

# RELIGIOUS BROADCASTING

SEPTEMBER 1997

## THE RADIO ISSUE

PAGE  
14



PAGE  
20



PAGE  
26



- DIGITAL
- DISTRIBUTION
- NEWS
- PROGRAMMING
- RESEARCH



When news that happens here..



affects people here..



we'll be on the record here!



- Education - Crime - Culture - Health Care - Euthanasia - Abortion - Homosexual Agenda - Law
- Pornography - Parental Rights - Work & Family - Religious Freedom - Teen Sex - Welfare Reform
- Adoption - Life Issues - Drugs - Family Stability - Government Relations - Military Family
- Polls & Public Opinion - Congress - Community Development - Welfare Replacement

*Introducing FRC Direct, the Family Research Council's Direct Newsline, an actuality line providing immediate issue response, recordable commentary and access to fax-on-demand for the working media. Seventeen FRC public policy experts are now available to you by phone 24 hours a day for an informed perspective on fast-breaking news that affects the American family. Call 202-393-NEWS before your next family-issue story deadline.*



**Gary Bauer**  
President



**Cathy Cleaver**  
Law



**Bill Mattox**  
Family Stability, Taxes



**Col. Bob Maginnis**  
Drugs, Military, Crime



**Robert Knight**  
Cultural Studies



**Kristi Hamrick**  
Communications Director



**202-393-NEWS**

The Family Perspective On Today's News

**1-800-726-6096**

Fax-On-Demand

The Family Research Council is America's Family Voice, and Washington's most respected family policy organization. Phone, satellite, studio and remote interviews for all print and broadcast media are available by arrangement. A fully equipped media center with sound, electrical and lighting options is also available for on-site interviews. For more information, contact Kristi Hamrick or Kristin Hansen today at 202-393-2100.

Family Research Council, 801 G Street NW, Washington, DC 20001 202-393-2100 fax 202-393-2134 <http://www.frc.org>

# Merging Technologies

world wide web

HDTV

intranets

virtual reality

telecommuting

CD-ROMS

teleconferencing

500 channels

DVD

v-chips

smart cards

satellite tv

ISDN

computer telephony

encryption

*For 25 years we have served religious media organizations as Michael R. Ellison, Inc.*

*To better serve our clients in the 21st Century we have become . . .*



Continuing our commitment to quality services in religious broadcasting. Blending growth strategy and fund-raising with international media planning and buying, direct mail, event promotion, public relations, and Internet-site development - all tailored to your needs by people who partner with you and understand ministry.

14804 N. Cave Creek Road  
Phoenix, AZ 85032  
(602) 404-4000 • FAX: (602) 404-1700



In a world of merging technologies, Ellison Research will help you develop the informational resources to increase your success in ministry, fund-raising and communications. Providing insightful and applicable strategy based on advanced research techniques designed specifically for your organizational needs.

14804 N. Cave Creek Road  
Phoenix, AZ 85032  
(602) 493-3500 • FAX: (602) 404-5038



Everything you need to develop, duplicate, and distribute your message: state-of-the art recording studios, high quality mass duplication of audio and video cassettes, packaging, and worldwide distribution. Whether you need 1,000 or 4,000,000 tapes, we guarantee sound satisfaction!

7777 E. Paradise Lane  
Scottsdale, AZ 85260  
(602) 483-0398 • FAX: (602) 607-3172

*Serving ministries into the next century.*



<http://www.ellisoncompany.com>



**One** was a reward  
*for quality...*



**Two** was a tribute  
*to quality...*



**Three** established a trend  
*in quality...*



**Four** is an  
unsurpassed tradition  
*of quality.*

*InfoCision Management*  
*Telephone Marketing Specialists*



InfoCision is the only non-profit fundraising firm to earn an MVP Quality Award each of the four years since its inception. This award recognizes those telemarketing companies with the most outstanding commitment to Quality assurance, customer service, and an uncompromised commitment to excellence.

*Call InfoCision to learn how we raise more money for Christian organizations than any other outbound telemarketing company.*

Tim Twardowski • Executive Vice President – Marketing

Nick Stavarz • Vice President – Marketing

325 Springside Drive • Akron, Ohio 44333 • (330) 668-1400 • <http://www.infocision.com>

## Broadcasting Freedom . . . on Wheels

by Steve Jensen

*Radio stations partner with JAF Ministries to wheel the Gospel around the globe.*

# 14



page 14

# 38

## Two to Grow On

by Dan Vallie and Jim Richards

*A sneak preview of two radio workshops for NRB 98: focus groups and stationality.*

# 20

## Daring Diversity — Part One: Radio

by Sarah E. Smith

*A look at not-so-typical radio fare: fiction, the outdoors, singles, and sports.*

SEPTEMBER 1997

# Features

## Coast to Coast in 11 Steps

by Jon M. Campbell

*Want to take your radio program from local to national? Here's the short to-do list.*

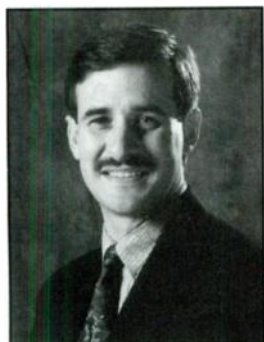
# 30



page 30

## News and Public Policy in Christian Radio

by Ronald L. Harris  
*Meet your audience's information needs — and build listener loyalty.*



page 34

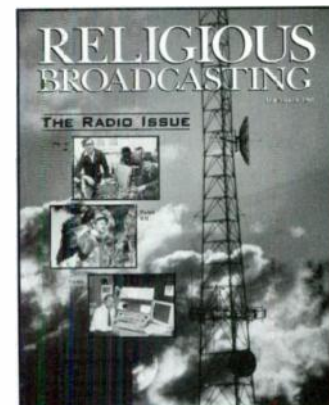
# 34

## The "D" Word: Digital

by Phil Shappard

*Confused about digital radio? Read this expert's advice on how to create a hard drive-driven radio station.*

# 26



### On the Cover: The Radio Issue

*Inset photo credits: Top, JAF Ministries; Center, The Christian Sportsman Program; bottom, KCBI-FM/Dallas.*

# Departments

## OPINION/COMMENTARY

- 6 Signing On by Wayne Pederson
- 8 Tuning In by Brandt Gustavson
- 10 Readers' Reactions
- 64 Segue

## INDUSTRY INFORMATION

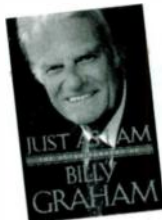
- 50 International Interests by Jerry Rose  
*Romanian update*
- 52 Sales Spot by Dewey Moede  
*Living up to your potential*
- 54 Funding Management by Norman Edwards  
*Fund-raising manuals*
- 56 Children's Corner by Jean Donaldson  
*Then and now*
- 60 Interview Insights by Jonathan Petersen  
*Delving deeper into faith*

## BROADCASTING NEWS

- 12 Washington Watch by Richard Wiley  
*Impact of RFRA repeal on FCC EEO rules*
- 41 Inside NRB  
*NRB 98 exhibit update*
- 42 Trade Talk  
*Nielsen ratings*

## REVIEWS

- 58 The Book Shelf by Harry Conay  
*Billy Graham tells all*
- 55 Recording Reviews by Darlene Peterson  
*Resurrection Band undergoes surgery*
- 57 Video Vignettes by Sarah E. Smith  
*Countering evil with good*



page 58



page 55



page 57

## MISCELLANEOUS

- 44 The 1998 NRB Annual Awards Nomination Forms
- 62 Advertising Index
- 62 Calendar Close-up
- 61 Classifieds

*Religious Broadcasting* (ISSN 0034-4079) is published 10 times a year. To subscribe, send \$24 for one year to National Religious Broadcasters, 7839 Ashton Ave., Manassas, VA 20109-2883. Canadian orders must add \$6 annually; all other foreign orders must add \$24 per year. Payment in U.S. funds only. Periodicals postage paid at Manassas, Va., and additional offices.

Printed in the U.S.A. Copyright 1997 by National Religious Broadcasters (NRB), all rights reserved. Contents of this magazine may not be reproduced, in whole or in part, unless expressly authorized in writing by NRB. All editorial and production correspondence should be sent to *Religious Broadcasting*, 7839 Ashton Ave., Manassas, VA 20109-2883. *Religious Broadcasting* assumes no responsibility for return of manuscripts, photographs, and cartoons, and reserves the right to accept or reject any editorial and advertising material.

# RELIGIOUS BROADCASTING

The Official Publication of  
National Religious Broadcasters

September 1997, Vol. 29, No. 7

## EDITORIAL STAFF

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

## BUSINESS SERVICES

Advertising Agency — Carlton Dunn &  
 Associates/(609) 582-0690  
 Advertising Assist. — Elizabeth Oliver  
 Printer — Pendell Printing  
 Gen. Counsel — Wiley, Rein & Fielding

## NATIONAL RELIGIOUS BROADCASTERS EXECUTIVE COMMITTEE

**President:** E. Brandt Gustavson; **Vice President:** Michael Glenn; **Chairman:** David Clark, NAMB/FamilyNet; **First Vice Chairman:** Tom Rogeberg, In Touch Ministries; **Second Vice Chairman:** Jon Campbell, Ambassador Advertising Agency; **Secretary:** Wayne Pederson, Northwestern College Radio; **Treasurer:** John Corts, Billy Graham Evangelistic Association; **Members-At-Large:** Sue Bahner, WDCW-AM; Stuart Epperson, Salem Communications; Glenn Plummer, Christian Television Network; Jerry Rose, WCFC-TV; Robert Straton, Walter Bennett Communications.

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

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

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

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

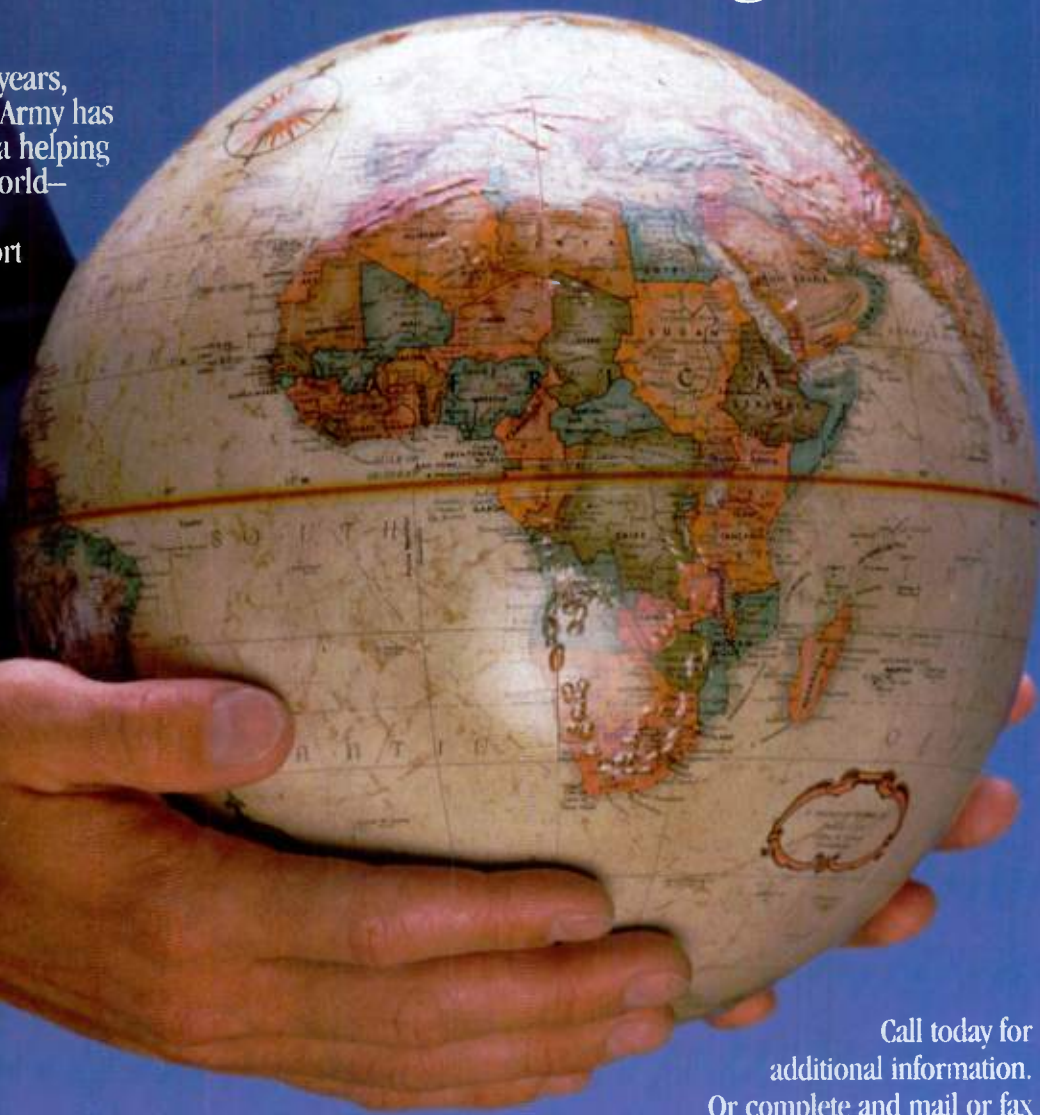
POSTMASTER: Please send change of address to *Religious Broadcasting*, 7839 Ashton Avenue, Manassas, VA 20109-2883.



NATIONAL  
 ASSOCIATION  
 of  
 EVANGELICALS

# Helping Hands for a Hurting World

For over 125 years,  
The Salvation Army has  
been lending a helping  
hand to the world—  
offering food,  
shelter, comfort  
and hope, all  
in the name  
of Christ!



Call today for  
additional information.

Or complete and mail or fax  
this coupon. Phone (404) 728-6727

Fax (404) 728-6755 • Toll free voice mail (800) 229-9965

## ***Wonderful Words of Life***

A 15 minute weekly inspirational radio program,  
packed with lively dialog, Bible teaching, and  
contemporary and traditional music.

## ***Maravillosas Palabras de Vida***

The Spanish version of *Wonderful Words of Life*  
produced in cooperation with Trans World Radio.

## ***Heartbeat***

An ALL-NEW 1-minute spot with Christian insights  
about "real life" issues and experiences.

**Yes!**

I'm interested in helping change the world, one  
life at a time. Please send me information about  
carrying The Salvation Army's radio ministries  
on my station.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_

Station Call Letters \_\_\_\_\_



*Heart to God  
Hand to Man*

**Reply to: Radio Ministries, The Salvation Army,  
1424 N.E. Expressway, Atlanta, GA 30329-2088**

## Who Listens to Radio?

Remember Stan Freeberg's classic radio piece in which he describes Lake Michigan filled with hot chocolate with tons of whipped cream floating on the surface, and the Air Force flying over to drop a 10-ton cherry to the cheering of 10,000 extras? All the visual description is accompanied by mind-filling sound effects. Freeberg concludes: "Now let's see you do that on TV."

Of course, television is able to create fabulous visual effects. But the beauty of radio is that it creates the theater of the mind — and listeners enjoy the illusion. Most often the illusion is better than the reality. I remember hearing a DJ with a mellifluous voice, whom I imagined to be tall and slender with curly blonde hair. I was surprised later to meet a short, bald, pudgy man behind the mic. Some of us in radio are chagrined when a listener says, "Oh, is that what you look like!"

I'm old enough to remember coming home from school, standing by the radio, and listening to the Lone Ranger. Our family actually "watched" the radio when *Dragnet*, *Fibber McGee and Molly*, and other captivating shows came on (things were slow on the farm). Later, I learned the actor who voiced the Lone Ranger was older and overweight and the radio Superman didn't look anything like Christopher Reeve.

Today we've learned radio is a mobile medium. We don't have to sit and watch. And the listener isn't tied to a cable or a dish. We've also learned radio is an intimate medium. By its nature, radio is spontaneous, friendly, and direct. Radio is also cost effective. Its cost per-thousand is well-documented. All of these are important ministry considerations.

The impact of television cannot be denied. The potential of DBS is unlimited. The interactive capability of the Web is mind-boggling. But radio is more vital than ever for at-work listening, commuter information, "walking" entertainment, and middle of the night companionship.

But those of us building the future of radio need to think outside the box. With the many entertainment and information options available to the consumer today, we need to be more strategic in the use of our medium to impact our society.

This is especially true for those of us in radio ministry. The needs and habits of our listeners have changed dramatically since most of us were called into this ministry. Let me ask you some questions that will help strategize for the future:

- What are the strategies which will allow us to continue to build an audience and win more people for Jesus?
- Are we willing to "think outside the box" when it comes to producing programs and running our formats?
- Are we willing to listen to our target audience in what they want and what they don't like about our ministry?
- Are we willing to take risks in order to reach a new generation of listeners?

For example, if your target audience 20 years ago was adults 30-50, those listeners are now 50-70. If your target is still 30-50, what are you doing to reach the Xers who are married, having children, and launching careers?

Competing technology doesn't have to scare us. Just make sure you have creative, motivated people with a passion for using the medium to reach the lost and to build up believers.

You may not look like Mel Gibson. You may not have the dollars to produce a prime time television special. But God has given us a "spirit of love, power, and a strong mind" [2 Timothy 1:7]. These are the most valuable resources available to us today to reach our culture with the Gospel of Christ through the media resources He has placed in our hands.



Wayne Pederson is secretary of National Religious Broadcasters and executive director of Northwestern College Radio in St. Paul, Minn.

Wayne Pederson



# YOU COULD SAVE YOUR NETWORK MONEY.

**Lower Your Space Segment Charge to as little as \$1,750 a month!\***



And still get 20kHz of CD-quality audio with the flexibility of a full-time satellite channel.

You could pay less than \$8 per day for each station to become part of your SCPC broadcast network. And because your needs are unique, your particular radio network could cost you even less. This example is based on having 18 station

locations across the U.S. with a monthly charge for space of only \$1,750.

NPR Satellite Services provides full-time space segment on Galaxy IV, transponders 3 and 1. The transmission method is SCPC so you'd be in complete control of your own, unique network. We understand that there are a number of variables that affect each satellite radio network's design. That's why our sales team works with you to design the best radio network for you, focusing on your business needs.

So call NPR Satellite Services today to find out how we can provide you with an economical answer to your radio network needs.



**NPR Satellite Services®**

Link Up With Us

635 Massachusetts Avenue, NW, Washington, DC 20001  
(202) 414-2626

\*Rate is for a representative Space configuration. Individual requirements may vary, resulting in a differing rate.

## READERS' REACTIONS

### IBS/Zondervan Should Admit Error

In his June article, "Back to Journalism Basics," Jonathan Petersen of Zondervan Publishing House, makes a false claim when he asserts, "Zondervan has not published an 'inclusive language' NIV Bible."

The Winter 1997 issue of *Priscilla Papers*, an evangelical feminist publication, prints a letter from Lars Dunberg, president of International Bible Society (IBS), in which Dunberg reveals details of the IBS/Zondervan publishing plan for inclusive versions of the NIV.

Dunberg wrote: "The inclusive edition of the NIV was completed last year. As it was ready to be published, it was decided that because IBS/Zondervan was going to release a New International Reader's Version (NIRV), the NIV at the 3.5 grade reading level, during the summer of 1996, the NIRV should be released first. This edition is inclusive in nature."

First, IBS/Zondervan released a Bible one year ago labeled "inclusive." Second, another "inclusive edition" of the NIV was also completed last year. Third, both these Bibles are described in print as "inclusive" by Dunberg.

What standard of honesty is Petersen exhorting us to when he writes, "Truth should be your ultimate goal"? I'm reminded of Emerson's adage: "The louder he talked of his honor, the faster we counted our spoons." Petersen and IBS/Zondervan should simply admit they erred in working on and releasing these inclusive revisions of God's Word. No one would think worse of them for doing so; in fact, many of us would respect such integrity.

Timothy B. Bayly  
executive director

Council on Biblical Manhood and Womanhood  
Bloomington, Ind.

### Petersen's Reply

In regard to the New International Reader's Version (NIRV), perhaps in the interest of space or time, Lars Dunberg abbreviated his description of it a little too much in his letter. In any event, at Zondervan we see the NIRV as a new translation for early readers (young and old alike). NIV and NIRV are each distinct translations. The NIRV is the simplest Bible translation available today. Because it is written at the third-grade reading level, it uses common words and simple sentence structure.

The term "inclusive" is perceived differently by different people. Some see it negatively, in the same terms as "unisex"; others see it as simply a benign adjective. Because of this confusion in the marketplace, Zondervan has not labeled the NIRV "inclusive." We refer to its treatment of gender as being precise to the original biblical texts, to better assist early English readers in clearly understanding that where the original Greek, Hebrew, and Aramaic texts are directed at both men and women, it is so translated.

However, one of the strongest benefits of the NIRV is that it serves as a "stepping-stone" to the NIV, facilitating an easy transition when an early reader is ready to "graduate up." As such, International Bible Society has decided to revise the NIRV to follow the same traditional

approach to gender language found in the NIV.

The members of the Committee on Bible Translation, the evangelical biblical scholars responsible for the NIV and NIRV translations, all believe in, and conduct their work on the basis of, the infallibility, inerrancy, and authority of God's Word.

Jonathan Petersen  
director, corporate affairs  
Zondervan Publishing House  
Grand Rapids, Mich.

### Another Response to LDS as "Christian"

In *Religious Broadcasting's* June issue, "Readers' Reactions" included a letter titled "LDS should be considered Christian, too." That letter prompted me to do a little research. Not having read the article ("Not Just Jesus" February-March) referred to in the letter, I was a little unsure of the exact details but would like to add this comment: Joseph Smith himself wrote the teaching "only Mormons can be saved," as mentioned in Ronald Schoedel's letter.

Smith wrote concerning an interview with the deity: "I asked the Personages who stood above me in the light, 'Which of all the sects was right and which I should join?' I was answered that I must join none of them, for they were all wrong." [*Joseph Smith — History 1:1-25*].

A noted Mormon Arthur Samuel W. Taylor wrote in answer to the question "Are Mormons Christians?" — "Yes, indeed, but neither Protestant or Catholic." [*The American Weekly*, April 3, 1955]. If the Mormons are right and everyone else wrong, then they do believe they are the only ones who will be saved.

If Mormons are Christians, why don't they believe in the basic tenets of the Christian church such as the virgin birth of Christ, the Trinity, justification by faith, and redemption solely by grace through faith in Christ (Ephesians 2:8-10)?

Please check out "*The Kingdom of the Cults*"; chapter six is loaded with facts about what the Mormons really teach, as opposed to what they tell the general public. You make your own decision.

Charlie Smith  
Goforth Media Inc.  
Mobile, Alabama  
via e-mail

Please Address Letters To:

Readers' Reactions

Religious Broadcasting

7839 Ashton Avenue

Manassas, VA 20109-2883

Fax: (703) 330-6996

E-mail: [ssmith@nrp.org](mailto:ssmith@nrp.org)

Letters must be signed and limited to 250 words or less. *Religious Broadcasting* reserves the right to edit all material for length, grammar, and style. *Religious Broadcasting* will not print material containing personal attacks, insults, or otherwise libelous statements.

# TESTIMONY

*The eternal gospel for a new audience.*



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

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

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

He chose KMC Media.

The people at KMC analyzed his ministry. And through intelligent media placement and promotion, KMC began to redefine Dr. Evans's audience. Radio markets were strengthened.

The result? Increased ministry income. Decreased expenses. And an expanded audience that now hears the Word of God as powerfully shared by one of His faithful servants.

If you're looking for ways to touch more lives with your radio ministry, call KMC Media today.



**KMC  
MEDIA  
INCORPORATED**

***When you've got something to say.***

**1-800-825-MEDIA**

# Supreme Court Strikes down RFRA

Americans of many faiths know the U.S. Supreme Court recently ruled on a high-profile case concerning religious rights — and that the supporters of increased legal protection for religious exercise lost. In *City of Boerne v. Flores*, the justices struck down the Religious Freedom Restoration Act of 1993 (RFRA), a federal statute designed to make it difficult for governments to justify laws that, while applicable to the general population, nonetheless “substantially burden” an individual’s religious practices.

The court’s decision is significant on several counts. First, the justices weighed the power of Congress against states’ rights and, by a 6-3 vote, sided with the states. Second, because RFRA passed in reaction to a controversial 1990 court decision, the majority considered Congress’ role in interpreting the Constitution versus that of the Supreme Court itself.

These points may seem of interest only to lawyers, but the decision has a real-world impact. RFRA affected the type of legal restrictions under which nearly all modern-day religious freedom disputes arise: the broad category of “neutral, generally applicable laws” — such as city zoning codes, state health regulations, and myriad other examples — that pose unintended but quite real burdens on people practicing certain tenets of their faith.

One such neutral law — an Oregon statute criminalizing peyote use — triggered the legal dispute leading to RFRA’s enactment. In *Employment Division v. Smith*, two Native Americans who used the drug in religious ceremonies challenged the state law on First Amendment “free exercise” grounds. The court upheld the Oregon statute on a 5-4 vote and, in so doing, scaled back the level of First Amendment scrutiny given to laws of neutral application.

*Smith* evoked an outcry from religious organizations and political groups across the ideological spectrum. Congress responded by passing RFRA, which made it more difficult for local, state, or federal govern-

ments to successfully defend neutral laws against religious challenges. A restriction survives only if it proves to be “the least restrictive means” of serving a “compelling government interest.” This standard is considered extremely difficult to satisfy.

That legal burden appeared to be a significant consideration in the court’s decision. The majority noted there was potentially no limit to the type of neutral state or local laws that might be successfully challenged under RFRA. While the *City of Boerne* case involved a Roman Catholic church’s challenge to a local historic preservation law, a coalition of state governments appeared before the court to raise alarms about RFRA interfering with their ability to control prison populations. A considerable number of RFRA claims have been filed by prisoners challenging rules governing work hours, clothing requirements, and other conditions of their imprisonments.

Understanding the court’s interest in preserving state and local government autonomy helps explain why justices who might otherwise have been expected to sympathize with religious claims — including Chief Justice William Rehnquist and justices Antonin Scalia and Clarence Thomas — voted to strike down RFRA. Indeed the First Amendment was not directly at issue in *City of Boerne*. The case was decided on the basis of the 14th Amendment, which gives the federal government power to “enforce” citizens’ U.S. constitutional rights against state and local laws that would curtail those rights.

But RFRA went further than merely enforcing existing constitutional rights, Justice Anthony Kennedy wrote for the majority. The statute “appears instead to affect a substantive change. . . . Legislation which alters the meaning of the Free Exercise Clause cannot be said to be enforcing the clause. Congress does not enforce a constitutional right by changing what the right is.”

Although *City of Boerne* explicitly addresses the limits of Congress’ power to effect state and local laws,



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

the scope of the decision’s impact with respect to federal law is more ambiguous. Legal commentators on *City of Boerne* disagree as to whether RFRA may still afford greater protections to individuals against neutral federal statutes and regulations which burden religious practices.

This matter has some relevance for National Religious Broadcasters (NRB) in its ongoing effort to secure a change in the *King’s Garden* exemption to the Federal Communications Commission’s (FCC) broadcast EEO rules. *King’s Garden* currently permits religious licensees to consider a potential employee’s theological beliefs in filling positions connected to the “espousal” of the broadcaster’s religious views, such as announcers or producers, but does not extend to “non-espousal” positions.

In comments submitted to an agency rulemaking last year, NRB has urged the FCC to expand the *King’s Garden* exemption to cover all positions at a religious station. That proceeding remains pending. NRB also supports the Lutheran Church-Missouri Synod’s ongoing appeal of FCC sanctions against the church’s KFUA-AM-FM/St. Louis, which were accused of violating the broadcast EEO rules.

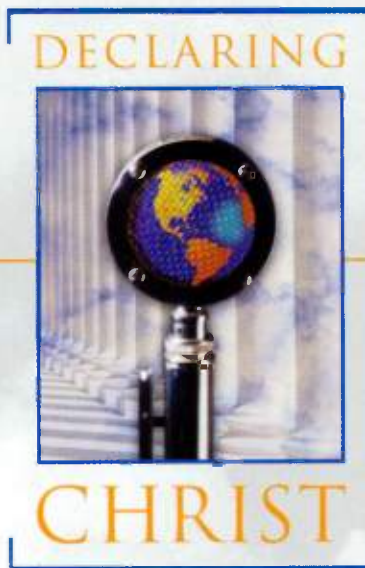
Both the rulemaking comments and the KFUA court appeal have relied in part on RFRA to bolster their arguments. It remains to be seen how the *City of Boerne* decision will affect NRB’s case for expanding *King’s Garden*. <sup>8</sup>

# connect

with  
christian communicators

[at the]

## 55<sup>th</sup> annual nrb convention & exposition



Rebecca  
St. James



Elizabeth  
Dole

### HIGHLIGHTS

- Almost 100,000 sq. feet of exhibits
- World-class speakers
- 40-plus sessions and workshops
- TV Program Showcase
- Religious Broadcasting Awards
- Network with 4,000-plus Christian broadcasters from around the world.
- Job Fair
- The best in gospel music and entertainment

### SPEAKERS & ENTERTAINMENT

NRB features top speakers and entertainment including: Charles Stanley, Rebecca St. James, William Bennett, Barbara Johnson, Carlton Pearson, Cindy Morgan, Dennis Swanberg, Alicia Williamson, Michael Reagan, Chuck Swindoll, Janet Parschal, Jack Graham, The Martins, and Elizabeth Dole



Carlton  
Pearson

### EDUCATIONAL SESSIONS

Experience the creative power and information provided in the 40-plus educational sessions and workshops like:

- TV Boot Camp
- Radio Boot Camp
- What To Do When 20/20 Calls
- Tax Guide For Ministries
- Radio Station Research & Focus Groups
- New Technology & Digital Television
- Children & Youth TV Programs
- Hallmarks of a Successful Fund Raising Plan
- Evangelism on the Internet
- How to Make Money for Your Radio Station on the Internet
- 10 Strategies for Advertising Your Media Ministry
- Operating Debt Free
- International Partnership
- The Strategic Use of Streaming Audio and Video on the Internet
- Improving Your Station's Coverage
- Answers to Your Toughest TV Questions

William  
Bennett



Chuck  
Swindoll



### FOR REGISTRATION INFORMATION,

call (703) 330-7000, ext. 503, fax (703) 330-7100, or e-mail: [tsingleton@nrb.org](mailto:tsingleton@nrb.org)

Registration forms and complete convention program and exhibitors are available on our web site at [www.nrb.org](http://www.nrb.org).

To exhibit, call (703) 330-7000, ext. 513.

# THE RADIO ISSUE

by Steve Jensen

**S**TANISLAWA Wieladek of Warsaw, Poland, lived for ten years with a disabling condition, limiting her to a world of pain and loneliness. Cut off from society that feared her pain, she had little hope of recapturing the joy she knew when she was independent. She could only watch from her home as her country moved from communist bondage into political freedom – a freedom she did not expect she would ever know again.

But KQCV-AM/KNTL-FM/Oklahoma City found it in someone's attic.

As did KFLR-FM/Phoenix, KFAX-AM/San Francisco, WCRF-FM/Cleveland, WBCL-FM/Fort

## BROADCASTS ON WHEELS

*Left. In addition to distribution, volunteers in local churches of host countries are also involved with evangelism and training.*



Wayne, Ind., KKLA-AM-FM/Los Angeles, and WMHK-FM/Columbia, S.C. These radio stations and many more have found freedom for people like Wieladek around the world. And more freedom is being found every day.

### A Movement of Friends

A growing number of Christian radio stations are joining the movement to free people with disabilities from their private prisons in developing countries through a unique program called Wheels for the World. By providing people like Wieladek a wheelchair, communities across the country are bringing light where there once was darkness through the gift of a wheelchair and through the good news of Jesus Christ.

The movement began four years ago when Joni Eareckson Tada's ministry, JAF Ministries, began collecting used wheelchairs for distribution. Tada and her team set out to collect forgotten wheelchairs in America's attics and basements to respond to the immense need for wheelchairs. Since then, Wheels for the World has distributed more than 4000 refurbished wheelchairs in countries such as Ghana, Romania, Poland, Russia, Chile, Guatemala, and Albania. Plans are in place to add Kenya this year.

As freeing as the gift of a wheelchair may be, there is a dark imprisonment more devastating than immobility. Many of the world's 549 million disabled people face darkness of spirit without the Gospel. Most

have no access to the hope of Christ, being excluded from the opportunity to go to church or to meet someone to tell them the Good News.

A recent report from St. Petersburg underscores the darkness. John Wern, director of Wheels for the World, shares this observation about an institution his team visited for people with disabilities: "Our drive to share the Gospel took us to a crumbling old institution near St. Petersburg, Russia. Dark and depressing, with just a few bare light bulbs dangling in the long dark hallways, our team was shocked to discover that nearly 1400 disabled people were warehoused there — people with all sorts of disabilities,

*Continued on page 16*

# BRINGING FREEDOM...

# S

Left and Right Center. Before and after photos of a father and child in Bucharest, Romania. The pair traveled many miles to receive a Wheels for the World chair. Workers in the International ministry never tire of seeing smiles on the faces of recipients.

Right. Refurbished wheelchairs are boxed and placed in shipping containers. Sealand Corporation has graciously donated to Wheels for the World its shipping services to all host countries for the next three years.



mental and physical, jumbled together."

But hope is being broadcast through Wheels for the World and Christian radio. Tada has always enjoyed a unique relationship with listeners in her daily, five-minute broadcast *Joni and Friends*. During the last 15 years, she has encouraged and inspired her listeners. They have found a genuine friend in Tada.

Such a friendship has grown into an exciting ministry that is igniting both audiences and stations that sponsor a wheelchair drive. Stations are mobilizing their communities to dig out old wheelchairs from basements, garages, and attics.

*Partnering with  
Wheels for the World  
has added a new  
and exciting dimension  
to broadcasting the  
freedom of Christ  
to the world.*

Nursing centers and hospitals are similarly involved, finding that they have as many as 20 or 30 wheelchairs in storage, unused and ready to be discarded.

### Connecting Friends Around the World

"The number of people who are touched by just one wheelchair is amazing," Tada observes. "We're making a worldwide connection with each chair that is collected and delivered. Drivers, radio personnel, refurbishment volunteers, missionaries, donors . . . the connection seems endless. And you'd be amazed at how many wheelchairs are still out there.

"And more importantly, there is incredible joy that comes when people know that they are making a very personal gift to someone. We mark the donor's name on the wheelchair so that the recipient knows where it is coming from. That symbolizes the worldwide



*Volunteers at Hope Haven in Rock Valley, Iowa, repair wheelchairs for distribution.*

connection of friends we're promoting with this ministry."

Collecting wheelchairs has prompted unique community service opportunities for radio stations. This year, WAVA-FM/Washington, D.C., used the month of May for its drive, which included a Wheels Family Fun Day at the National Institutes of Health in Bethesda, Md. WAVA's Barry Case has actively promoted the drives with the help of local businesses, including a car dealership. The D.C. community has already collected 400 wheelchairs through the efforts of these businesses.

## Interested?

Would you like to help a person across the globe find the freedom of Christ through the gift of a wheelchair? For more information about sponsoring a Wheels for the World drive, please contact JAF Ministries at P.O. Box 3333, Agoura Hills, CA 91301. The ministry may also be reached by telephone at (818) 707-5664 or through its Web site at [www.jafministries.com](http://www.jafministries.com).

### Refurbishing Freedom

Once collected, local volunteers and sponsors ship the wheelchairs to one of two repair sites in the United States. Hope Haven, a residential and employment ministry in Rock Valley, Iowa, has partnered with Wheels for the World. Eight volunteers for Hope Haven refurbish 1500 wheelchairs annually.

Volunteers from a minimum security prison in South Dakota have also joined the effort by putting on new seats, packing bearings, and cleaning the wheelchairs. Regarding the prisoners working with the program, Forrest Huber, president of Trinity Corrections International, says, "Their attitude toward life has improved greatly." One prisoner remarks, "Last night was the first time in my life I went to sleep feeling like I had done something worthwhile."

Once refurbished, the wheelchairs are packed in containers and shipped overseas. Last year, SeaLand Corporation, a worldwide shipping company, donated its services to transport wheelchairs to two of the countries. SeaLand has since expanded its commitment to ship wheelchairs to all of the countries needing wheelchairs from Wheels for the World for the next three years.



## A Treasure of Grace

After the wheelchairs arrive in the host country, short-term missionaries and local churches carry out the task of placing the wheelchairs with applicants. Several distribution days are set up at which the recipients and the families receive expert training from disability professionals. The recipients are "seated" in their new chairs and tips are given on how to use them.

But Wheels for the World sees its role as more than an agent for delivering wheelchairs. Its primary purpose is to communicate the Gospel by equipping local churches to evangelize and disciple people with disabilities. Short-term missionaries are comprised of physical and occupational therapists, evangelists, and teachers.

Proper fitting of the wheelchair is combined with a presentation of the Good News to the recipient and the family. To many recipients, this is the first time they will see and hear of a tangible expression of God's grace.

One mother of a disabled child

in Chile learned that lesson of grace in a poignant way. As her daughter was being fitted for a pediatric chair, she stopped the therapist and said she could not accept the wheel-

*But Wheels for the World sees its role as more than an agent for delivering wheelchairs. Its primary purpose is to communicate the Gospel by equipping local churches to evangelize and disciple people with disabilities.*

chair. When asked why, the mother responded, "It is too expensive! We cannot accept it. We do not deserve it."

The therapist pleaded with the mother to receive the gift, as a family in America truly desired her daughter to have it. The mother,

however, was insistent in her refusal. Fearing the child would go home without a chair, the therapist asked the pastor of a local church to intervene.

"You see," he told the woman, "this is what the Good News of Jesus is about. We did not deserve the gift of God's Son dying on the cross. But we must receive His gift of grace if we are to be saved."

The mother was finally convinced and her daughter went home with the chair. That week in Santiago, Chile, 140 people came to know Jesus Christ as their Savior through the ministry of Wheels for the World and the local churches.

Perhaps the ministry in Ghana provides the clearest example of how Wheels for the World changes not only the lives of individuals but also churches and societies. During the ministry's three-year commitment to send wheelchairs and missionaries to Ghana, local churches there worked with the country's disability organizations to establish

*Continued on page 18*

# THE ONLY DUPLICATING SERVICE THAT COMES WITH THESE LETTERS OF RECOMMENDATION.

When it comes to duplicating, nobody has higher standards than the entertainment industry. Which is why, for over 10 years, some of the biggest names in the business have turned to Opryland Duplicating Services. We know how important it is to provide consistent quality, from first dub to last. And how helpful it can be to provide a full range of services. At Opryland Duplicating Services, we can take your project from start to finish. From specialized package design to customized printing to mailing anywhere in the

country. Our top-of-the-line equipment lets us produce quality duplicates, including JVC-licensed VHS, D2, Digital BetaCam, BetaCam SP, S-VHS, 8 mm, 1", 2" and 3/4" quickly and on time. And you can rest assured that your order will be perfect because our highly trained staff checks it for audio, video and tape stock quality before it is shipped out. So give us a call. You'll find for full service quality duplicating, nobody can copy us.



**1-800-554-2348**

**OPRYLAND  
DUPLICATING SERVICES**



permanent ministries.

Wheels for the World teachers helped Christians understand the nature of disability, God's perspective, and the church's responsibility. Ongoing ministry in the form of education, outreach, and physical help is being implemented in Ghana as a result.

Robin Jones, general manager

of KQCV, journeyed to Ghana on a delivery trip. She joined 25 missionaries and 150 wheelchairs that were sent there when Tada won a contest sponsored by KLM Royal Dutch Airlines. The airline was seeking the best essay on how someone would use free tickets and cargo transport. Tada was one of 12 winners out of 12,000 entries in the contest.

The trip included a two-hour interview with Ghana's President Rawlings in which the broadcaster shared about the plight of people

with disabilities and God's freedom through Christ. In addition to wheelchairs, Braille typewriters, crutches, Bibles, and materials for people with mental disabilities were also distributed during that trip.

### A Drive to Transform

Wheels for the World provides an instructional packet to any radio station interested in sponsoring a wheelchair drive. Planning instructions and materials supply the organizers with everything they need.

## Five Years of Wheeling Around

by *Lesa Helton*

For Felecia Moghbel, it all started while listening to the radio. She heard a promotional spot about Wheels for the World on Bott Radio Network's KQCV-AM/KNTL-FM/Oklahoma City.

After her mother developed Lou Gherig's Disease, Moghbel learned the great benefits of mobility assisting devices. When she heard that Oklahoma City needed a Wheels for the World coordinator, she volunteered.

Moghbel is one Oklahoma City life affected by Wheels for the World, a program of JAF Ministries. But many more lives in Oklahoma and around the world have been touched since KQCV hosted its first radio-sponsored drive in 1993.

Since that first drive, more than half a million dollars in donations have been sent from Oklahoma City to places like Guatemala and Russia. And Robin Jones, general manager, was thrilled to join JAF Ministries on a distribution trip to Ghana.

Wheels for the World has spread across the nation, featuring community partnership of Christian radio, local disability ministries, and churches. "Wheels for the World is the perfect project for a commercial or non-commercial station to reach the community through business and like-minded ministries," states Jones. "It is an investment that builds on itself."

KQCV/KNTL listeners anticipate each summer's drive, waiting to experience how their old wheelchairs, walkers, and crutches will change lives. From the house, the garage, the attic, the basement, or the storage unit and into the hands of someone half-way around the world, Christian radio is a vital bridge linking needs with resources.

And it all starts with listening to the radio.

— **Lesa Helton is administrative assistant of KQCV/KNTL.**



*Robin Jones, KQCV/KNTL general manager (left) and Felecia Moghbel, Oklahoma City Wheels for the World coordinator, help children from Council Road Baptist Church with thank-you notes. The notes went to those who participated in the drive.*



*Members of the 1995 JAF Ministries Wheels for the World trip to Ghana.*



Above. Volunteers receive and load wheelchairs at collection sites throughout a listening area to facilitate the wheelchair drive.

Left. Volunteer workers of Wheels for the World come in all ages. Two young Hope Haven volunteers refurbish a donated wheelchair.

An 11-minute video showing the ministry of Wheels for the World is included in the kit, and helps stations when seeking other sponsors.

Local stations add their own program ideas. WBCL chose one weekend during its June and July drive to sponsor a banquet for people with disabilities and their families. A Wheels rally was held the following day.

The weekend drive included the gift of a child's chair from Jessica Hines, a 12-year-old who had outgrown her pink kid's chair. "This was something Jessica wanted to do on her own," her mom said as they came to the site where the station was broadcasting and receiving wheelchairs. WBCL's drive included participation from listeners in Indiana, Michigan, and Ohio.

The result of such ministry is seen in the lives of people impacted,

not only by the wheelchairs, but also by the love of people sharing the Gospel. In his report from the St. Petersburg institution, Wern writes, "We walked the hallways, shining the light (of Christ). We encouraged local Russian Christians to keep declaring and demonstrating Christ's love to these people. The light surely does shine there.

"One of the residents, a severely disabled woman, stiff and rigid in her wheelchair, had read a Russian copy of *Joni* and was emboldened to keep shining her light up and down those dark hallways, too."

Just as Tada's story has touched the lives of millions of people like that woman in the Russian institution, Christian radio stations are likewise reaching out in new and creative ways. Partnering with Wheels for the World has added a new and exciting dimension to broadcasting the freedom of Christ to the world . . . a dimension on wheels.

**Steve Jensen is director of training for JAF Ministries, based in Agoura Hills, Calif. He may be reached by telephone at (630) 529-6100 or via fax at (630) 529-6130.**

Author

TALK



AVAILABLE FOR INTERVIEWS  
1-800-927-0517

**Mary Jensen-  
*Still Life***

New from Multnomah. This is the second book from Mary Jensen and one close to her heart.

Discussing the quiet and still spiritual life from a feminine perspective.



**Ron Heaggy  
*Life is an Attitude***

New from Multnomah!

Encouragement for youth and adults alike. This new author had it all until a dive at the beach changed his life forever. Now a quadriplegic, Ron speaks nationwide sharing his incredible positive attitude. Now you can read his story.



**Cheri Fuller**

***When Mothers Pray***

Also new from Multnomah. Mothers are powerful prayer warriors. This book is one of hope, inspiration and stories which will revitalize your prayer life. Praying is one of the most vital actions we can do for our children.



The B & B  
MEDIA  
Group

Call today for review  
copies & interviews.  
1-800-927-0517ext.8  
tbbmedia@mail.airmail.net

# THE RADIO ISSUE



## DARING DI PART ONE FIVE UNIQUE RAD

by Sarah E. Smith

**W**HOEVER SAID all Christian radio programs are merely preaching and teaching shows which sound suspiciously alike apparently is not listening closely enough.

Today, one can tune into a Christian station and learn how to bag a spring gobbler (*The Christian Sportsman Program*), chat about feeling lonely as a single (*The Single Connection*), take a bicycle ride across the United States (*God's Great Outdoors*), listen to a dramatized story (*Page Turner Radio Theater*),

Left. Brad Harris, co-host of The Christian Sportsman Program, and the gobbler he bagged during a hunt in South Dakota.

Center. Mark Taylor, co-host of The Christian Sportsman Program, and his son Josh pose with their eight-pointer while hunting in Missouri.

Right. Ben Young, host of The Single Connection.



# VERSITY - : RADIO IO PROGRAMS

and hear the latest sports scores (*Sports Spectrum*).

These five shows are a mere sampling of the innovative, niche-oriented, Christian programming airing nationwide.

## Calling All Sportsmen

"There's a lot of men and women who like the outdoors," says Mark Taylor, producer and co-host of *The Christian Sportsman Program*. "Basically, the program is about hunting and fishing tips [but] we try to include things that make people think about our Creator."

Co-host Brad Harris adds that

the program's purpose is "to reach people for Christ through the outdoors."

Both Harris and Taylor are outdoorsmen. Professionally, Harris is the senior hunting advisor and director of public relations for the Lohman Manufacturing Company, the largest game call manufacturer in the world. Taylor is station manager of KNEO-FM/Neosho, Mo., a country/gospel music formatted station.

"The show began with Brad and me sharing some ideas," Taylor explains. "We're trying to reach the outdoorsmen with the message that there's something more to life than

hunting and fishing."

With the program, Harris relates, they're able "to reach out on a bigger scale" than the hunting or fishing seminars and conferences arranged through local churches. Funding for the program came initially through Lohman, and now sponsors also include groups like Hanger Enterprise/North America Big Game Adventures.

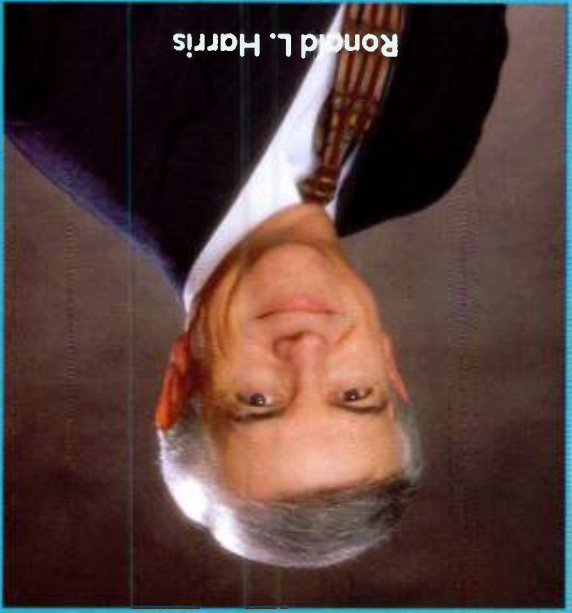
*The Christian Sportsman* is geared toward sportsmen and -women and covers related topics such as archery, hunting deer,

*Continued on page 22*



# THE RADIO ISSUE

# NEWS AND CHRISTIAN KEEPING THE LIST



Ronald L. Harris



Left. Brad Harris, co-host of The Christian Sportsman Program, and the gobbler he bagged during a hunt in South Dakota.

Center. Mark Taylor, co-host of The Christian Sportsman Program, and his son Josh pose with their eight-pointer while hunting in Missouri.

Right. Ben Young, host of The Single Connection.



# VERSITY - : RADIO IO PROGRAMS

and hear the latest sports scores (*Sports Spectrum*).

These five shows are a mere sampling of the innovative, niche-oriented, Christian programming airing nationwide.

## Calling All Sportsmen

"There's a lot of men and women who like the outdoors," says Mark Taylor, producer and co-host of *The Christian Sportsman Program*. "Basically, the program is about hunting and fishing tips [but] we try to include things that make people think about our Creator."

Co-host Brad Harris adds that

the program's purpose is "to reach people for Christ through the outdoors."

Both Harris and Taylor are outdoorsmen. Professionally, Harris is the senior hunting advisor and director of public relations for the Lohman Manufacturing Company, the largest game call manufacturer in the world. Taylor is station manager of KNEO-FM/Neosho, Mo., a country/gospel music formatted station.

"The show began with Brad and me sharing some ideas," Taylor explains. "We're trying to reach the outdoorsmen with the message that there's something more to life than

hunting and fishing."

With the program, Harris relates, they're able "to reach out on a bigger scale" than the hunting or fishing seminars and conferences arranged through local churches. Funding for the program came initially through Lohman, and now sponsors also include groups like Hanger Enterprise/North America Big Game Adventures.

*The Christian Sportsman* is geared toward sportsmen and -women and covers related topics such as archery, hunting deer,

*Continued on page 22*

turkey, and big game, and fishing for perch and bass. Each 13-week series is shipped to stations four times a year, corresponding with the seasons in content.

Some of Harris' favorite programs discuss how the outdoorsman can engage his entire family, especially his children. As for Taylor, he most enjoys the fishing shows.

The audience response has been mainly positive with calls ranging from listeners requesting coverage of a particular topic to gratitude for incorporating Christ into the program. "We had a call from a young man in the hunting industry who wanted to thank us for our Christ-centered approach to these topics," Harris remarks.

Taylor says the reply from radio stations has been encouraging: "The men at [one] station listen to all the programs before broadcasting them."

In looking to the future, Taylor describes the desire for more exposure and sponsors to support the ministry. Harris explains, "We want to do God's will, whatever He wants us to do, with *The Christian Sportsman*."

"As we tell our listeners, God may want you to catch and clean another kind of fish," Taylor concludes.

## Exploring the Great Outdoors

"Bowhunting is one of the fastest growing outdoor activities with 4.5 to 5 million people [participating]. It's a \$2 billion industry," relates Gerry Caillouet, host of *God's Great Outdoors*.

Other statistics related to hunting and fishing Caillouet quotes include the 10-12 million deer hunters and 62 million fishermen. "The fastest-growing segment in the outdoor world is women," he adds. "With *God's Great Outdoors*, we want to present the Gospel to these people who spend all their time in these outdoor pursuits."

The idea for this program began to take shape during the Tar Hollow Hunt, an annual camping and hunting weekend held in Cedarville, Ohio. "I got to thinking about all those I knew through

# FRANCINE RIVERS



*And a little child*

*shall lead them*

## THE ATONEMENT CHILD

Above. *The Atonement Child*, one of the books featured on Page Turner Radio Theater

Right. Greg Cromartie, host/producer of Page Turner Radio Theater

Christian Bowhunters of America and how people need to know there are Christians involved in that and other hunting and fishing organizations," Caillouet says.

He approached Jon Skillman, an announcer at the time with the CDR Radio Network, who in turn assisted Caillouet in developing the program through CDR.

### *The Christian Sportsman Program*

- hosts: Mark Taylor, Brad Harris
- producer: Taylor
- length: five minutes
- frequency: weekly
- stations: 24
- distribution: national
- first broadcast: Fall 1996
- contact: Taylor, (417) 451-5636

*"I'm a firm believer in the power of stories to communicate spiritual truths."*

— Greg Cromartie,  
host/producer of  
Page Turner  
Radio Theater



The program's purpose is aimed at "encouraging the Christian to use the outdoors as a way of building a bridge to his friends and family" with the message of Christ. "One not-so-hidden agenda I have is to get Christians who are doing absolutely nothing for Jesus Christ off their cans and to do something to reach non-believers. And this program encourages Christian outdoorsmen to do just that," he says.

The program is taped on location 80 percent of the time with interviews from hunting and fishing experts who are also Christians. Segments include "Lou Ann's Kitchen" featuring game recipes, related public service announcements, "Hunting Blunders," and "The One That Got Away."

Topics covered on *God's Great Outdoors* include archery, trapshooting, filming outdoor videos and photographs, white water rafting





Above. *Gerry Caillouet, host of God's Great Outdoors*



Left. *Dwight Schuh (right), senior editor of Bowhunter Magazine, and Larry Noiro, acting as an unsaved hunter, in a scene from The Hunt of a Life Time, an evangelistic video produced in connection with God's Great Outdoors.*

for women, fishing lures, camping, African safaris, tree-stand safety, taxidermy, cold weather survival, and high altitude hunting. Funding is provided by sponsors such as Black Widow Custom Bows, Inc., and API Outdoors, Inc.

### God's Great Outdoors

- host: Gerry Caillouet
- executive producer: James Leightenheimer
- producer: Dave Hofert
- length: 30 minutes
- frequency: weekly
- stations: 12
- distribution: national
- first broadcast: July 6, 1996
- contact: Caillouet, (937) 698-3656

"To an extent, audience response has been somewhat disappointing," Caillouet says, "especially in regard to our request for wild game recipes. But we've also heard good things about the show and nothing negative." The station response has also been good.

"I would really like to challenge stations to think about [airing] the program . . . during the time people are going to outdoor activities," Caillouet concludes. He's also working toward a daily five-minute program.

### Telling Stories

"I'm a firm believer in the power of stories to communicate spiritual truths," reveals Greg Cromartie, executive producer for the B&B Media Group and host/producer of *Page Turner Radio Theater*.

"The program takes excerpts

*Continued on page 24*

**Broadcasters:**  
Talk Show Interviews with  
Charles and Kristin Watson  
Call Avery PR (800) 672-8379

## **FORGIVEN:**

### The Charles "Tex" Watson Story

He murdered his way into the history books with the Charles Manson clan. Could God forgive someone like Charles "Tex" Watson? Could Tex forgive himself? Could the families of the victims ever forgive him? How could he become... **FORGIVEN?** Tex found out for himself just how merciful God can be.

### SHOW CONTENT

- Powerful Forgiveness Message
- Docu-Dramatic Re-creations
- Real Participants Tell Their Stories
- For Jr. High through Adult Ages
- Interactive Study Guide Included

### NATIONAL AWARDS

- Dove Family Approved Seal Award
- Film Advisory Board Excellence Award
- Religion In Media Angel Award

### AVAILABLE RIGHTS

- Video Available for Premium Users
- Domestic/Foreign Secular TV Broadcast Rights
- Christian TV Broadcast Rights
- Foreign Video Distribution Rights

**Dave Balsiger • Marsha Rano**  
**GROUP PRODUCTIONS**

P.O. Box 508, Loveland, CO 80539 USA  
**(970) 669-3836 • (970) 679-4370 FAX**

from the finest fiction writers in Christendom and builds a theme around them. Thus, we can communicate the Gospel through a story and, as a secondary purpose, let people hear what's available in Christian fiction."

The show, reminiscent of old-time radio dramas with ambience sound effects and an actor's rendition of the characters, is an off-shoot of *First Edition*, an author interview radio show currently airing on 200 stations.

Christian publishers, who also underwrite the program, submit fiction books to Cromartie, who then chooses his program focus. Primarily, Tyndale House and Bethany House publishers have been featured.

"We let the author's words speak for themselves with music under to carry the mood," Cromartie explains. He opens each program with an introduction to the book and author, sharing that episode's theme as well. "I glue pieces together with each segment's theme to tease our listeners' minds into thinking what the author is communicating.

"In essence, I'm going at it through an emotional perspective to put clothes, skin, and bones around the theme so it lives, which is what Christian fiction does so well," Cromartie discloses.

Themes covered on *Page Turner* encompass true love, life changes, choices, abortion, and discipleship in the context of Christian persecution.

A few of his favorite books highlighted on the program have been Francine Rivers' *Atonement Child* (Tyndale), Paul McCusker's *Catacombs* (Tyndale), and Angela Hunt's *Dreamers* (Bethany).

The audience response has been positive, Cromartie says. One station which played the show's demo tape to see if its listeners were interested, received an overwhelming response, and decided to add it permanently to its line-up.

Tina Jacobson, managing partner for the B&B Media Group, reports that station response has been excellent thus far. "It's a unique program because it's a dramatization,

# SPORTS<sup>®</sup>

## Spectrum



Left. Chuck Swirsky, host of Sports Spectrum.

"My dream is that not only will the show lead Christians to more belief, but that it also will lead a non-Christian to Christ," Cromartie acknowledges. "We're trying to draw people into God's kingdom by compelling storytelling."

### Alone With Christ

"We would like to see a revolution happen in the lives of single adults," says *The Single Connection* host Ben Young, "a revolution spiritually as singles connect with Christ; a revolution relationally to affirm singles in singleness and equip those who will get married; and a revolution sexually to promote the payoffs for sexual purity."

The weekly, magazine-style show came about while Young, who also oversees the singles ministry at Second Baptist Church in Houston, had lunch with a man from his singles group. "He said we should do a singles show on Houston's new Christian station [KKHT-FM]," Young explains. "So the idea was presented to the church's media ministry [Winning Walk Ministries] and the next thing we knew, we had a program."

Currently funded primarily through Winning Walk Ministries, Young hopes to have some commercial sponsorship in the future.

According to Young, *The Single Connection* is a "very fast paced show — we deal with a lot of hot issues, such as sexuality, homosexuality, abortion, condoms, dating, how to find a mate, breaking-up, healing after break-ups, and single parenting."

The live, call-in show has sever-

not another interview program."

Future plans for *Page Turner* include adding another program for weekend airing, the expansion of the program into another half-hour, and the possibility of serializing a daily show. "These are all possibilities because it's been so well received," Cromartie says.

### Page Turner Radio Theater

- host: Greg Cromartie
- producer: Cromartie
- producing company: B&B Radio Productions in association with the B&B Media Group
- length: 30 minutes
- frequency: weekly
- stations: 33 stations
- distribution: national
- first broadcast: May 1997
- contact: Tina Jacobson, (800) 927-0517, ext. 9

al different formats: Young and one or two guests; Young sometimes accompanied by a female co-host plus guests; panelists; or a live studio audience with audience and caller interaction. Once a month, Young opens the phone lines and fields any question on dating or singleness from callers.

### *The Single Connection*

- host: Ben Young
- producers: Laura Wright and Christie Hughes
- producing company: Winning Walk Ministries
- length: two hours
- frequency: weekly
- stations: 19 stations
- distribution: national
- first broadcast: local June 1995; national March 1996
- contact: Mike Morrison, (713) 465-9331, ext.1292

"My favorite programs are when I feel like we really connect with the caller," Young expresses. The program also has a listen line for those who need counseling or just someone to talk to.

"Ideally, we use the show as a platform to hit felt needs, then use the listen line to minister to them on a deeper level. We always refer people to local churches with a singles ministry," he emphasizes.

"Our audience has given us favorable responses, saying they enjoy the show and that we're connecting with the community," Young points out.

"One criticism is that we're not using 'Christianese'; [that] our program is too secular," he shares. "Our show talks about subjects, such as masturbation, that are not talked about on Christian radio stations."

The station response has been positive. "We recently surveyed our affiliates and they said we're meeting a need no one else is meeting [since] so many shows on Christian radio and television are targeted toward family."

Future plans include expansion of the program to other stations and singles conferences in some of the cities the program is reaching. "We

try to connect with single adults both inside and outside the church with *The Single Connection*," Young concludes.

### **Inside the Arena**

"Religious radio has a way of providing services which seem to be more interesting to women," says Ken Van Prooyen, producer of *Sports Spectrum*. "So with *Sports Spectrum*, there's an element of trying to get guys to listen. Also, sports is an avenue to share the Gospel.

"The sports focus sets the stage for Christian testimony, challenges the listeners with positive role models, and provides the local broadcast outlets with quality sports news, information, and interactive programming that will compete with its secular counterpart for the mind, the imagination, and hearing of the listener," Van Prooyen reveals.

*"We would like to see a revolution happen in the lives of single adults."*

— Ben Young, host of *The Single Connection*

*Sports Spectrum's* genesis came out of a meeting Van Prooyen had with a friend from Moody Broadcasting. "I'm not a sports nut; prior to this program, I could hardly spell sports. I felt there was a need for good sports programming and was looking for someone who was a sports nut who could share his faith."

That sports nut turned out to be Chuck Swirsky, who announces University of Michigan basketball and football for WJR-AM/Detroit. Swirsky was interested and for the weekly program's first two-and-half-years, *Sports Spectrum* originated from Moody in Chicago.

A typical program begins with sports news and information, then incorporates an interview with an athlete or sports personality. If it's a live interview, listeners have a chance to call and ask questions or make comments. After that segment, there might be a feature or another interview. The last 10-15 minutes of the hour-long show is designated for

"Sports Talk," during which listeners call to talk about sports.

RBC Ministries, which provides the money for production of *Sports Spectrum*, also publishes a monthly magazine by the same name, although the affiliation is very loose. Swirsky has a question-and-answer column each issue in which he replies to readers' sports queries.

"My favorite programs are the ones where the guests really feel free to share their faith — those are the ones we look forward to and enjoy being part of," Van Prooyen continues. "Because there are listeners who are not Christians, we really consider this program an evangelistic program. The bottom line for this program is sharing the Gospel.

"We get a number of calls each week from people who really enjoy the program," Van Prooyen notes. Station response has been equally positive.

### *Sports Spectrum*

- host: Chuck Swirsky
- producer: Ken Van Prooyen
- producing company: RBC Ministries
- length: 60 minutes
- frequency: weekly
- stations: 200-plus
- distribution: national
- first broadcast: October 6, 1990
- contact: Gary Wade, (616) 954-1346

*Sports Spectrum* will be undergoing some refurbishing in the next few months, Van Prooyen discloses. "We've been working toward doing more remotes with local stations, as well as a few other things.

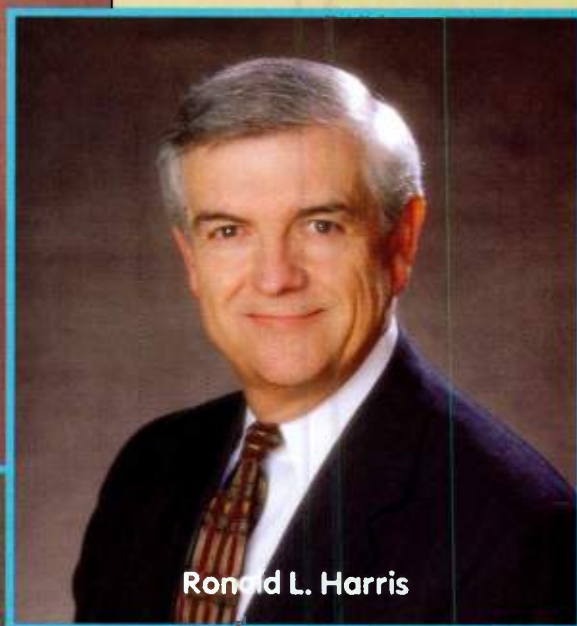
"There's a fine line between sounding like a religious program and a sports program. If we're all working well, it balances on that line," Van Prooyen acknowledges.

*Editor's Note: Watch December's issue for "Daring Diversity — Part II: Television."*

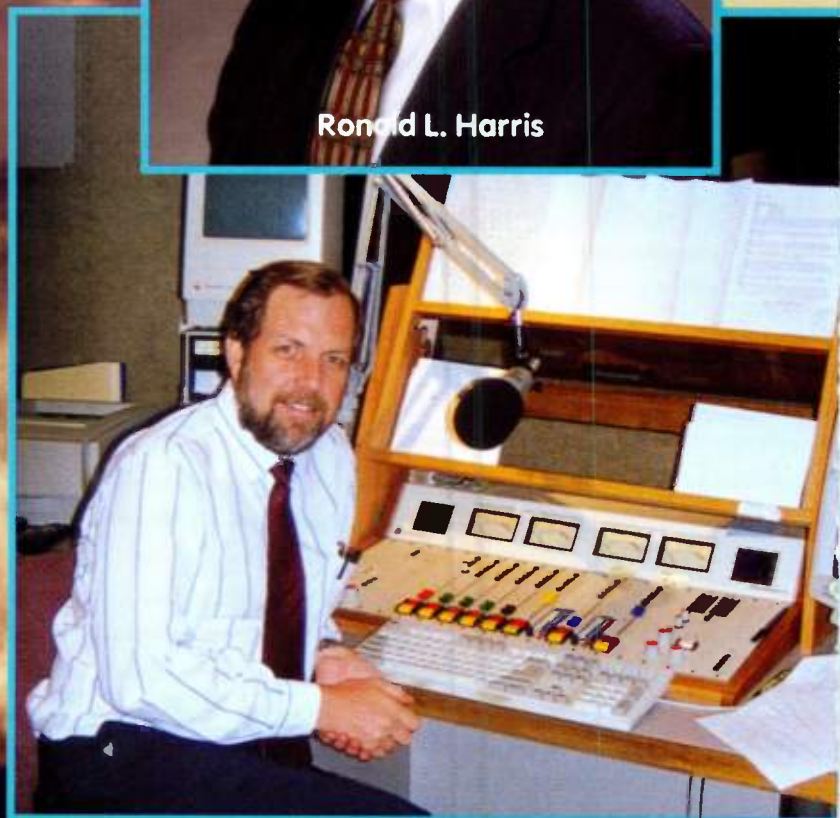
**Sarah E. Smith is managing editor of *Religious Broadcasting*.**

**THE RADIO ISSUE**

# **NEWS AND CHRISTIAN KEEPING THE LIST**



Ronald L. Harris



# PUBLIC POLICY IN RADIO

## ENER INFORMED AND LOYAL

by Ronald L. Harris \_\_\_\_\_

**D**IGITAL AUDIO radio (DAR) and Webcasting are the latest technologies to hit radio. Some Christian radio stations are batten- ing down the hatches to weather the techno storm, concerned about their place in tomorrow's broadcast- ing game. While no one knows what future shock these new tech- nologies will have, Christian radio can ensure its rightful place as a major player by under- standing the need for relationships and community.

### In the Public Interest

Since broadcast- ing's beginning, license holders have been expected to broadcast in the pub- lic interest, conve- nience, and necessity. Listeners are to be

*KCBI-FM/Dallas news director L.B. Lyon uses digital editing and computer technology to prepare the after- noon newscasts in the station's updated NewsCenter.*

the beneficiaries, whether the sta- tion is commercial or non-commer- cial. The only way to provide a product that is beneficial to listeners is through knowledge of the audi- ence and of the community.

Though that product may be entertainment, information, insight, or inspiration, one key to success is knowing the audience.

As other technologies appear, knowing the audience may also be a key to keeping the audience tuned in to radio. While DAR promises to provide CD quality music to the lis- tener, many listeners have that capability now as players proliferate in homes and cars. Increased portability and variety will undoubtedly grow with DAR, but the reason lis- teners tune in today will be the rea- son listeners tune in tomorrow: for a sense of community.

A powerful way to strengthen the community link with listeners is to keep them informed about news that affects their family and public policy that affects their future. With a little planning and a cooperative spirit, stations of almost any size can take steps to increase local news coverage and expand public policy programming.

Many Christian stations look to national organizations and ministries to provide news and public policy information. News organizations such as the USA Radio Network and SRN News provide national and world news with a sensitivity to

Christian radio's audience. Programs such as *Focus on the Family*, *Family News in Focus*, *Point of View*, and *Breakpoint* give insight into public policy with national implications.

Stations can carve out a unique profile for themselves by producing news and issues of local impact and importance. And starting may be easier than you think.

### Tricks of the Trade

News departments of any size can take steps to increase local news coverage. During the spring of 1996, KCBI-FM/Dallas began updating its studios, news center, and production rooms to take advantage of the latest digital technology. The news depart- ment was the first to get a makeover and increased its ability to monitor local and national news sources: all- news radio stations, local television stations, and national sources such as CNN. News departments must know what is happening at the earli- est moment.

Seek partnerships with other media. KCBI made arrangements with news outlets to use their local audio in return for appropriate credit during the newscast. This agreement gives the news depart- ment access to many local stories but allows it to discern which sto- ries will best fit KCBI's listener pro- file. The station's listeners often hear such phrases as, "The suspect

*Continued on page 28*

told KTVT Channel 11 news . . ." The television station gets extended visibility and KCBI receives extended coverage.

Know what is important to the listener at key times of the day. Weather and traffic become items of major importance in most metropolitan areas. Giving credible coverage to these items takes commitment and effort. Many markets have traffic services, though Christian stations may feel uncomfortable with personnel who serve several stations as they voice traffic updates several times each hour.

Discuss your needs with the traffic service management. Such a conversation may yield surprising results. Many Christians who work for secular news, traffic, and weather services would be happy to link with a Christian station. You may find a kindred spirit among the secular professionals.

Additionally, many of these services can provide printed information that is updated in a timely way. The Christian station's own personnel can integrate the information into its regularly scheduled updates.

Build listenership among business professionals by including key business news. Many stations find Christian financial counselors who voice 90-second business updates daily. Their credentials give credibility to the information supplied. This programming is most effective during off-business hours: early morning reports and updates after the closing of the stock market. Reach business people on their way to work and at the end of their day.

Don't forget to build contacts within the news business. Stringers in the state capital can file occasional stories that are of importance to the station's audience. Key legislation can be closely tracked and the listeners informed about bills that might not get media coverage.

Christian stations can also develop a cooperative, agreeing to swap stories on an as-needed basis, often with no additional financial consideration other than the cost of a long-distance telephone call.

Programming local public policy issues may seem to be a more

formidable task, but it doesn't have to be. The key word is cooperation. Many communities are blessed with individuals and organizations who keep a watchful eye on public policy issues that directly affect the family and the Christian community. They desire to inform and activate as many as possible in order to bring about positive influence.

Form a partnership with these groups and individuals and discover a wealth of public policy programming.

### MetroWatch

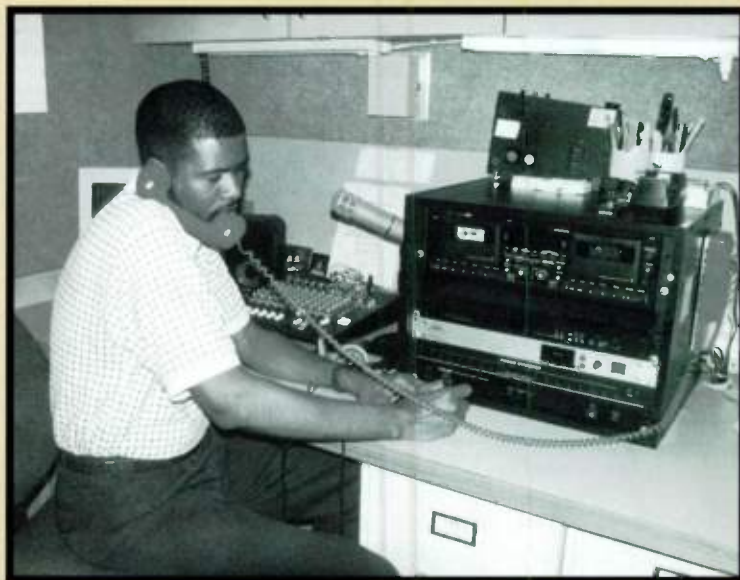
Four years ago, KCBI wanted to increase its issues awareness and public policy programming. *MetroWatch*, a short-form program aired twice daily, allows many different topics to be discussed and gives exposure to audiences in different dayparts. The 4.5-minute feature airs each weekday at 2:55 and 7:55 p.m., covering topics such as pending legislation, education, religious rights, media, and local government.

The station had no budget for this program and had to come up with a fresh program each weekday. It quickly turned to the local Christian newspaper, *The DFW Heritage*.

Working in partnership, the editorial staff of the monthly publication provided a steady stream of topics. The publication also helped to arrange for many of the daily interviews, which include regular guests such as representatives from the local Eagle Forum, Concerned Women for America, Rutherford Institute, Crisis Pregnancy Centers,

maternity homes, homeless shelters, Christian legislators, city council members, and other civic leaders.

The newspaper gained daily exposure with the radio audience, who could often find detailed coverage of the topics in the publication. Of course, KCBI was able to provide important information to its listeners directly from individuals and organizations who were closely



Top. Individual workstations in the KCBI NewsCenter allow news assistant Dennis Page to record stories from field reporters directly into the computer-based system.

Bottom. KCBI displays its recent Associated Press awards, fruit of the marriage between an aggressive news policy and a desire to keep its audience informed.

tracking the issues and who had Christian perspectives in the area of interest. It provides the classic "win-win-win" situation for all involved.

Another added plus is that the news department often excerpts comments from the *MetroWatch* program when the topic links up with important news items. This serves to put authoritative voices on the air in the news and provide promotion for the extended interview on that topic and the *MetroWatch* program.

Many stations already have a local talk program in their lineups which deals with issues that fall into the public policy category. Expanded coverage of news and public policy will help to strengthen the station's image as a full-service station that covers topics of importance. Cross-promote other programs in the schedule that deal with similar topics. This offers the listener a reason to stay with the station and allows the audience to gain further knowledge of issues.

### Interns and Volunteers

Another way to increase news coverage and gain exposure is to use interns or volunteers to gather some news audio. With a little training, these valuable staffers can gather audio tape at press conferences, special community gatherings, church events, and sports venues. Give them good equipment for quality audio, and don't forget colorful mic flags.

These station identifiers, when seen by newsmakers and audiences, show that the station is serious about gathering and presenting information in a credible way. Take time to train volunteers and interns to make good, professional impressions each time they represent the Christian radio station.

### Public Affairs

Special events often give the station new programming opportunities. If the radio outlet has a daytime issues program, move it to nighttime to cover a special topic. Legislative sessions, state and local elections, and critical community issues all provide the background for good public affairs programming.

Work with the local television station to stage a town hall-type meeting if the topic has broad appeal. Neighborhood crime, family

issues, education, and other areas of interest would be ideal for a town hall meeting. The visibility afforded is extremely valuable in establishing the radio ministry as a serious influence in the community.

### Rewards of Radio

The results of KCBI's steps toward greater news and public policy coverage are rewarding. The station's news department has won Texas Associated Press awards for five of the last six years as the best newscast in the state for its staff size (three full-time or less). But even more rewarding, listeners have found a home for the latest news and information from a Christian perspective.

*A powerful way  
to strengthen  
the community link  
with listeners is  
to keep them  
informed about news  
that affects their family  
and public policy that  
affects their future.*

The president of a local Chamber of Commerce became an avid listener to KCBI when he discovered that he received not only all the news heard on the secular news stations, but also coverage of issues important to his faith and to his family. His comment underscores the loyalty link of effective news and public policy. "I don't have to tune away from my Christian radio station to catch the latest news. I am just as informed when I arrive at the office each morning, but my focus has been kept on Christ and His direction for my life."

**Ronald L. Harris is vice president/general manager of Criswell Communications and KCBI-FM/Dallas. He serves on the radio advisory board of NRB and is a board member-at-large for the Southwest NRB chapter.**

**KSUD AM730**  
Today's Christian Radio

**MEMPHIS**  
**East Arkansas**  
**North Mississippi**

**AFFORDABLE**  
**RATES**

*For 36 years, KSUD  
has served the entire  
Mid-South.*

*You have a choice  
when you want to  
reach into Memphis.*

- **Christian Music**
- **Bible Study Programs**
- **Talk Programs**
- **News & Information**
- **Doppler Weather Radar**
- **Traffic Watch Reports**

**501-735-6622**

102 North Fifth Street  
West Memphis, Arkansas 72301

**KSUD AM730**

# THE RADIO ISSUE

by Jon M. Campbell

IN A FAVORITE LITTLE book, *Children's Letters to God* (Workman Publishing Co., 1991), Norma writes:

"Dear God . . . Did you mean for a giraffe to look like that or was it an accident?"

It is both a delight and a challenge to prepare and then to build a foundation for a radio broadcast ministry. The desire is to make sure to not grow what looks like a giraffe but rather to develop a ministry with all the earmarks of God's

blessing and His unique creativity.

Agencies such as Ambassador are often asked, "How do I grow from a local broadcast ministry to a nationwide presence?"

Before answering that, it is imperative to understand that although a national radio ministry is not necessarily better nor more effective, it is



Jon M. Campbell

## COAST TO

fundamentally different in audience and in goals.

The importance of locally originated programming must be emphasized. It is a vital element for any radio station and its surrounding community. Local ministries are uniquely able to live out the message of their teaching by actually touching the community with tangible care and support. A gifted communicator with God's message and a well-produced local program are powerful tools in serving the Kingdom of God.

However, there may come a



time when God clearly directs a broadcaster to move from local to national exposure. "When God clearly directs" is the most crucial part of the national equation.

No agency, regardless of its amazingly talented staff, is capable of producing stars. Anyone who helps to facilitate national broadcast endeavors is simply called to use a particular giftedness in supporting ministries that God has raised up, for a particular time, to utilize the powerful medium of radio.

Making the move from a locally centered broadcast to one that reaches a national marketplace requires a few simple, yet critical, steps accomplished through disciplined implementation.



### Step One

*Know the broadcast's mission statement and objectives.*

It's surprising but true that many organizations have not stopped to create a mission statement that provides a concise (and precise) summary of the purpose of the broadcast. Once defined, objectives will help direct every element of the broadcast, including format, resource materials, budget, placement philosophy, international vision, fund raising, and others.



### Step Three

*Understand that radio is personality driven.*

Radio is an intimate form of communication in which one person speaks to one person. A bonding occurs between the listener and the person who is providing daily teaching, encouragement, and exhortation.

Is the principal speaker someone who can project a winsome personality on the air? Listeners need — and want — to feel a connection in order to respond to the teaching, to become involved in the ministry, and ultimately to support the outreach through prayer and giving.



### Step Four

*Give the listener "take-away" value.*

Interestingly, the very purpose of ministry is often to impart a message that is hard to swallow, a message the listener needs but doesn't necessarily want. Because of their vision and calling, speakers are by nature message driven. Yet in a radio environment, the response is driven by the needs of the listener. How that is accomplished each day is paramount to the perpetuation of the radio broad-

cast. However, it is never done by compromising the message.



### Step Five

*Establish a biblical philosophy for raising financial support.*

This may be the most distinctive difference between the local min-

istry endeavor and one that hopes to have national staying power. Many times the fund-raising philosophy is, "We don't want to ask for financial support!" There is a great deal of resistance when it comes to fund raising. And much of that hesitation is due to a reluctance to be identified with extreme, money-motivated ministries.

Some people believe fund raising seems undignified, or perhaps connotes a lack of faith in God's provisions. Yet Scripture and Church history is filled with examples of stewardship in which men and women of God relied on fellow Christians for support in the work of the ministry.

Stewardship is a privilege and a responsibility. Without a clear understanding and a strategy to facilitate the perpetuation of the ministry, an organization will flounder financially.



### Step Six

*Develop on-air premiums.*

It is amazing how often this crucial area of resource is neglected. A radio ministry must provide materials directly correlated to what the listener has heard on the broadcast: a transcript, a cassette, or a booklet that augment what the listener hears.



### Step Seven

*Develop a method of ongoing communication with the listener.*

Ministries must understand that a broadcast endeavor includes

*Continued on page 32*

# COAST IN 11 STEPS



### Step Two

*Recognize what unique dynamic the broadcast brings to the marketplace.*

With the plethora of quality features available to Christian radio stations, it is vital that the program's distinctives are clearly understood. What unique element does the program offer? What "niche" does it fill that no other currently does with such effectiveness?

Whatever the format, such materials help to cultivate the relationship with listeners and are very likely a requisite in fulfilling the ministry's radio objectives.

### Step Seven

*Develop a method of ongoing communication with the listener.*

Ministries must understand that a broadcast endeavor includes

not only the on-air "touch" but also a relationship cultivated outside of that. Creating a catalog of resources, sending a newsletter, and providing educational pieces reiterate the mission statement and objectives of the radio program and provide added ministry to listeners.

A critical part of communication with listeners is sharing the ministry's financial needs. Too often when finances are strained, a radio ministry will resort to claiming constant crisis or to "crying wolf" on the air. To do so on a regular basis underscores a lack of strategic planning and implementation.



### Step Eight

*Know the production requirements.*

For a national presence, every element of a local production should be re-examined for maximum effectiveness. Does the music work? Are strong regional accents present that might distract an audi-

ence? Do the premiums have breadth in scope of interest? Will the program content apply to a national audience? Is a nationwide toll-free number included?

Whatever might diminish listener concentration should be seriously considered for change. Editing must be clean, timings must be exact, and scripted openings and closes should be customized for each broadcast. Pay particular attention to the take away, to the action plan, and to deepening the relationship with the ministry through resources and financial support.

The host of the broadcast needs to be a complement to the teacher, know the material intimately, and be believable.

An important aspect to national outreach is the ministry's willingness to provide resources that help support the broadcast's release on its network of radio stations. These resources include promos, interview availability, and give-away product.



### Step Nine

*Understand that placement is critical to success.*



### Step Ten

*Consider what kind of staffing is necessary.*

A local program often gets by with staff support from the speaker's assistant. But national exposure accelerates the need for multiple staff to accommodate the variety of functions required.

Volunteer-only staff may no longer be sufficient to accomplish the outreach — from production to syndication to opening letters to product fulfillment.



### Step Eleven

*Know the value of servanthood.*

The last step, in some ways, is not unlike Christ's original eleventh commandment exhorting people to love one another. When taking a program national, this foundation of effective Christian living — serving one another through love — cannot be omitted.

God is well served when national programs understand the ministry's mission statement and follow defined objectives. Working to produce and maximize the message effectively serves the Body of Christ.

The most significant element involved in growing from local to national is one no host, personality, or production manager controls: God's anointing on the effort.

The bottom line is simple: be effective stewards used of God. When this occurs, everyone involved will undoubtedly echo little Frank's prayer from *Children's Letters to God*: "Dear God . . . I'll do the best I can!"

**Jon M. Campbell is president of Ambassador Advertising Agency and a member of NRB's executive committee.**

## The Best Kept Secret

*in religious broadcasting is:*

Christianity's most-passionate radio listener listens to **southern gospel music.**



**Arbitron proves it...  
Reach Radio Network delivers it.**



**From Music City USA,  
Southern gospel's preeminent programming service,  
Reach Radio Network brings you:**

◆ **Satellite-delivered live programming:**  
*choose segment lengths and time slots that are right for your station;*

◆ **CD-delivered syndicated programs (barter only):**  
*choose from one & two hour weekly shows, or the innovative daily program "This Minute in Southern Gospel."*



**Reach Radio Network**

220 Great Circle Road Ste 132 Nashville TN 37228

**800-742-3969**

*SOUTHERN GOSPEL'S PREEMINENT RADIO PROGRAMMING SERVICE.*



We can help your station focus squarely on what your listeners care about most – their families.

*Join Focus on the Family in celebrating 20 years as your partner in broadcasts that are setting the pattern for family ministry.*

For two decades, Focus on the Family has remained a quietly powerful constant on the nation's airwaves . . .

*. . . working with Christian stations like yours to bring new attention to the problems facing our nation's families.*

*. . . and offering practical, time-tested wisdom that lifts listeners' spirits while strengthening their homes and hearts.*

***A Voice of Integrity***

Hosted by America's leading authority on the family, Dr. James Dobson, **Focus on the Family** is now the largest syndicated Christian program on the air – broadcasting over more than 1,800 facilities in the United States and Canada.

In a fast-moving half-hour format, **Focus on the Family** addresses your listeners' concerns about marriage and parenting, spiritual and emotional growth, health and social issues, public policy and education.

Each broadcast affirms for your listeners your station's own commitment to bringing them the crucial information they need for raising a family in these difficult days.

***A Wide Range of Ministry***

And – because **Focus on the Family** is home to 70 different Christian ministries – our broadcasts are able to bring your listeners extraordinary scope and insight . . . addressing their most personal needs with authority and compassion.

Each ministry is a piece in the great quilt of Christian communication – a quilt that has become part of the fabric of American radio . . . and which continues to bring warm insight and spiritual comfort to millions.

***For more information***

. . . on how you can become a partner in life-changing ministry with Focus on the Family, contact your Briargate Media network representative today at (719) 531-3300.

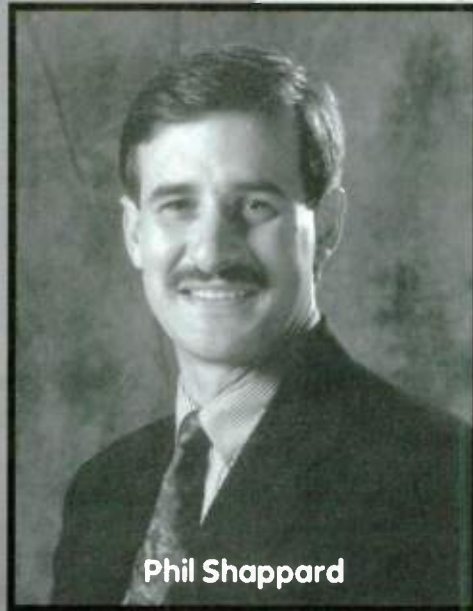
America's  
leading  
authority  
on the family,  
Dr. James  
Dobson hosts  
"Focus on  
the Family" –  
the largest  
syndicated  
Christian  
program on  
the air.

# THE RADIO ISSUE

by Phil Shappard



ONCE RELEGATED to the technical world, the "D" word has become so mainstream today that it is quickly becoming a household word across the country. Who can escape the advancing digital technology that promises to turn the information and entertainment world upside down in the next few years?



Phil Shappard

The digital revolution is equally as pervasive today in thousands of radio stations where the personal computer is being used to transform the way radio delivers its on-air programming.

Prior to purchasing a new hard drive system, there are a number of issues that the local station must consider before making that big financial

## THE "D" WORD HOW TO CREATE A HARD DRIVE RADIO STATION

step. Let's explore some of the benefits and potential pitfalls to adding a hard drive automation system.

### N is for Now

Once limited mainly to sales in the small to medium size market, digital automation systems are now gaining entrance into all radio station market levels. "Most radio stations look at cost savings and audio quality when they consider purchasing digital automation sys-

tems," says Bryan Jones, regional sales manager of Broadcast Electronics (<http://www.bdcast.com>). Jones estimates that nearly 40 percent of the nation's radio stations are currently using some form of hard drive technology.

*Remember, the total cost of a new hard drive system is not only limited to the manufacturer's invoice amount, but also encompasses product installation, system programming, and most importantly, staff training.*

The typical digital automation system offers a radio station the opportunity to store and play back most of its on-air audio from a computer hard drive. Many radio stations download their entire music and spot libraries on a hard drive. As program producers are increasingly looking to distribute product by satellite delivery only, stations

make this major equipment purchase don't fully understand the capabilities of the typical hard drive system and therefore are unaware of the important questions to ask equipment sales personnel. This dilemma can be overcome by simply making a list of the functions the station wants to accomplish, given management's current understanding of hard drive technology.

With the list in hand, managers should make contact with local stations that are currently using hard drive technology. It is amazing how much a manager's digital automation knowledge base grows between the equipment trade show floor and the first several months of operation after the initial installation.

Sales associates can create a great image of their system's capabilities, but people who have fully integrated that system into their local station operation can turn those glossy brochure images into an accurate 3-D picture. Chatting with other users will better equip the buyer to ask the right questions of the equipment manufacturer.

It is helpful to create a list of the values used to make other equipment purchases. Take note of values such as the reputation of the compa-

can use the automatic recording function of the automation to retrieve daily programs. With the preponderance of a day's program material stored on the hard drive, third party music and traffic scheduling software can then be used to schedule the entire broadcast day.

### **R is for Research**

How does management decide which system is best for its radio station? Too often, individuals who

ny involved, its longevity, its service reputation, and its product line. Once those values are identified, use them to create a grid to use on every system that is considered.

Bob Groom, senior technical salesperson for Arrakis Systems, Inc., points out that quantity of product in the field should speak very loudly to the person looking to make a digital automation pur-

*Continued on page 36*

WASHINGTON  
WATCH



Someone in  
the inner circle  
is making sure  
America's  
families get a  
square deal . . .

*. . . and that your  
listeners hear the truth —  
as well as the news.*

Gary Bauer's **Washington Watch** is what every Christian family needs . . . a friend on the inside.

A former member of the Reagan administration, Gary Bauer — now president of the Family Research Council — knows the people of our nation's capital . . . and their agendas, both public and personal.

He brings unique insight to the current events crowding the headlines . . . and informs listeners of the equally important events going on outside the spotlight.

With common sense and a Christian perspective, he provides credible commentary on the news your listeners care about — and the issues that impact them the most.

#### *For information*

. . . on how you can weave **Washington Watch** into your station's ministry, contact your Briargate Media network representative today at (719) 531-3300.

# ORD: DIGITAL RD DRIVE-DRIVEN

## THE "D"...

Continued from page 35

chase. Groom also says that ease of operation and the maturity level of the product are very important to consumers of digital equipment.

### C is for Cost

Anyone who has finally made the big decision and purchased that sleek new model pictured so powerfully in the latest radio magazine will likely admit they agonized over that purchase. When considering all of the available systems on the market, "What if I make the wrong choice?" is often the biggest fear to overcome.

Try to avoid letting the system price be the final decision tie-breaker. Many radio station managers have lamented over equipment purchases that end up being sub-par in function and performance when compared to other systems that on the surface carried a higher price tag, but in the long run had the potential to make the station's staff much more productive. Productivity means money in any language, whether a station is commercial or non-commercial.

Remember, the total cost of a new hard drive system is not only limited to the manufacturer's invoice amount, but also encompasses product installation, system programming and most importantly, staff training. Each of these, especially the latter two, have the potential to be very costly and at times aggravating if the incorrect system is purchased.

Consider the installation process. Successfully adding a hard drive system includes a number of key components. During planning, care should be given to the placement of the actual computer equipment. Many control room layouts have evolved into their current configuration, both in equipment placement and console assignments. Rare is the control room that has additional space for a complete computer system and vacant audio inputs on the console.

### A is for Analog

It is a foregone conclusion that the new system will be replacing a number of analog devices, but which ones initially? Map out a

strategy for the replacement of devices such as reel-to-reel, cassette, and cart machines. Don't eliminate them all at once, but be prepared to say goodbye to a few of those tape-driven machines.

Retain several of these machines for the audio playback of programs that are only distributed by tape. As more and more program producers shift to satellite delivery of programs, local station use of analog playback devices will wane.

Depending on the amount of a system's playback outputs, console inputs will need to be added or freed up to allow hard drive output to the board. Pots dedicated to cart machines or open reel players are perfect input positions for the new system.

If it is impossible to free up the necessary console inputs, try doubling-up the outputs of similar devices. It may cause some confusion initially, but remember the station is in a transition process. This will quickly become

a non-issue once the system is fully integrated into day-to-day operation and the majority of on-air product is played directly from the hard drive.

Another installation issue that needs staff consensus is the actual placement of the computer, monitor, and keyboard. Additional noise will be introduced into the on-air environment with hard drive technology. The accepted threshold level of power supply fan motor noise or hard drive whirling will vary from station to station.

Depending on the console's proximity to an adjacent wall, one option is to mount the computer in the next room and purchase cable extensions. This could also be accomplished with more expensive devices that remote the monitor, keyboard, and mouse up to hundreds of feet away and allow placement of the computer and its noise just about anywhere in the station.

Monitors can be placed directly

over the console, but placement of the keyboard, necessary for information entry, becomes more of a problem. A good solution lies in a swing-arm monitor stand with keyboard support. This mounts the stand on the desktop and allows staff to pull the monitor and keyboard closer for input when necessary. Remember to add a cable extension to the mouse for the lefties in the station.

Be prepared for staff expressions of either total acceptance or threatened mutiny when the station first throws the switch. Depending on their background, staff members are going to have clear opinions of the system's addition to their



*Another installation issue that needs staff consensus is the actual placement of the computer, monitor, and keyboard.*

domain. The more that managers can do to prepare staff members for this new addition to their work environment, the easier and more successful the installation will be.

### P is for Programming

Even before the installation is complete, thought should be given to the programming aspect of making the station a hard drive-driven station. Depending on the system that is chosen, programming can be relatively simple or considerably difficult. It is rare for a system to leave the box and go on-line the same day. In most cases, it will take weeks of fine tuning to adapt the

new system to a station's unique operational needs.

What does the new system do to a programmer's role at a station? It is probably safe to estimate that many radio stations today don't have a staff member fully equipped with the knowledge necessary to bring a new computerized system up to operating level, so stations will most likely grow their own.

Most digital automation installers say they will attempt to identify a system operator as soon as they arrive at the station. It is critical to the successful installation, integration, and programming of the system to identify a qualified person to oversee the day-to-day operation of the system. The person need not be the assistant manager or program director of the station.

It will be extremely helpful for the system operator to possess, in addition to computer skills, a high level of people-working skills. If not one and the same, this person will be working with the music and traffic schedulers as well as the production and on-air staff. Don't forget that new personnel will need to be trained as they join the team.

## E is for Employees

Finally, let's look at some of the

station. They want to know what's going on. Smart managers would do well to place themselves in their staff members' shoes.

When adding digital automation to a station it is important for the staff to realize the old model of

operation is going to change. The on-air staff is going to try to adapt the new system to the old way of operation. It is only natural to hold on to the familiar way of doing things.

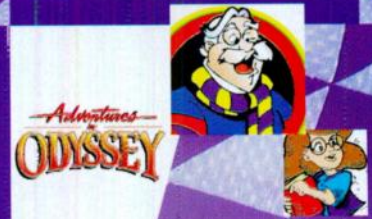
Prepare the staff for the change by explaining the benefits of a digital system. Music on hard drive, automatic program recording of network feeds, and increased walk-away time from the control room are probably the best reported advantages by board operators and announcers.

Remember, the average on-air person has worked his or her way into the control room with creative talent, not computer skills. While many of the hard drive systems are very intuitive in operation, some people are going to need additional time and training to feel comfortable operating in the digital realm.

Assure them throughout the process that in the end they will not only learn the new system, but will also enjoy it as they start to produce their air shift in a whole new way. With all of their programming elements scheduled for sequential playback, the on-air staff will learn to enjoy their new-found freedom to work more on what they are going

to accomplish instead of thinking need to do. A hard drive system has a very exciting and varied levels of involvement as it is integrated into the station. A good understanding of the ties and proper staff will keep stress at the boiling point of a very productive addition. Managers will only see it as a new toy or gadget, but also a very helpful tool to launch their new century.

satellite services  
Moody Broadcast-  
Chicago. He is currently overseeing the installation of digital automation systems at each of Moody's owned and operated radio stations. He can be reached at (312) 329-4310, ext. 2042, or by e-mail at pshappar@moody.edu.



What your children hear becomes part of the fabric of their imagination...

... that's why the right kind of entertainment can make such a dramatic difference.

And **Adventures in Odyssey** is entertainment with a difference.

Produced by Focus on the Family, **Adventures in Odyssey** is exciting storytelling for the whole family.

A daily drama rich in the value lessons that are so often missing from the mainstream television and radio programs kids listen to, these fun and wholesome adventures encourage children to use their own imaginations and creativity.

Each 25-minute story is ideal for family listening in the hours between dinner and bedtime ... a thoroughly entertaining activity for parents and children to enjoy and talk about together.

### For information

... on how you can weave **Adventures in Odyssey** into your station's ministry, contact your Briargate Media network representative today at (719) 531-3300.



# THE RADIO ISSUE

by Dan Vallie and Jim Richards

**D**URING THE 55TH Annual National Religious Broadcasters Convention & Exposition (NRB 98), our consulting agency will present two radio educational sessions. This article gives an overview of those workshops, which will help radio stations grow through focus groups and stationality. Let's look first at focus groups.

Conducting a successful focus group is easy — if stations follow a few planning, moderating, and observing guidelines.

## Planning Guidelines

Focus groups are a form of qualitative research. They are not designed for quantitative research. This means the researcher is looking for ideas, concepts, opinions, feel-

# TWO TO GR

ings, thoughts, and attitudes, rather than facts. Focus groups will not produce a large enough sample to quantify the findings.

*Recruit a core demo by selecting core listeners, listeners coming the station, and listeners coming competitors.* Find these respondents by using databases, contest winner lists, office fax promotions, and such. But keep in mind, certain biases are built in from this type of recruitment. It is also imperative to re-screen the people to ensure that the respondents are those who are expected.

In conjunction with re-screening, it may be necessary to perform random phone calls to specific counties and ZIP codes. Those who name the station as their favorite should be kept separate from those who do not when conducting the focus groups, since their attitudes and responses will be very biased toward the station.

*Do not use individuals suggested by station employees.* The sample selection must be as random as possible to help avoid bias.

*Over-recruit by as much as 50 percent.* No-shows are common in the



world of focus groups. In order to get a good turnout, it is wise to offer an incentive of \$25. If more people show up than are needed, it is customary to give all those in attendance incentive money, even if they do not participate in the group.

*Group respondents together according to Arbitron demographics.*

*Ask respondents to complete a questionnaire on site.* Given the night of the focus groups, the questionnaire should include questions about the respondents, the station, competing stations, the market in general, and any specific concerns regarding the current competitive situation. Depending upon the nature of the focus groups and whether some questions might bias the groups, the questionnaires should be filled out before or after the session.

*Do no more than two groups in*

Dress casually, but neat. Be nice; don't talk down to the participants. Listen more than talk. Provide some semblance of order, insisting that observers in the room refrain from wise-cracks, smoking, and loud talking.

*Don't* let one or two people dominate the focus group. Also, refrain from defending the station if listeners attack something they do not like.

### Observation Guidelines

*Preparation:* Know who is in the focus group, use the restroom before the session starts, leave the ego at the door, and get comfortable in a seat with minimal distraction.

*Note:* Take notes on significant or surprising points that arise. Also pay special attention to topics that arise spontaneously. Listen to the lan-

*Conducting a successful focus group is easy – if stations follow a few planning, moderating, and observing guidelines.*

*one night.* To stretch any further may result in less information from later groups.

*Have key personnel in attendance.* Everyone should hear the same thing rather than rely on another person's translation and recollection of the comments.

*Tape the focus groups on audio- or videotape.*

### Moderating Guidelines

Moderators should keep the following pointers in mind:

*Asking questions:* Be a facilitator. Draw people out by asking open-ended, questions such as how, why, and under what circumstances. Avoid leading questions and don't mention the station name. Stress that there are no wrong answers and that everyone's opinion is valuable. When a response is generic, probe for specifics or play dumb. Ask respondents to describe their experiences. Moderators should remember what has been said, summarize and verify responses, and avoid expressing their opinions.

*Atmosphere:* Keep the atmosphere relaxed and comfortable.

guage the respondents use; their consistencies in word choice can aid in writing for the station. It is also important to observe body language.

*Understand:* Some of what the respondents say may be inaccurate, but listen beyond the inaccuracies as they may have something important to say. And remember, this research is qualitative, not quantitative.

*Don't* talk unnecessarily, focus on isolated comments, or form conclusions based on one focus group.

Information gleaned from focus groups can help a station better serve its listeners — and can increase the station's audience. But stations must first take the time to listen to what those focus groups have to say.

### Growth Factor Two: Stationality

Our second workshop will help to grow stations by enhancing their stationality. To conceptualize a radio

*Continued on page 40*

**Family News**  
IN FOCUS

Bob Dittmer  
Producer/Host

**Not all the news that affects families fits the pattern of a network newscast... that's why you need a broadcast that brings it all into focus.**

**Family News in Focus** brings your listeners critical information of the events and issues that concern them most . . . ones that impact their families.

Whether it's a national headline or congressional legislation, a Supreme Court case or a local school bill . . . your listeners need to know how their families' lives will be affected.

**Family News in Focus** gives them that critical input — along with specific actions they can take to impact the events around them.

It's comprehensive coverage, available in 1-minute, 2-minute and 4 1/2-minute segment formats designed for drive-time programming.

**For information** . . . on how you can weave **Family News in Focus** into your station's ministry, contact your Briargate Media network representative today at (719) 531-3300.

TWO TO . . .  
Continued from page 39

station, there must be a clear understanding of the position in the market the station is trying to fill, but that is only the beginning. Different stations across the country use the same format, but they manage to sound different from one another.

Just as each person has a unique personality, each station has its own stationality. This is true of each station, whether it is a premeditated decision or just happening. If it is

*Moderators should remember what has been said, summarize and verify responses, and avoid expressing their opinions.*

just happening, there is a good chance it could be done much better. The key is to highlight aspects of the stationality that are appealing and eliminate those that are dull or not well-targeted to the demographic.

When conceptualizing a station, the stationality is directly affected. This cannot be done with research alone; there must be a vision, which is actually the beginning of conceptualization. Look at the following examples from Soft AC KEZK-FM/St. Louis and Top 40 Z104/Washington, D.C. (WWZZ-FM/Waldorf, Md.).

### Success Stories

The concept of KEZK was to create a station that was mature but not dull and boring; to be soft and contemporary but also to have forward momentum in the music flow, presentation, and production value; to be credible and entertaining with information; to have a sense of humor, but not to be goofy. The station had to have an attitude of confidence and friendliness. KEZK had to truly be a family targeted radio station.

Z104 was conceptualized as a fun radio station — not silly or juvenile — simply fun; it had to be hip, but not too hip; interesting, but not typical; plugged into the community and caring without doing just the

typical PSAs and promotions; to be on the hip side of the mainstream musically in order to gain maximum benefit from the target audience. The station had to create a distinctive sound unlike any other station in Washington, D.C., or the rest of America.

Each station is a winner: KEZK, now a long-term success, is frequently No. 1 in the 25 – 54 demographic in St. Louis. Z104 is a new success, debuting as the hottest new Top 40 in America and already the No. 1 non-ethnic station in the 18 – 34 demographic in the nation's capital — in just one book.


### Secrets of Success

How did they succeed? What are their secrets? The stations followed — and continue to follow — these pointers:

- They have a vision and a clear purpose.
- They are committed to the concept.
- They are determined to be interesting.
- They employ people who grasp, show, and deliver the vision (beginning with management).
- They create signature voices for their stations.
- They use fitting air personalities and news people.
- They foster cooperative attitudes.
- They are balanced in music, writing, production technique, flow, and marketing.
- They sponsor appropriate types of contests.
- They consistently deliver the sound.

It all begins with a vision and the ability to conceptualize a station that fulfills that vision as it comes through the speakers. Because that's where it really counts.

**Dan Vallie, broadcast veteran of more than 27 years, is president and founder of Vallie-Richards Consulting, Inc., based in Chantilly, Va. Jim Richards is partner and vice president of the company and specializes in all forms of program consulting and marketing. They may be reached by telephone at (703) 802-0700 or via fax at (703) 802-0714.**



love them both  
choose life!

# LIFE ISSUES

with JOHN C. WILLKE, MD  
The nation's No. 1 pro-life,  
five-minute daily commentary.

**LIFE ISSUES INSTITUTE, INC.™**  
SERVING THE EDUCATIONAL NEEDS OF THE PRO-LIFE MOVEMENT  
1721 W. Galbraith Rd., Cincinnati, OH 45239  
Phone (513) 729-3600 • FAX (513) 729-3636

For a free audition tape contact:  
Ambassador Advertising Agency  
515 East Commonwealth Avenue  
Fullerton, California 92632  
(714) 738-1501

## SENRB To Be Held in Atlanta

STONE MOUNTAIN, Ga. — Steve and Valerie Bell, Jan Silvius, and others will headline the 1997 Southeastern National Religious Broadcasters Convention (SENRB) to be held October 16-18 at Stone Mountain Inn, located in Stone Mountain Park, east of Atlanta.

Jim Cole and vocalists will entertain with music and workshops will feature topics such as "Ratings — Their Values to Stations and Programmers," and more.

Attendees will enjoy a moonlight riverboat ride, a marina supper, and an auction. Bring golf clubs, hiking boots, and casual clothes to enjoy true Southern hospitality atop Stone Mountain, which boasts a breathtaking view.

Exhibitors are also welcome. For more information, contact Diane Williams at (423) 892-6814, ext. 200.

## NRB 98 Exhibit Hall 80 Percent Sold

MANASSAS, Va. — One of the highlights of each annual National Religious Broadcasters (NRB) convention is browsing the exhibit hall to check out the latest programs, equipment, and products. The exhibit hall for NRB 98 is 80 percent sold with approximately 145 different exhibitors.

The Eddie Crook Company and Focus on the Family comprise some of the first-timers exhibitors. Some return exhibitors include Gospel Films, Harris Corporation, Phillips BTS, Nelson/Word, Family-Net, Shively Labs, The Central Message, The KMA Companies, Broadcast Electronics, LeSEA Broadcasting, The Inspirational Network-INSP, Today's Family Life, Amerivision Communications, and Kingdom, Inc. The USA Radio and Salem Radio networks, among others, will be broadcasting live from the floor. There's still time to be part of this year's expo — call Bill Kilchenstein at (703) 330-7000, ext. 513, for more information.



*The NRB 97 exhibit hall in Anaheim, Calif., had 210 booths over 100,000 square feet — the largest space in NRB exhibit history.*

NRB 98 also has these popular speakers lined-up for main sessions: William

Bennett of Empower America; Elizabeth Dole of the American Red Cross; Jack Graham of PowerPoint Ministries; Word author Barbara Johnson; Carlton Pearson of Higher Dimensions, Inc.; Charles Stanley of In Touch Ministries; and Chuck Swindoll of Insight for Living.

## NRB Television Committee Changes Name

MANASSAS, Va. — The National Religious Broadcasters (NRB) Television Committee has changed its name to the NRB Television and Visual Communications Committee (TVC) by unanimous vote during its spring meeting. "We want Internet and other emerging visual technology communicators to have a home within the NRB," stated committee chairman Sam Wagner of Video I-D, Inc.

"We've talked about the need to be more inclusive," Wagner continued, "and this should help. This committee is composed of professionals whose dedication and knowledge helps advance the work of those who use visual communications to spread the Good News of the Gospel. The NRB TVC name change will more accurately reflect our mission."

Professionals in these new areas are needed to fill new and existing openings on the expanded committee. Interested individuals should contact Grace Rendall of the nominations sub-committee at (915) 585-8838 or e-mail ksce@aol.com.

**One hour  
a week can  
change your  
listeners' whole  
pattern of life . . .**

*. . . and bring  
five days of  
valuable insight  
into focus.*

Focus on the Family's **Weekend** broadcast condenses a full week of crucial information into one fast-paced hour rich with thoughtful counsel from a Christian perspective.

A smooth recapping of Focus on the Family's daily broadcasts from the preceding week, the **Weekend** broadcast is a convenient way for parents to catch up on what they missed . . . and to keep abreast of the people, the issues and the practical wisdom that can be such a powerful long-term encouragement to their families.

It's high-quality programming in a flexible format — and a great complement to any weekend lineup.

*For information*  
. . . on how you can weave Focus on the Family's **Weekend** broadcast into your station's ministry, contact your Briargate Media network representative today at (719) 531-3300.

*Editor's note: In an effort to better serve our readers, this month's "Trade Talk" debuts a new feature: contact numbers after each item. Unless otherwise noted, all numbers are telephone numbers; e-mail address are included when applicable. When submitting your "Trade Talk" item, please indicate if you'd prefer to omit your contact information.*

## AIRWAVE ANNIVERSARIES

**METTER, Ga.** — Hosted by Michael Guido, *The Sower*, a 15-minute daily radio program produced by the Guido Evangelistic Association, turned 40 this year. The association produces and distributes three daily radio programs, a half-hour weekly show, and a daily, one-minute telecast. (912-685-2222)



**George and Sidonija Gvozdic**

**EMMETTEN, Switzerland** — Headed by Sidonija and George Gvozdic, Gospel Media (GM) celebrated its tenth anniversary. In the past five years, GM has released more than 40 new television programs in the four languages of the Balkan Slavic people. (41-0-41-620-5530)

## AIRWAVE NEWS

**LANCASTER, Pa.** — WJTL-FM/Lancaster received assistance from "competitor" WDAC-FM/Lancaster in raising funds for a power increase last year. The two stations do not consider themselves competitors because each programs to a different audience. (717-284-4123)

**ATLANTA** — In late July, Genesis Communications, Inc., filed with the Federal Communications Commission to purchase WQBN-AM/Tampa, Fla., from Radio Tropical, Inc., for \$1.1 million. WQBN's target broadcast date is September 1. Formerly with WNIV-AM/Atlanta, Steve Barrett is vice president/general manager of the station. (404-233-1400)

**ARLINGTON, Va.** — WAVA-FM/Arlington has purchased WITH-AM/Baltimore. The station will carry WAVA's mostly teaching/preaching and talk programming. (703-807-2266)



*(left) Paul Hollinger, owner/manager of WDAC-FM/Lancaster, presents a check to Tim Landis, president of Creative Ministries, Inc., which owns WJTL-FM/Lancaster.*

**MADRID, Spain** — In July, The Rutherford Institute (TRI) called for Spanish President Juan Maria Aznar and His Majesty Juan Carlos I, the king of Spain, to intercede on behalf of an evangelical television and radio network. RTV Amistad, a non-profit evangelistic organization, has experienced acts of violence at its studios and facilities, interference with its broadcast frequency, and general harassment. "The Rutherford Institute believes the Spanish government intends to close RTV Amistad," said John Whitehead, president of TRI. Already, one of RTV's 16 radio stations has been closed and fined \$15,000; another six were expected to be closed and fined by the end of August. (804-978-3888)

**QUITO, Ecuador** — HCBJ, The Voice of the Andes, has debuted a new weekly radio program addressing the issue of poverty. *The Least of These* focuses on news reports from around the world, interviews, and stories of religious, private, and governmental organizations working to alleviate the needs of people. (593-2-447-263)

**DALLAS** — *Success-N-Life*, the evangelistic television program of Robert Tilton, returned to the airwaves in April, broadcasting on three stations. Hosted by Tilton, the hour-long pro-

## Nielsen Media Research: February 1997 Devotional Programs

Rank	Program	Stations	Average TUHH Rating
1.	Music & The Spoken Word	6	1.4
2.	Amazing Grace	6	1.3
3.	Hour of Power	164	1.1
4.	In Touch (hour)	54	1.0
5.	Oral Roberts & You	15	.7
6.	Mass for Shut-Ins	12	.6
6.	In Touch (half-hour)	24	.6
6.	Ever Increasing Faith	23	.6
9.	Coral Ridge	118	.5
9.	Cornerstone	15	.5
9.	Believer's Voice of Victory (weekly)	118	.5
9.	Christopher Closeup	6	.5
9.	It Is Written	33	.5
9.	Creflo A. Dollar Jr.	33	.5
15.	Worldvision (specials)	21	.4
15.	Search	17	.4
15.	Jack Van Impe Presents	117	.4
18.	Garner Ted Armstrong	20	.3
18.	Winning Walk	5	.3
18.	John Hagee Today	7	.3
18.	Day of Discovery	87	.3
18.	Key of David	36	.3
18.	The 700 Club	59	.3
18.	The John Ankerberg Show	5	.3

Ranked by average household rating. Cable and noncommercial viewership not included. © 1997 Nielsen Media Research.

gram features teaching by Tilton and personal testimonies and is produced by Word of Faith Church, where Tilton is senior pastor. "We had a very successful and powerful ministry for a long time," said Tilton. "Unfortunately, we got caught up in all that craziness over television ministries and it cost us dearly. . . . These past few months have born-out God's direction for me and the ministry. The programs have been well-received." (803-548-1114)

- WEST LINN, Ore. — The *X-Nilo Show* is a new half-hour television series for children ages 7-13 promoting a biblical worldview through examining various views of origins. The series is split into three parts: creation, the flood, and the sciences (i.e., anthropology, archaeology, paleontology). Noted scientists from the Institute for Creation Research and Answers in Genesis provide research and technical data for the program. (kdjustice@juno.com)

COLUMBUS, Ohio — WRFD-AM/Columbus donated three Saturday nights in May and June to assist the Pregnancy Distress Center of Columbus. Listeners responded by donating more than \$6200 to the center. (614-885-0880)

BLACKSBURG, Va. — P.A.R.fm Radio Network recently challenged the Salem Avalanche professional minor league baseball team to cancel a planned seance and instead promised a bigger crowd for a later date. Joined by WRXT-FM/Roanoke and WWRW-AM/Roanoke, the stations encouraged their listeners to attend a Christian Family Night wearing white T-shirts. The event drew a record-breaking 8389 (the team's average attendance is 3100), filling the 6300-capacity stadium to overflowing. "We are so excited to see believers unite in such a visible and positive way," said George McNerlin, P.A.R.fm general manager. (540-552-8073)

- GRAND RAPIDS, Mich. — WCSG-FM/Grand Rapids hosted its 7th annual LifeWalk to benefit five different Crisis Pregnancy Centers throughout West Michigan. The station broadcast live during the walk which drew more than 1400 people and raised approximately \$100,000. (clemke@cornerstone.edu)

COLORADO SPRINGS, Colo. — SIM and HCBJ World Radio, two missionary radio broadcasting organizations, announced in June they will be working in concert to accelerate the establishment of Christian radio stations and churches worldwide. HCBJ will focus on both organizations' broadcasting tasks while SIM will center on expanding church-planting efforts.

"The combined effect of tying a church-planting mission like SIM with a broadcasting mission like HCBJ should enhance the expansion of God's kingdom and the building up of His church," says SIM general director Jim Pluddemann. (SIM 704-588-6100; HCBJ 719-590-9800)

ST. PAUL, Minn. — WQQQ-AM/Muskegan Heights, Mich., and WRVL-FM/Lynchburg, Va., are the newest affiliates of the SkyLight Satellite Network. SkyLight, a ministry of Northwestern College, provides inspirational music, features, and news. (612-631-5000)

DURHAM, N.C. — Carolina Christian Communications (CCC) has added its third radio station, WGSB-AM/Durham. CCC simulcasts on all three stations its AC Christian music format with a few talk programs. The ministry also publishes *Family*, a monthly newspaper with a distribution of 30,000.

PENSACOLA, Fla. — Mike and Dara Gliner purchased WZNO-AM/Pensacola in February. The Gliners replaced the formerly all sports-talk radio station with a Southern gospel format sprinkled with teaching/preaching programs. (904-433-9489)

Continued on page 46

Nielsen Media Research: May 1997 Devotional Programs			
Rank	Program	Stations	Average TUHH Rating
1.	<i>Amazing Grace</i>	6	2.1
2.	<i>Hour of Power</i>	163	1.2
3.	<i>Music &amp; The Spoken Word</i>	8	1.1
4.	<i>In Touch (hour)</i>	57	1.1
5.	<i>In Touch (half hour)</i>	23	.7
5.	<i>Coral Ridge</i>	119	.7
7.	<i>Ever Increasing Faith</i>	25	.5
7.	<i>It Is Written</i>	35	.5
7.	<i>Believer's Voice of Victory (weekly)</i>	117	.5
7.	<i>Creflo A. Dollar Jr.</i>	36	.5
11.	<i>Cornerstone</i>	18	.4
11.	<i>Mass for Shut-Ins</i>	12	.4
11.	<i>Search</i>	18	.4
11.	<i>Garner Ted Armstrong</i>	20	.4
11.	<i>Worldvision (specials)</i>	20	.4
11.	<i>Key of David</i>	37	.4
11.	<i>Oral Roberts &amp; You</i>	17	.4
18.	<i>Jack Van Impe Presents</i>	119	.3
18.	<i>Religious Town Hall</i>	12	.3
18.	<i>Day of Discovery</i>	90	.3
18.	<i>The 700 Club</i>	58	.3
18.	<i>The John Ankerberg Show</i>	5	.3
18.	<i>Jimmy Swaggart</i>	44	.3
18.	<i>Winning Walk</i>	7	.3

Ranked by average household rating. Cable and noncommercial viewership not included. © 1997 Nielsen Media Research.



# THE 1998 NRB



Ernie Wilson of Ernie Wilson Ministries in Philadelphia receives a Milestone Award for 50 years of continuous religious broadcasting service during the 53rd Annual National Religious Broadcasters Convention in Indianapolis.



Al Standers (second from the left) poses with representatives from National Religious Broadcasters (NRB) backstage prior to being formally inducted into the 1997 NRB Hall of Fame during the 54th Annual NRB Convention in Anaheim, Calif.



Representatives from the radio show Promise Keepers This Week, which was named the 1997 Radio Program Producer of the Year, backstage before receiving the award during the 54th Annual National Religious Broadcasters Convention in Anaheim, Calif.

## P A S T W I N N E R S

*To be presented during the 55th Annual National Religious Broadcasters Convention & Exposition in Washington, D.C., January 31-February 3, 1998*

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

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

As in previous years, *Religious Broadcasting* magazine readers are invited to offer nominations for the awards and to vote on the recipients. Below is the procedure for the 1998 NRB Awards nomination and voting processes:

1. The nomination form for the 1998 NRB Annual Awards appears in this edition of *Religious Broadcasting*. Any *Religious Broadcasting* reader is eligible to submit nominations for those categories appearing within this section. However, the nominator must give his name, organization (if applicable), address, and telephone number. Nominations for the categories of Radio Station of the Year and Television Station of the Year can only be made by an official representative of the entering station.

2. All nominations must be submitted by September 30, 1997. The NRB Awards Committee will screen the nominations and select finalists for each category. The National Religious Broadcasters Hall of Fame inductee(s), along with

# ANNUAL AWARDS

the Radio Station of the Year and the Television Station of the Year, will be selected based on submitted information. The NRB Executive Committee will choose the 1998 Hall of Fame inductee(s). The NRB Radio and Television/Visual Communications Committees will select, respectively, the radio and television stations of the year.

3. The official NRB Annual Award voting ballot will be mailed to readers of *Religious Broadcasting*. Finalists for the categories of the Milestone Award, William Ward Ayer Distinguished Service Award, Radio Program Producer of the Year, Television Program Producer of the Year, Board of Directors' Award, Chairman's Award, and Talk Show of the Year will be listed on the ballot.

4. Voting will end December 15, 1997. Votes will be tabulated from the actual ballot only. Any reader of *Religious Broadcasting* will be eligible to vote.

The qualifying criteria for all categories appears within this section. All completed nomination forms should arrive at NRB by September 30, 1997:

NRB Annual Awards  
c/o National Religious Broadcasters  
7839 Ashton Ave.  
Manassas, VA 20109  
Fax (703) 330-6996  
E-mail ssmith@nrb.com

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

## CATEGORIES & CRITERIA

### **National Religious Broadcasters Hall of Fame**

(Presented to a living or deceased individual who, for a significant period of time, has made an outstanding contribution in the field of Christian broadcasting with the highest of standards and faithfulness to Christ, of whom it can be testified or who can testify "I have fought a good fight, I have finished my course, I have kept the faith." 2 Timothy 4:7)

*Religious Broadcasting* readers are invited to make nominations. The inductee(s) will be chosen by the NRB Executive Committee.

### **Milestone Award**

(Presented to an individual or organization for 50 years of continuous service in religious broadcasting)

### **William Ward Ayer Distinguished Service Award**

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

### **Radio Program Producer of the Year**

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

### **Television Program Producer of the Year**

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

### **Board of Directors' Award**

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

### **Chairman's Award**

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

### **Talk Show of the Year**

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

\*Award may be presented to a non-broadcaster. Please Note: Nominees do not have to be confined to one award category.

# TRADE TALK

continued from page 43



WARV-AM/Providence, R.I., won first prize for the most patriotic float in the 221st annual Bristol Fourth of July parade. The Bristol parade is the oldest independent state procession in the country, dating back to 1785. (Front, left) church and public affairs director Eleanor Hubbard, chief engineer Lincoln Hubbard, (back, left) operations manager Kevin Linagen as John Adams, and traffic director Noreen Abrahams as Mrs. Adams. (401-737-0700)

VIRGINIA BEACH, Va. — In early June, Middle East Television (MET), a station in southern Lebanon owned by the Christian Broadcasting Network, began broadcasting its programming via satellite over the Middle East. MET programs family shows in English, Hebrew, and Arabic to a potential audience of 200 million people in 15 nations, including Israel, Lebanon, Jordan, Syria, Iran, Saudi Arabia, Iraq, Egypt, and Kuwait. MET has been providing news, sports, family entertainment, and religious programming from its station on Israel's border since 1982. (757-579-7000)

SACRAMENTO, Calif. — K-LOVE Radio Network recently completed its annual fund-raising drive with \$5.5 million pledged, an increase of 23 percent from the 1996 total. K-LOVE is a network of 12 non-commercial, 24-hour Christian music stations and 22 translator repeater stations with over 225,000 listeners weekly. (916-928-1515)

LINCOLN, Neb. — Back to the Bible has nearly completed its Epp Communication Center, named for the organization's founding director Theodore Epp. The center will be a multi-technology recording facility with audio and video/television studios, a program library, an electronic maintenance shop and technical library, and offices. The center is expected to be finished and occupied later this year. (bb@backtothebible.org)

## AWARDS

ST. PAUL, Minn. — KZOE-FM/Longview, Wash., was named Radio Station of the year by the SkyLight Satellite Network. The station, which will celebrate its tenth anniversary this fall, received the award during SkyLight's Inspirational Radio Conference this summer. "Our call letters, ZOE, are Greek for 'life,' and that's our goal: to communicate life through a relationship with Jesus Christ to our listeners," said Danny Houle, KZOE station manager. (612-631-5000)

• NEW YORK — WEZE-AM/Boston received a Radio-Silver Mercury award for Best Radio Station-Produced Commercial. The winning spot, "The Three Bears," created for Gardner Mattress Maker of Salem, Mass., was written by Matt Hillas and Mark Stevick and produced by Stevick. (617-328-0880)

TUCKER, Ga. — *Pathways to Respect: Turning Classroom Discipline into Discipleship* was named the best religious video at the 18th annual Telly Awards in May. Produced by Penny Hill, the video was deemed "best in its class" by the judges. "Most churches offer little or no training to their teachers about managing discipline in the classroom," explained Hill. *Pathways* addresses this problem. (770-491-9997)

VIRGINIA BEACH, Va. — Rick Settoon, a producer for the Christian Broadcasting Network (CBN), received three awards at the 30th Annual U.S. International Film and Video Festival held in June in Chicago. Settoon's awards included two first place Gold Camera Awards for Best Documentary and Best Writing and a Silver Screen Award in the Inspirational category. "To be selected as a winner against the top professionals in the world is a prestigious honor and one that I consider a milestone in my eight years as a producer at CBN," Settoon said. (757-579-7000)



Rick Settoon

## INTERNET INFORMATION

• BROWNSBURG, Ind. — Christian Country Music home page celebrated its 10,000th visitor recently. Sponsored by CCRB, the Christian country trade paper, and *Gospel Country*, the longest-running Christian country program, the Web site is located at <http://www.achiever.com/freehmpg/christiancountry>.

• PROVIDENCE, R.I. — Blount Communications Group, owner of WVNE-AM/Worcester, Mass., WARV-AM/Providence, WFIF-AM/Milford, Conn., and WBCI-FM/Portland, Maine, recently launched its Web site at <http://www.gocin.com/LifeChangingRadio>. The site features programming information on all four stations, as well as links to many of the stations' broadcasts.

COSTA MESA, Calif. — Building and/or hosting more than 50 sites for top Christian music labels and artists, gofishnet.com is one of the largest Christian music providers on the Internet. The site also has a Christian music and video outlet. "The goals of gofishnet.com are numerous," says Brian Tong, visionary of the site. "We knew that just setting up a store on the Net was not the answer. What people needed is a communication depot." The site has recently added a music recommendation chart to aid in locating music.

## MUSIC NOTES

ATLANTA — Third Day has recorded a Coca-Cola original song "Always — Third Day," which aired on radio



stations across the country in early summer. "We are very pleased with Third Day's new adaptation of our favorite song," said Frank Bifulco, vice president of marketing for Coca-Cola USA Operations. (615-329-1007)



"We all grew up drinking Coke, so for us to be a part of the Coca-Cola family was a fun thing," said Third Day's Mac Powell. From left, Brad Avery, Mark Lee, David Carr, Tai Anderson, and Powell.

**CLEARWATER, Fla.** — Broadcast Data Consultants is looking for beta testers for its Music Director II program, which has been rewritten from DOS to Windows. Music Director II is a music scheduler program designed to organize music and set rules for selecting music, either by printing a music log or exporting to an automation system. Beta testers receive advance copies of the software and are expected to install it and frequent updates upon receipt as well as spend at least one hour per day working with the program. Contact Neil Edwards at (800) 275-6204 for more information.

**NASHVILLE, Tenn.** — Zion Music Group recently signed a new distribution agreement with New Day Christian Distributors of Hendersonville, Tenn. New Day continues as primary distributor for Zion's roster of artists. "Zion Music Group is extremely pleased to have our product distributed by a company whose representation is unequalled in the Christian music market," said Zane King, Zion's vice president. (615-822-4524)

## NEWS BITES

**WASHINGTON, D.C.** — In late July, the Federal Communications Commission (FCC) announced the adoption of a new formula and methodology for setting congressionally mandated AM and FM regulatory fees for fiscal year (FY) 1997. The new schedule now assesses fees based on class of station and population served. FY 1997 fee payments must be received by the FCC during the period beginning September 15 and ending September 19, in order to avoid a 25 percent late penalty. (202-418-0260)

**ALPHARETTA, Ga.** — On June 19, the SBC Radio and Television Committee became part of the North American Mission Board (NAMB). The ministry of using media to spread the Gospel continues through the efforts of the Media Technology Group (MTG) of the NAMB. National Religious Broadcasters chairman David Clark is executive director of the MTG and also serves as president of the MTG broadcast television service, FamilyNet. (817-737-4011)

**VIRGINIA BEACH, Va.** — Regent University has sold its more than 4.2 million shares of stock in International

Family Entertainment (IFE) to Fox Kids Worldwide, Inc., for \$35 per share. Proceeds from the sale total \$147.5 million; when coupled with previous investments, this brings the total endowment to \$276.5 million. "The endowment will only enhance and strengthen the school as it moves forward to become one of the most preeminent universities in the country today," said Pat Robertson, founder and chancellor of Regent. (757-579-4010)

**VIRGINIA BEACH, Va.** — The Christian Coalition has announced Don Hodel as its new president and Randy Tate as the new executive director. Hodel was a two-time cabinet secretary under the Reagan administration and Tate is a former U.S. representative. (757-424-2630)

## PEOPLE



David Tucker

**CARY, N.C.** — David Tucker, current director of Trans World Radios (TWR) in the United Kingdom, has been appointed as executive vice president and chief operating officer at TWR's international headquarters in Cary. Tucker assists TWR president Thomas Lowell by overseeing the day-to-day administration of the missionary radio's broadcasting operation. (919-460-3760)

**ARLINGTON, Va.** — WAVA-FM/ Arlington's senior account manager Craig Brown has been promoted to local sales manager and is responsible for business development in Baltimore. Brown joined the station in 1992.

Amy Cartzen-dafner has been named promotions director and sales assistant in Baltimore. A recent graduate from Cedarville (Ohio) College, Cartzen-dafner was a former intern at WAVA. (703-807-2266)

**TUCSON, Ariz.** — In June, Judy Hannestad joined Family Life Communications (FLC) as marketing and syndication manager with duties including syndica-

Continued on page 48

**Excellence  
through Quality**

Your project deserves a quality finish



- Audio and Video albums
- CD & other software albums
- Binders & Portfolios
- Custom Graphic Design available
- Full Service Pre-Press
- Printing & Bindery
- CAD Custom tooling available
- In-stock selection-ready for immediate shipment
- Individualized customer service
- Exceptional turnaround times

**Let us make your project a success!**

Call for a **FREE** brochure  
**1-888-586-6666**

or write: Blackbourn Media Packaging, Dept. RB1  
Suite 200, 5270 West 84th Street, Bloomington, MN 55437



**BLACKBOURN  
MEDIA PACKAGING**  
A DIVISION OF **IMPRESA** INDUSTRIES, INC.  
Manufacturer of Quality vinyl media packaging  
© 1996 Blackbourn Media Packaging  
A division of Fey Industries, Inc. \* All rights reserved

# TRADE TALK

continued from page 47

tion of FLC programming. Hannestad previously spent 14 years with the SkyLight Satellite Network. (800-776-1070)

• **PORT HURON, Mich.** — Tom Winn is the new station manager of WNFA-FM/Port Huron and WNFR-FM/Port Huron. Winn formerly worked for KMFC-FM/Centralia, Mo. (WNradio@aol.com)



**Steve Tuzeneu**

**WORCESTER, Mass.** — Steve Tuzeneu has been promoted from operations manager of WVNE-AM/Worcester to station manager. Tuzeneu has been managing the station since June of 1991. (508-831-9863)

**HUNTSVILLE, Ala.** — WNDA-FM/Huntsville has added six new on-air personalities to its 24-hour broadcast

schedule. Hosting the weekday *Nite Lite* show is Marc Alen while Josh Goe emcees the Sunday version. Phil Hilton is on-air weekdays with *Mid-Day Magazine* and Matt Castleman is drive-time personality weekdays. David Cross and Ehren Biglari anchor the mid-day weekend music Saturdays and Sundays, respectively. (205-534-2433)

**NEW YORK** — Odyssey, the faith and values-based cable channel, has formed a three-person office of the president to provide closer integration of senior management functions. Odyssey president and CEO Garry Hill took a medical leave of absence, beginning June 16. Bernard Bonnot is senior vice president, religious affairs; Mary Silverman is senior vice president, programming; and Charles Wells is senior vice president, affiliate relations. In addition, Odyssey chairman Wilford Bane assumes the position of acting CEO for the duration of Hill's leave. (212-964-1663)

## PUBLISHING INK

**COLORADO SPRINGS, Colo.** — *Discipleship Journal* celebrated its 100th issue with the July/August 1997 edition. "I see this as a celebration of what God has done through *Discipleship Journal*," said editor Susan Maycinik. (719-548-9222)

**LIGUORI, Mo.** — America's largest Catholic publisher will celebrate its 50th anniversary next month. Established in 1947 by members of the Congregation of the Most Holy Redeemer, Liguori Publications has published books, pamphlets,

## To Err Is Human

In the May edition, "Interview Insights" listed the wrong telephone number for the Christian Medical and Dental Society. The correct number is (888) 690-9054. *Religious Broadcasting* regrets any inconvenience this may have caused.

bulletins, and educational materials for half a century. In recent years, Liguori has added electronic and trade publishing divisions to its repertoire with the development of Faithware®. (314-464-2500)

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

## Top 10 Christian Clothbound NonFiction (August)

1. *Just As I Am* by Billy Graham (HarperCollins/Zondervan)
2. *Friends Are Friends Forever* by Michael W. Smith (Thomas Nelson)
3. *Streams in the Desert*, Updated Edition by L.B. Cowman (Zondervan)
4. *Prayers That Avail Much* (Harrison House)
5. *Joy for the Journey* (J. Countryman/Word)
6. *God's Inspirational Promises* by Max Lucado (J. Countryman/Word)
7. *Life on the Edge* by James Dobson (Word)
8. *In the Grip of Grace* by Max Lucado (Word)
9. *My Utmost for His Highest*, Updated Edition, by Oswald Chambers (Discovery House)
10. *My Utmost for His Highest* (includes journal version) by Oswald Chambers (Discovery House)

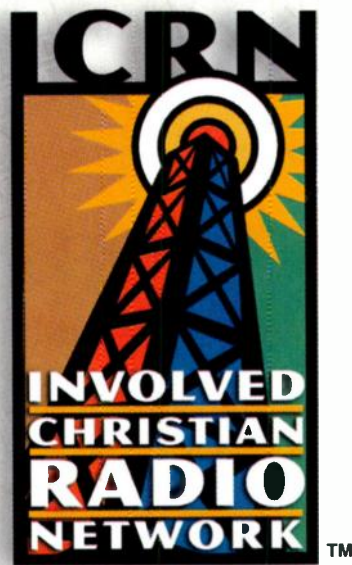
## Top 10 Christian Albums (August)

1. *Butterfly Kisses* (Shades of Grace) by Bob Carlisle (Diadem)
2. *I Surrender All* by Carman (Sparrow)
3. *God's Property* by God's Property (B-Rite)
4. *The Supertones Strike Back* by The Supertones (BEC)
5. *Heavenly Place* by Jaci Velasquez (Myrrh)
6. *Life, Love & Other Mysteries* by Point of Grace (Word)
7. *Love & Mercy* by Kathy Troccoli (Reunion)
8. *WOW '97: The Year's 30 Top Christian Artists and Songs* (Sparrow)
9. *Revival at Brownsville* (Hosanna!/Integrity)
10. *Petra Praise 2: We Need Jesus* by Petra (Word)

## Top 10 Christian Videos (August)

1. *VeggieTales-Larry-Boy and the Fib From Outer Space* (Everland)
2. *VeggieTales-A Very Silly Singalong* (Everland)
3. *Welcome to the Freak Show* by dc Talk (Forefront)
4. *VeggieTales-Where's God When I'm Scared?* (Everland)
5. *VeggieTales-Dave and the Giant Pickle* (Everland)
6. *VeggieTales-Rack, Shack, and Benny* (Everland)
7. *Adventures in Odyssey-In Harm's Way* (Focus on the Family)
8. *Feelin' at Home* by Bill & Gloria Gaither (Spring Hill)
9. *VeggieTales-Are You My Neighbor?* (Everland)
10. *VeggieTales-God Wants Me to Forgive Them?!* (Everland)

These lists are based on actual sales and rentals in Christian retail stores in the United States and Canada during June. All rights reserved. ©1997 CBA Service Corp. Distributed by the Evangelical Christian Publishers Association.



A SERVICE OF THE DOMAIN GROUP

# Get better response than your best station!

It's true. Some broadcasters already have better response because they're broadcasting on ICRN. They're reaching the fastest growing audience in the world on the World Wide Web.

**And today many ICRN broadcasters say that ICRN is their top broadcast outlet!**

You could enjoy the same great response right now.

If reaching people is your priority, think about this: So many people who want to listen to your program can't find it in their area, or they can't find it at the time that's right for them. ICRN lets



"ICRN draws better response than I ever imagined. It's amazing ... And it's extended our message to groups I've not been able to effectively reach before."

— Hank Hanegraaff, The Bible Answer Man

them listen anytime, 24 hours a day, to as many recent broadcasts as they like.

It's no wonder listener response is so high. *ICRN broadcasters are reaching a brand-new*

*audience.* Traditional radio listeners are mostly women. But ICRN lets you capture the harder-to-reach Christian man! ICRN's on-line audience is 70 percent male, college educated, with an average

age of 35.

There's one more thing. When you place your broadcast on the Internet, you need to be sure people can *find* it. ICRN puts your broadcast right next to *Breakpoint*

with Chuck Colson, *The Bible Answer Man*, *The 700 Club*, and *Insight for Living* with Charles Swindoll.

You know that agencies like these draw new listeners. That's why they're so hard to find on any other station!

Enjoy a broader reach and get the response you've been missing. Right now. Call Jeff Nickel to learn how ICRN can take you to a whole new level of broadcasting.

**NRB**

ICRN is an official online service of National Religious Broadcasters.

[www.icrn.com](http://www.icrn.com)

## Religious Broadcasting in Romania

I am an advocate of the Hannau Statement, a document recommending international partnering among NRB members. And recently, a trip to Romania has made me an even stronger supporter.

In Chicago, we work with Petru Amarci, a dynamic young Romanian Christian, to produce a Romanian language program. It is broadcast each week to Chicago's large Romanian population on Channel 23, an ethnic channel.

As a result of that ministry, the president of the Romanian Parliament invited me to visit, which helped me to understand the importance of working together in ministry. Romania is wracked by economic hardship. The average income is about \$65 a month. Christians in Romania make great sacrifices — the kinds of sacrifices unknown to us in the United States.

However, the churches we visited were vibrant and healthy, every one filled to capacity. At the Bethel Church in Timisoara (the seat of the revolution), we attended a baptismal service where at least two thirds of the 35 baptized were in their mid- to late-teens. In the Elm Church, the Sunday evening service had an overflow of more than 800 in the basement attending via television.

We met Tudor Petan, a former communist who has come to know Christ. Through his company, Memory International, Tudor has developed a wireless cable system and a Christian programming service for both cable and broadcast stations in Romania. He has a vision to reach Romania through television.

We visited Christi Tepes, a producer for the Romanian Television Network. A few years ago we partnered with Tepes to produce a documentary on the Romanian Church in Chicago that was aired nationally on TVR.

In Caransebes, we met Demitric Stiopu, a Christian of great vision. Without much business background,

he and other Christians formed private businesses for ministry purposes. With their profits, which are substantial and growing, they purchased a beautiful villa and converted it to a ministry headquarters. At one time it had been owned by a communist leader in the region. I will never forget what Stiopu said to me as we toured the ministry headquarters: "Jerry, as I show you what is happening here, I want you to know this is what God can do with nothing."

In Bucharest, we visited the Parliament building where Petru Dugulescu, pastor of the Bethel Church in Timisoara, has a seat in parliament. As we stood in the center of Romanian political power, Dugulescu placed his hands on his parliament seat and said with firm resolve, "There is a lot of darkness here, but this is my seat."

From that seat there is a ray of light offering divine hope for Romania. We also met with leaders in broadcast and cable television and were privileged to meet with the head of religious programming for Romania National Television, The National Audio-Visual Council (the equivalent of our FCC), and the head of the National Cable Association, as well as the owners and operators of broadcast television stations. In every place we found an openness to Christian programming.

The Romanian Christians we met are knowledgeable, talented people who want to make a spiritual difference in Romania. They are believers whose faith has been tested in the white hot fires of communist persecution. We have a lot to learn from them. They are capable of reaching their country with the Gospel.

My Romanian experience has given me a greater commitment than ever to the spirit of the Hannau Statement.

In our zeal to reach the world, we must not ignore the people God has prepared in each country. It is



*Jerry Rose is president of WCFC-TV 38/Chicago and a member of National Religious Broadcasters (NRB) executive committee. He is also a member of NRB's International Committee.*

presumptuous for us to think we don't need them.

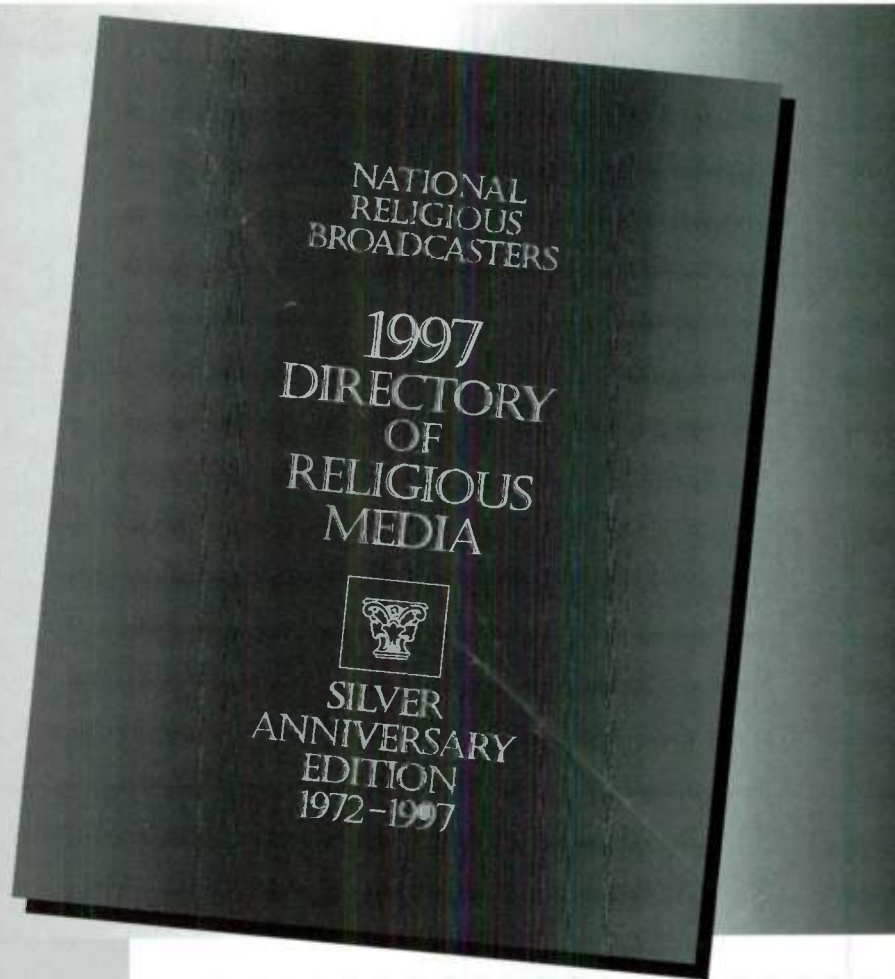
During our Romanian visit, any meetings we had with government leadership included Romanian Christians who are involved in television. I made it clear we were there to work with them. When the door closes for us, it may still be open to them.

By beginning our ministry to Romania in the Chicago Romanian community with Romanian Christians, we believe we have a stronger foundation for expansion. We see our primary responsibility in international ministry as equipping the believers with the tools they need to reach their country. It may be training personnel, equipment, finances, prayer, moral support, and friendship.

Finally, we do not see our ministry to Romania, or any other international ministry we may undertake, as a fund raising device for WCFC-TV 38. In our opinion, to do so is self-centered and damages the spirit of missions.

God has given us wonderful opportunities to be a part of reaching the world with the Gospel. Let's do so with passion and enthusiasm, but let's also go with a Christlike spirit and a servant's heart. <sup>23</sup>

*The Silver  
Edition  
that's as  
good as  
gold!*



**FALL CLOSEOUT,**  
**SAVE \$30.<sup>00</sup>** (while supplies last)  
**\$39.<sup>95</sup>**

For 25 years, National Religious Broadcasters has published the industry's standard guide to Christian radio and television.

The 1997 *Directory of Religious Media* gives you a direct line to the names and numbers you need to know within this dynamic industry. The *Directory* is your personal map through the maze of stations and suppliers, programs and publishers. It's the guide you'll go to first to get daily leads, contacts, and up-to-date information to help move your ministry or business forward.

**Sections include:** Radio & Television Stations and Networks • Radio & Television Programs • Film and Video • Book Publishers • Periodicals • Music Companies • Agencies and Suppliers

ISBN# 1-880040-06-9

**YES!** Please rush me \_\_\_\_\_ copies  
of National Religious Broadcasters'  
**1997 DIRECTORY OF RELIGIOUS MEDIA**

**\$25.00 each for NRB members.**  
My NRB membership no. \_\_\_\_\_  
(Number required for purchase at member price.)

**\$39.95 each for non-members.**  
(Non-U.S. mail add \$20.00 to all orders; Virginia residents and  
businesses must add 4.5% sales tax.)

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ FAX (\_\_\_\_) \_\_\_\_\_

Method of payment (U.S. funds only):

Check     Visa     MasterCard     American Express

Total Purchase Amount \$ \_\_\_\_\_

Credit Card No. \_\_\_\_\_

Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

*Clip and mail or fax (credit card orders only) to:*

**National Religious Broadcasters**  
**7839 Ashton Avenue • Manassas, VA 20109**  
**(703) 330-7000 • FAX (703) 330-6996**

## 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*." David Ingram, Ft. Smith, AR

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

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



Wanda Franz Ph.D.

### *Pro-Life Perspective*

For more information please contact National Right to Life,  
419 Seventh Street, N.W. Ste. 500, Washington D.C. 20004  
(202) 626-8817.

## Building Credibility in Radio Sales

This is a topic I feel needs to be addressed not only in radio sales but also in life. I have always felt to perform your best and to live up to your true potential, what you do professionally must not conflict with the person you are outside of the work environment. This is a conflict limiting us. Let me give you some examples.

If you've been in sales, you know it's very easy to get into situations where you're agreeing with a client on how bad Station X is or how bad your boss is.

We all like to have fun, but when does this go too far? I feel situations like this are at the root of some major problems facing salespeople, managers, and owners today. We can talk all we want about how ethical we are — how we are the best. We are only having fun, right?

But what does the client really think of us? Do we have a genuine, sincere, trusting relationship with our client? (Yes, I know it is impossible to achieve with some.) Or are we faking it? Is the client faking it?

Insincere relationships put limits on the potential of the relationship with the client. A high percentage of objections is the result of lack of credibility. I have had to learn — and am still learning — how to create sincere relationships with clients by setting a good example, and by letting the client take the lead instead of coming on too strong.

When we can reduce the pressure we're feeling regarding selling this week's or this month's package — with the sales manager breathing down our backs — then our relationship with our clients has a much better opportunity to succeed. Wouldn't you agree? You say, "That will never happen!"

Probably not — in a perfect sense, but any improvement in the situation will help build better relationships. I feel stress management

## SALES SPOT

BY DEWEY MOEDE



Dewey Moede works for Citadel Communications in Albuquerque, N.M., where he is sales manager for KNML-AM. He is also a consultant for WFRN-FM/Ekhardt, Ind.

should be a part of school curriculum.

Steven Covey, in his book *Seven Habits of Highly Effective People*, talks about deposits and withdrawals in relationships. Do you make more withdrawals than deposits?

Salespeople have the reputation of making more withdrawals — especially inside the radio station from traffic and production: "Why can't you get this done in an hour?" When is the last time you brought in a treat for your traffic person?

When is the last time you did something fun with your family that was not planned — you just did it on the spur of the moment? Or when is the last time you brought one of your clients an informative article about his or her business?

I believe we all can work toward better relationships — more credible relationships — when our goal is to shoot for a support role with clients; or as Chris Lytle has taught from day one — a sustaining resource. We cannot be that true, high-performing, sustaining resource if we do not have a credible relationship with our clients. You can probably just poke along and get by, but is that how you want to be known?

We all learned pluses and minuses in our younger days and it's as simple as that. Are we adding or subtracting in our relationships? <sup>R</sup>

# Time and money. And a whole lot of other things you'd never expect from a rental car company.

There aren't too many places left where someone is committed to saving you time and money. At Alamo,<sup>®</sup> we're committed to offering our most loyal customers a lot of little extras – like **Alamo's Travel Smart Extras<sup>SM</sup>** which include **frequent flyer rewards** with all major airlines. And, things like **unlimited free mileage** and Alamo's **Quicksilver<sup>SM</sup>** 60-second rental transaction kiosk.



## NATIONAL RELIGIOUS BROADCASTERS

### Member benefits:

- Year-round discounts on Alamo's low retail rates in the United States, Canada, and Europe
- Additional driver fee waived
- Unlimited free mileage
- Frequent flyer rewards with all major airlines

For reservations contact your travel agent or call Alamo at  
**1-800-354-2322**

For interactive reservations, access us at  
[www.goalamo.com](http://www.goalamo.com)

When it's your time and money



## One Free Upgrade

- Certificate is valid for one free upgrade to the next car category (with same transmission in Europe). Just reserve a compact through a premium 4-door car in the United States or Canada, or a Group B through F car category in Europe.\* Valid on rentals of 3 to 14 days.
- Upgrade is subject to availability at time of rental, as certain car categories may be sold out. Valid on self-drive rentals only.
- Only one certificate per rental; not to be used in conjunction with any other discounted or promotional rate. Cannot be used with an Alamo Express Plus<sup>SM</sup> or a Quicksilver<sup>SM</sup> rental.
- Please make your reservation at least 24 hours before arrival. Travel Agents: Please include /SI-C-UE3B in the car sell.
- You must present this certificate at the Alamo counter on arrival; it is void once redeemed.
- Certificate has no cash value and does not include taxes (including in California, VLF taxes ranging up to \$1.89 per day), registration fee/tax reimbursements, fuel, other optional items, and airport access fees (if any).
- Any unused portion is non-refundable.
- Reproductions will not be accepted, and expired or lost certificates cannot be replaced.
- Offer is subject to Alamo's standard rental conditions at the time of rental.
- Offer valid through December 15, 1997. The following blackout dates apply: In the United States and Canada: 3/27-3/29/97, 5/22-5/24/97, 7/3-7/5/97, 7/17-8/16/97, 8/28-8/30/97, 10, 9-10/11/97, and 11/26-11/28/97. Also in Canada: 5/17-5/19/97 and 10/11-10/13/97. In the United Kingdom, Germany, Belgium, The Netherlands, and Switzerland: 6/15-7/31/97. In Ireland, Greece, Portugal, the Czech Republic, and the Republic of Malta: 7/15-9/30/97.

\* Coupon valid at participating European locations operating under the name of Alamo.

For reservations, contact your travel agent or call Alamo at  
**1-800-354-2322.**

Be sure to request I.D. Number BY189236  
Rate Code **BY** and Coupon Code **UE3B**  
at time of reservation.

When it's your time and money



UE3B

1347-28-397

## What Drives Our Fund Raising?

**I**s fund raising in your ministry based on biblical teaching or is it the same as selling toothpaste, with a spiritual twist? If we are marketing toothpaste, we begin by communicating everyone needs to use toothpaste for health and social reasons. Next, we make sure our product addresses health issues, results in fresh breath, and has a good taste. We price our product competitively, and finally, make sure our toothpaste has a good spot on the drugstore shelf.

The thinking of Christian fund raisers can be unduly influenced by secular marketing experts. This thinking says, "If we have the right formula, we will be successful." Certainly, we can learn from the best marketing experts, but we must make sure all we do is firmly grounded in Scripture. Here are a few principles which should be the motivation for all we do.

### Leadership sets the example.

When David launched a capital campaign for the temple, he gave first, then he challenged others to give. Their giving produced joy. We should expect our leadership team to give first and their commitment should set the example and pattern for others. Those on the leadership team should include members of the board, those in management, and staff. Do we have the right to ask others to support a program if we don't believe in it enough to give also?

**God must bless our efforts if they succeed.** When Nehemiah launched a major building program to restore the broken down walls of Jerusalem, he began with prayer. In fact, Scripture says he wept and mourned and was fasting and praying before the God of heaven. Prayer is the basis of any success we might enjoy.

**We need a plan.** Nehemiah developed a plan, which included the where, how, and when of acquiring the necessary resources to complete the project. In 2 Corinthians 8 and 9, Paul used a number of different fund-

raising tactics to fund the work of the early churches. He made an initial appeal in person; he sent letters; he sent someone to collect the pledges; he compared the giving of one group to another; and finally, he prodded them to complete their pledges.

**Ensure integrity and accountability.** From Paul, we also have instruction on accountability for the funds we raise. Directions were given so no one could accuse them of personal gain or mismanagement.

**Thank donors profusely.** One of the basics in fund raising is to make sure we thank our donors adequately and appropriately. Paul knew how to do this and his letters of gratitude and praise must have made the donors want to give again.

**Instruct the next generation to be biblical in their fund raising.** Near the end of Paul's instructions to Timothy, careful instruction is given on how to relate to people of wealth and how to challenge them to invest in the eternal.

Ministries should take some practical steps to ensure their fund raising is based on biblical principles. Put together a simple fund-raising manual. Write it in draft form and share it with members of your board or others involved in the ministry to determine if your thinking is clear, biblical and thorough. A manual might include the following:

- A clear mission statement which is understood and embraced by your board and staff.
- Scripture references which guide the way you ask for financial support.
- Steps you take to make sure you are relying on God for His blessing and not a bag of tricks to raise funds for worthy projects.
- How to set fund-raising goals and how to make sure the vision for ministry is truly from God, and not your own ambition.
- How to use the wise counsel of spiritual persons not involved directly in your ministry to maintain



*Norman Edwards heads his own Seattle-based company, Counsel in Resource Development, which specializes in numerous fund-raising aspects. He is also editor of Boardwise, a newsletter for boards of Christian ministries.*

perspective.

- A list of practices which are acceptable and those which are not acceptable in fund raising. Spell out any limitations in accepting funds from persons or organizations.

- Specific principles to thank donors.

- Guidelines on how and when you report to donors on the status of the project they supported.

- Steps to take to ensure there is appropriate accountability for the funds which have been given.

We can learn from experts, even those who market toothpaste. But we should never neglect God's word in providing guidance in the way we conduct our ministry — especially fund raising. We can never assume that because we are committed Christians, the right actions will always be taken. We must take the appropriate steps in advance to ensure our fund raising is driven by biblical truth. **✎**



# THE 1998 NRB ANNUAL AWARDS NOMINATION FORM

## National Religious Broadcasters Hall of Fame

(Presented to a living or deceased individual who, for a significant period of time, has made an outstanding contribution in the field of Christian broadcasting with the highest of standards and faithfulness to Christ, of whom it can be testified or who can testify "I have fought a good fight, I have finished my course, I have kept the faith." 2 Timothy 4:7)

*Religious Broadcasting* readers are invited to make nominations. The inductee(s) will be chosen by the NRB Executive Committee.

## Milestone Award

(Presented to an individual or organization for 50 years of continuous service in religious broadcasting)

## William Ward Ayer Distinguished Service Award

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

## Radio Program Producer of the Year

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

## Television Program Producer of the Year

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

## Board of Directors' Award

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

## Chairman's Award

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

## Talk Show of the Year

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

\*Award may be presented to a non-broadcaster.  
Please Note: Nominees do not have to be confined to one award category.

## Radio & Television Station of the Year

*Nominations for either Radio or Television Station of the Year can only be submitted by an official representative from the entering station. If a station should be among those considered for either the Radio or Television Station of the Year Award, please provide the requested information.*

Category:  Radio Station of the Year  
 Television Station of the Year

Station (Licensed Call Letters): \_\_\_\_\_

City/State: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_

Band (Radio only/check just one):  AM  FM  AM/FM  
(Radio stations may not be nominated as combos unless they simulcast over 75 percent of the broadcast week.)

Format (check just one):  Religious/Talk  Religious/Music  
 Religious/Talk/Music

Years on Air: \_\_\_\_\_

Percentage of Live/Local Programming: \_\_\_\_\_

Community Projects: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Service Unique to Coverage Area: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

In the space below, please type a 100-word profile of the nominated station. Profiles exceeding the 100-word limit may be cut by NRB to 100 words or less. Stations submitting information are liable for any and all information contained therein and agree to hold harmless and indemnify NRB against any and all claims or costs in that regard.

Nomination certified by:

General Manager's signature

Radio/Television Station

General Manager's name (please print)

**THE 1998 NRB  
ANNUAL AWARDS**  
c/o National Religious Broadcasters  
7839 Ashton Ave.  
Manassas, VA 20109



FIRST-CLASS  
POSTAGE  
STAMP  
REQUIRED  
HERE

*Fold here, above panel out, tape bottom edge & mail entire card today!*

Name of Nominator \_\_\_\_\_

Organization (if applicable) \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone ( \_\_\_\_\_ ) \_\_\_\_\_ Fax ( \_\_\_\_\_ ) \_\_\_\_\_

*Please submit nominations by September 30, 1997 to:*

**The 1998 NRB  
Annual Awards**  
c/o National Religious Broadcasters  
7839 Ashton Ave.  
Manassas, VA 20109  
Fax (703) 330-6996  
E-mail [ssmith@nrb.com](mailto:ssmith@nrb.com)

*Fold here, cover panel in, tape bottom edge & mail entire card today!*



# THE 1998 NRB ANNUAL AWARDS

**Nomination Form**

## Ampendectomy

*Resurrection Band*

producers: Tom Cameron and Resurrection Band  
Grrr recordsS

This recording resulted from a dilemma faced by a church in Helsinki, Finland. They wanted Resurrection Band to come and do a concert, but their church building was several hundred years old and they feared a full-blown "electric" set of rock music would bring down the walls! So they requested an "unplugged" set. The band had a great time doing it and tried the unplugged set at the following Cornerstone Festival. The positive audience response prompted this recording.



*Ampendectomy* features songs spanning the band's 25-year career: "some of the songs we believe in most." These include "The House is on Fire," "Can't Stop Loving You," "Lovespeak," "Colours," and more. The amps may be gone, but Resurrection Band generates plenty of musical electricity and intensity without them. Indeed, the band becomes its own power plant, generating creative arranging and infusing extra acoustic instrumentation (violin, cello, mandolin, saxophone, piano, and organ).

As great as the original versions of these songs are, *Ampendectomy* gives a fresh perspective on them. Resurrection Band always amazed me with how the group could make its music so intimate and personal even through the wall of rock sound. That strength forms the backbone of *Ampendectomy*, to which the band adds new inspiration and performs with the considerable skill gained from years of experience.

## Unvarnished Praise

*Harry Robinson*

arranger: Harry Robinson  
mastered by Steve Pinksten  
Daywind

Going beyond Resurrection Band's "ampendectomy," this acoustic guitar gem is as unplugged and unvarnished as it gets. Harry Robinson recorded this in his extra bedroom in his spare time during a six-month period. The effect is pleasingly intimate: when I put this recording on in the living room and walked into a nearby room, it sounded like Harry was sitting on the sofa, strumming away. His textured, laid-back, contemporary arrangements of favorite hymns (such as "Softly and Tenderly," "Amazing Grace," and "Go Tell it On the Mountain") make this recording perfect for relaxing on a quiet Sunday afternoon.

Robinson brings decades of experience to this recording: for 23 years he toured with musical artists including Dolly Parton and Lee Greenwood before retiring from the road to finish his education and pursue his personal musical goals. Currently artist-in-residence at Martin Methodist College in Tennessee, Harry also serves as music director for Bethlehem United Methodist Church

in Franklin.

## Ralph Carmichael and Friends Live

producer: Ralph Carmichael  
associate producer: Paul Stilwell  
executive producers: Ed Kee and Dean Diehl  
Brentwood

It's a remarkable feat for anyone to have a successful 25-year career in music (like Resurrection Band), but it was over 50 years ago that Ralph Carmichael had his first big band rehearsal. A pastor's son who was familiar with both traditional church music and the pop and big band music of his day, Carmichael was a founding father of contemporary Christian music.

In his career, Carmichael has worked with some of the biggest names in music, including Pat Boone, Nat King Cole, Bing Crosby, and Ella Fitzgerald. As the rock revolution hit in the '60s, Carmichael wanted to write something his teenage daughter could relate to. The result was a number of classic church musicals using modern folk and rock instrumentation.

This recording celebrates Carmichael's 50th year in Christian music and features excellent big band arrangements of songs such as "Here and Now I Believe," "His Eye Is On the Sparrow," "Just a Closer Walk With Thee," "Nobody Knows the Trouble I've Seen," and "Be Still My Soul." Larnelle Harris, Sharalee Lucas, and Dave Boyer contribute guest vocals of one song each. The energy and upbeat nature of the big band sound is absolutely infectious, and it's hard not to dance around the room when this recording is on, especially considering the genuine joy springing from the lyrics of the songs!



## No More Tears

*David Huff*

producer/arranger: David Huff  
executive producers: Ed Clydesdale and Dann Zehr  
Clydesdale Music

A new artist on the Clydesdale label, David Huff is no stranger to contemporary Christian music, having worked with numerous well-known artists (Amy Grant, Anointed, Boyz II Men, and Larnelle Harris, to name a few). As a producer, arranger, and sought-after studio musician, he has participated in more than 1500 works. This beautiful instrumental recording offers soothing, contemporary arrangements of traditional songs and hymns of comfort and encouragement, such as "Turn Your Eyes Upon Jesus," "This Is My Father's World," and "I Need Thee Every Hour." Everyone needs comfort from the trials and disappointments of life — this recording points to the well of comfort that never runs dry: Jesus Christ. The recording's theme, together with Huff's superior arrangements and performances, make *No More Tears* stand out.

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

## Do Children Listen to Radio?

There are some things which never lose their effectiveness. Radio is one of them. Even with the advancement in technology and with children and adults spending many hours each day in front of the television, I believe radio will always be with us. As a producer of a children's radio program, I am often asked, "Do you think children listen to radio?"

Read this testimony: "Dear Miss Jean, I thought radio wasn't for kids until one Saturday morning I heard your program *Adventure Pals*. Ever since, Friday nights I set my alarm clock for Saturday morning so I won't miss it."

Yes, radio is for kids. There are many children's radio programs being produced and broadcast to all ages. *Adventure Pals* is targeting 7- to 14-year-olds. While we receive letters from all ages — young children,

adults, seniors, and many prisoners — the largest number of letters received each week come from 10- to 14-year-olds, hitting right in the upper range of our target age!

Back in 1968, the Lord was working in hearts, to show there was a great need for more children's programming. Thirty years ago, there were fewer children's programs being produced on a regular basis. Even though today there are many more radio programs for children, there is still room for more.

In 1968, we started working on a format, and a year later we went on the air with one station. Some 28 years later we are now on 168 stations worldwide.

During the first early years we had no studio. In order to record we would set up equipment in a church about every two to three months, and in a day and a half, we'd record as many as 14 to 18 programs.

By the end of the first year we were able to obtain our own studio and equipment. Even then many hours were put into recording. We recorded on quarter-inch tape with music, sound effects, openings, mystery guests, and quizzes all recorded at once along with our dramatized stories. Before each recording, the tape had to be edited and timed. We sent the master tape on quarter-inch reel-to-reel tape to our duplicator.

Today is a different story! With our new, totally digital studio, we no longer spend long hours each week at our recording sessions. We now record in segments. Sound effects, music, quizzes, mystery guests, addresses, etc., are all recorded in post-production. Often a member of our cast who misses a recording session due to illness or another unexpected reason is edited in.

Now instead of the old quarter-inch tape, we record on DAT. Our editing is done on a digital work station. Masters are sent to our duplicator on DAT and copied onto cassette tapes for distribution to our stations. The end product is superior quality.



Jean Donaldson is founder and president/executive director of Christian Children's Association, Inc., producers of *Adventure Pals*, a weekly radio program.

With the breakdown of the family, and drugs, pornography, and satanic worship threatening children today, they need to know God loves them. Radio is an effective tool which can reach them right where they are.

The story portion of *Adventure Pals* consists of stories dealing with the problems today's kids are facing. Topics addressed include broken homes, child abuse, pornography, abortion, adoption, drugs — children need to know there is help for these problems and there are those who care about them. But most of all, they need to hear that there's a loving Heavenly Father who cares.

Daily we receive letters from children, parents, and grandparents. Some are asking for our Bible lessons or answering a quiz. Many share their problems and need someone to listen, like the child who wrote, "Dear Miss Jean, I'm glad I have God and you to talk to." Others will write "How did you know my problem this week? Your story was a big help and taught me a lot."

After the airing of an abortion story, some parents wrote for a copy, and one parent phoned and asked for a tape. Her little girl wasn't old enough to understand but she wanted a tape to play for her when she got a little older.

Yes, children and whole families are listening to radio, and it's playing an important part in their lives. I believe it will continue to have an effective influence on lives for many years to come. <sup>RS</sup>

### You Have An Important Message You Can Rely On Shively To Reach Your Audience!

Superior Engineering  
Severe Weather Installations  
Customer Support  
Over 30 Years Experience  
FM & UHF Translators  
Filters & Combiners

FM & UHF Antennas and Related RF Equipment

### Shively Labs

Tel.: (207) 647-3327  
FAX: (207) 647-8273  
e-mail: sales@shively.com  
web: www.shively.com  
Harrison Rd., Bridgton,  
Maine 04009 USA

- An Employee-Owned Company -

## Deliver Us From Evil

director/producer: Bob Tigert  
 executive producer: Dan Glaze  
 length: 241 minutes  
 audience: adults

Word Publishing/Ravi Zacharias Ministries, 1997

"In the last century, our culture has undergone incredible changes and challenged the ideas that once shaped and guided us. The result has been the collapse of laws, the eradication of the spirit, and the unleashing of evil," so reads the overview to the video series *Deliver Us From Evil*.



The purpose of this 13-session series based on the book by the same name is "to prepare Christians to engage these critical issues with their minds, to make a reasoned assessment of the risks before us at the cultural crossroads where we stand, and to enter into a holy relationship with Jesus Christ that will help to restore the soul of the individual, the nation, and the world beyond."

Host Ravi Zacharias explores evil and its manifestations in societies both modern and past. Grabbing your interest from the opening segment, this series is more than a talking head; instead, sprinkled throughout Zacharias' text are human interest stories, cleverly filmed location shots, and attractive backgrounds as well as easy-to-read quotes scrolled on the screen.

This is a thinking man's video series, asking the viewer to evaluate what he or she believes about evil and how to counter the evilness of the world with the goodness of God. A leader's guide offers structured questions for group discussion and worksheets for each video session (ranging from 13 to 24 minutes in length apiece), making this an ideal small group or Sunday school study.

This worthy study packaged in an engaging way should induce thoughtful discussions as well as offer solutions to "restoring the soul in a disintegrating culture."

## The Big Picture

producers: David LaMar and Jacqueline Mosley  
 senior producer: Marty Mosley  
 length: 119 minutes  
 audience: adults

Total TV Network/Priority One Publishing, 1997

Over 67,000 churches are now using video-integrated Bible study materials from the Total TV Network. With its newest video series, *The Big Picture*, Total TV has once again made Bible study fun and exciting.

Video lessons include "Chained to Yesterday," "The Blame Game," "Another Lousy Day in Paradise," "Racism: Erase the Hate," and "Next Stop: Tanzania," with two to three workbook lessons accompanying each video session. Phil Callaway, author of *The Total Christian Guy* among other books, is the "expert" who offers biblical application for each topic explored by interview clips,

thoughts by the two twentysomething hosts, comedy spots by James Taylor, and "commercials."

Although marketed to all adult groups (from twentysomethings to senior citizens), this video series is definitely geared toward the media-savvy Generation X with its MTV-style camera work and editing as well as its quick jumps from thought to thought. No more than a couple of minutes (each video is around 24 minutes) is spent on any one person or "segment," which will probably engage the minds of Xers but may put off older adults.

Well put together (especially the accompanying leader's guide), *The Big Picture* brings topics such as racism, forgiveness, responsibility, missions, and priorities into focus with practical life-applications. Another excellent addition to the Total TV Network's curriculum library.

## VeggieTales "Larry-Boy and the Fib From Outer Space"

directors: Phil Vischer and Chris Olsen  
 producer: Chris Olsen  
 length: 33 minutes  
 audience: 3 and up

Big Idea Productions/Everland Entertainment, 1997

When a tiny space alien grows to gargantuan proportions and threatens the safety of Bumblyburg, it's superhero Larry-Boy to the rescue! Released mid-April, "Larry-Boy and the Fib From Outer Space," the eighth addition to the popular *VeggieTales* series, achieved platinum status by July. This episode is also the number one Christian video (see "Trade Talk," page 48).

After breaking his father's prized collectible bowling plate, Junior Asparagus is encouraged by a small space alien to tell a fib. With each subsequent lie Junior tells to cover up his first fib, the cute space creature grows bigger and bigger and bigger into an enormous monster threatening to destroy Bumblyburg. Meanwhile, Larry-Boy (patterned after Batman, except he has suction-cups instead of a cape and bat-ears) along with his trusty butler-cum-inventor desperately try to figure out how to stop the giant alien. Will Larry-Boy live up to his superhero status and save Bumblyburg from sure destruction?

"Larry-Boy" lives up to the *VeggieTales*' trademark animation and clever dialogue. However, I was disappointed in the lack of songs, which were a staple of previous videos. Only Junior sang a little ditty (not really a full-blown song), and, except for the background music, no other songs were integrated into the story. The only song was Larry-Boy's music video at the end (instead of his traditional Silly Song), which showed clips from the story while a girl asparagus trio sang "Larry-Boy" soul-style.

Other than the lack of songs, I thoroughly enjoyed this latest *VeggieTales* offering and look forward with anticipation to the ninth episode.

Sarah E. Smith is managing editor for Religious Broadcasting.

# THE BOOK SHELF

BY HARRY CONAY

## Just As I Am: The Autobiography of Billy Graham HarperCollins/Zondervan, 1997

The first thing one notices about this volume is how thick it is. But don't worry. Billy Graham's down-to-earth style is warm and inviting. He may gently instruct along the way, but Graham never belabors an issue and his anecdotal reminiscences are succinct and to the point. Thus, the book as a whole is highly readable, and the more than 700-page text is accompanied by numerous photographs.

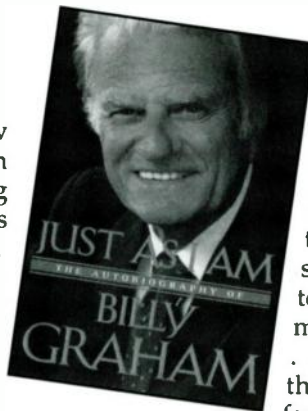
We quickly learn of Graham's parentage, birth, Presbyterian upbringing, early gift for public speaking, and his public acceptance of Christ at age 16. "On the last verse (of the hymn) . . . I responded. I walked down to the front, feeling as if I had lead weight attached to my feet, and stood in the space before the platform. . . . For all my previous religious upbringing and church activity, I believe that was the moment I made my real commitment to Jesus Christ. No bells went off inside me. No signs flashed across the tabernacle ceiling. No physical palpitations made me tremble. . . . I simply felt at peace. Quiet, not delirious. Happy and peaceful."

Graham tells of his Bible and college studies, his early ministries, a rejected marriage proposal, his courtship and marriage to Ruth, his three (!) baptisms, his stint as college president (while still in his twenties), early experiences with radio broadcasting, and initial youth outreach. Wherever Graham spoke, people responded, and wherever he went, he gained influential, loyal, lifelong supporters for his ministry, all of whom find a niche in this account.

As depicted, each new venture is not only successful, but portentous of that ultimate goal to which Graham felt God was calling him. One pivotal event was the campaign of 1949 in Los Angeles. It was then that newspaper mogul William Randolph Hearst told all his editors to "puff Graham," thereby providing Graham the extensive press coverage his efforts hitherto lacked. This helped project Graham into the national spotlight.

Writing about his Boston campaign of 1950, Graham revealed the secret of his success. "The announced sermon topics . . . were phrased to catch interest: 'Will God Spare America?' 'Must We Fight?' 'The New Social Order.' But the people soon found out my theme was always the same: God's redemptive love for sinners and the need for personal repentance and conversion. The topics were timely, but the basic message was eternal." He has never deviated from this formula.

As "campaigns" became carefully planned "crusades," each became more successful than the one preceding it, and ultimately, the Billy Graham Evangelistic Association was formed. The book then tells of memorable crusades, trips abroad, American presidents (from Truman to Clinton), and other people of note (including Winston Churchill, Haile Selassie, Martin Luther King Jr., Chinese Premier Li Peng, Mikhail Gorbachev, North Korean President Kim Il Sung, and Queen Elizabeth). All of this is often quite revealing, but some readers may find them-



selves selectively skimming at this stage.

Always media-oriented, Graham writes about his participation in an interactive Internet chat session. He describes it as "only an extension of what we had been doing throughout much of our ministry: seeking to use every means possible to extend the reach of the Gospel. The message of the Gospel never changes. . . . But the methods of presenting that message do change . . . and in fact they must change if we are to keep pace with a changing world. . . . During this century God has given us new tools to do His work — electronic and visual tools, such as radio, films, television, telephones — and each of these has played an important role in the expansion of our ministry." He also talks about satellite technology and telephone counseling.

Graham concludes with various reflections on his productive life and ministry — for which he rightfully gives God all the glory — and the inevitable invitation for unsaved readers to receive Christ.

Two things remain to be noted. First, there is no co-author credited. Graham claims it took him ten years to write this book. "My biggest problem was always carving out the time to work on it. During those years, not only have I continued to preach the Gospel on every continent, both in person and on television, but I have had to deal with numerous problems, including several illnesses and accidents."

Second, the book is being marketed in two different dust-jackets. One depicts Graham in a tie and suitjacket; the other, in a casual dress shirt. This is presumably meant to broaden the book's sales appeal, but it unwittingly reinforces a criticism not infrequently leveled against Graham; that in an effort to be all things to all people, Graham comes across as indecisive or evasive, especially on difficult doctrine or controversial issues. Nothing in the autobiography adequately serves to refute this criticism.

Therefore, those predisposed to either praise or criticize Billy Graham will find plenty of material in this informative and generally revealing volume to validate their inclinations. But I was left with a deep appreciation of Graham's hard work and life long dedication, and the feeling that this is truly a man and a ministry blessed by God.

### Billy

by Sherwood Elliot Wirt  
Crossway, 1997

Complementing Graham's autobiography, this considerably shorter account offers flattering insights that Billy Graham, in his humility, cannot express about himself. Claiming that "this work is neither a biography nor a memoir nor a piece of fiction," Sherwood Elliot Wirt, a Graham associate, describes it as "an attempt to express the esteem in which my colleagues and I hold the amaz-

ing man we call our boss. To do so I have had to portray him as I saw him with my own eyes, not just as others have written about him." The first person result is a relatively concise and uncritical overview of Graham's life and accomplishments (with more than a few glimpses into Wirt's own). Those who want to know the "essence" of Billy Graham without reading the lengthy autobiography will find it here.

**Billy Graham: Personal Thoughts of a Public Man**

*by David Frost*  
 Chariot Victor, 1997

Containing edited excerpts from 30 years of interviews between Billy Graham and David Frost, this topically arranged book covers such issues as faith, family and marriage, politics, preaching and evangelism, pain and suffering, presidential relationships, sin and temptation, moral and social issues, prophecy, and eschatology. The text consists of Graham's responses to Frost's questions.

Because the date of each exchange is cited, in many instances, we can see how Graham's thoughts with regard to a particular subject have evolved and matured over time. Unfortunately, Frost is neither a particularly astute questioner, nor a theologically oriented one, and Graham's responses often invite follow-up questions which remain unasked and unanswered. As a result, controversial matters are skirted. Nevertheless, as additional insight into Graham's message and methods, this is a worthwhile supplement to his autobiography.

**Unveiled Hope: Eternal Encouragement from the Book of Revelation**

*by Scotty Smith and Michael Card*  
 Thomas Nelson, 1997

Many recently published books about eschatology impart a detailed view of end time events reflecting a dispensational (i.e., pretribulational and premillennial) interpretation of Scripture. Authors like Hal Lindsey, John Hagee, Jack Van Impe, and the Lalondes (Peter, Paul, and Patti) immediately come to mind. But popular as this view may be, it is not the only one held by Bible-believing Christians. In this examination of Revelation by Scotty Smith and Michael Card, another doctrinal perspective is offered.



Smith writes: "I was grilled to believe that anyone who really took God's Word seriously and literally would adopt this (detailed) interpretation, and all the charts that came

with it. . . . I found myself spending too much time reading the headlines and listening to the latest news reports in order to interpret biblical prophecy. . . . I was too taken up with "end times" sensationalism. Instead, I needed to develop a biblical worldview — to be so grounded in the Scriptures, I could view all of life from God's perspective."

This book is Smith and Card's effort to de-emphasize the speculative components of prophetic interpretation which they feel have caused many to face the future with fear and dread. They tell us Revelation was not meant to be confusing or threatening, and they urge us to shed what they call "Revelation baggage." For this reason readers expecting every verse to be covered, every detail explained, and every symbol identified will be disappointed, for this is a "thematic exposition," not a hyper-literal one.

Adopting a warm tone and comfortable style, the authors encourage us to look at God's Word anew through the eyes of a child. In so doing, and with our focus on God's sovereignty, we are led to discover Revelation's dominant message of hope, comfort, encouragement, and assurance.

"From the Song" sections by Card provide lyrics and comments about songs inspired by, and hymn fragments extracted from, the Scriptural text. (A companion music CD, bearing the same title as this book, was reviewed in the May issue.) Useful "Questions for Reflections and Discussions" are appended.

Not every reader will agree with Smith and Card's Reformed approach to prophetic interpretation, but the book's chief purpose is not to dwell on doctrine per se, and the positive insights the authors derive from Revelation should be appreciated by all readers regardless of doctrinal persuasion. I found this book refreshingly different, theologically instructive, and personally comforting. Can anyone afford not to read a book which does all this?

**Adultery & Grace: The Ultimate Scandal**

*by C. Welton Gaddy*  
 Eerdmans, 1996

Clinically analyzing all aspects of sin and adopting a charitable tone of understanding toward the sinner, C. Welton Gaddy writes, "A careful study of adultery — its causes and consequences — and a painstaking examination of the Bible's specific teachings on adultery and grace lead to a bifocaled conclusion: First, the sin of adultery is no greater than other sins in the sight of God. Second, to withhold grace and forgiveness from people guilty of adultery (or for persons guilty of adultery to withhold grace and forgiveness from themselves) constitutes a wrong equal in its severity to that of adultery."

A serious and compassionate treatment which is neither excessively detailed nor pruriently anecdotal, this book makes it quite clear adultery is wrong and always has serious consequences. But, Gaddy reminds us, adultery is not "the unpardonable sin," and he is extremely critical of those who would disallow God's grace to effect forgiveness for sincerely repentant adulterers.

Some will agree with Gaddy's "bifocaled" assessment; others may consider it myopic. Either way, this work will challenge you to reexamine your own biblical attitudes toward sin and sinners, legalism and grace, condemnation and forgiveness. Focus on this one.

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

## Probing the Depths of Faith

Last month I encouraged talk show producers to get serious about discussing Christianity by beginning a program which could be called "Faith Friday." This program could explore deep topics, such as theology, apologetics, archaeology, biblical and church history, biblical languages, reference works, biblical studies, doctrine, church growth, church leadership, discipleship, evangelism, hermeneutics, missions, prayer, philosophy, prophecy, spirituality, and more. All presented in a way as to show your audience why and how each topic is important to their own faith development.

One person already doing this, albeit on direct-to-the-listener audio tape, is Ken Myers, executive producer and host of Mars Hill Audio in Charlottesville, Va. Myers formerly served as the arts and humanities editor at National Public Radio, producing segments for *Morning Edition* and *All Things Considered*. He has also worked in print journalism, as editor of *Eternity* magazine and *This World*, a quarterly journal.

Myers says, "It's widely recognized that we're living in a time of deep cultural and social change. Some of the transformations we're witnessing are due to novel and unprecedented causes (new technologies, new political arrangements, new demographic realities). Other changes

are the result of well-established trends that have culminated in unintended consequences. Still other cultural shifts can be seen as the resurrection of long-dormant ideas or passions.

"Change is neither all good nor all bad. But for people who are striving to live their lives in accordance with some changeless ideas, all change requires discernment.

"Since our lives are increasingly busy and crowded, most of us are tempted to respond to new social or cultural forces either with fear or with accommodation. The getting of wis-

dom in new situations requires some time, and time is in awfully short supply. So it's easy simply to feel uneasy, and to trim or adjust our routines to cope.

"Mars Hill Audio's goal is to help people move beyond fear and coping to understanding. It's dedicated to producing materials that will enable Christian people to live with greater deliberateness. We believe that the mandate to love God and neighbor requires that we care about the state of the neighborhood, including the institutions of civilization and society, and participate in those institutions in ways that glorify God and edify one another.

"Our tapes are produced from within a Christian worldview, asking specific questions about specific things, to promote sound thinking about modern times."

Mars Hill Tapes are produced as audio magazines. Each 90-minute, bimonthly cassette features eight or nine interviews with thoughtful guests who offer incisive commentary on the important ideas that shape contemporary culture. *Christianity Today* included Mars Hill Tapes in its "Culture for Dummies" article (April 28, 1997), calling the tapes a particularly fruitful source of information and perspective. The article said they offer "sophisticated cultural commentary informed by Christian orthodoxy," through "animated and thoughtful" interviews.

While the tapes are primarily meant for private consumption, their broadcast quality makes them easily airable. If you're intrigued by the idea of developing a "Faith Friday" program, consider including Mars Hill Tapes in your schedule. I recommend contacting Mars Hill Audio (800-331-6407) and listening for yourself.

The Gold Medallion Book Awards for 1997 have been announced by the Evangelical Christian Publishers Association. Consider interviewing the winners of those categories which could best fit into a "Faith Friday" model: Walter Elwell, author of *Evangelical Dictionary of Biblical Theology* (Baker Books) in the Reference Works/Commentaries category; D.A. Carson, author of *The Gagging of God* (Zondervan) in the Theology/Doctrine category; Hugh Hewitt, author of *Searching for God in America* (Word) in the Christianity and Society category; and Kelly Monroe, editor of *Finding God at Harvard* (Zondervan) in the Missions/Evangelism category.

"Faith Friday" may be what your audience needs to get serious about growing in their faith. Let me know if you start this program or if you are currently producing something similar. <sup>®</sup>



Jonathan Petersen is director of corporate affairs for Zondervan Publishing House (<http://www.zondervan.com> or AOL Keyword "zon"), marketing director of Academic, Reference, and Ministry Resources, executive editor of the Zondervan E-Mail Alert Service, and creator of the Zondervan Press Syndicate and Zondervan Radio Network. He is a requested speaker on media practices. His e-mail address is [jonathan.petersen@zph.com](mailto:jonathan.petersen@zph.com).



### TRUSTED RESOURCES TO EXPAND YOUR SUPPORT BASE

- We're the leading publisher of Bibles, books, audio, video, software, multimedia, and gifts.
- Our goal is to help you expand your ministry by using our award-winning products as donor incentives.
- Our bestselling Bible-based resources can be designed to serve your ministry and name acquisition needs.

To get started, call  
1-800-226-1122, ext. 3553.

 Zondervan Publishing House  
Life-Changing Words



**HELP WANTED**

**MANAGER, ASSISTANT MANAGERS,** and staff openings in the Southeast United States with commercial and non-commercial Christian radio stations. New, up-and-comers please apply. Send resume to President, Positive Radio Group, P.O. Box 889, Blacksburg, VA 24063.

**SENIOR PRODUCER.** The Christian Reformed Church in North America is seeking applicants for the position of senior producer at *Back To God Hour*, located in suburban Chicago. The senior producer will oversee production of a new broadcast outreach. The qualified individual must be able to generate ideas, write stories, teases, and transitions, and edit copy. This person must also back-time program and stack segments in a visual and creative manner. A team player is needed to work with reporter and videographer. Five years' of television producing experience is a minimum. Commitment to the reformed Christian worldview is required with preference given to the person with a Reformed and/or Presbyterian background. Please send a letter indicating interest along with a tape and resume by September 15 to: Senior Producer Search Committee, c/o *Back To God Hour*, 6555 W. College Dr., Palos Heights, IL 60463, (708) 371-8700, fax (708) 371-1415.

**KJLY-FM**, a 50,000-watt listener-supported inspirational radio ministry which also serves an extensive translator network, is seeking an experienced announcer to fill a morning drive on-air position. A generous benefit plan and liberal starting salary commensurate with experience and talent are being offered. As we are seeking an individual with the Christian maturity, radio skills, creativity, and talent to move into a program director and possibly general manager position, ministry-minded professionals who are ready for the Lord's "next step" are encouraged to apply. Tape, resume, salary history, and cover letter may be addressed to: Matthew Dorfner, Minn-Iowa Christian Broadcasting, P.O. Box 72, Blue Earth, MN 56013. MICB is an equal opportunity employer.

**NEWS REPORTER** for Moody Bible Institute radio station in Cleveland. Prepare local stories with primary focus on moral and spiritual issues. Requirements include a minimum one year experience in broadcast news, enjoyment and understanding of news, excellent writing and audio editing skills, and

ability to anchor news broadcasts. Send resume and audition tape to: Manager, WCRF Radio, 9756 Barr Rd., Cleveland, OH, 44141. EOE.

**CHRISTIAN RADIO KCBI-FM/Dallas-Fort Worth** is seeking sensational personalities to join our on-air team. Successful candidates will have a warm, friendly voice with five years' of medium to major market experience plus great phones and production skills. Send tape and resume to KCBI Human Resources, P.O. Box 619000, Dallas, TX 75261-9000. Female and minority applicants are encouraged to apply. EOE.

**NEWS REPORTER** for northwest Ohio needed for leading Christian non-commercial radio network. Full-time news reporter to cover 11 counties in northwest Ohio. The following 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.

**"A Place Apart — North America"**

186 houses of prayer/retreat centers. Interdenominational. \$10.95. Contact Janet Joy, P.O. Box 1597, Milton, WA 98354, (206) 922-7730.

**WBYN Christian fm 107.5**

WBYN is seeking key additions to our team. As a leading commercial inspirational 50,000 watt FM, serving the major metros of Philadelphia, Allentown and Reading, Pennsylvania, we reward performance with above average compensation and benefits and provide an atmosphere where talented people can flourish and enjoy coming to work.

WBYN is accepting applicants for:

- PROGRAM DIRECTOR**
- FULL-TIME ANNOUNCER**
- COMMERCIAL SALES MANAGER**
- COMMERCIAL SALES REPS**

If you have experience in any of these areas, please forward a resume' promptly to:

Scott Korb, General Manager  
WBYN Christian fm 107.5  
280 Mill St., Boyertown PA 19512

**WBYN AND THE WDAC RADIO CO. ARE EQUAL OPPORTUNITY EMPLOYERS, WOMEN AND MINORITIES ENCOURAGED**

**FM BROADCAST ENGINEER** position available. Position requires installation and maintenance of tube and solid state transmitters and digital studios for a state-of-the-art growing network. FCC General Class or SBE Certification a plus. Excellent character and ethics a necessity. Located in the southeast, some travel involved, and great benefits with a Christian ministry. Please send a resume with current and previous work history included to: Marsha Shrader, P.O. Drawer 2440, Tupelo, MS 38803.

**IGC Your sign of quality.**

**INFOVISION MANAGEMENT CORPORATION**  
The Industry Leader in Christian outbound telephone fund-raising  
Contact Tim Twardowski or Nick Stavaz  
at (330)668-1400

**FUNDRAISING SOLUTIONS FOR YOUR MINISTRY!**

Call 1-800-549-1778 for **FREE REPORT** clearly explaining the best ways to raise thousands of \$\$ in the next 60 days. **FREE RECORDED MESSAGE 24 hours.**



**Position Available Marketing Director CDR Radio Network**

Cedarville College is seeking a Marketing Director for its broadcast ministry, the CDR Radio Network. The CDR Radio Network is a regional broadcaster, reaching listeners in Ohio, Kentucky, and Indiana. For more information, visit the CDR Radio web site at [www.cdrradio.com](http://www.cdrradio.com). The successful candidate will have interest and skills in marketing a Christian ministry. People skills are a must. Interviewing and other broadcasting skills will be helpful. Women and minorities are encouraged to apply. Send resume to:

Director of Personnel  
Cedarville College  
P.O. Box 601  
Cedarville, OH 45314

# CALENDAR CLOSE-UP

## September 5-6

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

## September 5-7

*Christian Research Report AC Radio Seminar*; Atlanta Airport Hilton and Towers, Atlanta. Information: Holly Robbins, (770) 518-8807.

## September 11-13

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

## 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 17-20

*RTNDA International Conference & Exhibition*; New Orleans. Information: Rick Osanski, (202) 467-5200, e-mail ricko@rtnda.org.

## September 26-29

*COICOM 97*; Hilton Colon, Quito, Ecuador. Information: (616) 954-1291.

## 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.

## November 21-24

*Society of Motion Picture and Television Engineers*; New York Marriott Marquis, New York. Information: John Izzo, (914) 761-1100 or e-mail jizzo@smpte.org.

## January 31-February 3, 1998

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

## Advertising Index

Advertiser	Page
American Family Association	BC
B & B Media Group	19
Blackbourn Media Packaging	47
Bott Broadcasting	9
Broadcast Software International	IBC
Directory of Religious Media	51
Family Research Council	IFC
Focus on the Family	33, 35, 37, 39, 41
Group Publishing, Inc.	23
InfoCision Management	2
Involved Christian Radio Network	49
KMC Media	11
KSUD-AM	29
Life Issues Institute	40
National Right to Life	52
NPR Satellite Services	7
NRB 98 Convention	13
NRB Directory on Disk	63
NRB Membership	53
Opryland Duplications	17
Reach Radio Network	32
The Salvation Army	5
Shively Labs	56
Zondervan Publishing House	60

For advertising opportunities in *Religious Broadcasting*, contact Carlton Dunn & Associates at (609) 582-0690.

Planning a major meeting, seminar, conference, or convention, which would be of interest to religious broadcasters or related professionals? Please send the information at least three months prior to event c/o:

Religious Broadcasting  
Calendar Close-up  
7839 Ashton Ave., Manassas, VA 20109-2883  
Fax: (703) 330-6996  
E-mail: ssmith@nrb.org

Carlson Wagonlit Travel/Media Travel USA is the official agency of all National Religious Broadcasters (NRB) conventions. For further information and reservations, call (800) 283-TRIP [in Florida, (407) 575-7600]. A percentage of the travel agency commission paid by the airlines will be donated to NRB by Media Travel USA.

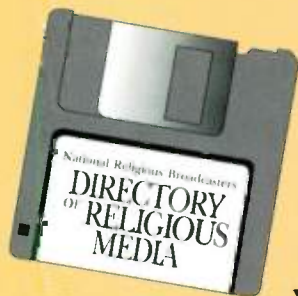
Current information and updates on NRB conventions can be received via fax-on-demand at (703) 330-7000, option 9, or on the World Wide Web at <http://www.nrb.org>.



**Cover the Country for \$300\*!**

\*Members only

**With the database used for  
NRB's popular Directory,**



you can create custom-formatted labels, envelopes, and lists on your IBM-compatible computer using Windows 3.1 or

Windows®95. The electronic directory includes records from these categories:

- Radio & Television Stations
- Producers
- Publishers (Books, Periodicals & Music)
- Suppliers

NRB members pay only \$300;  
non-member price is \$400.  
Order your copy today!

**YES!** I want to order the  
**1997 ELECTRONIC DIRECTORY OF  
RELIGIOUS MEDIA.**

**\$300 each for NRB members.**

My NRB membership no. \_\_\_\_\_  
(Number required for purchase at member price.)

**\$400 each for non-members.**

(Non-U.S. mail add \$20 to all orders; Virginia residents and businesses please add 4.5% sales tax.)

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_ FAX (\_\_\_\_\_) \_\_\_\_\_

Method of payment (U.S. funds only):

Check  Visa  MasterCard  American Express

Total Purchase Amount \$ \_\_\_\_\_

Credit Card No. \_\_\_\_\_

Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Clip and mail or fax (credit card orders only) to:

**National Religious Broadcasters**  
7839 Ashton Avenue • Manassas, VA 20109  
(703) 330-7000 • FAX (703) 330-6996

## Atten-Hut! Roll Call for Boot Camps

**B**oot Camp: reveille, calisthenics, cold eggs, tired feet, and quarters that bounce on beds. I've not been to boot camp, so my knowledge is second-hand from movies and friends. The closest I've been to boot camp was my yearly adolescent trek to Rangerette Camp in West Frankfort, Ill., where I won a trophy for archery and made a plaster plaque of grazing deer which still hangs in my parents' basement.

But I'm getting more familiar with boot camps since three of them are scheduled during the 55th Annual National Religious Broadcasters Convention & Exposition (NRB 98). The special workshops, scheduled for Saturday, January 31, run from 8 a.m. to 2:30 p.m.

Though there is no bivouacking in the elements, the camps feature invaluable information and networking opportunities. In the radio division, the commercial unit will be put through the training motions by Roger Dodson, senior vice president of Radio Advertising Bureau Training Division, while the non-commercial unit will follow Todd Isberner, president of Share Media Services, and other presenters. The television division will be moderated by Phil Cooke, producer with Phil Cooke Pictures, Inc. These three drill sergeants are industry professionals who possess something inestimable: industry knowledge.

### Commercial Camp

The commercial camp, open to salespeople with fewer than three years of radio experience, includes the following workout:

- "Prospecting for Profits"
- "Consultancy Selling: 1998 Style"
- "Benefits That Grab Client Interest"
- "Competitive Media"
- "Meeting the Creative Challenge"
- "Creating Winning Presentations"

### Non-Commercial Camp

The non-commercial camp itinerary is geared toward creating successful sharathons. Features of the session include open discussion, problem solving, and a notebook of sharathon information. Personnel will be briefed on the following maneuvers:

- "Overview of Small to Medium Market Stations"
- "Is There Anything New Under the Sun?"
- "On-Air Dynamics and Sharathon Results"
- "Preparing for a Great Sharathon"
- "Development: The Pledge, the Thanks, and the Follow-up"

### Television Camp

The television workshop offers program producers and directors techniques that dramatically improve quality and effectiveness. Included will be teaching sessions, hands-on demonstrations with selected equipment, and personal one-on-one encounters with leading producers. The following topics are scheduled for deployment:

- Achieving quality on a budget
- Camera placement techniques
- Directing actors
- Contemporary looks and visualization techniques
- Directing music
- Children and youth programs
- Commercials, promos, and fund raising
- Editing systems

The Boot Camps are excellent additions to NRB 98. Enlist in one of these professional education workshops, lace up your combat boots, grab a canteen, and spend a day in the trenches.

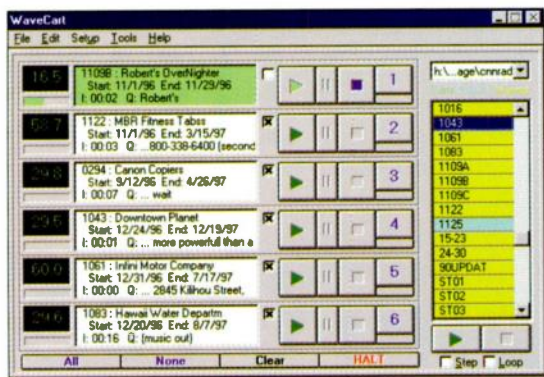
*Christine L. Pryor*

More than 2000 stations  
**WORLDWIDE**  
 use our digital software

"The BSI software is excellent! It's better than competing systems costing many times as much."

Jim Zix - General Manager/Chief Engineer  
 WLAB - Fort Wayne's Christian Music Source (Fort Wayne, Indiana)

## On-Screen Cart Machine

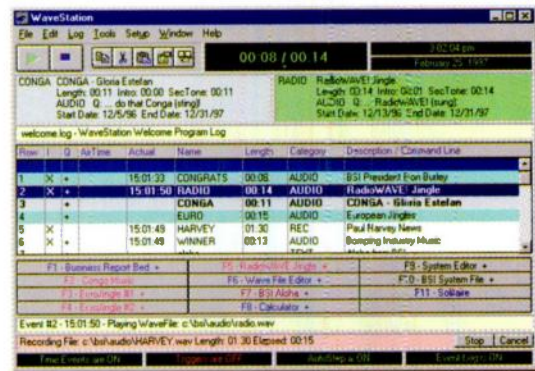


Yes... it's true. An easy-to-use on-screen digital cart machine that runs on a regular PC. Thanks to our exclusive RapidFire® technology, playback is instantaneous. True rotating cart capability. WaveCart comes with its own digital audio editor and uses standard or compressed WAV files. Can be controlled externally. Up to ten on-screen decks. Win 3.1 or 95.

**\$249**  
complete

**24 HOUR  
FREE  
TECH SUPPORT**

## Affordable Digital Automation



Across-the-country and around-the-world, stations are discovering our easy-to-use WaveStation automation. Install our software on your PC and you have a powerful, versatile automation system capable of music-on-hard drive or satellite format. WaveStation comes with its own digital audio editor and uses standard WAV files. Full automation or live assist. Windows 3.1 or 95.

**\$999**  
complete

**Try It, Before  
You Buy It!**

Download the REAL software from our web site. Test and try before you buy.

**BSI**  
Broadcast Software International

**888-BSIUSA1 or www.bsiusa.com**



# In a world where nothing is free, we offer *two exceptions.*

## **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.

## **Free offer #2: our radio network programming**

You read that right. You can rebroadcast all or part of the programming of American Family Radio network and pay us nothing!

You get a fresh, innovative mix of 30% talk and 70% music (light contemporary and traditional favorites). It works great for commercial or non-commercial stations.

Daily features include popular shows such as *Money Matters*, *The Alternative*, *Focus on the Family*, *Leading the Way*, *Truths that Transform*, *Turning Point* and *Love Worth Finding*. (We identify your station after each program.)

Short features include *Washington Watch*, *Phyllis Schlafly Report*, *A Touch of Encouragement*, *The Christian*

*Working Woman*, *Home School Heartbeat*, *Probe*, *ByLine* and *Cal Thomas Commentary*.

*Today's Issues* and *AFA Report* are network originals. *Today's Issues* is an engaging live call-in talk show. *AFA Report* takes listeners to the nation's capital for the inside story directly from important news makers.

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.

One more thing: AFR's 24-hour a day Christian programming is *always live* – never automated!

## *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.

