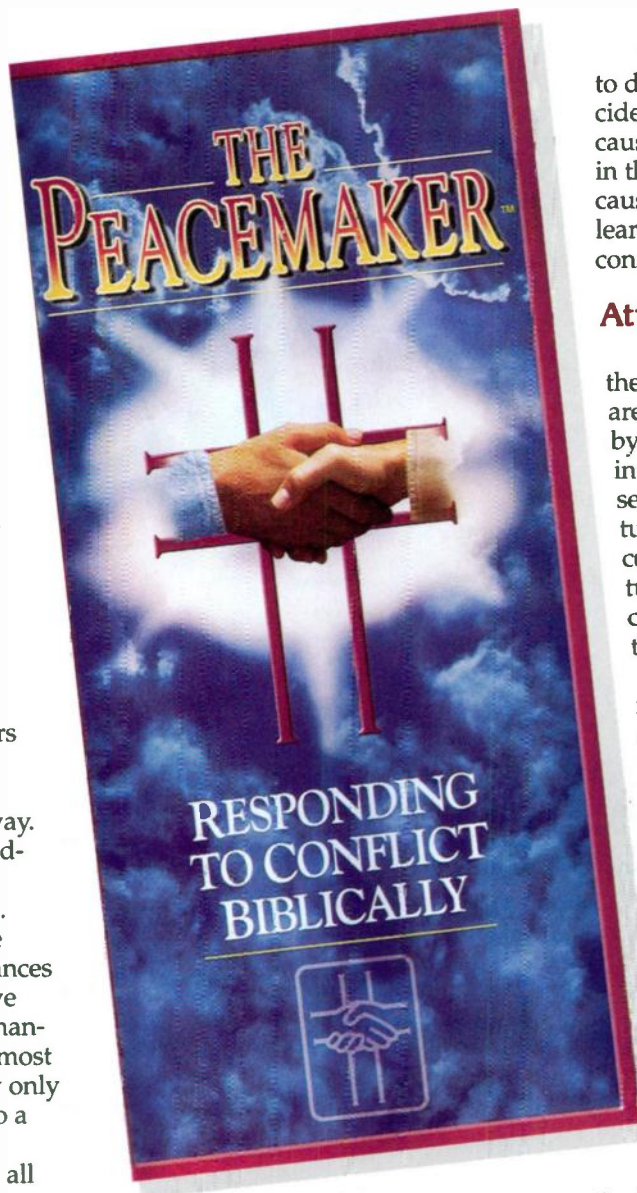
People who use escape responses are usually intent on "peacefaking," or making things look good even when they are not. Thinking that Christians should always agree or fearing that conflict will inevitably damage relationships, these people will usually do one of three things to escape from conflict.

Denial. One way to escape from a conflict is to pretend that it does not exist. Another way is to refuse to do what should be done to resolve a conflict properly. These responses bring only temporary relief and usually make matters worse (see 1 Samuel 2:22-25).

Flight. Another way to escape from conflict is to run away. This may mean ending a friendship, quitting a job, filing for divorce, or changing churches.

Flight may be a legitimate response in extreme circumstances when it is impossible to resolve the conflict in a constructive manner (see 1 Samuel 19:9-10). In most cases, however, running away only postpones a proper solution to a problem (see Genesis 16:6-8).

Suicide. When people lose all hope of resolving a conflict, they may seek to escape the situation (or make a desperate cry for help) by attempting to take their own lives (see 1 Samuel 31:4).



Peacemaker Ministries offers many resources for ministries seeking conciliation information.

Suicide is never the right way to deal with conflict. Tragically, suicide has become the second leading cause of death among adolescents in the United States — partly because our children have never learned how to deal with conflict constructively.

Attack Responses

The three responses found on the right side of the slippery slope are attack responses and are used by people who are more interested in winning a conflict than in preserving a relationship. This attitude is seen in people who view conflict as a contest or an opportunity to assert their rights, to control others, and to take advantage of their situation.

Attack responses are used not only by people who are strong and confident but also by those who feel weak, fearful, insecure, or vulnerable. Whatever the motive, these responses are directed at bringing as much pressure to bear on opponents as is necessary to defeat their claims and eliminate their opposition.

Attack responses are used by people who are prone to "peacebreaking." They are more than willing to sacrifice peace and unity to get what they want.

Litigation. Some conflicts may legitimately be taken before a civil judge for a decision (see Acts 24:1-26:32; Romans 13:1-5). However,

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STAYING ON . . .

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lawsuits usually damage relationships and often fail to achieve complete justice.

Moreover, Christians are commanded to settle their differences within the church rather than the civil courts (1 Corinthians 6:1-8). It is important to make every effort to settle a dispute out of court whenever possible (Matthew 5:25-26).

Assault. Some people try to overcome an opponent by using various forms of force or intimidation such as verbal attacks (including gossip and slander), physical violence, or efforts to damage a person financially or professionally (see Acts 6:8-15). Such conduct always makes conflicts worse.

Murder. In extreme cases, people may be so desperate to win a dispute that they will try to kill those who oppose them (see Acts 7:54-58). While most Christians would not kill someone, we should never forget that we stand guilty of murder in God's eyes when we harbor anger or contempt in our hearts toward others (see Matthew 5:21-22).

People move into the attack zone in two ways. Some resort to an attack response the minute they encounter a conflict. Others move into this zone after they have tried unsuccessfully to escape from a conflict. When they can no longer ignore, cover up, or run away from the problem, they go to the other extreme and attack those who oppose them.

Conciliation Responses

The six responses found on the top portion of the slippery slope are called the conciliation responses. These responses are specifically commended by God and directed toward finding just and mutually agreeable solutions to conflict.

Those who use conciliation responses to conflict are committed to "peacemaking" and will work as

hard and as long as necessary to achieve true justice and genuine harmony with others.

When a person earnestly pursues the conciliation responses to conflict, there is a greater likelihood that he or she will eventually see reconciliation. In contrast, both the escape and attack responses to conflict almost inevitably result in KYRG: Kiss your relationship goodbye.

The first three conciliation responses may be referred to as

. . . go and be reconciled" (Matthew 5:23-24; see also Proverbs 28:13). "If your brother sins against you, go and show him his fault, just between the two of you" (Matthew 18:15; see also Galatians 6:1-3).

Negotiation. Substantive issues relative to money, property, or other rights should be resolved through a bargaining process in which the parties seek to reach a settlement that satisfies the legitimate needs of each side. "Each of you should look not only to your own interests, but

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Christians should be the best peacemakers in the world...



...are they?

Let your light shine before men, that they may see your good deeds and praise your Father in heaven. Matt. 5:16

A promotional brochure from Peacemaker Ministries uses humor to communicate its message.

"personal peacemaking" because they may be carried out personally and privately.

Overlook an offense. Many disputes are so insignificant that they should be resolved by quietly and deliberately overlooking an offense and forgiving the person. "A man's wisdom gives him patience; it is to his glory to overlook an offense" (Proverbs 19:11; see also Proverbs 12:16; 17:14; Colossians 3:13; 1 Peter 4:8).

Discussion. If a personal offense is too serious to overlook, it should be resolved through confession or loving confrontation. "[If] your brother has something against you

also to the interests of others" (Philippians 2:4).

When a dispute cannot be resolved through one of the personal peacemaking responses, you should use one of the three "assisted responses." These require the involvement of other people from your community.

Mediation. If two Christians cannot reach an agreement in private, they should ask one or more others to meet with them to help them communicate more effectively and explore possible solutions. "If he will not listen [to you], take one or two others along" (Matthew 18:16).

These mediators may ask ques-

Locking the Courthouse Door

One of the easiest ways to avoid costly lawsuits and improve your ability to resolve conflicts in a biblical manner is to include a conciliation clause in all of your contracts and policy manuals.

These clauses are legally binding in most states. The following language is recommended by the Institute for Christian Conciliation (a division of Peacemaker Ministries):

"Any claim or disputes arising from or related to this agreement shall be settled by mediation and, if necessary, legally binding arbi-

tration in accordance with the *Rules of Procedure for Christian Conciliation* of the Institute for Christian Conciliation. Judgment upon an arbitration award may be entered in any court otherwise having jurisdiction."

For guidance on using these clauses, or for information on educational resources or mediation and arbitration services, please contact Peacemaker Ministries, 1537 Avenue D, Suite 352, Billings, MT 59102, telephone (406) 256-1583, fax (406) 256-0001, e-mail peace@mcn.net.

tions and give advice, but they cannot force you to accept a particular solution.

Arbitration. When you and an opponent cannot come to a voluntary agreement on a substantive issue, you should appoint one or more arbitrators to listen to your arguments and render a binding decision to settle the matter.

Paul indicates in 1 Corinthians 6:1-8 that this is how Christians ought to resolve even their legal conflicts with one another. "If you have disputes about such matters, appoint as judges even men of little account in the church" (1 Corinthians 6:4).

Church discipline. If a person who professes to be a Christian refuses to be reconciled and to do what is right, his or her church leaders should be asked to formally intervene to promote repentance, justice, and forgiveness. "If he refuses to listen [to others], tell it to the church" (Matthew 18:17).

Sloping Trends

The slippery slope reveals several interesting trends regarding the various responses to conflict. As we move clockwise across the slope, our responses tend to go from being private to being public.

When we fail to resolve a matter through a private response, more people must get involved as we look to mediation, arbitration, church discipline, or even litigation to settle a dispute.

Moving clockwise on the curve

also involves a move from consensual to coercive solutions. In the responses on the left side of the curve from suicide to mediation, the parties decide on their own solution. In arbitration and the attack responses, a result is imposed by others; this is usually less palatable to everyone involved.

Ministry leaders could spare their organizations a great deal of difficulty by understanding and planning their responses to conflict before major problems erupt.

In addition, the extreme responses to conflict result in greater losses. Every response to conflict costs something; you must give up one thing to gain another.

Personal peacemaking responses generally produce the most profitable exchange as the benefits of your solution are usually worth the time and energy you invest to reach an agreement, especially from a spiritual standpoint.

The further you move away from the zone in either direction, the greater your losses will be, whether in time, money, effort, relationships, or a clear conscience.

There are also three noteworthy

Continued on page 78

Three of America's most Unusual programs Sponsored by The King is Coming Worldwide Ministries Inc.

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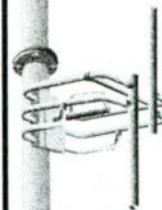
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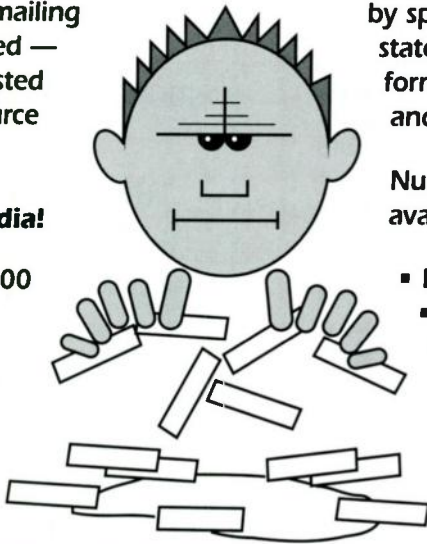
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STAYING ON . . .

Continued from page 77

parallels between the two sides of the slippery slope: 1) Both extremes of the spectrum result in death, either through suicide or through murder — two growing problems in our culture; 2) Assault and flight often come together in classic

Those who use conciliation responses to conflict are committed to "peacemaking" and will work as hard and as long as necessary to achieve true justice and genuine harmony with others.

"fight/flight" behavior, both sides of which avoid dealing with the underlying causes of the conflict; and 3) Litigation is often nothing more than "professionally assisted denial."

When you enter the legal adversarial system, your attorney is expected to make you look faultless and to paint your opponent as the one who is entirely responsible for the problem, which is seldom the case.

An Ounce of Prevention Is Worth \$10,000 in Legal Fees

The United States has become the most litigious country in the world. When people cannot find swift and satisfactory ways to resolve their differences they easily resort to the courts, especially when someone says they might win a large judgment.

Christian organizations are not protected from this trend and when they become involved in a lawsuit, they can pay an enormous price in terms of broken relationships, distracted leadership, adverse publicity, and incredible legal expenses.

Worst of all, the organization's Christian witness is damaged and the Lord's name is dishonored as people get caught up in the harsh tactics of the adversarial system.

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This is truly an area where even modest preventive measures can produce great dividends. Knowing when and how to use the six conciliation responses to conflict can guard against emotional reactions and allow for wise responses which will resolve many conflicts before they get out of hand.

Providing your entire staff with basic training in biblical conflict resolution increases the likelihood that disputing individuals will think and act with the mind of Christ instead of resorting to worldly devices. And including conciliation clauses in organizational contracts can secure a mutual agreement that future conflicts will be resolved in a private mediation or arbitration process instead of a public courtroom (see box on page 77).

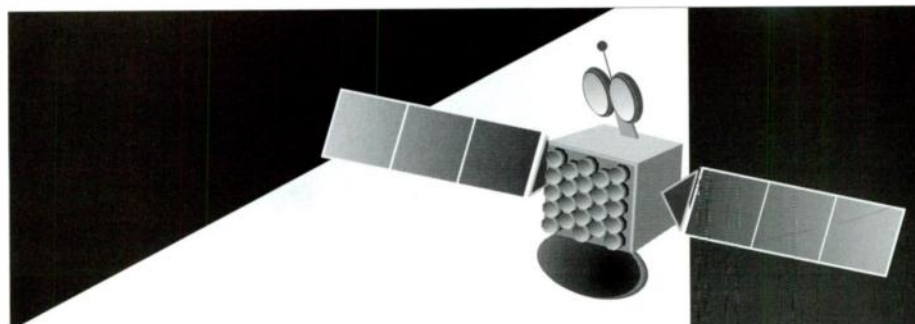
Do not wait until a major conflict consumes your ministry. Make a commitment to biblical conflict resolution today, adopt appropriate policies, and prepare your people to be peacemakers.

People tend to use escape responses when they are more interested in avoiding a conflict than in resolving it.

In doing so, you will improve your ability to stay on top of conflict. More importantly, you will increase the likelihood that everything your ministry does, including the way it deals with conflict, will bring praise and honor to the Lord Jesus Christ.

Editor's Note: Ken Sande will be part of the panel discussion for the educational session "Staying on Top of the Slippery Slope of Conflict" during the 1997 National Religious Broadcasters Convention & Exposition at 10 a.m. on Tuesday, January 28.

Ken Sande is an attorney who serves as the executive director of Peacemaker Ministries (formerly the Institute for Christian Conciliation). This article is adapted from his book *The Peacemaker* (Baker Book House, 1991).



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Reputation

by Gene Kapp and A. Larry Ross

WHAT DO YOU consider to be your most valuable corporate asset? If you answer you view- ing/listening audience, your donor list, or your ability to communicate, you are wrong.

Though these are important and even vital ingredients in the success of your operation, the most valuable asset your ministry possesses is its reputation.

Reputations of religious organizations, like corporations in the business arena, are determined by a consensus of internal and external stakeholders (employees, supporters, public, media).

Whether it is the corporate reputation of the organization or ministry itself or the personal reputations of the CEO, the station manager, the radio or television host, or the staff members, all contribute to your organization's bottom line of trust and credibility.

Memo to Management

The reputation of your organization shapes the way the world views your ministry, including the general public, the Christian community, the media, and the donors. Your reputation is your calling card, your perceived identity, and your image.

This important asset is often

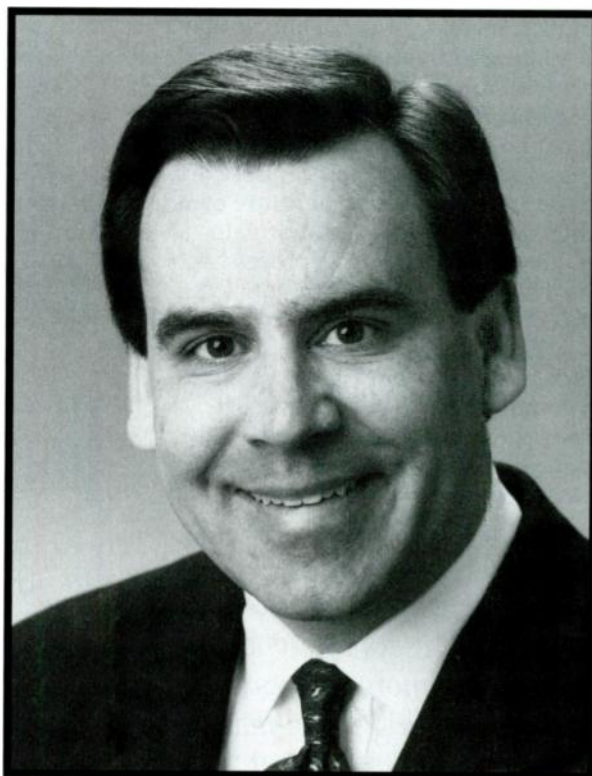
ignored until there is trouble and you find your good reputation in jeopardy. Then damage control takes center stage, demanding the attention of your top management team and public relations department and prompting a response to the media and public that is all too often defensive and focused entirely on bringing the crisis to a quick end.

"A lot of companies would say that if it isn't on fire or it doesn't smell, we're not going to worry about it," says Davis Young, author of *Building Your Company's Good Name: How to Create & Protect the Reputation Your Organization Wants and Deserves*.

"Most crises or public relations problems can be prevented," Young continues. "If people were paying attention in advance, identifying their potential vulnerabilities and addressing them on a timely basis, they would be able to avoid most public relations problems."

Reputation Management, a bi-monthly magazine for public relations professionals, defines reputation management as "a counseling discipline that recognizes the importance of reputation as an organizational asset and seeks to ensure that management decisions are taken in an environment in which reputational implications are fully understood, evaluated, and considered."

"Reputation management is essentially about how an organiza-



Gene Kapp

tion behaves," says Paul A. Holmes, editor of *Reputation Management*. "If it behaves in such a way that its actions earn it the right kind of reputation, then the need for public relations as damage control is far less."

Pro-Active Management

A growing number of top managers realize that reputation management means considering reputational consequences *before* policies and decisions are made. That involves managing your organization's reputation at the front end, before there is a problem or crisis. "Management must empower everyone in the organization to ask: If we do this, will it hurt our reputation?" Young says.

"Reputation management is

Management



A. Larry Ross

first and foremost about bringing up reputational implications, which are often only considered as an after-thought," Holmes adds. "Reputational implications must be considered as seriously and thoroughly as financial, operational, and legal implications."

The challenge for today's top management is clear: What you do in advance, in the creation of policies and procedures, often will make the difference between success and failure. An important question for management: If everyone knew what your ministry was doing, would it be able to withstand the scrutiny?

A good reputation is earned. Your ministry's good name is based on the development of and

adherence to good policies and effective outreach over time, not reactive crisis communications for bad policies or ineffective programs. Executives must create a culture in which long-term reputation enhancement outweighs short-term expediency. It must also be a culture in which the job of reputation management falls to everyone in the organization, from the CEO to the receptionist.

Media and Public Scrutiny

Reputation management also means dealing with perceptions, not just facts, which can often be

very different. For instance, consider questions such as: What will this fund-raising policy look like? How will it be viewed? In a world of intense media and public scrutiny perception often becomes reality.

At the same time, the actions of a few can truly affect an entire industry. The negative ministry stories of the 1980s may have done more than just damage your bottom line. These examples rendered suspect the reputation of each and every religious broadcaster, no matter how ethical or above reproach they might have been.

The trust and credibility of an entire industry was put on notice and a "watchdog" mentality quickly surfaced, fueled by vocal media-savvy critics and an increasingly

cynical secular media.

With the rapidly growing number of media outlets — from tabloid television to cyberspace newsletters — it is now more important than ever to take a pro-active approach to managing your reputation.

The news business has a voracious appetite. The more time and space there is to fill, the more likely your organization is to find its way into the news, for good or for bad. Scores of groups and organizations

Public relations professionals who understand the consequences of a decision before it is made are being used more and more effectively to help pre-empt potential problems.

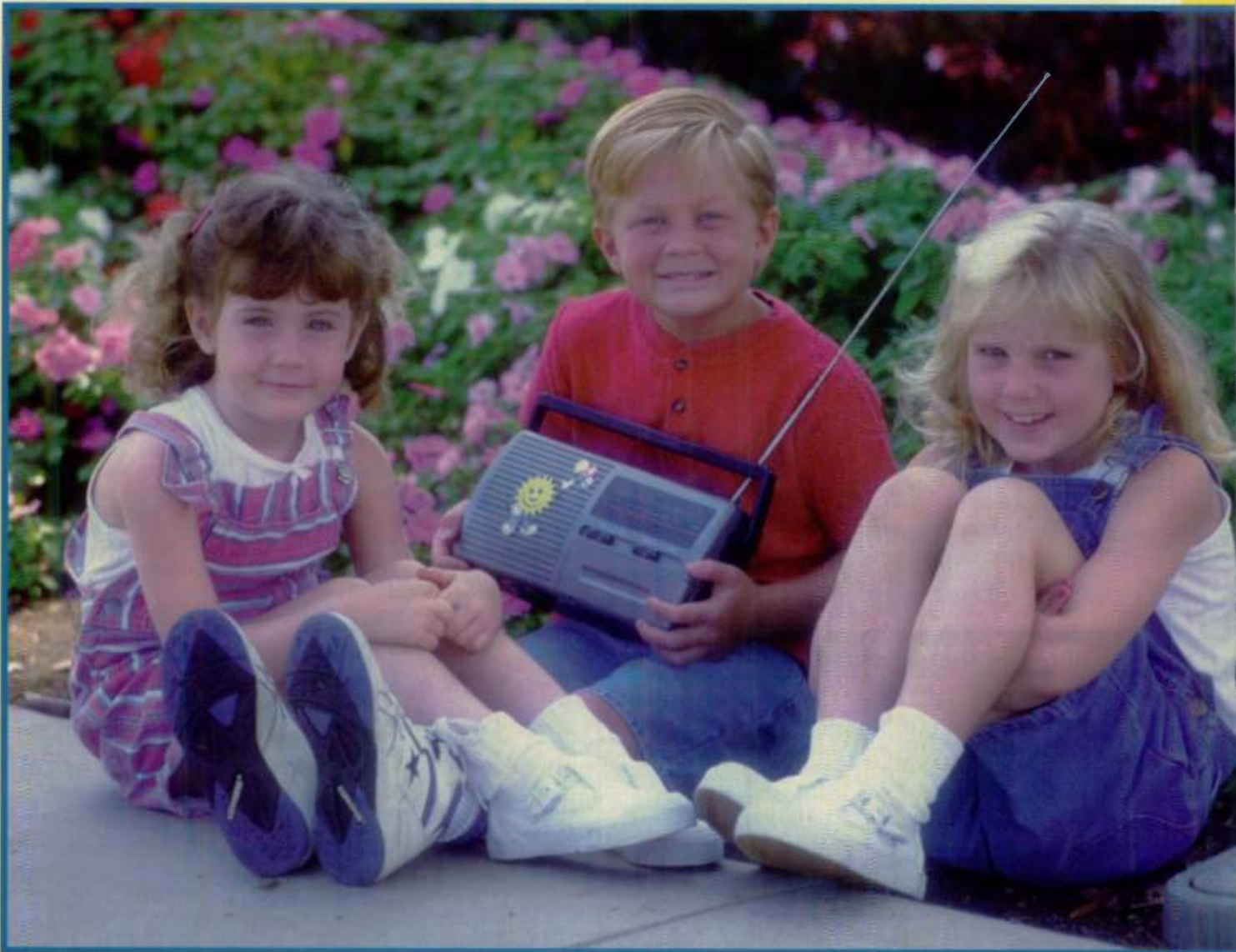
monitor your every word and deed, just waiting for a misstep and an opportunity to criticize.

Reputation management may challenge you to a new way of thinking. At the same time, if you realize that your reputation is your most important asset — and you act like it — you will be well positioned to meet the challenges ahead.

Young questions, "If organizations will listen better, if they will look at their vulnerabilities more than they do now, if they'll treat their own employees as a priority audience, if they'll embrace training as part of their culture, and if their

Continued on page 82

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Chatting With a Timesman

The management of the reputation of your organization or ministry involves working with the news media. The way the world views your organization is often determined by what is printed or broadcast by the news media.

Whether you are fielding an inquiry from a reporter or attempting to promote a unique and interesting story idea, the working relationship between your organization and the news media is critical.

As a religious broadcaster, it is important to understand and respect the job of a journalist, whose curiosity and inquisitiveness can sometimes seem intimidating. At the same time, the journalist should approach a story with an open mind and must be committed to bringing a sense of fairness and balance to the work.

Gustav Niebuhr is senior religion writer and national correspondent for *The New York Times* and often writes about religious organizations and ministries. In an interview with Gene Kapp, vice president of public relations at The Christian Broadcasting Network, Niebuhr discusses some of the most important questions being asked of journalists today.

Q: How important is it for organizations to understand how the news media works? What do ministries and religious broadcasters need to understand when working with the news media?

A: I think it is a very good idea for people to have a basic familiarity with how news organizations do their work. There is no need for this to be a mystery.

A good place to start is to understand that the media is by no means monolithic, despite the common stereotype. At the risk of stating the obvious, I should say that there are very important differences in the way that television, radio, and newspapers gather and report the news.

Although the on-air media have the capacity to do in-depth reporting, and many are good at it, it is newspapers in general that have the space and time to produce longer and, one hopes, more reflective stories.

Yet newspapers vary widely in their interests. Perhaps the most important distinction is between the majority that focus mostly on a local area — a city and its suburbs — and the relatively few whose reporting staffs are large enough to cover an entire state or a geographic region, or to report the news nationally.

Not surprisingly, a story with a strong local angle will appeal to the newspaper in that city; a larger paper will probably be more interested in stories that track trends of one kind or another.

Q: There are those who believe reporters are biased and operate with a specific agenda, often designed to twist and distort the news. What is your goal when covering an organization or religious broadcaster and how do you keep your personal beliefs and feelings from affecting the outcome of your story?

A: When writing about an individual, organization,

or issue, I try to be fair, informative, and thorough — qualities that I find readers appreciate. Any story I do involves some degree of learning on my part, which means I ask a lot of questions and try to listen carefully to what people tell me. If I don't understand something, I'll ask it again, sometimes more than once, even if it seems like a basic question. In this sense, reporting is a process of discovery.

I really believe that you must keep your personal feelings out of a story. It is one thing to be analytical but you should never be biased. It's a professional obligation and responsibility to put your personal beliefs aside and report on an issue in a fair and balanced fashion. That's what readers expect.

Q: You often report on ministries and religious broadcasters. What can they do to help you do your job more effectively?

A: What helps journalists do their jobs? In a word: information. The more one knows, the more thorough and nuanced an article one can write. Ideally, to do a thorough story, one needs access to people in authority. Without that, the job of reporting becomes that much more difficult.

Reporters appreciate it when they are able to speak with a person in an authoritative position who takes their questions seriously and responds without deception. That is true even when the response is simply, "No comment," or "I don't know."

What I like to do is to sit down and talk to someone face to face. I hope that person will feel relaxed and respond to my questions to the best of his or her ability. I favor direct questions and I like direct answers. I realize that people sometimes will choose not to answer questions, but it's important, nonetheless, to ask.

Q: What should an organization do when it believes it has been treated unfairly by a reporter or believes an error has occurred in the story?

A: Spotting an error of fact in a story and suspecting that one has been unfairly treated by a reporter are two different issues.

It should go almost without saying that reporters should always strive for accuracy and rigorously check the facts in their stories before publication. But errors can and do occur. That's why newspapers run correction columns.

To discuss an error of verifiable fact, one should first contact the reporter who wrote the story. If the issue is not resolved in that conversation, then typically one takes it up with the reporter's immediate editor.

A charge of unfair treatment is less easy to generalize about. If I were a manager in a news organization, I would want to know of any such complaint and have the opportunity to discuss it with whomever was making it so that I could try to understand the circumstances involved.

— Gene Kapp

REPUTATION MANAGEMENT . . .

Continued from page 82

of communications for General Motors Corporation, the role of a communicator is to be called in to implement a project (write a release, create a brochure) assigned by management.

You are valued for the product — what's in your hands, not your head — regardless of whether or not it was the communications vehicle needed. Traditional communicators are known by their function. The goal is credibility and the key is pleasing management with results.

The individual catalyst required to keep pace with a progressive management team that understands the value of managing the corporate reputation is for you, as a communicator, to take your role of communicator to the next level: that of a counselor, valued for advice and thinking and not merely communications skills or tools.

The goal for this individual is

influence, affecting things for the good of the organization according to its objectives or mission statement. You are valued for your knowledge — it's what you carry in

"If people were paying attention in advance, identifying their potential vulnerabilities and addressing them on a timely basis, they would be able to avoid most public relations problems."

— author Davis Young

your head and not your hands that gets you into the meeting. The key is to provide value-added input with an outcome that will change behaviors and decisions.

Onoda further emphasizes that in order to bring this about, it is

imperative as a communicator to not determine your job description by skillsets or projects. Rather, you need to focus on the desired results, then "back-in" to determine the most effective vehicles to bring about change.

Products and various communications tools such as news releases and videos are only a means to an end. You also need to build strategic alliances, empower your fellow workers, and utilize new communications technologies in order to remain effective.

Not all public relations practitioners may be suited or qualified to become strategic counselors. "In many organizations, the CEO doesn't perceive there is anyone in the media/public relations department who can do this job, and that is often the case," says Holmes.

Even if you do have the skills and the strategic vision to help spot potential problems before they develop, public relations professionals are still faced with the challenge

Continued on page 88

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REPUTATION MANAGEMENT . . . *Continued from page 85*

of convincing top management that they should be a part of the decision- and policy-making team.

"Getting to the table of management is not an entitlement, it's something you earn," adds Young. The best way to get on the team is to prove to management that you can put out a fire or handle a crisis. Nothing speaks louder than experience.

Once you've gained respect and trust, convince management that you can play a vital role in *preventing* the crisis or problem from occurring again.

The challenge for today's top management is clear: What you do in advance, in the creation of policies and procedures, often will make the difference between success and failure.

Management always deals with problems. You will always get management's attention when you focus on solutions to problems — especially if you can offer valuable insight on how to keep them from happening again.

Enlist Stakeholders

Once you have mentally promoted yourself to strategic counselor, have been invited to the appropriate meetings, and have helped make pro-active decisions, what else is left for you to do?

First, you have to determine reputation management goals, initially for your department but ultimately for the organization overall.

Once you determine how your organization should be known, you can then strategically structure all corporate information — including publicity, promotion, advertising, and media relations — to continually reinforce your core values, unify-

ing principles, and distinctives as a ministry.

Reputation expert Alan Towers stresses that reputation management is not in itself a communications process. It incorporates various communications vehicles to get the reputation message out but only after determining what policies and behaviors create that reputation.

Management objectives need to be constantly reinforced to important stakeholder groups, including employees and constituency, to simultaneously enlist their support and minimize their resistance.

"Public relations is not reputation management; rather, it is an outgrowth of reputation policy," Young defines. "Think of public relations as a mirror on the wall in your home — it reflects what you are. Think of reputation management as the foundation of your house — if it is unsound, your house will tumble to the ground, mirror and all."

Reputations of religious organizations, like corporations in the business arena, are determined by a consensus of internal and external stakeholders (employees, supporters, public, media). Thankfully, there is one important difference.

Ministries like yours really have a primary constituency of One. If we are living our lives pleasing to God and conducting our ministries as unto Him, managing our reputations further involves keeping a proper perspective. We not only represent an organization or a ministry but also the kingdom of God.

Editor's note: Gene Kapp and A. Larry Ross are conducting an educational session "Reputation Management: From Billy Graham to Pat Robertson and Everything In-Between" during the 1997 National Religious Broadcasters Convention & Exposition at 3 p.m. on Tuesday, January 28.

Gene Kapp is vice president of public relations for The Christian Broadcasting Network based in Virginia Beach, Va. A. Larry Ross is president of A. Larry Ross & Associates, a public relations agency in Dallas.

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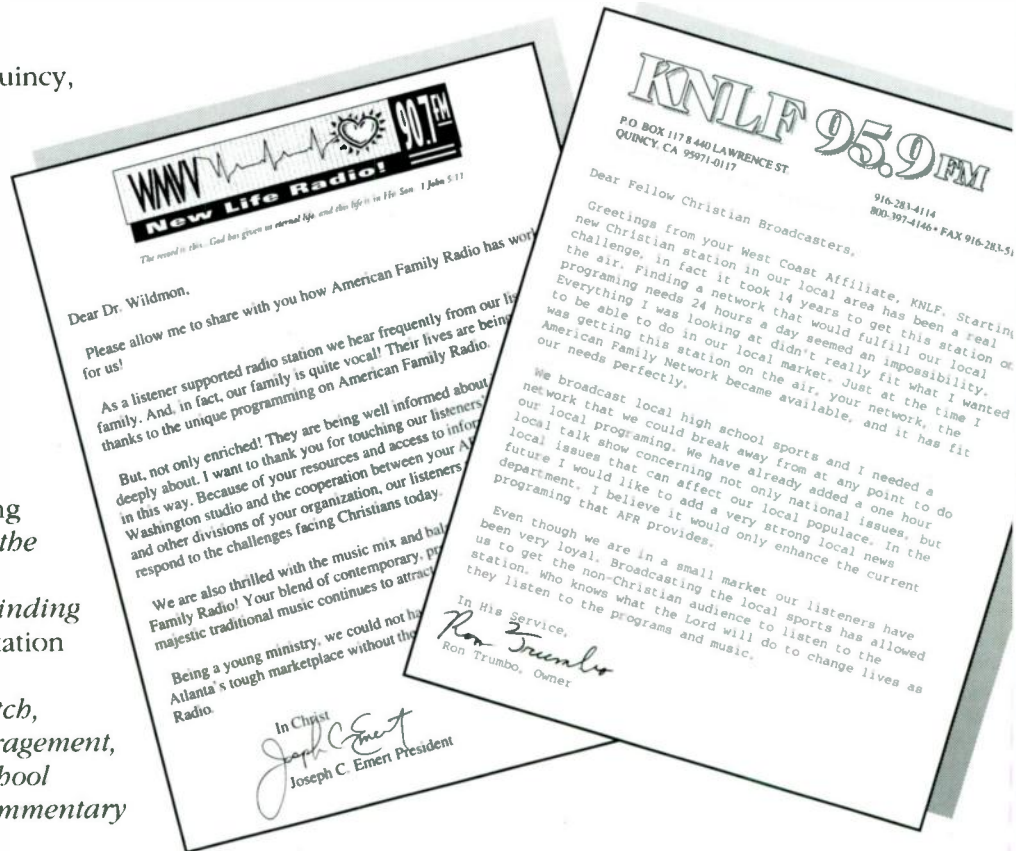
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God's Air Force

by Dan Wooding

WINNING A WAR takes teamwork: armed services operating in tandem, specialized units accomplishing specific missions, and the use of many different weapons and artillery. Managing a huge endeavor such as a war requires synergy and communication.

In much the same way, missionary radio now has a strategic alliance: WB2000 — an Air Force commissioned by God, manned by established global ministries, and armed with bombs of truth from the Word of God.

World by 2000 (WB2000) is a collection of missionary radio groups that have joined together to blanket the world with the Good News. These broadcasters are fulfilling the Great Commission to take the Good News of Jesus Christ to the world.

In North America, figures gleaned from the National Religious Broadcasters *Directory of Religious Media* reveal that more than 6 mil-

lion hours per year (or 115,385 hours per week) of gospel programming is heard on Christian stations.

In contrast, missionary radio, according to Patrick Johnstone's book *Operation World*, indicates that among 13 major broadcasters (individual and denominational), less than 500,000 hours per year (or 9600 hours per week) of gospel broadcasting is heard overseas. That means that if you round up the figures, some 93 percent of all gospel programs are heard in North America, leaving only seven percent heard in the rest of the world.

Missionary broadcasters struggle for every cent given toward their efforts. Each of the leading organizations has found it hard to interest the public in reaching those in faraway lands who have never heard the Gospel. Their mission does not have the glitz and glamour (or hair spray) of American Christian television — and yet with WB2000, something rather remarkable has been going on out of the

glare of the mainstream media.

Just how effective has WB2000 been — or is it really a gimmick to get more support by tying the coalition to the end of the millennium?

Church Growth

WB2000 affiliate Words of Hope, based in Grand Rapids, Mich., believes in the project's effectiveness. Words of Hope vice president for broadcasting Lee DeYoung explains, "There have been some places where we have seen just enormous response to broadcasts.

"In Mozambique," he relates, "in the Lomwe and Makuwa languages which are programs in partnership with Trans World Radio (TWR), there are now some 300 documented churches that we know of ... started by listeners to the program — in less than a 10-year period."

That's quite a testimony to the power of radio.

How it Began

A normal trans-Atlantic flight in



Photo by B. Ury

Left. Trans World Radio's (TWR) shortwave antenna field in Guam, one of ten primary transmitting sites from which TWR broadcasts more than 1000 hours a week — in more than 120 languages.

Above. Friendly faces in Indonesia. Particularly targeted by WB2000, Indonesia is comprised of more than 3000 islands stretching along the equator from the Malaysian mainland to New Guinea. Islam is the primary religion; Christians make up 10 percent of the population.

July 1985 for HCJB president Ron Cline turned out to be the catalyst for a revolution in "air force" gospel outreach unparalleled in the world of missionary radio. What began with a "voice in the wilderness" has turned into a virtual choir.

In a recent interview at a gathering of WB2000 leaders at Far East Broadcasting headquarters in La Mirada, Calif., Cline shared that life-changing moment which brought together the leaders of world missionary radio.

"On a plane from Frankfurt to Chicago, I was working on a speech," Cline recalls. "I was praying about this message that I had to give and I was throwing in the statistic that we always give: We reach about 80 percent of the world. Just as clear as we're talking now, a voice said to me, 'You know, I really want the whole world to hear.'

"I remember sitting in that airplane seat and explaining to myself all the things I had learned in my four years as president of HCJB as to why we couldn't reach the whole world." Reasons such as "people spoke funny languages," there were "restricted areas of the world that

were really hard to get to by radio," and "some people didn't have the right kind of radios."

Cline says as he made his excuses he "became very burdened that God would have us to do our best. As I thought about it, I realized that no one can reach the world like radio can because we can talk to everyone at one time.

"The WB2000 vision is breathtaking in its concept and implications."

— missiologist Patrick Johnstone

"We can talk from outside the country into the country," he continues. "We can get around the jammers, as we had in 1985. We can get around the restrictions. We can speak the language of the person in the home. No one knows we have arrived. There's not a stranger knocking on the door to be reported. It's amazing."

So, on that ordained ocean-crossing flight, Cline wrote the fol-

lowing resolution: "We are committed to provide every man, woman, and child on earth the opportunity to turn on their radio and hear the Gospel of Jesus Christ in a language they can understand so they can become followers of Christ and responsible members of His Church. We plan to complete this task by the year 2000."

Making It Happen

Two months later Cline arranged to host a meeting at TWR's headquarters in Chatham, N.J. (now based in Cary, N.C.). Cline was astonished to hear that two other men had also "heard from the Lord" about working together: Far East Broadcasting Company (FEBC) founder and president Bob Bowman and TWR president Paul Freed.

"It was very simple," Cline recalls. "All of a sudden all three of us were in a room talking about it and had already agreed that it was something we had to do. It had the Lord's handprint all over it. I never dreamed it would be what it has become."

Since then, SIM International and FEBA Radio have joined in the commitment. Supporting broadcast-related missions including Words of Hope, IBRA Radio, Back to the Bible Broadcasts, and GALCOM have subsequently joined as associates.

When asked to explain the concept of WB2000, Cline answers, "The project is simply to get the Gospel into languages that have never heard the Gospel via radio. We have found that languages that have not heard the Gospel via radio usually do not have a history of Christianity or do not have portions of [Scripture] or the whole Bible.

"[We've found] an interesting correlation [between] languages that have not yet been broadcasted [and] languages [that] have not been touched by Christianity."

Report to Date

Arnold Remtema, who had previously served with TWR in Sri Lanka, is director of WB2000's international research office in Colorado Springs, Colo. "There are 370 meganguages, which are languages spoken by a million or more people and out of them, 277 are WB2000

Continued on page 92

languages. We currently have 188 mega-languages that are on the air," he reports.

Remtema points out that these were languages that did not have a Gospel broadcast in 1985. "Since the project started," he states, "we have added 73 new languages. It would probably be safe to say that a good many of those languages never would have gotten on the air

at all if it hadn't been for the [worldwide] objective."

The FEBC Connection

Bowman explains his organization is particularly targeting Indonesia, Laos, Myanmar, North Vietnam, and southern China.

What does it say to the world that these radio groups are now working together? "I think that it is the sign of the times as far as what the Holy Spirit is doing in many people's lives," Bowman states. "I think, number one, the Holy Spirit

is working in a very unique way in China and Vietnam and in many other places, especially among Muslims. And the second thing is, He probably laid this on the hearts of the beginners of the WB2000, that if we are really going to be in sync with what God is doing, we need to be working together and not in competition.

"And yet there is no sense of the mega-organization. Each of us has very specific talents, specialties, and personalities, and we work best maintaining that culture. But we have agreed not to intentionally have duplication of effort in this project. We met at the beginning at least several times a year, but now once a year is enough to achieve this particular common goal."

Mong and Kaho

It is hard for those who live in the West and have a steady diet of religious broadcasting — talk, preaching, and music — to understand what it is like to live in restricted societies where it is often illegal to preach the Christian message. Two such groups who live under such restrictions are the Mong of Laos and Vietnam and the Kaho in Vietnam.

"For some reason, both of these groups are phenomenally responsive to the Gospel by radio," Bowman says. "Neither of them had much by way of witness. Certainly not by missionaries because they live in prohibited areas and radio becomes the only way to do any significant mass communication.

"In northern Vietnam, according to a census that Christians have taken, they are talking about 330,000 Christians out of a population of 500,000. Whole villages make decisions to become Christians. The village chief will say, 'I think we need to be Christians,' and that's what happens, which goes against our individualistic approach in the West.

"Radio is just a tool that God uses in certain circumstances," Bowman adds. "Certainly, the biggest story of FEBC is China. Not only is the listenership huge, but also according to the experts, some 10,000 people per day are turning to Christ in China.

"The Christian population in China is a minimum of 5 percent and up to 10 percent. There is hardly a country in the world where you

AD2000

Missionary radio's WB2000 is not the only synergistic outreach revolving around the millennial turn. Media Track of AD2000 chairman Eric Watt spoke to an international group of media professionals at the Media Track Consultation held last October in Virginia Beach, Va.

Eighty-five people from 47 organizations attended the event, with the following countries represented: Belgium, Canada, India, Indonesia, Kenya, Philippines, Russia, Taiwan, and the United States.

Several significant issues evolved at the consultation, including developing partnerships, the use of multi-media campaigns, the need for improved research, and the importance of training nationals in production skills.

Six working groups were formed to address specific needs: church mobilization (Bob Carlton, Caleb Project), media training (Jeff Cameron, International Media Ministries), media research (Dan Henrich, Handclasp International), production (Ben Edwards, CBN International), journalism/news (Stan Jeter, Christian World News), outreach/follow-up (Hannu Haukka, International Russian Radio/TV).

Distribution/satellites and financial development were also named as groups but are currently without leadership.

For more information on Media Track of AD2000 contact Eric Watt by telephone at (757) 579-7000 or via e-mail at eric.watt@cbn.org.

— Daniel Henrich



Photo by Marilyn Malstrom

Eric Watt addresses the international gathering of media professionals during the recent Media Track of AD2000 Consultation in Virginia Beach, Va.



Photo by D. Ball

A family receives food from a church kitchen in Luanda, the capital city of Angola. Most of the people of Angola speak a Bantu language, though the official language is Portuguese.

have those kind of numbers. That means there are somewhere between 50 and 100 million Christians. We at FEBC say 50 million.

"I've heard that revival is occurring largely in rural areas," Bowman reports. "According to the books put out by OMF and others, radio has had a huge impact on that phenomena."

TWR and Albania

Under its despotic dictator Enver Hoxha, Albania's mouthpiece to the world was the bizarrely programmed Radio Tirana. Its communist message was even more peculiar than that of Radio Moscow. TWR now broadcasts many of its programs from Radio Tirana.

Last October, TWR began broadcasting programs to the Gypsies of Europe in the WB2000 language of Romani. The Gypsies are one of the most persecuted and non-evangelized people groups in the world today. (See box on page 95.)

Bill Mial, senior international director and assistant to the president of TWR, says he first went to Albania in 1992 to meet with the director general of Radio Tirana. "It was the number one propaganda station and the director said, 'We broadcast in 22 languages all over the world the communist line because we thought we had the

truth. But we now know that truth is somewhere else and we have nothing more to say!'

"I told him, 'We feel we have a very important message,' and I was able to share my faith with this gentleman. Today we use the 500,000-watt medium wave transmitter on 1395 kHz and we are heavily involved in using some of the short-wave installations. We now broadcast programs in 23 languages from Tirana."

Albania is one of ten primary transmitting sites from which TWR broadcasts more than 1000 hours a week in more than 120 languages.

Letters of Response

Letters are one of the primary ways the broadcasters discover how effective their broadcasts are. In Indonesia, a country where more than 700 languages are spoken, radio is vital to reaching thousands who live in primitive isolated areas. There are 76,000 known villages. Of those, 50,000 are without a church.

One TWR listener — 2000 miles from the Guam broadcast origination — wrote "I'm eager to write a letter to all of you because my heart has been filled with God's words which you broadcast every day. I thank God for the ministry which helped me to surrender my heart to Jesus."

A letter signed by 13 men from

western Nepal shared how they listened to TWR broadcasts in Nepali, a WB2000 language, and wanted help to grow in their faith.

TWR director of public relations Richard Greene says, "More than 1 million letters each year are received from our listeners, which we can verify live in at least 157 countries."

Mial illustrates the power of TWR's broadcasts: "For some years we broadcast from our transmitters in Swaziland to the country of Angola in the Umbumdu language. A couple of years ago, after a trip to Angola, our Umbumdu pastor brought back a letter from a church which had been signed by 100 people. This church had been started through the impact of the radio programs. The letter basically was a thank-you to Tom Lowell, president of TWR, for bringing them the Gospel."

Another Mial story took place in India, where eight of the 40 languages TWR broadcasts are WB2000 languages. "A gentleman who worked as a clown in the circus traveled his entire life with the circus throughout India.

"He was illiterate but a linguistic genius as he picked up several of the major languages spoken throughout India. In retirement, at the age of 72 and living in Madras, South India, he tuned in to TWR and heard the Gospel in several languages, all of which he was able to understand.

"He had someone contact TWR through the mail and wrote the following: 'All my life I traveled as a clown in the circus. I made people laugh throughout our country. Everyone liked me but no one loved me. Tonight on Trans World Radio I heard about Jesus Christ who loved me and died for me. I have therefore accepted Him as my personal Savior.'"

On-the-Job Dangers

Often the broadcasters who voice the WB2000 programs literally put their lives on the line. This calls for some technical wizardry to protect them.

In Worthing, England, FEBA Radio programming director Tony Ford says, "A language has just come on the air in the Seychelles for a Central Asian country. The pro-

Continued on page 94

grams were made by refugees from that country living in another country in Asia. Their compatriots were threatened with violence, so voice-disguising units protect their identity on air."

SIM International

Charlotte, N.C.-based SIM International joined WB2000 in 1985 and has found that the relationship with other ministries has had surprising consequences for the ministry. SIM Outreach deputy general director Howard Brant explains, "We were invited to come in because of our involvement with ELWA in Monrovia, Liberia.

"We were reaching a number of countries in West and North Africa that the others were not reaching, so we became the fourth signatory of the WB2000 commitment. ELWA was started in 1954 and by 1990 we were broadcasting in 49 languages, 19 of which were WB2000 megalanguages.

"In July 1990 civil war broke out," he continues, "and our missionaries were forced to leave. By May 1996 we were almost ready to go back on the air with a 50-kW shortwave transmitter when the site was again overrun by soldiers and the station was sacked.

"The other partners really came to our aid. TWR picked up some of our broadcasts, actually broadcasting out of Guam and some of the Pacific Islands into that part of Africa. We appreciated that very much. HCJB put together a small radio transmitter that we took into the country so that we could immediately get back on the air at least in Monrovia. As a result, we didn't have too much down time locally.

"FEBC came into the picture because [it] had a transmitter (in Southern California). It was an old transmitter and [FEBC] donated it to us. We set it up in Liberia again, but unfortunately our place was destroyed a second time. All of our people were evacuated, and the transmitter was totally destroyed. The soldiers even tore out the copper wire. In a sense, we are back to where we were in July 1990.

"We have since thought of relo-



More than 1500 languages are spoken in India. Approximately 80 percent of the population is located in rural areas.

cating," the deputy general director shares. "One of the sites is Benin, which is down the coast of Africa. We actually have a joint agreement right now with HCJB so that if a license is given to us by the Benin government, then we will have a cooperative agreement among HCJB, SIM, and the local national church.

"It's been a real story of cooperation. We've really been the receiver rather than the giver in this cooperative effort," Brant concludes.

Operation World

Were these broadcasters tooting their own horns? Read the insights of editor Patrick Johnstone (*Operation World*, published in English, French, German, Portuguese, Spanish, Korean, Chinese, and Dutch, with translations forthcoming in Russian, Czech, Indonesian, and Urdu).

Johnstone, a respected British missiologist who works with WEC International in Bulstrode, England, addresses the importance of missionary radio and WB2000 in particular: "The Lord Jesus clearly stated that we are to preach the Gospel to every person. The advent of electronic means of communication has vastly increased the variety of tools for giving every person that opportunity to hear and respond.

"Our aim in this modern age," he continues, "is to give every per-

son as many alternatives as possible. Every individual medium has its strengths and opportunities. Christian radio is one of these.

"The cumulative impact of many different approaches will bring us closer to making it possible for every person to hear. Christian radio in itself is not the answer, but it is an important part of the whole answer."

Johnstone adds, "The WB2000 vision is breathtaking in its concept and implications. If every one of the languages spoken by 1 million or more people were to have a 30-minute broadcast daily by the end of the year 2000, it would mean that more than 99 percent of the world's population would, theoretically, have access to the Gospel in a language that they understand well.

"There are, of course, many practical reasons why the listenership would be considerably less than 99 percent — broadcast times, availability of batteries, and so on — but this would still mean a huge listenership, often in communities less likely to be effectively covered by preachers, *Jesus* film evangelists, and Every Home Crusaders.

"However, it is a commendable cooperative plan to ensure almost total coverage of the world's population. May it happen!"

Continued on page 96

Lost in Plain View

Ostracized, abandoned, and often the targets of fiery hatred, the Gypsies of Europe will soon be able to hear impassioned messages of God's love, hope, and acceptance in their native tongue — via radio.

President of the Bulgarian Baptist Union Dr. Theodor Angelov tells international religious broadcaster Trans World Radio (TWR) that its new radio venture will be the first public use of media for broadcasting the Gospel to the Gypsies of Bulgaria. He adds that the broadcasts should make a tremendous impact within the Romany community.

TWR regional director for Europe Werner Kroemer reports, "According to our knowledge, no programs in a Gypsy language, either Christian or secular, are being broadcast anywhere in Europe. So TWR will be doing something unique."

Beginning last October, TWR aired Gospel programs via AM in the Balkan Romani language, spoken by more than 1.5 million Gypsies in Bulgaria and in the territory of the former republic of Yugoslavia and its neighboring countries. This dialect is also understood by most of the other Gypsies living in this area but whose mother tongue is not the Balkan Romani language.

The initial 15-minute programs air Mondays and Tuesdays. TWR is utilizing the 500,000-watt AM transmitter of Albania's Radio Tirana. The ministry plans to expand this pioneering venture with additional broadcasts in 1997, producing programs in the Kalderash Romani dialect, spoken by 1 million Gypsies, especially in Romania.

Two Gypsy pastors take Bulgarian scripts provided by Words of Hope and translate and adapt them into Balkan Romani. Words of Hope is also underwriting the airtime expenses.

Veteran Baptist missionary "T" Thomas says that once Gypsies discover the existence of these radio programs, news will spread like a California wildfire. "Wherever I go," Thomas explains, "whether it be to Albania, Siberia, or anywhere in Europe, even if they do not have electricity or even food, Gypsies do have radios because they love music. When they hear that they can now listen to the Good News of Jesus Christ in their own language, it's going to create a big stir and they are going to go wild."

Thomas has helped to spearhead a project to have a Romani edition of the New Testament print-

ed and distributed. Acting as an advisor to TWR on the Romany people and outreaches to the group, Thomas recommended the Gypsy pastors who are being used as radio program producers.

Listeners who respond to the program are encouraged to grow spiritually by taking part in fellowship groups, similar to the church-planting strategy currently employed by TWR throughout Africa, Asia, and India. The Cooperative Baptist Fellowship, which is focusing its missionary efforts on the most unreached people groups of the world, assists in the follow-up efforts.

In the planning stage is a unique testimony format program that will feature stories of people whose lives have been changed by the Gospel. With plans to translate the program into Kalderash Romani, TWR European leaders trust the program to begin early this year.

The board of directors of Thru the Bible recently agreed to team with TWR to air a Kalderash Romani version of its daily, 30-minute verse-by-verse Scripture study.

The program will begin this year as soon as the details are worked out. Thru the Bible broadcasts its program via TWR stations in more than 35 languages.

Missiologists classify the Romany people, many of whom are Muslim, as one of the "least touched" people groups by the Gospel in the world today. Several mission agencies and church groups are attempting to reach the Gypsies, many agreeing that radio will become one of the most powerful tools to reach the group.

Director of Euromission in the Netherlands Dr. van de Pijpekamp says, "Radio is a unique way of evangelizing Gypsies since Romani is a spoken language and illiteracy among Gypsies is very high. Most Gypsies in Western civilizations depend on mass media."

"Gypsies are amazed when they discover that there is a God who loves even them, no matter what color their skin is or how poverty-stricken they may be," Thomas says. "And we feel that radio will be effective in getting the life-changing message of the Gospel to the Romany people."

— Richard S. Greene



A Gypsy girl and "T" Thomas of Cooperative Baptist Fellowship share a smile. The veteran missionary has helped to spearhead a project to print and distribute a Romani edition of the New Testament.

The Downside

Despite the renowned missiologist's enthusiasm, he cautions, "WB2000 is an effort that aims at total coverage. The negative is that this coverage, at its most basic, is too little and too superficial.

"It can never be a substitute," he explains, "for the strategic development of a good contextualized pre-evangelistic and evangelistic series of programs that grabs significant listenerships and lifts whole sections of the population from hostility and ignorance of the Gospel to receptiveness and even response.

"Radio on its own has had relatively isolated successes in the planting of churches and discipling of those won," he adds. "It has been far more effective when integrated into a wide-ranging network of diverse ministries, such as follow-up literature, Bible correspondence courses, tactful one-to-one discipling, and church-planting ministries."

When asked if radio was still effective today with so much emphasis on television (such as Billy Graham's worldwide television series) and other technological advances (such as the Internet), Johnstone replies, "I have no way of giving any statistical backing for such a statement. I am sure others have made studies of this, but my estimate is that there will always be a large radio listenership.

"Of course," he continues, "there are other big technological fishes in the pond but each has its place. Satellite television will play an increasing role but there is considerable complementarity in the apparent competition."

Johnstone applauds the fact that the WB2000 groups were cooperating this way. "Working together is the wave of the future. For many Christians confrontational competition is neither a good testimony nor a good use of scarcer resources."

Award-winning journalist Dan Wooding is founder and international director of ASSIST (Aid to Special Saints in Strategic Times) and is a commentator on the UPI Radio Network.



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Bott Radio Network donates Clinton campaign ad money to pro-life groups!

Overland Park, KS — Bott Radio Network announced today that it would donate all advertising revenue it has received from the Clinton/Gore campaign to pro-life/crisis pregnancy groups.

Bott Radio Network, which serves fourteen Christian radio stations across America, was one of several Christian-format radio stations/networks in the United States that were required under federal election laws to broadcast advertising purchased by the Clinton/Gore campaign. Several Bott Radio Network stations were included in the Clinton/Gore advertising purchase during the weeks prior to the November 5, 1996, general election.

Under federal law, radio stations are required to carry the advertising for any qualified candidate who requests and pays for access to the stations' airwaves.

The Clinton/Gore radio spots claim, among other things, that President Clinton is in favor of a complete ban on late-term abortions, except in the case of the life or health of the mother. However, Bott Radio Network President Dick Bott, Sr., and many other Christian leaders, **have strongly questioned the sincerity of that claim.** "How can a person who has nominated over 200 pro-abortion federal judges, lifted the ban on fetal tissue research, allowed federal racketeering laws to be used against abortion protesters, and **vetoes the ban on partial birth abortions** ... now claim to be against late term abortions? President Clinton knows that his version of the ban on partial birth abortions would do nothing to save the lives of pre-born babies," said Mr. Bott.

"While federal regulations require us to carry the commercials and take the money, they can not restrict us from giving that money away as a donation to those groups that are really trying to stop the **killing of America's most innocent human beings.**" said Mr. Bott as he announced the donations.

The organizations that will benefit from the donations will be crisis pregnancy groups in the cities where the Clinton/Gore ads appear on the Bott network stations.

Network serves fourteen radio stations in ten U.S. markets with quality Bible Teaching and programming. The network was established in 1962 and is one of the



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Dick Bott, *President*

At Bott Radio Network, we believe the things we do should back up the things we say.

That's why we had to take a stand when the Clinton/Gore campaign selected four of our radio stations to deceive Christians for political gain.

We also take a stand in making decisions about our overall programming. Today, more than ever, Americans want to hear truthful, quality Bible teaching, as well as news and information from a Christian world-view.

We carefully select the programs we broadcast to provide this vital service. We know our audience depends on us to deliver the standard of quality and integrity that has distinguished Bott Radio Network for over 35 years.

We are pleased to announce the following pro-life agencies have received all revenue from the Clinton/Gore campaign advertisements:

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- Memphis, TN — Life Choices
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M i c r o p h o n e s :



The Good, the Bad, and the Unusable

by Robert C. Womack

A POPULAR FOLK saying states, "Beauty is only skin deep but ugly goes all the way to the bone." This phrase aptly describes selection and application of microphones, where a significant mistake can be irreparable, even with the latest tools available in audio post production.

During the sampling craze of the late 1980s, musical artists confirmed this fact. Today those who sample often go to great lengths to see that the samples are recorded with the best mics and techniques.

Many consider the use of mics to be one of the most challenging disciplines in audio, offering either success or endless frustration. Let's look into ways in which this discipline can be made easier.

Choosing a Capsule

One of the first things to consider in choosing a microphone is the capsule type. There are two basic types in popular use these days: dynamic and condenser.

The dynamic microphone's diaphragm moves an attached coil of wire within a magnet structure. As the coil moves, a current is induced to create the signal used by

Large-diaphragm condensers (Neumann TLM-170s, U-47s, U-87s, U-89s, and AKG 414s, etc.) offer excellent frequency response and high gain with low noise.

recording equipment. Condenser microphones use one or more charged diaphragms to do the same job. What are the differences?

The mass of the coil attached to the dynamic mic diaphragm limits its ability to reproduce high frequency sounds but the slower response helps the dynamic to better handle extreme sound pressures and transients which might over-

load condenser mics. And dynamic mics are generally less expensive than condensers.

Condensers have better frequency and transient responses and are more sensitive to quiet sounds. They require a power supply to operate a built-in pre-amp. Today most condensers either come with their own supply or require a standard P48 supply which sends 48 volts down the mic's cable.

Most modern audio consoles and ENG systems supply this voltage, though units are commercially available which supply the voltage from batteries or wall current. Mic companies offer these supplies for a modest price.

Pick-up Patterns

The next consideration in purchasing mics is pick-up patterns. Mic designers tailor pickup patterns to the mic's intended application. While omni-directional mics pick up sound equally well from all directions, uni-directional and bi-directional mics have shaped pick-up

characteristics which reject sounds coming from certain directions.

As a sound moves away from the cardioid mic's front axis, the mic loses its ability to pick up the sound until maximum rejection is reached near the back-center of the microphone. Hyper- or super-cardioid microphones exaggerate this effect to give maximum rejection to the side of the mic.

Bi-directional mics pick up from front and back and reject sounds from the sides. Some high-end mics offer the ability to switch-select several patterns.

General Considerations

There are some general considerations to be dealt with when buying a mic such as: How will it be used? Will it be on a stand, on a boom, or hand-held? Will it be used in a stereo product?

When purchasing a mic which might be used in a stereo pair, try to buy two of each type. Designs change over time so the sound of a new mic may not match that of an older one of the same model.

For the best sound possible at a

reasonable price, consider renting the proper mic for a job. Many rental houses offer a good selection.

When planning a large project, coordinate between the location recordist and the post-production operator/sound designer to see that the proper types of mics and techniques are used.

The windscreens available with microphones often filter too many high frequencies from the subject.

Let's delve into specific applications and see what can be done to increase production quality as painlessly as possible.

Voice Overs

Despite its limited frequency and dynamic ranges, the human voice is a pretty complicated sound and requires a good mic to be reproduced.

For a sound which gets right up into your face, use a large-diaphragm mic. Large-diaphragm condensers (Neumann TLM-170s, U-47s, U-87s, U-89s, and AKG 414s, etc.) offer excellent frequency response and high gain with low noise.

Unfortunately, though giving the best sound, they are also expensive. The payoff for the investment comes when recording a choir or piano where large-diaphragm condensers really shine. Most offer selectable multiple pick-up patterns.

One useful pattern for the small studio is the figure-8 or bi-directional pattern. This pattern works well in a two-person interview in which the two participants wish to retain eye contact. Set the mic to figure-8, place it between the two participants and adjust to place both on-axis.

One interesting note: Although older condensers are very much sought after by audio professionals as prestigious items, some are not as useful in broadcast applications as the newer, flatter response condensers because of a deliberate upper mid-range frequency boost built into them.

This boost was intended to highlight a solo vocalist with a back-up orchestra in single-mic applications. When used on a sibilant voice, this boost can push satellite transponders into a slushy distortion unless counter-acted with equalization.

Costing quite a bit less are the large-diaphragm dynamics: Electrovoice RE-20s, Sennheiser MD-421s and MD-441s. The RE-20 has a large vented tube on the front which allows you to speak right into the mic without too much popping or bass elevation.

Large-diaphragm dynamics can do double-duty as percussion microphones, where they handle the high sound levels well. In a pinch, even small-diaphragm condensers (AKG 451, Shure

Above left. Robert Womack places a mic outside the blast cone but facing the speaker's mouth. This will often give the brightest sound without pops.

Below. A sampling of microphones from The Christian Broadcasting Network (left to right): Neumann U-47, Sennheiser MD-421, Shure SM-58, Shure SM-81, Neumann TLM-170, AKG 451 with swivel head, Sennheiser MKH-416P48, AKG "The Tube," Electrovoice RE-20.



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MICROPHONES: THE . . .

Continued from page 99

SM-81, etc.) can be used to record voices. They offer a wider frequency response than dynamics mics but pop much easier.

Try this simple technique: Place a windscreen on the mic, turn it 90 degrees from the mouth (pointing to the side), and place it about six inches from the mouth. Move it further away to avoid pops.

Ridding Pops

Regarding pops, what can be done to prevent those nasty thumps caused by puffs of air during formation of words? The windscreens available with microphones often filter too many high frequencies from the subject.

A little background can help. The wind puffs exit a person's mouth in a cone shape, roughly equivalent to a wide bullhorn. Placing the mic outside that cone but facing the speaker's mouth will often give the brightest, most pre-



A commercially available blast filter in front of a Neumann TLM-170 microphone.

sent sound without pops.

In order to bring the mic as close as possible, use commercially available blast screens with goose necks to cut down the blast.

Lavaliere

A few tips to help maximize sound quality of lavalier mics in television studio work: Consider which way the talent will sit and place the mic on the lapel which will be toward most of the speaking or toward the close-up camera.

For instance, if the talent will be looking downstage right into the camera for close-ups, don't place the mic on the stage left lapel. If most of the segment will consist of interviewing a person on stage right, place the mic on the right lapel.

Balance between a close position if the talent's head position will always be the same and a moderately more distant position if the talent will be looking one way for reading and the other for interviews.

Lapels are often absent on women's clothing. A simple solution is a down clip, a mic clip with the capsule mount turned 90 degrees so that it can be clipped downward into a neckline while the mic is held vertically.

Continued on page 102

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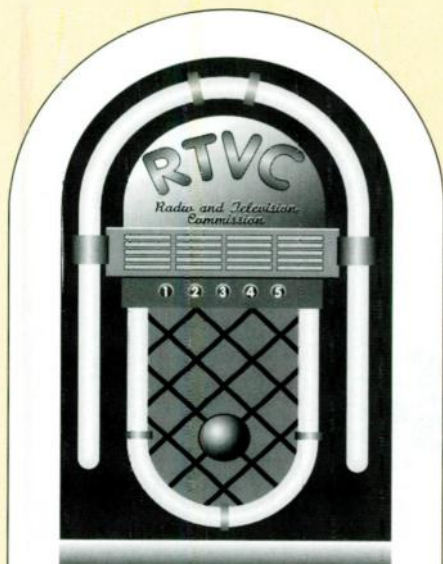
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MICROPHONES: THE . . .

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If you have talent who has a tendency to pop his lavalier (don't laugh — it happens), try clipping on the mic upside down. Use as small a lavalier capsule as possible (such as the Sony ECM-77 and ECM-55) and use a windscreen to avoid pops.

ENG Needs

When doing electronic news gathering (ENG) work in the field, a lavalier's omni-directional pattern may cause background noise to seem as loud as the voice.

In a high-noise environment, try hand-holding a boom microphone (such as the ubiquitous Sennheiser MKH-416P48) at chest level with a wind screen. Just make

When planning a large project, coordinate between the location recordist and the post-production operator/sound designer to see that the proper types of mics and techniques are used.

sure the talent knows to keep his hand and the mic absolutely still. Track the lavalier and the hand-held mics on separate tracks and use the one which ends up sounding best.

What else can be done to prevent excessive background noise in field audio? If the job is inside, control the environment. Turn off fans, air conditioning, running water, and refrigerators during takes. (Just be sure to turn them back on!)

Scenic backgrounds can add a lot to shots, but if there is excessive noise from waterfalls, traffic, or other people, try to find an inside location with a window view overlooking your chosen background.

Drama Productions

In drama work in the studio and on location, several options are

available. When booming the scene with a shotgun mic, also use wireless lavaliers to pick up any essential dialogue the boom might miss. Mix the lavaliers on a second audio track for protection.

Think creatively when using lavaliers. Instead of hiding mics under clothing — which filters out high-frequencies and adds clothing sounds — try this: Have the hairdresser place a very small capsule such as an ECM-77, without its windscreen, into an actress' hair with the capsule as close to the front as possible.

For men, try placing an ECM-77 on the back of the head. Run the cables for the mics down the back of the neck. Hide lavaliers on the scene near locations blocked for dialogue.

Improving Audio Without Mics

One of the best ways to improve your field audio has nothing to do with the mic: Switch off the automatic gain compensation system (AGC) on the VCR. No kidding!

When the volume is turned up too loud and a voice hits the AGC hard, the result is compression on the voice, which drops the background noise level. When the voice stops, the background jumps back up to a loud level.

Because the camera operator may be distracted by camera operation, he might not notice excessive pumping of the compressor which can become so severe that it can't be hidden or counteracted later.

While it takes a little more work to get used to working without the AGC, it can make everything sound better. This is the adopted operational standard at The Christian Broadcasting Network.

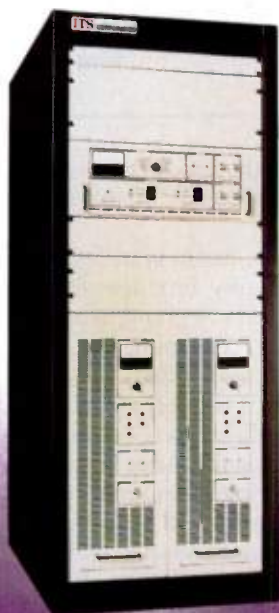
There's another folk saying, "There is no such thing as a free lunch." This is true for the choice and application of microphones. With some attention to detail and an investment in tools, you can raise the quality of your audio product considerably.

Robert C. Womack is a sound designer at The Christian Broadcasting Network in Virginia Beach, Va.

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Many of the best technical people in broadcasting have never held a mouse or used a computer keyboard. Telling one of these people to "double click on that folder" doesn't communicate a thing.

Transition to Server-Centered Broadcasting

by Stevan Vigneaux

THE EVENTS AND DEVELOPMENTS of the past four years can leave little doubt in the mind of the thoughtful observer that the era of server-centered broadcasting is upon us.

It began with disk-based editing and playback systems which started entering broadcast technical facilities in early 1993. Since then the introduction of a range of non-linear production and playback tools from several suppliers has transformed what was once seen as a mere trend into a torrent.

Benefits of Disk-Based Systems

Disk-based systems first appeared as off-line pre-production editors in post houses. They were restricted to off-line use because early compression systems gravely limited their image quality.

Despite their poor image quality, disk-based editing systems were quickly adopted into wide use because they provided substantial increases in editing speed which rolled immediately to the production's bottom line. Further, the random access capability of the disk

drives allowed the production team genuinely revolutionary creative freedom.

Today's disk-based systems have on-line quality. Broadcasters around the world are going to air daily with news, programming, and commercials stored, edited, and played on disk. It is overwhelmingly evident that disk-based editing and playback systems have become the hottest technology in broadcasting and that servers will be the single most important enhancement to a broadcaster's production toolkit for the late 1990s and beyond.

Editing Workstations

Editing on disk is faster, more flexible, and provides increased creative freedom.

Speed

Disk-based editing is faster because editing, by its very nature, is a constantly changing process. It's faster because there is no need to wait for tape machines to shuttle over or for tapes to be changed. It's faster because any mistake can be fixed with a single click on the "undo" button.

It's faster because it replaces the complexity of time code numbers and obtuse commands with an easy-to-understand and -use graphical interface. The speed derived from a disk-based editor can translate into greater productivity, more stories coming out of the edit room each day, or better stories from a creative point of view because the system's speed allows operators the extra time to try things differently.

Flexibility

Those of us who remember typewriters and carbon paper need no convincing of the benefits of word processors and laser printers. These new tools brought us more than just faster work flow, they also gave us the freedom to change, the chance to rework a sentence, and the opportunity to delete that line we put in and later thought better of.

We may call it word processing rather than non-linear writing but that's just what it is, non-linear writing. There are a wealth of parallels between the flexibility of the word processor versus the typewriter and disk-based editing systems versus linear technologies.

Non-linear video and audio editors provide the same freedom to change — "the freedom to change your mind without losing it," as one advertisement reads. Non-linear editors allow us to go back in an instant and change a transition from a cut to a dissolve, and then change it back again if we prefer.

Disk-based editors allow us to make one version of a story for a 6 p.m. newscast and quickly produce an enhanced one for an 11 p.m. show without being forced to com-

pletely recut the story.

Creative Freedom

The speed and flexibility of disk-based systems enables editors to produce better stories, better programs, better commercials, and better promos. Even the best word processor cannot make a good writer out of a bad one, but it gives the good writer the tools to become a better, more productive writer.

It is also true that even the best disk-based editing system won't turn a slice-and-dice editor into a video artist; however, in the hands of a skilled user the speed



*If the vision
includes everyone
from the beginning . . .
the process will be
surrounded by allies
rather than
intentional or
accidental saboteurs.*

and flexibility of disk-based editors frees their creative abilities.

Suddenly the hardware is out of their way — no worrying about drop-frame calculations, no thought given to match-frame errors.

Instead, all the operator's energy and interest can go directly to where it was always supposed to be going, the piece being edited. The net result of this new creative freedom is better results that provide the edge broadcasters need in today's increasingly competitive market.

Playback Systems

Playback systems are the lifeblood of any broadcast facility. It doesn't matter how brilliantly stories have been edited if they can't air reliably. Even more important is the playback of commercials, the cash register for every station and network.

Disk-based playback systems have surged into broadcast plants because they provide reliability, flexibility, and ease of use.

Reliability

Today's disk drives have mean time between failures in excess of 500,000 hours, well over 50 years. The introduction of RAID technology has enhanced even that stellar capability by producing virtually absolute reliability: heads do not clog, tapes do not mistread, and drop-outs do not occur.

Disk-based playback systems are so reliable that some vendors have tried extending the lives of antiquated videotape jukeboxes a few extra years by adding front end disk caches to provide the reliability tape-based playback islands

have never offered.

Flexibility

As has often been said, the only constant in broadcasting is change: in the rundown for the program, in the commercials to be played, in the program log, and in the playlist.

Disk-based players excel at change because they provide the same non-linear random access as a disk-based editor. Rundowns can be changed seconds prior to air with no concern that the change will not make it to air. It will, every time.

Ease of Use

The better disk-based playback systems have gone beyond merely replacing tape machines and jukeboxes. They have made work easier for the operator and in doing so have increased both human reliability as well as the system's.

The more innovative disk-based playback systems have added features such as on-screen video reference frames so there's more than just a line of text to describe which spot is about to run next. The sys-

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TRANSITION TO . . .

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tems also feature true multi-channel capability, multiple playlists or run-downs, instant access emergency clips, and status displays which can be customized to each operator or station's particular needs.

Disk-based editing and playback systems have brought great speed, flexibility, and reliability to broadcast use. But what if they were able to all work from a central library with shared simultaneous access?

The Benefits of Servers

The next step in the evolution of disk-based systems is networking to a central library, or a media server. The server takes each of the benefits mentioned previously to a higher level by integrating all of the individual production and playback workstations, the disk-based recorders, editors, and playback systems, into a complete and coherent whole.

Perhaps the best analogy is to build on the comparison to the word processor. If disk-based editing and playback is to broadcasting what the word processor is to writing, then adding the server is comparable to desktop publishing.

In addition to the capabilities of disk-based editing and playback systems, the presence of a central library introduces many new efficiencies to the production process: shared media, speed, and media management.

Shared Media

In a well-implemented server-centered production system multiple users are able to simultaneously access the same media. In a newsroom, this means that while one edit bay is cutting a story on the governor resigning, another can be creating a story on the likely successor, a third can be building a promo

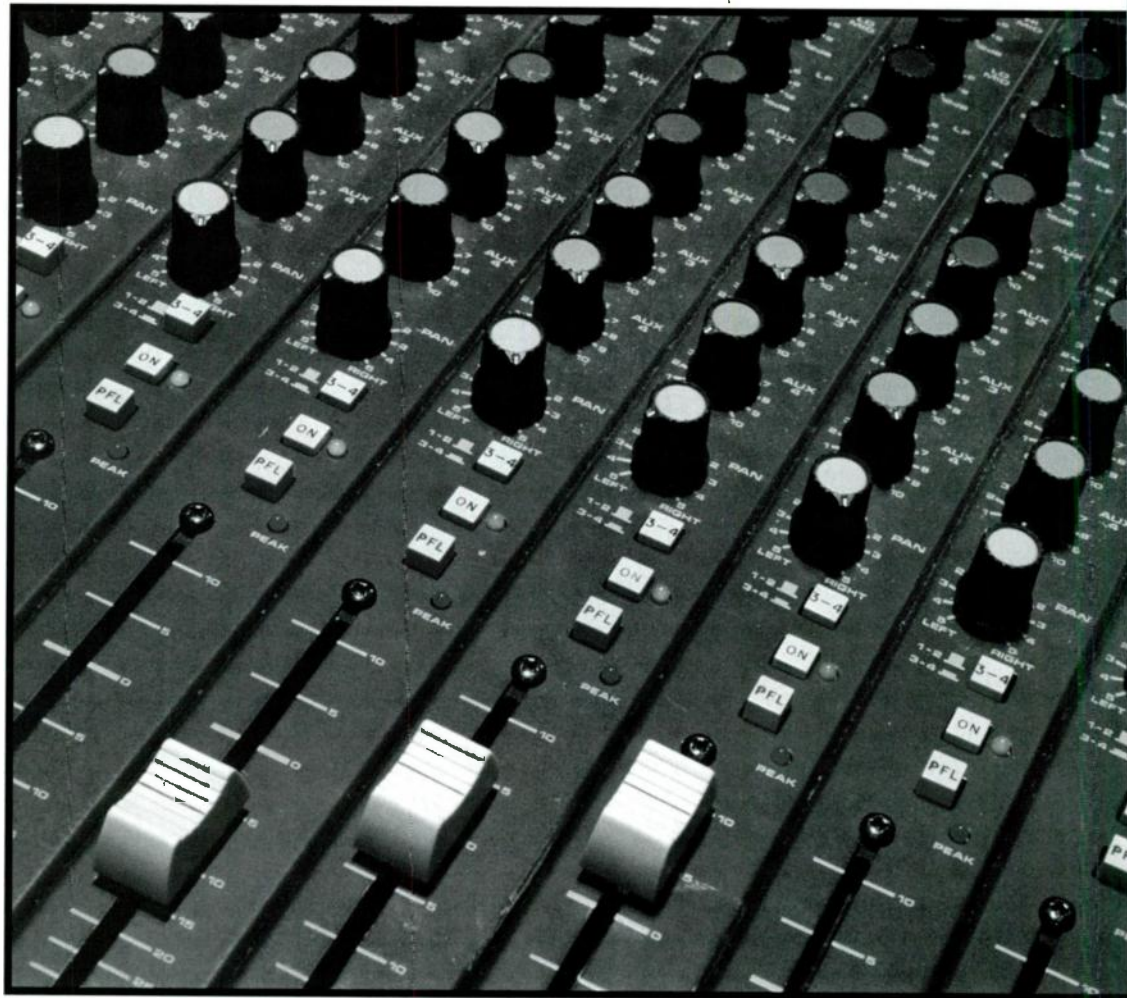
for the upcoming newscast — with all three using material from the same video clip of the resignation speech.

Speed

Speed is as much a benefit of networked workstations as it is for

very well. Tapes containing the only copies of major events move from place to place with little control.

In server-centered production systems all the media is in one place: the server's redundant RAIDed drives. Having media centrally located



disk-based production islands. Some of the speed comes from being able to share the media as it is instantly available to multiple users.

Speed also comes from directly recording incoming feeds into the server, providing instant access. There is no more waiting for tapes to be ejected from the feed recorders and then running them down the hall to the edit bay.

At least one currently available server allows editing to begin while the feed is still being recorded, eliminating even that time delay.

Media Management

Perhaps the single most valuable asset any broadcaster owns is the media. Yet, despite its phenomenal value, it is not usually managed

— and knowing it will not be leaving its place — makes it truly manageable for the very first time.

Every incoming feed can be named and cataloged by date, time, source name, and any other relevant data. The system's database allows searches on any portion of the catalog data to provide fast retrieval.

Having reviewed why the benefits make it important for broadcasters to move with all due haste to disk-based, server-centered production and playback systems it is time to examine the question of how to make the transition.

Based on observations at dozens of broadcast sites around the world, there are several key principles which aid the transition to

server-centered broadcast systems.

Develop a Vision

The first stage in any major transition is "developing a vision" — business-school speak for figuring out what the benefits are expected to be and how the station will be transformed by the time the transition is complete.

In the world of broadcasting, developing a vision mandates a team approach. The chief engineer who tries to develop the vision without genuine input from other departments will almost surely fail.

The transition to server-centered production is a major change which will affect everyone from the producers to the editors to the master control operator, the traffic department, and even the sales force. Everyone needs to be part of developing the vision.

That does not mean that one person cannot lead the process but it does mean that no one person or department can force the process or control it.

What is the right vision for your station? Is it a collection of disk-based editing islands which dub the finished product back to tape for playback in the traditional manner? Or is it a server-centered production system where all the users can access and share a common central library?

Does the right vision for your facility go all the way to putting video on desktops so employees can browse, screen, and perhaps even rough cut or edit stories? Does the vision include wide-area production so users can browse and then share material with other stations and even access the massive video databases being brought online in the next few years?

Does the right vision for your station start and stop at a disk-based commercial playback island so there is no need for networking? Or does the right vision for your facility start with a disk-based commercial playback system and extend to networked program and promo-editing workstations? Does it include the traffic department having direct access to the media library so they can verify and manage its content or will they still have to walk to engineering just to screen a spot?

One key step in defining the

vision includes reading the available literature. There have been dozens of articles in the trade press this past year alone on disk-based editing, playback, servers, networks, and disk-based field recorders.

Use that literature to cull key vendors and then meet with them. Have them share their view of the present and the future, making clear what is already real versus what is purely vision, and then select those vendors whose vision meshes best with yours for second


stage consideration.

Then go back and re-examine the vision. Is it realistic? Is it reasonable? Is the timetable and budget within your reach? After adjusting the vision and further refining its details it is time to move forward.

Make a Commitment

Once the vision has been defined — and it need not be overly exhaustive in detail — the next criti-

Continued on page 108




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TRANSITION TO . . .

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cal step is to make a commitment.

The best prescription for failure in introducing any new technology is to treat it as an option, something the staff and management can either use or not use based solely on whim.

One station put a non-linear editor into its editing area and trained all the editors. There was a

their edit bay where they would edit all their stories. The commitment from management was clearly understood and its interest and vision of the future motivated the editors to work through the learning curve and master the product.

Making the commitment, making the technology mandatory, clearly explaining the management vision and making sure that vision is also the staff's vision are keys to making disk-based technology a success.

Start!

The most successful transitions to server-centered production are likely to occur in stations that jump in all the way, though there are a number of "greenfield" sites around the world building server-centered facilities right now.

These broadcasters have had the luxury of building completely new facilities or major enhancements to existing stations. They have done much more than just begin their transition, they have arrived. However, the majority of the world's broadcasters will not have this great privilege and will instead have to transition their existing facilities to server-centered production systems.

Keep Sight of the Vision

Make sure the products and application areas selected match the vision. If the vision is for unconnected islands, there are many possible choices. If the vision is for multiple workstations linked to the central server, the choices narrow considerably.

A critical element of making this crucial first purchase is to make sure it fits the overall vision. Consider developing a checklist of key features and then stick to it. Don't be swayed by the latest exciting new feature from any vendor unless it fits the vision.

Also, when selecting products it



*Having media
centrally located
— and knowing it will
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lot of excitement for a couple of days. A few weeks later the unit lay ignored and essentially unused because management did not make it a priority. The project failed and the unit was withdrawn.

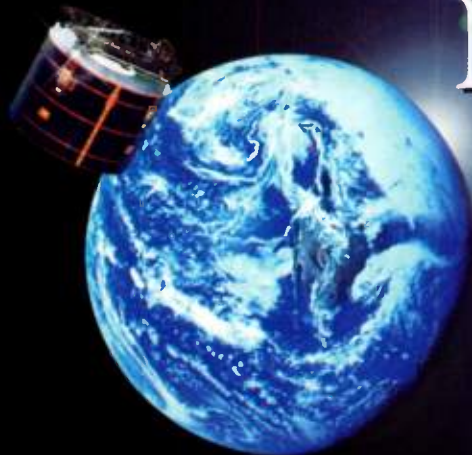
Another station in the same town put the same disk-based editor into its editing area. After a few weeks it became an editing mainstay for promotions, sports, features, and series. The news director has told the director of engineering he wants all his bays converted to disk-based systems.

Such a different result stems from making the technology a priority rather than an option. Two editors, not the whole staff, were trained and then told that this was

Continued on page 110

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- KU band dish

Receive TFCN on:

- G-Star 4

Approximate equipment cost: \$2,400



is wise to obtain clear distinctions between what is real today and what may be real someday and what may never become real.

Think Through the Details

Input, output, composite, component, analog, digital, control, network, interfaces — all of these belong on the list of issues to be carefully thought through prior to making a commitment.

Does the system easily interface to the existing plant? If the station is wired for analog composite video and analog audio yet the system under consideration only provides serial component digital video and AES/EBU digital audio, this is a serious problem which can only be resolved with extra-cost converters.

If the plant is all digital and the candidate product is analog-only that's the opposite problem, yet just as costly and complex to resolve. If the system being looked at offers both interfaces then the present is addressed as well as the future.

What about control? As anyone who has ever built an edit suite using machines from different manufacturers and an edit controller from a third can attest: just because each device has an RS-422 port does not necessarily mean they will all communicate properly. RS-422 is an electrical specification which does not define a data protocol, a communication language, or even basic commands. Before making a system commitment it would be wise to first make sure which devices the system must truly control and then to make sure the system will do so.

One of the most common questions vendors receive these days is, "Does it have an Ethernet port?" The answer is often a glib "yes" which seems to satisfy many. The more experienced know that this isn't much of an answer because having an Ethernet or some other specific type of network port does not do any good unless the two devices in question "speak" each

other's language.

As everyone who has ever networked Macs and PCs together knows full well, once the network gets going the users quickly find out that a memo written on their Mac in ClarisWorks may not be readable on their PC in Microsoft Word and vice versa.

Ask a few specific questions, such as: What is important about having networking in this product? Is it to link it to the station's e-mail system? Is it to exchange files with another product? If so, what product? Can the system under consid-



The introduction of a range of non-linear production and playback tools from several suppliers has transformed what was once seen as a mere trend into a torrent.

eration read and write the file format required by that product?

Go Slowly, Go Gently

Other than those few who will be building completely new facilities with new staffs, most broadcasters will be making a transition for their people as well as the equipment.

There will probably be some in your station who are afraid of new technology, a real and genuine problem which must be honestly faced.

Many of the best technical people in broadcasting have never held

a mouse or used a computer keyboard. Telling one of these people to "double click on that folder" doesn't communicate a thing, instead it makes them feel inadequate and out of touch, increasing their fears.

Does this mean the transition to disk-based systems cannot go forward? Not at all! Remember, these are the same people who took us from film to tape, from black-and-white to color, from mono to stereo, and from microwave trucks to SNG trucks. But what it means is that training must be part of the process.

It also means that while people have to know that management is committed to making this transition, they also need to know that management is committed to their making the transition as well. This is actually an element of the vision.

If the vision includes everyone from the beginning — even though there may be significant changes in how work is done and who does what — the process will be surrounded by allies rather than intentional or accidental saboteurs.

So . . .

Just as most of us have managed previous technology-driven transitions before, we will manage this one as well. To successfully manage this transition it is essential to develop a clear and coherent vision shared by the whole team of players, to make a solid and visible commitment, and to take the time and the effort to implement it well.

Those who first make the transition to server-centered production systems will be the first to reap their benefits — every bit as great as those gained in the move from film to tape, from black-and-white to color, and from ENG to SNG.

As each one of these transitions opened new golden ages for broadcasters, this one will too. Welcome to server-centered disk-based broadcasting.

Stevan Vigneaux is director of industry marketing for the Broadcast Products Group of Avid Technology, Inc., based in Tewksbury, Mass.



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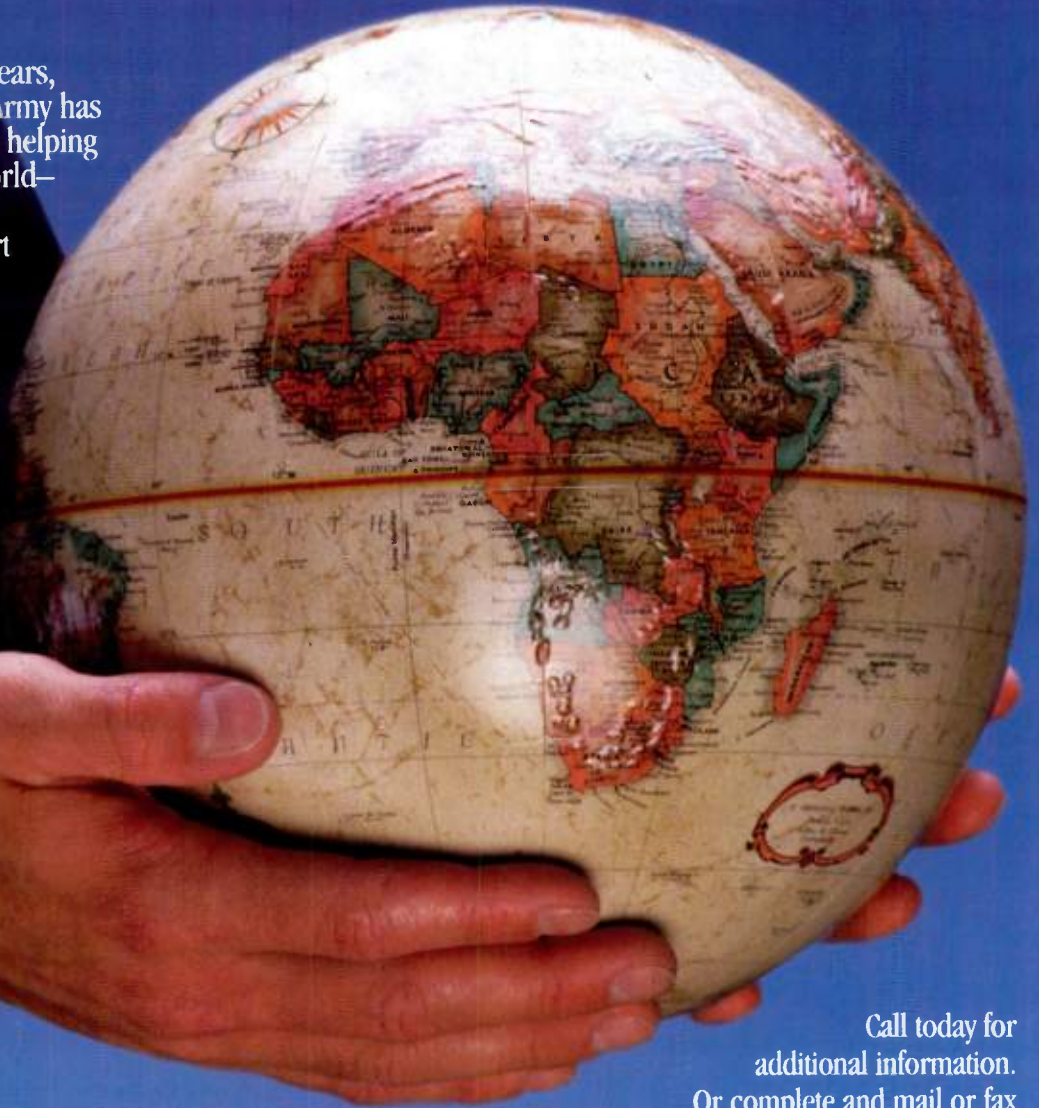


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Compromise on Digital TV Standard Clears Path for FCC Adoption

The Federal Communications Commission (FCC) gave broadcasters and the American public a belated Christmas gift this year by adopting a new standard for digital television (DTV) on December 26. The standard decision follows a consensus agreement developed by the broadcasting, equipment manufacturing, and computer industries in late November.

The commission also anticipates the issuance of final DTV service rules and channel allotments and assignments by this spring — and I will provide updates on these proceedings in a future column. Finally, if all goes well, the first digital sets could reach stores by mid-1998.

As has been widely reported in the press, the technical standard was at the center of a fierce debate during the last year. On one side were broadcasters and television receiver manufacturers, many of whom had worked for years in conjunction with a federal Advisory Committee (which I was honored to chair) to help develop the standard.

On the other side were some computer companies, most of whom had not participated actively in the committee's work (as had others like IBM, Digital Equipment Company, Kodak, etc.). Their concern was that certain elements of the proposed standard might delay the eventual convergence of television sets and computers.

The commission's initial work on advanced television dates back to the mid-1980s. At that time, Japan and Europe led the world in developing analog high definition television (HDTV) delivered via satellite, which promised the delivery of wide-screen, super-high quality pictures.

Spurred by concerns about U.S. competitiveness, the FCC set in motion an eight-year-long collaborative process which led to the development of a highly flexible, digital transmission system — dubbed the "Grand

Alliance," to reflect the participation of the many private entities involved. By objective analysis, this largely U.S.-developed system represents world-leading technology and perhaps the greatest technical advance in the history of television.

The Grand Alliance design will allow broadcasters to provide, at different times of the day, a single HDTV program or multiple program streams (optimally, four) of so-called standard definition television (SDTV) — the digital equivalent of today's analog broadcast signal. Station operators will be able to switch dynamically between the different formats and also offer "ancillary" data transmissions related or unrelated to the programs.

Debate arose last year primarily over one element of the Grand Alliance system: the so-called "scanning" formats. The alliance design incorporates both "interlaced" scanning, as used in broadcast television, and "progressive" scanning, as employed in computers. The Advisory Committee found that both formats could be accommodated at a minimal cost penalty.

The committee's plan was to migrate to an all progressively scanned system when over 1000 lines (double the number used in current television) can be compressed into the bandwidth of a television channel — something that is technically possible today with interlaced but not progressive scanning.

The computer industry objected to including interlaced scanning in any standard mandated by the government, arguing that it is an inferior technique which broadcasters should be required to abandon immediately upon implementation of digital television. On the other hand, broadcasters claimed that interlaced scanning (with over 1000 lines) will permit a much more information-rich television picture.



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.

The broadcast industry also contended that immediate conversion to all-progressive scanning would deny them the ability to air much of their older programming (particularly locally originated material) and add to their up-front costs for DTV implementation.

The compromise which ended the conflict simply calls for the FCC to refrain from formally adopting any scanning formats (or television screen dimensions) but to proceed with approving all other aspects of the Grand Alliance standard. Because broadcasters and set manufacturers seem certain to adopt the Grand Alliance multiple scanning formats and 16-by-9 screen dimensions (or aspect ratio) on a *de facto* basis, a reasonably uniform DTV standard for the United States can be anticipated.

In all likelihood, this should provide the marketplace certainty needed to support the huge investments that will get digital video technology off the ground.

With no government mandate as to scanning formats, the broadcast and computer industries will be free to compete for consumers, utilizing their own preferred techniques. While it remains to be seen which will triumph in the marketplace, the Grand Alliance approach clearly has some advantages.

Consumers may well desire video

Continued on page 158

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Fearless Programming

I remember contemplating societal changes back in the early 1970s, when in a college English class we were discussing Alvin Toffler's *Third Wave*. It was not comfortable contemplation. I was not a wild-eyed radical, espousing grand change in our world, like so many others of that era.

For my part, there was fear of change. And honestly, I still fear change. I prefer old pick-up trucks to sport utility vehicles and the *Andy Griffith Show* to anything that has been on television for the past 20 years.

While change is uncomfortable, it is inevitable. Our children are growing up, we are growing older, and our parents are dying. For a process that has been occurring for thousands of years, it is amazing how novice we still are at adapting to change.

Equally amazing is how we allow the styles of our youth to dictate the acceptable standards of the future. My parent's generation was not any more favorable toward long hair and beards than I am with earrings on men and partially shaved heads.

Although such appearances can be symbolic of deeper meaning, they are very often stylistic differences whose acceptabilities are rooted in a specific generation. And to the extent that we allow generational differences to dictate acceptability in our personal lives, we in radio programming often allow it to rule in our professional lives as well.

It is our nature to declare our own generational standards as "the norm," and as broadcasters proceed to build a station or a network on our own philosophical leanings. And there are some extremely successful entities that have been built in such a manner. Or at least, they have been successful for a season.

However, the programming of a Christian station must inevitably be built upon some sort of mission statement, or justifiable reason for

its existence. If you tell me your station exists solely to make money, I will at least thank you for your honesty. But hopefully, the majority of Christian stations exist because God has called them to a specific mission and ministry.

And hopefully, the programming of a station is designed to fulfill that mission statement. If it doesn't, then you need to consider programming changes. While that may strike fear in the hearts of many broadcasters, I am here to say that fear is a terrible motivation by which to program a radio station. We avoid changes because of fear and too often, we avoid programming according to our called mission because we fear certain people groups in our audience.

Do not fear programming changes, or the evaluation process that may lead to programming changes. The bottom line is being faithful to do what God has called you as a broadcaster to do. Avoid the temptation of programming to yourself or falling back on your own generational preferences.

Your programming schedule should be a calculated effort to reach your audience, not you or a small group of vocal critics. As broadcasters, we're not here to offend listeners, but the reality check is that we can't program to everybody and avoid being offensive to some.

If you are called to broadcast to baby boomers, then take the time to learn that demographic's preferences. But keep in mind the probability of alienating some people that fall outside your target demographic. It is an unavoidable pitfall of broadcasting. However with some skillful programming you can expand your demographic to be more inclusive. To the degree that your program schedule targets a wider or narrower audience is somewhat incumbent on your marketplace. Stations with more competition are probably forced to narrow their audience, while stations alone in their market-



D. Scott McIntire is program director for KJOL-FM/Grand Junction, Colo., and KDRH-FM/Glenwood Springs, Colo. The stations are part of the Colorado Christian University Radio Network.

place may enjoy greater tolerance by their listeners.

As you accept the challenge to build changes into your format, consider going slow and being calculated and deliberate. Changes occurring too quickly and intensely may succeed in causing your audience to depart in the same manner. Conversely, changes which should have happened and haven't will cause your audience to erode over time.

Neither scenario is good broadcasting and winning back lost listeners is not always easy. Although I have come to believe that the term balance is often an overused defense for maintaining the status quo, it is a term describing good strategy in broadcasting.

Evaluate each programming change based upon your called mission. Sometimes this involves some difficult decisions. There is constant evolution going on in the marketplace of Christian programs and music. And this evolution will demand some objective thinking and evaluation on your part.

Historically speaking, this is nothing new. For the past 20 years, broadcasters like James Dobson, Charles Swindoll, and John MacArthur have been prominent in radio. Before them, listeners knew Theodore Epp, J. Vernon McGee, and John D. Jess. Today, we have Greg Laurie, Tony Evans, and many

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Jesus — The Ultimate Broadcaster

How do we in the media communicate the Gospel effectively to the secular world? We may think that this is a relatively new challenge dating back to the invention of radio, television, or more recently the Internet. The fact is that down through our history, even before the advent of the electronic media, this has been a formidable task.

Jesus Christ undoubtedly encountered the same situation in His day. He Himself said that He did not come to call the righteous but sinners to repentance [Luke 5:32]. His heart was to reach the secular world. He was even maligned for eating and drinking with them, but how else was He going to reach them?

He used stories and illustrations to communicate His truths and principles. He spoke to a religious person or leader completely different than He did the sinner. When He spoke to a Saducee or Pharisee, He frequently used the Scriptures. He again knew His audience and He realized that if He was going to capture their attention He needed to back up His statements with God's Word.

On the other hand, when Jesus talked to the sinner, He never once quoted directly from the Old Testament. This is not to say He didn't use the Bible, but He simply took the principles of God's Word and made them known through stories. Or, He would demonstrate the Word by performing miracles or healings.

This was His way of effectively communicating to the secular world. As if in proof of His success, the Bible says everywhere He went the crowds would follow.

We are to be imitators of Jesus Christ. I think that even includes the way He communicated. As a television producer I want to learn from His example. If we are talking to a Christian audience, then it's appropriate, and in most cases necessary, to refer to the Bible. But, if we are attempting to reach the secular heart, then we must be creative in the way

we communicate the principles from the Word of God.

I've often wondered how Jesus would use the electronic media today. In my opinion, He would put Steven Spielberg to shame with His special effects. That His television shows would be more popular and make more people laugh than *Seinfeld*. That His radio show would have twice as many listeners as the guy with his talent on loan from God.

Sure it's going to take money and in some cases multiple millions, but we serve a great God and this task touches the very heart of His Son. We may have to start out small, but ask the Father for creative ways to reach this audience.

Does this mean that we should never quote or talk about the Bible? Not at all — I recently finished a four-hour documentary on the history of the Bible called *The Indestructible Book*. This was one of my first attempts to reach both a secular and Christian audience with the powerful true story of the best-selling book of all time. In fact, I am currently producing a two-hour version for PBS.

It took a number of years to accomplish this production, primarily because I never seemed to have enough money. Thank God for the people and organizations that did believe in this project and their investment to make it a reality. In the end I finished the production with what I had. Could it have been better? Of course. And unless you have the kind of money that Hollywood spends — it could always be better.

But that is not the point. Does it accomplish what God has placed in your heart? That is what's important. Use what you have and if you don't have enough think of another way that will make it work. If I had waited until I had all of the money I originally thought I needed, I would probably still be waiting.

Use wisdom. Don't start out too big. Ask God for creative, witty



Chris Bueno is president of Bueno Distribution in Irvine, Calif. Bueno Distribution is involved in film and video production, syndication, media placement, and consulting.

ideas. Don't despise small beginnings; let's be faithful in the little things. If we're attempting to attract the secular person, let's employ the communicative skills that you think Jesus would have used.

Think about other means to proclaim your message. Sometimes we think the only way we can reach the masses is through radio or television. Instead of broadcasting, why not narrow-casting to a targeted audience? The Internet is practically free. Why not produce creative programming for the Internet? God has given to us so many tools to proclaim His message, let's take advantage of them.

How do we in the media communicate the gospel effectively to the secular world? Let's ask Him for His ways. If we do, then He'll provide the means to accomplish this high calling. ²

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*He that spared not his own
Son, but delivered him up
for us all, how shall he not
with him also freely give us
all things?*

—Romans 8:32

Microphone Selection

Years ago, a general contractor friend and I were engaged in conversation. I was amazed at what he could do with a few tools and a little time to the design of a house. He said, "With a little knowledge and the right tool, you can do anything!" While that's certainly true in construction, it is all the more true in recording and sound reinforcement. It all starts with having the right tools.

Our tools are a collection of microphones, speakers, amplifiers, signal processors, transmitters, exciters, mixing consoles, tape recorders, workstations, ad infinitum. These implements are the brushes and palette we use to paint a sonic picture.

It's the application of the tools which calls on artistic expression: where to place a microphone, speaker location, amplifier power, compression ratio, recording medium, etc. So selecting the right hardware is a critical starting point.

Since it's first in the recording chain, it makes sense to begin a shopping list of studio hardware with microphone selection. Whether you search on your own, or use the services of an equipment dealer, here are a few points to consider as you pursue which "brush" to apply.

1. What's My Budget? General ranges of microphone costs are: A. Low cost consumer - \$50 to \$100; B. Low cost professional - \$100 to \$300; C. Moderate cost professional - \$300 to \$750; and D. High end professional - \$750 to \$5000.

2. Microphone Design. Different types (dynamic, condenser, ribbon) generally have a different "sound." For instance, ribbon mics tend to be "warmer" than condensers. The varying types also have different applications. You wouldn't want to use an expensive condenser microphone for hand-held vocals in an outdoor concert setting. But it would be a great choice for the studio environment where it can be shock mounted with a windscreen or pop filter.

3. Microphone Pattern (hypercardioid, omni-directional, semi-

hemispherical, figure-of-eight). The application will determine, in large part, the pattern you choose. For instance, in a live sound-reinforcement situation, you'd want to have the maximum gain before feedback from the microphone. So, it would make sense to choose a cardioid or hypercardioid pattern so as to reject signal bleeding back from the house mains or from floor foldback monitors.

As another example, semi-hemispherical (i.e. PZM's) mics may be used on the under-side of a piano lid for sound reinforcement. Bear the application in mind and ask your dealer or the manufacturer for help. They'll be more than happy to!

4. Microphone Installation. Will this microphone be used in a recording studio, for stage sound reinforcement, or exterior applications? Will the same people be handling the equipment from day-to-day or week-to-week, or will a variety of people be involved? Some microphones need more TLC than others. If you're a church with volunteer sound reinforcement staff, look for durability and replacement windscreens!

5. Microphone Application. Will this microphone be used for voice-singing, voice-speech, music-single instrument, music-multiple instrument, ambient effects? Through the years, conventional wisdom has found certain microphones do better with certain instruments. For instance, you'll often see a Sennheiser MD421 being used to mic a kick drum in the studio.

The best way to find out about conventional wisdom is to ask around! Talk with organizations who are engaged in work similar to what you're doing. Most engineers are willing and ready to discuss their findings.

6. Microphone Technique. Will the microphone be used close to the artist or instrument (you'll need to be aware of patterned-shaped microphones having a "proximity effect" — the closer you get, the more "warm" the microphone sounds) or



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

in a classic "X/Y" or "M/S" stereo pattern. The latter is an excellent way to cover a choir or large ensemble. (Bear in mind the "3 to 1" rule: the next closest microphone should be at least three times the distance of the microphone to the object it is picking up).

7. Microphone Appearance. Are there any constraints, such as needing a wireless lapel mic, hiding a pickup on an instrument, needing broad stage reinforcement (for a drama production), or avoiding large stands on a stage?

8. End Product Quality. Is the output of the microphone to be used for a CD, broadcast quality, sound reinforcement, or cassette fulfillment? While there are many mid-priced good-sounding microphones, your budget will largely determine this issue . . . or vice versa!

9. The Final Test. The most important criteria is how it sounds. In a particular location with a particular individual, the same microphone will sound different by only changing the location, even within the same room. Plan for adequate time to "A/B" a variety of microphones from all price ranges. Test them with all the potential applications.

As you shop for a microphone secure loaner, demo, or rental microphones from a supply house. You'll be able to test the difference between a variety of different microphones which may meet most, or all, of your criteria — price, performance and application. Ask around for which mics to try, take your time, don't

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Young Latin American Leaders

In early November, I had an opportunity to attend and participate in the fifth COICOM (Conference of Iberian-American Christian Communicators) in Santa Cruz, Bolivia (see story on page 140). COICOM is the equivalent of National Religious Broadcasters (NRB) for the Spanish-speaking world. Representing NRB I presented COICOM president Raul Justiniano with a \$5000 check on behalf of the association. This financial support is symbolic of NRB's support and commitment to a sister organization of Christian broadcasters in Latin America.

I last attended COICOM three years ago in Panama and I was not prepared for the dramatic attendance growth and activities at this year's convention with over 600 program producers and station representatives participating.

A wide variety of workshops on topics such as basic fund raising, how to utilize the Internet, audience research, and the latest developments in marketing and digital video editing had standing room only. The plenary sessions were produced for telecast and had strict time formats with the results being focused, fast-moving sessions that allowed for more speakers, music, and commentators as well as audience participation with comments and questions.

I grew up in Latin America, so returning for such an event was an opportunity to renew friendships and cultivate new ones as well as to immerse myself again in the familiar Latin culture. But what impressed me most about this event was the emergence of new leaders prepared to assume the responsibility for radio and television as well as new forms of media, such as the Internet. They were articulate, curious, bright, and both male and female.

In reflecting on these emerging leaders, I noted the following six characteristics:

First, they are committed to using the media in innovative ways to proclaim the Good News. They are

dissatisfied with the religious radio and television formats of the past and are determined to try new things. They are not unaware of the financial side but determined to use the media more effectively to attract a wider audience. For example, I listened to one music program which mixed secular and sacred to raise ultimate spiritual questions.

Second, young men and women from Generation X were in abundance and prepared and ready to assume leadership from the current baby boomer leaders. This transition to Xer leaders seems to be farther along in Latin America than in North America.

I found this encouraging because the time to invest these future leaders with the experience they will need to succeed is early in their professional lives. They need to be able to make a few mistakes and try some innovations before the full burden of leadership shifts to their shoulders. We would do well to emulate this approach.

Third, new media opportunities garnered a great deal of interest. Several hundred low-power radio stations have been installed in small and medium-sized communities. Some are tied to the ALAS satellite network supplying a music or teaching channel. Some of these stations are controlled by a PC which can switch between these two formats and insert local programs and spots.

Also, there is great interest in the possibility of delivering audio and video to an international audience. While this may not yet qualify as "broadcasting," it is a way of delivering the Good News to a whole different audience.

Fourth, some of the sessions dealt with many of the current felt needs of Latin America in a candid manner without losing sight of the central role the Word of God must play in supplying solutions. In dealing with the family, a surprisingly candid discussion of the "machismo" problem and its effects on destroying the continu-



David Clark is president of KMC Media, Inc., in Dallas. He is also a member of NRB's executive committee.

ity of the family and demeaning women emerged. The Christian man must live a distinctively different lifestyle than his secular counterpart and Christian media have a part to play in defining the role of the Christian man.


The impact of poverty on the family was also discussed. When both parents work, sometimes multiple jobs, to supply the financial and physical needs of the family, the need for parental love and spiritual nurture are often neglected. The result is children left to find their own in an often spiritually hostile world. Broadcasters were challenged to develop programs addressing the needs of children as well as parents.

Fifth, a growing political awareness was evident in many sessions. Jose Gonzales, head of Semilla (which seeks to equip and connect Christian leaders called to service in Latin America), shared his expertise. Politics is seen as one more ministry aspect to those called to serve by the Lord. Many of these broadcasters are involved in reporting on political issues in their own communities.

Justiniano is a nationally known television journalist in Bolivia noted for interviewing political leaders and candidates before elections. He is also the leader of a ministry which equips leaders to reach the Bolivian youth in the public schools and has spoken to thousands of high school students.

Sixth, I observed a clear understanding and sense of vision for the role Christian radio and television can play in Latin America. They saw the

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Getting Through to the "Yes" People

After all my years in secular radio and now in Christian radio, if there is one thing I've learned, it is that everyone in the selling process is paid to say "no." Only one person is paid to say "yes," and that's usually the person who signs everyone else's paycheck.

Your time is valuable and you don't have time to waste presenting your station to people who can not say "yes" and give you money. You have to reach the decision maker — the "yes" man.

And the thing you have to remember in getting to the ultimate decision maker, is that you have to become a reliable resource and a trusted advisor to him. That doesn't happen overnight. It takes time, and just like radio advertising, frequency sells.

One way you can get to decision makers is by being a resource to them. You do this in a number of different ways. You can mail them tidbits from trade magazines and newspapers or send them research articles to show them you have done your homework and that you are truly interested in them and their business.

Make sure you send choice nuggets of information and don't overload them. You want to be a resource not a burden. Always be sure to attach your business card. Excellent resource materials are available from *Radio Advertising Bureau* and *SOMA Communications*.

You can also check the public library or even the client's own lobby for trade publications. You'll be surprised to find that the decision maker frequently doesn't have the time to read his own trades.

You can develop relationships in other ways, too. Get involved in charitable events, fund raisers, golf outings, luncheons, political rallies, and service organizations. You will be blessed and you will also meet decision makers and others you can network with who will help you along the way.

It would be nice if all decision makers did their own media buying, but in a world where 80 percent of all the ad dollars come out of agencies, it doesn't happen that way. It's inevitable that in selling your station's inventory you will have to deal with agencies.

But keep in mind that you must reach the ultimate decision maker — that person who is paid to say "yes" at the client level. So, as you deal with agency people, be sure to copy the decision maker at the client level on everything.

Even if you do a great job of selling the media planner, and he is excited about your station and its ability to reach the client's audience, he will still have to sell the plan through to the account executive or the principal involved at the agency.

But even if you get everyone at the agency sold, which is highly unlikely, they will have to present your station to the client along with the rest of their media and creative campaign. They are not trained or inclined to present your station with the same enthusiasm and expertise you do.

An agency is not going to sell your station to its client with the same passion you have. When the agency goes back to the client with its entire package, generally the budget is going to have been cut.

Each piece of the plan is reviewed bit by bit, its cost and effectiveness weighed. Unless you have previously done your homework and seeded this decision maker at the client level with choice pieces of insightful information and research so that he knows you and your station, the agency can find it easy to drop Christian radio to help meet their budget constraints. Otherwise your chances of surviving the cuts are extremely remote.

If you don't believe this scenario, take a look at the station in your town carrying the majority of the sports programming. Typically its rates are extremely high and its demos make no sense for some of the advertisers.



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

Yet, the station gets the buy and the big bucks. The reason is that sports is an emotional sell. Believe me, there's a relationship between the client and the station whether the agency likes it or not. Just like sports, Christian radio should be sold with an emotional sell.

But take heart, if you're selling and servicing the ultimate decision maker, being a valuable resource, communicating with him and showing him why Christian radio will be good for business, he will tell all those under him to look at this thing called "Christian radio." Then, suddenly, all those who are paid to say "no" suddenly become "yes" men. ^{RB}

When I first heard the poem
I was only 15 years old &
pregnant with my first child.
While I listened to this poem
I started crying because I
had been considering abortion,
and after the poem I couldn't
believe I could consider such
a thing.

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Wanda Franz, Ph.D.

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Improving On-Air Fund Raisers

Regardless of your past experiences, on-air fund raising does not have to be painful. Fund raising can and should be fun, worshipful, exciting, and more rewarding than just meeting a goal.

I'll never forget the words of one dear lady who visited us during a radio sharathon. She said, "I never knew giving could be this much fun!" Her words still motivate me to make each broadcast a real "festival" of giving. Actually, it's scriptural. You'll be inspired as I was if you take time to study a few of the fund raising methods recorded in Scripture. Start with Exodus 35, 36; 1 Chronicles 29; and 2 Corinthians 8, 9. Then apply these strategies to your next appeal.

1. Promotion

- On the air. Build from gradual to heavy rotation beginning three weeks out. Use pre-recorded spots along with live announcements. Don't just give information. Use creative teasers, call-ins, contests, themes, and pre-recorded highlights from last time.

- In the mail. Tie your mailer to your on-air promotion. Make it a campaign. Use a theme, a testimony, a report, a challenge, and specific goals. Keep it personable, relatable, and honest.

2. Production Elements

- What to use. Anything that grabs attention. We draw from an arsenal of 230 professionally recorded, generic sharathon bits. You need a good variety of 30- and 60-second promos along with shorter spots, liners, drops, listener and artist testimonies, intros, outros, vignettes, sound effects, and stingers.

- How to use. If your production elements are good enough, they'll stand on their own when properly arranged in a stop set. Run at least three to four stop sets an hour in between music cuts. Supplement your live appeals only with the shorter drops, stingers, and sound effects but don't over-do it.

3. Give-A-Ways

- Awards. Put together a stockpile of music, videos, books, and Bibles. Award gift packs to winners of various contests you create in line with the sharathon.

- Hourly drawings. Take from the same stockpile to give away every hour. Select listeners whose names are drawn at random from those who called during that hour.

- Appreciation gifts. Pick an affordable gift item such as music, booklets, or logo items and send as a thank you to everyone who pledges.

4. One-Hour Mini Fund Raisers

- Goals. Breakdown your overall event into one-hour, self-contained fund raisers. Use challenging but reachable goals with either dollar or number of callers needed that hour. Or present a caller giving grid needed at specific giving levels.

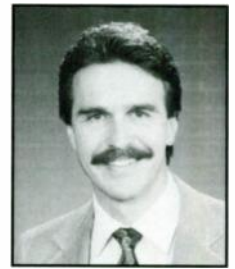
- Themes and topics. Pick out something relevant to focus on. For example, if you're pre-empting a program like *Focus on the Family*, aim your appeals at listeners who care about family issues. Surround your appeals with script material on the family.

- Guests. By phone, on tape, or in studio, guests can lend credibility and endorse your ministry. Get one of your programmers on the phone, like Dawson McAllister, who can challenge your listeners to give. Sometimes you can build a whole hour around a topic of need created by your guest.

- Phone room interaction. Build anticipation and momentum by setting up designated times to cut away to phone central for live updates. Let volunteers read some of the reports. Create a sound montage by working a roving mic around volunteers taking calls. Run it over top of music beds, interjecting "play-by-play" comments along the way with sound effects and stingers.

5. Praise and Prayer Times

- Pre-sharathon. Use the day before for a live, call-in time where lis-



Todd Isberner is president of SHARE Media and marketing consultant for the SkyLight Satellite Network in St. Paul, Minn.

teners share what God is doing in their lives. Plan out each hour with specific topics of praise and wrap with times of prayer.

- During sharathon. Plan times for brief prayer breaks encouraging listeners to call in with specific requests. It's a refreshing change of pace from the fund raising appeals.

6. Talk Segments

- Between music cuts. Keep the talk segment under five minutes. Dialogue works only if you stay focused and complement one another's material. Stress only one thing at a time. Have fun but know where to draw the line and avoid inside jokes.

- Scripted material. Keep a file updated with any material relevant to fund raising appeals, including your own stories and illustrations. Scripting it will keep you from rambling but be careful not to sound like you're reading it.

7. Special Events

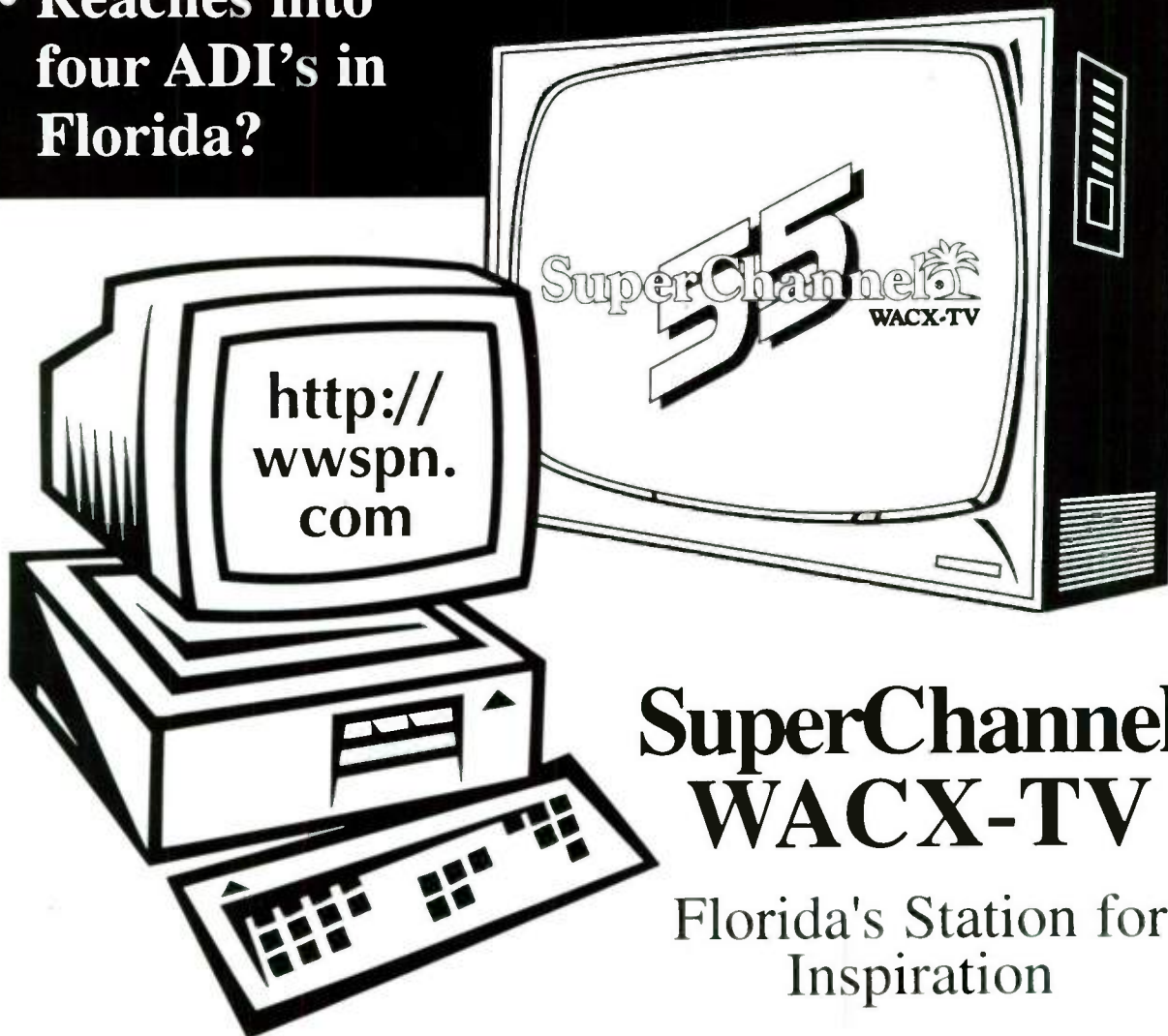
- Receptions/banquets. Invite your donors to an evening out and treat them to food, music, entertainment, ministry, and challenge. Use it as a kick-off the week before.

- Open house. Decorate the studios, provide refreshments, and prizes for listeners who stop by during your event.

- Remotes. Get a donated van and plaster it with decals for the sharathon. Rotate staff and get out to a number of different locations doing live call-ins with visitors and pledgers. ^R_b

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Music Licensing Committee Recap

The National Religious Broadcasters Music License Committee (NRBMLC) had a remarkable year in 1996, gaining the reputation as a force to be reckoned with on music licensing issues. Highlights of the year included explosive membership growth, success on Capitol Hill, and a long sought after day in court against ASCAP. "Our progress in '96, especially on the legal and legislative fronts, put ASCAP and BMI on notice that we mean business," said chairman Ed Atsinger.

Of course, as the committee gained ground, ASCAP (American Society for Composers, Authors, and Publishers) and BMI (Broadcast Music, Inc.) didn't wait passively.

Efforts were made to discredit our motives and to create confusion on Capitol Hill. But the committee was ready.

"These tactics [from ASCAP and BMI]

are typical, but we were ready for them. They're starting to understand that we simply will not relent until they offer us a fair per-program license for our stations," Atsinger said.

Members Nearly Double

As more and more stations recognize the importance of the NRBMLC's goals, membership has nearly doubled to over 700. "Our increased membership gives us even more credibility at the negotiating table and enhanced stature in Congress," said executive director Russ Hauth.

Simultaneously ASCAP confused member stations with license renewal notifications. Stating that its license was about to expire, it recommended RMLC (the other industry committee in radio) representation, implying otherwise the station would ba-

sically be fending for itself. The NRBMLC, also authorized to negotiate, was barely mentioned. As a result, many stations committed themselves to a five-year status quo deal without knowing they had other options.

Educating the Public

Last spring, the committee took the issue of music licensing to the public with a radio and print campaign to build support for the "Fairness in Musical Licensing" bill (S. 1137 and H.R. 789). The bill sought to require the music license monopolies to offer radio stations a fair per program license and repertoire disclosure. Seen as a major threat to their monopoly powers, ASCAP and BMI quickly moved to block it.

In response, the NRBMLC was forced to fight back by blocking "Copyright Term Extension" (S.483 and H.R. 989). This legislation, important to ASCAP, extended the period during which royalties are collected by 20 years. The committee believes Congress should not grant further privileges to ASCAP and BMI until the current music licensing problems are corrected. We will again press our issues as the new Congress opens.

Christian Songwriters

As the 104th Congress came to a close, ASCAP ran a smear campaign designed to divide religious stations and Christian songwriters. Religious broadcasters were falsely portrayed as trying to deprive Christian songwriters of their property rights.

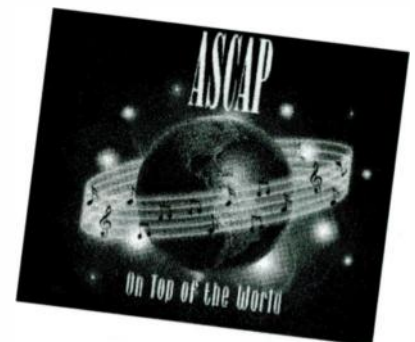
"This divide and conquer deception on ASCAP's part is consistent with their long-standing strategy against us," Hauth related. "Our songwriter friends know that for years we have encouraged them to push ASCAP for accountability in royalty payments. We've always wanted to pay royalties for the music we use. We only object to paying for what we don't use."

Hauth added, "It's especially

galling to realize that often the discriminatory fees we pay support morally offensive ASCAP acts like Snoop Doggy Dogg and Alanis Morissette who diametrically oppose the values our stations teach."

Radio's Day in Court

The most significant event in 1996 was surely the committee's day in Rate Court. "In September the NRB Music License Committee made history by becoming the first radio group to challenge ASCAP's unfair licensing practices in court," said Atsinger. The lawsuit, in New York's South-



ern District Federal Court, asked the court to set license fee rates in a way that would allow stations which use relatively less music than the industry norm to pay proportionate to that usage.

Atsinger said, "No other radio group has gone to trial in the 47-year history of the ASCAP Rate Court. Others were forced to settle before trial because ASCAP was simply too powerful." A victory over ASCAP will bring rate relief for the 400 stations represented. A ruling is expected this summer.

On-line Test

ASCAP and BMI's song repertoires have always been difficult to

Continued on page 158



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Interpersonal Communication

For seven years, the Department of Communication at Bethel (St. Paul, Minn.) College has offered a media/broadcast track within our curriculum. One half of our majors seek a degree in media communication.

From a liberal arts perspective, we try to prepare our graduates for careers in the industry: broadcasting, video production, media writing, audio technology and production, public relations, etc. We have just completed a production studio and our students get hands-on experience in a variety of internships. I think our graduates are committed and hard-working.

However, experiences in the past few months have introduced a nagging question: are we adequately preparing our graduates to work in this high-stress industry which demands daily abilities to handle multiple projects, work with diverse teams of colleagues, and negotiate conflict decisions? Bluntly, are our students competent interpersonal and group communicators?

One incident bringing these questions to mind was a telephone conversation with the personnel director of a large television station in our area. She was seeking my recommendation for a graduate.

After the usual queries concerning technological and production expertise, there was a slight pause. "Let's see. I have several other questions and I'm not sure how to begin. Have you ever seen the movie *Broadcast News*?"

When I answered affirmatively, she responded, "Good, then you understand; that's just the way it is here, only worse: 20 Voice Mail messages in two hours, 200 pieces of mail a day, ten to 12 interviews a morning, plus everything else. It never stops. Can your graduate function with that kind of interpersonal stress?"

A second incident was a conversation with a friend who works in the industry. His thoughtful comment went something like this: "I

guess collaboration is where it is! You know, being able to work with other people in a team, listening to contrary points of view, accepting ideas of others and relishing those ideas, even when you're sure your idea is still the best. I hope your graduates can do that."

A third incident is actually an observation of my own in watching two graduates working in the industry. The first young man works in a high-stress public relations position for an international non-profit group. He balances eight to ten projects at the same time, plus the day-to-day responsibilities of his job.

His education in both group communication and interpersonal processes gives him the skills to deal with the varied aspects of each project. Courses in cross-cultural communication prepared him to relate to diverse groups. He has the ability to confront conflict constructively without folding or exploding.

The second graduate bypassed the interpersonal courses in our curriculum. She took additional work in production and technology. Her production projects (usually done solo) were award-winning.

However, her first job is almost a disaster. She tries to do her tasks one at a time. She has difficulty communicating in dyads. She tries to avoid teamwork by working on her own. She has difficulty accepting cultural variance. Her frustration level is high; she is close to the edge in keeping her position.

I am using these observations to illustrate an important need. Our media graduates must be competent interpersonal and group communicators. They must develop an awareness to work with diverse cultures and handle stress and conflict.

I know — the curriculum is already bursting with general education requirements and the absolutely necessary production/skills classes. We cannot add anything!

That may seem true, but the situation is important enough to demand

Dr. Leta Frazier is Communications Department Chair of Bethel College, located in St. Paul, Minn.

scrutiny of our course work. Here are four suggestions:

1. McLuhan's Global World is now! While courses of study may not allow extensive cross-cultural work, most general education programs have courses helping to raise the cultural awareness of our students. Along with this on-campus study, encourage students to engage in Service-Learning projects and short-term intercultural experiences.

In addition, try developing two or three one-hour workshops for students during a term. Use a cross-cultural video (*The World of Gestures*) and encourage group processing.

2. Make use of group work and teams as the norm in every class: nominal groups for idea initiation, ad hoc committees for short-term projects, teams for production processes, writing groups for scripting, etc. These cooperative options will encourage varying leadership styles, as well as conflict negotiation.

3. As instructors, intentionally model competent interpersonal skills. Adopt, as a department, a group of competencies and work to incorporate these qualities into student/teacher interactions. I might suggest Bochner and Kelly's competencies in *Communication Education* (1974).

4. Seriously consider requiring at least one course in group communication and/or interpersonal communication. Place the course at the sophomore or junior level. Plan the course around dyadic interaction and group experience.

Continued on page 158

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Airports, Proxy, and Life

Traveling home with my family after speaking engagements on the East Coast, we became involved in a life-and-death rescue operation. After a short flight from Buffalo, N.Y., to Chicago, we prepared for what we thought would be a mundane hour-and-a-half lay-over in the United Airlines terminal. Fifteen minutes later, we stumbled upon a disturbing scene in front of Gate 22.

Two airport attendants standing next to each other were waving their hands in the air, not saying a word. An elderly couple were seated in wheelchairs directly in front of them. The man's head was tilted back, his face turning blue, and his wife frantically calling for help.

Stopping to get a closer look, we noticed a crowd starting to gather — but no one did anything to help. Dozens of people just stood there staring at the couple and the airport attendants.

I said to my wife, "We've got to do something to get this man some help; he's having a heart attack."

Tami replied, "What are you planning to do?"

"I'm not sure," I answered, "but we just can't stand here and do nothing." I handed her my briefcase and ran to the couple. Two other people also ran out of the crowd and together we pulled the man from the wheelchair and started CPR.

The crowd kept getting larger and still no additional help. Continuing CPR, we cried out, "Someone get a doctor, this man is dying!"

Finally, the speakers in the terminal came alive with our plea for assistance. Seconds later, a man pushed his way through the crowd and shouted, "I'm a doctor. What's going on here?"

When he found out the man was having a heart attack, he said, "I'm out of here" and disappeared in the terminal.

After seven or eight minutes, the paramedics finally arrived, got the elderly man's heart started, and

rushed him and his wife to the hospital. Slowly the crowd dispersed into the terminal, searching for the next bit of excitement as they waited to catch a flight.

I couldn't help but wonder why only a couple of people out of a large crowd were willing to help a dying man. Everyone stood around checking out the action; they could see what was happening but no one wanted to get involved — not even a doctor.

I'm sure for some in the crowd, it was fear of a potential lawsuit that held them back. Or lack of CPR or other medical knowledge. But for the majority, they probably just didn't want to get involved. It was more comfortable standing on the sidelines, watching the situation, and dialoging about the problem at hand.

Maybe some of them actually thought they were helping by proxy: they saw the three of us acting on their behalf as substitutes in the rescue operation as they demonstrated their concern by standing around.

This life-and-death situation at the airport is a vivid analogy of how many in the body of Christ today are responding to the spiritually dying of our society. Well-meaning believers stand on the sidelines watching others dying spiritually before their eyes and yet choose not to be intimately involved in rescuing them with the Bread of Life.

Some Christians feel like they have done their part by marching or protesting against the ills of society. While others escape involvement by remaining in their comfort zones with positions like "witnessing is not my spiritual gift." For still others, it's just simply an apathetic attitude that says let the professionals "do the work of an evangelist."

With so much talk about the rise of evil and the moral decline of our society, why are so few willing to be part of the only lasting solution — communicating the Gospel to the spiritually dying?



Steve Russo is an internationally known evangelist, best-selling author, and host of the nationally syndicated radio program Real Answers.

The stakes are too high, the cost too great, and too many are left on the road leading to destruction for us to continue to do evangelism by proxy. Each one of us has a responsibility to not just take a stand against evil, but we have the privilege of allowing God to use us as His vehicle to rescue the lost and dying.

It shouldn't be a burden or a chore to tell others about the precious love of the Savior. Instead, it should be a joy to be involved in seeing friends, family members, and co-workers find new life in Christ.

As broadcasters we must do all we can to communicate the words of eternal life to those who are still dead in sin. And we must also strive to encourage believers to become proactive in leading others to the path leading to eternal life.

Let's stop witnessing by proxy and be part of the solution! **R**

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Interviewing: More than Asking Questions

Interviewing skills can be learned by observing those widely known for their own interviewing abilities. People like Diane Sawyer, Roger Mudd, Ted Koppel, and many others. The book *Interviewing the World's Top Interviewers* by Jack Huber and Dean Diggins (S.p.i. Books, 1993) is a good place to start.

Rising in the media ranks, Roger Mudd became well known as the alternate anchor for Walter Cronkite on CBS in the 1970s. Passed over for that position when Cronkite retired, Mudd moved on to NBC and then to PBS. He is perhaps most famous for his piercing interview with Ted Kennedy in 1980, when Kennedy was preparing to run for president.

"For many people it's hard to ask questions of a person when he walks into the room; you don't want to offend him, and you don't want to appear inquisitive," Mudd is quoted as saying in the book. "So an awful lot of people in social situations don't ask questions and they go away having spent the evening with you and not really knowing anything about you except what you have said on your own.

"I try never to ask a question that can be answered with a yes or no. It forces the subject to answer it in his own words. That's an easy device, but an awful lot of people don't do it. Most people, particularly people who are not professionals, are a little nervous about being interviewed and so aren't terribly loquacious," Mudd continues.

"I'm not sure about training; it seems to me that you're genetically put together in a way that makes you curious or not curious, and makes you want to ask questions because you're interested in what people carry around inside of them. If there's training to be done, it's the emphasis on preparation and being totally immersed in the subject. If a person is well prepared, then the questions flow naturally.

"The greatest single failing, particularly on television interviewing, is that the interviewer has a set of questions prepared ahead of time and is determined to get through that list of questions," he explains.

"In the process of worrying about getting through the questions, he doesn't listen to the answer that he's eliciting. And therefore he fails to ask the perfect follow-up question, which comes right out of the answer. The reason most people have that list of questions is that they're not really prepared."

Mudd reflects on what some see as the pinnacle of interviewing: "The difficulty about interviewing a president is that you are kind of a guest in the nation's house, and he is our leader and you can't cross over. You have to be very, very careful of being disrespectful. An interview with the president is probably the toughest interview.

"What makes it doubly difficult is that while you're interviewing the president, there have got to be 15 or 20 people in the room — Secret Service, press secretary —

and they're all looking at their watches and they've given you 30 minutes and no more. You can hear them shuffling, and you just sort of feel that if you really ask the worst question in the world, they'll shoot you or something. The physical presence of those people is intimidating," Mudd adds.

In the same book, Barbara Walters presents her interviewing techniques. "You have to start out saying, 'What do I really want to know? What does the public really want to know?'"

"Sometimes journalists have a tendency to do the interview that's going to impress other journalists or that's going to get some attention in *The New York Times*. And we forget that what we should be doing is the interview that the audience is going to be the most interested in," she says.

"I like interviews to have a beginning, a middle, and an end. And I think if you have a very good beginning and a very good end, the rest of it in the middle can be a little mushier."

Walters recommends having an "A-B-C kind of mind." "You want to get the hard news, but you also want to get, if you can, what I call the juice. If I have time, one more question, another 30 seconds, I want to get something about the person that will make you understand why he or she did what they did. It may not be the one that's going to make the head



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



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Continued on
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B. Eric Rhoads
Chairman and publisher of *Radio Ink Magazine* and owner of Streamline Publishing, Inc., Rhoads is an acknowledged expert on radio management and operation issues, radio sales, and programming. He is also on the board of directors for the WAY-FM network, a chain of local Christian contemporary radio stations. Rhoads is a published author and popular conference speaker.



Nicholas (Nick) E. Harris
His blast-ridden church served as a makeshift morgue immediately following the Oklahoma City bombing tragedy, but Nick Harris and his congregation at First United Methodist Church have come through stronger and better than before. Harris, who also is the speaker for the daily broadcast, "Holy Ground," has accepted numerous speaking invitations to share how Christian faith empowers people to cope triumphantly with heartache and tragedy.

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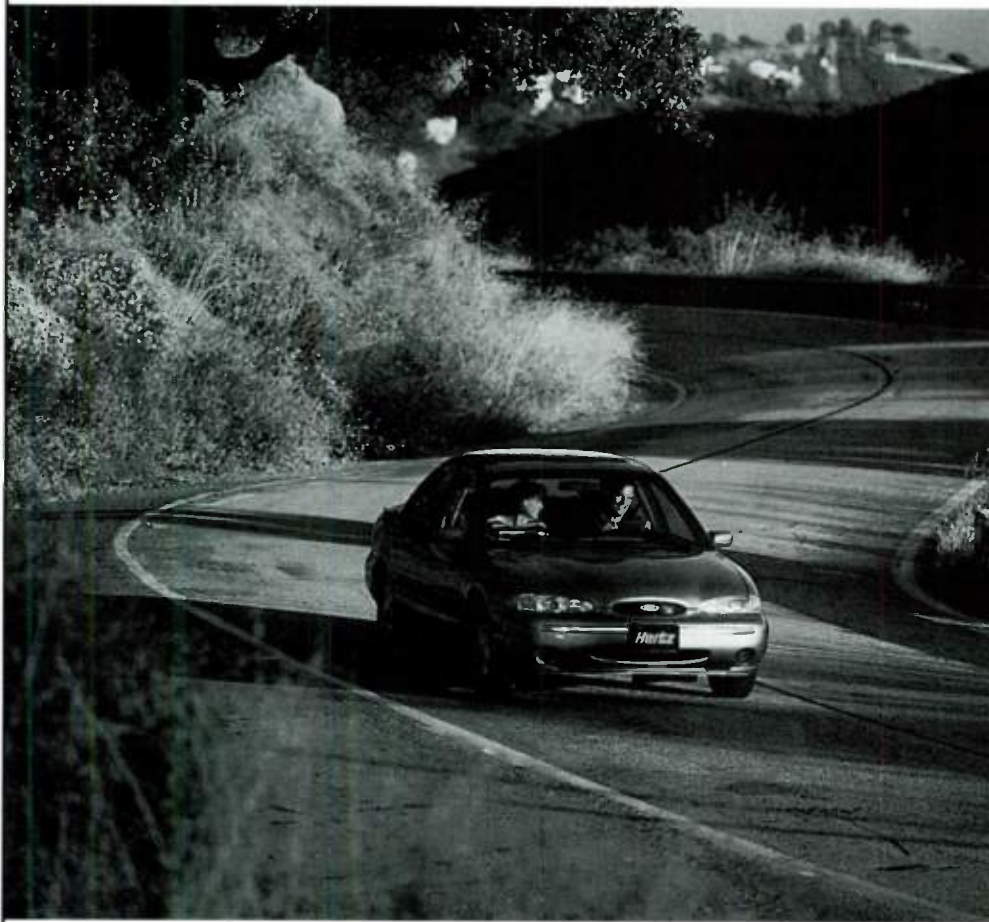
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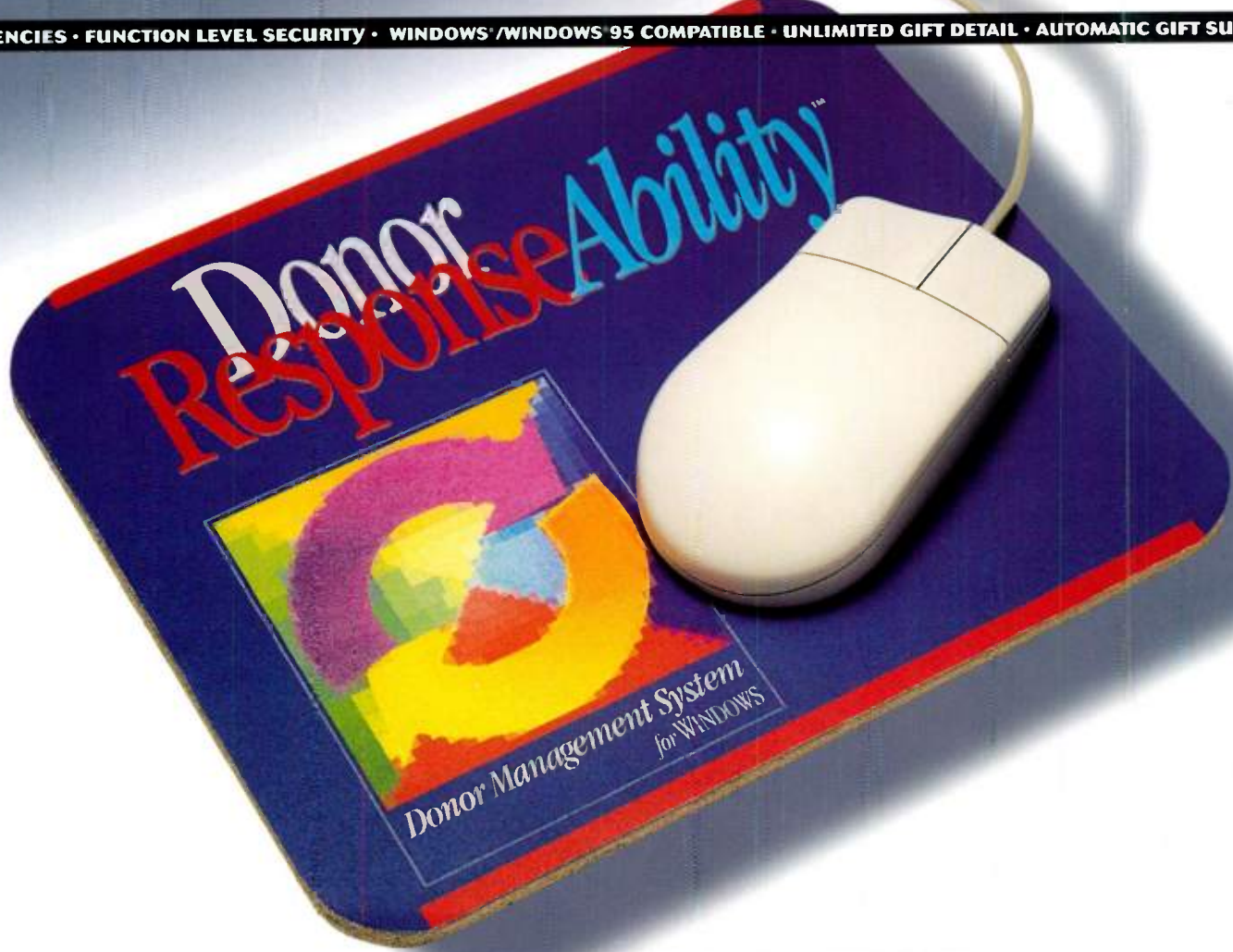
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"I have been a faithful listener to the (New Life) radio program, almost since its beginning...It has never ceased to amaze me that no matter what the subject they are focusing on that day they are able to give out Godly and spiritual counsel as well as the medical and psychological facts. The fact that they stand so strongly on Biblical principles and advice is what I believe sets them apart."

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Stephen Arterburn, Dr. Paul Meier, Dr. Henry Cloud and Dr. John Townsend

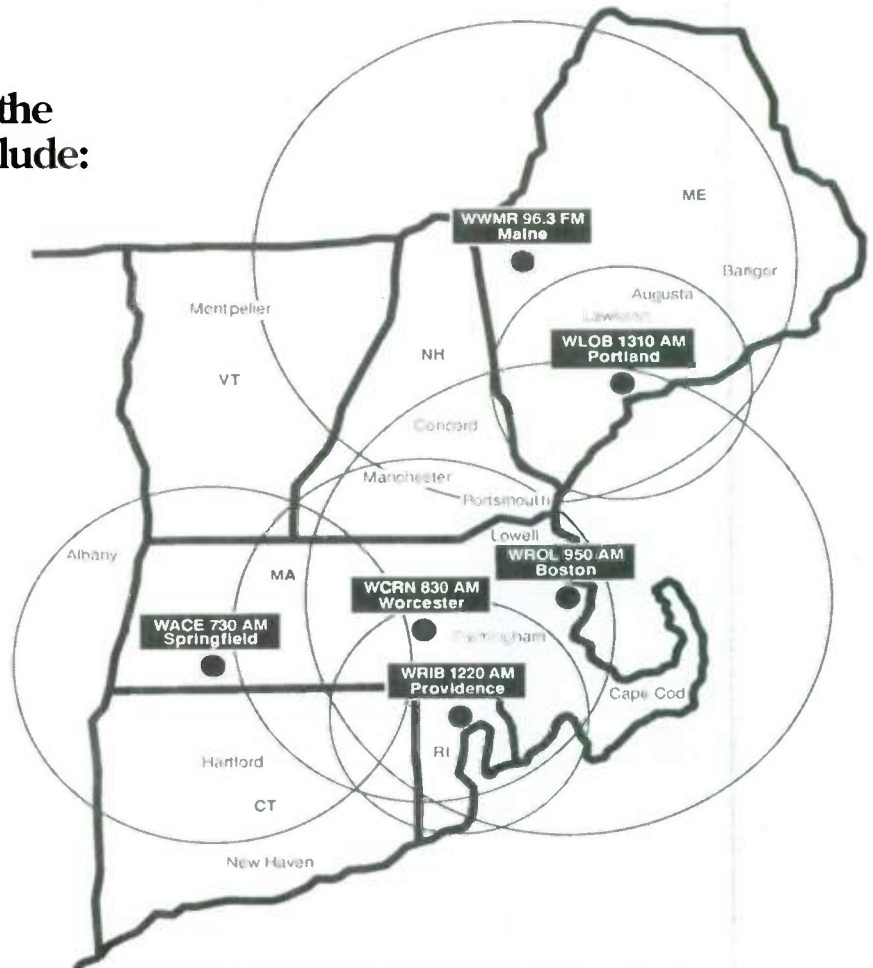
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Televangelists Did Not Endorse Candidates

DES MOINES, Iowa — The major television evangelists were almost no help to Republican presidential candidate Bob Dole or conservative candidates in the November elections, according to the latest monitoring survey released in December by Grand View College Communication professor Stephen Winzenburg.

"In stark contrast to their 1980s support of Ronald Reagan and George Bush, the major TV preachers avoided using their broadcasts to endorse Dole in 1996," Winzenburg said. "Pat Robertson reflected the attitude of most television evangelists when he said on the air that the 'moral values message was fumbled' by the Dole campaign."

Of the 14 broadcast ministries studied, Winzenburg said the average televangelist spent only 3 percent of his airtime discussing politics. Robertson devoted 18 percent of *The 700 Club* to political discussion and D. James Kennedy averaged 11 percent of his airtime to political concerns. Many major television preachers, including Billy Graham, Jimmy Swaggart, Oral Roberts, and Charles Stanley, spent no time in any political discussion.

Robert Schuller came closest to supporting a candidate when he had Republican vice presidential candidate Jack Kemp speak for a few minutes on his televised service two weeks before the election.

"Schuller did not specifically endorse the Dole/Kemp ticket," said Winzenburg, "but he did tell viewers that he and Kemp had 'been friends for years and years.'" Many used

their broadcasts to remind followers to vote. Mother Angelica encouraged "Christians to vote their faith," while Kenneth Copeland reminded his viewers "When you vote, God's in that booth with you." And *The 700 Club* aired a historical piece on how one vote can make a difference in an election.

While none of the religious broadcasters were willing to verbally support conservative candidates, there was also no mention of President Bill Clinton. Kennedy came closest to a subtle Clinton reference when, after presenting the Christian Statesman of the Year Award to Sen. John Ashcroft (R-Mo.), he commented, "Don't let anyone convince you otherwise — honorable character is essential to good leadership."

"The unspoken message from most televangelists was that Clinton's presidency wasn't worth talking about and Dole was not a strong supporter of the evangelical moral agenda," Winzenburg concluded. "In the end, the only conclusion most preachers would come to was that Christians should get out and vote even though they were not excited about the choice of candidates."

The 1996 study shows that television preachers have gradually reduced the average amount of time they spend discussing politics. In 1988, they averaged 8 percent of their airtime on political issues; in 1992, the average was 4 percent. This year's study shows the average has dropped again, to 3 percent.

The random survey of 14 of the top television ministries was conducted during October and November. Winzenburg, who has monitored religious broadcasters since 1981, conducts content analysis of televangelists on a regular basis.

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Dramatic Decline in Television Preachers Fund-Raising Appeals

DES MOINES, Iowa — On-air fund-raising and promotional activities by television preachers have dropped to the lowest level since the 1987 PTL scandal, according to the latest monitoring survey conducted by Grand View College professor Stephen Winzenburg.

"As we approach the tenth anniversary of the PTL scandal, most religious broadcasters have learned the lesson that less is more when it comes to fund raising," Winzenburg related. "Most have adopted the Billy Graham approach of rarely and quietly mentioning their financial needs. Even those preachers with a dramatic fund-raising and promotion reputation, such as Oral Roberts and Jimmy Swaggart, now avoid any manipulative tactics that may turn off a skeptical television audience."

Winzenburg monitored random episodes of 14 religious broadcasters during October and November, discovering the average televangelist spent 7 percent of his airtime in fund raising and 8 percent in promotion. That is the lowest amount of airtime used for fund raising since he began monitoring in 1981. The current 15 percent of combined airtime devoted to fund raising and promotion compares to the peak of 27 percent in 1988.

"It is time to put to rest the myth that television evangelists are money-hungry con men who spend most of their TV time begging for money," Winzenburg said. "Over half of religious broadcasters spend less than two min-

utes per show in fund raising and another two minutes in promotion. These religious programs have far less commercial interruptions than you'd find on secular network TV shows."

Only *Feed the Children* broke the norm, with 50 percent devoted to fund raising and 45 percent to promotion. Robert Schuller was the only other preacher to average double digits in fund raising with 11 percent. Some large ministries, such as Billy Graham, Mother Angelica, and Paul Crouch, spent almost no time asking for money.

Money appeals were usually tied to a specific item offered to the viewer: *Feed the Children's* items ranged from a \$35 truck to a \$100 art print; *The 700 Club* membership

cost of \$20 a month or a one-time gift of \$25 would be rewarded with a special Christmas book; Swaggart sends his latest music CD for \$20; and many encouraged viewers to send money for video/audio copies of the telecast. Most shows also gave away free booklets written by the hosts or special items such as devotional calendars.

Celebrity involvement was lowest in ten years and when celebrities were used, they tended to be country music stars. Schuller's program used Naomi Judd and the Gatlin Brothers; Garth Brooks appeared on *Feed the Children*; Crouch's *Praise the Lord* featured Dale Evans and Pat Boone commenting on the presidential debates; and Graham's telecast utilized Ricky Skaggs.

Televangelist Airtime Averages by Year

Activity	1987	1988	1990	1992	1996
Fund Raising & Promotion	22 %	27 %	25 %	22 %	15 %
Political	4 %	8 %	8 %	4 %	3 %
Spiritual	74 %	65 %	67 %	74 %	82 %

Televangelist Use of Airtime in 1996

Ministry	Fund Raising	Promotion	Political	Spiritual
Mother Angelica	1 %	2 %	1 %	96 %
Kenneth Copeland	4 %	2 %	7 %	87 %
Paul Crouch	1 %	4 %	4 %	91 %
<i>Day of Discovery</i>	—	8 %	—	92 %
<i>Feed the Children</i>	50 %	45 %	—	5 %
Billy Graham	2 %	13 %	—	85 %
D. James Kennedy	3 %	8 %	11 %	78 %
Fred Price	5 %	3 %	—	92 %
Oral Roberts	2 %	12 %	—	86 %
Pat Robertson	8 %	7 %	18 %	67 %
Robert Schuller	11 %	3 %	2 %	84 %
Charles Stanley	2 %	2 %	—	96 %
Jimmy Swaggart	8 %	1 %	—	91 %
<i>The World Ahead</i>	—	8 %	—	92 %
Average	7 %	8 %	3 %	82 %

AIRWAVE ANNIVERSARIES

OKLAHOMA CITY — *Family Life Today* (FLT), the broadcast arm of Family Life Ministries, celebrated its fourth anniversary during the Oklahoma City Marriage Conference held November 3-5. The conference featured FLT co-host Bob Lepine as one of its speakers.



Family Life Today host Bob Lepine receives a cake and balloons from KNTL-FM-KQCV-AM/Oklahoma City general manager Robin Jones.

AIRWAVE NEWS

CAMARILLO, Calif. — Radio Nueva Vida (New Life Radio) announced the addition of KEYZ-AM/Fresno to its 100 percent Spanish-language Christian radio.

NEW YORK — A new series of one-minute inspirational messages is now available from The Christophers, a non-profit organization using the media to communicate the Judeo-Christian concept of service to God and humanity. *Christopher Minutes* — *Thoughts to Brighten Your Day*, presented by the organization's director the Rev. Thomas McSweeney, offers practical and lighthearted messages for living each day to the fullest.

LEXINGTON, Ky. — Mortenson Broadcasting Company has acquired WCLY-AM/Raleigh, N.C., and WLLV-AM/

Latin America Sees Boom in Christian Broadcasting

by David Miller

Thanks to the rapid expansion of the evangelical church and relaxation of government regulations on media, Christian broadcasting is an exciting growth industry in Latin America today. This outlook emerged from the Fifth Annual Iberian-American Conference of Christian Communicators (COICOM in Spanish) held early November in Santa Cruz, Bolivia. The four-day meeting drew more than 600 broadcasters, publishers, journalists, and pastors from 24 countries to sharpen skills and enlarge visions.

"From its founding, COICOM has been helping to effectively train, motivate, and challenge Christian communicators throughout the continent," said Hoggier Hurtado, who headed up the Santa Cruz organizing committee. "From the evaluations received, a lot of lives were touched and challenged."

Janet Luttrell, general manager of WBMJ-AM-WIVV-AM/San Juan, Puerto Rico, said, "The Lord has His people taking over the media. People are buying up stations almost as fast they are going on the market, getting involved in the mass media in all forms.



Broadcasters took advantage of free time to tape interviews with fellow delegates at COICOM 96.

the networking among Christian broadcasters in Latin

"I think what's happening at COICOM —

America — is an important trend," she continued. "We all need to trade programs, information, and problem-solving capacities."

The expansion of Christian radio and television in Hispanic

America reflects the incredible growth of the evangelical church there over the past two decades. Sociologists estimate 400 people come to Christ every hour in Latin America.

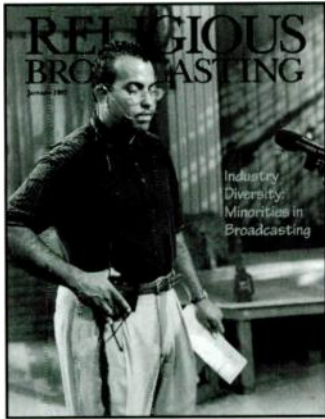
The growth comes at a historic juncture in the region's political life. Dictatorial regimes of the 1960s and '70s have given way to stable, democratic governments that respect freedom of expression and encourage new media ventures. COICOM leaders hope to help the church capitalize on the burgeoning opportunities.

"A committee was formed at COICOM to develop a continental strategy to support the skilled use of mass media in accordance with the objectives of the Christian community," Hurtado related. "That has been one of the outstanding features of this meeting."



Ruth Ruibal (left), widow of noted Bolivian evangelist Julio Cesar Ruibal, spoke movingly of her husband's martyrdom at the hands of professional assassins in Cali, Columbia, in December 1995. Delia (right) is an American who has joined the Cali church's music ministry.

Since 1981, David Miller has worked as an itinerant evangelist among Quechua- and Aymara-speaking Amerindians in Bolivia. He also serves as editor of the Spanish-language magazine *La Trompeta* and as a South American correspondent for the *Compass Direct* news agency.



To Err Is Human

We inadvertently did not identify Ossie Mills, The Inspirational Network (INSP) vice president of programming, as the subject of January's *Religious Broadcasting* cover. We regret any misunderstanding this may have caused and thank INSP for its gracious provision of the photograph.

Louisville. Both stations retain their longstanding black gospel formats.

LA MIRADA, Calif. — In August the Far East Broadcasting Company began airing the first known gospel radio programs to the Batak Toba people of Sumatra, Indonesia. Airing for 30 minutes each day, the programs focus on discipling listeners.

CLEARWATER, Fla. — PRAISE TV, the new 24-hour contemporary Christian music (CCM) video network, hit the airwaves nationally during December in over 30 of the top 50 U.S. television markets. Featuring the top music videos in CCM, PRAISE TV offers a blend mix of adult contemporary, pop, rock, and Christian country.

• GRAND RAPIDS, Mich. — WCSG-FM/Grand Rapids completed its three-day sharathon on December 7. The station reached its goal of \$600,000 with gifts from more than 4400 listeners.

AWARDS

DALLAS — Jon Rivers, morning show host for KLTY-FM/Dallas and host of *20 The Countdown Magazine*, received the Pioneer Award from the Southwest Regional National Religious Broadcasters (SWNRB). The award was given during the 1996 SWNRB convention last July.

VIRGINIA BEACH, Va. — CBN News has received national recognition for its coverage of the Gulf War Syndrome, an illness afflicting many veterans. The National Gulf War Resource Center in Washington, D.C., selected CBN news reporter Gary Lane because he "reported with true objectivity, retained integrity, consistently investigated beyond official government press releases, and reported the truth surrounding Gulf War Syndrome." Lane received a media

award for his reporting.

COLUMBUS, Ohio — WFRD-AM/Columbus farm director Joe Cornely has been named Farm Broadcaster of the Year at the National Association of Farm Broadcasters in Kansas City, Mo., the highest honor in the industry. Cornely also received the Foot in Mouth award for the best blooper of the year.

OKLAHOMA CITY — Campus Crusade for Christ founder Bill Bright was inducted into the Oklahoma Hall of Fame at a recent ceremony in Tulsa. The Coweta native began the ministry on the campus of the University of California-Los Angeles and has been instrumental in ministries around the world.



Bill Bright (left), Vonette Bright, and KNTL-FM-KQCV-AM/Oklahoma City general manager Robin Jones pause after his induction into the state's Hall of Fame.

Continued on page 142



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continued from page 141

INTERNET INFORMATION

• **ST. LOUIS** — Lutheran Hour Ministries has announced an alliance with Gospel Communications Network (GCN) while launching a new interactive approach to ministry on the World Wide Web. "The GCN is pleased to be partnering with Lutheran Hour Ministries, an organization steeped in tradition yet on the pioneering and cutting edge of the ministry," says Duane Smith, director of marketing and alliances for GCN. The ministry can be accessed through GCN at <http://www.gospelcom.net>.

KANKAKEE, Ill. — WONU-FM/Kankakee can now be heard in stereo anywhere in the world via Progressive Networks Real Audio 3.0 on the Internet. Computer users can access the live audio through the station's home page at <http://www.olivet.edu/wonu>.



KKLA-FM/Los Angeles participated in the 1996 Hollywood Christmas Parade. Supermodel Kim Alexis and family along with the station's airstaff Warren Duffy, Holly McClure, and Jim Governale traveled on the float which portrayed a live Nativity scene.

MUSIC NOTES

MERIDEN, Conn. — Asociacion de Artistas Cristianos (ADAC) has been formed to assist Spanish artists with their ministries in song and music. Headed by president Zuli Rosario, the association sponsors activities and programs to assist its members and others. ADAC will also publish a directory of artists and has available now listings of Spanish radio stations, Spanish churches, and bookstores throughout the United States, Puerto Rico, and Latin countries. For more information, call (203) 630-9340.

PEOPLE

QUITO, Ecuador — HCJB World Radio has announced several position changes due to restructuring of its radio facility. John Beck is filling the newly created position of station manager. Beck has worked with HCJB since 1983.

Douglas Weber is acting director of engineering for this year while engineering director Charles Jacobson is on furlough in the United States. Weber has been with HCJB since 1990.

Jorge Zambrano has been appointed administrative assistant to the station manager. He has been with HCJB since 1971.

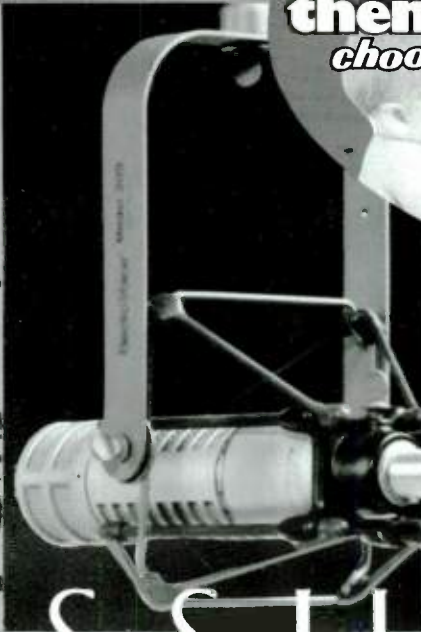
Pat Talbot has been named director of broadcast relations. He has been with HCJB since 1988.

NASHVILLE, Tenn. — Les Bulter has joined the Reach Satellite Network as manager of network sales. Bulter, who will relocate this spring from Orlando, Fla., previously owned a successful mortgage brokerage business and has a background in radio promotion and as a DJ.



Les Bulter

Continued on page 144



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continued from page 42

WASHINGTON, D.C. — Longtime Washington religion correspondent David Anderson is now editor of Religion News Service. "Anderson has the soul of a newsman, the mind of a theologian, and a well-earned reputation as a journalist of integrity, intelligence, and depth," said departing RNS editor Joan Connell. Connell has relocated to Seattle and continues as senior editor and a regular writer.

OKLAHOMA CITY — Sandra Richards has joined KQCV-AM-KNTL-FM/Oklahoma City as secretary/receptionist. Kristy Hicks, formerly in Richards' position, has been promoted to account executive at the stations.

CHICAGO — Jeff Jacobsen has been named assistant division manager of broadcast stations for the Moody Bible Institute. Formerly, he was station manager of WNFA-FM-WNFR-FM/Port Huron, Mich.

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

FIND THE STAFF OF RB AT NRB 97

Where do those *Religious Broadcasting* editors and advertising contacts hide out during the annual National Religious Broadcasters (NRB) convention? If you've often wondered, or just wanted to track us down, try the following places:

Ron Kopczick: *NRB News Media Center*
Sarah E. Smith: *NRB News Media Center*
Christine L. Pryor: *Attending events/NRB News Media Center*
Dick Reynolds: *Exhibit Hall*
Elizabeth Oliver: *Directory Sales Booths*

However, if you'd rather not seek high and low, the editors are hosting an idea exchange/writer's meeting during NRB 97 from 2:30-3:30 p.m. on Sunday, January 26, at the News Media Center (Room A7 of the Anaheim Convention Center). So drop by with your suggestions or look us up. We'd love to hear from you!

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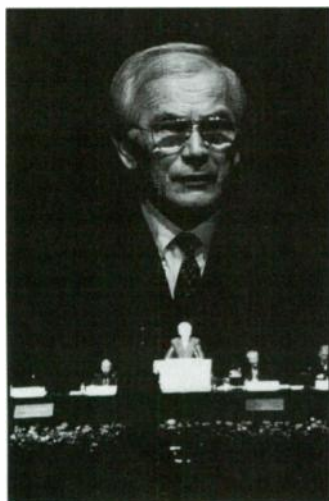
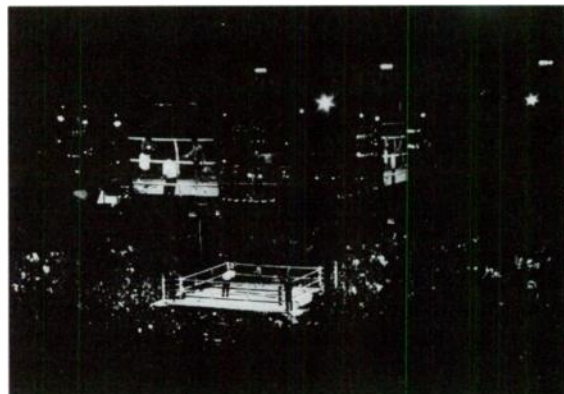
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RECORDING REVIEWS

BY DARLENE PETERSON

Behind The Veil

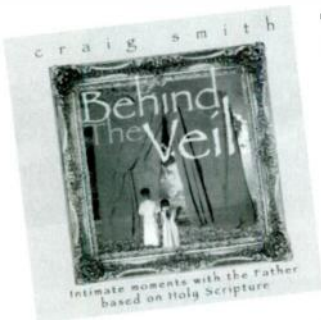
Craig Smith

producer: Paul Mills
executive producer: Dean Diehl
Brentwood

This outstanding praise and worship recording gets its strength from Craig Smith's 15 years of extensive touring in music ministry, his work as a pastor in his home church in Arkansas, and the extensive use of paraphrased Scripture in many of the songs. The musical backdrop is gentle and worshipful, yet not lacking in passion and power.

Quotations from the likes of Jonathan Edwards and Martin Luther sprinkled among the lyrics in the liner add to the inspiration. The cut "I Believe" entered the

Top 20 at #19 on CPR's Inspirational Chart. Several other songs would also make excellent solo or congregational worship material for individual churches. One of the best praise and worship recordings I've heard.



Precious Death

producer: Gene Eugene
executive producer: Brian Ray
Metro One

Poorly done heavy metal is much like tacky '70s wallpaper: loud and repetitive. This heavy alternative recording still has plenty of bang but also many musical moods and thought-provoking lyrics. Indeed, the liner lists the artists' favorite theologians (greats such as J.I. Packer, Calvin, Augustine, Spurgeon, and Luther) and favorite theology books. Two songs ("All We Have is Now" and "Did You Know?") point listeners to faith and hope in Christ.

Other songs examine actions and attitudes in this world, inviting us to mull over various issues in the light of Truth. Precious Death's powerful, groundbreaking music brings these

lyrics to passionate life. Packed with creativity and innovation, this recording is the best yet from a group that's already made its mark in modern rock.



It Is the Season

Bob Colasanti

producer: Eric Foster White
KJM Enterprise

This artist has proven that you don't have to be a prominent artist on a big label to touch people and share

the good news of the Gospel. When this, Bob Colasanti's first album, was released to just one radio station (WMIT-FM/Black Mountain, N.C.), there were no specific plans for distribution. But 5000 copies were sold — through long-distance telephone calls to Colasanti — in just one month on the strength of the song "Wings of Eagles." Since then, more than 22,000 copies have sold without benefit of national distribution, advertising, or marketing and Colasanti has received almost 2500 letters from people who have listened to the recording and been blessed by it. Not bad for an unknown artist!

Colasanti's lyrics are scriptural, uplifting, and contain some moving word pictures. His folksy, acoustic, light contemporary sound adds warmth and urgency to the delivery of his lyrics. Also, his vocals are quite good. As with many independent, first-time productions, the recording would have benefited with a larger budget, but Colasanti does well with what he has to work with. A promising debut.

Love, Joy, Peace

Tim Bowman

producer: Tim Bowman
INSYNC

This mostly instrumental contemporary jazz recording sparkles with excellent musicianship and great arrangements. Tim Bowman plays guitars and keyboards and does the drum programming. Others contribute with piano, organ, moog, saxophone, and vocals.

Says Bowman, "I grew up playing the guitar in my church in Detroit while my sister Vickie sang. I have a large family — 12 people — and we were all musically inclined. I'd watch the guitarist at church during the service. He was really good and I wanted to play like that. I picked up a guitar and God has really blessed me since then."

God's blessing is evident in this rich and relaxing recording, which features songs written by Bowman and a couple of songs written by Marvin Winans, member of another very musical family. In fact, Bowman was the musical director and lead guitarist for The Winans for six years and has also worked as a producer. This recording is Bowman's debut as a solo artist.



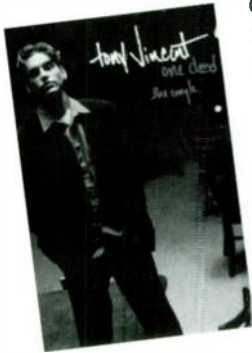
One Deed

Tony Vincent

producer: Dennis Matkosky
executive producer: Jonathan Watkins
Star Song

The problem with having a great first release is the can-you-top-that expectation which automatically surrounds the anticipation of the second release. Tony Vincent has done it, achieving another outstanding re-

lease with *One Deed*. Already the title track single has been getting a lot of airplay (and I write this a month before the official album release date). *One Deed* is a more band-oriented release than Vincent's debut: three musicians played every song and nothing was programmed.



Says Vincent, "For me, being a keyboardist and computer nut, that was a very different thing. I think that has been a big revelation to me because even though something might be played very correctly, if there's no passion it becomes very sterile."

There's certainly no lack of passion in the music and lyrics of this pop/rock recording, which has a recurrent theme of the neediness of the hurting, lonely, and isolated in this world. It's also in memory of a woman whose commitment to Christ inspired Vincent and his family to become believers — "Polly's Eyes" is a moving tribute to this woman. Vincent isn't afraid to tackle subjects that are personal, painful, or deep and that's what puts the guts into his very appealing music.

About Our Father's Business

The Pride

producer: Jim Pattillo
Underground Records

Here's a new hip hop duo on a label that's just celebrated its first birthday. Joe Brewer and Greg Owens met at college in Greenville, S.C., where each was separately pursuing music and, more importantly, ministry. They decided to become a ministry team in 1995 and have been performing their message-laden music in front of teens and young adults in schools, colleges, and churches.

Their lyrics are either directly evangelistic or deal with various issues from a Christian perspective. Their message is sincere and pointed, has some clever wordplay, and the characteristic vocal machine gun delivery. The bits of background music are muted and generally somber but just varied enough to stave off monotony. Overall, this is a decent first effort.

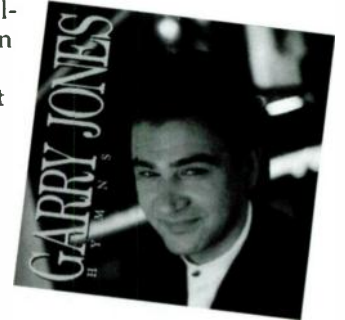
Hymns

Garry Jones

producer: Garry Jones
executive producer:
Dottie Leonard Miller
Daywind Music Group

For fans of piano music, here's an

especially good offering. Garry Jones has selected a great mix of hymns: some upbeat and rousing ("When We All Get to Heaven"), some tender and comforting ("It Is Well With My Soul"), some well known ("Great Is Thy Faithfulness"), some less well known ("Unclouded Day").



He performs all with great feeling as well as technical skill. In the arrangements, he strikes a nice balance between the beauty of ornamentation and the eloquence of simplicity. On most tracks, acoustic, electric, and bass guitars and drums provide a light, contemporary backdrop to the piano, enhancing the mood of the song. A very pleasing presentation of some of the most beautiful and inspiring hymns of our faith.

Darlene Peterson is the music reviewer for Religious Broadcasting.

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The Savings Go To The Bottom Line

VIDEO VIGNETTES

BY SARAH E. SMITH

On the Air!

producers: Marty Mosley and Jacqueline Mosley
length: approximately 30 minutes
audience: teens

Priority One Publishing, 1996

The Total TV Network asks "Are you ready for a 'new generation' of video programming? Take this simple test [to find out]: Do you think the Crash Test Dummies is a seat belt commercial? Do Nine Inch Nails require a really big hammer? If you answered 'yes,' . . . then we're sorry."

Geared especially to teenagers, its series *On the Air!* addresses topics such as racism, Christianity, missions, anger, and responsibility in its first five videos ("Racism: Going Color Blind," "I Am Not Angry!!," "Passport to the World: Nicaragua," "The Blame Game," and "Can I Be a Christian Without Being Weird?").

Creative, fast-paced, hard-hitting, and well-written, this MTV-style series treats these issues without superficiality and with practical applications.

Hosted by teens, the series incorporates real-life stories and examples from teenagers and also has a resident "expert" in the form of popular youth speaker Neil McClendon to tie it all together with biblical advice. The videos are designed with a break to facilitate group discussion on two or three questions. A leader's guide with more in-depth lessons for group interaction is also included. The Total TV Network can also be found on the Internet (<http://www.Total-TV.com>).

This series is one of the best I've seen to reach this generation with practical, Bible-based solutions to problems facing Christian teenagers. A wonderful tool for youth pastors and others who work with teens and well worth a closer look.

The Giant of Thunder Mountain

director: James Roberson

producer: Joseph Raffill

executive producers: John Herklotz and Richard Kiel

length: 88 minutes

rated PG

American Happenings/Herklotz Enterprises
Production, 1996

Set in late 19th century California, a town learns about friendship and forgiveness in this adventure starring Richard Kiel (the 7-foot giant Eli), Marianne Rogers (Alicia Wilson), Jack Elam (Hezekiah Crow), Cloris Leachman (as the voice of Grandma Amy), and introducing Noley Thornton (Amy Wilson).

Accused by the townspeople of killing his parents, Eli lives alone on Thunder Mountain. Eight-year-old Amy befriends the giant and coaxes Eli to town for a carnival but false accusations again drive Eli back up the moun-

tain. Will the townspeople learn of Eli's innocence before it's too late?

Filmed entirely on location in and around the Sierra National Forest and Yosemite National Park, this is a beautifully filmed picture with gorgeous scenery. Many of the supporting cast are easily recognizable from other films and television shows, lending an air of respectability to this movie. The dialogue and acting is generally well-done, although a few places in the script needed a bit of a reality check (such as when Eli is shot in the leg and in later scenes he's neither slowed down nor bleeding much).

On the whole, a film the entire family should enjoy: the children for the adventure and the parents for the positive message of not judging people by appearances.

Newsboys Under the Big Top

director: Steve Taylor

producers: Ben Pearson and Steve Taylor

executive producers: Jeff Moseley and
Darrell A. Harris

length: 60 minutes

audience: pre-teens/teenagers

Star Song, 1996

When Newsboys John James inherits his Uncle Luigi's circus, a debt-ridden dog-and-pony show facing foreclosure, the group decides to put on one last spectacular circus. Director Steve Taylor likens this project to the Beatles' *A Hard Day's Night* and in some aspects, he's right on the money with characters like Gary Chapman as a translator/priest and Mark Lowry as an ego-maniacal commercial director. The Newsboys themselves don't as much act as they play themselves — you get a sense that this is how the boys would truly be if caught in this situation.

Cleverly written by Taylor, the video incorporates several music videos from past and present Newsboys projects, including "Reality," "Shine," and "Take Me To Your Leader." The musical segments favorably add to the overall effect — one definitely does not get the feeling this is a music video project with a bit of acting/dialogue thrown in but that this is a whole project.

Under the Big Top is silliness, music, laughter, and the



The Newsboys take a break on the set of Under the Big Top. From left, Newsboys Jeff Frankenstein, director Steve Taylor, Newsboys Jody Davis, producer Ben Pearson (back), and Newsboys Duncan Phillips, John James, and Phil Joel.

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Marilyn Quayle

As a leading advocate of family values, Mrs. Quayle is an ideal speaker for fund-raising activities.



David Ring

Not stilled by his physical limitations, he states, "I have cerebral palsy, what's your excuse?" David tells about his heartaches and victories, and addresses the central theme of his life: "Triumph Over Odds."



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

The man *Time Magazine* hailed as "one of the most outstanding preachers in the United States." His ability to communicate inspires listeners everywhere!



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

A best-selling author, *Kids Say The Darndest Things*, an Emmy and Grammy award-winning TV and radio personality, and a household name for more than sixty years.



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.



Peggy Wehmeyer

America's only network reporter on religious issues (*World News Tonight With Peter Jennings*).



Gianna Jessen

A survivor of an unsuccessful Saline abortion, Gianna is a talented young woman with a powerful ministry. Diagnosed with cerebral palsy, she has overcome the odds and now enjoys an active life.



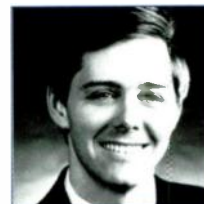
Dave Johnson

The "Rebok Ad" man who won the decathlon bronze medal at the Barcelona Summer Olympic Games.



Ben Kinchlow

Businessman, minister, author, and lecturer, Ben is a dynamic speaker. As former Co-Host of *The 700 Club*, he was seen daily in over 60 countries. He is now in full time speaking ministry.



Dr. Ralph E. Reed, Jr.

One of the most sought-after spokespersons in the nation. Dr. Reed is the brightest star on the conservative horizon. Author of *Politically Incorrect*, he serves as Executive Director of the Christian Coalition.



Heather Whitestone

Miss America 1995—Heather captured the heart of the nation with her beauty, talent and contagious love for life. A young lady of great faith and strong determination, she is a compelling role model for young Americans.



Jay Sekulow

As Chief Counsel for the American Center for Law and Justice, Jay Sekulow is one of the most articulate advocates of religious freedom—and he wins in the Supreme Court! Featured in the *New York Times*, and a frequent guest on *Nightline*, *Crossfire*, *The 700 Club* and *Good Morning America*, Jay makes a great case for standing strong and tall!

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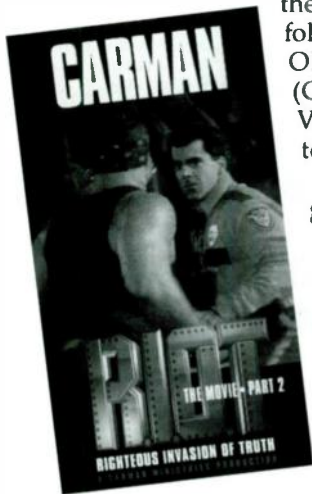


Gospel rolled into one inviting package. I look forward to other projects from the boys.

R.I.O.T. The Movie — Part 2

director: Stephen Yake
 producer: Stephen Yake
 executive producers: Carman, Joseph S. Jones
 length: 51 minutes
 Sparrow, 1996

When we last saw cop Vic Rizzo in *R.I.O.T. The Movie — Part 1* (reviewed last June), he was perplexed to find the gang he had left in Chicago had followed him to Broken Arrow, Okla. Now he has to battle T-Rex (Christian rapper T-Bone) and his Vice Kings to keep his kids and town safe.



I found this video not as good as the previous one because of its more stilted dialogue and contrived fight scenes (especially the finale hand-to-hand fighting between T-Rex and Rizzo). Perhaps children will not be bothered by the obvious lack of acting, but I found myself wondering if the actors were as uncomfortable with their

lines as they appeared to be.

R.I.O.T. The Movie — Part 2 is a disappointment after the promising first part. However, this video is not without some redeeming value, as the music videos (the engaging “7 Ways 2 Praise,” “There Is A God,” “My Story,” and “Amen”) offer a look at what Carman does best: tell a story in a song.

Adventures from *The Book of Virtues* “Compassion”

director: Joanna Romersa
 producer: Glenn Hill
 executive producer: Bruce D. Johnson
 and William T. Baumann
 length: 30 minutes
 audience: 3-8

Porchlight Entertainment, PBS Home Video, Turner Home Entertainment, Warner ReSound, 1996

As seen nationally on PBS (“the first primetime animated series on PBS”), this 13-episode video series is based on William Bennett’s best-selling *The Book of Virtues*. Fox Animation Studios in Phoenix animated the series, which features recurring characters 11-year-old Zach, 10-year-old Annie, Plato the buffalo, Socrates the bobcat, Aristotle the prairie dog, and Aurora the hawk. *Adventures* strives to teach children through the recounting of stories featuring such values and morals as courage, responsibility, honesty, loyalty, perseverance, gratitude, respect, generosity, compassion, friendship, work, and self-discipline.

In “Compassion,” stories of “The Good Samaritan”

(the Bible), “The Legend of the Big Dipper” (Norse), “Androcles and the Lion” (Greek), and the poem “The New Colossus” illustrate various forms of compassion for Zach and Annie. *Adventures* capsulizes these stories well for children’s understanding.

An entertaining and educational treatment of teaching values to children, this series proves there’s moral animation in the “secular” arena as well as the Christian.



Masquerade: Unveiling Our Deadly Dance with Drugs and Alcohol

director: Bob Garner
 producer: Bob Garner
 executive producer: Stephen Stiles
 length: 30 minutes
 audience: teens

Focus on the Family, 1996

The mask comes off in this eye-opening account about teens and drugs. With drug-related problems on the rise in the United States, host Milton Creagh, an internationally known speaker and consultant, exposes the myths of drug and alcohol addiction using drama, interviews, and his own personal experiences. “Last year in this country, we lost more people to drugs than we lost from the Vietnam War,” Creagh says.

But don’t expect this video to be filled with facts and figures. Instead, in speaking to thousands of junior and senior high schoolers each year, Creagh shares true stories about drugs and teens and also debunks popular myths about drug use.

And if the quiet, attentive teen audiences, some with tears in their eyes, are any indication, he is successful in reaching teens with the message that doing drugs in any way is dangerous and deadly. Also included with this second issues-related film produced by Focus on the Family (after the wildly successful *Sex, Lies, and the Truth*) is a handy discussion guide for parents and youth leaders. Well worth a look.



Sarah E. Smith is managing editor for Religious Broadcasting.



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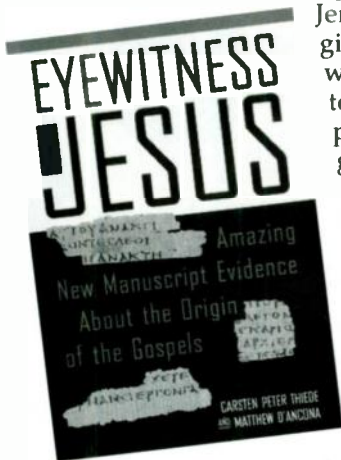
THE BOOK SHELF

BY HARRY CONAY

Eyewitness to Jesus

by Carsten Peter Thiede and Matthew D'Ancona
Doubleday, 1996

Conservative theologians (accepting in faith predictive elements within the Gospel of Matthew pertaining to the destruction of Jerusalem) generally place its writing before A.D. 70, the date of Jerusalem's fall. Liberal theologians (generally denying Bible writers the supernatural ability to foresee such events) tend to place the date of Matthew's gospel after A.D. 70.



If it could be scientifically demonstrated that Matthew's gospel actually were written prior to A.D. 70 (that is, within a generation of Jesus' death), then the veracity of prophetic, predictive elements of Scripture would be upheld. On the basis of a new manuscript discovery,

that is precisely what *Eyewitness to Jesus* purports to do.

This book explains how three ancient manuscript fragments (each about the size of a postage stamp) bearing snippets of Matthew's Gospel on front and back, were acquired in 1901 by one Charles B. Huleatt in Luxor, Egypt, and donated to Magdalen College in Oxford, England. The fragments, originally dated at A.D. 180-200, were perfunctorily displayed there until 1994, when Carsten Peter Thiede (a leading authority on ancient manuscripts) saw them and asked to examine them. Subsequently, they were scientifically re-dated as being written in A.D. 60!

The excitement this caused was summarily reported in major magazines and newspapers, but until now, the entire story had not been told. "This book is a response to the flood of interest in the Magdalen Papyrus. . . . It seeks to make accessible to the general reader a major papyrological discovery and its implications for the dating of the New Testament and our knowledge of early Christianity. It seeks to bridge the gap between scientific investigation and the questions which every thinking person must ask about the Gospels and their significance. It seeks to promote debate as much as to answer questions definitively."

Potential readers should not dismiss this book as merely another speculative, pseudo-documentary (akin to some of the fluff written about Noah's Ark and Ezekiel's flying saucer); it is anything but. Nor, however, is it easy reading.

The earliest few chapters, which lay the historical foundation for subsequent examination of the Magdalen Papyrus, are very technical (too much so, considering the general audience at which this book is aimed) and transitionally awkward. Nevertheless, they provide a wealth of fascinating background information on such things as

the discovery of fragments of Mark's Gospel in Qumran Cave 7, and insights into the transition from scroll to codex (book). The remaining chapters, pertaining more directly to the discovery and significance of the Magdalen Papyrus, are less technical; in some ways, they are as enthralling as a detective novel.

That this serious and detailed book should seem sensational is largely because its findings are truly sensational. If all that *Eyewitness* asserts is true, Thiede has demonstrated nothing less than that the Gospel of Matthew, which liberal skeptics and unbelievers insist is a handed-down, retrospective work of fiction, is indeed a factual eyewitness account!

This book may not be for everyone, but serious students of the Bible should thoroughly relish it, and to them, I heartily recommend it.

Unlocking Your Potential

by Harold Sala
Vision House, 1996

This book's four-page table of contents is so detailed that a person can greatly benefit merely from reading it. But continue on to where it leads you and you will derive positive reinforcement and encouragement to successfully handle the fears, feelings, frustrations, and stresses of daily life; all this is accompanied by practical guidelines and questions for discussion.

"The greatest struggles in life," writes Harold Sala, "are not fought on the battlefields of the world; they are fought in human hearts as we struggle with forces within . . . I have taken a look at some of the most troubling issues that we struggle with from a biblical perspective, striving to see how God views these issues. Then, I help apply the spiritual guidelines of the Bible to these needs."

Though simply written, its style is casual and approachable, readable not remedial. Admittedly, unless you're a new reader of Christian nonfiction, you've probably read most of this before in other books or magazine articles. But while its content may not seem especially unique, it is important to periodically reacquaint ourselves with such essential biblical truths so that we may recall them at moments of greatest need, when the vicissitudes of life grant us new "opportunities" for application. In such situations, familiar truths assume greater significance, reveal new shades of meaning, and offer fresh insights for comfort, coping, and consolation. Such is the positive benefit contained within this book.

Anonymous Tip: A Novel

by Michael Farris
Broadman & Holman, 1996

Author Michael Farris (a legal authority who has even argued a case to victory before the U.S. Supreme Court) here provides a detailed and realistic picture of opposing forces engaged in a bitter struggle over the welfare of a little girl. And it all begins with a phone call.

"He knew it was wrong. But it wasn't a big deal. Just a little hassle. And she certainly deserved it. Without further thought, he punched in the number on the touch-

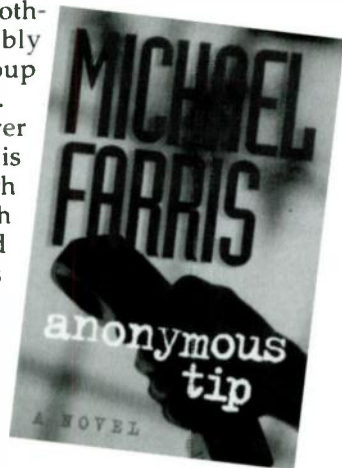
tone phone." In placing this anonymous phone call to Child Protection Services, Gwen Landis' vengeful ex-husband plunges her and four-year-old daughter Casey into a bureaucratic nightmare. His spiteful claim that Gwen beat her daughter serves the selfish ambitions of case-worker Donna Corliss, prosecuting attorney Gail Willet, and others, including an ostensibly Christian legal-defense group called the Heart of America.

Though Casey was never abused by her mother, she is by the system; her strip-search and the traumatization which follows as she is separated from her mother are horrors which no child should ever have to face. Yet they are brought about by over-zealous, self-serving, corrupt and immoral individuals claiming to be working in pursuit of justice and on behalf of the child's best interests.

Will Gwen and her supporters (including born-again Christian lawyer and soon-to-be fiance, Peter Barron) get Casey back? Will they be able to seek restitution from those who have deliberately lied and fabricated evidence? Ultimately such matters come all the way to the U.S. Supreme Court for resolution. But will that court hear their case? And even if it does, how will it decide? Will justice in this instance eventually triumph?

Christian novels are extremely difficult to write. In these modern-day morality tales, written by Christians, published by Christians, and largely read by Christians, the good guys tend to be — surprise — Christians (or obviously elect and soon-to-convert characters). Because of their faith, the protagonists ultimately prove victorious, or at least reconciled in a positive manner to the trials and tribulations imposed upon them by the antagonists (usually represented by non-Christians and reprobates). Given this, the outcome of most Christian novels is seldom really in doubt. With God on their side, the good guys definitely have an edge.

Nevertheless, in this instance, even if the ending is pretty much what you might anticipate, the book is still worth reading, not only because it is well-written and entertaining, but because of its shocking revelations concerning current court rulings and abuses in the child-welfare system. In fact, the real significance of *Anonymous Tip* is not that it *could* happen, but that frequently (in some form or another) it *does* happen — and it could happen to you or to someone you love. This is one you won't want to miss.



The Roman Catholic Controversy

by James R. White
Bethany House, 1996

Following in the footsteps of the 1995 books *Protes-*

tants & Catholics: Do They Now Agree? and the wonderfully informative *Gospel According to Rome*, this is yet another well-argued and particularly detailed response to those who seek Christian unity (often for socio-political reasons) between evangelical Protestants and Roman Catholics.

James White (who also wrote the excellent *King James Only Controversy*) notes that such unity is usually at the expense of the *sola scriptura* doctrine. By correctly recognizing this as the foundational doctrinal distinctive from which all the other divisive issues spring, White concludes "that the official teachings of Rome have compromised the Gospel through both addition and subtraction. Not only are the central places of grace and faith replaced with a human-centered concept, but additions are made that likewise violate the spirit of the Gospel of grace."

Obviously, not everyone will agree with White's doctrinal reasoning and his conclusion, but he is not a "Catholic basher," and the matters White raises are valid concerns which must be recognized and appropriately addressed by all those sincerely concerned with real, rather than superficial, unity. Roman Catholics and Protestants alike would do well to read this one.

When Your Rope Breaks

by Steve Brown
Baker Books, 1996

This is a paperback edition of an uplifting book originally published in hardcover in 1988 concerning what Steve Brown terms "the broken rope syndrome" or what I call "being at wit's end." "Most books tell you how to make things better. In this book I want to talk to those who have tried everything and it still isn't better."

It is this point of view which initially raises this book above many others in the genre of Christian suffering (into which category this book falls), though ultimately the same ground is covered, including the requisite emphasis on, and explanation of, Job's trials and tribulations. Still, this unpretentious book is very pleasantly and incitingly written; it is not excessively anecdotal or preachy, and Brown's assurance that we will make it through tough times is never at the expense of sound teaching on God's sovereignty. Even those whose ropes are not particularly frayed will benefit from reading this one.

In the Name of Satan

by Bob Larson
Thomas Nelson, 1996

This is an unpleasant little book about spiritual warfare, demon possession, and Bob Larson's ministry to those who are so afflicted. Largely anecdotal in nature, Larson's tome provides more than most of us will ever want or need to know about such matters — including detailed instructions on how to conduct an exorcism. The book is not, I suppose, without some redeeming value. For example, Larson does make it clear that Satan is far more subtle and persuasive than to appear before us in a

Continued on page 154

continued from page 153

red costume and holding a pitchfork. But don't we already know from reading 2 Corinthians 11:14 that Satan can appear even as an angel of light?

I think most of us are better off gaining our knowledge of satanic matters directly from Scripture itself, where by illumination the Holy Spirit (rather than any human author, however well-intentioned) will personally guide us to a proper God-honoring understanding, free from human speculation and possible prurient embellishment. Beyond that, operating on the principle that one doesn't have to wallow in the mud to learn about pigs, I urge you to meditate on Philippians 4:8 and skip this book.

The Glory of Heaven

by John F. MacArthur
Crossways, 1996

Any book by John MacArthur is always a real pleasure to read, not because he is always right (he isn't), or because I always agree with him (I don't), but because he isn't afraid to stand up and proclaim scriptural truths even if the proclamation of such truths contradicts popular (and frequently extra-biblical) sentiments of the moment. He may not always be as diplomatic as one might wish (especially if one is at the receiving end of his criticism), but no one can accuse him of being vague or wishy-washy. He tells it the way he sees it based on his understanding of Scripture. And this book — though less confrontational than some of his others — is no exception.

MacArthur begins by recognizing the falsity of recent popular New Age and so-called Christian literature (specifically referring to *Embraced by the Light* by Betty Eadie, *Saved by the Light* by Dannion Brinkley, and *Caught up into Paradise* by Richard Eby) whose authors claim to have had near-death, out-of-body experiences and visions of heaven and/or hell. "Such experiences teach us nothing objective about life after death," writes MacArthur. "They are inevitably shaped and interpreted by the person's existing worldview. They are no more reliable than dream analysis for giving us any reliable understanding of the unseen world."

Instead, MacArthur urges us to base our understanding of such matters on Scripture. "Clearly, because Scripture is the Word of God, we must reject every anecdotal account that contradicts what Scripture teaches. Ultimately, we are forced to conclude that the Bible is our *only* reliable source of information about heaven. There's no point in probing and dissecting people's near-death experiences, as if they would give us some important truth about the afterlife that we are lacking from Scripture. What Scripture teaches us about heaven, angels, and the afterlife is sufficient and accurate." And it is this *biblical* information, free from undue speculation, which MacArthur shares with us in this book.

As if this weren't enough, appended to it are extremely relevant, insightful, and lengthy excerpts from the writings of Richard Baxter, Thomas Boston, Charles Spurgeon, and J.C. Ryle. Newer Christians or readers who have never before encountered these famous Chris-

tian authors will particularly benefit from their inclusion.

Except for the Bible (of course), upon which this work is soundly based, this could very well be one of the last books you'll ever need to purchase or read about heaven this side of it.

Releasing the Prayer Anointing

by Larry Lea

Thomas Nelson, 1996

This extended lesson on prayer began in a previous book entitled *Could You Not Tarry One Hour?*; in it, using the Lord's Prayer as his model, Larry Lea discussed six aspects of prayer pertaining to promises, priorities, provisions, pardon, power, and praise. Sensing that something was missing (since "seven was God's perfect number"), while alongside the bed of his dying father, Lea came up with a seventh topic, "Fatherhood." It is this aspect of prayer, along with additional insights into the aforementioned topics, which is examined in the present volume.

"As you hold this book . . .," writes Lea, "you are poised at the borders of a new, supernatural realm that will totally revolutionize your life. . . . The purpose of this book is to guide you to the prayer level you seek, explain what it takes to function there, and then release the prayer anointing upon you." Translated from the charismatic, this means Lea's book will tell you how to pray more effectively. Those in need of such guidance — and who isn't? — may well wish to consider the sound, practical advice offered in this detailed and impassioned treatment.

Breakthrough Parenting

by John C. Maxwell

Focus on the Family, 1996

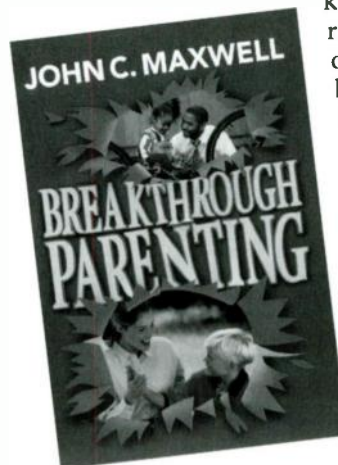
John Maxwell defines breakthrough as "a sudden advance or change in direction that propels a child closer to his or her potential." What he offers in this fetching volume are suggestions for ten such breakthroughs to parents who

wish to play an active, positive, knowledgeable, and deliberate role in the behavioral guidance of (and in some instances, the behavioral modification of) their children.

Most of Maxwell's ideas are not truly unique. Other books on Christian parenting make pretty much the same points (even if they don't delineate them precisely the same way), but it's how Maxwell makes them that raises this book a notch above the others. There is an excitement to this book, a positive attitude that motivates the

reader to expect success. Maxwell's tone is lov-

Continued on page 156



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continued from page 154

ing and caring. He is informative, but not condescending. More importantly, because his values are Christian, there is more Bible than psycho-babble.

In many ways (including sound and inspiring content and a physical package and design which are particularly inviting) this is a book which begs to be read, but moreover, begs to be applied to the betterment of our children.

In the Grip of Grace

by Max Lucado
Word, 1996

With a scriptural emphasis on Romans (though other books are cited), Max Lucado offers a protracted sermon — mostly in simple sentences with anecdotal illustrations — about the oft-misunderstood subject of God's grace and, practically speaking, how it pertains to our Christian walk. At the back of the book, a group study guide for each chapter is appended.

Lucado's theology is sound and even though this book is simply written, he does not diminish important biblical truths in the process. Indeed Lucado's great gift is that he is able to communicate complicated themes in plain, basic English. His style may not be to everyone's liking (quite frankly, it's not to mine), but those who have

enjoyed his previous books will no doubt want to read this one as well.

Israel, My Beloved

by Kay Arthur
Harvest House,
1996

The back of the dust-jacket describes this book as "the story of a nation like no other . . . in a novel like no other." This immediately alerts the reader that Kay Arthur's book aspires to be no mere work of historical fiction, but something far more pretentious — an epic wobble. Through a succession of characters (many of whom seem to be named Sarah),

Arthur depicts the Jewish nation from the sixth century B.C. down through the years to Middle Age Europe to the Holocaust to the founding of the modern nation of Israel and even beyond, to the Day of the Lord. All of this is crammed into some 440 pages.

The plot — especially after Old Testament times — is swiftly paced. Rapidity is achieved partly at the expense of description and exposition (a little more of both wouldn't have hurt), by employing a simple style using relatively uncomplicated sentences, and by having even Old Testament characters occasionally think and speak in idiomatic contemporary English; all of which tend to impart a tone lighter (and therefore, at odds) with the book's epic aspirations. The result comes across as epic-lite.

(And am I the only one who takes offense when a so-called work of Christian literature — even one about the nation of Israel — uses B.C.E. and C.E. in lieu of B.C. and A.D.?)

The book is attractively packaged with full-page illustrations by artist Ilya Rubin and even an occasional outline map to help readers get their historical bearings. Overall, *Israel, My Beloved* exudes a certain charm and if viewed uncritically, will undoubtedly prove highly entertaining to many.

The Kingdom Agenda

by Mike C. Rogers and Claude V. King
Saratoga Press, 1996

Saratoga Press (of Murfreesboro, Tenn.) describes itself as "a new Christian publishing company that will focus on developing interactive discipleship curriculum for the evangelical Christian community." If this handsome volume is indicative of the quality of their effort, future volumes should be greatly anticipated by all.

Designed for individual study or small group sharing, this oversized paperback provides "a six-week discipleship course to help you join God in His redemptive mission in your workplace." In a detailed, step-by-step, read-and-ponder, answer-the-question, and fill-in-the-blank manner, the authors address God's agenda versus the world's; the workplace as God originally designed it, as sin corrupted it, and as Christ restored it; and the character of the kingdom worker and the work he is to do so "that God receives glory and His kingdom advances."

That great care was taken in the production of this God-honoring book clearly shows. It is scripturally based, extremely informative, particularly useful, and incitingly formatted. I was thoroughly impressed by *The Kingdom Agenda* and I think you will be, too.

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

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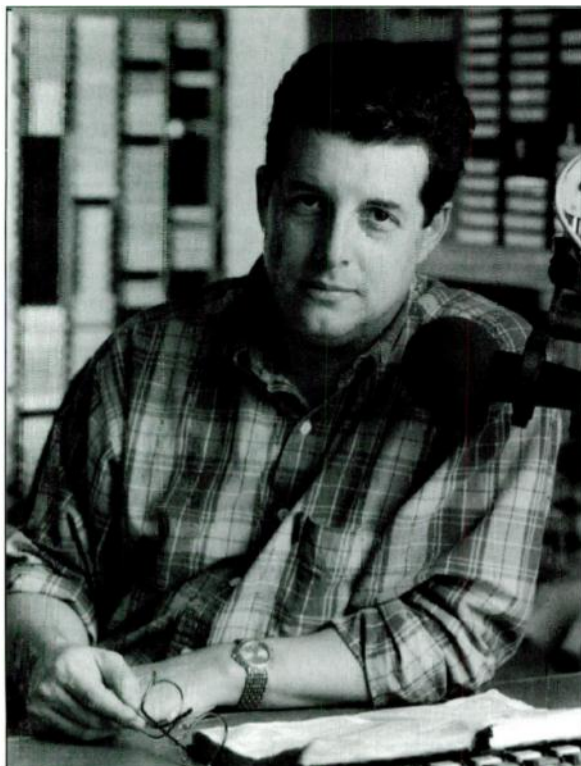
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—Isaiah 30:29,30

SIGNING ON

continued from page 16

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WASHINGTON WATCH

continued from page 114

equipment that allows access to both scanning formats, especially in the early years of implementation when broadcasters and television set manufacturers likely will have a head start in the digital video transition. [®]

PRACTICAL PROGRAMMING

continued from page 116

more. It is always changing and it always will. God will raise up new voices that speak for Him as the older ones pass on.

Don't miss the opportunity to allow God to use these new voices and new music to fulfill your called mission as a Christian broadcaster. While your station might have a target demographic, God has no limits on the demographic He wants to reach, so be open to the changes necessary to fulfill your mission statement. [®]

TARGETING TECHNOLOGY

continued from page 120

have preconceived notions: you'll often be surprised by a specific microphone's application.

Three last suggestions: First, read! Get your hands on as many trade publications as possible. They're filled with helpful tips, review insights, and suggestions from seasoned veterans. Second, experiment! You'll learn a great deal about your own application, equipment, and room dynamics by testing. And third, paint away! The only way to learn is to apply those tools and begin to paint your sonic picture. There's no better way to improve your art than to get at it! [®]

INTERNATIONAL INTERESTS

continued from page 122

media as able to inform, entertain, confer status to the Gospel message, to edify and strengthen believers, and to persuade unbelievers to come to Christ. No one said that media alone can win all the lost. But there is a growing understanding that, allied with local churches, media can assist in expanding God's kingdom.

I returned from COICOM assured that God is doing His sovereign work in preparing the leaders who will preside over Latin America's Christian broadcasting in the next millennium. [®]

MUSIC MATTERS

continued from page 128

access, forcing stations to buy each group's music license or risk legal action. To break this anti-competitive prac-

tice, Congress has pressured ASCAP and BMI to make their repertoires more accessible. In response last spring, the monopolies starting touting their new "user friendly" web sites. The NRBMLC checked these sites out to see just how useful they were.

The results were discouraging. "We have researched the ASCAP and BMI Internet sites over the past two years. Each time our hopes were dashed," said Hauth. "The sites were incomplete, rendering them essentially useless for managing music, an inexcusable situation in today's computer-friendly society."

ASCAP Versus Girl Scouts

In August *The Wall Street Journal* ran a page-one article depicting ASCAP bullying Girls Scouts and non-profit summer camps in search of more royalty income. ASCAP's COO Jon Lo Frumento was unrepentant, "They buy paper, twine, and glue for their crafts, they can pay for the music, too." He added, "We will sue them if necessary."

ASCAP has since backpedaled, but this episode exposed the reality broadcasters face when dealing with this monopoly. Hauth commented, "This is typical of the treatment ASCAP gives our stations on a daily basis."

Future Perspective

Much progress was made during 1996, but much remains to be done. "The outcome of the trial will likely open several doors of opportunity," said Atsinger. "If we win, we must fight to translate that victory into future licenses. Victories over the music licensing monopolies are, unfortunately, only temporary at best. ASCAP and BMI will not just walk away."

Atsinger added, "We were able to achieve these results because some faithful members have committed themselves to support us over the long haul. The trial was extremely expensive and will cause us to end the year in the red. In order to stay in this fight, we will ultimately need the financial partnership of every station that stands to gain by our efforts." [®]

COLLEGE 'CASTERS

continued from page 130

Time is the issue with every idea of this nature. However, the need for competency in group and interpersonal communication will not disappear. Our graduates will fare better with preparation in these areas, along with the production necessities we already require. Remember, students can be technically brilliant but group and interpersonally incompetent. [®]

INTERVIEW INSIGHTS

continued from page 134

lines, but it's the juice so that the interview isn't a dry piece of toast.

"I think we all would probably say the same thing about what goes into a good interview: curiosity, listening, and, I would add, homework where possible, to ask the questions that reveal the essence of the person," Walters concluded.

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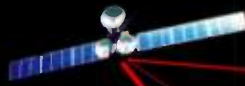
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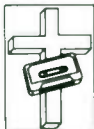
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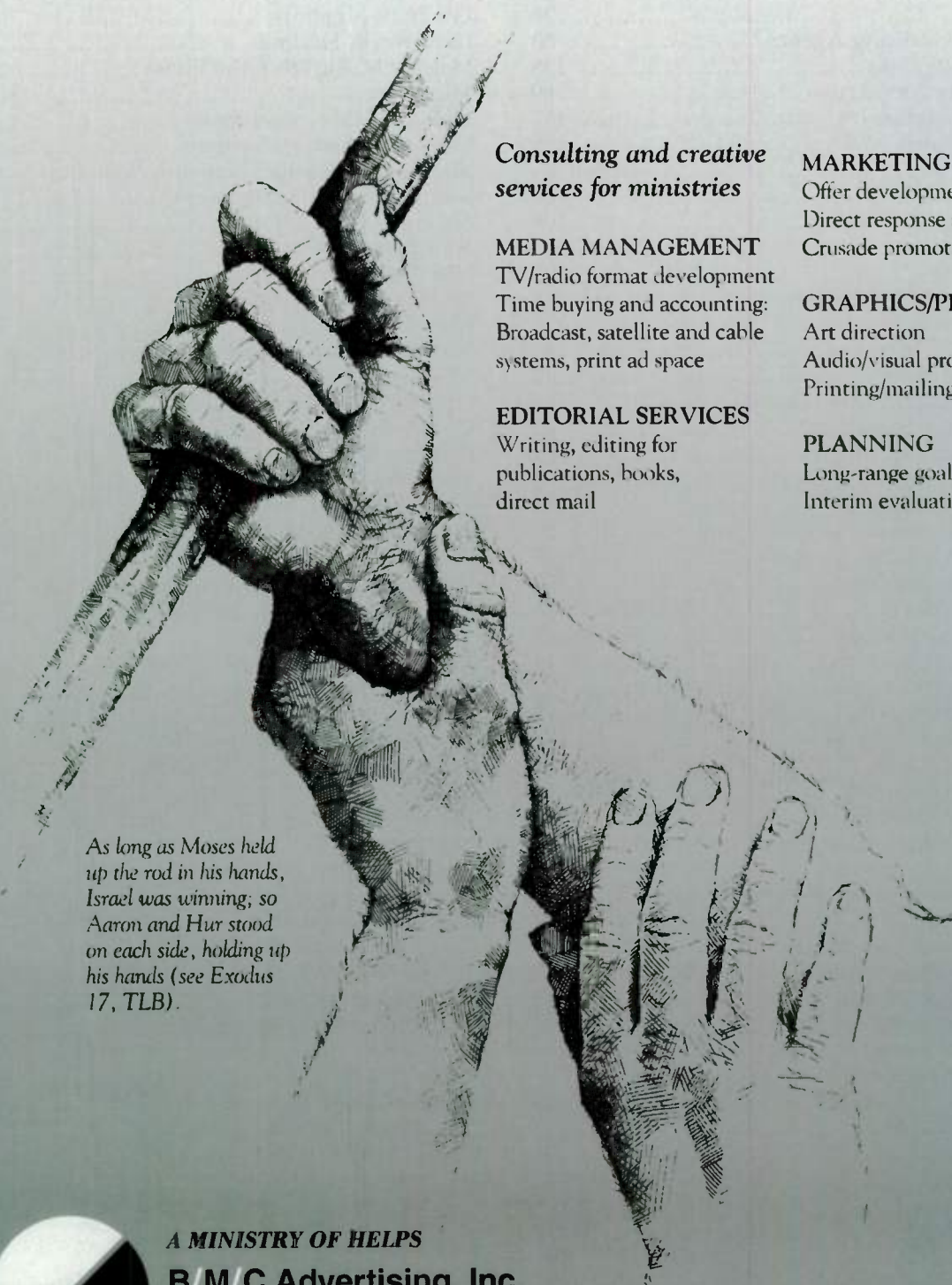
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If interested in advertising in *Religious Broadcasting* magazine, please contact advertising manager Dick Reynolds at (704) 393-0602 or his assistant, Liz Oliver at (703) 330-7000, ext. 516. Or you can see them at the 1997 National Religious Broadcasters Convention in Anaheim, Calif.



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9 out of 10 mice prefer it.

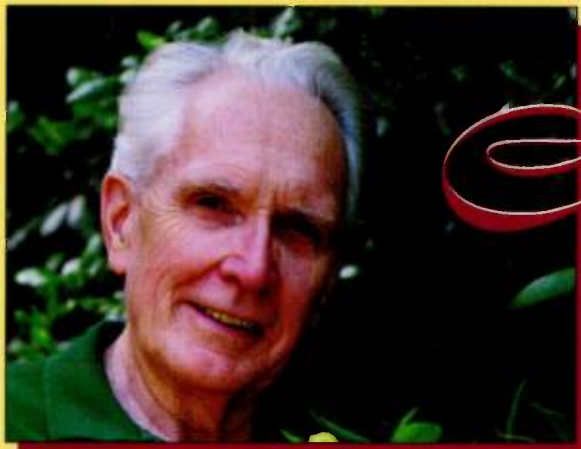
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Or you can order the Catalog by mailing your name and address to **Free Catalog, Pueblo, CO 81009**. But for the fastest info running, scurry to the Consumer Information Catalog online.

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(It's the cat's meow.)

U.S. General Services Administration



INTRODUCING

Behold!

Now you can reach *everyone*.

Twenty-five million people in this country are hard-of-hearing. Those in *your* congregation need God's Word.

How can you reach them?

With *Behold!*, the solution is easy for *everyone* to see.

Behold! captioning software presents spoken words as text in real time. It even comes with the Bible in electronic form, so incorporating Scripture is quick and easy.

Lift the faces and voices of your whole congregation.

When you use *Behold!* your parishioners will be looking up to see responsive readings, psalms, and prayers. No more page rustling, or singing into the floor.

Don't wait to reach your whole congregation. Call Cheetah Systems at (800) 829-2287 for more information on how *Behold!* can help you spread God's Word.



CHEETAH SYSTEMS, INC.
SOFTWARE DIVISION

Let Jesus Shine Through

Announce His Message. An appropriate theme for this year's National Religious Broadcasters Annual Convention & Exposition (NRB 97), where thousands of people dedicated to proclaiming Christ either directly or indirectly over the airwaves gather for four days of interaction and inspiration. But as we exchange ideas, renew old acquaintances, make new friends, and receive encouragement to continue "fighting the good fight" with our programs, stations, and supporting roles, let us not forget that we announce His message to everyone we meet.

Let us not forget that for some, we are the only Jesus they will ever see. Let us not forget that for the hotel employees, the restaurant workers, the convention center staff, the taxi drivers, and the city natives, we may be the only witness of Christ's redeeming love they come in contact with.

A simple thought? Yes. But how often *do* we forget to let His light shine through our lives? How often do we snap at the airline personnel when our flight has been delayed? How often are we inconsiderate of waiters in restaurants? How often do we ignore common courtesies such as saying "please" and "thank you"? And how often have we forgotten that a kind word and nice smile can lift the heart of a stranger?

During this convention time, let us remember to allow Jesus' love to be an integral part of our lives. Let us remember to be gracious and courteous to those we meet, especially during the convention. We may never know who may be won to the kingdom of God because of one genuine smile or kind word.

George Jensen knew this truth when he wrote the song "You're the Only Jesus":

If not in you, I wonder where will they ever see the One who really cares?

If not from you, how will they find there's One who heals the broken heart and gives sight to the blind?

'Cause you're the only Jesus some will ever see,

And you're the only words of life, some will ever read.

So let them see in you the One in whom is all they'll ever need,

'Cause you're the only Jesus some will ever see.

And if not in you, I wonder who will show them love, and love alone can make things new?

If not from you, how will they learn there's One who'll trade their hopelessness and give joy in return?

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'Cause you're the only Jesus some will ever see.

Let us at NRB 97 truly announce His message — not just by broadcasting to the masses but by communicating Christ to everyone we meet.

Sarah E. Smith



9 out of 10 mice prefer it.

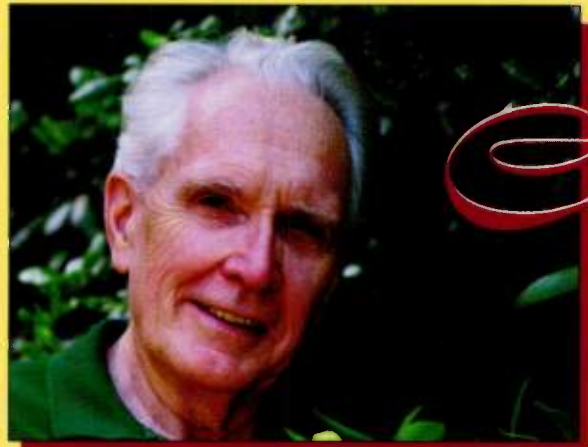
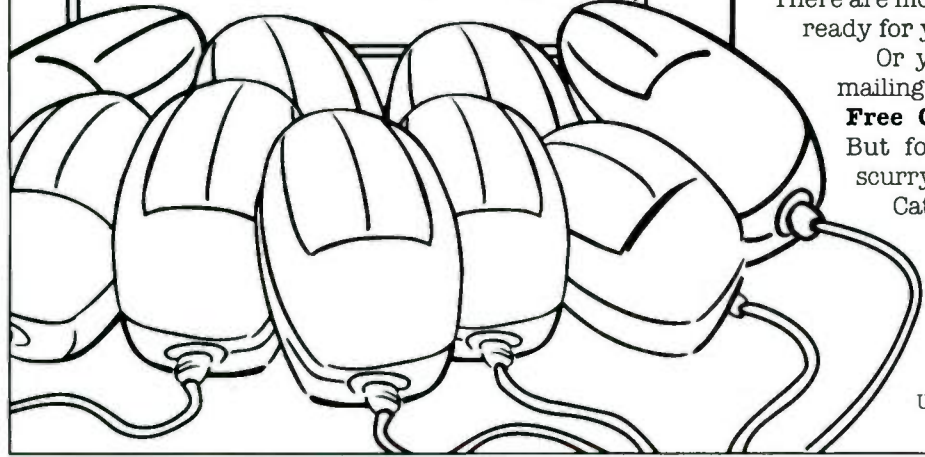
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Sarah E. Smith

Reinhard Bonnke



For more than 20 years, Evangelist Reinhard Bonnke has traveled the world preaching the gospel to crowds of up to half a million people. More than 2 million decisions for Christ have been recorded in one year alone.

In his weekly television program, Reinhard Bonnke brings the frontlines of evangelism directly into the homes of your viewers. Combining practical teaching from the Word of God with inspiring reports and testimonies of what God is doing throughout the world, Reinhard Bonnke will bless your viewers.

As part of his "From Minus to Plus" vision of reaching every home in America with the gospel, Reinhard Bonnke will be travelling throughout the US and Canada in the coming year with 19 major events currently scheduled (in addition to conducting at least 10 full scale gospel campaigns in Africa, India, Sri Lanka and the Philippines).

To receive *Reinhard Bonnke* on satellite or tape, call Pat Simmons at B/M/C Advertising (918-743-4600). Programs are 28:30 long.



FOR PLACEMENT, PLEASE CONTACT:

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Your passport to opportunity



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Micah 4:2



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-Ben Kinchlow/CBN 700 Club

- Ted Baehr/Movie Guide

-B. R. "Blackie" Gonzalez/President KCHF TV 11

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Nu-Concepts in Travel is proud to Sponsor the 1997 NRB TV Reception

We would like to invite all NRB attendees to join us, Monday, January 27th from 9-11:00pm at the Anaheim Hilton, in the California Room.

Call Nu-Concepts in Travel Now For More Information:

1-800-688-8899

18872 MacArthur Blvd., 4th floor
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(714) 221-0450 • (714) 221-0485 fax

**KCHF TV 11
KDAZ AM 730**

The VISION

"And the Lord answered me and said, Write the vision, and engrave it so plainly upon tablets that everyone who passes may be able to read it easily and quickly as they hasten by."

Habakkuk 2:2 (Amp.)



Blackie Gonzalez

In 1976, in direct obedience to God's voice I made KDAZ-AM "All" Christian. Three months later God spoke to me with a bigger and more complex word. He told me He would give me a 30 minute television show. As I tested the Spirit, a small voice spoke to me: "Not only will I, the Lord, give you a TV show but I will give you a television station as well."

I began to recall the words of Jesus, "How will it be when the Spirit is come He will guide you into all truths," John 16:13-14. Behold the unshakable vision was born in my heart. Through many trials, extreme faith and prayer, and because many faithful saints in New Mexico ran with the vision, an "Impossible Dream" we now know as KCHF-TV was birthed and became the first VHF Christian station in the nation. God's purpose for this station was, is, and always will be to propagate His word to every man, woman and child in New Mexico and around the world. As His vision in my heart continues, the vision for KCHF-TV also continues to grow in a greater way.

My expanded vision from the Lord for KCHF-TV is to network the local churches, broadcast and participate in special events, deeper viewer participation, and be able to relay local New Mexico events that spread the Gospel to the rest of the nation by satellite.

Blackie Gonzalez

FOR RATE INFORMATION CALL: (505) 345-1991 or write P.O. Box 4338 • Albq., N.M. 87196

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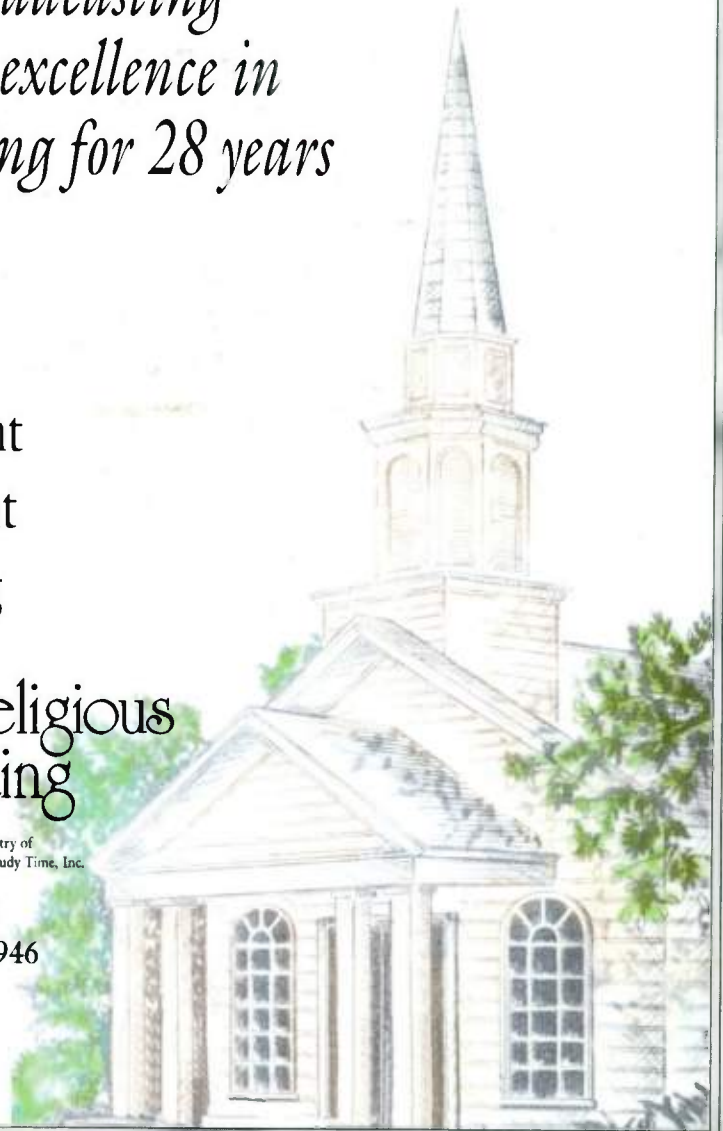
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