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OCTOBER 1997

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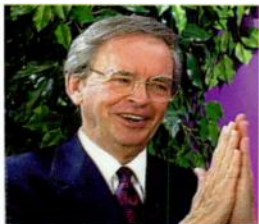
Barbara Johnson - 10/21/97



Max Lucado - 10/28/97



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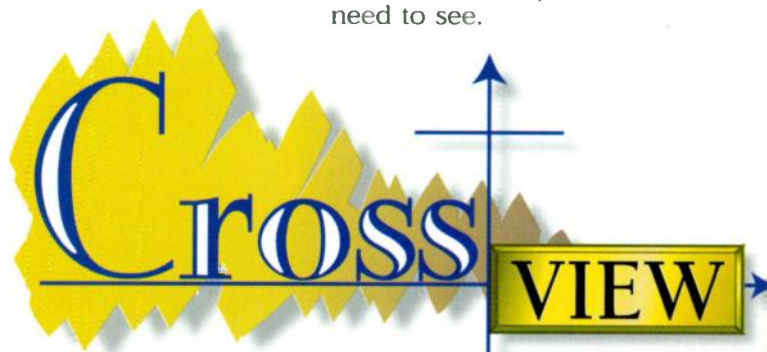


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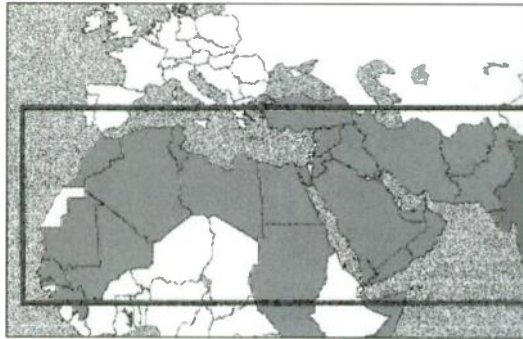
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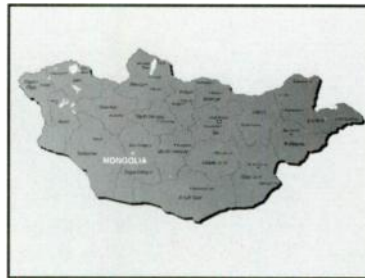
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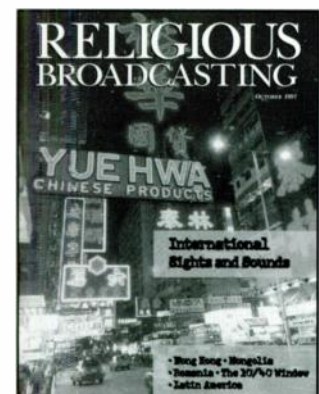
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*Hong Kong night scene.
Photo credit: Jim Bowman*



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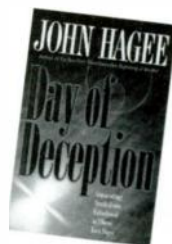
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Rediscovering Our Leverage



David Clark is chairman of National Religious Broadcasters and executive director of the Media Technology Group of the North American Mission Board in Dallas. He is also president of FamilyNet.

On a recent flight, I had the opportunity to speak with the man next to me about the impact of Christian radio and television on our society. I broached the topic because he had been talking about the detrimental effects he believes media has on his family. He talked about the rock and rap music his children listened to and the incessant sound of television in several rooms of his home. I noted studies showing that many children will view more hours of television before they enter first grade than they will spend in class through the end of high school.

This allowed me to segue into a discussion of the alternatives Christian radio and television offer to electronic media consumers. I mentioned there are now over 1400 radio stations and dozens of television stations plus national networks offering a wide variety of religious programming and music. He was amazed and confessed that the extent of his Christian broadcasting awareness was limited to channel surfing and scanning his car radio.

When I told him the purpose of such broadcasting was to inform and involve listeners on a whole range of issues from family to finances, he showed genuine interest. As we talked more, he promised he would listen and watch Christian programming with new interest and an open mind. Anything would be better than the current programming on secular radio and television, he opined.

Such encounters make me realize how little those outside our community of faith really know about our programming. And this at a time when there is such profound concern about gratuitous violence and blatant sex on television that Congress has forced the television networks to revise their rating system to include descriptions of the programming content.

Sometimes we in Christian broadcasting have forgotten the power of the electronic media God has given us. The secular world understands this power and uses it to create an unremitting information overload which impacts us continually.

Communication studies have found the electronic media perform several important functions in our culture. We Christian broadcasters would do well to remind ourselves of these functions:

- **Christian broadcasting creates awareness** of the Gospel. The testimonies of those who first heard the Good News via Christian radio or television are abundant.

- **Christian broadcasting informs** the audience about what it means to be a Christian. At its best, informational programming is based on the Bible.

- **Christian broadcasting persuades** listeners/viewers to a decision for Christ. I know many who have made a commitment to Christ while listening or watching a Gospel program and you know them, too.

The idea that mass media is unable to bring its audience to any decision is nonsense. If it were true, no radio or television advertising could ever be sold. The world of commerce understands the power of the mass media to persuade to action.

- **Christian broadcasting confers status** on ideas and people. The Gospel is presented in ways and by people audiences can identify with.

- **Christian broadcasting helps to set the agenda** of what the public will talk about. Christian talk radio and informational television programs have a powerful effect in helping to create the agenda of public discussion. The audience may not always agree with the perspectives expressed in Christian broad-

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Fall Roundup

I have several matters to discuss with you this month: needs of children around the world, the Need Him project, National Religious Broadcasters (NRB) regional conventions, and the NRB annual convention.



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

Celebrate the Child

As we all know, the needs of children around the world are enormous. A new movement called Celebrate the Child, headed by Virginia Patterson, is attempting to bring attention to these vast needs. We in the church must make it a priority to help protect and nurture our young so that the saving Gospel of Jesus Christ can be shared with them. Celebrate the Child is a national campaign to heighten the awareness of the importance Jesus places on children. Organizations like Trans World Radio and many others are developing effective ministry to children and making it a high priority. Should you want further information on Celebrate the Child, call (888) 509-8560. This ministry offers a public service announcement for use by stations.

Need Him

Several of us have been concerned that listeners are not clearly and lovingly hearing the Gospel and responding to Christ. Therefore, the Need Him project was developed. Basic Gospel spots have been prepared by such evangelists as Billy Graham, Luis Palau, and Ron Hutchcraft and aired on Christian radio with a telephone number for counseling help.

More than 3000 calls have been received (as of the last week in August), with the number of calls rising 42.6 percent over six weeks. For example, during the week of August 4, 231 calls were received. Many are making a commitment to Christ when talking with a counselor. God is blessing this project and rightly so, because it's what we're really all about. Need Him is another vital way we're seeing people come to Christ. Pray for the outreach of the Gospel through this innovative idea.

NRB Regional Conventions

The regionals are up and running! I attended the Southwestern and Western chapter meetings and both were outstanding. It is not only an inspirational and educational time, but also a lot of fun. To be with friends, associates, and business contacts is always uplifting. I was impressed with the younger people coming to the regionals: they are our hope for the future of this great industry. Be sure you attend one of the regional conventions.

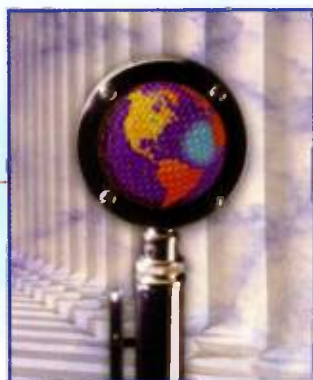
NRB Annual Convention

And be sure to plan ahead. The national convention is closer than you think, coming up January 31 through February 3 at the Sheraton Washington Hotel in Washington, D.C. Hundreds have already registered for the NRB 98 Convention & Exposition and you should be among them. Send in your registration now for the lowest rates and don't forget to call the Sheraton directly for the best hotel rates in the NRB room block. I always say each convention promises to be the best ever and this, our 55th, is no exception. Make a real investment in your religious broadcasting future with this time of learning, fellowship, and inspiration.

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FCC Nominees Heading Toward Confirmation; Ownership Update

The Federal Communications Commission (FCC) will be facing many important challenges in the coming months — not the least of which will be to incorporate an almost entirely new complement of commissioners into the agency. Four of the five commission seats will be filled by new members shortly.

While it is difficult to predict how the membership changes may affect the substance of the FCC's future decisions, it is reasonable to assume that the pace of major policy decision-making will be slowed down until the new commissioners are able to bring themselves up to speed on pending issues.

Among those departing the agency is chairman Reed Hundt, a Democrat and former antitrust litigator. Hundt will be remembered for presiding over the FCC as it coped with implementing the massive Telecommunications Act of 1996 (the 1996 Act), the most important piece of communications legislation in more than 60 years.

For broadcasters, the Hundt era also will evoke memories of the sometimes controversial activity surrounding final adoption of the digital television broadcasting rules, as well as the apparent revival of content regulations. The latter include the new "processing guidelines" that effectively require television stations to air educational children's programming for at least three hours weekly and the yet-undetermined "public interest" obligations that may apply to digital broadcasting.

The two other sitting commissioners who are scheduled to depart are Republican Rachele Chong and Democrat James Quello. Quello, a former broadcaster, has been a fixture on the commission for more than two decades. He has been a stalwart champion of the broadcast industry during his tenure and he will be sorely missed by many. I include

myself among them; we have been good personal friends since we began serving together at the agency in the 1970s.

Another Republican seat on the commission has been vacant for more than a year. The only commissioner scheduled to remain in office is Susan Ness, a Democrat and former banker with notable communications experience.

As of this writing, the Clinton administration has submitted three nominees for the vacancies and a fourth was expected to be named in time for Senate confirmation hearings late last month.

Democrat William Kennard, the agency's current general counsel, has been tapped to serve as chairman. He had extensive experience as a communications attorney in private practice before moving to the FCC, including a stint as a staff lawyer for the National Association of Broadcasters.

Also nominated to fill commission posts are Republican Michael Powell, an antitrust specialist at the Justice Department, and Harold Furchtgott-Roth, an economist on the House of Representatives' Commerce Committee staff. The nominee for a third Democratic seat is yet to be formally named, although New Mexico state regulator Gloria Tristani is expected to be chosen.

Confirmation of all four is anticipated, although the hearings may prove lively because so many communications issues continue to attract lawmakers' attention. If the timing goes as planned, the new FCC members would take their seats by the middle of this month. More information about each new commissioner will be provided in an upcoming column.

Duopoly and Attribution Ownership

Agency observers expect the con-



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.

firmation schedule has implications for the timing of commission action on several prominent rulemaking proceedings. The most important matter to most broadcasters is the long-pending ownership rulemaking.

The FCC is considering a host of related changes to the station ownership and attribution rules. Among the proposals up for deliberation is a loosening of the television "duopoly" rule to allow common ownership of television stations located in geographically close, but still separate, markets. (The agency is contemplating the possibility of allowing for UHF-UHF or VHF-UHF combinations in the same market, but this change seems less likely.)

In addition, the commission is considering relaxation, or perhaps elimination, of what remains of its old "one-to-a-market" restriction on common ownership of radio and television stations in the same market.

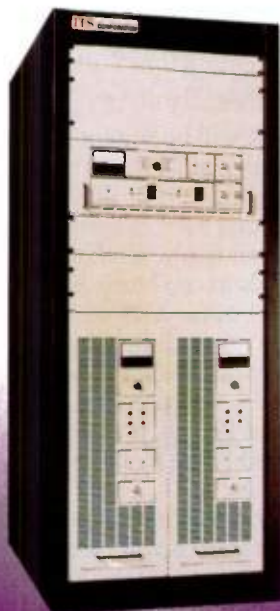
The agency is also reviewing many of the complex rules governing the "attribution," for ownership rule purposes, of various forms of passive and/or minority investments in stations. Its decision may have a substantial impact on the future of "local marketing agreements" (LMAs), under which one station owner takes over many of the daily operational tasks — including pro-

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Holding the Mic In

A special report on Christian broadcasting's future in the Hong Kong Special Administrative Region

by Jim Bowman



JULY 1, 1997, HAS COME and gone, and Hong Kong is China. Its designation is Hong Kong Special Administrative Region (HKSAR), and its themes are "One Country, two systems" (socialism/capitalism), and "Things are to remain the same (in Hong Kong) for at least 50 years."

In fact, you'd have to look hard to see or experience any difference. The new Hong Kong bauhinia (flower) symbol has emerged to replace the Union Jack (i.e., flag, emblems on official uniforms). In the barracks are Chinese troops (largely out of sight as were the British troops), and from now on, of course, China represents Hong Kong in foreign affairs.

Understandably, some references to "Her Majesty" or "Royal" will discretely disappear. The currency is the same, as are visa requirements (none required for tourists), existing legal systems, the police department, and the border between Hong Kong and Guangdong.

Administrative System

The HKSAR will be run by Hong Kong residents. The CEO must have residency for 20 years; all Principal Officials must have at least 15. Beijing has agreed not to send any mainland officials to run Hong Kong.

Immediately upon takeover, as expected, China rejected the newly elected members of the legislature and put in its own selection. But one can hardly blame Beijing, for Britain had administered Hong Kong as a

The limited ground area of Hong Kong requires contractors to build upward, mirroring FEBC's desire to build up the body of Christ.

Hong Kong



An operator monitors an FEBC control room in Hong Kong.

colony, not as a democracy. Its governor was appointed by the Crown, and the government was assembled by the governor. It was not until 1994, ten years after the Sino-British Accord was signed that Britain attempted "democratic reforms."

Beijing justifiably cried "foul" given that things were to "remain the same for 50 years!" Still, under its control, China has agreed to allow elections for a portion of the legislature in the months ahead.

State of Affairs in China

To better understand the future for Hong Kong, it's important to grasp what the Mainland is facing.

• *China's economic situation is precarious.* Despite glowing reports of growth (10 to 13 percent), the

economic base is very small. Unemployment is disastrously high and getting higher. While Beijing estimates 3 percent, the World Bank suggests 11 to 20 percent.

A recent survey taken in Chinese cities, including Shanghai, has 32 percent claiming to be unemployed, and recent statements issued by Chinese leaders admit to the necessity of massive layoffs (55 million) from state-owned enterprises by the year 2000.

The leaders also refer to 134 million "surplus workers" in the country. One expert in foreign affairs has described this situation as fuel for "social combustion." Writers to Far East Broadcasting Company (FEBC) have in increasing numbers mentioned the "growing

gap between rich and poor." Communism has failed the worker.

• *Understand how China perceives the upheavals of 1989.* Beijing's bloody response to the demonstrations in 1989, including the public executions afterward, should be perceived as a natural response to a desperate situation, where solidarity represents a threat to stability.

• *The 1994 Ordinances regarding religion are clearly designed to prevent solidarity.* For example, all churches are to be entirely autonomous and

... religious organizations which engage in criticism of Beijing, including complaints about human rights, may be in trouble.

are to form no relationships with any other church. Foreigners are specifically prevented from having organizational associations.

Sermon content control is retained by the Three Self Patriotic Movement (TSPM). The Gospel may be preached outside the local church but only with the proper permits (good luck). Christians from a church in one town may not visit another without registering with the authorities locally (existing travel laws), etc.

• *Most Christians in China refuse to register with the TSPM, precisely because these restrictions are in conflict with the very spirit of evangelism that is sweeping the house churches.* Author-

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HOLDING THE . . .

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Xinjiang

ities continue to prosecute these unregistered Christians under the "Strike Hard" anti-corruption campaign. Solidarity, not religion, is the perceived threat.

• *Christian broadcasting from outside China is seen as a potential influence upon millions of Christians in all of China's provinces.* Beijing has learned about the power of radio in what they have observed in the former U.S.S.R.

These facts bear greatly on the future of Hong Kong.

Religious Activities

A year and a half prior to reversion, leaders of the Christian community had a chance to interact with officials from Beijing and learned several interesting facts.

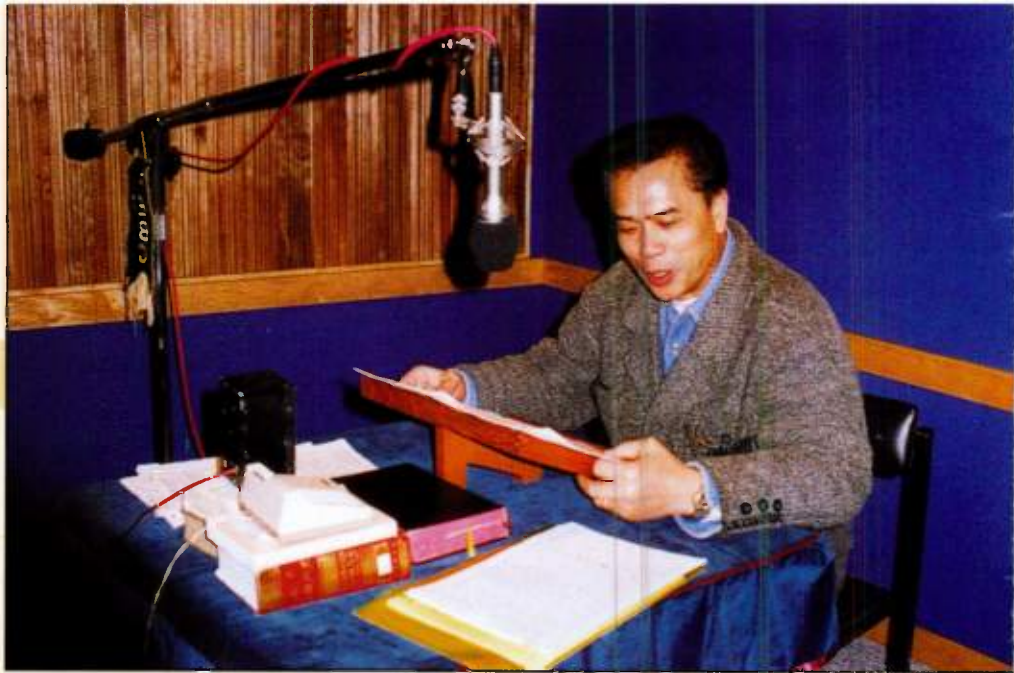
Chinese officials are well aware of all Christian broadcasts. In fact, Christian broadcasts are monitored daily. FEBC alone sends in 37 hours each day!

Most Christians in China refuse to register with the TSPM because . . . restrictions are in conflict with the very spirit of evangelism that is sweeping the house churches.

- They do not mind the broadcasts if we "preach only the Gospel."
- They do mind any criticism of China or its policies, including human rights. (Recently, a program with human rights content was accidentally inserted just after a Christian broadcast. It was jammed immediately.)
 - They specifically object to news broadcasts.
 - They see the large amount of mail from the Mainland to Christian broadcasters as an "embarrassment" to their government.

Within the HKSAR

From the same meeting, we learned that all religious activities are permitted within the borders of



A radio pastor records his program at FEBC's Hong Kong production center.

Hong Kong. Evangelism is to be unrestricted. Even certain cults and sects which are illegal in China (specific ones were named) are to be perfectly legal in Hong Kong. China officials went out of their way to emphasize that freedom of religion will be respected.

Nevertheless, religious organizations which engage in criticism of Beijing, including complaints about human rights, may be in trouble. What kind of trouble was not specified, but the message was clear (specific organizations and individuals were again identified).

Into the Mainland From the HKSAR

We also learned that religious organizations which have outreaches to the Mainland must obey the appropriate regulations as set forth in Chinese law. Specific reference was made to Ordinance #144 —

How to Stay On-Air in China

- Preach only the Gospel.
- Refrain from criticizing China or its policies.
- Avoid reporting news.
- Secure and protect the personal information of listeners who write.

"Regulation on the management of the Religious Activities of Foreigners Within China's Borders, January 31, 1994."

This ordinance sets forth the conditions under which foreigners may engage in religious activities on the Mainland. Naturally, these regulations require that such activities take place under the supervision of the TSPM. Residents of Hong Kong, Macau, and Taiwan are specifically referred to in Ordinance #144.

Christian Radio Into China

We learned, too, that Christian radio presents a peculiar scenario for China. First, the Christian radio stations that broadcast to the Mainland do not have their radio stations in Hong Kong.

FEBC's three AM transmitters are in South Korea and the Philippines. Shortwave broadcasts by FEBC, Trans World Radio (TWR), AWR, High Adventure, etc., air from Guam, Saipan, Palau, and the Philippines.

Additionally, there are many large Chinese program production centers outside of Hong Kong, in Asia, and in North America. The broadcast effort on the Mainland would be affected very little, in terms of broadcast hours, by any shutdown of offices in Hong Kong.

However . . .

But there is a big "however." FEBC began transmitting to China



Two FEBC workers record a dialogue program, one of a variety of programs produced in Hong Kong by the ministry.

in July of 1949 and opened its Hong Kong office in 1958. From 1949 through 1977, very little mail was received from China.

But from the end of the Cultural Revolution to the present, we have received more than 250,000 letters. Clearly, Hong Kong has been a place Chinese have felt secure in writing, since it has always been considered a part of China.

FEBC's response to this "however" is tri-fold:

- Prior to 1997, FEBC increased the number of Chinese language production centers in other places.
- The records of writers to FEBC-Hong Kong were secured.
- The decision was made to remain fully operational in Hong Kong after 1997.

A Statement

The following is a translation of the open statement that was published by the Hong Kong Association of Christian organizations (HKAC) and appeared in Hong Kong newspapers during the period immediately prior to and following the handover:

"We, Christian organizations, hereby witness to the fact of Hong Kong's reunification with the Mother Country as a big event in history.

"As members of the Hong Kong society, we carry on as before, holding to our present positions, making positive contributions, thus enabling Hong Kong people to build on the

existing foundation, and to continue enjoying their lives and careers to the advancement of society and welfare of their fellow countrymen.

"As members of the Hong Kong church, we resolve to hold to biblical truth, continuing as in the past, serving the churches with all our hearts, preaching the Gospel, caring for the Chinese worldwide, and glorifying our gracious Lord."

One thing we in the West should bear in mind is that Hong Kong Chinese are proud to be Chinese, and while apprehensive of the future, are in one sense happy to be part of the motherland.

Predicting Freedom

What basic factors predict the success or failure of freedom and prosperity in Hong Kong?

On the positive side, China has everything to gain by successfully administering Hong Kong, and everything to lose by failure.

- The HKSAR is the main pipeline for foreign investment, which China desperately needs to draw back from its socio-economic ills.
- The HKSAR is a predictive model for investors. If things go well in Hong Kong, they will probably go well in Shanghai. If things go poorly, investors will draw back.
- Leaders themselves are insecure in the shadow of Mao and Deng. If they can bring back China

Continued on page 14

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HOLDING THE . . .

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from the brink of socio-economic disaster into true prosperity, they too may find their place in history.

Opposite that positive side is the "cautious optimism" which prevails in Hong Kong. Why caution?

• Beijing is unaccustomed to dealing with finely tuned capitalistic systems. The fear is that "Godzilla has acquired a Stradivarius" and may, despite the best of intentions, sit on it. For example, China was

probably unable to perceive the importance of the show of military force when it first occupied Hong Kong. Do China's leaders understand that the will of investors is tied to the tiniest of perceptions, and that nothing would scare them away faster than indicators of over-control or manipulation?

• Nothing could put China's instinct for control to the test faster than a pro-democracy demonstration that exceeds the definition of "expression" and progresses to "slap in the face." Given history and inclination, one could not expect

Beijing to turn the other cheek. Investors could panic in reaction to a crushing blow to demonstrators.

Bottom Line

What signs have there been after July 1? While it's too early to tell, so far so good.

FEBC reports no change in mail response from China during July.

China, in response to criticism from the outside regarding its persecution of Christians during the Most Favored Nation (MFN) debate, held a press conference on July 7. Luo Guanzong, chairman of the TSPM

No Alterations: TWR in China

Now that Hong Kong has returned to the control of the People's Republic of China, Trans World Radio-Chinese Ministry International (TWR-CMI) does not anticipate any immediate changes to its ministry operation based in Hong Kong.

But the same cannot be said for its Guam operation.

Prior to the handover of Hong Kong, the Federal Communications Commission (FCC) granted TWR a permit to install a fifth 100,000-watt shortwave transmitter and construct another antenna on Guam. These additions, expected to take approximately 13 months, will enable TWR to provide a consistent signal into northern China and to increase prime time broadcast hours to other countries throughout Asia.

A year ago, TWR-CMI dedicated a new office and state-of-the-art production studio in Hong Kong, signaling its intent to continue broadcasting the Gospel into China. Today, the 11-person staff helps produce various programs which are sent to Guam and the Commonwealth of Independent States, then broadcast back to China via shortwave transmitters. Chinese programs are also produced at other TWR-CMI locations in Asia and the United States.

"The handover of Hong Kong should not have a major operational impact on TWR-CMI," states Eirene Wee, board member and former chairman. "But TWR-CMI certainly wishes to always maintain an office and a presence in Hong Kong.

As to whether the office will be as actively engaged in production as it was before and is today will depend on whether our ministry is viewed in compliance with the new basic laws and their interpretation in the future," Wee observes.

Article 32 of the Basic Law states: "Hong Kong residents shall have freedom of conscience. Hong Kong residents shall have freedom of religious belief and freedom to preach and to conduct and participate in religious activities in public."

However, Chinese officials have voiced that Hong Kong's prosperity and stability will be maintained and that it will not be a place for dissidence or activities that could cause instability in either Hong Kong or China.

One clear advantage of TWR's programs, consistent throughout the organization's 45-year history, is that they are non-political in content. Rather, they focus on how to have a personal and lasting relationship with God through Jesus Christ.

"We clearly emphasize the building up of good citizens, to be helpful in their society, and to contribute toward its peace, harmony, and well-being," Wee explains.

Station director Ed Stortro says, "The Church in China has been experiencing phenomenal growth, and because of God's help, TWR has been faithful to consistently broadcast God's Word and to encourage believers inside China. What would be exciting is if God would open up new and unique doors . . . through local radio outlets, as we've been able to do in so many other areas of the world."

According to several Hong Kong pastors and church leaders, Christian radio plays a strategic role in reaching people for Jesus Christ. Some leaders describe how "entire villages" commit their lives to Christ as a result of hearing the Gospel via radio.

TWR's Guam operation daily airs more than 20 hours of programming to China in five Chinese languages: Mandarin, Cantonese, Hakka, Swatow, and Amoy. Another hour is broadcast daily to the Mainland from a shortwave transmitter located in the Commonwealth of Independent States.

— **Richard S. Greene is director of public relations for Trans World Radio, based in Cary, N.C. He may be reached by telephone at (919) 460-3700 or via fax at (919) 460-3702.**

committee, defended its religious policies, claiming that China has published more Bibles than any other country in the world, 18 million since 1980, and 3.3 million last year alone.

He further pointed out that the country had approximately 10 million (registered) Protestants, 12,000 churches, 17 religious seminaries, four Bible schools, and 1296 theology students.

While these numbers relate to registered Christians only (there are an estimated 50 to 60 million more Christians who are not registered), the gesture is an indication that China is acutely aware of the need to put on a good face with regard to religion and human rights.

James Lilly, U.S. ambassador to China (1989-91), recently stated in a television forum on the subject of MFN, that Christian radio plays an important role in dealing with that nation:

"You've got to give them a positive kick. You've got to increase your religious broadcasts; FEBC, the Far East(ern) Broadcasting Company, even Radio Free Asia.

"We've got very good Christians in China, now. We've got to keep contact with these people. The Church has never been stronger in China. It's persecuted, but it's strong."

It's quite possible that change in China will occur because of the moving of God's Spirit within. The growth rate of Christianity in China far exceeds that of Hong Kong and most of the rest of the world, including the United States.

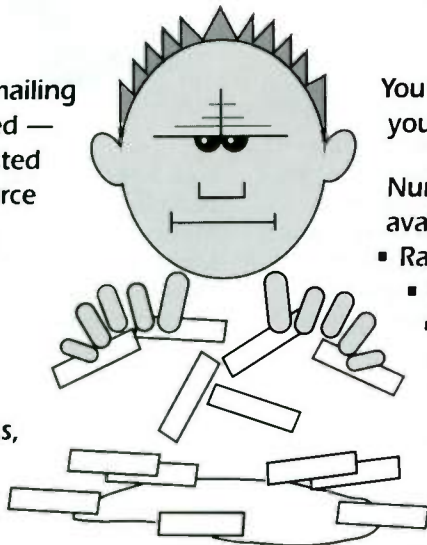
Finally, Chinese Christians don't ask for political intervention; they ask for prayers to remain strong in times of persecution, and for God to change the hearts of their oppressors! It seems obvious in all of this that God is in complete control, and that with regard to spiritual commitment and outlook, we outside the Mainland should perhaps be worrying less about Hong Kong and more about ourselves.

Jim Bowman is president of FEBC, based in La Mirada, Calif., and may be reached by telephone at (562) 947-4651, via fax at (562) 943-0160, or through e-mail at president@febc.org.

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As the Eagle Flies

AMONG Foundation takes the Gospel to Mongolia

by Maria I. Hart

FOLLOWING SUCH pioneers as James Hudson Taylor, who broke barriers as a missionary in China and Mongolia in the 19th Century, the AMONG Foundation has followed the same principle to answer God's call to deliver the Gospel to the indigenous people of Mongolia.

Legend has it that Kubla Khan, grandson of Genghis Khan, sent a message to the Pope in Rome requesting 100 Christian teachers to make Mongolia a Christian nation. Only two individuals offered to go and eventually turned back. In A.D. 1300, Khan turned his heart to Buddhism.

With the fall of communism and the rise of democracy and capitalism, the increasing gap between the haves and the have-nots in Mongolia has widened.

AMONG, which takes its name from something one of the first Mongolian believers said, "He is among us now," came to be after an eclectic group of 23 citizens from South Dakota embarked upon a trip to Mongolia for the *Jesus* film premiere. Little did they know that the hardest work was about to begin. After ties with the Soviet Union were severed and communism fell in 1991, Mongolia looked to develop and establish its independence in all aspects, including television.

Bill Bright, president and founder of Campus Crusade for Christ International, saw this as the

perfect time to seize the opportunity to spread God's word.

"I was pleased to encourage Craig Lawrence (president of AMONG) and his ministry team to take responsibility — as God would lead — to make the name of Christ and the joy of salvation known to these people at the ends of the earth," affirms Bright.

"I have followed their ministry with interest and have shared joyfully with them in what God has done in Mongolia." After managing two NBC affiliates, serving at an advertising agency, and working as Bright's communications director for some time, Lawrence stood as the chosen source to pave a jagged road.

God's Hand

The Mongolian Parliament lobbied to create an alternative choice to the present operating Communist Mongol Television. Providence would have it that the Mongolians would encounter the foreigners from South Dakota. With that meeting, a partnership developed, giving birth to Eagle TV.

The brainchild of AMONG, Eagle TV not only would offer moderate Christian programming, CNN International news, and the best of a



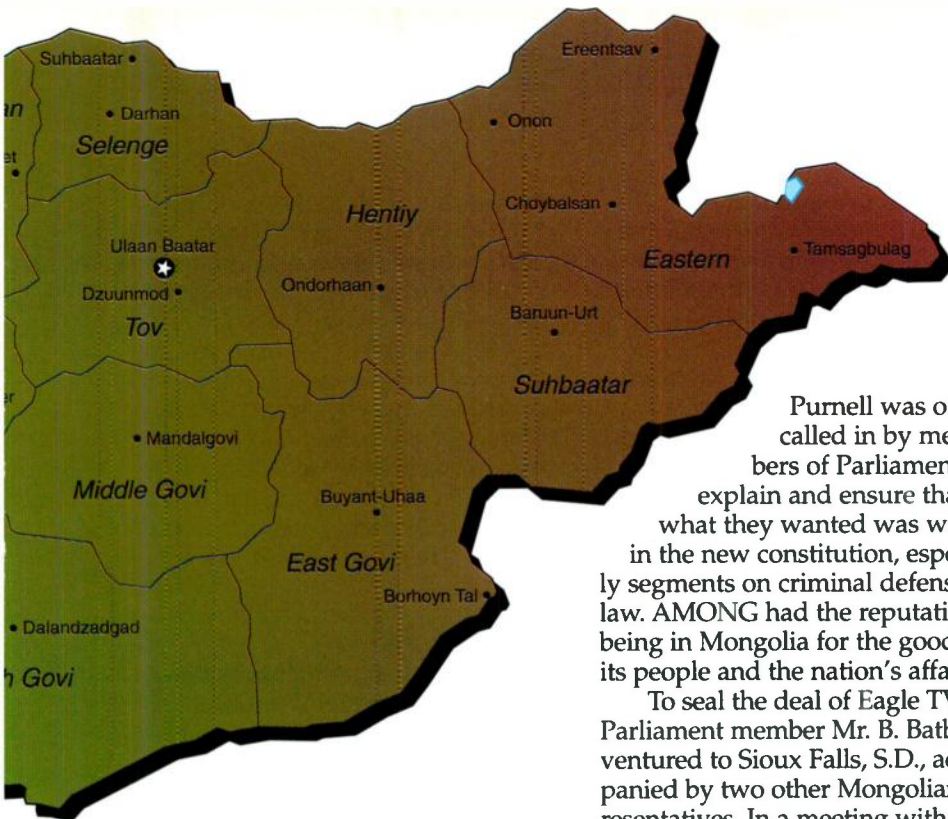
well-loved American sport . . . basketball (dubbed in the primary Mongolian language of Khalkha Mongol), but also would offer the *Jesus* film. The international merger created a historical moment.

"We ended up helping [the Mongolian Parliament] draft its constitution," exclaims Lawrence. "If you want to merge [with] the world, you must use freedom. The Monday following the showing of the *Jesus* film, the government passed a religious freedom amendment."

The inclusion of this amendment in the new democratically oriented constitution of Mongolia, a country recently released from Communist rule, opened doors to allow Christianity to enter a place that religious bondage previously controlled.



More than 650,000 Ulaan Bataar residents receive Eagle TV's signal, while nestled in their canvas and tent dwellings.



Purnell was often called in by members of Parliament to explain and ensure that what they wanted was written in the new constitution, especially segments on criminal defense law. AMONG had the reputation of being in Mongolia for the good of its people and the nation's affairs.

To seal the deal of Eagle TV, Parliament member Mr. B. Batbayer ventured to Sioux Falls, S.D., accompanied by two other Mongolian representatives. In a meeting with Lawrence and Steven Posey, executive director of AMONG, the five men designed the blueprint of Eagle TV.

"Batbayer believed democracy could not survive without freedom of the press," states Lawrence. "Any society that would succeed must be founded on Christian principles." Lawrence shares that Batbayer had a vision for religious television in Mongolia, but was not successful after asking several countries for assistance with the project. Lawrence agreed to the project, but only if the religion was that of Jesus Christ.

Along the way, Lawrence received indications of God's confirmation for what he was about to encounter. "On the way to the Beijing Airport to catch a flight to Mon-

golia, the cab driver was listening to Trans World Radio," recalls Lawrence. "I asked him about it and he said, 'They teach me.'"

It was a word Lawrence needed.

Trekking to Mongolia

Posey commenced a search for competent staff to put God's plan in action. With willing volunteers and a \$1.2 million budget, the 46-foot Eagle TV trailer was completed and packed to make its long journey across China and the Gobi Desert to its home in Ulaan Bataar, the capital of Mongolia wherein one-quarter of Mongolia's population resides.

Once settled at its new home amid the frozen steppes of Mongolia, the station would air its first broadcast in October 1995. But constructing the station was not an easy task. "The voltage in Mongolia is erratic and burns out equipment," states Lawrence, adding that shipping proved to be just as unpredictable.

Would You Like . . . ?

After overcoming transportation and equipment difficulties, AMONG was finally ready to sit down with Mongolia's broadcasting people. Lawrence recalls that during the meeting, the nationals asked, "Would you like channel 4, 6, 8, 10, or 12?" As a full-power station, Eagle chose channel 8.

"Then we asked for microwave," remembers Lawrence, "And they gave us a whole band!" This band covers the entire population inside the boundaries of the capital city of Ulaan Bataar.

Finally, during 1996 Eagle spread its wings and soared, finding success and acceptance from the Mongolian people.

Continued on page 18

Representatives from the World Bank, ADB, and various other financial organizations, joined with former state Sen. Randy Austed, friend of AMONG, to render extremely valuable advice in constitutional law and the proper construction of articles in the revised constitution of Mongolia.

Tim Purnell, U.S. attorney and past television project director with AMONG, was also available during the revision of the Mongolian constitution. "They had to substantially rewrite every law in Mongolia from the period of 1990 to 1992; they rewrote their whole legal system," recalls Purnell, "And they did not do that on their own."

Once the revision was intact,

More than 650,000 Ulaan Baatar residents receive Eagle TV's signal, while nestled in their canvas and tent dwellings called Gers [pronounced gur]. Programs such as CNN International, old movies, and a few Christian shows such as *Superbook* entertain and bring hope to save the souls of an isolated people.

Programming

"The first thing we put on the air was CNN," Lawrence says. "We began hiring and training journalists." Lawrence remembers how the new journalists responded when told to report the truth. "We'll be jailed!" they cried. The Americans assured them that would not happen and informed them of freedom of the press.

Even with plans for the Mongolians taking over the station in the year 2000, it is anticipated that the Christian programming will continue.

Freedom of the press is not the only new experience Mongolians are embracing. According to Lawrence, Mongolians also love basketball. "We bought the rights for the 1995 NBA Playoffs and ran them 30 days prior to the [Mongolian] election. The final eight [ran] on the night before the election, featuring [spots for] democratic leaders. As a proposed result, where the playoffs were shown, the Democrats won 96 percent of the seats in Ulaan Baatar, or two-thirds of the legislative vote.

Jeff Anderson, programming director for AMONG, has a forceful hand in the content of Eagle TV's line up. "I make recommendations to the board of directors," Anderson states. "I find programming, I look at it, I send a lot of it on to management in Ulaan Bataar." Anderson works closely with Posey, who pitches the idea to the board for approval. Upon approval, Anderson negotiates



Maria Hart

and obtains an appropriate price.

Secular programs were the first line-ups permitted to air on Eagle TV. "We didn't have too many choices at the time," explains Anderson. Eagle TV signed a 6-hour contract with CNN International to air during the course of the day and enhanced the programming by airing public domain cartoon series and movies.

Anderson compiled non-objectionable material and later slowly added religious programming. One of Anderson's biggest negotiations was with the National Basketball Association, reaching an agreement to air past, present, and future NBA games on Eagle TV.

"An old CBN philosophy is to get the audience watching the station by putting on quality programming, then you can start to present the Gospel," Anderson reveals. On behalf of the Democratic Union Coalition (DUC), Eagle TV retained all of the NBA playoff games and, starting June 1996, aired one per day for six days a week.

"We went to the Communist Party and offered them advertising time. That's a new thing in Mongolian television advertising," states Anderson, "It's never really been done before." Anderson notes that the party turned down the offer, leaving all of the slots available to DUC seat holders in Parliament.

With hard-hitting commercials on how communism had ruined the country, the DUC won by a landslide, taking 51 of the 76 seats in



Bill Bright

Parliament. Prior to the election, the Communist Party held 72 seats; the DUC occupied the remaining four. Anderson attributes the victory to Eagle TV and its advertising.

Marketing studies from an elite Western Europe marketing firm concluded that 95 percent of those within the Ulaan Bataar city limits were influenced by the DUC advertising. Outside of the capital, where the Eagle TV signal does not reach, the DUC received only 44 percent of the vote.

More B-Ball

During June, Anderson renewed the NBA contract for 18 months. One-minute commercial breaks feature 40 Mongolians giving their testimony. "We also announced where we were going to have basketball clinics," states Anderson. "We got a number of college students who are basketball players to give basketball street clinics."

Anderson explains that the players would teach and tutor the Mongolians, play three-on-three to five-on-five with them, and then, through an interpreter, witness and hand out tracts and Bibles in vertical Mongolian text.

Anderson estimates that approximately 5000 pieces of literature were handed out. "It is really amazing. We also had the testimonies of Christian NBA players airing."

No Propaganda

Despite the predominant reign of Buddhism and Islam, many

Mongolians enjoy the programming and news without commentary propaganda. Even with plans for the Mongolians taking over the station in the year 2000, it is anticipated that the Christian programming will continue.

In a *New York Times* article, Posey stated, "Mongolians will be motivated to understand the spiritual world from a Christian perspective, but we're not out to stuff Jesus down their throats."

Political Agendas

With the fall of communism and the rise of democracy and capitalism, the increasing gap between the haves and the have-nots in Mongolia has widened. Prior to the presidential election during May 1997, the DUC president P. Ochirbat sought to push his agenda even further; however, his opponent and resulting successor N. Bagabandi, chairman of the Mongolian People's Revolutionary Party, looked to slow down democratic reform, accusing democracy of ever-increasing gaps between the extremely rich and the bitterly poor.

With 60.8 percent of the population's vote, Bagabandi was victorious. "This victory was the people's choice for a future that will once again be socially secure and protected," stated party official S. Bayar. Nevertheless, with a predominantly democratic parliament, AMONG has little to worry about. Though Bagabandi has some power, he cannot overrule the Prime Minister or the second in command of the Parliament, the Speaker of Parliament.

Bagabandi's agenda adopted a communist/religious nationalism, which opposes the insurgence of democracy and capitalism, because it is perceived to provide a threat to the religious and political structure/ideology that is not of the country's identity or origin. In some cases the difference may offer severe difficulties. Individuals outside of the national and religious norm usually face accusations of betrayal against their society.

Bagabandi has accused democratic reform of increased alcoholism, prostitution, homeless children, and a high crime index; thus attributing these to the "Christian Problem." He proposed to decrease and deter these changes via more social pro-

grams and stronger government intervention.

Despite Bagabandi's goal to slow down the dissemination of God's word, his powers are limited. AMONG's Purnell conveys that Bagabandi's influence on any redrafts of the new Mongolian constitution are not likely. The attorney adds that though Bagabandi has the right to veto a bill, he must issue a statement explaining why.

This is a potential problem since many of the Communist Party

After ties with the Soviet Union were severed and communism fell in 1991, Mongolia looked to develop and establish its independence in all aspects, including television.

members advocate freedom of religion, though they are not necessarily promoters of Christianity.

As a global economy approaches with the new millennium, the blending of boundaries often renders individuals insecure as to their place in the growing global community. As a result, nationalism is becoming more prevalent.

Christianity Today reported that a nationalistic Buddhism seeks a monopoly on citizenship in countries such as Mongolia. Notwithstanding various nuances of oppression, public demonstrations such as the "March for Jesus" have taken place in Mongolia.

Even though AMONG is a Christian-oriented organization, it has not encountered censorship or political impositions of any kind. "There is no overt persecution in Mongolia," says Lawrence, "though visas can be denied." He continues that churches are required to register, but often it is left undone.

If the government should decide to revoke contractual agreements with Eagle TV as a religious vehicle, the entity has taken measures to ensure its place as a necessity to the

Continued on page 20

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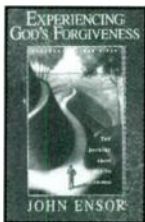


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Mongolian Government and its people, rather than an additional luxury or fanatical mouthpiece.

Since the May election, some Christian-oriented humanitarian organizations have been experiencing difficulty in registering with the government and are being forced to discontinue mission work.

On the Horizon

Eagle's future is more than bright. "We've asked James Dobson to do a series of articles on the impact of American television," Lawrence says, adding that Eagle representatives have met with Trinity Broadcasting Network, The Billy Graham Evangelistic Association, and Focus on the Family to solve some of the travel and production hindrances.

Growing from such humble beginnings, Eagle has now added four hours of ESPN in its programming, along with a wider variety of films and television shows from

public domain. Anderson's new line-up includes a Christian music video show hosted by a Mongolian woman, worldwide rights for Focus on the Family programming such as *The Last Chance Detectives*, nature documentaries, and more secular movies.

In such a highly remote area of the world, problems do arise, but AMONG and its dedicated staff look to spiritual backing to take care of the need as well as the growth. Some consider AMONG to be "the best kept secret in Christianity today."

AMONG's diligent group of individuals have responded to a challenge and have proven their love to deliver God's Word to brothers and sisters across the globe. Perhaps Kubla Khan's request of lore will be met after all.

Maria I. Hart is a free-lance writer and graduate of Regent University with a master's degree in news journalism. She is a doctoral candidate in African studies, focusing on Africa in world affairs, at Howard University in Washington, D.C.

Flying With the Eagle

When not involved with Eagle TV, attorney Tim Purnell offered legal consultation to Christian organizations during his stay in Mongolia. "I suggested to any mission organization who would listen, and was listed in Mongolia as a humanitarian organization with the Ministry of Justice, to register as a business," advises Purnell. "That is what we did with AMONG/Eagle TV. We do not have a registration as a humanitarian organization, but as a business."

Ministry of Justice is the department with which an organization registers if they seek to apply as a non-governmental organization (NGO); i.e., any non-profit organization such as World Vision and Operation Blessing. Purnell adds that anyone bringing foreign investments into the

country is protected and is seen as an asset to the economy.

"To lure the investment in, you have to guarantee certain freedoms," he says, quickly adding that he doesn't endorse any organization to do so in an illegal manner. But the aim is to avoid scrutiny from the administration of the Ministry of Justice, which does not cross the lines of the Trade and Business Administration.

The attorney recalls some harassment of Eagle TV since its inception; however, its present listing with the Trade and Business Administration will protect it from a Ministry of Justice review. Despite any impositions, Purnell strongly indicates that nothing will stop the growth of the church in Mongolia.

— Maria I. Hart



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Springtime

by Charlotte Beckett



S SPRING TREMBLED at Romania's door on an April Sunday in 1993, a springtime of another kind was about to blossom in Bucharest.

Seconds before 1 p.m., some believers lingered in churches while others, in Christian homes across the city, suspended dinner preparations. Breaths came softly, hearts were lifted in prayer, ears strained to catch the first of the long-awaited words: "This is Radio Voice of the Gospel, broadcasting at 94.2 Mhz." Christian radio's springtime had arrived in Romania.

Network structure is being modified to give local stations more autonomy, while making them responsible for more of their own support.

It is hard for Americans, with their tradition of free expression, to fully appreciate the impact of that long-awaited announcement. Romanian Christians recognize it as a miracle from God.

"For so many years," one Romanian shares, "we heard on the radio only attacks against God and against Jesus Christ, even as a historical person, and against everything we loved even more than our lives. Now, for the first time in the lives of most of us we can turn on the radio and hear Bible teaching and songs of praise to Jesus Christ."

During the years of Communist oppression, hunching furtively over their shortwave sets to catch the few gospel programs beamed in from other countries, Romanians prayed for Romanian Christian radio. In a

country where many evangelical churches had been closed, where atheism was taught as science in the schools, and where every published word was rigidly controlled, this was praying for the seemingly impossible.

In the meantime, expatriate Romanians had been positioning themselves for the time when God would open the door. Alex Balk of the Romanian Missionary Society in Chicago formed relationships with HCBJ World Radio. Josef Ton, through the same organization, worked tirelessly to raise funds.

In Romania, evangelicals quietly explored ways to work together when the time was right. The opening in Bucharest was the first fruit of a coalition of the three main evangelical denominations (Baptist, Pentecostal, and Brethren) formed specifically to create a radio network. The broadcasting entity would be called Radio Voice of the Gospel — in Romanian, *Vocea Evangheliei*.

Preparation

The obvious problems, lack of money, materials, and training, were only part of the challenge. The immediate question was far more basic: How to begin? What was the first step?

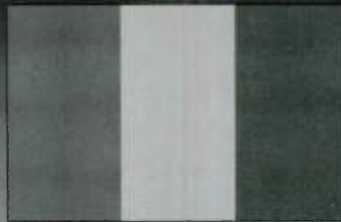
General manager Jeremiah Rusu reminisces: "When we were starting up there was no such thing as Christian radio — or non-government radio of any kind. Everything was new." *Vocea Evangheliei* navigated an uncharted sea without a compass. Regulations governing many radio needs simply did not exist and had to be written on the spot or adapted from regulations for other ventures.



Rusu recalls, for example, efforts to obtain a permit to build a tower. Because only the government had built radio towers, there were no permit procedures. The matter was finally resolved on the basis of height: since the tower was about the height of an 11-story building, it would require the same approvals as such a building — a bureaucratic total of 15 or 20!

But construction permits were easy compared to the struggle for broadcast licenses. In competition with commercial operators for the available frequencies, *Vocea Evangheliei* had to overcome the deep bias against evangelicals created by decades of aggressive communist propaganda and fostered by the religious establishment, which had

In Romania



●
Suceava



★
Bucharest



remained in power through a combination of collaboration and nationalism. The very word used to refer to these believers, *pocainte* ("repenters"), was a term of horror.

"We kept having to explain ourselves," Rusu says, "who we were and what we wanted to do, how we could contribute to society, how we could serve the community, and how we could be helpful in the spiritual regeneration of our nation."

In some ways, though, the very outrageousness of the opposition worked in their favor, as officials gladly met with them out of curiosity — perhaps to learn what these "baby-eating perverts" were like up close. The personal encounters, through the power of the Holy Spirit working via Christian litera-

ture and tapes of sample programs, won them over. FM licenses for varying numbers of hours were received for six cities: Bucharest, Cluj, Timisoara, Oradea, Sibiu, and Suceava.

Building

For the construction and training phrase, Vocea Evangheliei acknowledges deep debts of gratitude to Trans World Radio (TWR) and HCJB for their work in transforming houses and apartments in the six cities into radio stations,

complete with studios, equipment, and trained Romanian personnel. From HCJB came Wayne and Pat Nauman, who stayed

nearly two years assisting in construction as well as sharing their wide radio experience.

Of their tour in Romania, the Naumans chiefly remember the

eagerness of the staff and management to learn the essentials of radio broadcasting, and the excitement of all Christians as each station went on the air. They were impressed, too, by the spirit of gratitude they saw everywhere as overworked, underpaid staffers gave their very best as they strove for excellence in God's work.

Despite the invaluable training they received, the teams still keenly felt their lack of academic background in mass media communications. Such training had been closed in Communist times to all but party members, meaning that no Christians need apply. But they moved ahead, trusting God for the outcome.

Says Ilie Jinar, manger of the Sibiu station, "We put into it everything we had: our bodies, our ener-

gies, our experience. [It was] small, but God multiplied what we had and supplied all our need." Many listeners appreciate the fresh approach, particularly in journalism, remarking that Vocea Evangheliei speaks their language in a way not previously heard on radio.

There are no individual radio ministries as in the United States, and no church as yet produces programs, although occasional Sunday sermons are taped for broadcast.

"You don't have to be a university graduate," enthuses one listener. "Anybody can understand them."

The early days could have been chaotic but for the guidance of the Holy Spirit. Rusu remembers that "everybody did everything." Engineers wrote programs, producers answered mail, managers ran boards. All pounded nails, swept floors, and cleaned toilets. But it was all good training, not only in developing broadcasting teams, but also in forging powerful prayer fellowships.

There was never any question that Vocea Evangheliei was God's work, His ministry. How else could six non-profit stations in what was then Eastern Europe's poorest country come online in only two years? Clear, unmistakable answers to prayer came almost daily as unmettable deadlines were met, inexperienced personnel made commendable programs, and equipment and materials unknown in Romania appeared almost out of nowhere.

"Weird-Looking Windows"

Jinar points to the flush roof windows in Sibiu's attic offices. "this

Continued on page 24

kind of window is available only in the West, not in Romania, but our permit required us to use only this kind." (Romania is not the easiest place in the world to do business.) The staff had worked diligently, praying every day for God to send the windows, but as they put the finishing touches on the handsome new offices, Jinar was still wracking his brain for a way to deal with the five gaping holes in the roof. As he silently lifted the need again in prayer, the phone rang.

"Ilie," said the caller, a warehouse operator in a neighboring town, "how soon can you get over here? I've received five weird-looking windows for you." Before jumping in his car, he says, "I just called the whole team together and we praised God and thanked Him for this answer to prayer." And for the German visitor some weeks before who had noticed the need.

Spiritual Scores

But the chief battles were, and continue to be, spiritual. Throughout the ministry at every level, workers are never without reminders that they are operating in Satan's territory. The hand of the adversary can be seen everywhere, from occasional moments of friction among staff to heavy — often illegal — harassment through business associates and government agencies as opposition from the religious establishment continues.

One such attack resulted in eight months of silence in Suceava, where Vocea Evangheliei was leasing studio facilities from another station. During early 1996 as an operator walked in to begin his broadcast, he was informed that the host station had canceled the lease, thus Vocea Evangheliei could no longer broadcast from the studio.

Rather than engage in a costly legal battle against a defendant backed by the enormous resources

of traditional religion, Vocea Evangheliei in Suceava was forced to build its own studio long before the projected time. Until it was completed, the Voice of the Gospel in Suceava was silent.

About the same time, another thrust, with a potential for much more serious harm, came through the Audio-Visual Council (Romanian counterpart to the Federal Communications Commission). Based on a finding that Vocea Evangheliei was denominational

*"For so many years we heard
on the radio only attacks against God
and against Jesus Christ,
even as a historical person, and against
everything we loved even more than our lives.
Now, for the first time in the lives
of most of us we can turn on the radio
and hear Bible teaching and songs
of praise to Jesus Christ."*

— a Romanian listener

radio, the council abruptly changed the frequencies in two cities, sharply curtailing their power. For five weeks in Bucharest, six in Cluj, the stations were off the air while the network mounted a lawsuit against the council.

By this time regulations were in place clearly stating that frequencies could be changed only for technical reasons, not for program content. Moreover, the denomination question was irrelevant because the law does not address this matter, and even if it did, it would not apply to Vocea Evangheliei since it is interdenominational.

More was at stake than broadcast frequencies and wattage. The ruling, if allowed to stand, would have validated the denomination issue, opening the door for separate, repressive regulations for Christian broadcasters. But once again, God did exceed abundantly. When the dust settled, both cities were back on the air at their original frequencies. Bucharest, at this writing, has been granted four additional hours for a total of six.

Challenges

Vocea Evangheliei faces other challenges unique to Christian radio in Romania. Perhaps the greatest is the need to produce nearly all of its own programming. There are no individual radio ministries as in the United States, and no church as yet produces programs, although occasional Sunday sermons are taped for broadcast. A few programs come from the United States — notably *With Open Arms*, a product of In Touch Ministries.

Another problem area is music. Without the vast musical resources available in America, and with contemporary Romanian Christian music almost unknown, stations must resort to playing mostly foreign recordings, chiefly American.

While these are well received among younger listeners, due to the enormous popularity of English and of anything American, many older listeners plead for words they can understand.

Some stations try to bridge the gap by reading a translation or explanation in Romanian before playing a song. This is not totally satisfactory, of course. Broadcasters and listeners look forward to the day when enough equipment will be available to produce the needed volume of Romanian recordings.

Joys

But it isn't all struggle. There are moments of pure joy, as when listeners call or write to report something they heard on the radio led them to repentance and salvation. Sibiu even has an instance of a life saved from abortion as the mother, deeply moved at hearing a child praying on the radio, canceled her hospital appointment. "Little Miss Vocea Evangheliei," nearly two now, is a delight to her mother and a source of encouragement to the staff.

Additional cheer comes through loving expressions of interest from other countries. HCJB and TWR continue to provide technical consultation, while churches, radio

stations, prayer groups, and individuals from all over the world send support, equipment, and supplies along with their prayers.

Help in various forms has come from such diverse places as England, Japan, and Korea, as well as from Germany and the United States. Some Swiss believers sponsor the half-hour shortwave program which Vocea Evangheliei continues to produce for Sunday broadcast from TWR.

Battery-powered, fix-tuned radios made by Galcom International in Canada have been distributed in Sibiu and Oradea, with the hope of more to come for those stations and for the others on the network. "Romanians work very hard in this ministry," Rusu observes, "but we are co-workers with people who probably don't realize how much they have done."

Moving Ahead

Like any living organism, Vocea Evangheliei is constantly in process. Network structure is being modi-

fied to give local stations more autonomy, while making them responsible for more of their own support. This is no easy matter since many churches are still very poor and advertising on Christian stations is not easy to sell.

"When we were starting up there was no such thing as Christian radio — or non-government radio of any kind. Everything was new."

— Vocea Evangheliei
general manager Jeremiah Rusu

For the foreseeable future, workers expect little change in the long hours/short pay formula. The mood, however, is optimistic and confident as eager teams look for-

ward to seeing how God will provide next.

Shortwave broadcasts continue to reach areas of Romania not covered by the current FM network. Plans for the future include FM licenses in additional cities, satellite broadcasts, and programs on commercial stations. Locally, stations look for ways to establish relationships with stations in the West, hoping for adoption by sister stations with whom they can exchange ideas and share experience.

In the meantime, the teams continue to thank God for the opportunity to spread the Gospel in their homeland, spurred on by remembering that blessed are the people that hear the joyful sound — and blessed are the people who broadcast it!

Charlotte Beckett resides in Sibiu, Romania, and may be reached via e-mail at charlotte.b@pvdnet.logic-net.ro.

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Opening the Shutters in Space

Cultural Television beams into the 10/40 Window

by Jared D. McClintock

ON SATURDAY MORNING, January 24, 1996, evangelist Aril Edvardson spoke to more than 3 million people, many of whom were Muslims.

A 20-year veteran of international broadcasting, Edvardson's message was the initial broadcast of Cultural Television, which beamed the 30-minute pilot program via the Eutelsat satellite into a region covering the Middle East and North Africa. The response was immediate.

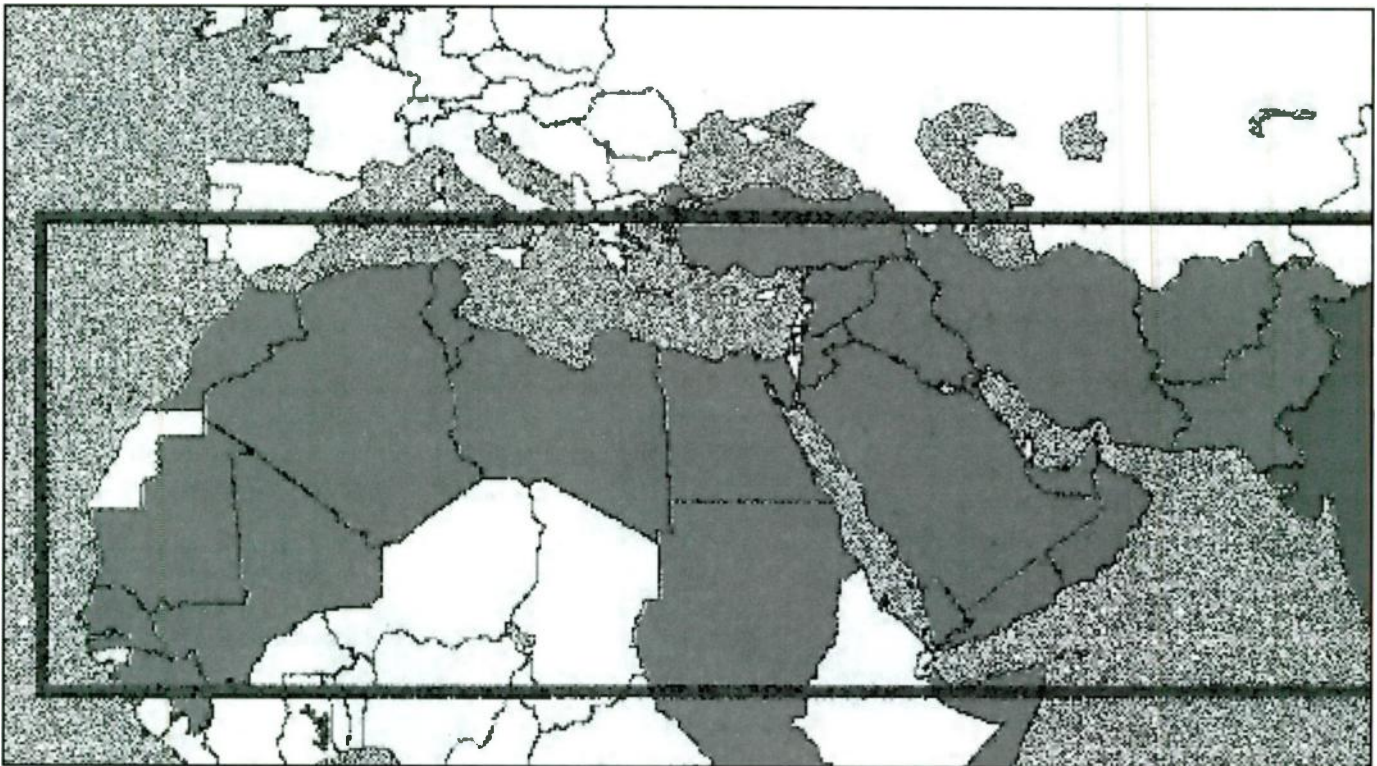
Letters were received from

every Eutelsat country with a major Muslim population. And every letter brought a concern to know more about Jesus. One viewer wrote that he was so enthralled with the teaching that he found it more interesting than football, his favorite viewing. It was not long before many were asking why this kind of program could not be on every day.

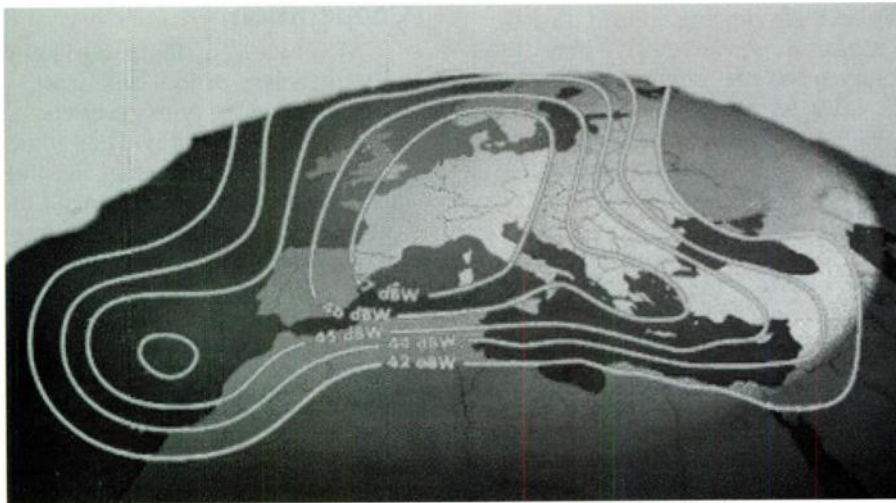
Six months later, airtime was increased to 1.5 hours per week. During this early period, the program schedule also included Billy Graham's Easter special. By the end

of the first year's transmissions a letter was being received for almost every on-air minute. The Billy Graham Christmas special was also aired, followed by first-hand reports of Christian families inviting Muslim neighbors to come and watch.

The regulations governing Eutelsat's operation dictate that it must reach every country within the satellite's footprint (see map). With mail from this region regularly censored, many fear writing. An unknown source in one country is advertising the programs and another



The 10/40 Window



Eutelsat's footprint

unknown organization is pirating the signal and redistributing it via cable. So what must be the total number of viewers?

Quiet and Historical

The only press release that accompanied the launch of the first program was provided by Edvardsen. The launch was reported on the prime time evening news and also was featured in the daily regional newspaper with a large picture.

Headlining the entry of the Gospel by satellite into airspace covering apart of the Muslim world could be seen as confrontational, especially since, without planning, the program was aired ahead of the most significant Muslim religious channel on air at that time.

This line-up set the scene for an

extraordinary event. The station that uploaded the signal to the satellite was running late and decided to leave Edvardsen's program running and then make a late entry for the following program: a Muslim sect's religious slot. When viewers tuned in for the Muslim slot, they saw an evangelist and the response addresses.

As of April 1, 1997, Edvardsen's channel — now known as the Miracle channel — was increased to 5 hours per week. Since a satellite television channel can simultaneously carry eight languages, all programs carried on the Miracle channel are in Arabic and at least one other language, usually English.

Another channel ran a pilot in

Continued on page 28

Making Contact

Do you want more information on how to partner with Cultural Television to raise the 10/40 Window and give a glimpse of freedom in Christ to unreached people groups?

The company's publicity policy for Christian ministries is to approach interested parties as and when the Lord clearly opens the doors. Such a philosophy is why this article marks the first announcement in the Christian press and media.

This is an opportunity

offered to the entire religious broadcasting industry. Cultural Television can find a place for your program, your ministry, or your resources.

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May. The Daily Bread Channel is the vision of a professional producer who was at one time making films to promote Islam.

This challenges the stereotypes of mission where, for the most part, it is still Western professionals beaming out into another culture. A quite different approach comes from those who have known the real challenge of switching their allegiance from Islam to Jesus Christ.

The 5-week pilot was highly successful and garnered the widest and greatest response for a pilot. The program provides high-quality Christian teaching which attracts Christian and Muslim viewers. It also reaches beyond the normal anticipated footprint region with letters coming from Northeastern Africa's Chad and the Arabian Peninsula's Yemen.

Numbers

Three million dishes are currently equipped to receive Eutelsat. A further estimated seven million people have dishes that could be adapted at nominal cost to receive this satellite. The number of cable entry points is unknown, except for the one that is known to be pirated.

The satellite carries the most channels appropriate to the areas of the Middle East, North Africa, Eastern Europe, and the edge of Central Asia. Future satellites planned to replace existing ones for this region will have the capability to reach from Western Africa's Mauritania to Northern China — a massive footprint on the vast area of the 10/40 Window.

Many countries attempt serious censorship, which creates a growing thirst for information and education in their populations. The people attempt to quench this thirst with information from outside their immediate locality. Many middle-income families put a high priority on purchasing a satellite system that allows them to see as many of the world's programs as possible.

Western viewers often tend to

plan their viewing around the listings as these viewers live in relatively free societies often providing high quality terrestrial as well as satellite television. But the rest of the world is not in this luxurious position.

Channels

The very few Christian television offerings suitable for the Islamic area of the 10/40 Window present a grand challenge to the Christian community. One such offering is SAT-7, with programming geared toward viewers in the Middle East. This channel, with its imaginative and high-tech presentations, launched in June 1996.



As of April 1997, the Miracle channel airs five hours per week.

Because it was also considered an occasional transmission by the satellite operators, it came up on the same frequency as Edvardsen. No one intended to create a "God-slot" at 16 degrees east, but that is what happens when all the channels are no more than small occasional offerings. Their location on the channel listings are dictated by the satellite operator — this is not the world of shortwave radio!

This begs a logical outcome: as a large secular buyer of airtime, Cultural Television can consolidate the bookings and parcel out the hours to the channels. In this way considerable discounts are achieved and missions do not waste funds. This takes some diplomacy since the usual independence of broadcasters is challenged. It also has its amusing points as the company has neither programs nor appears in any form on-screen. It is simply a broker/facilitator, assisting to reduce costs.

Cooperation

Many viewers demand to know why Christians cannot broadcast programs like the ones described above 24 hours per day. Their logic is, if a small Muslim sect is on satellite 24 hours a day, where are all the Christians? This fundamental challenge has yet to be met by the international Christian community.

Meeting such a challenge requires ministries and individuals to work together, which is sometimes a difficult endeavor for religious broadcasters. In the television scene there seems to be a tendency to go it alone. The hard reality is that if such solitary attitudes continue, it will take much longer to complete the Great Commission of Jesus Christ; and it also flies in the face of Jesus' teaching in John 17.

Cooperation — and only cooperation — is likely to change the present image. Lack of a credible attempt to cooperate leaves a weak impression of the power of the Gospel to penetrate the medium of satellite television. Considering this is rated as the most powerful media currently available in the world today, praying away prejudices and doing serious, strategic, cooperative planning is necessary.

Benefits and Finances

Cultural Television is a European company. There is also a charitable entity that can be utilized when appropriate. In the United States, a not-for-profit Christian entity has been established with the practical vehicle to receive stateside funds which enable the participation of any U.S.-based ministry.

The team members see themselves as facilitators. In the same way they are able to assist secular broadcasters to get on air, they can likewise facilitate Christian broadcasters. Cultural Television is constantly evaluating the market for its variety of clients. This means it is also continuously looking at all satellites used for direct-to-home broadcasting over Europe, Africa, the Middle East, and Asia.

Being a major buyer of satellite time significantly affects the costs.

Ministries attempting such ventures on their own are often pigeonholed as an occasional user and must pay a very high price to get on air. Obtaining channels through Cultural Television translates into considerable cost reductions. As a player in the secular market, the company explores all that is going on in that arena. And acting on behalf of third parties gives a consistent presence in the marketplace.

Although some financial offset is expected from the mix of secular and ministry business, there will be the need for direct and significant financial contributions. Contributions will also be necessary to those ministries supplying suitable programs, particularly those who can equip indigenous program production. When nationals begin producing their own programs, the perceived view of the Christian faith will skyrocket.

The Future

The personal calling of those involved in Cultural Television's Christian ministry activities is to concentrate their efforts on reaching and teaching within the area of the 10/40 Window. The team believes a specific effort must be made toward the Muslim world; perhaps because this region seems to receive little attention from Christian missions.

Part of the vision is to command access to enough space segments to see a successful coverage

of the 10/40 Window. Though a satellite is being built which will cover most of the window with a single beam, it will be some time yet before such a satellite gives easy access for direct-to-home reception. The challenge for the immediate future is to spread satellite access to gain maximum coverage.

Trans-Atlantic Strategies

Cultural Television believes that cooperation on a Trans-Atlantic basis will provide the key to total coverage of the 10/40 Window. The commercial strategy which combines secular business with ministry opportunity obviously requires prayerful, careful marketing.

The challenges that remain may seem awesome yet they are possible. The greatest challenge when considering the current priorities of the Christian television media is: Can Christians refrain from indulging themselves and prioritize getting the Gospel, Christian teaching, and quality programming out to a world that lives largely in hopelessness?

It's easy to fight shy of the challenge that is being presented, but the treasury of souls coming into the Kingdom bought by His precious blood from the darkness of Islam is rising daily.

Jared McClintock is a free-lance writer residing in Virginia.

The Players

The pioneers of the piece of Christian media history that is Cultural Television are three Europeans: Carl, Rich, and Dennis.

Carl, erstwhile property dealer, and Rich, previously a Pentecostal pastor and missionary, gained sufficient experience in acquiring time on satellite setting up the Christian Channel Europe (CCE), which covers part of Europe on one of BSKyB's Astra satellites. Dennis is a satellite systems engineer and former missions executive.

Upon completion of their CCE duties, Carl and Rich felt the Lord clearly challenging them to set up a television company with a distinct difference.

Quite unlike the usual approach of raising funds and then launching a Christian channel, they were led to set up a normal secular company that entered the cut and thrust of the secular market of space segment provision.



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Worldwide Activism

by Dan Wooding

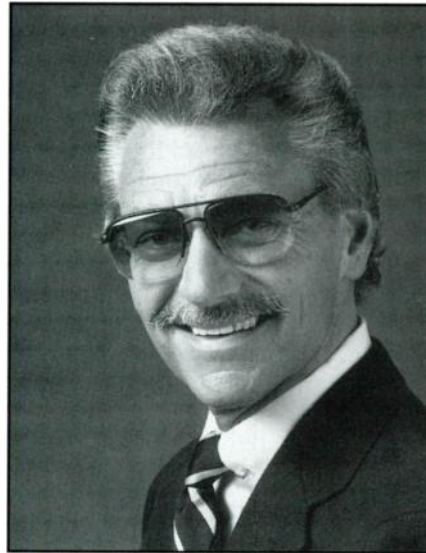
A QUIET REVOLUTION is taking place at one of America's longest-running radio programs. Under the leadership of Norm Nelson, *Morning Chapel Hour* is changing its name to *Life At Its Best*. Not only is the daily, 300-outlet program to change its name at the start of the new year, but it also will continue to expand its present commitment to involve the listeners in worldwide Christian activism.

Spurred on by the promise of radio as a vehicle for communicating the Gospel, Nelson's father sensed "a definite call" from God to begin a radio ministry of his own. Wilbur Nelson started the *Radio Family Circle* on March 25, 1944, which was carried one day per

... the ministry is expanding its broadcast internationally to get the Gospel into places where it's never been heard before and is also partnering with other like-minded ministries to accomplish for Christ and the world what we cannot accomplish alone.

week on KGER-AM/Los Angeles. Shortly thereafter, Wilbur was asked to take over an existing local program in Los Angeles known as *The Morning Bible Hour* — which he did — changing its name to *Morning Chapel Hour*.

Sometime later, a generous gift from a listener enabled him to expand the weekly local program to a daily national show, beginning the growth of the national radio ministry featuring music by the "Chapel Singers," anecdotes from Wilbur's "Notebooks," and brief inspirational messages, all designed to offer the



Norm Nelson



Wilbur Nelson

listeners "songs and thoughts that lift the heart."

Comfort Zones

"I was never satisfied with comfortable suburban Christianity," Norm Nelson says. "When I wasn't teaching, I was developing ministries, such as an interracial inner city ministry in Trenton, N.J. I initiated a college student ministry to mentally challenged children and also a summer service program for young people in Honduras, Guatemala, Ecuador, and Mexico.

"This 'activist bent' in me has been carried over to my leadership of *Morning Chapel Hour*, to which I came in 1977, and assumed its leadership when my father retired in 1995."

Nelson says that the Lord has given the ministry a fresh vision for the future. "And that vision is evident in the new name for the program which will begin being used in

January 1998: *Life At Its Best*." He believes *Life At Its Best* is life lived: 1) under the Cross, 2) above the crowd, 3) by the Word, and 4) for the world.

"These are the [four] priorities to which this ministry is now firmly committed," he declares. "I believe that in this time when American Christianity is so accommodated to our materialistic culture, and increasingly 'politicized' and 'psychologized,' we broadcasters need to challenge our Christian listeners, as attractively and compellingly as we can, to join the adventure of costly discipleship. And that involves all four elements.

"We should spend less time trying to reform American politics and spend more time getting our own spiritual houses in order. *Morning Chapel Hour* has always had a devotional character, but it is now becoming unapologetically 'activist' in its ministry. Instead of taking listeners on cruise ship vacations,

Morning Chapel Hour is taking them on demanding ministry trips to China. The ministry is sending 100,000 Bibles to 'house church' Christians in China, Vietnam, and Cambodia."

The ministry is also sending food to famine-stricken believers in North Korea and providing funds for the children's home the ministry built years ago in Hong Kong. "In addition, the ministry is expanding its broadcast internationally to get the Gospel into places where it's never been heard before and is also partnering with other like-minded ministries to accomplish for Christ and the world what we cannot accomplish alone," Nelson states.

The Radical Truth

"The program speaks to personal issues and seeks to comfort and encourage listeners regarding their daily struggles. But the ministry is also finding that its listeners will respond to a challenge. The ministry has seen greater growth in listener response in the past year-and-a-half than at any time in the

past 20 years! *Morning Chapel Hour* wants to do the tough thing, the bold thing, because the Gospel is radical truth that changes lives. The Christian brothers and sisters in China are teaching us that!

*[Norm Nelson]
believes Life At Its Best
is life lived:*

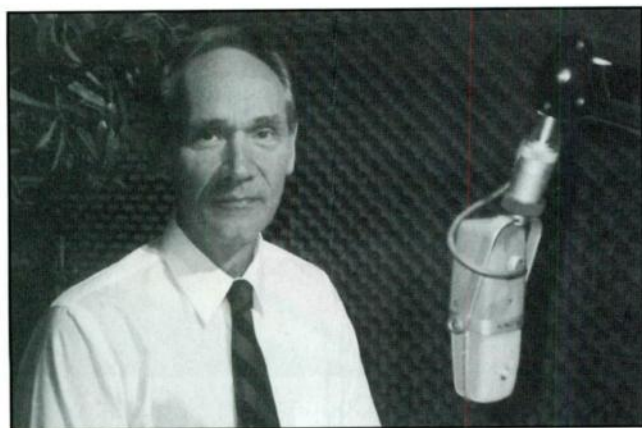
- 1) *under the Cross,*
- 2) *above the crowd,*
- 3) *by the Word, and*
- 4) *for the world.*

"I believe that the passive enjoyment of Bible teaching is detrimental to growth in Christ." Nelson asserts. "Unless we move our listeners into sanctified action, we're losing the spiritual battle, no matter how big and popular our ministries are! The ministry motto of *Life At Its Best* will be: 'Where the teaching is more than talk, and the learning is more than listening.'

"My fundamental conviction is that God is powerfully at work in the world today — perhaps more powerfully than ever before — accomplishing His redemptive purpose among nations and peoples. Sadly, at precisely this magnificent moment of opportunity, North American Christians are more insulated and self-absorbed and less mission-minded than ever. *Life At Its Best's* calling as a radio ministry is to help challenge and mobilize Christians to understand and participate in what God is doing.

"Radio is uniquely equipped to accomplish that. When we lift our sights and lend our hands to God's great adventure, we'll find that we are truly living *Life At Its Best.*"

Dan Wooding, an award-winning journalist and author who resides in Southern California, is founder and international director of ASSIST Ministries and a commentator on the UPI Radio Network in Washington, D.C. He may be reached via e-mail at ASSIST@compuserve.com



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SOUTHERN CLIMATES

An impassioned slogan is resounding through the countries of Central and South America: "Through God's love, let's finish the task!" Building on the rich history of missionary radio and phenomenal church growth statistics, Christian media is emerging.

"There is a convergence of technology, hunger from the church, and fewer legal restrictions in Latin America," comments Robert Reed, director of Red de Radio-difusiùn Biblica (Bible Broadcasting Network), "I believe what we are seeing is the 'fullness of time (Galatians 4:4).'" The thrilling reality is that there are far too many broadcast stations, productions, and ministries to mention.

Four key components propel religious broadcasting in Latin America: church growth, programming resources, technological advances, and open doors. Religious Broadcasting offers the following overviews as a resource tool and recognizes the invaluable help of Curt Wilkinson of HCJB World Radio. Some information was compiled from The Concise Columbia Encyclopedia, BBC-International Broadcasting Audience Research, Operation World, and World Radio TV Handbook 1997.

For further information, see the following Web sites: www.mcrest.edu; www.lonelyplanet.com; and www.forerunner.com



Argentine Republic

Population: 34.3 million

Language: Spanish (official), English, Italian

Religion: Roman Catholic 90%

Area: 1,073,518 sq. miles, four times the size of Texas

Televisions: 36 per 100 persons

Radios: 66 per 100 persons

VCRs: 13 per 100 persons

Climate: Predominantly AM radio stations. FM stations are not regulated; many unlicensed stations operate on unauthorized frequencies. The ALAS Satellite Network has a downlink in Buenos Aires. Ministries may purchase time on secular and Christian facilities.



Belize

Population: 236,000

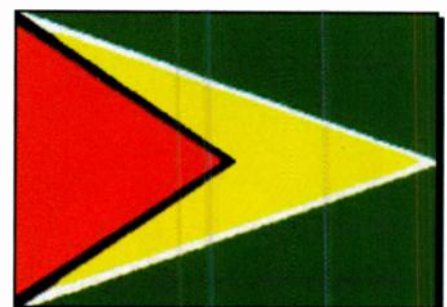
Language: English (official), Spanish, Maya/Garifuna

Religion: Roman Catholic 62%; Protestant 30%

Area: 8,867 sq. miles, about the size of New Jersey

Radios: 12 per 100 persons

Climate: Local Christian radio. HCJB World Radio via shortwave.



Cooperative Republic of Guyana

Population: 850,000

Language: English (official), Amerindian dialects

Religion: Christian 57%; Hindu 33%; Muslim 9%

Area: 83,044 sq. miles, about the size of Idaho

Radios: 41 per 100 persons

Climate: Not available

Flags courtesy of American Flag & Banner Co. www.qlflags.com



Federative Republic of Brazil

Population: 156 million
Language: Portuguese (official), Spanish, French, English
Religions: Roman Catholic 90%
Area: 3,286,470 sq. miles, larger than the contiguous 48 U.S. states
Televisions: 20 per 100 persons
Radios: 10 per 100 persons
VCRs: 6 per 100 persons
Climate: Dozens of Christian radio and television stations, satellite distribution, and an association of Christian broadcasters.



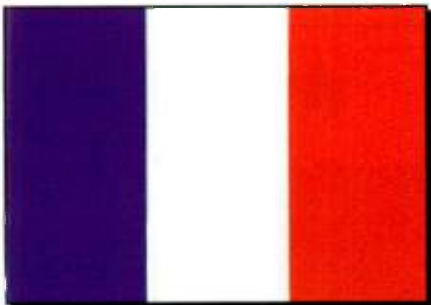
Republic of Bolivia

Population: 7.6 million
Language: Spanish, Quechua, Aymara (all official)
Religion: Roman Catholic 95%
Area: 424,164 sq. miles, the size of Texas and California, combined
Televisions: 13 per 100 persons
Radios: 46 per 100 persons
Climate: Six Christian radio outlets, two television networks, and international stations, including HCJB, TWR, FEBC, and High Adventure (USA). More broadcasting in Aymara is needed.



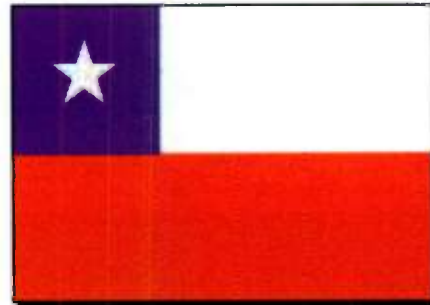
Republic of Colombia

Population: 36 million
Language: Spanish
Religion: Roman Catholic 95%
Area: 440,831 sq. miles, about the size of Texas and New Mexico, combined
Televisions: 19 per 100 persons
Radios: 44 per 100 persons
VCRs: 6 per 100 persons
Climate: Evangelicals have little access to national radio and none to television networks. HCJB, TWR, FEBC, and High Adventure (USA) broadcast 686 hours per week in Spanish. One of the first radio stations was established in Bogota with the help of the 700 Club.



French Guiana

Population: 120,000
Language: French
Area: 43,740 sq. miles, slightly larger than Tennessee
Radios: 59 per 100 persons
Climate: Not available



Republic of Chile

Population: 13.9 million
Languages: Spanish
Religions: Roman Catholic 89%; Protestant 11%
Area: 292,135 sq. miles, twice the size of California
Televisions: 25 per 100 persons
Radios: 40 per 100 persons
VCRs: 5 per 100 persons
Climate: Christian radio and television programs widely available on national, commercial, and Christian stations. IBRA radio has continuous transmission from ten stations. International broadcasts from TWR, HCJB, and others.



Republic of Costa Rica

Population: 3.3 million
Languages: Spanish (official)
Religions: Roman Catholic 95%
Area: 19,730 sq. miles, smaller than West Virginia
Televisions: 18 per 100 persons
Radios: 27 per 100 persons
VCRs: 2 per 100 persons
Climate: Two Christian television stations and several Christian radio stations. The radio ministry El Faro del Caribe has broadcast for decades.

Continued on page 34

SOUTHERN CLIMATES



Republic of Ecuador

Population: 10.8 million
Language: Spanish (official), Quechuan, Jivaroan
Religion: Roman Catholic 95%
Area: 105,037 sq. miles, the size of Colorado
Televisions: 28 per 100 persons
Radios: 37 per 100 persons
VCRs: 4 per 100 persons
Climate: ASOMA established television stations in various key cities. Since 1931, HCJB has been transmitting from the capital.



Republic of Guatemala

Population: 9.4 million
Language: Spanish (official)
Religion: Mostly Roman Catholic
Area: 42,042 sq. miles, the size of Tennessee
Televisions: 13 per 100 persons
Radios: 24 per 100 persons
VCRs: 3 per 100 persons
Climate: Exponential church growth has caused an explosion of production and broadcast ministry. TGN, La Voz Cultural has had a long-term presence in Christian radio.



Republic of Nicaragua

Population: 4.1 million
Language: Spanish (official)
Religions: Roman Catholic 95%
Area: 50,880 sq. miles, about the size of Iowa
Televisions: 14 per 100 persons
Radios: 24 per 100 persons
VCRs: 2 per 100 persons
Climate: Many ministries in radio and television production. One of the first is YNOL, Ondas de Luz, in Managua.



Republic of El Salvador

Population: 5.4 million
Language: Spanish (official)
Religions: Roman Catholic 75%
Area: 8,124 sq. miles, the size of Massachusetts
Televisions: 13 per 100 persons
Radios: 40 per 100 persons
VCRs: 2 per 100 persons
Climate: Several Christian broadcast facilities exist. LAM established Radio Progreso in San Salvador.



Republic of Honduras

Population: 5.4 million
Language: Spanish (official)
Religion: Roman Catholic 97%
Area: 43,277 sq. miles, slightly larger than Tennessee
Televisions: 13 per 100 persons
Radios: 28 per 100 persons
VCRs: 13 per 100 persons
Climate: Several growing radio and television ministries. The Conservative Baptists Home Missions established the first AM station, La Voz Evangelica.



Republic of Panama

Population: 2.6 million
Languages: Spanish (official), English
Religion: Roman Catholic 85%; Protestant 15%
Area: 29,157 sq. miles, slightly larger than West Virginia
Televisions: 21 per 100 persons
Radios: 38 per 100 persons
VCRs: 10 per 100 persons
Climate: Many local Christian stations. In 1949 the First Baptist Church of Balboa established the radio station HOXO, later taken over by LAM and HCJB, and now owned by the Tropical Broadcasting Association as a ministry of HCJB.



Republic of Paraguay

Population: 4.5 million
Language: Spanish (official), Guaraní
Religion: Roman Catholic (official) 90%
Area: 157,048 sq. miles, the size of California
Televisions: 16 per 100 persons
Radios: 27 per 100 persons
VCRs: 2 per 100 persons
Climate: Many opportunities for purchasing airtime. ZP30 is recognized as one of the first Christian efforts in radio and was established with the help of the Southern Manitoba Broadcasting Company. The Mennonites have a presence and the ministry of Obedira is located in Asuncion.



Republic of Suriname

Population: 420,000
Language: Dutch (official), Sranan, English
Religion: Christian 48%; Hindu 27%; Muslim 20%
Area: 63,251 sq. miles, slightly larger than Georgia
Televisions: 10 per 100 persons
Radios: 62 per 100 persons
Climate: Not available



Republic of Venezuela

Population: 21.9 million
Language: Spanish (official)
Religion: Roman Catholic 96%
Area: 352,144 sq. miles, more than twice the size of California
Televisions: 23 per 100 persons
Radios: 50 per 100 persons
VCRs: 7 per 100 persons
Climate: Plans are made for commercial radio and television stations. Permits and licensing are difficult. RRB (Bible Broadcasting Network) went on the air in March of this year and receives more than 100 phone calls per week.



Republic of Peru

Population: 23.4 million
Language: Spanish, Quechua (both official), Aymara
Religion: Roman Catholic 90%
Area: 496,225 sq. miles, slightly larger than Alaska
Televisions: 19 per 100 persons
Radios: 28 per 100 persons
VCRs: 3 per 100 persons
Climate: Many local stations and international broadcast ministries. Global Recordings Network has produced recordings in 40 of Peru's languages. Norman Mydske, under the ministry of TEAM, helped establish Radio del Pacifico in Lima.



Republic of Uruguay

Population: 3.2 million
Language: Spanish
Religion: Roman Catholic 66%
Area: 68,037 sq. miles, the size of Washington State
Televisions: 28 per 100 persons
Radios: 59 per 100 persons
VCRs: 5 per 100 persons
Climate: Several groups produce radio programs which give Evangelicals exposure. Trans World Radio broadcasts from Montevideo.



United Mexican States

Population: 90.6 million
Language: Spanish (official)
Religion: Roman Catholic 89%
Area: 756,066 sq. miles, three times the size of Texas
Televisions: 13 per 100 persons
Radios: 39 per 100 persons
VCRs: 10 per 100 persons
Climate: Doors are slowly opening for religious broadcast freedom. The World Radio Network, a ministry of HCJB World Radio, operates a string of radio stations on the USA-Mexico border. Satellite programming is also available.

Zdobysz Directs Membership

MANASSAS, Va. — Anne Zdobysz is National Religious Broadcasters (NRB) new membership director. Zdobysz (pronounced zadoe-bis) joined the association September 2.

She previously directed Truro Episcopal Church's Christian education program in Fairfax, where she developed and maintained its extensive children's church program.

"I'm excited about increasing membership and getting to know what members' needs are," Zdobysz related.

"I see membership in NRB as an important aspect of the broadcast ministry. Becoming a member is exciting and I'm looking forward to sharing member benefits with both new and present members."

One of her first goals is to call a



Anne Zdobysz

number of members to better acquaint herself with NRB's diverse membership and with the religious broadcasting industry.

"I'm also looking forward to seeing and meeting members during the upcoming annual convention in January," Zdobysz said.

She was also director of training and recruiting with the Christian Broadcasting Network's Television Satellite Office in Fairfax from 1984-87. Zdobysz graduated with a bachelor's of science from the University of Maryland and also holds a teaching certificate. Recently widowed, she has two college-age daughters.

To reach Anne Zdobysz, please call (703) 330-7000, ext. 511, or e-mail azdobysz@nrb.org.

Open Forum on Web Site

MANASSAS, Va. — National Religious Broadcasters (NRB) has recently added a Christian Media Open Forum to its Web site (<http://www.nrb.org>). This forum offers visitors the opportunity to interact by posting questions and answers on any topic.

"It's a great way to share valuable information with other broadcasters or to get your questions answered by professionals," says David Keith, NRB Webmaster.

Subjects discussed include Christian music in Memphis, Tenn., and financing Christian programming. Several visitors have also expressed their appreciation of this forum: "Great idea. I've been looking for such a resource" and "Thanks for the forum and the resource it provides."

SWNRB Concludes with Record Attendance

DALLAS — National Religious Broadcasters (NRB) president E. Brandt Gustavson received the Pioneer Award from the Southwestern NRB (SWNRB) during its annual convention in Dallas. Held July 24-26 at the Dallas-Fort Worth Marriott, this year's conference drew 170 attendees.



National Religious Broadcasters president E. Brandt Gustavson addresses attendees during the SWNRB Convention after receiving the Pioneer Award.

Patsy Perrault received the Barnabas Award and Marlin Maddoux was presented with a special service award. The annual auction also highlighted the three-day event which included speakers such as Hank Hanegraaff of *The Bible Answerman*. Max McLean dramatized Scripture and recording artists Lisa Dags and Philip Sandifer provided music.

A panel of top religious broadcasters discussed "The Future of

Christian Broadcasting" and the Radio Advertising Bureau's Gary Fries and Mike Mahone shared the status of religious radio from an outsider's perspective. *Radio Ink* publisher Eric Rhodes encouraged members to not "bore your listeners."

The 1997-98 SWNRB board was also inducted: chair Robin Jones of KQCV-AM/KNTL-FM/Oklahoma City, Okla.; treasurer Barry Thompson of KAJN-FM/Crowley, La.; secretary Pat Simmons of Wings Media; and vice chair Gene Bender of KIXL-AM/Austin, Texas. Members-at-large include Max Bunch of *Dawson McAllister Live!*; Bob Lepine of Family Life Today; Charles Reed of Lamb Broadcasting; Joe Willis of Carnette Communications; attorney Ashton Hardy; Bruce

Munsterman of KHCB-FM/Houston; Dave Reeder of USA Radio Network; Ron Harris of KCBI-FM/Dallas; Burt Perrault of the Perrault Company; and Ted Sauceman of KSKY-AM/Dallas.

For information about the 1998 SWNRB, contact Robin Jones at (405) 789-1140.



"Future of Christian Broadcasting" panelists (from left) John Maddex of Moody Broadcasting, Mike Trout of Focus on the Family, Ed Atsinger of Salem Radio Reps, and Jon Campbell of Ambassador Advertising field questions from audience during the SWNRB convention.

NRB Adds 47 New Members

(as of August 1997)

Full Members

Christian Crusaders

Homer Larsen
Waterloo, Iowa

The Church Doctor

Kent Hunter
Corunna, Ind.

International Cooperating Ministries

Chris Priest
Hampton, Va.

James Durbin Communications

James Durbin
Orange, Calif.

Jubilee International

Richard Taylor Jr.
San Jose, Calif.

KNEO-FM/Neosho, Mo.

Mark Taylor

Living on the Edge

Eric McCall
Santa Cruz, Calif.

Quentin Road Ministries, Inc.

James Scudder
Lake Zurich, Ill.

Charles Reed

Monroe, La.

Strength for Today

Neville Gritt
Sarasota, Fla.

Teen Talk Radio

Nolan Harkness
Wellsburg, N.Y.

WACN-LP

James Layton
Holly Springs, N.C.

WBNH-FM/Pekin, Ill.

Scott Krus

Joe Willis

Dallas

Wings Media

Patricia Simmons
Tulsa, Okla.

Associate Members

Agape Broadcasting Ministry
Mike Gove
Warrenton, Ore.

Anthony & William Agency, Inc.

Eugene White
Carson City, Nev.

Gene Bechtel

Bechtel & Cole, Chartered
Washington, D.C.

Benchmark Investigative Group

Daniel Lauing
Estes Park, Colo.

Bible Games Company

Ron Vozar
Fredericktown, Ohio

Chuck Buckenmyer

WCWA-AM/Toledo, Ohio

Reginald Campbell

Triumphant Praise Gospel Videos
Columbia, S.C.

Justin Diel

Positive Productions, Inc.
Nashville, Tenn.

Discipleship Hour

Jack Fontaine
Lauderhill, Fla.

EFT Corporation

Willits Sawyer
Hamden, Conn.

Golden Eagle Records

Dan Gonzales
Fort Myers, Fla.

Linda Harvey

MISSION: America
Columbus, Ohio

Mark Hinca

Cornerstone Broadcast Ministries
Hays, Kan.

Richard Hutter

The Soundmakers
Merrillville, Ind.

IOCOM

Don Molitor
Cocoa, Fla.

Ed Leonard

Daywind Music Group
Hendersonville, Tenn.

Rose Martin

The Rose Agency
Virginia Beach, Va.

Richard McDonald

Believer's Express Service, Inc.
Eastanollee, Ga.

Kim Murray

Vision Media
Modesto, Calif.

Parker Vision

Linda Turner
Jacksonville, Fla.

Ronald Ray

First Principles, Inc.
Crestwood, Ky.

Reach Communications International

Perry Ellis
Pembroke Pines, Fla.

Resources for Resolving Conflict

Marlin Thomas
Colorado Springs, Colo.

RISE International, Inc.

Larry Johnson
Fort Worth, Texas

Dick Rolfe

The Dove Foundation
Grand Rapids, Mich.

James Russell

The Amy Foundation
Lansing, Mich.

Jennifer Schwirzer

Michael Ministries
Putnam, Conn.

Douglas Smart

Mustard Seed Workshops
Gilbert, Ariz.

SOE Trading & Management

Cathie Read
Auburn, Calif.

Spirit Media

Bill Dolan
Clackamas, Ore.

Charles Stevens

711.NET
Charlotte, N.C.

Diane Trotter

Faith Group, Inc.
Los Angeles

AIRWAVE ANNIVERSARIES

WHITTIER, Calif. — The American Baptist radio program, *The Laymens Hour*, celebrated its 50th anniversary of continuous broadcasting this past May. The last broadcast of *The Laymens Hour* aired this month.

AIRWAVE NEWS

FORT WAYNE, Ind. — “Wheels for the World” received a total of 415 used wheelchairs, folding walkers, and other mobility aids during an area-wide collection project sponsored by WBCL-FM/Fort Wayne. “Thanks to the generosity of hundreds of people who contributed to the project, we more than doubled our goal of 150 wheelchairs,” said WBCL’s Terry Foss, who organized the project. (219-745-



WBCL-FM/Fort Wayne, Ind., staffers (standing from left) Terry Foss, Erin Yazel, Phil Reaser, and Scott Tsuleff join Joni Eareckson Tada in collecting wheelchairs for JAF Ministries “Wheels for the World.”

0576)

JEFFERSON, Ohio — WCVJ-FM/Jefferson has expanded its coverage to northeast Ohio and western Pennsylvania with the erection of a new 600-foot Rohn tower. The station is a full-gospel, non-denominational, non-profit ministry. (216-294-3854)

MINNEAPOLIS — KTLW-FM/Lancaster, Calif.; WSAE-FM/Spring Arbor, Mich.; KCRN-FM/San Angelo, Texas; and WPRZ-AM/Warrenton, Va., are the newest affiliates of the SkyLight Satellite Network. The network, a ministry of Northwestern College, services AM and FM stations with a mix of inspirational music, features, and news. (612-631-5000)

NEW ORLEANS — Listeners to WBSN-FM/New Orleans and supporters of Creative Ministries joined together to provide 560 needy children in New Orleans with school supplies. Throughout July, WBSN encouraged listeners to donate basic school supplies, such as notebooks, pencils, glue, and crayons at designated drop sites. Volunteers from Creative Ministries sorted supplies into backpacks. Station staff members and ministry personnel delivered the packs to Edwards Elementary School. “This means quite a bit for many of our kids because they come from families that many times lack the economic resources needed,” said principal Ken Boyd. (504-286-3600)

AWARDS

ORANGE COUNTY, Calif. — GOFISHNET.COM was rated the number one Christian music Web site on The Mining Company’s Christian Music Guide (<http://christianmusic.miningco.com>). “The Mining Company’s

COUNTRY PROFILE: ARMENIA

If you were asked to name the landlocked country about the size of Maryland and surrounded by Turkey, Georgia, Azerbaijan, and Iran, would you immediately recognize Armenia? Probably not, because for the last 50 years it has been an anonymous part of the Soviet Union.

Armenia, at the far eastern end of Europe, is sometimes called “Eurasia.” It is north of Iraq and between the Black and Caspian Seas and its capital is Yerevan. In addition to the Armenian majority, there are Azeri, Russian, and Kurdish minorities.

Some of its industrial products include chemicals, metals (copper and zinc), electrical equipment, and machinery. Figs, cotton, and grain are major agricultural products. One in five Armenians own a television set and one in 5.6 have a radio.

Although Armenia has been plagued by constant invasions, occupation, and war for over 3000 years, it became the world’s first official Christian state in 301. The Armenian Apostolic Church (Monophysitic Christian) is still a strong force among its 3.5 million people.

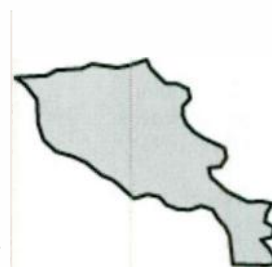
In recent years, more turmoil has racked the country. An earthquake in 1988 killed 25,000. Border disputes with

Azerbaijan have caused riots and fighting. In 1991, Armenia broke away from the Soviet Union to struggle for independence and survival.

Christianity, in the form of the Armenian Orthodox Church, is the major religion and nominally 90 percent of Armenians claim adherence to it. There are perhaps 80,000 committed believers (about 2.5 percent), which is proportionately much the same as the United Kingdom. However, there is considerably more sympathy towards evangelicals than in any other country in this region.

And there is another bright spark in Armenia today! Although all of Armenia’s land borders are completely closed, local cooperation and an air corridor, has allowed Trans World Radio to set up a 1 million-watt medium wave transmitter, which is now broadcasting the Christian message to all of Central Asia on easy-to-find AM frequencies.

— Information provided by Fellowship of European Broadcasters and from *The Concise Columbia Encyclopedia* and *The World Almanac® and Book of Facts 1995*.



goal is to rescue frustrated consumers by offering a network of people-powered special interest sites with a consistent 'look and feel,' to meet the needs and amplify the talents of independent Web producers throughout the world," said Robin Parrish of the Christian Music Guide.

INTERNET INFORMATION

MANSFIELD, Pa. — Kingdom, Inc., has developed an innovative tool to aid its customers in creating their own Internet sites. "The major goal for our site creator is to offer a tool to the church and business markets which is both state-of-the-art and simple, and which the average church member or business owner can operate themselves without extensive knowledge of the Internet," says John Sentgeorge, Kingdom InterNet services manager. The site creator also offers the added ability to utilize the organization-wide personnel and resource scheduling, youth ministry networking, and resource distribution for local churches or businesses. (717-662-7515)

- COLORADO SPRINGS, Colo. — Terry Whalin of Whalin & Associates has announced the debut of his new site at <http://www.terrywhalin.com>. This site has a newsletter interviewing best-selling authors, a writer's help, and a full-service bookstore. "I hope my site will encourage book lovers and writers," Whalin says.

Music NOTES

BIRMINGHAM, Ala. — The University of Alabama-Birmingham (UAB) has launched its own recording label, UAB Entertainment!, last month with its first release, *UAB Gospel Choir — Live*. Henry Panion, UAB department of music chair, said the label will showcase Birmingham-area musicians and provide a unique opportunity for music business and music technology majors to learn firsthand the business side of making music through internships and other collaborative efforts. (205-934-3888)

MOBILE, Ala. — Integrity Inc., has a new label imprint, Vertical Music™, created to reflect emerging music trends among teens and young adults in the church. The imprint will utilize a variety of emerging sounds that have a "raw, honest energy," according to Don Moen, Integrity's creative director and executive vice president. "There is a new generation of younger artists who have their own sound, music style, and voice. . . . Vertical Music was created for this generation," Moen said. (334-633-9000)



NASHVILLE, Tenn. — Z Music Television's new weekly video series, *Generation 01*, debuted late August. *Generation 01* highlights Generation Xers who are making a difference in today's world and is hosted by Natasha Da

Costa, Dave Passante, and Gina Delaynee. "The passion and excitement of the hosts will immediately build a core audience of 16- to 24-year-olds for *Generation 01*. However, I believe their individual involvement and in-depth focus of what they can do to better our world will draw a more mature audience," said Graham Barnard, manager of programming for Z Music. (615-871-7908)

NASHVILLE, Tenn. — Reader's Digest Music and Warner Resound have announced a joint venture to bring Reader's Digest Music into the Christian bookstore marketplace, the first time Reader's Digest Music will be sold at retail outlets in the United States. "This is a major step in a new direction for us," said Jose Raul Perez, vice president/global product development for Reader's Digest Music. (Warner Resound 615-214-1401)

NEWS BITES

SILOAM SPRINGS, Ark. — The third annual Clergy Appreciation Day is October 13. "Many ministers toil compassionately week after week with never a 'thank you,' a pat on the back, or words of encouragement," said Kay Emery of DaySpring Cards, one of several groups encouraging congregations nationwide to observe this day. "Having a national Clergy Appreciation day reminds us to express our feelings, to act on our gratitude," Emery commented. Last year, 40 states proclaimed the day and it was observed in 100,000 churches. (501-549-9270)



NASHVILLE, Tenn. — The National Quartet Convention (NQC) celebrated 40 years last month in Louisville, Ky. "The size and scope of the 40th anniversary of NQC is a testament to the vision of the founders and the administrative abilities of its current owners," said Clarke Beasley, NQC executive director. (615-248-4444)



The six-day event includes performances by southern gospel groups (shown here at the Kentucky Fair and Exposition Center in Louisville), a 120,000 square-foot exhibition hall, and industry seminars.

ORLANDO, Fla. — For the fourth consecutive year, hundreds of national Christian leaders and laypersons will gather for Fasting & Prayer 97, a time of fasting and prayer

Continued on page 40

for the nation and the world. Over the past three years, more than 8000 have attended these events designed to bring healing to individuals, families, and the country. One thousand Christians are expected to convene in Dallas from November 12-14 with thousands more linked via satellite at the gathering co-sponsored by Campus Crusade for Christ and Mission America. "Fasting with biblical prayer is the most enriching and energizing of the Christian disciplines," said Campus Crusade for Christ founder Bill Bright. (888-FASTING, <http://www.ccci.org/fasting-prayer97/>)

WASHINGTON, D.C. — The Federal Communications Commission (FCC) issued new captioning regulations in

August. These regulations require 95 percent of all new programs to be captioned within eight years of January 1, 1998, and 75 percent of all reruns to be closed-captioned by 2008. The regulations encompass all video programming sent directly to customers' homes, regardless of distribution technology used. The regulations were the result of Section 305 of the Telecommunications Act of 1996 which required the FCC to develop captioning regulations by August 8, 1997. (202-632-6600 or 888-225-5322)

PEOPLE

- OCEAN CITY, Calif. — Sandy Roy has been promoted recently to media services manager for the CLASS (Christian Leaders, Authors & Speakers Services) Media Publicity Service. Previously, she was a part-time assistant, but now she manages all the interview scheduling for talk show producers. (888-CLASS-71)



Sandy Roy

NASHVILLE, Tenn. — Ten-year-old Atkins-Muse and Associates has two new company divisions: Muse Management and Atkins-Music Public Relations. Pamela Muse, sole owner of Atkins-Muse and Associates, is president and CEO of Atkins-Muse and Associates, Inc., and runs Muse Management. Atkins-Muse Public Relations is headed up by new executive vice president Jessica Atteberry. "We chose to keep the Atkins-Muse name due to the long-term, ongoing media relationships we've built across the country over the past ten years," Muse said.

Staff promotions include Gina Ballimore from publicity assistant to publicist for Atkins-Muse Public Relations, and the addition of Ame McIntyre in Muse Management artist relations. McIntyre formerly worked for Gary Watts promotions and Rendy Lovelady Management. (615-777-2211)

NASHVILLE, Tenn. — Emily Dade Kohl has been named regional media coordinator for Turning Point Media Relations, Inc. Kohl promotes appearances made by artists and authors on the company's roster to local and regional media across the country. She holds a recording industry administration and operations degree

Top 10 Christian Clothbound NonFiction (September)

1. *Just As I Am* by Billy Graham (HarperCollins/Zondervan)
2. *Streams in the Desert*, Updated Edition by L.B. (Zondervan)
3. *Joy for the Journey* (J. Countryman/Word)
4. *Prayers That Avail Much* (Harrison House)
5. *God's Inspirational Promises* by Max Lucado (J. Countryman/Word)
6. *My Utmost for His Highest*, Updated Edition, by Oswald Chambers (Discovery House)
7. *In the Grip of Grace* by Max Lucado (Word)
8. *Counterfeit Revival* by Hank Hanegraaff (Word)
9. *Experiencing God* by Henry Blackaby & Claude King (Broadman & Holman)
10. *The Best of Barbara Johnson* by Barbara Johnson (Inspirational Press)

Top 10 Christian Albums (September)

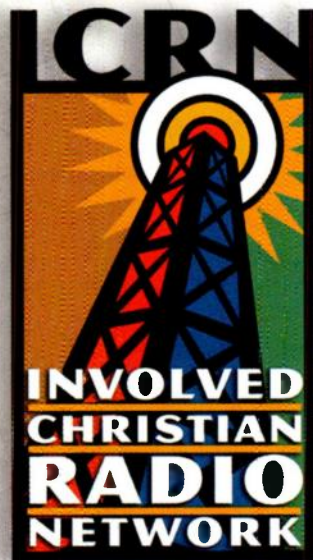
1. *Life, Love & Other Mysteries* by Point of Grace (Word)
2. *God's Property* by God's Property (B-Rite)
3. *Stained Glass* by Clay Crosse (Reunion)
4. *Butterfly Kisses* (Shades of Grace) by Bob Carlisle (Diadem)
5. *Heavenly Place* by Jaci Velasquez (Myrrh)
6. *The Supertones Strike Back* by The Supertones (BEC)
7. *I Surrender All* by Carman (Sparrow)
8. *Deep Enough to Dream* by Chris Rice (Rocketown)
9. *Jesus Freak* by dc Talk (ForeFront)
10. *Revival at Brownsville* (Hosanna!/Integrity)

Top 10 Christian Videos (September)

1. *VeggieTales-Larry Boy & 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 S-scared?* (Everland)
5. *VeggieTales-Dave and the Giant Pickle* (Everland)
6. *VeggieTales-Rack, Shack, and Benny* (Everland)
7. *VeggieTales-Are You My Neighbor?* (Everland)
8. *VeggieTales-God Wants Me to Forgive Them?!* (Everland)
9. *Adventures in Odyssey-In Harm's Way* (Focus on the Family)
10. *Life, Love & Other Mysteries*, Point of Grace (Word)

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

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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

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

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from Middle Tennessee State University and prior to joining Turning Point, interned at Brentwood Music and Benson Music Group. (615-329-1007)

NASHVILLE, Tenn. — Chordant Distribution Group recently expanded its team by hiring Christine Bailey as marketing manager. Bailey's role entails the development of retail plans to increase sales for Chordant distributed labels. "We are very excited to have Christine as part of our attempts to better design programs that are effective and easy to implement for retail," said John Nardini, vice president for marketing. Prior to joining Chordant, Bailey worked for Moody Book Stores in Chicago. (615-371-4300)

• MANLIUS, N.Y. — Sue Bahner, National Religious Broadcasters executive committee member, has stepped down as station manager of WDCW-AM/Syracuse to become an independent program and sales consultant for WDCW and the New York Network of Crawford Broadcasting Company. She has also established Crossway Consulting to provide assistance to those involved in religious broadcasting. (CrossWayCn@aol.com)

NASHVILLE, Tenn. — Broadman & Holman Publishers have recently hired several employees in its editorial, marketing, sales, and publicity divisions: William Watkins as senior acquisitions and development editor; Susanne Anhalt as key account representative; Marcy McWilliams as marketing assistant; Robin Patterson as publicist; Leonard Goss as senior acquisitions and development editor; and Dee Ann Grand as children's brand manager.

Watkins previously freelanced as a writer and editor. Anhalt has worked for Tommy Nelson Books and Good News/Crossway Publishers. McWilliams was formerly with EMI Christian Music Group. Patterson was employed by Thomas Nelson Publishers and also freelanced. Goss is former editorial vice president at Crossway Books. Grand served as an editor with the Turner Broadcasting System. (615-251-2000)

AKRON, Ohio — Nick Stavarz was recently promoted to senior vice president-marketing of InfoCision Management Corp. Stavarz has held a number of marketing and production positions in his years with the telemarketing company. In his new position, he continues to oversee the marketing and customer service staff in the company's religious fund-raising division. (330-668-1400)

VENTURA, Calif. — Bill Greig III has been appointed Gospel Light's new president and CEO. Greig first joined the company in 1979 and most recently was its executive vice president. "Over the past year, God has made it clear to me that it is time to pass the mantle of leadership fro Gospel Light to Bill," said William Greig Jr., who marked his 50th year in Christian publishing. Greig Jr. remains as chairman of Gospel Light's board of directors. (805-644-9721)

NASHVILLE, Tenn. — Sparrow Communications Group's Media Relations department has recently added two staff members: Cindy Kalar as senior publicist and Leanne

Mangan as coordinator, media relations. Kalar previously worked with BMG Direct's Christian Music Club as assistant editor for *Sound and Spirit*. Mangan moved from Star Song's Artist & Repertoire department. "We are thrilled to add these talented public relations professionals to our staff and know that they will serve our artists well," said Tricia Brodbine, senior director of Media Relations. (615-371-4300)

GRAND RAPIDS, Mich. — Steve Barclift and Mike Lemming have joined the staff of Kregel Publications. Barclift, former managing editor of *Christian Parenting Today* and former senior editor of Questar Publishers, is managing editor. Lemming comes to Kregel from Focus on the Family and is the new director of marketing. (616-451-4775)

COLUMBUS, Ohio — WRFD-AM/Columbus has announced several staff changes and additions. Agricultural marketing representative Dale Miller shifts his focus from national to local sales. Christal Radio has been named exclusive representative for the station's farm broadcast advertising. WRFD is known for its commitment to agricultural news and information for the past 50 years.

Marti Smith, former sales manager for *Ohio Farmer Magazine*, joins the station as a local agricultural accounts representative. Jody Lockhart is a local marketing representative. (614-885-0880)

PUBLISHING NEWS

GRAND RAPIDS, Mich. — Joseph Allison, former general manager and publisher of trade books for Zondervan Publishing House, has announced the formation of Jordan Publishing, which will begin releasing Christian reference books next fall. "We will provide resources to help busy people with their spiritual growth. Christians have plenty of good books, but not enough time to read them. Our products will help them make better use of their time," said Allison, who left Zondervan in 1988. (616-457-3330)

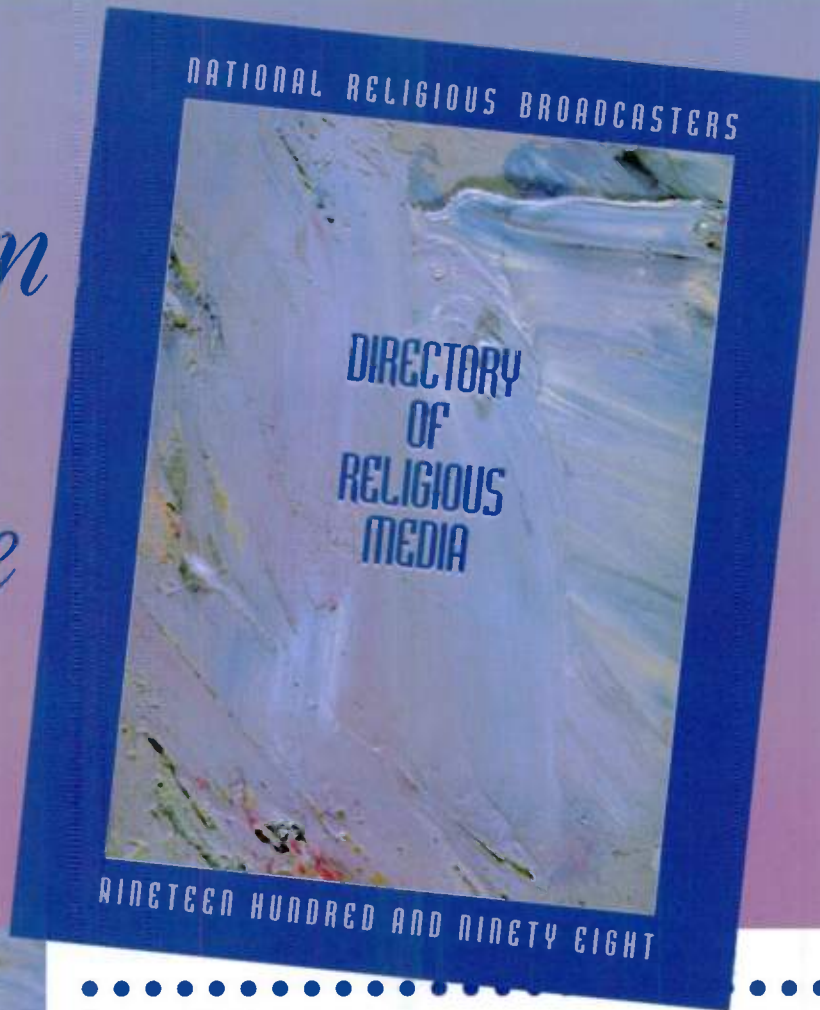
VENTURA, Calif. — Gospel Light and NewLife Publications have partnered in sales and distribution. Gospel Light's field trade and national accounts representatives will represent NewLife/Campus Crusade for Christ products to Christian retailers and distributors throughout the United States. "I have great confidence in the integrity, high standards, and principles maintained by this . . . publishing company," said Bill Bright, Campus Crusade for Christ president. (Gospel Light 805-644-9721)



Joseph Allison

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

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RECORDING REVIEWS

BY DARLENE PETERSON

The Ordinary

Ken Holloway
producer: John Rotch
executive producer: Dale Mathews
Ransom

One of the most gifted artists in the Christian country realm, Ken Holloway brings us another well-crafted recording covering "the ordinary" in life: marital fidelity, the wayward son, close-knit families, mortality, lifestyle evangelism, and renewed life in Christ. "Amazing Grace" fittingly closes the recording as a very appropriate "amen."



Others have sung about these topics, but Holloway incorporates plenty of clever twists in the lyrics ("Daddy whipped the devil with the Bible belt," "I don't care where you dig that hole/'cause it's never gonna see my soul") and uses well the country staple of storytelling to convey his important messages. Musically, Holloway's country sound is full of clever musical twists and hooks, pushing to the edgy to get a point across; he and his band are skilled at their art. The entire recording is packed full of great listening (and inspiration!) from start to finish.

Renewing the Heart

various artists
Focus On The Family/Sparrow

Men have Promise Keepers and now women have the "Renewing the Heart" conference. Hosted by Focus on the Family, it's a one-day adult women's conference designed to encourage, rejuvenate, and teach women as they seek to evaluate God's priorities for their lives. More than 16,000 women were expected to attend the first conference, held September 20 in the Nashville (Tenn.) Arena.

Cheri Keaggy and Kim Hill performed at the event. Just as the Promise Keepers movement has featured contemporary Christian music designed to encourage men, this special conference-related recording's purpose is to encourage women.

This recording marks Focus on the Family's first partnership with a record label to produce a musical product for its audience. It features some of the top female performers in contemporary Christian music: Susan Ashton, CeCe Winans, Christine Dente, Cheri Keaggy, Kim Hill, Sierra, and Lari White. All the songs have meaty lyrics dealing with spiritual and life issues faced by women of today. They add up to an excellent dose of encouragement!



Welcome to the Freak Show

dc Talk
Forefront

This live concert video captures dc Talk's *Jesus Freak* tour, hence the appropriate (and clever) title. Capitalizing on its title, the makers of the video introduce and intersperse it with vintage, scratchy film footage of sideshow-type acts. Interview and "on the road" segments, as well as music videos, also add variety to the concert footage, which is excellent.

Freak Show is one of the best live concert videos I've seen. The concert itself was full of energy and creativity, yet somehow intimate and personal. But the add-ons really enhance the overall package. I was especially impressed with the social concerns brought forth, particularly the European "on the road" segment showing Holocaust sites and evidence of the ongoing tensions in Northern Ireland. This professionally and creatively produced project is highly entertaining yet full of important messages about Christianity in this world.

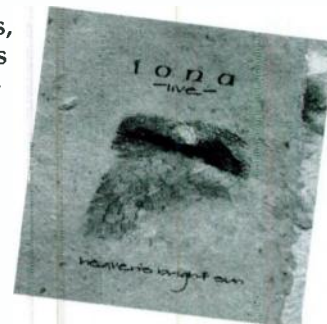


Heaven's Bright Sun

Iona
producer: Dave Bainbridge
Forefront

While we're on the topic of live concert gems, this two-disc set will thrill fans of contemporary folk music. A British-based group, Iona has gathered quite a following in the United States, largely due to the group's appearance at summer festivals. Not a typical Celtic/folk band, the members successfully meld traditional instruments with their electric counterparts and incorporate strains of modern rock and modern jazz in a distinctly folk framework. The result is irresistibly original music. Says band member and producer Dave Bainbridge, "It is my hope that Iona can be a connection to an untapped harvest of believers who need to know about Jesus, the Man of Truth and Light."

Running almost two hours, this collection features tracks from each of Iona's four studio albums. In the live setting, the band breathes new life into these songs, and gives insight into its reputation for stunning live concerts. The musicianship is breathtakingly skillful and powerful and lead vocalist Joanne Hogg's singing is as haunting and moving as ever. A landmark recording!



Heaven

The Bronx Mass Choir

producers: Roger Hambrick and John Peters
 executive producer: Leonard Corley
 CGI Records



"Can anything good come out of the Bronx?" asks the narrator on the first introductory track of this dynamic live recording. This gifted choir demonstrates that the answer is a resounding "yes!" Founded in 1980 by Roger Hambrick and Eric McDaniel, The Bronx Mass Choir has evolved through the years from a larger group down to a vocally tight unit of 25 who

have toured the East Coast and France. The choir had previously released a couple of recordings, but with this, their first project with Vectron/CGI, the group was given more creative control than ever before. The result is an impressive offering of intricate musical and vocal arrangements, jazz/hip-hop infused contemporary stylings, and the sheer power of a mass choir.

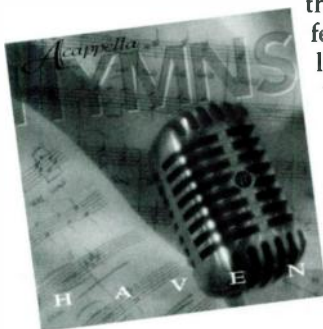
Uplifting praise and worship characterize most of the songs, with a moving tribute to "Cathy, Woman of God (I'll See You in Glory)" as a sweet ending. Particularly enjoyable are the internal musical "dialogues" within several of the songs, featuring the lead singer, tenors, sopranos, and entire choir, responding to and amplifying one another with lyric segments, and building a tremendous amount of momentum and excitement. This choir has evolved from its inspired beginnings into a force to be reckoned with.

Acappella Hymns

Haven

producer: Walt Harrah
 Haven of Rest Ministries

This a cappella recording lets the polished vocals of Walt Harrah, Randy Crenshaw, Bill Cantos, and Jeff Gunn shine for the glory of God. This beloved musical entity of the Haven of Rest Ministries offers a simple, yet powerful collection of great hymns such as "Joyful, Joyful, We Adore Thee," "Like a River Glorious," "Come Thou Fount," and "Hallelujah! What a Savior!" Haven's music has blessed the countless thousands (including me!) who tune in to the *Haven of Rest* broadcast. The quartet



strives for and achieves excellence in their recordings. Creative arrangements and musical variety, along with outstanding vocals make Haven's *Acappella Hymns* a finely crafted, worshipful masterpiece.

Wanda Vick

producers: Wanda Vick Burchfield and Mark Burchfield
 executive producer: Phil Johnson
 Spring Hill

The first track of this recording left my jaw hanging open! What an explosion of acoustic country sound! What a gifted musician! The guitar-strumming world seems a male-dominated place, but Wanda Vick can individually take the place of an acoustic army. On this recording she plays fiddle, dobro, banjo, mandolin, and acoustic, electric, and resonator guitars. Vick enlists gifted guests to supply the singing: Guy Penrod, The Martins, Vestal Goodman, Jeff and Sheri Easter, and Ponder, Sykes and Wright with Bill Gaither. Not merely an accomplished performer, Vick did most of the arranging — and it's superb!

Inspirational gospel songs make up the core of the lineup, which includes many popular favorites: "Balm in Gilead," "There's Something About That Name," "What a Friend We Have in Jesus," "Swing Low Sweet Chariot," and "Great Is Thy Faithfulness." But my favorite remains the opener, "A New Song," which was co-written by Vick. From fast-paced foot-stompin' inspiration to lush ballad-style treatments, Vick covers it all with a special flair. There's so much good stuff in the Christian country realm, but after one listen, this recording shot to the top of my personal list of favorites.



Darlene Peterson is the music reviewer for Religious Broadcasting.

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Nonlinear Editing Systems — Part Two

Have you ever wondered how you eat an elephant? Well, of course you do it one bite at a time! That's the same way you have to explore nonlinear editing systems. It seems everyone has a system on the market, but that doesn't mean they will serve your productions needs. In part two of our nonlinear investigation, we will probe some PC-based systems that might be right down your alley.

Panasonic Postbox

Since being introduced in 1994, Postbox has gained considerable respect as a PC-based turnkey system. Unlike many units requiring added software to be fully functional, Panasonic has put together a total package in Postbox.

This Windows-based system is very easy to learn, has on-board graphics and paint, and real time 2D and 3D effects including colorization, strobe, embossing, and slow motion/fast motion with a full hour of component analog quality video. Currently operating with 3.0 software released in late 1996, Postbox has two live streams of video and one independent graphics track.

Under the 3.0 software, you can now layer video. As of press time, Panasonic was still undecided when the newest 3.5 software would be available. With 3.5, Postbox users will be able to import/export graphics files such as PICT, BMP, JPEG, TGA, PICT, etc., and also be able to export AVI files.

Other features with 3.5 will be laying capabilities with CG, improved audio, additional 3D DVE transitions, and use of Windows 95. Panasonic will also be making available with 3.5 a new M-JPEG board capable of D3 quality output. Price on this new board is still to be determined.

List price for the basic Postbox system (main unit, 14 GB hard drive array, 15-inch computer monitor, keyboard, wacom pen/tablet) is \$42,900. Adding the 3D DVE board

brings the total to \$48,900. Panasonic is also bundling what is called a Postbox Elite system (3D DVE board, dual 14 GB hard drive arrays, two 15-inch computer monitors, a two-monitor board, DLT backup system with cable and software and 19-inch component monitor) for \$61,600.

Postbox is a wonderful system for those seeking a turnkey product that functions well. Some concerns still remain with this system, such as the ability to position an item in the luminance keyer and the ability to achieve digital I/O.

Panasonic is also developing a lower end system and a higher end system that could be ready for the National Association of Broadcasters 1998 convention. For news applications, the NewsByte editing system should be available soon, listing around 60K.

D-Vision OnLINE 3.0

D-Vision, which has recently been purchased by Discreet Logic, is making a big splash in the nonlinear world with the release of their new OnLINE 3.0 real time system. The OnLINE system includes real-time editing and playback, alpha key graphics, motion effects, and color effects.

The 3.0 XT system, operating with Truevision's DTX board and Boris effects, allows two channels of video but no luminance or chroma keying. Stepping up to the RT systems with the Truevision STX board will give the user 99 channels, luminance/chroma keying along with an additional logo track.

OnLINE 3.0 is operating under Windows NT and also features the ability to output to MPEG-1 for CD-ROM, Internet and intranet use, and file transfer to Adobe Premiere, 3D studio Max, and Hollywood.

D-Vision is now shipping the OnLINE 3.0 system. The RT software lists at \$14,995, with the XT software at \$6995. Via authorized D-Vision



Randy Schoening operates Vision Media, Inc., a full-service video production and creative services company based in Little Rock, Ark. He can be contacted via e-mail at VisMed@aol.com.

dealers, you can bundle a full RT system for around \$44,000. A complete XT system starts in the mid-30s.

Due to the mass amount of information on nonlinear, these are the only two systems we can cover in this issue. In coming months, we will discuss other systems and take a closer look at the digital world of tape formats and digital transfer systems. ¹⁴

WASHINGTON WATCH

continued from page 8

gramming and commercial sales — for another station. LMAs between television stations in the same market have been the target of particular criticism.

These issues obviously are critical to broadcasters, and many of the proposed rule changes, in one form or another, have been under consideration for years. Following the passage of the 1996 Act, the FCC revised its proposals and called for new public comment on the issues.

The outgoing commissioners originally hoped to act on the proposals before leaving office, but disagreements among them — and lack of a fifth vote to break the ties — stymied that effort. It now appears probable that a decision on the broadcast ownership and attribution rules may be delayed until after the year-end holiday season. ¹⁵

Day of Deception

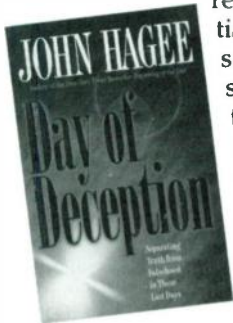
by John Hagee

Thomas Nelson, 1997

The day referred to in the title is today, and John Hagee exposes just about every morally corrupt practice one can think of in the government, home, and spiritual realm. The first ten chapters are essentially revelatory and critical as Hagee describes witchcraft in the White House, so-called Christian denominations, and the home. He condemns President Clinton's romantic indiscretions and other acts of immorality, the criminal misuse of campaign funds in Washington, D.C., and the murder of Vince Foster. And he describes satanic attacks on patriotism, the church, education, and the family.

Throughout, Hagee cites Scripture (frequently relating it to prophetic end-time events), and in a final chapter he offers some positive, combative solutions.

John Hagee has a lively, homespun way with words. He makes his books exciting by using colorful images, alliterative word combinations, and pithy phraseology to simply, powerfully, and astutely hammer home his message. This eye-opening paperback is no exception, and those who enjoyed his previous works will enjoy this one as well.



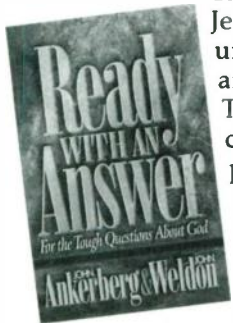
Ready With an Answer

by John Ankerberg and John Weldon

Harvest House, 1997

This is a book of apologetics, its purpose being "to see just how clearly the evidence leads us to conclude that there is only one true God and only one religion that is fully true." That religion, quite obviously, is "biblical Christianity." Part One centers around Jesus Christ with emphasis on the resurrection. Part Two concerns creation and false assumptions about evolution. The final part is about the Bible, especially with regard to archaeology, prophecy, and inerrancy. Four appendices and numerous charts provide additional information.

Granted, it's been done before, as the authors' bibliography makes obvious, but seldom (in the opinion of this reviewer) so adroitly and authoritatively. Although generally written for a popular audience, neither the book's style nor its content is simplistic. Each topic reflects a wide range of research and erudition, such that the sum total of solid information contained within these pages is quite impressive. This truly is a comprehensive, God-honoring tome that fully accomplishes what it sets out to do. You'll be more than ready with an answer after reading this book.



2000 A.D.: Are You Ready?

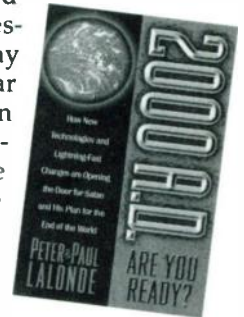
by Peter & Paul Lalonde

Thomas Nelson, 1997

The subtitle of Peter & Paul Lalonde's work almost says it all: "How New Technologies and Lightning-Fast Changes are Opening the Door for Satan and His Plan for the End of the World." The authors begin by noting how rapid the pace of technological advancement has been in recent years, especially in the media. Providing many dramatic examples of worldly, secular media's tremendous influence on people's beliefs, attitudes, and behavior, the authors state "the emergence of the global mass media is one of the most significant and overlooked prophetic developments of our generation."

Reminding us from the Bible "the generation that saw this remarkable increase in knowledge would also be swept up in a delusion unlike anything humankind has ever known," they demonstrate how Satan, the great deceiver, uses contemporary media forms (including television, motion pictures, computer games, virtual reality, and the Internet) to dull our ability to distinguish fact from fiction, reality from fantasy, and right from wrong. "The potential for massive manipulation of the masses is staggering," they write.

Simply, directly, and breathlessly told, this fast-paced account ends with speculation about Christ's return on or shortly after the year 2000. Overall, the magnitude and methodology of satanic deception in America is frighteningly revealed in this enthralling paperback.



Happy Days and Dark Nights

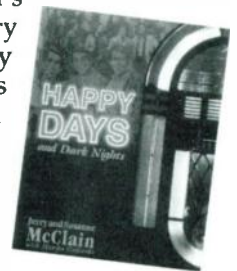
by Jerry and Susanne McClain

with Marshall Gallardo

Western Front, 1996

This Christian testimony to God's love and forgiveness comes from Jerry McClain (who sang the tremendously popular theme to *Happy Days*) and his wife, Susanne, who stuck by him through happy days of fame and dark nights of drug abuse. It's rather amazing how one hit song can have such a tremendous influence on the lives of two people: "Fame and fortune led to a devastating cocaine addiction, leaving our careers in shambles, our faith a distant memory, and our family crushed and in bankruptcy."

Chapters alternatively written by Jerry and Susanne offer readers a frank, frenetic, and fascinating inside-peek into the entertainment industry, replete with Hollywood name-dropping and a celebrity-studded photo section. But it all ultimately points to "the wonder of God — His grace, His Mercy, (and) His intervention" in this inspirational and God-honoring paperback.



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

A Secret Promotional Weapon

Editor's note: This month premieres "Marketing Methods" by Judy Waggoner, who shares writing responsibilities with her colleague Jonathan Petersen. His "Interview Insights" column will alternate every other month with "Marketing Methods."

Newsletters are marketing tools often overlooked by broadcasters and ministries. However, all kinds of organizations have discovered the benefits of publishing a newsletter for their constituents. Large and small businesses, as well as individuals such as doctors and consultants, have found communicating directly to those most interested in their goods and services is a profitable marketing strategy. Newsletters furnish vehicles for financial support, spread information, and provide credibility.

Elaine Floyd in *Marketing with Newsletters* tells of a non-profit organization needing volunteers to serve holiday dinners to the homeless. By publishing a special Christmas newsletter, the group recruited 200 volunteers and generated \$10,000 in donations. What non-commercial radio station or non-profit ministry could not use an extra \$10,000?

Also, a newsletter can include a more practical and detailed way to ask for donations. Investor relations are an important aspect of the corporate environment. Communicating with your donors provides the same function.

Promotional newsletters spread information which would either take too long or be impossible to read on air. Your listeners can literally see the need you are describing in a well-placed photo in your newsletter.

"A newsletter doesn't exist in a vacuum," says Frederick Goss in *Success In Newsletter Publishing*. "Ideally it's a personal vehicle and it reports on something to someone. To the extent that successful newsletters on various subjects have anything in common, it is their ability to

deliver to the reader specialized information on a particular subject that is difficult to gain elsewhere."

Credibility for ministries and radio programmers can be achieved through a successful newsletter. It provides an additional face to the world which focuses on both your listeners' interests and your organization's goals.

Floyd identifies seven steps to developing a promotional newsletter, and she emphasizes thinking "promotion" during each step:

- **Set promotional goals for your newsletter.** Your promotional goals determine how you want the newsletter to affect your overall marketing efforts. They must be measurable, realistic, and timely, such as increasing donations or revenue by 25 percent within six months.

- **Identify audience and set up a mailing list.** Begin with those listeners who have already communicated with you. Store your mailing list in a computerized database that can be sorted by different criteria, such as zip code or customer type.

- **Research audience interests.** You can do this over the air, by phone, or mail, but it is crucial to finding out what your listeners' "hot buttons" are.

- **Develop content.** It is the content of your newsletter which will capture the attention of the readers and motivate them to respond to your message. You must strike a balance, however, between newsworthy information and promotional news.

- **Set a budget.** Include what it will cost in time and money to publish a newsletter. Investigate all avenues of distribution, including the Internet. If in-house personnel is at a premium, consider using an outside freelancer to put your newsletter together.

- **Name your newsletter.** By carefully choosing a name and subtitle for your newsletter, you can communicate the benefits of reading it, as well as the audience for whom it is written. For example, the newsletter of a financial planner might be called *Retirement Riches: News for investors who want financial security after 65*.

- **Create a design.** The design of your newsletter will be the first thing to catch the reader's eye. The style and color should complement other printed pieces you may have. Graphic designers can create a template you can use for successive issues.

Each issue of a successful promotional newsletter contains a look to a future issue, and in upcoming "Marketing Methods," we will explore more details about how you can create a winning newsletter. [®]



Judy Waggoner is manager of the marketing public relations department for Zondervan Publishing House. Her articles have recently appeared in such diverse magazines as Christian Entertainment and Pastor's Family. She is a member of the Public Relations Society of America and an associate member of the Evangelical Press Association. Her e-mail address is judy.waggoner@zph.com.



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REPLItech Asia 1997; Singapore International Exhibition and Convention Centre; Singapore. Information: (800) 800-5474, (914) 328-9157, or e-mail kipevent@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 6-8

9th European Television and Film Forum; Ritz Hotel, Lisbon, Portugal. Information: Sophie Deleville-McGuire at 49 211-9010457, fax 49 211 9010456, or e-mail forum@eim.org.

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 27-31, 1998

Christian Booksellers Association Expo; Convention Center, Nashville, Tenn. Information: (719) 576-7880.

January 31-February 3, 1998

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

February 5-8, 1998

20th Australasian Christian Broadcasters Convention; Perth, Western Australia. Information: Kevin Hooper, 03 6327 4141 or e-mail knhooper@tassie.net.au.

March 13-14, 1998

Christian Booksellers Association Future of the Industry Meeting; Colorado Springs, Colo. Information: (719) 576-7880.

July 11-16, 1998

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

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>.

SIGNING ON

continued from page 5

casting, but they become part of the marketplace of ideas which forms public opinion in America.

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Archmeides ran through the streets of Athens shouting, "Give me a board long enough and I can move the world." He had discovered the principle of the lever. God has given us levers with Christian radio and television that will allow us to move the world, if we use them wisely.[®]

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Are You My Neighbor?

One of my favorite Bible stories is the Good Samaritan [Luke 10: 29-37]. In answer to the question, "Who is my neighbor?" Jesus tells this story: One day, a Jew is robbed and badly beaten on his way to Jericho. A priest and a Levi walk by without stopping because they are such busy and important people. Finally, a Samaritan stops and helps the man by binding his wounds and paying for his recovery at an inn. Then Jesus asks which man is the neighbor. The reply is the Samaritan and the hearer is advised to "go and do likewise."

With the world fast becoming a global village because of the Internet and other broadcast technology linking East to West, being a neighbor is in many ways easier and in some ways harder. It's easier because one can communicate with people a world away with a click of a mouse and harder because one can forget about the real-life next-door couple with 2.5 kids and a dog.

Opportunities abound for Christ to be glorified through our living witness to those around us and through our ministries by professionally linking with comparable overseas ministries either by becoming prayer partners, business associates, or consultants. Sharing our wealth — whether it be knowledge, funds, or prayers — with our global neighbors is an important part of fulfilling Christ's command to "go and do likewise."

Attending the international events scheduled during the 55th Annual National Religious Broadcasters Convention & Exposition (NRB 98) to be held January 31-February 3, 1998, in Washington, D.C., is also a great way to meet new neighbors and discuss ways your ministry can assist others. On January 31 at 5:30 p.m. is the international reception, co-sponsored by In Touch Ministries and Campus Crusade for Christ International. The World Outreach Luncheon held February 2 features speaker Chuck Swindoll of Insight for Living and recording artists Fernando Ortega and Australia's Rebecca St. James.

Four educational sessions focus on international broadcasting with such topics as Russia, the Arab world, partnerships, and the 21st century. As in previous years, a lounge will be available for international visitors.

New this year is a special convention rate of \$200 for a full registration, offered to anyone from outside the continental United States. For update information about the convention or to download a registration form, visit NRB's Web site at <http://www.nrb.org>.

In this issue focusing on our international neighbors, you've read about how ministries in Hong Kong are poised to have even greater impact in China ("Holding the Mic in Hong Kong"), Mongolia's new Christian television satellite ("As the Eagle Flies"), religious radio in Romania ("Springtime in Romania"), reaching the 10/40 Window ("Opening the Shutters to Space"), and an update on Latin America ("Southern Climates"). Each of these articles shows a tangible way ministries — both in the United States and around the world — are being good neighbors by sharing Christ.

As these ministries and broadcasters reach out those across the seas, through the valleys, and over the mountains, let us not forget that the world's nearly 6 billion people are our neighbors. Let's "go and do likewise."

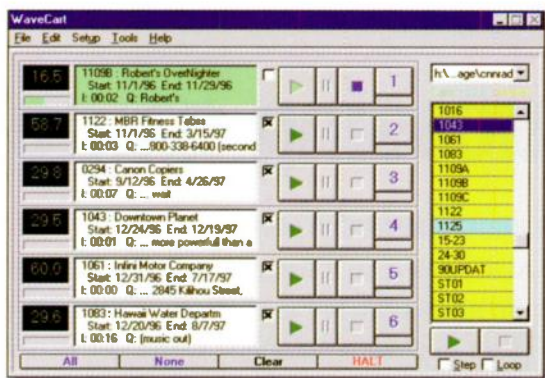
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