

RELIGIOUS BROADCASTING

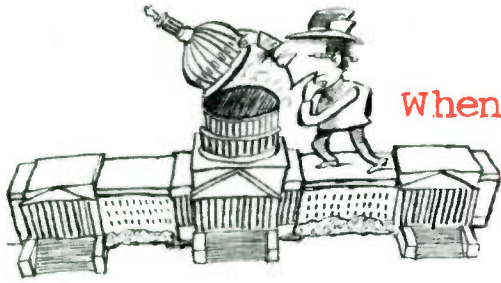
JULY-AUGUST 1997

**CALLING ON
CONGRESS:
1997 PUBLIC
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CONFERENCE**



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Second Request: A Must for Success

by Timothy E. Twardowski

Discover when no means yes in this feature from InfoCision Management Corporation's president.

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Calling on Congress

text by Christine L. Pryor

photographs by Robert Singleton

What did Speaker of the House Newt Gingrich (R-Ga.), Sen. John Ashcroft (R-Mo.), and Ralph Reed say to religious broadcasters at the 1997 Public Policy Conference? Take a peek at this pictorial.

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Steps Toward Integrity

by Jim Lawson

Do you pass the Yogi Berra integrity test? Learn six steps toward personal integrity from the station manager of WFIA-AM/Louisville, Ky.

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To Market, To Market

by Ron Sellers

Hungry for more information about your donors? The president of Ellison Research cooks up an informative article on market research.

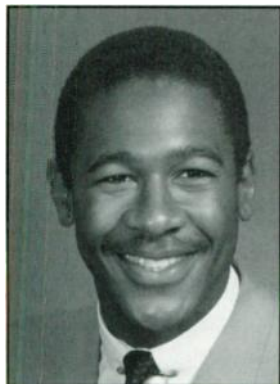
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Broadcasting Integrity

by Edward Stewart III

The production director of WMHK-FM/Columbia, S.C., encourages religious broadcasters to personally live the life of integrity publicly aired on their programs.

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Calling on Congress: The 1997 Public Policy Conference

Speaker of the House Newt Gingrich (R-Ga.) unveils his new agenda during the Public Policy Conference Prayer Breakfast in the Senate Caucus Room of the Senate Russell Office Building.

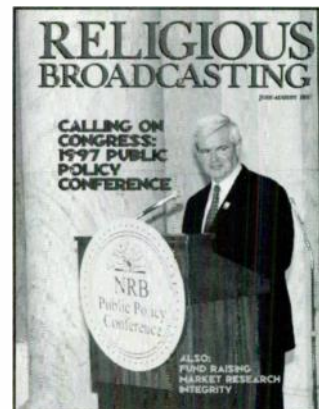


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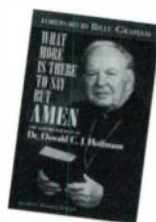
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RELIGIOUS BROADCASTING

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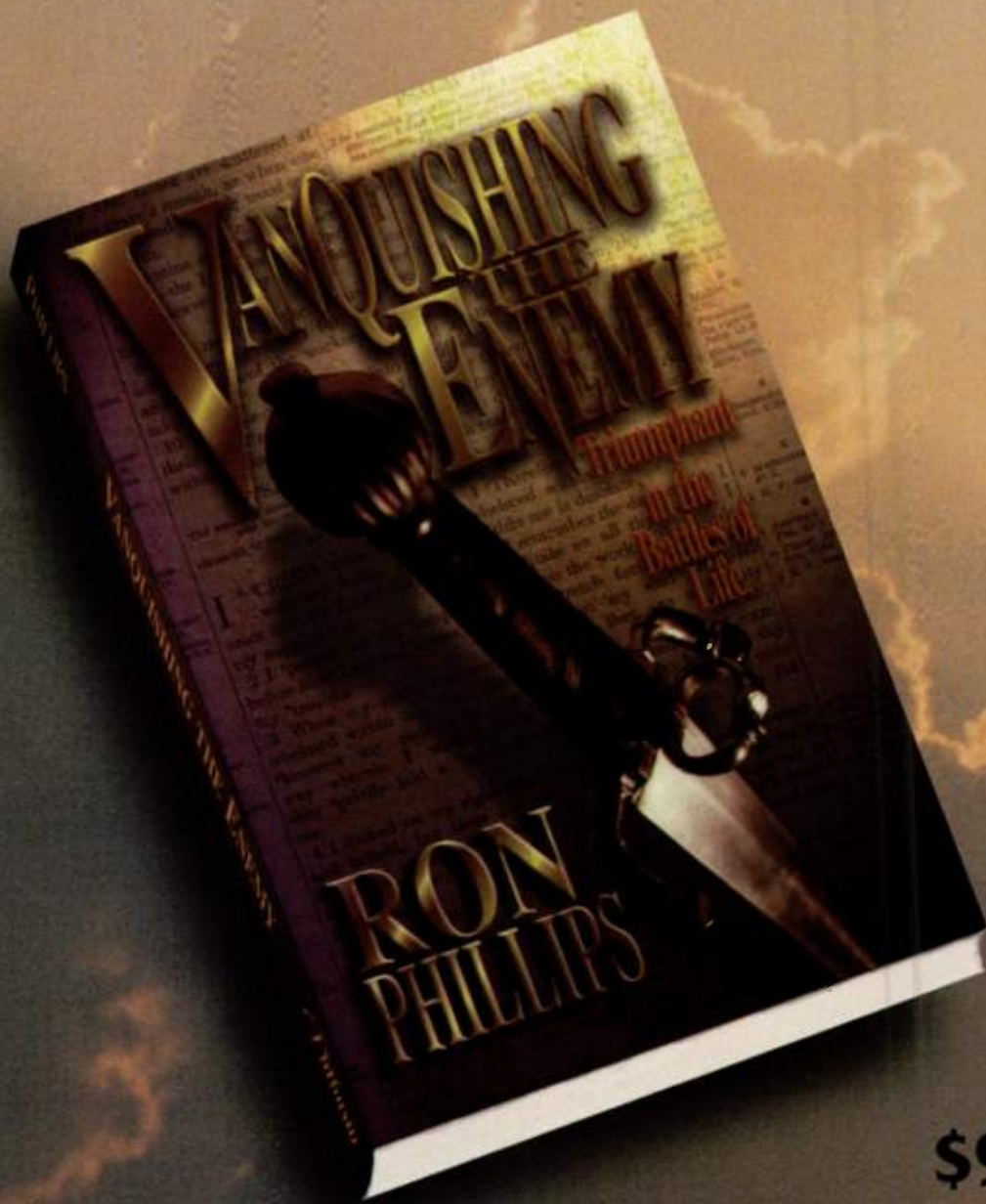
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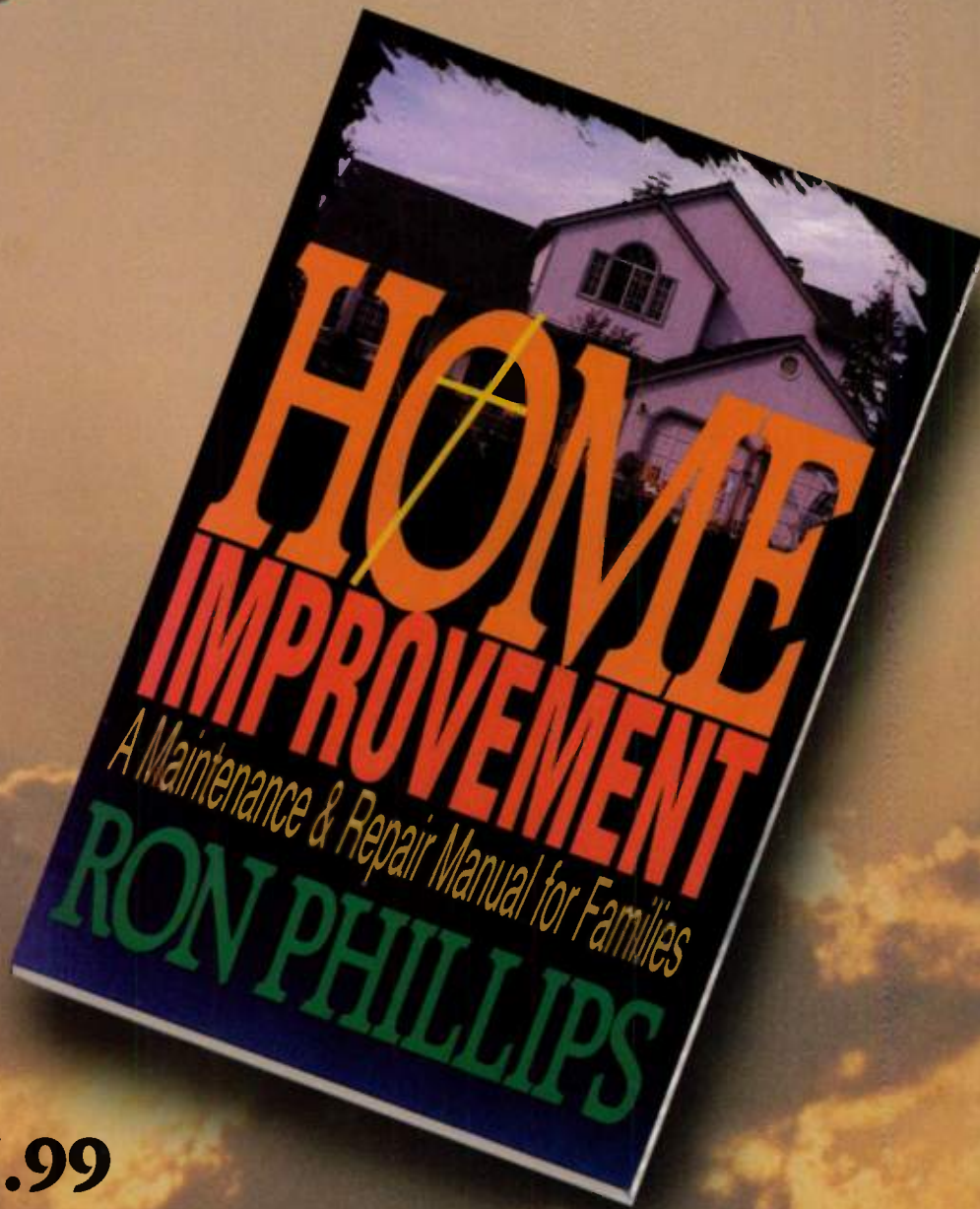
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Taking Back the Family

Integrity as Christians

There is a fictitious story about a man who, seated at the head table of a banquet, was nervous about handling the silverware properly. Then he noticed the name card of the very refined lady seated next to him said "Emily Post."

"Are you *the* Emily Post?" he inquired. "Yes, I am," she replied. After a moment, he asked again, "Are you the author of the book on etiquette?" She affirmed that she was.

The puzzled man then commented, "Pardon me, Ms. Post, but you're eating my salad."



John Cortis is president and COO of the Billy Graham Evangelistic Association and a member of NRB's executive committee.

Integrity involves realistic harmony of our talk and our walk. Integrity shines in the congruity of our behavior with our belief. In his book *Integrity*, Dr. Stephen Carter searches for a valid definition of the word "integrity" — summarized as "true virtue" with a sense of uprightness, honesty, and sincerity. The *Oxford English Dictionary* includes three ideas: "wholeness, perfection, and uprightness." Our colloquial expression is that people of integrity "have it all together." The Apostle Paul prays this for the Philippians saints, that they would have increasing discernment to "approve the things that are excellent, in order to be sincere and blameless until the day of Christ" [Philippians 1:10].

Integrity is the lack of pretense. The transparency of godliness allows one to be oneself without the arrogance of personal pride nor debilitating self-shame. Knowing that we are children of God, citizens of a heavenly kingdom, and servants of the Lord of Lords brings energy, vigor, and radiant expectation for what we can be in Christ. Paul's life and ministry revealed "godly sincerity" [2 Corinthians 1:12].

In contrast to the image-polishing hype of a marketing-oriented world, it is the simple innocence of being one's transformed self without regard to the opinions or judgments of a godless society. We are accountable unto Him before Whom all things are open and unveiled [Hebrews 4:13].

Two word pictures of sincerity are instructive to the meaning of integrity. Our word sincere actually is derived from two Latin words, *sine* and *cere*, which mean "without" and "wax." In making furniture, wax was used to fill in pitchpockets and to conceal mars in the wood or mistakes of the carpenter. Skillfully treated with wax, the blemish was covered, looking well for sale but later, hard usage or heat brought out the wax cover-up. A merchant of integrity would write on his products *sine cere* ("without wax"), guaranteeing genuineness.

Sincerity is at the heart of Christian character. The Greek word translated sincere also comes from two words meaning "sunlight" and "to judge;" it "may describe that which is able to stand the test of the sunshine, without any flaw appearing" [Barclay].

This story illustrates a second picture. Johnny arrives home from school. Mom's not home yet but Johnny knows she'd understand a hungry boy needing a snack after a hard day. So, without express permission, Johnny finds the box of saltine crackers and carefully extracts three or four, then folds the wrapper, closes the box neatly, and places it in exactly the same spot in the cupboard.

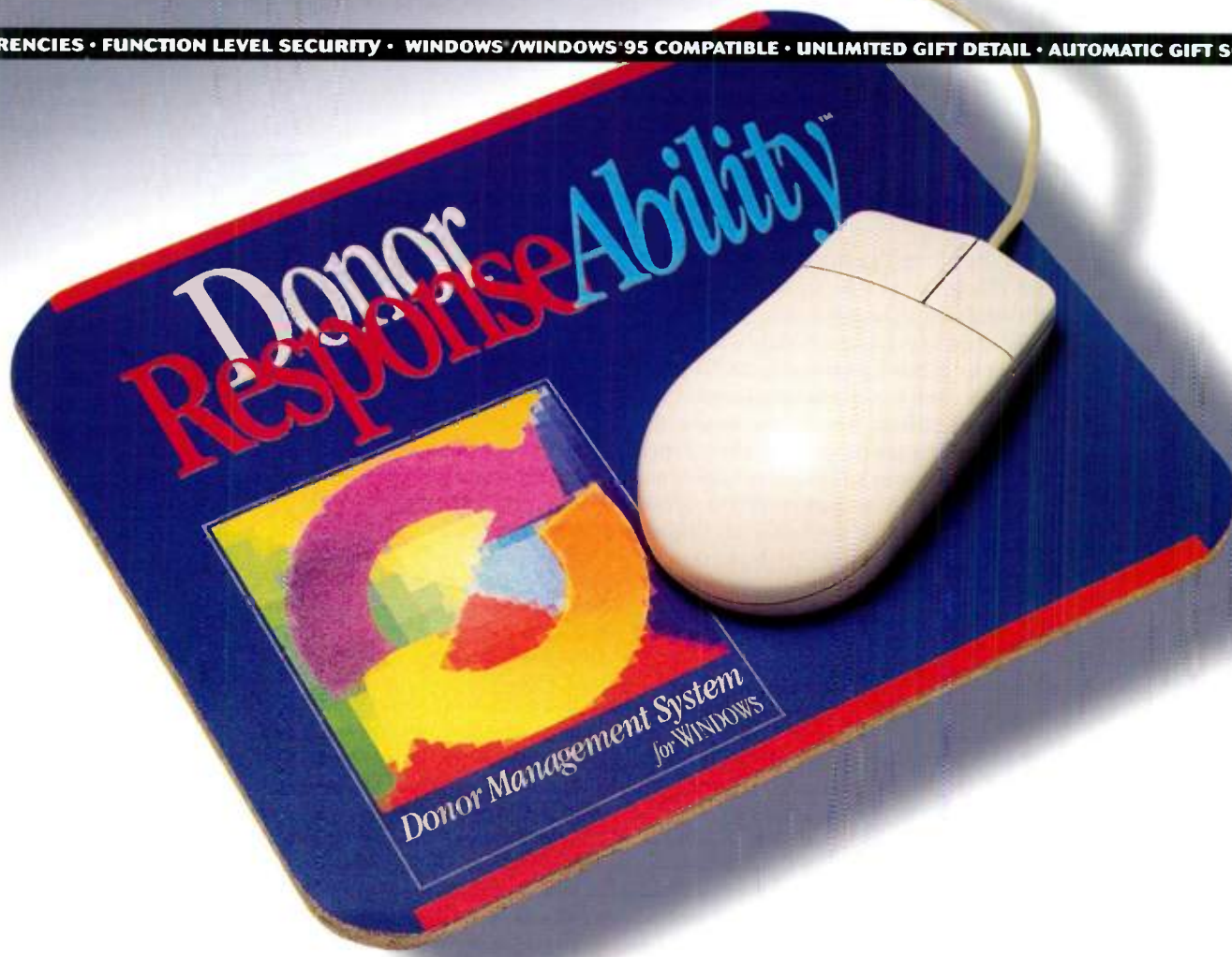
Now, crackers need a little something on them and Johnny finds just what he needs — a jar of honey. The unopened jar of golden honey glistens, sending a warm glow in the sunlight. Johnny carefully removes the lid. There isn't time for a spoon or knife. He takes the cracker and dips it into the jar brimming with honey.

"Ahhhh, how sweet. Just what I needed," Johnny exclaims as he licks the excess honey from his fingers. Quickly the first bite is gone. Johnny takes the remaining half-cracker and dips it into the jar, and then another cracker, and then another.

Johnny hears the steps of his sister on the front porch. He jams the final cracker into his mouth and chews furiously. He hurriedly puts the lid back on the honey jar and replaces it. Incident complete. No one will ever know.

Later, when Mom begins to prepare supper, she has to move the honey jar and notices a slight stickiness. She holds the jar up to the remaining sunlight and there she sees the tell-tale cracker crumbs. Johnny is called in. "Not me, Mom," he declares

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Getting Ahead

The term "getting ahead" is generally accepted as what many of us want for ourselves and our children. It justifies getting an education, dressing well, working diligently, and working smoothly with the boss or customer. Articles and books abound on "how to get ahead."

What this so commonly used term implies is moving in front of colleagues or pulling ahead of the pack. As normally used then, getting ahead means acting competitively. In our work situation, are we a family, doing our work so we can get ahead? Do we carry out our tasks more effectively if we have the minds and attitudes of those in the usual secular business working as acquaintances in the workplace?

In other words, does close friendship improve or detract from job performance? Does a competitive spirit accomplish more than doing our work as part of a family? If individually and as managers we are good stewards of our time, what should our position be regarding family and friendship versus strictly business and/or a competitive spirit?

I sense difficulty in having it both ways. There is no such thing as genuine friendly competition in the work arena. Competition sets up a win/lose result and is likely to cause a secondary response whereby the loser strives to even the score and win tomorrow. Now there are two losers — today's and tomorrow's. Even sales contests with a trip to the Caribbean for the winner have recognized drawbacks with losers feeling demotivated.

On the surface, the concept of teams would seem to circumvent the issue of family versus competition. Teams are formed to carry out a broad range of activities — problem solving, functional interactions for planning, developing strategies, quality improvements, customer service improvement, cost reduction, and others. Teams, whatever the purpose, are supposed to act like families, but they very often come apart because individual members on the team want to get ahead. Individuals on the team do things to make them look better than their colleagues or teammates, like withholding information, criticizing the ideas and contributions of others, using techniques to satisfy personal ego, undercutting, and grousing.

Let's always remember that our involvement in the Lord's work is a marathon, not a sprint. Cooperation is a must, if not a command. An 80 percent friend is not a 20 percent enemy. There are few people with whom you'll agree with 100 percent of the time.

1997 Public Policy Conference

We had a wonderful time at the Second Annual National Religious Broadcasters Public Policy Conference in May [see "Calling on Congress" on page 12 for conference coverage]. The participants all agreed it was amazing to have all the speakers and attendees from Capitol Hill: Speaker of the House Newt Gingrich (R-Ga.), Sens. John Ashcroft (R-Mo.) and Tim Hutchinson (R-Ark.), Reps. Jim Ryun (R-Kan.), Frank Wolf (R-Va.), Linda Smith (R-Wash.), and John Boehner (R-Ohio), executive director Ralph Reed of the Christian Coalition, and representatives from the Family Research Council and Justice Fellowship.

Not only did we hear speeches, but we also asked questions. If you weren't there, you missed a good one.



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



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President

1962



1997



Rich Bott, II
Vice-President

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Farewell to NRB

Almost five years ago on a weekend in June, I peered through the windows of the unfinished offices of National Religious Broadcasters' (NRB) new headquarters. I had recently been hired as the membership director and could hardly wait to begin my job on July 7, 1992.

Since that time my excitement has never abated and I am more than proud when I say the last five years have been truly blessed. Let me list a few of the blessings brought about through our Lord's guidance, the efforts of the NRB staff and management, the NRB membership committee, and others.

In 1993, I introduced an associate membership category, which opened avenues of membership for internationals, suppliers of goods and services, music companies and artists, and others involved in the support of Christian broadcasting. Associate members were invited to take part through voice and participation at the annual business meeting in 1996.

In 1994, the *Directory of Religious Media* was offered free to new members and just \$25 for the general membership, resulting in a savings of \$25 per copy over the previous member rate of \$49.95. Members were allowed to purchase multiple copies at the reduced member rate.

Throughout this five-year period, we began to offer member savings in *Religious Broadcasting*, the directory on diskette, and the advertising in the convention newspaper. New members were offered for the first time a 10 percent discount on exhibit space in 1995.

The *NRB Membership Newsletter* mailed its first issue in the spring of 1993 and printed its last edition in the winter of 1996. The newsletter is now posted on NRB's official Web site (<http://www.nrb.org>).

During NRB 94 in Washington, D.C., the NRB convention store debuted, commemorating 50 years of association service. The store offered anniversary souvenirs, books, sweatshirts, and jewelry. The next year at NRB 95 in Nashville, Tenn., the store had doubled its inventory and was already a welcome addition to convention activities. In the years following, the store has been admirably run by the administration department.

The first Al Sanders Scholarship award was presented at NRB 94 and in subsequent years three additional awards have been added. This prestigious award offers cash and industry recognition. The student arm of NRB, Intercollegiate Religious Broadcasters, has become a strong group of faculty and students. Students are honored each year for excellence in audio and video productions.

I realize none of this could have been accomplished without you. It is your membership and loyal support which make it possible for NRB to offer convention services, publications, Internet services, and member benefits.

NRB has long been an advocate for broadcasters by representation before Congress and the Federal Communications Commission. I am quickly reminded that with you we are a powerful advocate for Christian broadcasters worldwide. With you, we have the strength to stand firmly behind our convictions. Without you, the power of our voice is diminished. Without you, we run the risk of standing still when we should be moving forward — cutting back when we should be forging ahead.

As I close this chapter in my life, I am sad to be leaving all the wonderful NRB members. Thank you for the opportunity to have served you as membership director. It has been a great five years and it has been my privilege to work for National Religious Broadcasters — an association whose daily goal is excellence in broadcasting through education, information, publications, and convention services.



Pat Mahoney has been director of member services for National Religious Broadcasters since 1992.

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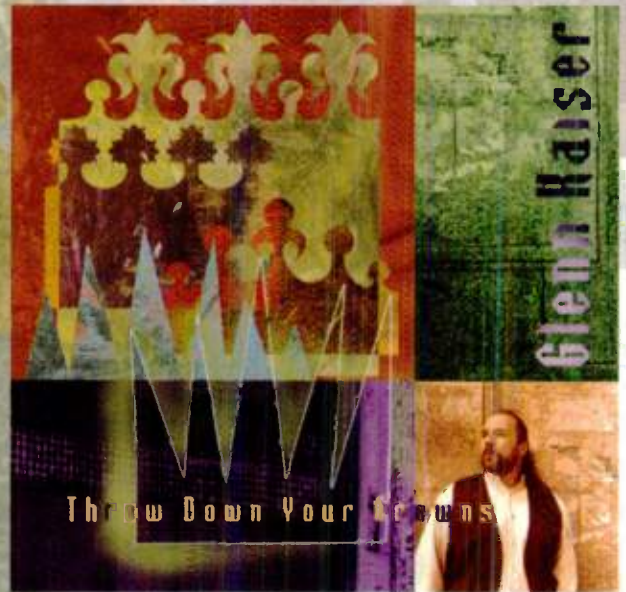


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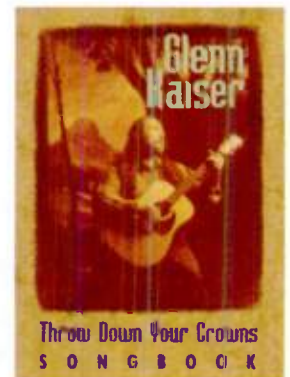
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Throw Down Your Crowns is Glenn's follow-up album to the well-received *All My Days*. In addition, there is a companion songbook that enables worship leaders to introduce these songs to their congregations.



CALLING

text by Christine L. Pryor
photographs by Robert Singleton

FROM RALPH Reed's opening challenge to Newt Gingrich's new agenda to Tim Hutchinson's closing encouragement, the 1997 National Religious Broadcasters (NRB) Public Policy Conference was engaging, educational, and electric.

Held May 7-9 at the Hyatt Regency Washington on Capitol Hill, the second annual conference attracted members of the broadcasting industry and members of Congress. Plan now to be part of next year's conference, and bring along a camera crew, a remote recording hookup, and plenty of video- and audio-tape!



A. Speaker of the House Newt Gingrich (R-Ga.) unveils his new agenda for America during the Prayer Breakfast in the Senate Caucus Room. The agenda's points include ending illegal drug use by 2001, providing an opportunity for every child in America to learn, and reducing the number of teen pregnancies.

Gingrich noted, "Much of what ails America is being driven by the drug culture: crime, violence, spousal and child abuse, AIDS, et cetera. . . . We should make a national crusade, fully as intense as the effort to get to a balanced budget, and we should be on it every day from now until we win."

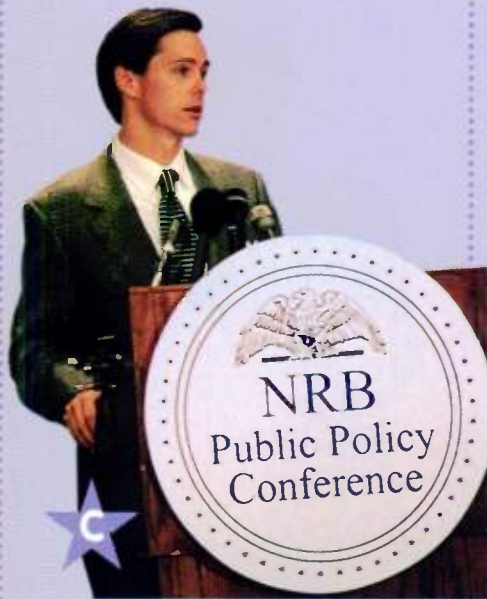


The Speaker and Senate Majority Leader Trent Lott have co-sponsored a bill that imposes mandatory life sentences for first-time convictions of crossing borders with or producing large quantities of drugs. A second conviction would merit the death sentence.

Gingrich strongly voiced, "If you sell it, we're going to kill you, if you're an importer."

Speaking of the necessity of faith, the Speaker said, "I believe it is vital that we reassert the centrality of faith in the definition of America. . . . We are a people who were founded by a doctrine that said 'We hold these truths to be self-evident.' So obvious, they weren't even debatable.

ON CONGRESS



"There is an enormous difference between any person of faith who believes there's a Supreme Being and a person who believes we're simply protoplasm temporarily here. . . . But the vision that there can be a secular American polity divorced from the reality of the Creator is a hopeless, empty desert of despair. It is impossible."

Relating that religion has had a place in government from the time the Founding Fathers set up the nation, the Speaker then closed with a vow. "All I can do is pledge to you that with your help, we will do everything we can to lead this country in that direction."



B. Sen. John Ashcroft (R-Mo.) speaks of America's greatness during the Prayer Breakfast.

"The ability of a country to be free is related to the character of the people who populate that country. And America could be great because she was good. Greatness was available because Americans were good and Americans could be free."

The senator, whose daily one-minute program American Spirit airs on the Salem Radio Network, continued, "I commend you because you are a part of the flaming pulpits of America. Never let the fire go out. Don't let the regulators extinguish your contribution to the character of this culture."

"If you have a country, the character of which is good and the pulpits of which are aflame with righteousness, the focus of your country can be liberation rather than regulation because it can free people who have the capacity to do good to do that good."

"The secret of America has been her character, the fact that we have sought to liberate people here, and that we have understood the value of freedom and the potential that freedom brings to a culture in terms of its achievements."

Ashcroft outlined several essential freedoms, such as the right to earn, spend, and save;

Continued on page 14



the right to raise children; the right to spend time with your children; and the right to share with others in volunteerism.

In closing, Ashcroft said, "[Abraham] Lincoln understood that . . . holding a nation together which is threatened by internal division is tougher than bringing a nation together threatened by external forces. . . . It is a challenge similar to ours."

C. Ralph Reed, executive director of the Christian Coalition, opens the conference with a seminar on building a grass roots society of faith:

"We [need to] first re-strengthen the family unit, rebuild marriages, and get people

plugged into churches and faith communities where they have an internalized code of behavior.

"Whatever the answers are to the ills that face America, they're not going to be found [on Capitol Hill]. They're going to be found in your homes and in your communities. They're almost certain to come from the faith community, especially from the Christian community.

"The greatness of America is not measured by her gross national product, the Dow Jones Industrial average, the unemployment rate, or by the collective checkbook balance of people. The greatness of America is and always will be the moral fiber of her people, the integrity of her leaders, and how she treats those

who are most innocent and vulnerable in her midst.

"I ask for two things today. [First,] that you and your organization, your ministry, your station, your families, your networking, and your communities count the cost; and second, pay the price, because if we don't pay the price, no one will."

D.(Left to right) NRB vice president Michael Glenn, Rep. John Boehner (R-Ohio), and NRB president E. Brandt Gustavson chat during the conference.

Regarding the role of the federal government, Boehner said to attendees, "We need to redefine

Continued on page 16

Your calendar is not complete unless it includes NRB Midwest '97

SEPTEMBER 1997

Thursday	Friday	Saturday
4 247/118	5 248/117	6 249/116
11 254/111	12 255/110	13 256/109
18 261/104	19 262/103	20 263/102
25	26	27 278/997

*NRB Midwest '97
Maranatha
Muskegon, Michigan*

AUGUST

3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
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31						

OCTOBER

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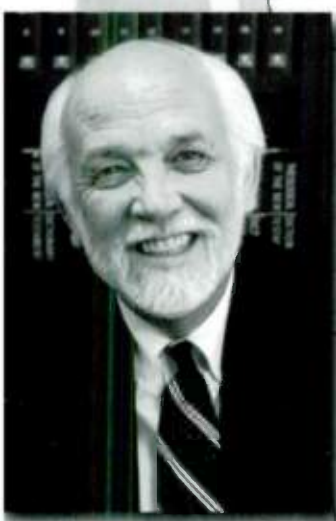
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S
E
P





the role of federal government as we enter the 21st century. We need to encourage people to reach their neighbors."

Boehner also spoke about the balanced budget amendment, citing that it will actually balance the budget, include permanent tax cuts, change entitlement programs, and cut spending.

E. Rep. Tim Hutchinson (R-Ark.) closes the conference by describing three vital roles Christian broadcasting fills: a catalyst for political action and involvement, a complement to the church in the role of edification, teaching, and counsel, and a contribution in an unparalleled way to the unity of the church.

The former Christian radio owner cautioned, "The government cannot solve the most basic, fundamental, cultural problems that we have. We cannot replace utopianism of the left with utopianism of the right.

"You play big roles in energizing that part of our society that is working to heal the afflictions we have. In fulfilling those roles, [religious broadcasters] will meet America's two great needs: the re-establishment of a moral consensus in America, and the encouragement for a great spiritual awakening in America."

F. Rep. Linda Smith (R-Wash.) describes her ongoing battle to clean up soft money in Washington, D.C. "I'm going to



challenge you [to talk about ethics] because if you don't, you're accepting the status quo. God has given you something that most people don't have — a mike. You have the ability to put out the truth.

"We can make a difference. Tell the truth. Shine light on this problem. I'll do what I can do here. And you can ask Americans to pray, because without God's grace, America is not going to stay America."

G. Rep. Jim Ryun (R-Kan.) talks about his faith in God. "I look at what we're doing in this country and the privilege I have being like Nehemiah, rebuilding the wall of his country stone by



stone. But [for me,] it's family by family. We can restore a sense of morality and direction as to where we're going to go."

H. NRB chairman David Clark (left) and Sen. Conrad Burns (R-Mont.) at the Prayer Breakfast in the Senate Russell Building.

The Burns Amendment seeks to grant a religious organization the right to make its own judgments in regard to determining which jobs require religious knowledge, faith, or training.

I. Rep. Frank Wolf (R-Va.) shares three of his agenda points during the conference. Those points include the Freedom From



Religious Persecution Act, non-renewal of China's Most Favored Nation status, and reducing gambling in America.

Citing the dangers of gambling, Wolf urged the attendees to speak up. "People in the media carry a greater responsibility than perhaps anyone else. You really have more power, more influence than anybody else."

J. NRB president E. Brandt Gustavson welcomes to the podium **John Palafoutas, vice president of AMP, Inc.**

A former pastor, Palafoutas encouraged religious broadcasters to "have an outreach to members of Congress and their staffs. Get them on your program to help them meet people of faith [and] to

forge relationships with those in your listening areas. Things are run in this town on personal relationships."

K. (Left to right) NRB chairman David Clark, Senate Chaplain Lloyd Ogilvie, and NRB president E. Brandt Gustavson at the Prayer Breakfast. Ogilvie, a former religious broadcaster, appropriately opened the breakfast with prayer.

Christine L. Pryor is associate editor of *Religious Broadcasting*. Robert Singleton is a freelance photographer who resides in Manassas, Va.

RAISING FUNDS FOR ministry is a lot like making dinner for guests you don't know well. You have three choices:

1) You can select a menu you would like, or something you think most people would enjoy, and hope your guests will be pleased.

2) You can ask them directly what they want, and cook accordingly.

3) You can get to know these people so well that in many cases, you'll already know their favorite dishes without having to ask.

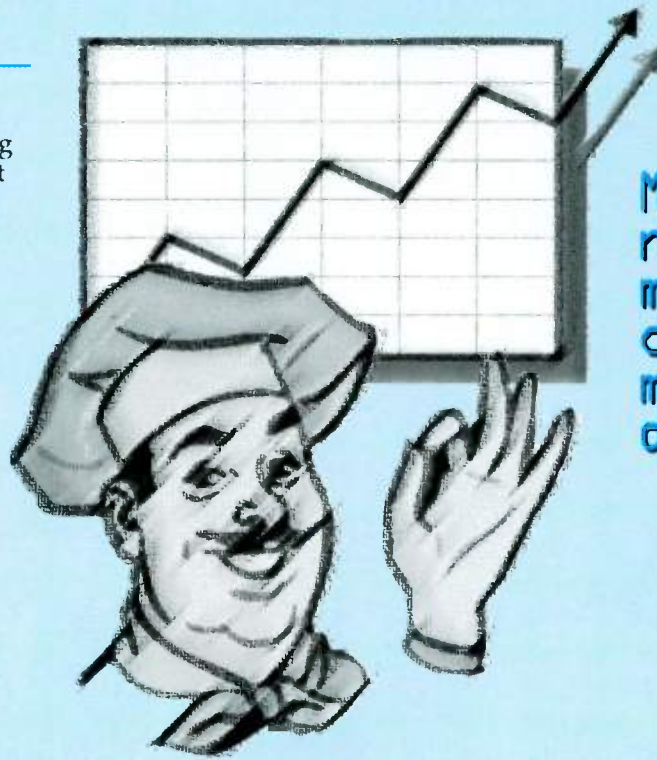
Quality is probably the most important element in creating your research cookbook.

This is remarkably similar to communicating with a file of donors you know little or nothing about. Many broadcast ministries unfortunately select the first of the three above options. They communicate things the *ministry* thinks are important, in a style the ministry is comfortable using, with little or no solid understanding of the people it is trying to reach.

Just like with a dinner party, there are times this guesswork will provide a feast everyone enjoys. Often, though, the guests will be left unfulfilled. Worse yet, you could provide them with something distasteful or even offensive, such as serving steak to a vegetarian, or rich desserts to a diabetic.

The most desirable is the third option: getting to know the donor file so well you often know what they'll respond to without having to ask. However, it's improbable to reach option three without moving first through number two: consistently asking for information.

For a dinner, you'd contact your guests in advance and ask them about their likes and dislikes. You would then tailor your menu around their needs. For donor communications, you can do the same



Marketing research helps ministries create perfect meals for donors

To Market, To Market

thing: contact current, lapsed, and/or potential donors, and find out about your target market. Then tailor your fundraising and communication efforts according to what is likely to have the greatest impact. In short, this is *marketing research*.

Marketing Research

To some ministry executives, "marketing research" conjures up indigestion-inducing images of incomprehensible statistics, reams of data, or number-crunchers who don't understand your ministry objectives. This is unfortunate.

A good researcher will provide a simple interpretation of the findings, suggest ways to make your efforts more effective, be available for any questions you have, and even help your organization implement the findings. And all of this will be done within a framework of

understanding and concern for what your ministry is all about.

Rather than being a dark, unapproachable science, marketing research is simply a systematic method of seeking information from a representative sample of your target market.

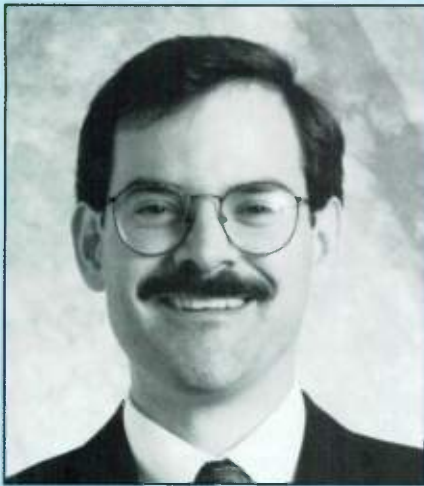
No organization should ever be driven solely by marketing research, but all ministries can make use of research as a tool to increase effectiveness. Consider some examples of how (and why) various organizations have relied on marketing research to help advance their ministry.

Focus Groups

The first reason for research is to understand how your donors think. One broadcast ministry used to look upon its donors as people who were committed to the organi-

zation. Direct mail was written as if these were highly committed donors who would support the ministry no matter what type of work the organization did.

But research into the donor base found that many donors were committed to the ministry's current *cause*, rather than to the ministry itself. If the ministry shifted to a new focus, these donors would find another charity that worked with the old cause rather than following the ministry in its new efforts. It was crucial for the organization to understand this before moving forward to refocus its efforts.



Ron Sellers

One common research technique is focus groups, eight to ten people led through a discussion by a trained moderator. Often, focus groups are held at a professional facility which allows observation of the proceedings via a one-way mirror (participants are told they are being observed, but quickly grow comfortable with the concept).

For most ministry executives, this is the first time they have "eavesdropped" on a group of donors as the ministry and its efforts are being discussed. Rarely do executives leave these groups without a drastically altered understanding of how their donors think, perceive, and understand the work of the ministry.

Terry Redmon is vice president of LIFE Outreach International, which produces the national television ministry *LIFE Today*, with James and Betty Robison. Like

many ministry executives, he doesn't want to make decisions in a vacuum. "You wish when your show is airing all over the country you could just go from house to house and watch reactions to your show!"

Redmon believes research can help achieve some of that impossible wish. "The beauty of focus groups is that you're hearing from your people on *their* terms." His experience is that focus groups can help recreate the initial responses of viewers. "What comes out is really what's in their hearts rather than a prepared response. That thought off the top of their heads is in many ways the kind



Terry Redmon

of response they make when we're trying to get a response from a television program."

Planning

The second reason for research is to plan for the future. A radio ministry undertook a donor study a few years back to evaluate some changes. Though the concerns that prompted the study turned out to be inconsequential to donors, the ministry learned something basic but very crucial: the average age of their donors was around 74 years.

Without this knowledge, the organization could have simply continued to operate as always until it lost most of the donor base. Knowing this startling fact, ministry leaders could make long-term plans to attract a new generation of donors before the old one gradually passed away and left the organization with no support.

Economics

The third reason for research is to answer questions without expensive experimentation. Earlier this decade, LIFE Outreach International was the James Robison Evangelistic Association. The ministry was planning to change its name, logo, and the focus of its daily television show. Comprehensive research enabled the ministry to map out the best way to implement these changes.

According to Redmon, "Looking back on it now, even years later, I'm grateful to God that we did the research. It ended up saving us hundreds of thousands of

Just like with the dinner party, once you discover the best menu, you still have to avoid spilling a whole bottle of Tabasco sauce into the cheesecake.

dollars in an educational process that we might have had to go through with our file.

"I felt like we found out a lot of those answers in advance, rather than through the process of trial-and-error." Redmon points out that trial-and-error "not only costs you a tremendous amount of spending money, but it can cost you a tremendous amount of money in support."

Many ministries sell products to raise much-needed funds. For one such television ministry, there was very little repeat product business, and converting a buyer into a donor was rare. The marketing leadership felt that the problem must come from buyer remorse: the products were disappointing to buyers, who then didn't want any more contact from the organization.

The ministry commissioned a research study on this issue which showed that people were satisfied with all aspects of the products they received. There was a different (and completely unsuspected) significant problem which was holding back potential donor support.

Continued on page 20

Without marketing research, the organization would have embarked on an expensive, time-consuming, and unnecessary trial-and-error process to improve the products. With research, the ministry could instead focus its efforts on the real source of the problem.

Perception

The fourth reason for research is to reveal how your organization is perceived. We all know what we *mean* to say . . . but often what we say and what others hear are two completely different things. Communications research can show you what donors are hearing, rather than what you think you are saying.

One television fund-raising program made use of a number of endorsements from Christian personalities. The problem was that the use of a few controversial people raised questions in donor minds about the integrity of the organization. The ministry believed that endorsements by well-known individuals would lend credibility to its efforts, but the choice of endorsers actually decreased credibility for some viewers.

Another organization developed a fund-raising program in which the audience "overheard" a minister praying about the cause being presented. In a research test of the program, most viewers had strong negative reactions to this segment. They felt that while it is entirely appropriate to pray on-camera, the manner in which this prayer segment was presented was staged and phony.

Rather than showing the ministry's spiritual commitment to help, as was the intent, this segment raised serious integrity concerns in the minds of viewers. Without the research, this brief, seemingly innocuous segment could have charred the entire program.

Whether your organization has used research before or is new to the process, there are a number of elements in creating an information cookbook for your ministry — enabling you to serve the perfect dinner to your donors. Follow these hints:



Lloyd Parker

Hint 1: Be ready for change

Research is useless unless it is implemented. If your organization is not ready to make some changes based on the findings, don't spend the energy to do research. This does not mean that research alone determines the direction of a ministry — only that it points out the likely results at the end of various paths.

As Lloyd Parker, general manager of K-LOVE Radio Network, puts it, "If you're going to do research, and pay for research, for Pete's sake listen to what the people are telling you. Because whether it's a perception or reality, that's what they think."

Hint 2: Keep an open mind

Research findings aren't always easy. One of the most humbling experiences is to present what you think is a terrific idea and have it roundly panned by your target market in a study. But which is preferable: to have your idea fail in the research process or to develop the idea and have it fail publicly — and expensively — in the marketplace?

It is natural to want to explain away undesirable findings. It is more important to evaluate them to see where changes may be needed. Redmon notes, "You can learn a lot more from your critic than you learn from your fan, no doubt about it."

K-LOVE also dealt with this in its research. "The lightning rod issue for us was the fund-raising Share-a-thon that we do," Parker explains. "Most people are very tolerant of it, but there were a few

things said that made us realize it was probably more of a negative than we thought it was. We definitely listened to what the focus group had to say. We're in the process of trying to change some of the things that we do, especially during the Share-a-thon fund raisers."

Hint 3: Don't approach research expenses with a fund-raising mentality

A fund-raising mentality is one that says when you spend \$5000, it should directly bring in \$10,000. Good research pays for itself, but not always in ways you can trace back directly to the study.

Exactly how much money was raised or saved by the radio ministry that discovered that most of its donors were elderly? It's impossible to track a single dollar back to the study directly, but without the study, the ministry might have faded away in a few short years.

Another element of the fund-raising mentality that must be avoided is the temptation to raise money while conducting the research because "we've already got the donor on the phone, so why waste that chance to ask for a donation?" Not only can this approach completely skew the research findings, but also donors will feel misled. They agreed to answer your questions to help with the confidential survey, then are asked for money.

Your ministry's integrity is its most valuable and irreplaceable asset — resist the temptation to raise a few extra dollars by asking for funds during what has been promoted to donors as a legitimate research project.

Hint 4: Understand the uses — and limitations — of research

Research is not a cure-all. Just like with the dinner party, once you discover the best menu, you still have to avoid spilling a whole bottle of Tabasco sauce into the cheesecake.

One ministry researched the appeal of a donor premium. When the research suggested the premium had little appeal, the ministry ordered the items anyway, because the head of the ministry really liked it. It's a good thing he liked it so much, because they ended up with most of the premiums stockpiled in a warehouse when potential donors didn't share his enthusiasm.

Research is only a tool to be used wisely in the decision-making process. It certainly won't replace God's leading. It won't make the decisions for you, and it won't provide all the answers or guarantee success. But you're much more likely to be successful with information than without it.

Hint 5: Allow sufficient time

The souffles created by good research are often collapsed by deadlines and lack of planning. If you're going to use research in a particular project, it has to be built in as part of the timeline, just like printing time, editing time, or travel time. Research usually isn't done in a week. Depending on the methodology, it can take a little time to do it right.

Hint 6: Do it well or not at all

Quality is probably the most important element in creating your research cookbook. Many honest attempts at research provide worthless or misleading information because of a biased questionnaire, a

skewed sample, or other problems. Someone must be in charge of the research who understands the process intimately and who knows how to sidestep the myriad things that can provide biased information.

Research is useless unless it is implemented.

For a few large organizations, this means an in-house research director. For most others, it means working with a professional research expert or company (hopefully one who understands both research and ministry).

Taste Test

Do you understand how donors perceive your ministry? Do you know why lapsed donors no longer give? Can you identify whether there are things your organization

is doing that raise doubts about integrity in people's minds? Can you describe the demographics of your donor base (i.e., age, gender, religious background, education level), and how that affects your communications? If you can't answer these questions with confidence, it is time to get some answers.

As K-LOVE's Parker says, "There are so many ways to get derailed, or think you're doing the right thing when you're not. In this day and age, you've got to do some research."

Ron Sellers is president of Ellison Research, a Phoenix-based national marketing research firm specializing in the Christian communications industry. Before his research career, Sellers spent five years in radio broadcasting, on air and in production and writing. He may be reached by telephone at (602) 493-3500 or via fax at (602) 404-5038.



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SECOND REQUEST: A MUST FOR SUCCESS

by Timothy E. Twardowski

AT ONE TIME OR another, all of us have received telephone fund-raising calls from organizations that use the "jack-of-all-trades" approach to telemarketing. The same callers who sell aluminum siding one day raise funds for nonprofits the next.

Understandably, this approach has led many Christian organizations that never used outbound telemarketing to hesitate about appearing too aggressive in their fund-raising calls. As a result, some min-

Telephone fund-raising campaigns have proven to be an extremely effective method for raising funds and for enhancing donor relationships for scores of ministries across the nation.

istries new to telemarketing will ask my firm, InfoCision Management Corporation, to use a script with just one gift request.

Although this decision may appear to be in the best interest of the donors and ministry, it can destroy a promising campaign because only the high-dollar, current-donor programs would have a chance to survive without a second request.

Why Second Requests?

A second request allows time for the donor's thought process and

emotional response to play out naturally. How often does anyone answer a request for funds with an immediate, enthusiastic, affirmative reply? An objection is simply a defense mechanism in the form of a request for more information. Remember, if the donor was opposed to considering a donation or listening to the appeal, he could just hang up the phone.

InfoCision's supervisors have done analyses for thousands of fund-raising programs, and we have consistently found that only 30 to 35 percent of people who donate make that decision after the first request. The remaining 65 percent of donors who are going to pledge do so in secondary requests!

Using just one request in a script could easily drop an extremely successful program with a 50 percent response rate into the 15 percent range and out of viability. Only fund-raising programs with extraordinarily high average gifts could withstand such a large reduction in response and remain viable.

One of our Christian clients calls its 13-to-18-month lapsed donors semi-annually. The organization had consistently achieved a response rate in the 40-to-45-percent range and generated more than \$14 per completed telephone call. After successfully running this program for more than three years, the client hired a new development director.

He was extremely satisfied with our normal first request, but he did not want to ask for a specific dollar amount in the second request. Instead, he wanted to ask donors "if they had any particular amount that they would feel comfortable sending."

After assuring the new director



Timothy E. Twardowski

that he would likely see a dramatic reduction in results, we rewrote our script following his wishes. We had a very strong appeal and called donors in the exact parameters we had in previous programs.

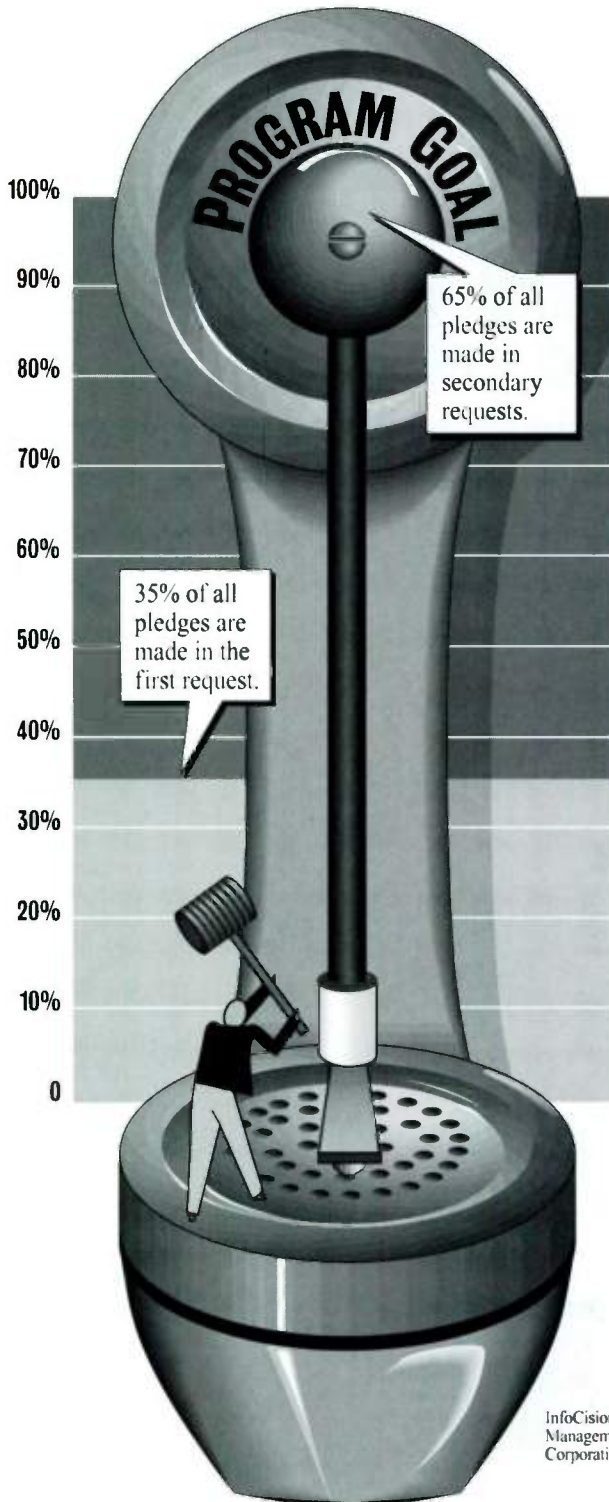
However, our response rate slipped from 44.9 percent to 39.6 percent. The average gift dropped nearly three dollars: a decline of more than ten percent. Overall, pledged revenue per completed call dropped from \$14.11 to \$10.80, a reduction of 23.5 percent.

By eliminating the request for a specific dollar amount, the donors really had no idea if the organization was asking for \$5 or \$50. Donors had a much more difficult time making a decision because the new script provided no specific options. The choice, as always, was theirs to make, but a comparison of the results proved the donors were more likely to make a pledge if we provided fixed dollar suggestions.

When the client saw the final outcome of the program, the development director immediately wanted to switch back to the original scripting with a specific dollar amount in the second request. When we returned to the original

Seconds Count!

A second request is key in bringing a telemarketing program to goal. Research shows the second request provides an opportunity to present additional information about the appeal and, in turn, increases the probability of a donation.



script on the next program, results returned to the previous level.

The first request is somewhat longer than the second because it includes the introduction of the communicator and the ministry as well as the fund-raising appeal. At this crucial point in the script, you plant the seed and wait for the donor to respond accordingly. Here's a sample:

Sample First Request

"Hello, my name is Mary Communicator, and I'm calling on behalf of God's Outreach Ministry. Your generous gifts have meant so much in helping us build God's Kingdom. And because we know

... only 30 to 35 percent of people who donate make that decision after the first request. The remaining 65 percent of donors who are going to pledge do so in secondary requests!

how much you care about placing Bibles in the hands of hurting children, I'm calling to let you know about a real need at the Children's Home in Central Town, USA.

"As a result of an afternoon visit, God's Outreach discovered there was only a single adult Bible in the entire Home. Our desire is to place an illustrated children's Bible

Continued on page 24

into the hands of every precious child there.

"Mrs. Donor, could we count on you to help us purchase 532 children's Bibles for these little ones by sending a love gift of \$20 to cover the cost of two beautifully illustrated Bibles?"

Seasoned communicators acknowledge that a first no may simply mean the donor wasn't prepared for the request. His thoughts could have been a million miles away when the telephone rang, and people say no much quicker than yes when they haven't had enough time to make a decision. Therefore, the second request allows the necessary time for a donor to listen, hear more about the appeal, and respond favorably.

When the communicator moves into the second request, your donor's tone of voice and reason for hesitating have already opened the door for continued conversation. The communicator acknowledges what the donor said, refers back to your organization's need, and requests a lesser, specific dollar amount.

At this point, a good telephone fund-raiser will recognize the difference between a disinterested donor and someone who needs more information. In order to provide donors with a positive impression of your ministry, we have established some basic guidelines for our communicators on when to close a fund-raising call after the first request.

Three Closing Guidelines

We terminate a call immediately if a donor is *extremely negative*. A response such as, "I've said

One of the most important reasons to use a second request is to allow time for the donor's thought process and emotional response to play out naturally.

a hundred times that I do not give over the phone!" obviously indicates the donor's displeasure. It may be the first time your ministry has called, but it is important to recognize the donor's concern, apologize for the inconvenience, and politely exit the call.

Another circumstance which leads to a prompt end to the call is *destitution*. This doesn't mean that we abandon a donor who indicates that a suggested gift amount is too high. Rather, it refers to a situation in which a donor cannot handle his current financial obligations such as rent, utility, and grocery bills.

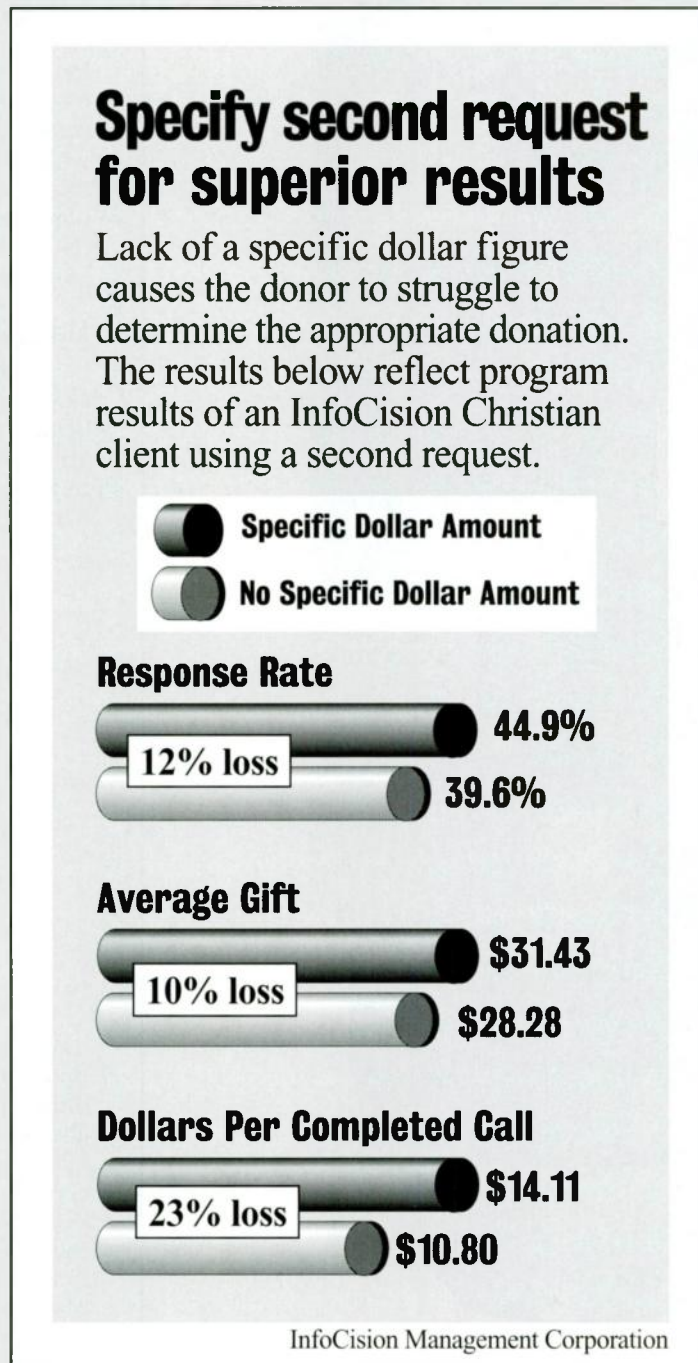
The third type of situation which leads to an immediate close to the call is a *catastrophe*. This includes personal tragedies ranging from a death in the family to a serious illness to a natural disaster. Earthquakes, floods, and forest fires have far-reaching effects and can create a long-lasting struggle for families to re-establish their financial security.

These three objections aside, the typical fund-raising call would move to a second request, structured something like this:

Sample Second Request

"Well, I'm glad you told me that Mrs. Donor. I can certainly understand how that makes it difficult for you to send a \$20 gift at this time. And I wanted to tell you that a friend of God's Outreach Ministry has offered to give us a small prayer book that will accompany each Bible we are able to give at the Children's Home.

"It's just so important that we tell these lit-



tle ones about Jesus while their hearts are tender. Mrs. Donor, is there a smaller amount you might be able to give to help a child receive his very own Bible?

"Maybe you already know someone who has had a childhood Bible for many years. I have heard wonderful testimonies of just how much Bibles have meant to hurting children — especially those who only have Jesus to turn to for love and support. Would \$15 or even \$10 be better for you at this time, Mrs. Donor?"

During these few seconds of the second request conversation, the donor establishes a bond with the caller. She naturally reconsiders her first response and reaches her peak sensitivity for a donation. At this point your donor has made a decision as to whether she is going to give, and suggesting a specific gift amount will save a donor from

thinking, "I don't know what you want."

Ministries which decide to use a second request may not want to ask for a specific dollar amount. While

The communicator acknowledges what the donor said, refers back to your organization's need, and requests a lesser, specific dollar amount.

this "low-key" approach may seem like an acceptable alternative, it dramatically reduces a program's average gift, as well as its response rate.

Telephone fund-raising campaigns have proven to be an

extremely effective method for raising funds and for enhancing donor relationships for scores of ministries across the nation. And this example illustrates how a second request with a definite dollar amount can impact a program's results.

When you ask for a specific contribution, your results increase dramatically. Your donors feel comfortable with the request because it tells them exactly what you are asking for, and it makes their decision much easier. The first request plants the seed, but it's usually the second time around that brings the harvest.

Timothy E. Twardowski is executive vice president of InfoCision Management Corporation, an outbound telephone fund-raising firm based in Akron, Ohio. He may be reached by telephone at (330) 668-1400 or via fax at (330) 668-1401.

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Steps Toward Integrity

by Jim Lawson

*"Where have you gone, Joe DiMaggio?
Our nation turns its lonely eyes to you."
— Paul Simon & Art Garfunkel's "Mrs.
Robinson"*

AS A BOY, THAT SONG lyric was my first clue that something was lost in America. Since 1968 when baby boomers first wondered where Joe DiMaggio had gone, our country has plummeted into a morass of ethical and moral despair. The media have unfairly written off younger Americans as "Generation X." In 50 years, we have gone from Joltin' Joe to Dennis Rodman.

In today's culture, many have debunked integrity, ethics, and values altogether. Research by George Barna indicates that 71 percent of

*Integrity is
a lot like humility:
if you broadcast
that you have it,
you've lost it.*

Americans reject the concept of absolute truth. Many believe everything is relative and no one will know about the wrongs we do. But the truth is that somebody does know.

You know, and you are accountable. And more importantly, God knows. "Be sure your sins will find you out" (Numbers 32:23). I recall a few painful times in my life when I felt like the Numbers 32:23 poster boy.

Defining Integrity

Webster defines integrity as "firm adherence to a code or standard of values." The roving reporter might ask the man on the street if we are losing our values in America. "Whose values?" they might respond. That's the problem.

Fifty years ago, the man on the street would refer to the Bible, family, or the traditional values Americans were expected to live by.



Jim Lawson

Today, one must be politically correct and careful not to offend. But if you have true integrity, you eventually will offend someone, even if you have the diplomatic tact of Winston Churchill.

Jesus elevated offending people to a new art form. He set the standard for integrity in balance. If you live by the biblical standards of integrity, you will step on toes.

Jesus explained the kingdom of God, healed people, and answered questions accurately. In doing so he offended the Jewish leaders with no



less than seven woes (Matthew 23:13ff.), calling them "vipers" (Matthew 3:7, 12:34, and 23:33) and hypocrites.

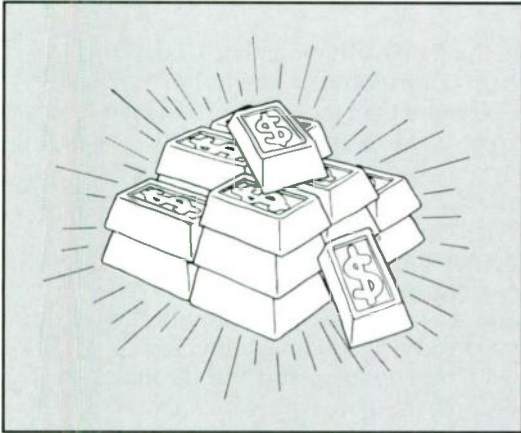
His example shows that a man or woman of integrity can get angry, use strong words, and offend someone — as long as it is the right time and place. Jesus first came to show the way to the kingdom of God, apparently with some tough love. The next time He comes, it will be to judge.

Our Sin Nature

As humans born with a sin nature, we will procrastinate, make promises we cannot keep, and run ourselves into the ground unless we choose in our conscience to "overcome evil with good" (Romans 12:21).

The human being, when left to his own, will sink to the lowest common denominator. Adolf Hitler is a good example, but so is the man next door who abuses his wife, drinks every night, and cheats on his income tax.

But before we start casting stones, remember Paul's words in Romans 2:1: "You who pass judgment on someone else, for at whatever point you judge the other, you are condemning yourself, because you who pass judgment do the same things."



Guard your integrity like a soldier guarding gold at Fort Knox. It is your most precious commodity.

Paul was good at writing bitter-sweet verses. Memorize that one; it will keep you out of more trouble than you can imagine.

June Hunt of *Hope for the Heart* describes lack of integrity as "doubting God, being double minded, favoritism, envy, and selfish ambition." Unfortunately, I seem to run into more and more people in life with less and less character, compassion, and integrity. When I see someone with integrity, he or she shines even brighter against the backdrop of other people's dark deeds.

When I am on the wrong end of a funeral, I want the pastor to say kind things about what a great guy I was — and mean it. Those who

love God and live life with integrity can stare even death in the face and know their destiny is eternal bliss with Christ through grace. The legacy they leave and the kind words said at their passing will be true.

Painful Past

During my college years, I had not followed through on some items in student government until after final exams. Sitting at the lunch table disguised in my baseball uniform, I heard exactly what the student body thought of me. I pulled my hat further down over my eyes and ate quickly. Apologies followed. That early lesson taught me that people were watching my leadership through my character.

*... the Law of Spiritual Physics:
The depth of the pit
you have dug during your
rebellion is the same
distance God will have
to reach down
and help you out.*

During March 1993, I rededicated my life to the Lord. During the prior years of drifting, I hurt people. After choosing to give all to God again, I spent two days phoning people to ask them to forgive me. None of the transgressions were felonies; they were compromises, sharp words, or selfishness — things a Christian should not be doing because integrity is lost.

Guard your integrity like a soldier guarding gold at Fort Knox. It is your most precious commodity. Compromise will drain much joy from your life and then trust will be lost.

Tom Schurr, a vice president with Jacor Communications, Inc., says, "Without integrity, trust is unattainable. Without trust, a meaningful relationship of any kind is unattainable."

I love to see God's power work in someone who has completely repented, when they finally see the damage they have done to them-

selves and others and want to change and start over.

I call the aid from God needed to reverse the mess one has made of his life the Law of Spiritual Physics: The depth of the pit you have dug during your rebellion is the same distance God will have to reach



"[The lack of integrity is] doubting God, being double minded, favoritism, envy, and selfish ambition." — Hope for the Heart's June Hunt

down and help you out. As Corrie ten Boom stated, "No pit so deep, that He is not deeper still."

Business Integrity

For Christians, integrity in business is essential because we are measured not only by the world's standard of integrity but also as a representative of Christ. This carries with it the Ten Commandments and the Sermon on the Mount.

Love, absorb, and memorize these words but, most importantly, live them seven days a week. You might gain profit from a questionable business deal, but ultimately you will have a net loss of respect, happiness, and dollars.

I find the older I get, the less I am impressed with people who have money. I believe God could care less if you are buried in a solid gold casket or a simple pine box.

As a Christian in business, you are held to a gold standard of spiritual purity. Ask God to give you a

Continued on page 28

STEPS TOWARD . . .

Continued from page 27

desire to obey and trust Him. Pray you will learn to be sensitive to the Holy Spirit. Pray for wisdom, love, and integrity.

Take the Yogi Berra test: If you weren't you, would you do business with you?

Last year, my wife and I attended "Business by the Book," a seminar developed by Larry Burkett.

Integrity is critical in all aspects of life, but in marriage it is an absolute necessity. Dating is designed to hide our many character flaws. We drive carefully and smile at rude drivers, say "please" and "thank you" at every opportunity, and polish our manners as much as our jewelry. But many times after the "I dos" we don't.

Respect is slowly lost, and integrity is tarnished. It may take a long time for your spouse to come to Christ and, without integrity, the rebirth probably will not come through your example.

Leaders on Integrity

Truth is the sister of integrity. God's power dwells where the truth is told. "We must lift up the standard for truth or we will never restore true integrity to our nation," says Beverly LaHaye, president of Concerned Women for America.

Integrity is a lot like humility: if you broadcast that you have it, you've lost it. "Let another man praise thee, and not thine own mouth" (Proverbs 27:2).

Chuck Swindoll of *Insight for Living* says, "Real integrity stays in place whether the test is adversity or prosperity."

. . . if you have true integrity, you eventually will offend someone, even if you have the diplomatic tact of Winston Churchill.

Bob Russell, senior minister of Southeast Christian Church in Louisville, Ky., relates, "Integrity requires courage and character. That's what God asks of those who follow the One who went to the cross for being Truth."

Six Steps Toward Integrity

I believe there are six elements of a Christian life that dovetail with being a person of integrity. I challenge you to extend your faith by aiming for these objectives.

1. *Love God above all else.* Love



"We must lift up the standard for truth or we will never restore true integrity to our nation." — Concerned Women for America's Beverly LaHaye

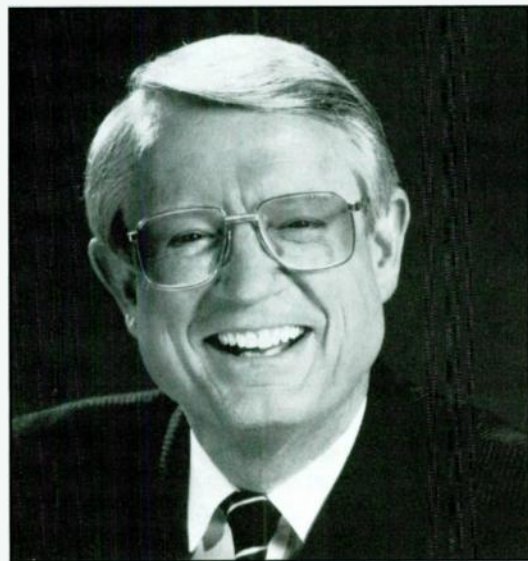
nothing on earth more than God, even your spouse or family. Love God more than money. Learn to love what God loves and understand what God detests without judging others. Learn to love Scripture. Put a verse on a note card and meditate on it, changing verses each month.

Praise God during your prayers and the stress of life will drain from your body. Fall in love with God; tell Him you love Him and mean it. Become intimate with your Creator. Do this and integrity, character, and goodness will find you.

2. *Build relationships.* Life is relationships — with God, family, church, friends, and co-workers. Invest kind words, prayer, and unconditional love in all you have contact with. The key to developing relationships is to be a good listener, and this applies to your relationship with God.

Be kind to people. I have a Ten-Minute Rule: For ten minutes each day, I do unexpected acts of kindness. Last month, I copied my prayer list and sent copies to those on it to let them know I was praying for them.

3. *Live a balanced life.* I'm a reformed workaholic. Work hard for your employer but set proper boundaries so you don't run yourself into the ground. If you don't, you will burn out, be less productive, and develop a bad attitude.



"Real integrity stays in place whether the test is adversity or prosperity." — Insight for Living's Chuck Swindoll

The instructor, Don DeLozier, had an eight-letter acronym sitting at the front table: "D.W.Y.S.Y.G.T.D." It stood for "Do What You Say You're Going To Do." And that, in a nutshell, is how to run a Christian business.

Relational Integrity

How does your spouse view your integrity? Many Christians leave their integrity at the doorstep, going either direction over the threshold.

If single, how is your reputation among your friends? Ask a close friend if you are a person of integrity. Be prepared for possible character maintenance if you do not like the answer. "Whoever loves discipline loves knowledge, but he who hates correction is stupid" (Proverbs 12:1 NIV).

Even Jesus took time out to relax, eat, fellowship, be alone, and recuperate.

Learn to laugh. Don't take everything so seriously. Develop a home filled with laughter and acceptance.

4. *Learn real love.* Read again the "Love Chapter," 1 Corinthians 13. Real unconditional love is probably deeper and more pervasive than you think: patient, kind, protective, trusting, hopeful, persevering, unyielding; slow to anger, rejoices in truth; not envious, boastful, proud, rude, or self-serving; and does not delight in evil.

Love all of God's children of every color and race. Tony Evans of *The Urban Alternative* says, "If you're in a foxhole with me shooting at the enemy, I don't care what color you are as long as you're shooting in the same direction."

Pray daily for the Holy Spirit to make you sensitive as you go through your day. People of integrity love at a deep level. If you practice this, your marriage and friendships will be unshakable and your life will be joyful.

5. *Be pro-active.* The power of one is absolutely incredible. You probably underestimate yourself. One example of the difference one person can make is the doctor who campaigned to take *Donahue* off the air: he organized, researched, and

Six Steps Toward Integrity

1. *Love God above all else.*
2. *Build relationships.*
3. *Live a balanced life.*
4. *Learn real love.*
5. *Be pro-active.*
6. *Be honest.*

— Jim Lawson

prevailed. As it turned out, millions were thinking the same thing and the show is no longer airing.

People of integrity don't sit on their hands, they get things done by trying again when they fail.

6. *Be honest.* This is one of the first things one might think of when integrity and character are mentioned. It is a fundamental building block of character. Honesty pleases God and affects everyone you touch.

Continued on page 31



"If you're in a foxhole with me shooting at the enemy, I don't care what color you are as long as you're shooting in the same direction." — The Urban Alternative's Tony Evans



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Be honest with yourself and apologize when you are wrong. God cannot do much with a prideful Christian. Ask for forgiveness immediately after an offense. Real communication is clearing the path of conflict. Whether you are forgiven or not, you have acted with integrity.

Though the nation's lonely eyes may have turned to Joe DiMaggio, let's be ready for the time when those eyes look at us. Will our faith-

filled lives of prayer and praise point to Christ or will our lack of integrity point to someone else?

Jim Lawson is station manager of WFIA-AM/Louisville, Ky., and a direct descendant of Daniel Boone, a man of legendary integrity. Lawson can be reached by telephone at (502) 583-4811 or via fax at (502) 583-4820.

Building Blocks Of Integrity

Each of us should daily examine our hearts to determine whether or not our words and deeds could be considered ethically right in God's sight. Here are 11 suggestions:

1. Live life as if you are a debtor. We all have a debt to God and those around us.

2. Watch what you say. Be wise in speech both to and about others.

3. Admit and correct wrongdoing. Thank God for the person who simply says, "I was wrong," and faces the mistake with grace.

4. Choose not to have idols of anyone or anything. Our focus should be Jesus Christ.

5. Point the way to Christ. Our motives and actions should always show others God and His message.

6. Be a student of the Word. Get to know God intimately by reading His Word and committing it to memory.

7. Associate with wise men and women. People judge us by

the company we keep.

8. Develop accountability. Find mentors who can faithfully and lovingly hold you to God's standard.

9. Honor those who have contributed to your life. Remember the men and women whose witness changed your life.

10. Invest your life in prayer. Prayer changes your life — and the lives of those for whom you pray.

11. Live the Golden Rule. Do unto others as you would have them do unto you.

By practicing these 11 suggestions, you can inherit the earth, find rest for your soul, and realize

the kingdom of God belongs to you. Build your public and private testimony on these principles — and see what God can do!



Daniel J. Hesse Jr.

Daniel J. Hesse Jr. is a speaker, writer, and administrator, and can be reached by telephone at (540) 869-4998.

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by Edward Stewart III

A NEW MILLENNIUM is upon us. The year 2000 is a mere 2.5 years away! Hard to believe, isn't it?

As this new era rapidly approaches, Christian broadcasters have more tools to reach the world with the Gospel than ever before. The Internet, satel-

Christian broadcasters must have relevance in a world torn by racial tensions.

The best way to develop such relevance is by dissolving tensions within our own ranks.

lite, digital audio/video production, and other broadcasting technologies have virtually decreased the size of our globe.

High-quality Christian radio and television is being produced and received by scores of souls. Praise be to God for what he is

doing through Christian radio and television!

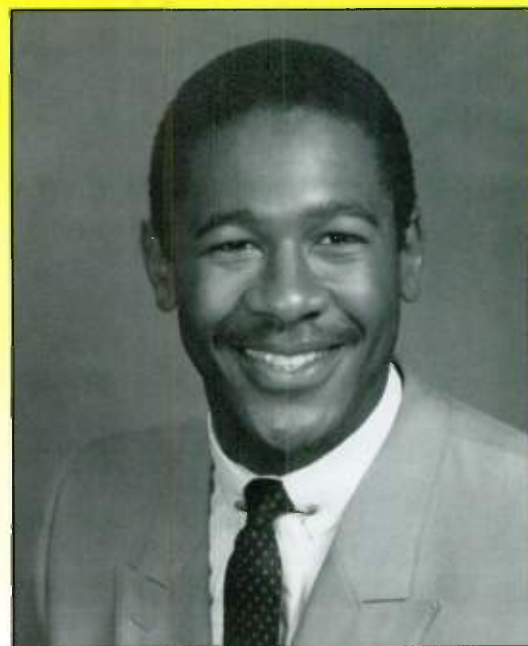
Yet with all the advances in technology, there is still a central principle that needs to be kept in the forefront: Do Christian broadcasters possess integrity? Though that question seems to be stating the obvious, let's examine our history and the call of Christ.

After the televangelist debacle in the '80s, a clarion call for accountability and integrity resounded throughout Christian media. As a result, many fine organizations have been formed to ensure that the message and operation of broadcast entities are in strong moral standing.

A Relative Problem

So organizations exist to examine the public side of religious broadcasting. But what about the private side of our industry? Do Christian broadcasters relate to each other with integrity? Think about it for a moment. Messages of unity in Christ and breaking down walls abound to our audiences, but do we practice what we preach with each other?

The focus of this article is to call us to work together as Christ would have us to. Let's look at integrity



Edward Stewart III

defined, integrity exemplified, and integrity applied.

Integrity Defined

A person of integrity works from a sound spiritual foundation and builds morality, righteousness, and uprightness from this solid base. His dealings with people are not bound by his emotions.

Life's changing circumstances and environments hold no sway on

Broadcasting

Does our personal walk match

how the person of integrity relates to his neighbor; he is constant and consistent.

For a true portrait of a life of integrity, we must look to Jesus, who is the truest definition of integrity.

How appropriate that the Author of our salvation best demonstrates integrity. In His dealings with those who loved or hated Him, Jesus was consistent. He loved them. Whether He was understood or not, He loved. Whether worshiped or ridiculed, Jesus loved.

And He calls us to love as He loves us: "A new command I give you: Love one another. As I have loved you, so you must love one another" (John 13:34, NIV).

Integrity Exemplified

The Bible has much to say about integrity. Paul addresses the church of Ephesus with these words: "Be completely humble and gentle; be patient, bearing with one another in love. Make every effort to keep the unity of the Spirit through the bond of peace.

"There is one body and one Spirit — just as you were called to

one hope when you were called — one Lord, one faith, one baptism, one God and Father of all, who is over all and through all" (Ephesians 4:2-6, NIV).



*Don't sit on a problem,
do something to resolve it!
Integrity demands —
and Scripture requires
— a resolution.*

Paul is writing that we are on the same team. The apostle reminds us that God has equipped believers with different gifts "so that the body of Christ may be built up until we reach unity in the faith and in

the Son of God and become mature, attaining to the whole measure of the fullness of Christ" (Ephesians 4:12,13, NIV).

How does this unity in Christ impact integrity? Paul continues: "Then we will no longer be infants, tossed back and forth by the waves . . . instead, speaking the truth in love, we will in all things grow up into him who is the Head, that is Christ. From him the whole body . . . grows and builds itself up in love, as each part does its work" (Ephesians 4:14-16, NIV).

For the person of integrity, the stability and moral character of Christ is cemented into his character as he becomes more like Christ. It gives him a foundation that will not be shaken. He sees himself and other believers as family and relates to others with love and honesty at all times.

The basis of integrity for the believer is found in Christ. His one sacrifice for us all has made us one. There is one body of which Christ is the Head, though that body may be

Continued on page 34

Integrity

our public talk?



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BROADCASTING INTEGRITY . . .

Continued from page 33

black, brown, or white, in radio, on television, or involved in some other form of religious broadcasting. No matter what our differences, Jesus Christ has made us one in Him.

Integrity Applied

Unity and brotherhood are well and good, but who among us hasn't had a disagreement within our immediate families? What happens when conflicts arise?

Paul writes: "In your anger do not sin: Do not let the sun go down while you are still angry, and do not give the devil a foothold" (Ephesians 4:26,27, NIV).

This portion of Scripture clearly points out that it is not a sin to be angry. Some things in life should stir us up. Anger can be the catalyst to conflict resolution. But allowing "the sun to go down while you are still angry" sets the stage for the destruction of relationships.

Don't sit on a problem, do

something to resolve it! Integrity demands — and Scripture requires — a resolution.

A Final Point

Before I close this article on integrity, I must address the issue of race. Brothers and sisters, this is not easy to write! It has caused many sleepless nights and many hours of intense thought.

I fear that Satan is trying to drive a wedge between the races in our association. We must fight against this and embrace one another with the colorblind love of Christ.

*How appropriate that the
Author of our salvation best
demonstrates integrity.*

We need each other. Unity in the body is God's design. A lack of oneness sends a distorted signal to the secular world around us. Christian broadcasters must have relevance in a world torn by racial tensions. The best way to develop such relevance is by dissolving tensions within our own ranks.

Ambassadors for Christ are showcased when they dare to live by the biblical example of Christ in everyday living. The hope for unity between Christian broadcasters hinges on the personal integrity of each individual.

Millions of dollars are spent by religious broadcasters each year in advertising and demographic audience studies to find out who our audience is and how best to serve it. May broadcasters be even more committed to developing unity.

Only then can we be one. Only then can our skin tones blend into the color of Christ's flesh. And only then will we be known as the people of integrity the Lord fully intended us to be.

Edward Stewart III is production director of WMHK-FM/Columbia, S.C., and is an 11-year veteran broadcaster. He may be reached by telephone at (803) 754-5400 or via fax at (803) 786-7279.

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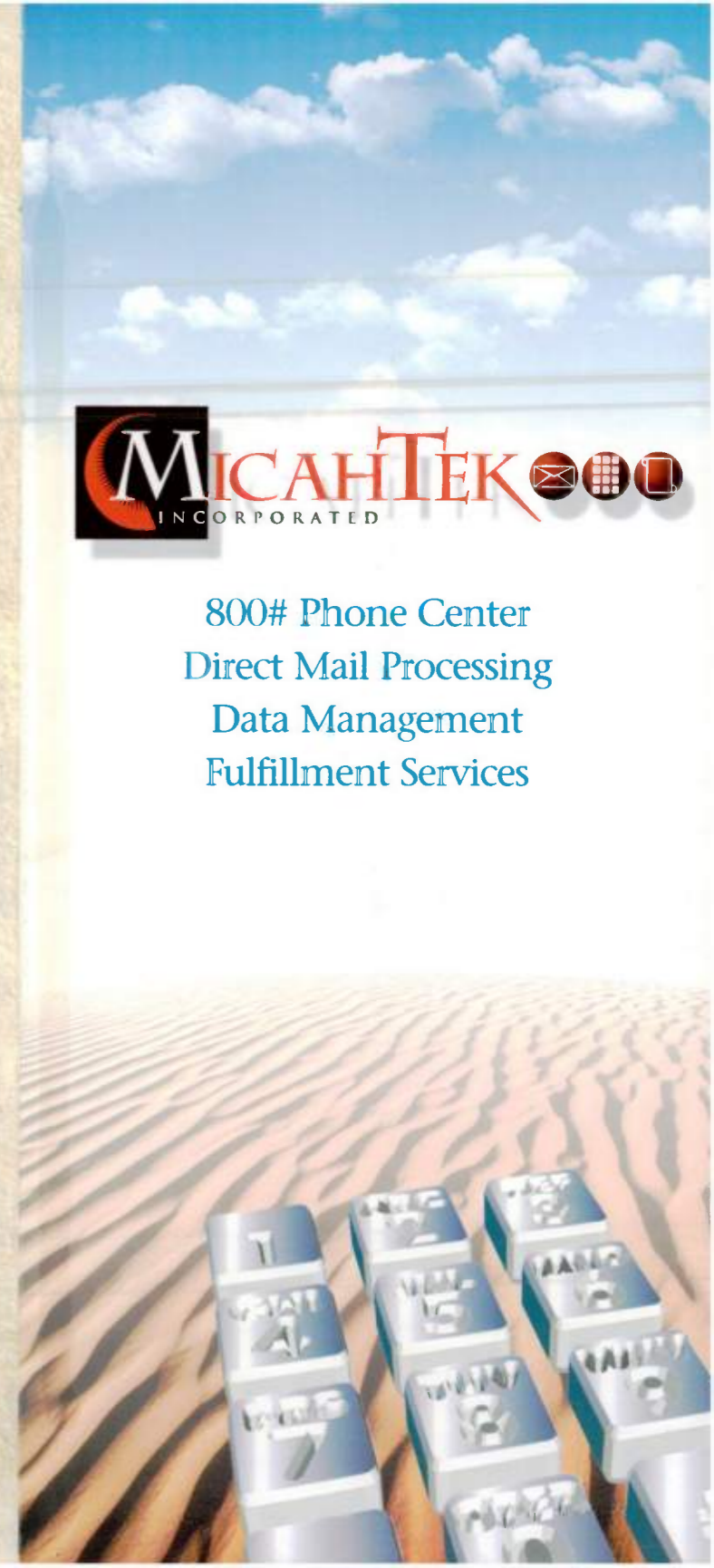
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DTV Implementation Set to Begin

The Federal Communications Commission (FCC) recently took the steps needed to initiate the roll-out of digital television (DTV). But rather than settle all difficult implementation questions now, the commission has chosen to address several issues in future rulemaking proceedings. This month's column provides a brief review of major elements of DTV decisions, including concerns of low-power television (LPTV) licensees.

Settled Issues

As the FCC originally proposed, it has provided a second, paired channel for every full-power television broadcaster to use for digital service during the transition years before the current analog television service ceases. (See "Inside NRB" on page 38 for Christian stations and their digital channels.) Licensees must relinquish one channel by the close of the transition period, which the agency now has slated for 2006.

The commission's engineering staff devised the pairings to replicate each analog station's coverage area, though licensees will be allowed to increase power to reach the same coverage area as the largest station in the market if that more powerful signal creates no new interference.

This provision of a "free" transition channel represents a significant achievement for the industry, given the calls on Capitol Hill and elsewhere for auctioning off or otherwise requiring broadcasters to pay for the transition channel. However, auctions are anticipated in licensing spectrum "recovered" from the current broadcast band, including channels reallocated before the transition period ends.

Lawmakers' interest in auction revenues also may create controversy around the DTV transition deadline in the future; while many in the broadcast industry doubt digital television can be fully implemented by 2006, some members of Congress already are pressing to cement that deadline into federal law.

After the transition period, all DTV stations are to be located within a core area of the current analog television spectrum. This "core spectrum" approach will allow for the eventual reallocation of some analog TV spectrum to other uses. It also will require DTV stations located outside the core during the transition period to move to a new channel inside the core after analog operations cease.

The FCC has not yet decided, however, whether the DTV core spectrum will be channels 7-51 or channels 2-46. (The current DTV table is based on channels 2-51.) Licensees with both their digital and analog channels outside the core will receive a new channel from recovered spectrum inside the core.

The agency adopted a staggered construction schedule of digital facilities, with network affiliates in the largest television markets — who are assumed to have the most financial and technical wherewithal — obligated to build most quickly. In the top ten markets, stations affiliated with ABC, CBS, Fox, or NBC must build their DTV facilities by May 1, 1999, (and many have voluntarily committed to finish by November 1998). In markets 11-31, network affiliates must complete construction by November 1, 1999. All other commercial stations face a May 1, 2002, deadline. Non-commercial stations must build their facilities by May 1, 2003.

The DTV technical standard, which was adopted last December, allows for the transmission of either a crystalline quality high definition television (HDTV) signal or several program streams in lower resolution formats (known as standard definition television or SDTV).

The commission now has decided to afford licensees considerable flexibility to explore the uses of the new technology. Licensees' only obligation is to provide one free digital video programming service (with comparable or better resolution than today's service) during the same hours they broadcast over their ana-



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.

log channels.

Stations need not broadcast in HDTV, though most probably will transmit some high definition signals during prime time or other lucrative dayparts. Licensees also are free to use some of their digital spectrum to provide non-broadcast "ancillary" services, as long as such services do not interfere with the mandatory free digital broadcasts.

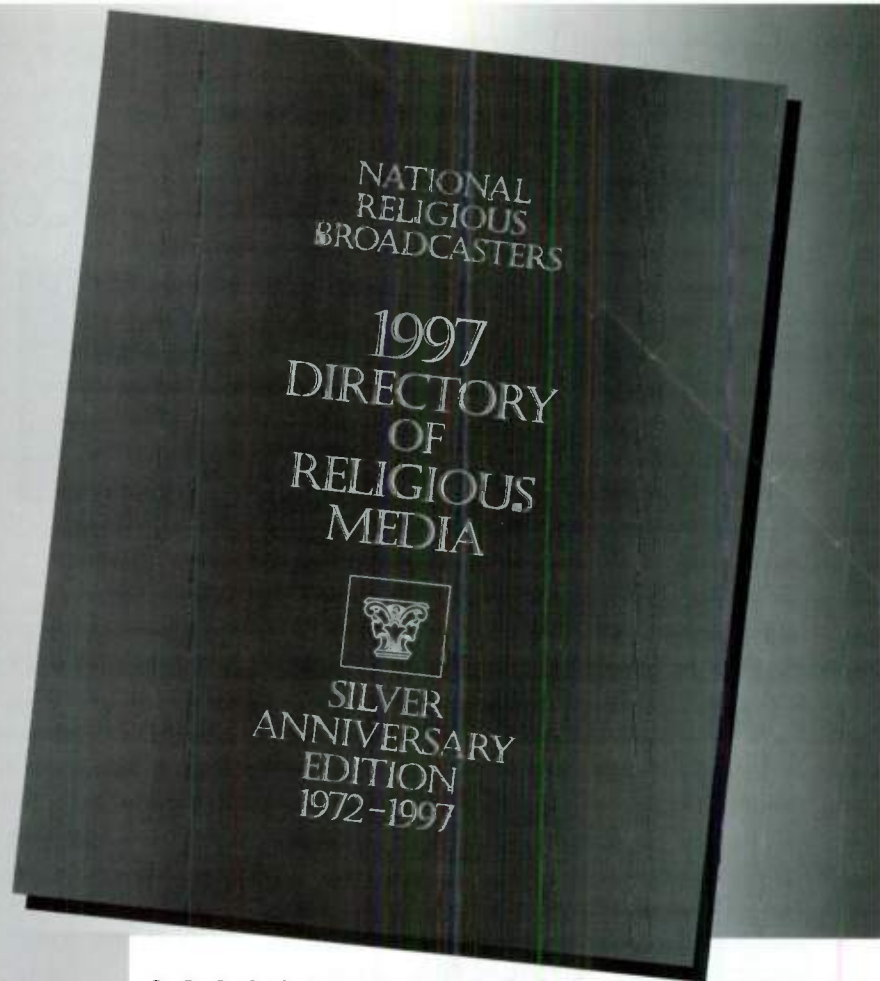
The FCC has chosen to phase in a simulcasting requirement. At first, simulcasts will not be mandatory — so licensees may air special DTV-only programming to entice more viewers (and thus, it is hoped, speed the conversion process). By 2003, broadcasters must simulcast 50 percent of the programming aired via the analog channel on the DTV channel; by 2004, they must simulcast 75 percent of their programming; and full simulcasting will be required by 2005.

Unsettled Issues

Because the agency knows that its DTV implementation plans may require some revision as broadcasters begin to cope with the practical realities of the transition, the commission will institute regular two-year reviews as the process unfolds. In addition, certain DTV issues will be the subject of individual rulemaking proceedings, including: the reallocation of channels 60-69 for non-

Continued on page 54

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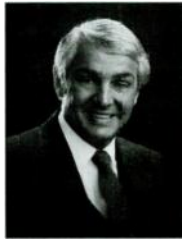
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WNRB Offers "Effective Communications"

COSTA MESA, Calif. — Learn about "Effective Communications" at the Western National Religious Broadcasters (WNRB) Convention. To be held August 24-26, the conference is at the Westin South Coast Plaza Hotel in Costa Mesa.

Speakers include David Jeremiah of *Turning Point*, talk show host Cedric Johnson, Michael Youssef of *Leading the Way*, Dennis Rainey of *Family Life Today*, author Cynthia Tobias, Ron Walters of KFAX-AM/Fremont, Calif., and Guy Owens.



David Jeremiah

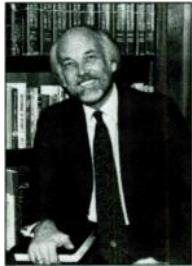
Steve Amerson and Ricky and Cathy Riso comprise the conference's musical segment.

As a special bonus, the first 100 registrants receive a free ticket to the Pageant of the Masters in Laguna Beach. Also, the popular Sunday evening auction and ice cream social is on the agenda with "great items on the auction block," according to WNRB coordinators.

For more information, please call (714) 575-5000.

Youssef, Brown Headline MWNRB

MUSKEGON, Mich. — Michael Youssef of *Leading the Way* and Steve Brown of *Key Life* headline the Midwestern National Religious Broadcasters (MWNRB) Convention. Scheduled for September 11-13, the conference returns once again to the Marantha Bible and Missionary Conference on Lake Michigan.



Steve Brown

Brian Felton will provide music and several workshops will be offered in addition to the main sessions. "We like to emphasize couples coming so we try to keep the cost down," said Scott

Keegan, on the conference's coordinators. Keegan also mentioned that this year's MWNRB would once again host its "infamous" volleyball game.

For more information, contact Keegan at (616) 772-7300.

Jeremiah, Sekulow Speakers for ENRB

NORTH EAST, Md. — The Eastern National Religious Broadcasters (ENRB) Convention is slated for September 28-30 at the Sandy Cove Conference Center in North East. The Jacob Brothers will give a Southern gospel concert Sunday night.

David Jeremiah of *Turning Point* and attorney Jay Sekulow of the American Center for Law and Justice will speak during the main sessions. Other events include an ice cream social, workshops, and fellowship.

For more information, contact registrar Ward Childerston at (301) 582-0285.



Jay Sekulow

DTV Channels for Christian Television Stations

WASHINGTON, D.C. — The Federal Communications Commission (FCC) has assigned television stations their digital channels. The list matches more than 1900 NTSC channels with a digital counterpart for DTV broadcasting, according to an April 28 *Broadcasting & Cable* article. Below is a table listing the existing religious NTSC channels (as indicated in the 1997 *Directory of Religious Media*) and their DTV allotments. For more information on digital allotments, contact the FCC.

Station/City of License	NTSC	DTV
KAIL-TV/Fresno, Calif.	53	7
KAZQ-TV/Albuquerque, N.M.	32	17
KBVU-TV/Eureka, Calif.	29	28
KCSO-TV/Modesto, Calif.	19	18
KCVU-TV/Paradise, Calif.	30	20
KDOR-TV/Bartlesville, Okla.	17	14
KDTX-TV/Dallas	58	45

Station/City of License	NTSC	DTV
KFCB-TV/Concord, Calif.	42	63
KFLT-TV/Stockton, Calif.	64	62
KGMC-TV/Clovis, Calif.	43	44
KHCE-TV/San Antonio	23	16
KHFC-TV/Santa Fe, N.M.	11	10
KHFT-TV/Hobbs, N.M.	29	17
KITU-TV/Beaumont, Texas	34	33
KJLF-TV/El Paso, Texas	65	51
KJNP-TV/North Pole, Alaska	4	20
KLEI-TV/Kailua Kona, Hawaii	6	25
KLTJ-TV/Galveston, Texas	22	23
KLUJ-TV/Harlingen, Texas	44	34
KLVX-TV/Las Vegas	10	11
KLXV-TV/San Jose, Calif.	65	41
KMCT-TV/West Monroe, La.	39	38
KMLM-TV/Odessa, Texas	42	43
KMNZ-TV/Oklahoma City	62	50

Station/City of License	NTSC	DTV	Station/City of License	NTSC	DTV
KNAT-TV/Albuquerque, N.M.	23	22	WHME-TV/South Bend, Ind.	46	48
KNLC-TV/St. Louis	24	14	WHNO-TV/New Orleans	20	14
KNLJ-TV/Jefferson City, Mo.	25	20	WHNT-TV/Huntsville, Ala.	19	59
KNMT-TV/Portland, Ore.	24	45	WHSG-TV/Monroe, Ga.	63	44
KNXT-TV/Visalia, Calif.	49	50	WHTN-TV/Murfreesboro, Tenn.	39	38
KOBN-TV/Honolulu	26	27	WINM-TV/Angola, Ind.	63	12
KOIN-TV/Portland, Ore.	6	40	WISH-TV/Indianapolis	8	9
KPAZ-TV/Phoenix, Ariz.	21	20	WJAL-TV/Hagerstown, Md.	68	16
KREN-TV/Reno, Nev.	27	26	WJCB-TV/Norfolk, Va.	49	14
KRMT-TV/Denver	41	40	WJFB-TV/Lebanon, Tenn.	66	44
KRPV-TV/Roswell, N.M.	27	28	WJUE-TV/Battle Creek, Mich.	43	44
KSBI-TV/Oklahoma City	52	51	WKBS-TV/Altoona, Pa.	47	46
KSCE-TV/El Paso, Texas	38	39	WLBF-TV/Bluefield, W.Va.	40	14
KSTW-TV/Tacoma, Wash.	11	36	WLCN-TV/Madisonville, Ky.	19	20
KTAJ-TV/St. Joseph, Mo.	16	21	WLFG-TV/Grundy, Va.	68	49
KTBN-TV/Santa Ana, Calif.	40	53	WLJC-TV/Beattyville, Ky.	65	7
KTBO-TV/Oklahoma City	14	15	WLLA-TV/Kalamazoo, Mich.	64	45
KTBW-TV/Tacoma, Wash.	20	14	WLXI-TV/Greensboro, N.C.	61	32
KVBM-TV/Minneapolis	45	44	WLYJ-TV/Clarksburg, W.Va.	46	28
KVTH-TV/Hot Springs, Ark.	26	14	WMBC-TV/Newton, N.J.	63	8
KWHB-TV/Tulsa, Okla.	47	48	WMCF-TV/Montgomery, Ala.	45	46
KWHD-TV/Castle Rock, Colo.	53	47	WMPV-TV/Mobile, Ala.	21	20
KWHE-TV/Honolulu	14	31	WMTW-TV/Poland Spgs., Maine	8	46
KWHH-TV/Hilo, Hawaii	14	23	WNYB-TV/Buffalo, N.Y.	49	34
KWHM-TV/Wailuku, Hawaii	21	20	WNYS-TV/Syracuse, N.Y.	43	44
KXLI-TV/St. Cloud, Minn.	41	40	WOCD-TV/Amsterdam, N.Y.	55	50
KXLT-TV/Rochester, Minn.	47	46	WOWL-TV/Florence, Ala.	15	14
WACX-TV/Leesburg, Fla.	55	40	WPCB-TV/Greensburg, Pa.	40	50
WAQP-TV/Saginaw, Mich.	49	48	WPMC-TV/Jellico, Tenn.	54	23
WATC-TV/Atlanta	57	38	WRMY-TV/Rocky Mount, N.C.	47	15
WBKA-TV/Dayton, Ohio	22	51	WRXY-TV/Tice, Fla.	49	33
WBNA-TV/Louisville, Ky.	21	8	WSCO-TV/Suring, Wis.	14	21
WBPH-TV/Bethlehem, Pa.	60	59	WSFJ-TV/Newark, Ohio	51	24
WBSV-TV/Venice, Fla.	62	25	WSWS-TV/Opelika, Ala.	66	31
WBUY-TV/Holly Springs, Miss.	40	41	WTBY-TV/Poughkeepsie, N.Y.	54	27
WCFC-TV/Chicago	38	43	WTCT-TV/Marion, Ill.	27	17
WCLF-TV/Clearwater, Fla.	22	21	WTGI-TV/Wilmington, Del.	61	31
WCOV-TV/Montgomery, Ala.	20	16	WTGL-TV/Cocoa, Fla.	52	51
WCTD-TV/Miami	35	21	WIJP-TV/Gadsden, Ala.	60	26
WDHS-TV/Grand Rapids, Mich.	8	7	WIJR-TV/Quincy, Ill.	16	32
WDLI-TV/Canton, Ohio	17	39	WTLJ-TV/Muskegon, Mich.	54	24
WDRB-TV/Louisville, Ky.	41	49	WTLW-TV/Lima, Ohio	44	57
WEFC-TV/Roanoke, Va.	38	36	WTOK-TV/Meridian, Miss.	11	49
WEIU-TV/Charleston, Ill.	51	50	WTSF-TV/Ashland, Ky.	61	45
WEJC-TV/Lexington, N.C.	20	19	WTVC-TV/Chattanooga, Tenn.	9	35
WELF-TV/Dalton, Ga.	23	16	WTWO-TV/Terre Haute, Ind.	2	36
WFCT-TV/Bradenton, Fla.	66	42	WVCY-TV/Milwaukee	30	22
WFGC-TV/Palm Beach, Fla.	61	49	WWTO-TV/LaSalle, Ill.	35	10
WFGX-TV/Fort Walton Bch., Fla.	35	25	WYDO-TV/Greenville, N.C.	14	21
WFHL-TV/Decatur, Ill.	23	22			
WFMZ-TV/Allentown, Pa.	69	46			
WGCB-TV/Red Lion, Pa.	49	30			
WGGN-TV/Sandusky, Ohio	52	42			
WGGG-TV/Greenville, S.C.	16	52			
WGSE-TV/Myrtle Beach, S.C.	43	18			
WHAG-TV/Hagerstown, Md.	25	55			
WHBR-TV/Pensacola, Fla.	33	34			
WHFT-TV/Miami	45	46			
WHKE-TV/Kenosha, Wis.	55	40			
WHMB-TV/Indianapolis	40	16			

Directory assistant Julie Bailey provided the research for this listing.

AIRWAVE ANNIVERSARIES

FRESNO, Calif. — This year, B.A.C. & Associates, Inc.,



(From left) Woody Wojdylak, his wife, Jackie, granddaughter, Anne Marie, son, Mark, and daughter-in-law, Joni

celebrates its silver anniversary in the religious premiums business. B.A.C. founder and CEO, Woody Wojdylak and his wife, Jackie, "found the Lord and our business the same year — 1972," Wojdylak said. B.A.C., which stands for "Born Again Christians," started with "a box of 36 T-shirts and a prayer," he revealed. The second-

generation firm also includes their son, Mark, and his wife, Joni. The Wojdylaks "praise the Lord for many faithful clients and friends we've developed through our affiliation with National Religious Broadcasters."

BROADWAY, Va. — WBTX-AM/Broadway commemorated its 25th anniversary on May 18. Owned and operated by Massanutten Broadcasting Company, the station broadcasts a format of Southern gospel music and Christian teaching programs. President and general manager David

Eshleman said the station has been in operation for over 9000 days and has provided over 110,000 hours of Christian radio since it first went on the air in 1972.

FULLERTON, Calif. — Ambassador Advertising Agency president Jon Campbell observed his 25th year of service at the firm. Campbell initially served in the area of program production, followed by nearly ten years in marketing and station relations. Prior to his appointment as president in 1989, he was executive vice president and oversaw all agency operations. Campbell is also a member of National Religious Broadcasters' executive committee.



Jon Campbell

AIRWAVE NEWS

LYNDEN, Wash. — KWPZ-FM/Lynden concluded its 1997 sharathon in early April with 1568 participants pledging \$215,880.

COLORADO SPRINGS, Colo. — The Word in Music has added its first general market affiliate to its satellite network: WJYI-AM/Milwaukee, bringing the network to a total of 49 broadcast facilities.

NATIONAL NEWSMAKERS

Carlisle's "Butterfly Kisses" Soars Beyond Expectations

NASHVILLE, Tenn. — Diadem recording artist Bob Carlisle is a busy man these days with the astounding success his Dove Award-winning song, "Butterfly Kisses," has received on mainstream radio stations across the country. He's been interviewed by dozens of radio stations and has even appeared on *The Tonight Show*.

The song "was released to mainstream radio because the CEO of Zomba Records, Clive Calder (who had just purchased Benson and Diadem), heard the song and believed it was a hit," Carlisle told *Religious Broadcasting*. "His staff at Jive Records agreed with him that it was a great song and with the almost immediate response from radio (and radio's audience), the rest is history."

Carlisle wrote "Butterfly Kisses" for his teenage daughter, Brooke. He attribute's the song's success to "God, a pretty good song, and a team of people that believed in it — in that order."

As of early June, "Butterfly Kisses" has remained at number one on Billboard's Adult Contemporary Chart for the fourth week in a row. His *Shades of Grace* album, which contains the song, reached the number two position on the *Billboard* Top 200 Album Charts in May before dropping to the number five spot and marks the highest *Billboard* album chart position held by a Christian record since Amy Grant's 1992 Christmas album. The album is also certified gold.

"Obviously we are ecstatic," said Benson Label Group president Jeff Moseley in a press release. "This record is a phenomenon. . . . Bob has struck a cord that resonates



Bob Carlisle and his daughter, Brooke, for whom he wrote "Butterfly Kisses."

within the heart of people everywhere and we're happy to have a part in it."

While he concedes his career up until this point could be described as low-key, "what has been lacking in great heat could be said to have been made up for in longevity. I have been in Christian music for much of my adult life," Carlisle explained. "This is truly what I love. Will success affect my career? Of course it will — more people will show up at my concerts, I will make more money, people will know my

name; all of that stuff.

"The better question is, 'Will success change who I am?'," Carlisle asked. "Ten or 15 years ago, I don't know how I would have answered that but today I can tell you that I really don't think so. If all of this disappeared tomorrow, sure I'd sniffle and frown for a little while but I am an incredibly blessed man with a wife and family who love me and good and faithful friends who have long believed in me. These are the things that really matter to me."

— Sarah E. Smith

WINNIPEG, Manitoba — Ernesto Pinto is the producer and host of *Encuentro* (Encounter), a Spanish-language radio program produced by Mennonite Brethren Communications. The 15-minute show, which features a mix of music, commentary, and interviews, airs on 40 stations in Latin America and the United States.

MINNEAPOLIS — KYCR-AM/Minneapolis participated in The Twin Cities Radio Flood Relief Broadcast on April 25, along with 21 other radio stations. Each station originated its morning show in downtown Minneapolis and asked listeners to bring cash donations, baby products, cleaning supplies, non-perishable food items, paper, and personal hygiene products. The Salvation Army with the American Red Cross gathered the donations and supplies to aid the flood victims in East Grand Forks and Grand Forks, N.D.



With other area radio stations, KYCR-AM/Minneapolis listeners helped to raise over half a million dollars and 1.2 million pounds of supplies for flood victims.

COLORADO SPRINGS, Colo. — KRKS-AM-FM/Denver and WVIC-FM/Lansing, Mich., are the newest affiliates of The Word in Praise network.

LEXINGTON, Ky. — The Mortenson Broadcasting Company has filed applications to purchase WLLE-AM/Raleigh-Durham, N.C., and WNTL-AM/Indian Head, Md.

PITTSBURGH — Sheridan Broadcasting Corporation has announced the creation of a new, 24-hour satellite distributed gospel radio format called The Light. The corporation has also formed a new corporate division, Sheridan Gospel Network, to pursue the satellite network's continuing development. The Light debuted in late April on WLMC-AM/Georgetown, S.C.; KWAM-AM/Memphis, Tenn.; WQTK-AM-WIKS-FM/Macon, Ga.; KFXZ-FM/Lafayette, La.; WQIZ-AM/Charleston, S.C.; and WFTH-AM/Richmond, Va.

LA MIRADA, Calif. — The Far East Broadcasting Company (FEBC) Indonesia began airing a new, live, call-in radio program called *Heart Line*. The 30-minute weekly show, the first of its kind in Indonesia, airs on a Jakarta FM station and features Christian counselors

and psychiatrists discussing topics such as stress and worry from a Christian perspective.

INTERNET INFORMATION

CHARLOTTE, N.C. — INSP-The Inspirational Network launched its Web site (<http://www.insp.org>) in May. The site includes numerous interactive features, exclusive research data, program highlights, and links to programmers and sponsors, as well as a page dedicated to INSP's contemporary music program, CCM-TV.

COLORADO SPRINGS, Colo. — The Word in Music has become the first Christian music network to offer live audio full-time on the Internet, through its affiliate KLFF-FM/San Luis Obispo, Calif. The non-commercial station, which airs the network 23 hours a day, can be found at <http://www.klife.org>.

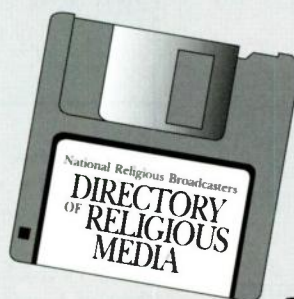
KLFF's site now utilizes Streamworks technology to deliver its programming over the Internet simultaneously with its on-air broadcasting. Users download free software to hear the station.

NASHVILLE, Tenn. — In May, *Just Radio*, a monthly publication for Christian radio professionals, announced the development of an Internet on-air show preparation service called Showprepp (accessible at <http://www.Justradio.com>). Since signing on in March,

Continued on page 42

It's Here!

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(Payment in advance required; express delivery available.)

Showprepp usage has grown daily, according to Mark Rider, creator of the service. "Showprepp is a one-stop source for lifestyle and comedy bits, sound bites, and most importantly, inspirational and spiritual bits," Rider said.

CHARLOTTE, N.C. — 711.NET (<http://www.711.net>), the World Wide Web's most comprehensive, searchable database of Christian resources, is now available to all Web users. All sites compiled by 711.NET have been screened and have agreed to an "Affirmation of Faith and Pledge of Conduct" before being added to the database.

MUSIC NOTES

MOBILE, Ala. — Integrity Inc. has announced the formation of Renewal Music, a new entity to provide sacred music resources for liturgical worship. "Through Renewal Music, we are responding to an overwhelming number of requests to provide new music for individual devotion that may also be used in traditional liturgical settings," said Michael Coleman, Integrity's president and CEO.

- NEW YORK — In late June, Zomba Music Group, the world's largest independent music company, announced the formation of Provident Music Group to encompass its Nashville, Tenn.-Christian music operations. Provident Music Group consists of Benson, Brentwood, and Reunion record companies, Brentwood/Benson Publishing Group, as well as Provident Music Distribution, which sells and fulfills product to the Christian retail marketplace. "Our plan has been to fill key leadership roles for Benson and Reunion to inaugurate a distinct sales and distribution company for our labels, to consolidate our distribution services into our Nashville facility, and to roll out a new company identity that embraces the breadth and depth of this new effort," said Provident Music Group chairman and CEO Jim Van Hook.

MADISON, Tenn. — Temple Hall Recordings, LLC, a music recording and publishing company, recently formed in Nashville. The company is led by co-presidents Nancy Reece of Carpe Diem Artist Management International and producer, engineer, and arranger Brian Hardin of Traveling Leaf Productions.

NASHVILLE, Tenn. — Gaylord Entertainment Company has acquired Blanton-Harrell Entertainment. Gaylord also recently purchased Word Records & Music with its affiliated labels and distribution system.

NEWS BITES

- CEDARVILLE, Ohio — The first Christian Radio News Directors Conference, scheduled for July 18-19 at Cedarville College, is co-sponsored by WCDR-FM/Cedarville and *SCRIBE* newsletter. The two-day conference will serve as a forum for idea exchanges between Christian news directors. "This will give us a chance to raise the important issues and brainstorm some of the persistent problems affecting news coverage in Christian

Paul Ramseyer Retires

ST. PAUL, Minn. — Veteran broadcaster and former National Religious Broadcasters (NRB) executive committee member Paul Ramseyer has announced his retirement effective July 30. For 44 years, Ramseyer has been broadcasting on Northwestern College Radio and he will continue to represent Northwestern Radio on a limited basis through travel, promotions, and programming.



Paul Ramseyer

He launched the programs *Reflections* (now *Footprints*) and the drama version of the Sugar Creek Gang. He has held a variety of positions with the network, including announcer, program director, KTIS-AM-FM/St. Paul manager, and vice president for radio and outreach.

"It's astounding when I think of how far we've come," Ramseyer said in *Pilot*, Northwestern's magazine. "I believe we have an unprecedented opportunity to reach very diverse audiences if we are willing to diversify programming to meet the needs of different segments of our audience."

Ramseyer has been honored with the Minnesota Pioneer Broadcasting Award (1993). He has also served on NRB's board of directors since 1980 and on the association's executive committee for the past six years before resigning during NRB's annual convention in Anaheim, Calif.

"God has blessed my radio ministry beyond anything I could have imagined and all the praise and glory belongs to Jesus Christ Who made it possible," Ramseyer concluded.

Information for this article appeared in the Spring/Summer 1997 issue of *Pilot*.

radio," said *SCRIBE* publisher Gordon Govier. For more information on the conference, contact Govier at (800) 373-9692 or e-mail scribe@xc.org.

NASHVILLE, Tenn. — Vice president Greg Fast purchased the two-year-old Royal Media Agency from Thomas Nelson in June. Fast has formed a new, independent company, GSF & Associates, to continue services for Royal's existing clientel. "This is an exciting new opportunity for us as we pursue our desire to faithfully support Christian broadcasters," said founder/president Fast.

VIRGINIA BEACH, Va. — The Christian Broadcasting Network sold its more than 3.8 million shares of stock in International Family Entertainment, Inc., to Fox Kids Worldwide, Inc. Proceeds from the \$136.1 million sale will be used to fund the ministry's evangelistic program.

TUPELO, Miss. — American Family Radio (AFR) has begun a new program for those interested in Christian

broadcasting. Originally planned to assist college seniors and recent graduates, AFR recently decided to also open the program to those already in broadcasting. Interns work with a seasoned network staff of approximately 40 professionals for a three-month period. For more information, contact Marvin Sanders at (601) 844-8888.

OBITUARIES

NORTH POLE, Alaska — Don Nelson, founder, president, and director of KJNP-AM-FM-TV/North Pole, died May 8 at 74. Nelson and his wife, Gen, founded the stations after they and their daughter Judy started a ministry in 1956. The 50,000-watt KJNP-AM services Alaska, Russia, Japan, Scandinavia, and the Middle East while the FM station broadcasts 24 hours a day.

PEOPLE



The Saks Family

COLORADO SPRINGS, Colo. — After 12 years of managing WAGP-FM/Beaufort, S.C., and WLBF-FM/Montgomery, Ala., Alex Saks has been appointed as HCBJ World Radio director of broadcast relations for its shortwave station in Quito, Ecuador. "My family and I

are excited about joining HCJB and its partners by making the Gospel available to people who might not hear it any other way," Saks said.

NASHVILLE, Tenn. — ForeFront Records has announced the restructuring of its marketing department with several new positions: Doug Mann, who joined the company four years ago, is now vice president of marketing; Mark Adkison, formerly national promotions manager, becomes senior manager of promotions; Mandy Galyean, previously senior marketing manager assistant, is now marketing coordinator; Gael Van Sant, formerly video coordinator, is now video production manager; and Cindy Simmons, previously with Capitol Nashville, becomes creative services manager.

ST. PAUL, Minn. — Wayne Pederson, executive director of SkyLight Satellite Network, replaces the retiring Paul Ramseyer as executive vice president for broadcasting. Harv Hendrickson becomes vice president for the broadcast group and Dale Davis, formerly with Focus on the Family, succeeds Pederson as vice president for communications.

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

FCC SCENE

WASHINGTON, D.C. — The White House announced in late May two nominations for the Federal Communications Commission (FCC): William E. Kennard and Harold Furchtgott-Roth. Their confirmation hearings are expected this summer. Also on deck for a nomination at press time is Michael Powell, but as yet there is no speculation on the replacement for FCC chairman Reed Hundt, who resigned in late May.

Kennard, general counsel of the FCC and former legal fellow of the National Association of Broadcasters, will replace Democratic commissioner James Quello.

Furchtgott-Roth, economist to the House Commerce Committee, is slated to fill the year-long Republican vacancy of Andrew Barrett.

Powell, chief of staff of the Justice Department's antitrust division, is expected to replace sitting Republican commissioner Rachele Chong upon completion of her term, which ended in June.

—Christine L. Pryor

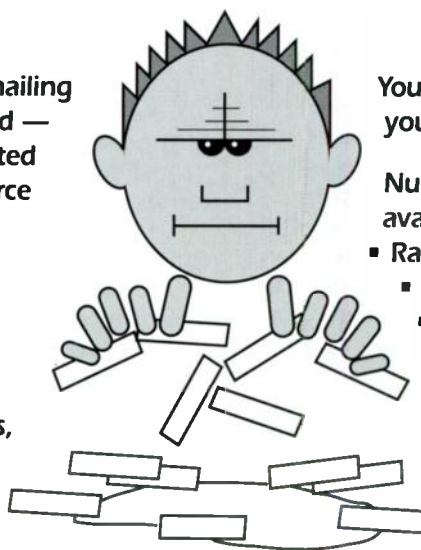


William Kennard

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Meeting Your Listeners' Practical Needs

Is there an audience for practical programming on Christian radio? Do Christian listeners really want to hear advice about secular topics on their favorite Christian station? Can religious broadcasters serve this market and maintain the integrity of their Christian format?

The answer is apparently yes at the oldest religious radio station in America. Practical programming on The Lutheran Church-Missouri Synod owned KFUO-AM/St. Louis appears to be working.

Listeners find ministry and spiritual guidance on most Christian stations like KFUO. It is incumbent upon Christian radio to tell the Good News about Jesus Christ and boldly broadcast a clear proclamation of the Gospel in all its strength and purity.

That is why KFUO produces five hours of live interactive Bible-based programming each weekday. The talk programs are designed to connect listeners with local and national theologians and authors discussing biblical truth.

KFUO also carries *Focus on the Family* and *The Lutheran Hour*, two national programs which help listeners apply biblical principles to everyday life. The station nurtures its audience with inspirational Christian music, devotionals, and prayers.

But one thing KFUO offers that you might not find elsewhere on Christian radio is an opportunity to "ask the expert" about your garden, mutual funds, and prescription drugs. Christians have hobbies, save for retirement, and sometimes get sick. Christian listeners are consumers who need practical advice from a resource they can trust.

During a recent midday hour of questions and answers with nationally known lawn and garden expert Jerry Baker, the station's switchboard was constantly busy. Thirty-nine listeners went on-air with Baker, setting a station record for most callers during a one-hour program.

KFUO also receives good listener response from guests like cleaning expert Don Aslett, parenting expert Dr. Mary Montz-Simon, and frugal-living-with-style expert Cynthia Yates. Other popular "ask the expert" programs include handymen, pharmacists, appliance doctors, physicians, family counselors, chefs, and dieticians.

Shows with a panel of guests dealing with lifestyle issues like divorce, blended families, compulsive behavior, care-giving, cancer, and grief are also listener-approved. KFUO offers tapes of these programs and the tapes themselves become an outreach and evangelism tool, often bringing new listeners to the station.

KFUO demonstrates it is possible for a Christian station to serve the practical needs of its listeners and maintain its integrity as long as management is vigilant and discerning. Here are some dos and don'ts about programming, producing, and broadcasting practical shows.

Dos

- Target the needs of your audience.
- Identify the mission statement of the station and program.
- Develop a stable of experts, referrals, and resources.
- Have a competent host who controls the pace and content.
- Help the guest and listeners feel comfortable with each other.
- Protect your listeners from fraud and bad advice.
- Make sure the guest has valid credentials and can support claims or advice.
- Make sure the guest understands your station's theological construct.
- Remember your listeners trust you to bring them a good resource.
- Arrange for free promotional products, books, and newsletter samples to give away.



An 18-year broadcast veteran, Paul Clayton serves as the morning anchor for KFUO-AM St. Louis. He also co-hosts *Living Jubilee*, a daily one-hour practical advice program.

Don'ts

- Forget your Christian perspective.
- Book infomercials.
- Allow the guest to overtly solicit business.
- Turn the program into a public affairs show.
- Allow the same callers to dominate the show.
- Allow shows to dominate the broadcast day. It should instead compliment your other programming.
- Forget to give your listeners a good mix of topics and guests.

With prayer, discernment, and imagination, broadcasters can fulfill the need for practical programming on Christian radio. This programming can serve as an effective means of bonding with listeners and advancing the ministry of your station.¹⁵

EASTERN NRB

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Jay Sekulow
Chief Counsel for American Center for Law and Justice, known for his successful defense of Religious Freedoms, arguing before the Supreme Court.



Dr. David Jeremiah
Senior pastor at Shadow Mountain Community Church in El Cajon, California and founder of *Turning Point*, a ministry presenting powerful biblical teaching through radio, books, and tapes.



Jacobs Brothers
Specializing in traditional and sacred music, the Jacob Brothers' approach to the gospel is varied and appeals to all ages. Since 1962 the group has produced numerous albums and hosted international tours.



Clinton Utterbach
Founder/Co-pastor of the Redeeming Love Christian Center, Utterbach is committed to reaching out to the lost. He and wife Sarah are co-hosts of *Listen to Jesus*, an international radio broadcast.

Package includes Deluxe room for Sunday and Monday nights · Six meals · Ice Cream Social · Four Refreshment Breaks · Convention

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Running Your Ministry Debt-Free

Owe no man no debt except the love of God. Can this principle work in operating a radio or television station? The Bible says it will [Romans 13:8 and Deuteronomy 28:12, 13] and it's a universal principle with no exception to its reliability. It does work, not only in small operations but also in projects involving large sums of money.

This has been my experience in operating KCHF-TV/Albuquerque, N.M., and KDAZ-AM/Santa Fe, N.M. In 1977, the Lord called a simple man who is not a literary giant, a theologian, or orator and placed an overwhelming call upon my life and anointed me with love.

This love-flow began to spread, first to my wife and children and then to others. The love principle took over my life and it is fulfilling the Great Commission to date debt-free.

When a man grasps the love of God in the giving of His Son as decreed in John 3:16, the real love-filled, love-flowing, love-directed journey begins that can be worry-free, failure-free, and debt-free. It can certainly be trustful, hopeful, and successful.

Share the love you have received was my personal commission. "Thou shalt love the Lord thy God with all thy heart, and with all thy soul, and with all thy mind. . . . Thou shalt love thy neighbor as thyself. On these two commandments hang all the law and the prophets" [Matthew 22:37-40].

Line upon line, precept upon precept, the love principle took root. Do not be indebted. This valuable spiritual code was ingrained in my heart through a fiery trial in my life. I cleared all my personal debts by selling all that I owned.

If you obey His commandments, His blessings are very clear: "The Lord shall open unto thee His good treasure, . . . Bless all the works of

thine hand and thou shalt lend unto many nations and thou shalt not borrow" [Deuteronomy 28:12].

In the New Testament, Jesus dealt with a rich young ruler who had kept all the commandments from his youth, except one. What was that he lacked? He could not sell his all and give it away to the poor.

Three love principles are evident here — love obeys, love trusts, and love regains more than it puts out. Had this young ruler obeyed and trusted Jesus, he would have received "manifold more in this present time and in the world to come life everlasting" [Luke 18:27].

For you are stripped before you are equipped. You are stripped of all worldly wealth, which is tainted anyway, before you are equipped with the heavenly wealth, which is blessed. The rich young ruler was not asked to waste his riches but to give to the poor. Had he done that, the Lord would have counted it as lending to Him.

God, being a debtor to no man, would have blessed those riches with heavenly interest. This great love commandment is the crux of life, the pivotal point of spiritual walk, and the source of new life. Through it are all the other commandments fulfilled.

My love of God started a new love for His Word. Now we stop all scheduled programs the first of every month and read the Bible for three hours with summarized meditations at the end of every hour. We begin and end with singing and praying the Word.

We keep up with Ezra, the biblical scribe, as he read the law of Moses before the congregation "from morning to midday" on the first day of the seventh month [Nehemiah 8:8]. The Lord blessed Ezra, the walls of Jerusalem were rebuilt, and the people of Israel were established. We are receiving the same blessing. The



Belarmino "Blackie" Gonzalez is founder and president of KCHF-TV/Albuquerque, N.M., and KDAZ-AM/Santa Fe, N.M.

Lord is blessing the church and establishing it through our television and radio programs.

In conclusion, David wrote, "My praise shall be of Thee in the great congregation. I pay my vows before them that fear Him" [Psalms 22:25]. My vows that I pay are love vows.

I began my love journey at the crossroads of love (John 3:16), changed my course, and ran into my first new road (Romans 13:8) — owe no man no debt except love, which is the greatest principle of love that Jesus crystallized in the great commandment. Love, of course, has no horizons. My love journey continues through Malachi 3:10 and Genesis 12:3, blessing my God through ministry tithe and blessing His people.

Everything begins and ends in love who is God. His provision keeps you debt-free. Fellow broadcasters, God will do the same for you.[®]

Repeat Performance

director: Dale G. Bradley
 producer: Grant Bradley
 length: 60 minutes
 audience: teen and up
 World Wide Pictures, 1996

Based on true events, *Repeat Performance* tells the story



(left) Bruce Matheson (Bernard Moody) encourages Sean Purchase (Joseph Manning) to trust God in *Repeat Performance*.

of Sean Purchase, whose pain at the suicide of his father drives him further away from relationships with those around him and God. Sean shuns his father's girlfriend, Shona Matheson, and her father, Bruce, and begins drinking with his friend Aaron. When Aaron and Sean kill a Samoan boy while Aaron is driving Shona's car, Sean's world starts to crumble as he slides

deeper into despair and hopelessness. Through the friendship of his music teacher and Bruce, and the forgiveness of the Samoan boy's mother, Sean learns about forgiveness, second chances, and God's amazing grace.

Stunningly filmed in New Zealand with its rolling green hills and rugged coastline, *Repeat Performance* tells its story in a straightforward and plausible manner. The characters lack depth, mostly due to the shortness of the film, and the movie doesn't tie up all the loose ends by the denouement. As with other World Wide Pictures releases, this one — to be available soon for broadcast — gives a clear presentation of the Gospel and shows Christ's redemptive power at work in ordinary people. A good evangelistic, relatively entertaining film.

Faith Unconquered

director: Robert Marcarelli
 producer: Edward Lopatin
 executive producer: Charles R. Weber
 length: 50 minutes
 audience: teen and up
 Questar Video

Filmed on location in Italy, *Faith Unconquered* traces the Roman persecution of five early Christian martyrs. In his role as host/narrator, Joseph Campanella first acquaints viewers with the reasons Christians were oppressed by the Romans.

Interwoven amid the history lessons are the chronicles of St. Clement, Cecilia (the patron saint of music and musicians), Roman senator Apollonius, the young girl Agnes, and two brothers, John and Paul. Campanella carefully separates fact from fiction in these tales. Some of the catacombs, underground homes, and first century churches where these martyrs lived and worshiped have never been filmed before and offer an inspiring look into the lives of these early Christians.

This account faithfully recreates the time of these martyrs through church records and archaeological find-

ings and uses actor re-enactments to portray their stories. After viewing this film, which has aired on The Learning Channel, you have a fresh appreciation for the religious freedom we enjoy here in America.

"The blood of the martyr is the seed of the church," wrote one ancient author quoted. And those seeds planted nearly two thousand years ago have grown to encompass the entire world.

Prison to Praise

director: Kenneth D. Rife
 producers: Tracy J. Johnson and Liv Aatland
 executive producer: Andrew Quicke
 length: 60 minutes
 audience: teen and up

Foundation of Praise/Regent Pictures, 1996

Based on the book of the same name (with more than 15 million copies in print), *Prison to Praise* recounts the true story of U.S. Army Chaplain Merlin Carothers. In a series of flashbacks, Carothers relates his story to young private Jim Wilkins, whose bitterness at having a congenital heart disease drives him to go AWOL and steal a car. Awaiting his court martial, Wilkins learns about God's forgiveness and love through Carothers' tale.

This video highlights the miraculous works Carothers has seen in his life and in the lives of servicemen and women he has ministered to. Although this low-budget film is draggy in a few places and the picture has a slightly dull quality, seeing God's grace at work makes this video a truly amazing story.

Animated Hero Classics®

"Harriet Tubman"

director: Richard Rich
 producer: Richard Rich and Jared F. Brown
 executive producers: Seldon Young and Doug Martin
 length: 30 minutes
 audience: children all ages
 Warner-Nest Animation, 1996

A slave in the pre-Civil War South, Harriet Tubman rode the underground railroad to Pennsylvania and freedom. Called "the Moses of her people," Tubman returned to the South to conduct more than 300 slaves to the North. She also became a spy and nurse for the Union during the war.

As with other Nest Animation productions, the animation quality and script-writing is engaging and a delight to watch. Especially noteworthy is the stirring African-American spiritual, "Got To Be Free."

One note of interest: "Harriet Tubman" aired in March on Home Box Office (HBO) as part of an *Animated Hero Classics* 18-episode agreement between Warner-Nest Animation and HBO. Other stories for HBO broadcast include videos on Thomas Edison, Helen Keller, Joan of Arc, and Galileo. In explaining the decision, Carole Rosen, vice president of HBO Family Programming said, "The *Animated Hero Classics* combines high quality animation with compelling stories of American heroes."

Sarah E. Smith is managing editor for Religious Broadcasting.

Nonlinear Editing Systems

Viewing every type of technology during the four days of an annual National Association of Broadcasters (NAB) convention is like trying to speak a foreign language fluently overnight. It's simply impossible! As I'm still unable to count to ten in French after nearly a year of trying, I go to NAB with a very specific list of what to see.

Top priority on my list this year was nonlinear editing. With the picture quality issue becoming a moot point, we now need to focus on system features and flexibility as we move deeper into the digital world. The Mac-based systems we will review this month include Avid's MCXpress, Media 100, and Scitex.

Avid/MCXpress

Although I'm not a Macintosh enthusiast, MCXpress is an impressive system. The newly released 1.5 software allows a direct link to both Boras and After effects, which should save editors considerable time. AVR-77, Avid's top quality resolution, is now available for MCXpress users. Also, 32 levels of undo, four video and eight audio tracks, excellent media management, and serial digital I/O support are strong points for MCXpress.

This system also offers an efficient trim mode, displaying the last frame of the A clip and the first frame of the B clip. Custom effects can be saved and recalled immediately and when it comes to media management, information can be organized in 32 columns and printed for reference. The video icons can also be enlarged or reduced.

Do keep in mind you still have multiple pull down windows. The learning curve on MCXpress could be somewhat steep for non-Mac users. The base price of the MCXpress system (MAC) is \$10,000, with turnkey systems ranging between \$29,000-45,000.

Data Translation/Media 100

Among the Mac-based nonlinear

editing systems, Media 100 seems to have the most user-friendly interface. Media 100 is able to perform functions with less pull down windows than its other Mac competitors. Data Translation is shipping 3.0 software this month, which seems to be a bit more buggy than earlier versions, but the 3.1 software, released in late May, should correct those problems.

This software will allow Media 100 users to preview video from various applications such as After effects and Photoshop, plus be able to utilize Chroma and Luma key as part of the standard transition palette. Media 100xs users will also have the ability to preview Chroma and Luma keys in real time.

The big buzz at the Media 100 booth was the development features which will add speed and even greater quality in the months to come. The HDRfx option, which is phase one of the introduction of a new digital image processing platform built around the Theo superprocessor, is scheduled for release in August. HDRfx will allow real time mixing of two streams of video plus a layer of uncompressed static graphics.

In addition, HDRfx will offer real time, full frame transitions, 21 real time wipes and dissolves at 2:1 compression, selectable display, and 4:2:2 digital component effects processing. Theo, offering a second JPEG codec, a movie-2 bus to enhance add-on capabilities, and SMPTE 259-M serial digital I/O, is targeted to hit the streets in December. Prices were unavailable at press time.

Scitex/Videosphere-Stratosphere

With a great number of Video Cubes and Turbo Cubes still chugging along, Scitex moves forward with its new Sphere line of nonlinear offerings. One of the strengths of these products is the connection with Abakas, a long time video leader which is now owned by Scitex.

The Videosphere, priced at



Randy Schoening operates Vision Media, Inc., a full-service video production and creative services company based in Little Rock, Ark.

\$34,000 turnkey, offers dual stream video, real-time effects, transitions, and native quicktime files. Stratosphere, which retails for \$52,000, features real-time dual stream video with full motion alpha channels. Stratosphere offers nondestructive compositing of up to 50 video layers.

A couple of very cool features standard on both systems is color correction and picture correction controls plus the ability to cut a voice-over in real time as you watch the video. The new 1.4 software is available now and will add variable motion to the sphere line, along with something Scitex is calling Serial Storage Architecture (SSA), which is being introduced as a replacement to SCSI.

SSA can have up to 128 devices connected in a network and span 100 meters over copper. According to Scitex, SSA will allow multiple systems to simultaneously send and receive large media files at faster than real time rates. Serial digital I/O are optional on both systems. The 1.5 software shipped mid-June.

Choosing a nonlinear editing system isn't getting any easier. Do your homework, demo the systems, and talk with the professionals who use nonlinear day in and day out.

Next issue, we'll take a look at a couple of PC-based turnkey systems and probe the desktop nonlinear software market. Until then, challenge yourself to do something you didn't think you could do and God will be there to see it through! TM

Don't Forget About Russians

During the Cold War, you cared about us in such a moving manner. Then, when the political changes came, there were so many of you here that we became confused. Now there are only a few that remain. Sometimes we feel like we've been totally forgotten. Please, don't forget us!" — Russian church member

It isn't the trend anymore to smuggle Bibles into Russia because Bible are being printed in the country itself. It doesn't make sense any longer to take Christian literature into Russia because such material is also being published within the country. Many also express the opinion there is no longer a need to broadcast Christian radio programs into Russia. Who's going to listen?

The various Christian radio organizations themselves are having varied experiences. Trans World Radio (TWR) has been trying out new operational methods, some of which seem to be worth keeping.

One of the most successful areas has been the cooperative work between Back to the Bible (BTTB), TWR International, Russian representatives of TWR and BTTB in Moscow, and the broadcasting network of Radio 1. Through this tightly woven network of stations, programs can be heard in all 11 time zones of the Commonwealth of Independent States (CIS). Four program are aired weekly, one of which is for children.

Yuri Sipko, vice president of the Russian Baptist Union, explains why he supports these programs and why the Baptist Union is involved in producing them. These multifaceted programs reach atheists, many of whom still stand firm in their beliefs but some of whom have an ongoing interest in learning more about Christ and His ways; minister to believers who belong to a church already; show the Word of God is available to everyone and support the person-to-person efforts of missionaries; and yield extensive contracts for follow-

up correspondence work.

The general director of Radio 1 explained the Orthodox Church, which usually doesn't approve of any activities outside of its own denomination, hasn't had any criticism of the programs because they neither attack other religions nor take sides in political matters. One Orthodox Christian wrote, "After I listened to your program, I had to ask myself when our church will begin to explain the Word of God so simply."

Children's programs help spur the interest of very young listeners. Twenty percent of listeners are between the ages of 7 and 20. Also, 40 percent of all listeners are between 20 and 40 years old.

The program producers seek to bring across clear biblical truths to their listeners in a professional manner. Only known and trusted speakers are used for dramas and readings.

Varying the program format also helps gain listeners' attention. Sipko writes, "I would like to express my deep appreciation to BTTB and TWR for expanding their work in Russia and using this attractive method to make Jesus known in our nation."

Such radio programs were produced and aired from outside Russia during the Cold War and times of political change. However, during the last few years, the majority of programs have been produced and aired within Russia itself.

Dr. Maria Lukina (Ph.D.) shows in a study ("Christian Radio in Russian National Broadcasting") that in Russia, there are great opportunities to reach listeners who have never been reached by any other Christian organization or church and this via use of the nationwide radio network.

It is very important not only to think of the quantity of programs but also the quality. The goal is to be able to work more and more within the country. Radio missions and Wycliffe Bible Translators, especially the Summer Institute of Linguistics, are of the same opinion.



Horst Marquardt has been the international director of Trans World Radio for the Commonwealth of Independent States, the Middle East, and Africa since 1994. He has also served as the executive director of Evangeliums-Rundfunk in Germany.

During their February conference, some translators shared that they believe the most relevant radio programs will be written by national believers. Scripts written for Western audiences and later translated for non-Western listeners could contain "pollutants" which will confuse and even communicate non-truth. Once God's Word goes through the "Western filter," it loses much of its relevancy for the non-Western audience.

If scripts from outside the target country are to be used, they recommend that nationals who reside in the target country be used as translators and, more importantly, as producers. It is their opinion that once a person lives outside their native country for even a short time, they lose the purity of their language.

Thanks to all of those like BTTB, who, living outside the CIS, are willing to change their way of thinking, to travel new avenues, and enable God to use them in greater ways than before. ^{3a}

Tips to Selling Without Ratings

In 1981, I entered the broadcast business at a secular radio station just outside of the third largest market in the country. I quickly learned the methodology of ratings and how little or no ratings can affect your sales staff's ability to generate sufficient revenues if you are unprepared to measurably increase your clients' business.

As it has been said so many times before, ratings are often referred to as the "bible" of broadcast sales. I disagree and I'll explain how you can sell airtime even if your station is not rated.

We need to consider the art of customer service, as mentioned in January's "Sales Spot." As we prepare to call on prospects for an appointment, we really need to focus on discovering a specific need, present an appropriate tool or package, ask if there is a sufficient budget to provide the desired results, and be consistent in our efforts to provide qualitative research for the client's need.

Knowing your audience, knowing your advertisers, and knowing what you can genuinely do for them is the key to repeat business and usually a long term successful relationship. Here are several ways to make your radio station a must buy without the ratings.

First, manufacturers have been the topic of many discussions regarding new business. In fact, some people think "vendor" dollars and programs are the definition of new business — they generate the biggest orders, but also are the most complicated.

Vendor programs are not hard to understand, but they require multiple partners to generate sufficient revenues. As a result, many stations have developed very active and profitable new business efforts and never enter into the multiple-vendor program area.

Other stations have learned how to be successful in vendor programs and are now generating substantial revenues. Some sales people love doing them; others dislike it. The point is, to enjoy new business success, you don't have to round up a bunch of manufactures and spend weeks trying to convince a retailer to give you some display space.

Second, other sources of new business include recruitment advertising and local operational and merchandising contacts with companies whose traditional advertising is placed nationally. Both are fairly easy to learn and contain substantial budgets. You can also generate new business dollars by associating your radio station and clients with direct mail, database marketing, interactive phone systems, or electronic coupons.

Don't forget the benefits of doing a better job of a needs analysis and developing effective marketing-based programs for your existing client base. New business can be dollars generated using new skills on old customers. Though new approaches with existing clients can seem awkward, the clients usually appreciate the effort.

Finally, sales, like any other profession, requires working hard, having discipline, planning, goal setting, and confidence in yourself and a strong persuasion in God's faithfulness to give you the ability to win every day when you ask Him for wisdom to get the job done.

Use a daily planner and keep a record of your activities when calling on prospects, appointments, face-to-face discovery appointments of a specific need, and sales proposals presented to client. Know your average order, closing ratio, and number of presentations needed to hit your monthly goals.

Every three months invest in at least one self-improvement course or



Abraham Rycraw-Lee is a 16-year broadcasting veteran and a broadcast consultant based in Tulsa, Okla.

book so you can dress for success. Demonstrate your ability first by showing the client you at least look like a sales professional.

A recently published book entitled *Power Points for Success* by Bob Harrison contained a statement a little boy made at a vending machine: "The more money I put in, the more stuff I get out." Harrison concluded this particular chapter by saying, "In what areas of your life would an increase in deposits of time, prayer, and/or money result in positive benefits or increase?"

Remember this — "He which hath begun a good work in you will complete it, if God has confidence in us certainly we should have confidence in ourselves" [Philippians 1:6].^{1b}

Innovative Revenue Sources

Why is it all you Christians ever do is ask for money?" Ever been asked that question? If not directly, you know for certain that question is out there. While your ministry may not fit that category of always asking, there is a perception by some who believe too many ministries ask too much too often.

In addition, it may be increasingly difficult to get a response and there may be fewer people to ask as Generation X takes the place of your current donors. We need to consider alternative sources to fund our ministries. Here are seven additional revenue source suggestions.

1. Buy low, sell high. If you have a commercial license, a building, or some other asset of great value, you may want to consider selling at a peak period. Obviously, that would be contingent on acquiring something of equal value for less money.

For example, you own a commercial radio station and are receiving incredible offers at the six or seven figure level. Previously you never considered these offers because you didn't want to "sell out" the ministry. Go shopping for a non-commercial which would give you adequate coverage in the area. Your net difference could be in the millions, allowing you to improve your current ministry and expand to new markets.

2. Be a landlord. Increase your revenue twice over and save on the expense of rent. Next time you consider putting up your own building, make it big enough to house a few other tenants who will pay your mortgage with their rent money. Of course, the same applies to towers, subcarriers, and the like. Another variation is to find a landlord who will donate space to your ministry as a gift along with a tax advantage.

3. Trade-outs and write-offs. Many businesses are willing to do a trade-out providing goods and services at no dollar cost in exchange for acknowledgment. Acknowledgment can be given on-air or through advertising in the ministry's promo-

tional materials. Some businesses may be interested in doing it for a tax deductible receipt on the value of the goods or service but check with your tax and legal consultants first. Trade-outs and write-offs can save a ministry multiple thousands of dollars annually.

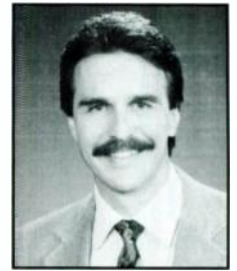
4. Merchandizing products. Put a logo on it and someone is bound to buy it. Doesn't matter if it's a cup, pen, T-shirt, or mousepad, somehow people have to have it once a logo is placed on it. Take a look at Minnesota Public Radio and the multi-million dollar business it has developed through catalogue sales.

If done right, this could not only produce substantial revenue but also be an extension of your ministry. Focus on the Family has become effective way beyond James Dobson's program because of the vast array of related ministry materials available to its constituency.

5. Electronic transfers. Surprisingly there are a growing number of your donors who want to take advantage of a simple and convenient way to give monthly. Set up electronic transfers with your local bank allowing your donors to have their monthly gifts automatically withdrawn from their checking accounts. Ministries who are doing this find cash flow is more consistent, there are fewer lapsed donors, and income increases by year end.

6. Planned charitable giving and investments. Recently, a station employee told me how pleasantly surprised they were when they received a \$10,000 check from a deceased donor's estate. Every ministry needs to provide their donors an opportunity for this kind of giving.

Develop a plan and then make a continuous effort securing willing donors who want to include your ministry in their estate planning. Along those same lines, start an endowment fund from major donors, grant money, and gifts resulting from planned charitable giving. Find a good investment firm to put those



Todd Isberner is president of SHARE Media and marketing consultant for the SkyLight Satellite Network in St. Paul, Minn.

dollars to work and someday you'll be using the interest income to fund your new projects or to help others in need.

7. Special events. These can be a lot of work but well worth the effort as both a revenue producer and promotional effort. Concerts, travel tours, golf tournaments, banquets, and seminars are a few of the events which can produce income and be an extension of your ministry. Plan a minimum of four, diversified events each year, designed to reach every sector of your constituency. Special events are essential for outreach, promotion, and extra revenue.

These are just a few ideas with the hope that you will begin exploring new areas for additional funding. Find some good models of other ministries who have had success in developing alternative revenue sources.

While you may already have all the income you need from your current methods of fund raising, it's not a guarantee for the future. In light of the demographics of the next generation, it would be presumptuous to take for granted today's funding methods or dollars available.

Of course, there will always be people willing to give. But if there are also additional ways of generating income to help maintain and even grow our ministries, then we need to pursue them. Like the Apostle Paul making tents, it lessens the financial burden on our brothers and sisters, provides a good witness, and quiets the cynics who wonder if all we ever do is ask for money. ^{1a}

ASCAP-Backed Coalition Calls Religious Broadcasters "Self-Serving Profit Mongers"

In April, what appeared to be an American Society of Composers, Authors, and Publishers (ASCAP)-backed paper coalition formed to neutralize National Religious Broadcasters Music License Committee (NRBMLC) efforts on Capitol Hill. The "group" sent a letter to members of Congress intending to discredit the legislative efforts of the NRBMLC.

"We . . . ask you to boldly stand up for our country's religious music heritage against the self-serving profit mongers of the NRB," wrote the so-called Coalition for the Protection of America's Gospel Music Heritage.

"This writer never bothered to communicate with us, but sent his intemperate accusations directly to Congress" said Russ Hauth, executive director of the NRBMLC. "In fact it would not surprise me if ASCAP drafted that letter. It hit all of the hot buttons ASCAP tries to push on Capitol Hill."

Hauth's assertion seems to be backed up by the facts. A music industry insider suggested the group debuted at an ASCAP function and that ASCAP operatives have helped publicize the "controversy."

The response on the Hill was neutral. Those familiar with the issue saw through the "coalition's" rhetoric. Said one, "This just shows how badly ASCAP wants to avoid making changes to the current music license system."

The coalition's salvo followed on the heels of an "open" letter from Church Music Publishing Association (CMPA) president Geoff Lorenz to members of Congress. Lorenz expressed concern that Christian songwriters' revenues might decline if the "Fairness in Music Licensing Act" passes.

The CMPA letter, also sent to religious broadcasters, was more temperate than that of the coalition.

However, certain elements of the letter offended broadcasters, in particular this paragraph:

"Our music is a vital part of your programming. Our artists/songwriters appear on your stations. They participate in your fund-raising and publicity events. They appear at your conventions. Our affiliated record companies collectively provide you with hundreds of thousands of dollars worth of CDs, programs, and other content yearly."

Ironically, Lorenz, failed to acknowledge Christian radio is the most powerful outlet for the marketing of Christian artists and their new songs.

Yet, despite this commotion, religious broadcasters are confident they can work with songwriters. NRBMLC chairman Ed Atsinger noted, "Certainly real issues exist between Christian songwriters and broadcasters. But we are trying to find common ground. In fact, when the CMPA expressed dissatisfaction with a part of the legislation that would exempt live church broadcasts, we, in deference to them, had it removed."

NRBMLC leaders were invited to speak at CMPA's leadership conference to explain their position on Capitol Hill. "We appreciated the CMPA's offer to dialogue," said Atsinger, "and have had very productive, informative meetings with them. Do we agree on everything? No. But the meetings are cordial and we are committed to continue in a civil fashion."

In a letter to the CMPA's Lorenz, general manager Tom Bisset of WRBS-FM/Baltimore summed up the grievances Christian radio stations have with ASCAP: "I want Christian artists to get every dollar they rightfully deserve. . . . What I do not want is to surrender money artists and composers do not deserve, namely, a percentage of the revenue which

Chuck Merritt serves as the communications director for the National Religious Broadcasters Music License Committee in Camarillo, Calif.

comes from teaching and preaching programs."

These latest "controversies" seem to fit ASCAP's divide and conquer strategy. "Especially if attention is taken away from ASCAP's unfair licensing practices, then Congress is neutralized and the music licensing monopoly is strengthened," Hauth revealed,

Despite this latest wrinkle in the fight for music licensing reform, Hauth was philosophical and hopeful: "It all comes down to this. For 20 years, Christian radio stations have tried to negotiate with ASCAP seeking two things: a fair 'per-program' license that allows us to pay for only the music we use, and practical, reliable repertoire access, so we can make economic choices. For 20 years ASCAP has stonewalled, offering nothing, in fact, but countless meetings that go nowhere.

"ASCAP may create temporary diversions, but in the end, our cause is just. Christian radio stations will continue to seek congressional and legal relief until ASCAP finally lives up to the obligations the Justice Department imposed 47 years ago."

The battle continues. ^h

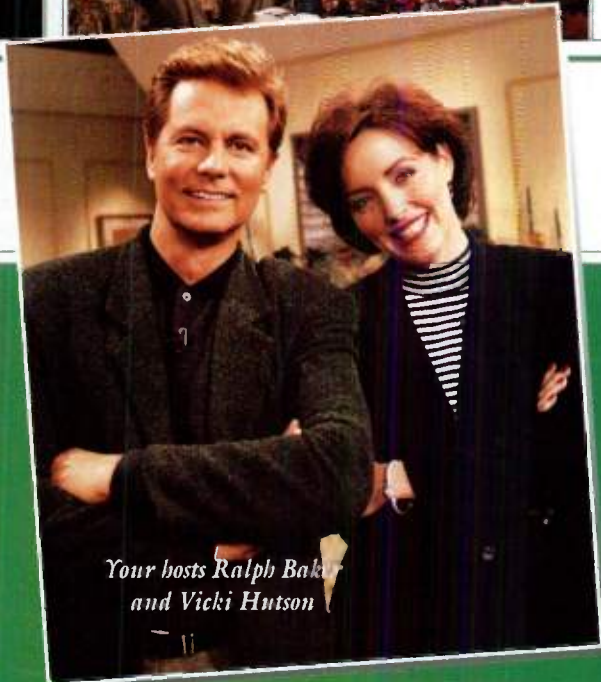
Editor's note: For more information on the NRB Music License Committee or the "Fairness in Music Licensing Act" (H.R. 789 and S. 28), please contact Russ Hauth, Ed Atsinger, or Chuck Merritt at 4880 Santa Rosa Rd., Suite 300, Camarillo, CA 93012, (805) 987-0400, or fax (805) 482-8570.



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Avoid "Holier Than Thou" Attitude



Mel Johnson is the host of Young World Radio and Action and the chairman of the board of trustees for Northwestern College and Radio in St. Paul, Minn.

Holier than thou" — bugs me. When I hear it said even in slight jest or sharp sarcasm, I cringe because I feel an infringement on the perfectness and dignity of our lovely Lord: "Be holy, for I am holy" [1 Peter 1:16].

Of course we want to be as much like Him as we can. So in pursuit of this, we soberly and sincerely want to be spiritual. Let's examine this with practical sense.

Spirituality is as natural as sunlight and as illuminating. It is not something one dangles on the outside; nor is it evidenced by pious phrases and postures. It is not a fullness of voice or a folding of hands which designates a spiritual person.

I used to watch people in church when I was a young teen to see if they would fold their hands, dress in black, look sober, and pray loud and long. Then I would whisper to my dad, "He must be spiritual." I'm glad my father straightened me out on this and a few other things!

It is not how you look or how you speak. Spirituality is something within. It flows like a sap from the vine into the fruitful branches. You don't brag about your holy life — you demonstrate it. You don't soft soap

it in church and then growl like a lion at home or school. You not only carry your Bible but you actually read and live by it. You not only pray in public but you practice in private.

Spirituality is not something that ties us up unnaturally. It is not a crutch to use when you want to do something you know is wrong, as in piously wavering your voice with "My parents won't like it."

One who is spiritual is separated without being a hypocrite. Look at those Pharisees in the Bible who pulled their self-righteous robes around them and cried, "Don't come near us. We are holy."

The spiritual person does not pout or say "I told you so." They, like Jeremiah and other prophets, mourn over the chastisement and rejoice over the blessing with a "So be it, Lord."

One who is spiritual is not conceited. Conceit is consummate ignorance. It is the cap fools wear, digging its own grave.

"And if anyone thinks that he knows anything, he knows nothing yet as he ought to know" [1 Corinthians 8:2]. Stamp this verse on the back of your hand as an hourly

reminder — that will keep your heart from getting haughty and your head from expanding.

The spiritual person does not think of himself more highly than he ought to think [Romans 12:3]. They have no inclinations to praise their spiritual acquisitions as though they were worthy of them. There is no merit on the other hand of berating yourself and putting on a show of mock humility.

Let us reveal Christ in and through us. "He must increase but I must decrease" [John 3:30]. If they call you "religious," make it mean something with your sold-out love and loyalty to Christ. Let everyone see the reality of Christ in you! [✠]

WASHINGTON WATCH

continued from page 36

broadcast uses; a determination of how mandatory carriage and retransmission rights will apply in the digital context; establishment of a program to collect government fees, as required under the Telecommunications Act, from broadcasters who earn income from non-broadcast uses of their digital spectrum; and a decision on whether to impose additional public interest obligations, such as free time for political candidates, on digital broadcasters.

Low-power Television

As LPTV licensees probably know, the FCC decided to maintain LPTV's "secondary" status, which

means that a number of LPTV stations (along with television translator stations) will be displaced to accommodate new full-power digital TV stations. The impact will be most significant in the major markets, where many LPTV stations will be required to cease operating on their current frequency.

Yet the agency has adopted several rule changes to soften the blow. First, LPTV stations will be allowed to continue broadcasting until a displacing DTV station actually begins operation and would receive interference from the LPTV transmissions.

As a general matter, LPTV stations on all channels, including channels 60-69, will be allowed to continue broadcasting as long as they cause no interference to any primary op-

erations. Second, the commission has relaxed its interference rules for low power operations, which should provide these stations with more operating flexibility.

Third, those LPTV licensees displaced by new primary DTV stations will also be permitted to apply for a suitable replacement channel in the same area without being subject to competing applications. Such applications will be accepted on a "first come, first served" basis.

Finally, the FCC intends to open a future rulemaking to consider whether it should create a new class of low power television stations which would enjoy a level of interference protection greater than now afforded under the service's current secondary status. [✠]

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Emergency Order Opens Door for True Love Waits Campaign

T rue Love Waits is a sexual abstinence campaign promoted by public school students nationwide. This past Valentine's Day, several Milwaukee high school students were told by their principal and school board they could not put up the True Love Waits poster because it was religious and therefore would violate "separation of church and state."

After Liberty Counsel filed suit on February 13, a federal district judge entered an emergency order allowing the campaign to proceed on February 14.

The discrimination against the True Love Waits campaign was not the first time Milwaukee High School for the Arts attempted to censor out the Christian message of students. Several students are members of a Bible club called Christian Fellowship. There are a number of secular student-initiated non-curriculum related clubs on campus. These clubs are permitted to use the intercom to announce various club events and a bulletin board to hang their posters.

However, the Milwaukee high school principal told Christian Fellowship members could no longer use the word Christian as part of the club's name because it violated "separation of church and state," and forced the club to refer to itself as simply CF.

The principal also forbade the club from announcing the True Love Waits campaign over the intercom and putting up a True Love Waits poster on the bulletin board. The reason for the refusal? The pledge card, which reads as follows, mentioned the word God:

"Believing that true love waits, I make a commitment to God, myself, my family, my friends, those I date, my future mate, and my future children to be sexually abstinent from this day until the day I enter a biblical marriage."

Several students and their par-

ents approached the principal to resolve this situation. The high school club sponsor even related the 1990 *Mergens* case, which upheld the 1984 Equal Access Act.

The Equal Access Act requires public secondary schools to give equal treatment to religious clubs and forbids discrimination against such clubs.

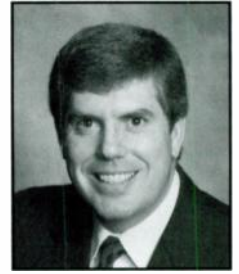
For example, if a school allows a secular club to make announcements over the intercom, the Christian club must have the same access. If the school allows the secular clubs to hang posters on a designated bulletin board, the Christian clubs have the same right. Notwithstanding this case, the principal refused to budge.

The students and parents went to the school board representatives but they backed the principal and stated there was a school policy requiring them to censor religious speech. Indeed, the school board policy states students can distribute literature or hang posters as long as they are "non-commercial, non-political, and non-religious."

Under this policy, the school was required to censor any religious aspect of students' speech. Since the campaign poster mentioned God, the school took the position that the Christian club could not post the material and the club must change its name to CF. This almost sounds like the days when Christians were required to communicate with each other using symbols so only believers would understand the message.

Suit was filed on behalf of the students on February 13 at 4:15 p.m. At 11:15 a.m. on February 14, the judge entered a Temporary Restraining Order against the school which allowed the students to post their True Love Waits posters.

The judge printed his order and had it hand-carried to the school where officials and students were informed of the Temporary Restraining



Attorney Mathew Staver founded Liberty Counsel in 1989 as a religious civil liberties education and legal defense organization based in Orlando, Fla. In addition to his own law firm practice, he also produces and hosts the radio programs Freedom's Call and Faith & Freedom and the television show Central Florida Live.

ing Order. The posters went up around noon and remained for the rest of the day. At the end of the day, students were able to hand out pledge cards.

One of the students approached Sarah, one of the plaintiffs, to express interest in the campaign. When she was told about the campaign's pledge to remain sexually abstinent until marriage, the student responded somewhat shamefully that she could not sign the card because she was not a virgin.

Sarah responded with consolation, stating God forgave the past and she could enter the pledge to promise from that moment onward she would remain abstinent until marriage. The student's face lit up and she eagerly signed the card.

In a day when teenage pregnancy is on the rise, it is refreshing to see students encouraging their peers to remain sexually pure. It's amazing the school attempted to censor this sexual abstinence message because the pledge card used the word God.

In fact, censoring a student's religious speech violates the Constitution. Because several students took a stand, this young girl may have received a second chance at life. ¹⁸

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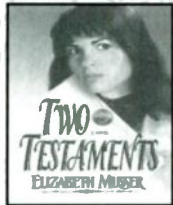
James Robison
My Father's Face



Francine Rivers
The Atonement Child



Catherine Palmer
HeartQuest
Prairie Rose



Elizabeth Musser
Two Testaments



Janette Oke
The Tender Years
Another Homecoming
Oke & T. Bunn



Michael & Judy Phillips
Best Friends for Life



Tracie Peterson & Judith Pella
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RECORDING REVIEWS

BY DARLENE PETERSON AND SARAH E. SMITH

Plumb

producers: Matt Bronleewe and Dan Haseltine
executive producer: Robert Beeson
Essential

Tiffany Arbuckle started out as a solo singer and lyricist, first as a child using a spatula "microphone" and performing for her bedroom mirror, and later, as a teenager, performing with pre-recorded tracks in churches, nursing homes, and homeless shelters. Having gotten her first "break" after filling in as a background singer for a well-known Christian rock band, she was discovered by executive producer Robert Beeson, who suggested her gifts would work well in a band setting. This marked the birth of Plumb, which also consists of guitarist Stephen Leiweke, bassist JJ Plasencio, and drummer Joe Porter. Add to this formula



Jars of Clay producer Dan Haseltine and long-time Jars collaborator Matt Bronleewe, and we have a "plum" of a recording.

Musically, it's innovative and assertive modern rock complete with edgy guitars and infectious rhythms. Arbuckle articulates her concise, meaning-laden lyrics with great feeling — from plaintive to powerful. The songs deal with relevant issues ranging from the more abstract/spiritual (peer pressure, envy, and endurance) to the more concrete (homelessness, alcoholism, verbal abuse, and adultery). Arbuckle draws on personal experience as she writes on homelessness and alcoholism, having witnessed two extended family members experience these problems. In all her songs, she shows an especially mature and insightful understanding of many forms of inner pain ordinary folks struggle to cope with. Overall, I was impressed with the depth and polish of this debut.

Southern Songbook

Jacky Jack White with the Carter Sisters
producer: Clark Williams
executive producer: Dottie Leonard Miller
Buffalo Run Records / Daywind

Like regional cooking, regional music speaks of the people and culture of its origins. And it's meant to be savored. My Irish mother often lamented that this country is "too big." What she meant was the way people could (and would) move so far from their families and still be in the United States. As Americans, we like to think we can live in any American town or city, yet we are indelibly stamped with the culture of the region in which we grew up. Jacky Jack White understands this and much of his laid-back country/Southern gospel recording reflects his love of the South as well as his faith.

It's an ode to the South he knew as a child, as well as a tribute to his gospel music-loving grandmother and the sweet-sounding family harmonies of Mother Maybelle and



the Carter family. There's a lot of down-to-earth wisdom and perspective packed into this recording. White's relaxed, rich vocals, the skillful harmonies of The Carter Sisters, and all the acoustic country instrumentation you could want add up to a delicious Southern treat.

Sparkle

Sarah Jahn
producer: Glen Rosenstein
executive producer: Eric Wyse
Warner Alliance

Another debut with particularly well-written lyrics comes from a young woman who would be well on her way to a career in physical therapy if she didn't sense God calling her to music ministry. Her humility in this regard is refreshing: "I don't own this music. These songs are not mine, the vocals are not mine, this record deal is not mine. . . . All of these things are from God. I have no right to do with them as I please."

Sarah Jahn's music can be described as alternative/folk/pop and once you hear her vocals, you're not surprised that Kim Hill and Out of the Grey are among her musical influences. Yet her voice has a quality all its own, conveying rich emotions out of a deep, introspective well.



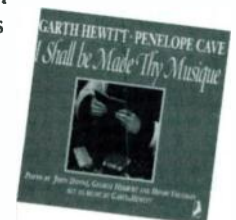
Analytical and concise in her writing, she examines fragments of inner life that might go unnoticed by most. Jahn's "Brand New Name" captures the moment of salvation, but she magnifies and casts in slow motion the very moment of turning. "Lullaby" recognizes a troubled adult's need for God's calming. "Home" gives another poignant view of entering heaven.

However, the most touching for me was "Chronic," which gives an especially accurate and heart-wrenching portrait of a loved one suffering from a chronic illness, based on Jahn's observations of her own mother. This song, and the entire debut recording, show how God can use pain and inner struggles to enable us to create beautiful art that ministers to others.

I Shall Be Made Thy Musique

Garth Hewitt and Penelope Cave
producer: Tom Blades
Morehouse Publishing

The powerful lyrics featured on this recording ride not on a "guitar-driven sound" but a "harpsichord-driven sound." Indeed, the youngest of the "lyricists" (poets) featured died 302 years ago. Yet the essential spirit of their writing shares a kinship with some of the better writing of today's young artists. What could three metaphysical poets of the 17th century (John Donne, George Herbert, and Henry Vaughan) have in common with the likes of Sarah Jahn or Smalltown Poets (reviewed on page



60)? Their faith in an unchanging God! This project is a fascinating example of how art springing from faith becomes timeless, linking the centuries together on common ground.

Garth Hewitt and Penelope Cave get the credit for bringing this inspiring and passionate poetry to musical life. Hewitt's love for these and other metaphysical poets gave him the idea for the project and he provides the rich vocals. Cave's arrangements and use of authentic period instruments (such as virginals, harpsichord, portative organ, recorders, and viola) give each poem/song a flavor of the time in which it was written. Good musicianship and a nice variety in the melodies and arrangements add up to a very pleasant recording. Hewitt and Cave have done a great job in making these poets accessible to modern listeners. Many of today's contemporary Christian artists (and audiences) should connect with the messages expressed in these lyrics.

Step Out

One Voice

producer: Salty Miller
Music Machine

The debut of this female trio on a smaller label could easily go unnoticed, but it certainly shouldn't! Pam Matson, Kim Railey, and Alice Milligan have an uncanny gift for harmonizing that grabs you the first time you hear them and won't let go. When the group sings in unison, its members could almost pass for, well, One Voice (something amazing in itself). But when harmony is introduced, the sound is incredible: so angelic and gorgeous. Their vocals remind one of the Second Chapter of Acts (replacing Matthew Ward's voice with another female, of course) or the great



"girl trios" of the 1940s. Whatever their sound may recall, it's quite special.

One Voice offers us a pleasant array of inspirational adult contemporary fare mostly written by its members. The group proves equally adept at both uptempo songs and ballads. In fact, their ballads are so beautiful I could listen to an entire One Voice recording of them. The acoustic-laden musical backdrop suits their sound and style well. As good as this recording is, I'd love to hear this trio featured in a big-budget production. I wish One Voice a long career.

Shelter

Vineyard Cafe

producers: Lonnie Tubbs and Joe Randeem
executive producer: Chris Wimber
Vineyard Music

This new Vineyard worship series captures a live, "unplugged" worship set recorded at the Vineyard cafe in Anaheim, Calif. The feel is relaxed, raw, informal, and intimate. Perhaps the reason this recording appealed so much was because as a new believer, I learned praise

and worship songs for the first time during my church's weekly college/career/singles group Bible study meetings. Our leader, Mel, would start off the meetings strumming his guitar and flashing lyrics on the overhead projector. You couldn't get much more relaxed and informal than that, yet the Spirit of God certainly was powerfully present. I'm sure worship in the early church must have been something similar and I know many people still worship in such small group settings. That's why many people are sure to connect with the *Vineyard Cafe* series.

"Shelter," the first recording in the series, features worship leaders Andy Park, Carl Tuttle, and Scott Underwood and a nice mix of upbeat and slower songs. Using the talents of three leaders rather than one also adds variety. Saxophone, flute, mandolin, and violin add musical texture to the basic acoustic guitar/bass/piano combo.

It's more elaborate than Mel and his guitar, yet offers the same feel and is very different from the "big band, mega-audience" worship sound (as inspiring as this can be in its own way). A welcome new series.



Ain't Nobody Dyin' But Us

E.T.W. (End Time Warriors)

executive producers: Dan R. Brock and
Eddie DeGarmo
Forefront

This "anthology against violence" features 16 of E.T.W.'s rap/hip-hop songs spanning 1989 to 1997 and focusing on themes of urban violence, the negative aspects of youth culture, forgiveness, and salvation. A portion of the proceeds will be donated to Mothers Against Violence, "an organization committed to saving the lives of youth through education, motivation, and implementation." To underscore this purpose, the recording is decorated with two dozen photos of young people killed in senseless violence.

Along with its noble purpose, this recording features great music from three gifted young men: Mike Hill, Elroy Forbes, and Johnnie Williams. Mature Christian wisdom expressed in hip street lingo with all sorts of interesting musical tidbits and quite a bit of drama mixed in makes for irresistible listening. The title track provides the thematic anchor, with lyrics telling the stories of all-too-common killings committed by children, using powerful word pictures ("another funeral but this time the coffin is



shorter / seems like a lot of these kind are getting ordered"). Others, such as "You're Gettin' Played," and "I Gotta Get Out" are along the same lines.

Not all the songs simply lament the problem — others offer solutions or encourage positive action: "Elevate Your Mind" and "Shakin' Up the Joint." The theme of

Continued on page 60

People Like What They're Hearing...

"I love your show! *Pro-Life Perspective* always keeps me up-to-date on the latest trends and information in the pro-life movement."

Angela Hicks, Edmond, OK

"... I commend NRLC & Dr. Franz for educating the public on abortion and other issues through *Pro-Life Perspective*."

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

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Wanda Franz Ph.D.

Pro-Life Perspective

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RECORDING REVIEWS

continued from page 59

this recording may be serious, but the broad artistic palette of E.T.W. communicates its message in such an array of creative ways that it can't fail to touch (and motivate) the hearts of those who listen.

Smalltown Poets

producer: John Hampton

executive producers: Dana Key and Patrick Scholes
Ardent/Forefront

The label "poets" in the title of this new group automatically sets up high expectations for lyrical content. But the group stands up to the invited scrutiny. Frontman and rhythm guitarist Michael Johnston and keyboardist Danny Stephens found their first inspiration for good writing in a high school creative writing class they were in together. Along the way, the duo picked up Byron Goggin (drums), Miguel DeJesus (bass), and Kevin Breuner (guitars).



Topically, the Poets cover a lot of ground regarding the Christian walk and do so with creativity, humor, great imagery, and clarity. "Prophet, Priest, and King" (a great single) offers a clever contrast between being snubbed by the earthly famous yet communing (in prayer) with the King of the universe. "Everything I Hate" (another great single) is a wry, modern take on the classic struggle against sin (as elaborated by Paul in Romans 7:15-25). "Trust," a terse chronicle of a person finally yielding to the Spirit's call to salvation, captures the same struggle as "Love Bade Me Welcome" by George Herbert from *I Shall Be Made Thy Musique*. "Inside the Bubble" describes heaven with a combination of mature understanding and childlike wonder that's the best I've seen since C.S. Lewis's description of heaven in *The Last Battle*.

Musically, the Poets play a Southeastern flavor of modern rock brimming with guitar strumming, appealing rhythms, and interesting layers of electric guitars and keyboards. Very listenable, yet with enough bite to keep the group from being bland. So their music bears as much repeat listening as their lyrics. A group that cares enough about lyrics to take the name "Poets" and makes music worthy of their writing is a group I hope will be around for a long time.

Darlene Peterson is the music reviewer for Religious Broadcasting.

"G" as in Men

Jason & the G-Men

producers: Jason & the G-Men
Fedora Productions/Pauly Records

Jason and those swinging G-Men return with their sophomore project, a live recording mixing two concerts from St. Paul, Minn., and Denver. The Minneapolis-based jazz band consists of Jason Harms (vocals, guitar), Rick Corliss (drums), Jesse Harms (bass), and newcomers Dean Kleven (piano) and Christopher Fashun (vibes).



In "G" as in Men the combo performs its wonderful original compositions "Hurry," "Daises," and "Empty Grave," along with other gospel standards set to swing such as "Count Your Blessings," "Turn Your Radio On," and "I'd Rather

Have Jesus." Harms' smooth baritone and the band's engaging repertoire translates well in a live setting. The intricate instrumentation, such as Corliss' drum solo in "Jericho," add to the overall big band feel.

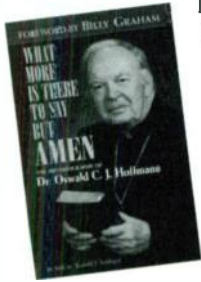
A long awaited sequel to *Walkin' the Beat*, this recording makes you want to swing for Jesus.

Sarah E. Smith is managing editor of Religious Broadcasting and a big band fan.

What More is There to Say but Amen

by Oswald C.J. Hoffmann as told to Ronald J. Schlegel

Concordia Publishing House, 1996



This is the autobiography of Dr. Oswald C.J. Hoffmann, best known to many as the host of *The Lutheran Hour* from 1955-89. His full, active, and God-honoring life is shared in a style which is generally informal and personally revealing, such as when Hoffmann recalls his first car, an old Model T.

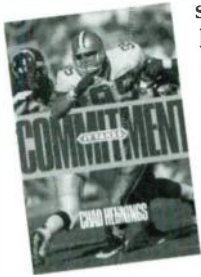
The framework of God's work upon which the bulk of this memoir is hung is not one of high drama but of steadfastness. Thus, this book is propelled chronologically by depictions of the more-or-less routine events in Hoffmann's active life of dedicated service to the Lord, both on and off television. Some items in this catalog of events are more fully developed than others, some more interesting, but they all attest to the faithfulness of a noted broadcaster and beloved, contemporary servant of God.

It Takes Commitment

by Chad Hennings

Multnomah, 1996

In this unpretentious, simply told, autobiographical account, Chad Hennings shares insights derived from his participation in high school wrestling and football, as a member of the Air Force football team, as a pilot during the Gulf War, and as a Dallas Cowboy. Avoiding the unrelenting jock-jargon which mars many sports-inspired, motivational books, Hennings appropriately stresses the need for commitment to godly principles to be successful in all one does in life. In so doing, he demonstrates he is not only an articulate athlete and a devoted Christian, but a worthy role-model for our youth.



"I realize," writes Hennings, "how important it is that I conduct myself not merely as an ambassador for the Dallas Cowboys but as an ambassador for the Lord Jesus Christ." This is one ambassador's journal I thoroughly enjoyed reading.

Writing for Video

by Gene Bjerke

Petrel, 1997

I admire a how-to book whose author enthusiastically gets right to the point and Gene Bjerke certainly hits the ground running. But the book would have been better had Bjerke included an introductory chapter informing the readers of his qualifications and professional expertise. In this introduction, he should also have revealed the book is not about writing Hollywood-style, fictional, entertainment screenplays. Instead, it is spe-

cifically about "scripting informational productions such as corporate, sales, or training tapes, infomercials, or documentaries" (this summary appearing in the next-to-last sentence in the main body of text). Unaware of this at the onset, a few readers may be somewhat disappointed. But very few, I suspect.

For while I may be mildly critical of what the book doesn't include, I am wildly enthusiastic about what it does include. Bjerke begins by explaining what a script is, the need for proper preliminary planning, and how to gather and organize appropriate information; he then provides practical theory about visual images and sound. Upon this foundation, Bjerke systematically explains how to write a script, provides numerous examples, and imparts expert, practical advice.

Content is tightly organized, clearly imparted, and thoroughly comprehensive without being overwhelming. An outline-style table of contents provides a general overview. Technical terms are defined as encountered and later tabulated in a glossary. Numerous appendices and a short bibliography are provided and an index pinpoints specific topics.

This book fills a real need — and does it extremely well. Aside from lacking an introduction, this is virtually everything an effective how-to book should be. I highly recommend it.



The New Absolutes

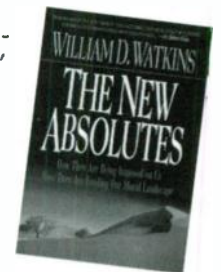
by William D. Watkins

Bethany House, 1996

Although the title page provides the above title, the "official" LC Cataloging-in-Publication data supplies a longer, more revealing one: *The New Absolutes and How They Are Eroding Moral Character, Families, and Society*. In this fact-filled work, William Watkins investigates the negative impact on society of relativistic, socio-politically correct attitudes toward death, marriage, family, sexual activity, homosexuality, women, and race relations, among other areas covered.

Overall, this is an attack on relativism in which "truth and morality vary" (in contrast to moral absolutism, founded on God's Word, in which they don't). The relativist rejects the existence of traditional, moral absolutes, but in the vehemence of negating them, he *ipso facto* creates so-called absolutes of his own.

Watkins tries to show this in a series of juxtapositions involving ten "old absolutes" (most, but not all, being true and absolute) and ten "new absolutes" (all false and none absolute). The inclusion of untrue "old" absolutes results in some confusing and seemingly relativistic uses of the term "absolute." And Watkins' use of the word religion as a synonym for Christianity in his



Continued on page 62

THE BOOK SHELF

continued from page 61

first comparison involving religion (as “backbone” versus as “bane”) of America also creates ambiguity. Religion and Christianity are not synonymous. Christianity is not merely one among many religions. Nor are religious values the same as Christian values. America today is still a very religious country — in the broadest sense of that term; the problem is, it is no longer a Christian one.

However, apart from the above, Watkins is on the mark. His stance is soundly in support of Christian values, the absence of which he correctly blames for America’s sorry state. Comprehensive in scope and detail, *The New Absolutes* is powerful, compelling, and, in its many revelations, quite disturbing. It is nothing less than “absolutely” great.

Yes, Lord, I’m Coming Home

by Lesley Sussman
Doubleday, 1997

As the subtitle — “Country Music Stars Share Their Stories of Knowing God” — succinctly indicates, this is a collection of 28 Christian testimonies, each about eight to ten pages long, from country music stars. A full-page photograph of each star accompanies the text.

Lesley Sussman writes, “Little did I realize . . . what spiritual center [Nashville, Tenn.] is. . . . I listened to many country music artists openly talk about the heartaches, personal tragedies, and spiritual struggles that ultimately led to their spiritual renewal.” Indeed, the plight of the human condition is well-represented by incidents of spousal abuse (Susie Luchsinger), cult membership (Lisa Stewart), divorce (Deborah Allen), multiple sclerosis (Donna Fargo), a heart attack (Doug Stone), brain surgery (John Berry), cancer (Penny De Haven), diabetes (Mark Collie), polio (Red Steagall), hepatitis (Naomi Judd), serious injury (Barbara Mandrell and Ricky Lynn Gregg), drug and alcohol abuse (Steve Gatlin, Glen Campbell, and B.J. Thomas), and the death of a family member (many of the artists).

The reader is reminded that being rich and famous, talented, and physically attractive doesn’t exempt a person from life’s hardships. Nor, for that matter, does being a Christian. Sincere faith in God is ultimately what enables a believer to persevere despite such hardships, and these realizations are what this upbeat book is about.

Sussman was “moved by these tales of rediscovered faith” and she “also felt inspired by those performers who, despite having faced severe trials and tribulations in their lives, barely faltered in their spiritual walk.” I think you will be moved and inspired, too.

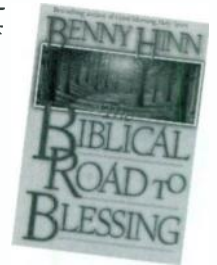
The Biblical Road to Blessing

by Benny Hinn
Thomas Nelson, 1997

Displaying his usual effervescence, televangelist Benny Hinn continues to enthusiastically share his bibli-

cal expertise with regard to the workings of the Holy Spirit to tell readers how to claim God’s blessings. The feel-good, easy-to-read, large print text is liberally sprinkled with Scripture, autobiographical anecdotes, principles of tithing and giving, and numerous illustrations of faithful believers who have been rewarded by God. It is positive, upbeat, and focused on the work of the Holy Spirit. Could one expect anything less, or anything different, from Hinn?

Quite frankly, this road has been well-trodden in works by other charismatic authors (and by Hinn himself in previous books); as such, the reader may feel he has been lead down this path before. Nevertheless, readers of Hinn’s previous best-sellers will probably want to read this one, too.



Asking God Your Hardest Questions

by Lloyd J. Ogilvie
Harold Shaw, 1996

Originally published by Word in 1981 as *Ask Him Anything*, this paperback reissue provides scriptural responses to frequently asked questions pertaining to sovereignty, suffering, sin, doubt, commitment, human nature, forgiveness, and belief, among others. Popularly written both for individual reading and group study, each of the 20 or so significant topics is succinctly and soundly compressed into a single chapter. Thus, the reader doesn’t have to wade through nonessentials to have his questions fully addressed. Lloyd Ogilvie’s responses (written in the personal, anecdotal, and illustrative style for which he is known) are informative, comprehensive, and ultimately satisfying.

Should you read this book? That’s not a hard question — the answer is yes.

Home Improvement

by Ron Phillips

The Central Message/Ron Phillips Ministries, 1996

Deriving his title from the popular television series, Ron Phillips begins with an excellent summary based on Old Testament and New Testament Scriptures depicting the home as it should be compared to homes today. Then, employing the extended metaphor of building and improving a house, he imparts a series of pithy messages designed to strengthen the family unit to make it a Christian home.

Concisely written, this easy-to-read, unpretentious little book is refreshingly free from padding. In under 100 pages, Phillips communicates more solid, practical, biblically based insights than many a book twice its length. This is one to share with others.



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



Getting Serious About Faith

A plethora of talk shows are on the air because broadcast executives know people tune in to hear knowledgeable men and women intelligently talk about specific areas of life. Audiences expect to benefit from those discussions and, in the case of listener call-in programs, they enjoy contributing to them.

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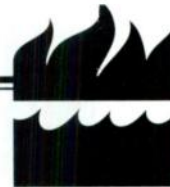
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"Faith Friday" may be what your audience members need to get serious about growing in their faith. Let me know if you start this program or if you are currently producing a similar show. ⁸



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



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August 24-26

Western National Religious Broadcasters Convention; Westin South Coast Plaza Hotel, Costa Mesa, Calif. Information: (714) 575-5000.

September 5-6

SHOWBIZ Canada; Metro Toronto Convention Centre, Toronto. Information: Sarah Margolius, (416) 491-3999, ext. 299.

September 11-13

Midwestern National Religious Broadcasters Convention; Maranatha Bible and Missionary Conference, Muskegon, Mich. Information: Scott Keegan, (616) 772-7300.

September 16-20

Ninth Annual Evangelical Development Ministry Institute; Hyatt Orlando, Orlando, Fla. Information: (214) 692-8949.

September 17-19

19th Annual Satellite Communications Expo & Conference; Washington Convention Center, Washington, D.C. Information: fax-on-demand (800) 601-3858, (303) 220-0600.

September 17-20

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

September 27-30

National Stewardship Summit; Kansas City, Mo. Information: (800) 475-1978 or e-mail csa@stewardship.org.

September 28-30

Eastern National Religious Broadcasters Convention; Sandy Cove Conference Center, North East, Md. Information: Ward Childerston, (301) 582-0285.

October 14-16

REPLitech Asia 1997; Singapore International Exhibition and Convention Centre; Singapore. Information: (800) 800-5474, (914) 328-9157, or e-mail kipievent@kipi.com.

October 16-18

Southeastern National Religious Broadcasters Convention; Stone Mountain Inn, Stone Mountain, Ga. Information: Dianne Williams, (423) 892-6814.

October 17-18

Hispanic-Caribbean National Religious Broadcasters Convention; San Juan, Puerto Rico. Information: William Lebron (787) 276-1630.

November 12-14

Fasting & Prayer 97; Hyatt Regency Hotel, Dallas/Fort Worth. Information: (888) 327-8464.

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55th Annual National Religious Broadcasters Convention & Exposition. Sheraton Washington, Washington, D.C. Information: (703) 330-7000, ext. 503.

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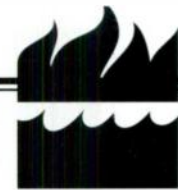
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Mormons Not Christians

I'm writing regarding the June letter to the editor headlined "Latter Day Saints Should Be Considered Christian, Too."

To suggest that LDSers should be considered legitimate Christians is preposterous. While many of them are kind, family oriented, and religious, the doctrine inherent within the Mormon Church is heretical at best.

"Does that sound cultic or non-Christian?" asked the letter's author, Ronald Schoedel. The problem is not that they show themselves to be so very different than Christians, the danger arises in that they are so very much like Christians. They live a good life, but their teachings are flawed and dilute the truth of the Bible.

It is not my purpose to point these flaws out here, but all one needs to do is read the history of Joseph Smith and the prominence given to the Book of Mormon to determine whether it is cultic or not. It is not simply determined in how they behave.

It is a shame that such a headline would even be printed in *Religious Broadcasting*. It gives the subliminal thought to the casual reader that the statement is true, when it is not. I would suggest the magazine editors use a bit more critical analysis when printing such letters.

*Bob Butts, executive director
Truth For Life
Cleveland*

SIGNING ON

continued from page 6

casually. Then Mom holds the jar up to the lingering twilight. The crumbs are in evidence and Johnny begins to cry, spilling out his confession.

To be sincere is to be "clear to the light," pure, unadulterated, uncorrupted by the crummy stuff we allow to fall into our lives, living in excellence and integrity. One day we will all stand before God and our lives will be held up to the brilliance of eternal day. How sincere, how clear to the light, will our motives, actions, and even our worthy deeds be?

As children of the King, destined for the throne, let us walk in the integrity — godly sincerity — of Christ's life, reflecting the rich beauty of His character within us.^{RB}

To Err Is Human

In *Religious Broadcasting's* June issue, a Web site was listed incorrectly under "Blue Ribbons: NRB Web Site Award Winners;" the correct site name and address should be Heartlight Ezine — <http://www.heartlight.org>. The editors regret any inconvenience this may have caused.

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TELEVISION PRODUCER wanted. Coral Ridge Ministries Media, Inc., the multi-media outreach of Dr. D. James Kennedy, seeks an experienced television producer to supplement our staff. Qualified candidates will be committed Christians with a master's degree in communication with an emphasis in television production and a minimum of two years' related experience. Responsibilities include: pre-production — decisions of program direction and content and guest interview line-up; field production — location shots, producing, directing, guest interviews; and post-production — creative decision-making on how program is edited, writing narration, choosing shots, music, and more. Interested candidate should be prepared to submit a demo video. Contact Lesley Hazen, Human Resources Manager at (954) 772-0404.

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ing experience is needed: minimum one year experience in broadcast news; enjoy gathering and reporting news from the field; ability to anchor news broadcasts; outstanding writing skills; and computer and digital editing skills. Send work experience with dates, references, and demo tape to Director of Personnel, WBCL Radio, 1025 West Rudisill Blvd., Fort Wayne, IN 46807. EOE.

EXECUTIVE RADIO PRODUCER wanted. Coral Ridge Ministries Media, Inc., is seeking an experienced, professional radio producer to manage the total production of *Truths That Transform*, the daily outreach program of Dr. D. James Kennedy. The duties include selection of program material, review and selection of program guests, and total supervision of the production process. Candidate must possess extended experience in the production of Christian radio programs, minimum of a bachelor's degree (master's preferred), and be a dedicated Christian. Coral Ridge Ministries is an equal opportunity employer. Interested candidates please contact Human Resources Manager, Coral Ridge Ministries Media, Inc., 5554 N. Federal Highway, Fort Lauderdale, FL 33308.

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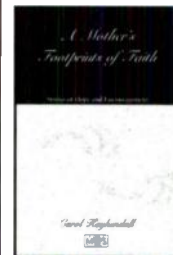
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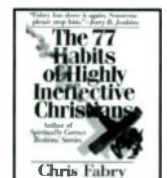


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July 24-26

Southwestern National Religious Broadcasters Convention; Dallas-Fort Worth Marriott, Dallas. Information: (405) 789-1140.

August 24-26

Western National Religious Broadcasters Convention; Westin South Coast Plaza Hotel, Costa Mesa, Calif. Information: (714) 575-5000.

September 5-6

SHOWBIZ Canada; Metro Toronto Convention Centre, Toronto. Information: Sarah Margolius, (416) 491-3999, ext. 299.

September 11-13

Midwestern National Religious Broadcasters Convention; Maranatha Bible and Missionary Conference, Muskegon, Mich. Information: Scott Keegan, (616) 772-7300.

September 16-20

Ninth Annual Evangelical Development Ministry Institute; Hyatt Orlando, Orlando, Fla. Information: (214) 692-8949.

September 17-19

19th Annual Satellite Communications Expo & Conference; Washington Convention Center, Washington, D.C. Information: fax-on-demand (800) 601-3858, (303) 220-0600.

September 17-20

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

September 27-30

National Stewardship Summit; Kansas City, Mo. Information: (800) 475-1978 or e-mail csa@stewardship.org.

September 28-30

Eastern National Religious Broadcasters Convention; Sandy Cove Conference Center, North East, Md. Information: Ward Childerston, (301) 582-0285.

October 14-16

REPLItech Asia 1997; Singapore International Exhibition and Convention Centre; Singapore. Information: (800) 800-5474, (914) 328-9157, or e-mail kipievent@kipi.com.

October 16-18

Southeastern National Religious Broadcasters Convention; Stone Mountain Inn, Stone Mountain, Ga. Information: Dianne Williams, (423) 892-6814.

October 17-18

Hispanic-Caribbean National Religious Broadcasters Convention; San Juan, Puerto Rico. Information: William Lebron (787) 276-1630.

November 12-14

Fasting & Prayer 97; Hyatt Regency Hotel, Dallas/Fort Worth. Information: (888) 327-8464.

January 31-February 3, 1998

55th Annual National Religious Broadcasters Convention & Exposition. Sheraton Washington, Washington, D.C. Information: (703) 330-7000, ext. 503.

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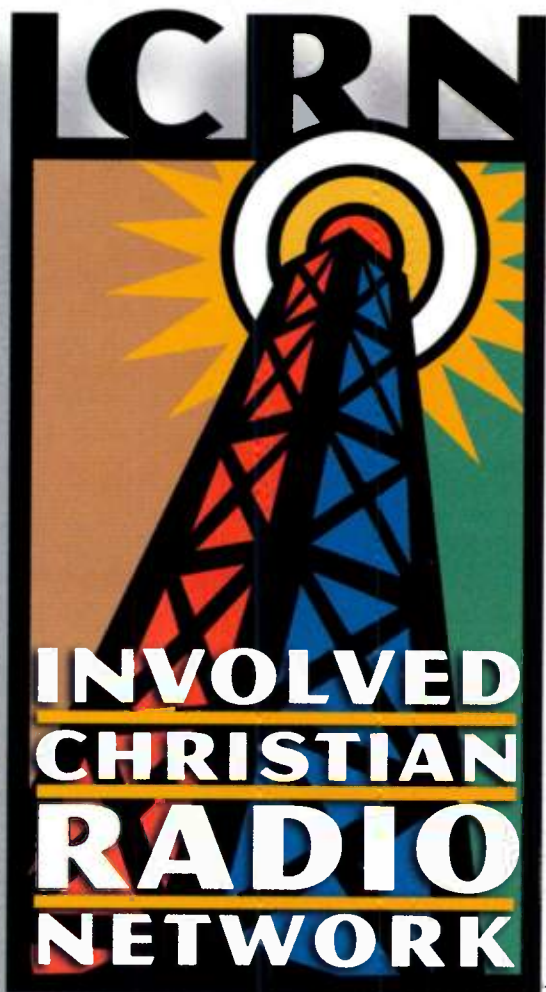
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Be Thou My Vision

Everyone these days has a vision, from your church to your family, from your company to your congressman. During the Second Annual National Religious Broadcasters (NRB) Public Policy Conference (PPC), those religious broadcasters attending heard from conference speakers a myriad of visions and references to faith being the impetus of change.

Speaker of the House Newt Gingrich (R-Ga.), Sens. John Ashcroft (R-Mo.) and Tim Hutchinson (R-Ark.), Reps. John Boehner (R-Ohio), Jim Ryun (R-Kan.), Linda Smith (R-Wash.), and Frank Wolf (R-Va.), and the Christian Coalition's Ralph Reed all shared their passionate visions for America. Most incorporated faith as a mitigating factor in the formula for recovering America's greatness and morality. As Gingrich announced, "The vision that there can be a secular American polity divorced from the reality of the Creator is a hopeless, empty desert of despair."

Wisdom is the key in discerning if a vision is godly, true, and just, especially in regard to those visions which involve God's people. But most of us are not willing to take the necessary time to investigate whether or not a vision is worthy of our support. We don't test the vision against Scripture. We don't pray about the vision's validity. We simply accept what someone else has told us is to be our vision. And I'm just as guilty as the next person in allowing others to dictate my vision to me instead of seeking God in prayer and in His Word to discover for myself what His vision is for my life, my family, my church, my job, and my country.

We — each of us — must determine in our hearts that we will take the visions given us by our churches, our employers, and our political leaders and hold them up to the light of Christ. Then we can truly sing that old traditional Irish hymn, "Be Thou My Vision," and then we will fully understand what is meant by having God's vision as our own.

Be thou my vision, O Lord of my heart;
Naught be all else to me, save that thou art.
Thou my best thought, by day or by night,
Waking or sleeping, thy presence my light.

Be thou my wisdom, and thou my true word;
I ever with thee and thou with me, Lord;
Thou my great Father; I thy true son;
Thou in me dwelling, and I with thee one.

High King of heaven, when victory is won,
May I reach heaven's joys, O bright heaven's Sun!
Heart of my own heart, whatever befall,
Still be my vision, O Ruler of all.

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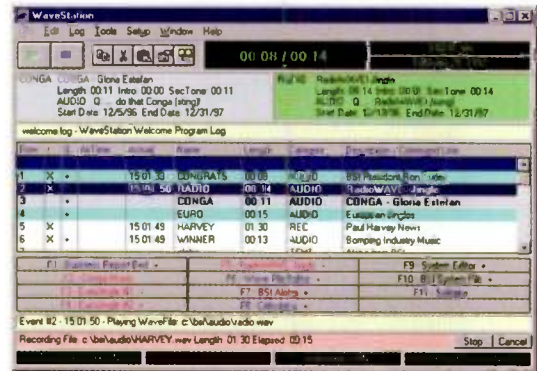


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Free offer #1: the gospel of Jesus Christ

AFR programming is distinctively Christian and evangelical. Our mission is to clearly communicate the free offer of the Biblical gospel – a message that is transforming lives and communities all over the nation. It's why AFR exists and why we are making this free offer.

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AFR's News Department provides up-to-the-minute news 20 times a day at five before the hour.

Saturday mornings are for kids only, while Saturday nights are aimed at youth.

Break away for local shows. Take all or part of our programming. There are no time contracts and you can drop the service any time you wish. That's a lot of freedom.

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American Family Radio

Want to know more? Call Marvin Sanders at 601-844-8888. The phone call is not free, but then again, only a few things are.

