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Gary Russell, Director, China Harvest

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Going for the Grade
The 1997 Christian College Broadcast Communication Directory.

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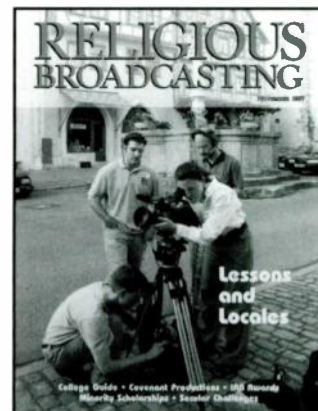
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NATIONAL ASSOCIATION of EVANGELICALS

Creating Change

Change is the most certain thing in our world today (not "death and taxes," as Mark Twain claimed). The organizational change, or "reengineering," which characterized the business world a decade ago is now part of many Christian organizations.

I recently heard from a friend who had been "downsized" from a parachurch organization and was still in shock. He said he never expected a "Christian ministry" to copy the "management practices of the world." Further discussion revealed the organization really needed to change because it had become stagnant and bureaucratic. New leaders had developed a new ministry vision and felt good stewardship required down-sizing in some areas and expansion in others. We all know someone who has been caught in this situation.

While I feel great empathy for my friend and brother, I also know that change is usually God's way of renewing an organization and surfacing new leaders. One of the best books on change I have read is John P. Cotter's *Leading Change*. He is a professor of leadership at the Harvard Business School. Here is his process for creating change:

- **Establish a sense of urgency.** Discuss crises and potential crises as well as major opportunities. Examine the competitive realities.

- **Create a guiding coalition of leaders.** Every group has opinion leaders who must be formed into a coalition and empowered for change. They must believe in the change and see themselves as part of the process by being examples.

- **Develop a vision and communicate it effectively and relentlessly.** Most Christian leaders are very good at developing a vision. Fewer are effective in communicating it to their employees and supporters. Keep the vision simple and be consistent for a period of time. About the time you are tired of saying it, your constituencies are just understanding it. Too many Christian leaders have a "shifting vision" that is constantly in flux.

- **Empower for action.** Get rid of obstacles and structure undermining the vision for change. Encourage risk taking and nontraditional ideas and activities. Avoid a "must know" only approach that shares information only when essential. Unless there is really a reason to withhold information, both the good and the bad should be shared quickly and truthfully.

- **Generate short-term wins.** Plan for visible improvements and recognize and reward the people who make those wins possible. This momentum is vital to maintaining change.

- **Consolidate early gains to produce more change.** Once change begins, use early gains to further alter systems, structures, and policies not fitting the new vision. While this is difficult, a failure to act decisively at this point may lead to failure.

- **Anchor new approaches in the organizational culture.** Reward better performance and articulate the connections between behavior and organizational success. Ensure leadership development and succession.

I would add two ministry directives to Cotter's process of creating change.

- **Exemplify change personally.** The day is over when a leader can expect to behave differently than other members of the organization. You are a model of change whether you feel like it or not.

- **Openly ask God to be part of the change process.** Avoid claiming the change is "God's will" for the organization but ask God to be part of the process.

Our organizational structures are not sacred nor are our methods. The only constant in our ministries is Christ. "For Jesus doesn't change—yesterday, today, tomorrow, he's always totally himself" (Hebrews 13:8, *The Message*).



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.

David Clark

In Defense of Latter Day Saints

Again, *Religious Broadcasting* has printed another letter misrepresenting the beliefs of the Church of Jesus Christ of Latter Day Saints. Since the author of September's letter, Charlie Smith, evidently clings to the same long-since disproved accusations against my church, I feel it important to set the record straight by letting the *Book of Mormon* speak for itself on the "basic tenets of the Christian Church," which Smith says we do not believe.

On the subject of the Trinity, the *Book of Mormon* states the redeemed will "sing ceaseless praises with the choirs above unto the Father, and unto the Son, and unto the Holy Ghost, which are one God" [Mormon 7:7]. The virgin birth of our Lord and Savior, is spoken of several times in the *Book of Mormon*.

As for the means by which we are saved? 2 Nephi 2:4 states "the way is prepared from the fall of man, and salvation is free." Do Mormons believe in "redemption solely by grace through faith in Christ," as Smith stated we do not? Indeed we do, as the *Book of Mormon* teaches: "Wherefore my beloved brethren...remember...that it is only in and through the grace of God that ye are saved" [2 Nephi 10:24].

If more non-LDS Christians knew what the Church of Jesus Christ of Latter Day Saints truly teaches, I do believe a whole new world of friendship and fellowship would be opened up for us all. The only way to learn what Mormons truly and really believe would be to read the Old and New Testaments and the *Book of Mormon*, another testament of Jesus Christ.

I am ashamed *Religious Broadcasting* would continue to perpetuate religious bigotry against Mormons, and hope you will see fit to try to understand us and our faith — which is based on the Bible — rather than help others bash us.

Ronald C. Schoedel III
WUPY-FM/Ontonagon, Mich.
via e-mail

Editor's note: Religious Broadcasting appreciates the numerous responses to the LDS/Christian debate. Unfortunately, space constraints do not permit publication of further responses on this topic.

Abraham Lincoln's Thoughts on Criticism

I was most interested in September's "Tuning In" on accepting criticism. I read with much interest what Brandt Gustavson said and I was immediately reminded of a comment, attributed to Abraham Lincoln:

"If I were to try to read, much less answer, all the attacks and criticism made on me, this shop might as well be closed for any other business. I do the very best I know how — the very best I can — and mean to keep doing so until the end. If the end brings me out right, what is said against me will not amount to anything. If the end brings me out wrong, ten angels swearing I was right would make no difference."

I gave that comment to Billy Graham many years ago and I think we have proved the truth of it over the intervening years.

Maurice Rowlandson
Frinton-on-Sea, England

Robert Tilton Not "Legitimate" Broadcaster

I was appalled to find news about Robert Tilton's return to the airwaves interspersed with news about *legitimate* ministries in September's "Trade Talk" section. Need I remind you that Tilton's "ministry" was exposed as a fraud by ABC News on *Primetime Live*?

By printing articles such as this, *Religious Broadcasting* conveys National Religious Broadcasters' approval of those involved. Please limit your news to that of credible organizations and individuals!

Stephen M. Bessette
WJCX-FM/Bangor, Maine
via e-mail

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

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Wanda Franz Ph.D.

Pro-Life Perspective

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You Can't Learn That in School

Education has been a buzzword of sorts in recent years. Politicians are always quick to talk about funding for education. Lotteries never cease to tout what supposed benefit they bring to state education budgets. Many say education is the key to so many of society's ills.

A recent Harris study asked more than 1000 adults to express their five biggest concerns. Education topped the list, with crime and violence, welfare, the federal deficit, and taxes following.

Education has many meanings. Socrates said, "Education is the kindling of a flame, not the filling of a vessel." The *American Heritage Dictionary* defines education as "the act or process of imparting knowledge or skill."

Many times we think of education in the more traditional dimensions of the classroom setting. But isn't education really an ongoing process? Are we not learning all the time?

In today's fast-changing world, we are continually challenged to keep pace with the onslaught of new technology. These technological advances not only impact our job but affect every dimension of our life.

The World Wide Web is an incredible resource for information on every subject imaginable. In fact, college courses are now available online.

There are continuing education courses at the local college. Trade publications and newsletters are forever on my desk. My lengthy office commute has prompted me to check out the vast array of books on tape at the local library. I can listen to biographies, learn another language, receive tips on developing better professional skills, and even hear ways to handle my finances. And I'm sure I am neglecting to mention other educational possibilities as well.

As you read this magazine, don't assume this education issue is only for college students. No matter what your job title or duties, you should still strive to learn.

One of our key goals as an association is to provide a solid learning environment for Christian broadcasters. *Religious Broadcasting*, educational sessions at the regional and annual conventions, National Religious Broadcasters' (NRB) Web site (<http://www.nrb.org>), and instructional manuals are just some of the ways we seek to serve you and to meet your needs as communicators of the Gospel.

We all learn in different ways and NRB is striving to maintain a healthy learning atmosphere. Take time to thoroughly read each issue of *Religious Broadcasting*. Check out our Web site for the many facts and news as well as links to other informative sites. Make sure you and members of your staff are registered for the upcoming annual convention; you can't beat this once a year experience that so encourages staff and illustrates how important they are to your ongoing work.

In the September issue of *Convene* magazine, Ken Blanchard states, "Your organization's ability to learn may become its primary adaptive ability for coping with the change and uncertainty present in almost every business market. The lessons you learn . . . and your speed in learning those lessons . . . may very well be the defining factor in your organization's success."

But let's not forget that as Christian broadcasters, you offer the ultimate learning scenario — the saving knowledge of our Lord Jesus Christ.



Michael Glenn is vice president of National Religious Broadcasters.

Stephen Bunn



BOTT RADIO NETWORK

Yes, We Have Changed...



Dick Bott
President



1962

1997



Rich Bott, II
Vice-President



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Commitment Remains The Same.**

Quality Bible Teaching • Christian News & Information

Senate Queries FCC Nominees

Recent Senate confirmation hearings on the nominees to the Federal Communications Commission (FCC) gave observers an opportunity to discern how the new commissioners may approach several issues of importance to broadcasters. Confirmation hearings for key federal posts often reveal more about lawmakers' concerns than the views of the nominees, and the FCC hearings were no exception. While the bulk of the hearings was devoted to telephone-related matters, the questions posed by the senators indicate Capitol Hill remains interested in content regulation and digital television.

The Senate Commerce Committee, chaired by Sen. John McCain (R-Ariz.), spent two days questioning the four nominees: Democrat William Kennard, the agency's current general counsel, nominated to serve as chairman; Republican Michael Powell, an antitrust specialist at the Justice Department; Democrat Gloria Tristani, a New Mexico state utilities regulator; and Republican Harold Furchtgott-Roth, an economist on the House Commerce Committee staff. Although the nominations remain pending as of this writing, McCain said he expected all four to be confirmed by mid-October.

TV Ratings: Several senators, including McCain, pressed the nominees for their thoughts on the "voluntary" television ratings proposal now pending before the commission. The ratings code is intended to work with the electronic blocking device — known as the V-chip — that must be built into new television receivers starting next year.

The television industry's original age-based ratings plan drew sharp criticism from children's advocacy groups and several lawmakers, including McCain, for failing to denote the type of content that would trigger the rating. The industry has amended the code to add notations to the four, age-based ratings designed for use with general-audience shows: V for violence, S for sexual content; L for crude language; D for suggestive dialogue; and a new FV

tag for fantasy violence depicted in children's programs.

Most broadcasters and cable networks began using the revised ratings in October, but NBC and Black Entertainment Television have declined to implement the revised ratings code. Both maintain the revised ratings represent a step toward increased government interference in programming decisions. McCain has reacted strongly to NBC's decision, recently warning he would urge the FCC to question the network's fitness as a broadcast licensee if it continued to hold out against the revised code.

Confronted with the general question of the agency's authority to take action against a broadcaster on the television ratings issue, Powell and Tristani indicated that a licensee's decision not to implement a detailed ratings code should trigger scrutiny at license renewal time. Furchtgott-Roth said such a decision "might raise a flag" during a renewal proceeding.

Kennard responded by noting the issue of multiple ratings codes was likely to be the focus of the FCC's pending proceeding. "I believe we will get comments on . . . the consequence of one network's failure to embrace the system adopted by other parts of the industry."

Alcohol Advertising: A few senators raised the possibility the commission could revive a proposal to study the need for restricting alcohol commercials. That issue arose last year when an association of distillers lifted its own voluntary prohibition on broadcast advertisements for hard liquor. An effort by outgoing commission chairman Reed Hundt to open an agency proceeding on hard liquor commercials was blocked last year.

Sen. Wendell Ford (D-Ky.) expressed concern about the possibility of future commission action on the issue and contended that any investigation into the impact of hard liquor advertising would have to also examine beer and wine commercials. Tristani agreed and Powell indicated it would be challenging as a legal matter to distinguish between various alcoholic beverages. Kennard noted



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.

only the question was difficult and solicited input from the lawmakers.

Digital Television: Senators raised a few questions about the implementation of digital television — specifically, whether broadcasters should be required to air a minimum amount of HDTV. The new digital transmission technology gives broadcasters options to air, at any one time, either high-quality HDTV pictures or several program streams in the lesser "standard definition" code.

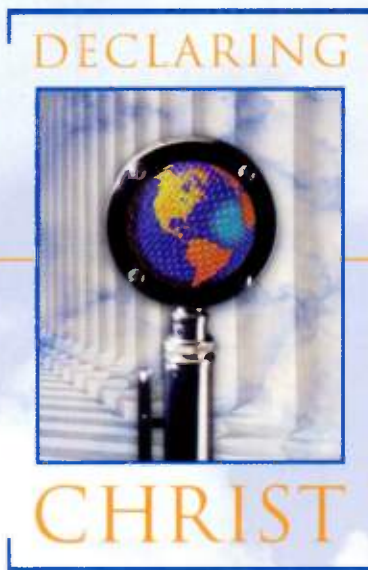
The FCC has declined to establish any mandate requiring licensees to provide HDTV. However, the broadcast industry's general pledge to air at least some of its programming in that mode was an important consideration during the final debate over the Telecommunications Act of 1996, when several lawmakers argued that television stations should be required to pay for rights to a second channel for the DTV transition period. That effort was defeated, but recent announcements by some broadcasters that they may forego HDTV altogether has raised the ire of key congressional leaders.

Powell and Tristani took a cautious approach, saying they would want to study it further but would not rule out imposing an HDTV mandate. Furchtgott-Roth was even more circumspect, saying only "the commission may at some future date be called upon to examine the issue." Kennard was not asked to address the matter. ^{8a}

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Chuck Swindoll



ANDERSON UNIVERSITY (AU) student Luke Renner never dreamed he'd be rubbing shoulders with gospel legends like Bill Gaither, the Blackwood Brothers, and The Cathedrals, much less winning gold video awards for his involvement in Gaither's best-selling music videos. In his wildest imaginations, Renner never envisioned himself on a video shoot in the plains of Africa, sitting on a hillside next to a Masai warrior while hyenas howled in the distance.

"Sitting on that hillside, I thought to myself, 'How did I get here?' And that was the moment that I really appreciated what AU had done for me," remarks Renner, a senior broadcasting major at the Christian university located in the heart of Indiana.

These experiences are not typical fare in a college broadcasting program. But Covenant Produc-



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Taking Their Shots

Students get a taste of the real world at Covenant Productions

tions, AU's television production company, is anything but typical in what it has to offer students and clients alike.

Humble Beginnings

A sign in Don Boggs' office sums up the secret to Covenant's success: "We don't believe in miracles. We rely on them." A fitting motto for an award-winning program which started out in the attic of the university's library. Boggs, a professor at AU and general manager of Covenant Productions, admits he has no pat answer for the way the program blossomed into what it is today.

"It's a 'God thing.' It has been a combination of opportunities . . . people hearing God's voice and paying attention to it. It's not something that anyone here can take credit for.

"Of course, there have been people who have enabled it to happen," explains Boggs, citing Gaither as one of those key people.

Late one summer night during 1990, about a year after Covenant Productions' official start-up, Boggs received a telephone call at home. The enthusiastic voice on the other end was Gaither, who was excited about a recording session he had informally taped in Nashville.

"He said, 'I think we've got something here, Don,'" recalls Boggs. "'Can you take this tape and edit it and have it ready in two weeks?'"

Despite the fact that he and students were leaving for a shoot in Germany the next day, Boggs said they'd figure out a way to do it. He enlisted one of his graduates to edit the tape, which wound up as the

first in the enormously successful *Gaither Homecoming Video Series*.

"I went to Germany and came back, and the piece was done," says Boggs. "The next thing I know, the thing was selling like hotcakes and has since gone gold."

Needless to say, Gaither was pleased with Covenant's work, and numerous gold and platinum video awards later, he's still utilizing the talents of the students and professionals at Covenant.

"Anderson University students have played a major role in making the *Homecoming Video Series* a successful project," Gaither says. "I can't think of a better hands-on opportunity for broadcasting students."

Boggs notes that having students who keep a professional attitude on shoots has definitely aided Covenant's success. "The students



Above. AU students Holly Mueller and Luke Renner work on a Gaither Homecoming Video Series project in the school's state-of-the-art edit bay.



Right. David Armstrong (seated), operations director for Covenant Productions is surrounded by a few of the students who create the award-winning projects: Brian Meyer (behind camera), Jason Frank, and Nicole Liggett.

have made it possible. There has to be a standard on their part to make it happen."

But living up to that standard keeps these students on their toes during "big-time" shoots like the Gaither project, admits junior Larry Darling. "It was nerve-wracking the first time I worked camera. You always have to try to be as good as the professionals, but at the same time, you're there to learn from the professionals."

Rewards and Changes

Since 1990, Covenant Productions has been involved in dozens more of the Gaither videos, serving as producer for the vast majority of the tapes. And as anticipated, the Gaither project has meant many changes for Covenant Productions. The company has had

to add extra staff and equipment to accommodate the demands of a project of this magnitude, as well as develop strategies to become more efficient in the way it works.

"It keeps us a lot busier. We live by the clock," points out Boggs. "We've also gained a lot of exposure — we don't have to sell people on our capabilities anymore."

But the biggest reward by far, Boggs says, are the letters written by people whose lives have been tremendously affected by the Gaither videos.

"Rarely in the TV business do you have the opportunity to get feedback from the audience. You work and work, and the only way to judge is by the ratings. Or you can look at the *Billboard* charts. But that tells you quantity instead of quality. To know that someone's life

has been influenced by this — that's moving," Boggs relates.

The Hands-On Difference

If there has been one key to the successful training of AU's broadcasting students, it has been the hands-on experience they receive. They don't merely sit in the classroom and listen to lectures. They actually do the work themselves.

"Not only are we giving students access to state-of-the-art equipment but they're getting access to clients, working side by side on a regular basis. It's like a year-long internship of sorts. We have [graduating] students who have resumes that list ten to 20 major programs they've worked on that have been distributed interna-

Continued on page 12

TAKING THEIR . . .

Continued from page 11

tionally or broadcast nationally or sold in bookstores around the country," Boggs explains.

This type of exposure is what attracts many would-be broadcasters to Anderson. "Covenant Productions is the real reason why I came to AU," says Darling, who hails from Montgomery, W.Va. "No other college that I could find offered that kind of experience."

[Bill] Gaither was pleased with Covenant's work, and numerous gold and platinum video awards later, he's still utilizing the talents of the students and professionals at Covenant.

Renner knows firsthand that experience at Covenant pays off. He recently completed a summer internship at Indianapolis-based Innovative Edit, which does a weekly show for ESPN.

"I was totally up to speed on everything they were doing," he says. "I never once felt inadequate. I've had job offers already, and I still have a year to go."

At Home and Abroad

Although Covenant Productions does not offer internships to students, there are three tiers of student involvement at the company. One group works regular hours and gets "paid" solely through the experience gained. Another group receives a one-hour practicum credit for the time spent in-house, while a group of more experienced students is paid a modest stipend.

Projects range from local and regional commercials for supermarkets and hospitals to international pieces for various missions. The international trips feature a rare opportunity to experience another culture, while working outside a classroom environment. Students have traveled with Covenant Productions to Egypt, Jordan, Kenya,



Top. Taping on-location segments for Bill Gaither's Back Home in Indiana video is chilly business for the Covenant Productions crew. General manager Don Boggs (left, with bull horn) gives students full marks for their work on the successful Homecoming Video Series.

Bottom. The newly restored Paramount Theatre in Anderson provides an elaborate setting for Back Home in Indiana.

Russia, Germany, China, Japan, and Costa Rica, to name a few of the exotic locales.

Senior broadcasting major Brian Meyer traveled to Haiti last May to make a promotional video for a missionary nurse there. "It's a great opportunity, but it's hard work,"

Meyer recalls. "We were traveling in the bush in 100-degree weather."

Back in Indiana, students are often encouraged by the five professionals employed at Covenant to explore their talents by experimenting with equipment and seeking out what interests them.

AU Graduates Pass the True Test

Fourteen gold and platinum video awards line the walls of Anderson University's (AU) Covenant Productions. *Billboard Magazine's* July issue featured three works produced by Covenant on its "Top Music Videos" list.

Without question, these are impressive accomplishments for a college broadcasting program. But the true test of any college program is the caliber of graduates it sends out into the "real world."

One look at a list of graduates reveals that AU's test has been passed with flying colors. Titles such as producer, sports anchor, recording engineer, and director of communications leap off the test paper as a testament to the education these alumni received at AU.

One such "prize pupil" is Loretta Cooper, a 1988 graduate who is now an ABC news correspondent in Washington, D.C. Recently, Cooper has been covering stories such as the recent United Parcel Service strike and Miss America Pageant for *Good Morning America Sunday*. In September, she was honored by the Radio-Television News Directors Association with the Edward R. Murrow Award for Best Feature Reporting.

"I was riding with EMTs who were caught in the middle of drug wars," Cooper explains about her award-winning piece. "We got shot at two times during that evening. Needless to say, my mother was not thrilled."

Although Cooper displays a modest attitude about her accomplishments, she is not surprised by

them. She credits her education at AU for giving her the skills to succeed.

"I always had professors who encouraged me to do whatever I wanted to. They gave me a really solid foundation both academically and spiritually," she explains.

Ryan Elijah, a 1994 graduate who is now sports anchor and reporter for the ABC affiliate in Fort Wayne, Ind., agrees. "They taught us to be responsible," he says. "The teachers cared for us, but they were tough on us, too. They prepared us for the real world."

These two graduates emphasize the importance of the well-rounded education they received. "They trained us in a lot of different areas," points out Elijah. "It was definitely a professional, business-like environment."

Students are not only encouraged to be well-rounded in their academic lives but also in their spiritual lives, says Cooper. "It was such a good place to grow up. I was surrounded by people who were successful as people and as believers. They had struggled with their faith and knew what they believed."

Although Cooper runs into such celebrities as Sam Donaldson and Cokie Roberts in the halls at ABC, the teachers at AU are still her real heroes.

"I don't think a day goes by that something a faculty member said doesn't pop into my mind. These people really care about the kids they teach. This is why I've had the success I've had."

— Julie Campbell

"In the classes, they allow you so much freedom to experiment with equipment," says sophomore Nicole Liggett of Rockford, Ill. "They really put a lot of faith in us. It's unbelievable the things we're able to do."

Renner agrees wholeheartedly. "It's a great place to really experiment with who you are creatively and even spiritually. You gain so much by finding out your own limitations and then exceeding them."

Last summer Renner exceeded his own expectations by winning an Indy Award from the Indianapolis Film and Video Festival, which covers a tri-state area. He wrote a song, recorded it at nearby Gaither Studios, and taped a music video using Covenant Productions gear.

"If I would have done this anywhere else, it would have cost me \$25,000 to do the project. But my actual cost through the school was about \$350," Renner explains.

Find Your Niche

The success of Covenant Productions didn't happen overnight, and Boggs has some words of advice for other college faculties who are thinking of starting or expanding their programs.

"I think it's possible to do it right; the trick is finding your niche," advises Boggs. "This is our niche in 1997, but it may not be five years from now."

Even a small school can build a successful program, Boggs encourages. "It could very well be opening a production facility that does industrial or corporate videos."

Equipment is part of the package, says Boggs, but don't let limited resources discourage you. "You can always go to another facility for equipment. Creative talent is far more important."

Lack of funds is one of the main reasons why many small, Christian

colleges either don't have a program or have a very modest one, he explains. "For example, we spend \$25,000 a year just putting new heads in our VCRs."

But from the very start, Boggs' plan was for Covenant to "produce programs or pieces for commercial clients, charge them for it, operate on a break-even basis, and pay its own way in order to make that equipment possible," he says. "And so far it's working."

However, the most important objective of any program is that students are learning and gaining valuable experience to take out into the real world, Boggs explains. "We try to help them discover what it takes to be the best broadcasters they can be."

Julie Campbell is a free-lance writer and editor from Anderson, Ind.

WHEN I WAS A STUDENT MAJORING in television and film production at San Diego State University, my parents occasionally would drive down from Los Angeles and spend the weekend trying to convince me, basically, that I was throwing my life away.

They could not fathom why I would want to pursue a career in the field of broadcasting when there were so many other more stable careers to choose from. As my mother put it, "Who would want to work in a sick industry, full of sick people?"

From their parental perspective the problem was obvious: their only begotten son had "gone insane." What other possible explanation could there be?

They did their best to dissuade me, reaching deep into the bag of tricks that parents acquire through years of coping with active and sometimes uncooperative children. They wined me. They dined me. They reasoned, cajoled, threatened, and pleaded with me.

But I was resolute. A rock. I was implacable. (I was a 21 year-old, starry-eyed punk with a degree of talent, an abundance of chutzpah, and parents — I was convinced — who were a couple of "goobers.") Hollywood was calling. I answered.

Then and Now

Fast forward about 25 years. Now I'm the parent and you're the ones with stars in your eyes, talent, and chutzpah. (Don't worry. I'm not going to try to convince you to give up your dream and go into selling insurance.)

It's easy to think of people in the entertainment industry as bad people, but the truth is they are lost people, desperately trying to find their way. . . .

Having spent my entire professional life in the media, I know why you've chosen this profession. What I am going to attempt to do, however, is to give those of you who are working toward a career in broadcasting a few reasons to consider before entering the secular media.

I realize that this idea may seem to you to be the very definition of an oxymoron. You may be sitting there, reading this, and thinking, "Hel-lo-o! Earth to Doug! Reality check! In case you hadn't noticed, the title of this periodical is *Religious Broadcasting*. I think you may have missed that first word back there in the title."

Rest assured that, while at first glance, the idea of discussing a career in the secular media in this particu-



True Confessions: I Work in a Sick Industry, Full of Sick People

lar forum may seem oxymoronic, from my standpoint it makes a great deal of sense. I ask you, in what other publication will I be able to reach such a substantial audience of talented men and women who are poised to enter the field of broadcasting and who are also dedicated to living according to the fundamental principles of Christianity in both the home and the workplace?

Many of you are currently attending one of our nation's fine Christian colleges or universities. As you read this, you may be nearing completion of your studies, and pondering your next big step in pursuing a career in broadcasting.

You may be weighing your options, and wondering if a career in Christian broadcasting is in your future. Because of your convictions, many of you may have never even considered the secular media. After all, as my mother so aptly put it, "Who would want to work in a sick industry full of sick people?"

It is my contention that those same convictions which have kept you from considering secular broadcasting may be the very reasons that you should.

There is no shortage in the media of people who are money-hungry, power-hungry, ego-driven, and completely lacking in scruples and ethics. (Hmm . . . perhaps not the best sales pitch.) What is in short supply are broadcasters who are willing to take the moral high ground, stand up and be counted for their beliefs and principles, and who answer to a higher authority than the bottom line.

Having said that, let me offer a few reasons why I feel that you should consider a career in the secular media:

1) To Reclaim It

Phil Cooke, in his excellent production handbook *Producing Effective Christian Television Programs* (National Religious Broadcasters, 1996), proposes the theory that much of what is wrong with the mainstream entertainment media today is that Christians abandoned it years ago.

Are we, as Christians, going to be content to just "circle the wagons?" There is a battle being waged daily, and this battle comes into our homes, touching our families. I don't need to elaborate on it here. Volumes have been written about the influence of the media on society.

My question to you is this: Can you ever truly win a battle by merely defending your little piece of turf? To truly claim a victory, do you not have to go on the offensive, into the other camp's territory, and reclaim it?

Here's a brief history lesson on prime-time family

viewing, specifically written for those of you who are too young to remember that Bill Cosby was originally a stand-up comedian before becoming a popular father-figure in network sitcoms.

During the period that has come to be known as the "Golden Age of Television," there was an abundance of prime-time programming deemed appropriate for family viewing. During the '70s, the allotment for prime-time programming designated for family viewing was reduced to programs airing before 9 p.m., creating what came to be known as "family hour."

Throughout the '80s and '90s, "family hour" has been continually eroded to the point where concerned parents must now scan the television listings in order to find the one or two programs — out of the more than 100 hours of prime-time programming offered weekly — which they feel comfortable allowing their children to view.



Think of the mainstream entertainment media as a mission field. There is a whole other world out there and "the natives are restless."

Those involved in the production of such programs as *Touched By an Angel*, *Christy*, and *Promised Land* should continue to be congratulated and supported for their efforts to present wholesome, moral, and uplifting messages in secular prime time.

But how sad it is that the remainder of prime-time programming has become so devoid of those qualities that these few programs should be required to become the standard bearers for a large portion

of the viewing public.

As broadcasters (or future broadcasters), we have several options available to us. We could write letters to the networks, expressing our opinions. We could boycott the studios and networks, refusing to watch any of their programs. We could boycott products advertised on certain programs. We could march in picket lines around the network headquarters in New York and Los Angeles. We could call or write our congressman or congresswoman, urging legislative action. We could start our own networks and create safe alternatives to the secular entertainment industry.

Or we could take it back. Reclaim it.

Continued on page 16

2) To Counter the "Cocoon Effect"

As Christians, much of our social life is connected to the church. We tend to become involved in the various activities offered through the church, and spend a significant amount of our time with members of our congregation.

This is only natural, as these are people with whom we share a common bond. But it can become a sort of cocoon, safe and comfortable, which we find ourselves reluctant to leave.

When we are in college, school can become our cocoon. Even with term papers and final exams, the routine of academic life becomes familiar and comfortable. To many students, the reality of having to face "real life" after graduation fills them with a certain dread.

As you prepare for life after college, a career in Christian broadcasting may hold the same appeal for you. A position at a Christian station or production company may seem like a safe harbor, while the secular media may resemble "a sick industry full of sick people." If this is your perception, then, as a 20-year veteran of the mainstream entertainment media, let me clarify this issue for you once and for all: it is a sick industry full of sick people!

Think of the mainstream entertainment media as a mission field. There is a whole other world out there and "the natives are restless." I can't speak for the New York tribes, but many of the Los Angeles natives are seeking enlightenment through material success, crystals, psychoanalysis, New-Age philosophies, hypnosis, chanting, pyramids, tarot cards, and channeling.

And here's the kicker: many of them are making decisions regarding program content which comes into our homes on a daily basis.

It's easy to think of people in the entertainment industry as bad people, but the truth is they are lost people, desperately trying to find their way by practicing the aforementioned methods. And because they are in the communications industry, they are reaching out to, and connecting with, other lost people every day.

Many of you may have gone on a mission trip while you were in college or high school, and found it to be an exciting, enriching experience. While on these trips, you find yourselves surrounded by people who do not know Jesus. So why is it that we will eagerly trek off to the forsaken wildernesses of Africa and Asia, but quake at the thought of the forsaken wilderness at the corner of Hollywood and Vine? (Trust me on this. It's forsaken.)

While we're on the subject, just who has forsaken this wilderness, anyway? God or us? No doubt about

it. The cocoon is the safe choice. But is it the right choice for you?

3) To Be "Salt and Light"

Now, go to that Christian station you were considering submitting your resume to and ask the owner why he or she went into Christian broadcasting.

I'll bet that the answer won't be, "Well, I just wanted to give the people down at the church something safe to watch," or "Broadcasting seemed like a fun job, but I didn't want to work with people who weren't Christians."

My guess is the owner of that station or production company felt called into Christian broadcasting, to bring the good news of Jesus Christ into a world that desperately needs some good news, through a medium which is both familiar and persuasive.

To start up a new radio or television station is a formidable task and I would not recommend it for the faint-hearted. The reasons for doing so must be compelling, or the temptation to give up will be too strong.

If you're thinking, "I'm considering a career in Christian broadcasting because I really like the work, but I'm not comfortable around non-Christians," then I would urge you to prayerfully search your heart and re-examine your reasons for entering the field.

It is my hope that you are considering a career in Christian broadcasting because you also have felt called to be "salt and light." One way to accomplish this, of course, is

through Christian broadcasting and programming. Another way, however, is by entering the secular media.

It is my opinion that through Christian broadcasting, you will touch the lives of Christians, and some non-Christians, in the communities served in your broadcast area. But as a Christian in secular broadcasting, you will touch the lives of mostly non-Christians and you will have a positive effect upon the way they perceive Christianity.

I cannot give you statistics here; I can only speak from experience. And in my experience, I perceive that the mainstream media has little regard for Christian broadcasting. It seems to me that Christian broadcasting has not become a part of the general population of the broadcast media, but rather has become a separate media unto itself.

While religious broadcasters may be "salt and light" in the communities they serve, they are, by and large, ignored by their fellow broadcasters in the entertainment media.



The only perception of Christianity these people have may be based on extremes of what they see and hear on television. They may think that all pastors talk with Southern accents, beg for money, cheat on their wives with prostitutes, and rob their congregations blind.

They may think that Christians are people who are hypocritical, narrow-minded, up-tight racists who burn crosses and bomb abortion clinics.

Why would they think that? Because even people in the broadcasting media get the majority of

What is in short supply are broadcasters who are willing to take the moral high ground, stand up and be counted for their beliefs and principles, and who answer to a higher authority than the bottom line.

their information from television. In many instances, television portrays Christians in a negative way. In entertainment programs, the villain is often the "religious nut" with an axe to grind. And on the news, the good work of pastors is ignored in favor of scandals, which translate into higher ratings. And from this information, accurate or not, people's perceptions about Christians are formed.

How different would their perceptions be if they worked alongside Christians daily? If they could see the love of Jesus demonstrated daily through us, might it have a rippling effect among the industry? If their hearts are changed, could changes in the programming they create be far behind?

What it boils down to is this: As a Christian broadcaster, your fellow professionals in the mainstream media will most likely never see your message. But as a Christian in the secular media, they will see you.

4) To "Close the Gap"

At present, there is a vast chasm separating Christian broadcasting from the mainstream media. Unless we do something, that gap will only continue to widen. As

Christians, the burden is on us. We must act to close the gap, for they cannot.

In the never-ending search for higher ratings, program content has given way to market research and the lowest common denominator. The mainstream media is in a downward spiral of its own making, and the farther down it spins, the wider the chasm becomes.

The entertainment industry is, to a large extent, "the lost leading the lost," and the majority of the people working within it do not realize they are being led astray.

If you're taking a guided tour through a foreign country, you're not concerned about the route. That's the tour guide's responsibility. You're sitting on the bus enjoying the view, having the time of your life. It's only when the tour guide asks, "Does anyone have a map?" that you start to realize you're in trouble.

When you're lost, the only person who can help you is someone who knows the way.

After all, if you were a pre-med student, would you be looking forward to hanging out with only healthy people, or would you want to utilize your gift for healing by practicing your skills in "a sick industry full of sick people?"

Doug Smart is a 20-year veteran of the Hollywood entertainment industry, founder of the Mustard Seed Workshops for video production and direction, and is assistant professor of radio-television at Southern Illinois University-Carbondale. He is also author of *On a Shoestring and a Prayer: How to Make Your Video Ministry More Dynamic and Effective*, available through National Religious Broadcasters.



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FYI Focus: You

No Shoes, No Shirt, No Problem!

GOING BACK TO SCHOOL in the fall used to begin with the ritual of buying a new pair of shoes. But today, shoes aren't required to take a host of courses offered by University of California Extension Online (UCEO).

Through UCEO, students can choose from 40 courses which can be completed at any time and at any place. While the academic standards are the same as for other University of California courses, "The dress code for online courses is entirely up to the individual — a suit and tie, pajamas, bathing suit, you name it, it works," explains Chuck Hill, co-manager of UCEO.

The online courses draw students from all over the world, although approximately half of the extension's students are in California. They choose to pursue their education electronically for a variety of reasons, but flexibility of time and convenience are key issues.

"Online courses are ideal for people with busy schedules, people who travel — and people who can't travel," says Hill. "With an online course, you never have to miss a class because the babysitter is sick, you can't find a parking spot, or you have to attend a meeting in Atlanta. You can log-in anywhere from a hotel room to a hospital bed and communicate with your instructor and classmates."

While a few courses require students sign up during a specific time period, most UCEO courses are offered via an asynchronous learning network. That means students can begin courses individually whenever they want and do assignments at their own speed, taking up to one year to complete the course.

Communication takes place via e-mail and assignments draw on resources ranging from books and



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audiotapes to Web sites and online events. Students can also communicate with each other in online chat rooms, which makes online learning a much more social experience than traditional forms of distance learning, such as correspondence study.

Although the extension does not offer degrees, it does offer certificate programs and in-depth course offerings in a wide variety of subject areas, such as principles of marketing, the biology of cancer, novel writing, and systems analysis and design. Courses may be taken for college credit and applied to a degree elsewhere, or they can be taken on a noncredit basis.

UCEO was launched two years ago with funding from the Alfred P. Sloan Foundation of New York. It is a collaborative project between UC Berkeley Extension, the continuing education arm of the University of California at Berkeley, and the state-wide division of UC Extension, The

Center for Media and Independent Learning (CMIL).

UC Berkeley Extension, founded in 1891, is one of the oldest and largest continuing education programs in the country. It offers more than 3000 courses a year in the Bay area, nationally, and internationally. CMIL has been an award-winning distance-learning provider for more than 80 years.

"Online education is still a new concept to many people," states Mary Beth Almeda, CMIL director and co-manager of the project with Hill. "But studies show that students learn as much in these classes as they do in traditional classrooms."

Like all inhabitants of cyberspace, UCEO is moving fast and continually changing to keep up with its rapidly evolving environment. "We've learned a lot over the past two years," notes Almeda. "We have assembled an excellent course development team that is constantly put-

h & Education

ting up new courses and we've just completely redesigned our cyber-campus to make it more dynamic and learner-centered."

Currently the extension courses are offered over America Online. Courses are also being developed for the Internet with the first ones available during early 1998. UCEO

expects to have 175 courses online by the end of 1999. "That makes cyberspace both our newest and our fastest growing location," Hill observes.

America Online users can find the online course site by entering the keyword UCAOL. A list of online courses with links to de-

tailed course descriptions can be viewed on CMIL's Web site at www-cmil.unex.berkeley.edu/. Catalogs may be obtained by calling (510) 642-4111.

Source: Alice Boatwright, media and public relations director, UC Berkeley Extension

A Different Kind of Academy

TELEVISION PROFESSORS learn from television professionals during the Annual Faculty Seminar held each November in Los Angeles.

Concerned about entry-level job applicants' unrealistic expectations of the television industry and community, the Academy of Television Arts & Sciences established the seminar in 1988. The seminar is sponsored and administrated by the Educational Programs and Services Department (EPS) of the Academy Foundation.

The purpose of the seminar is to provide college professors with exposure to professionals with current expertise in certain areas of the industry. Major focus is on aspects of the business that exist solely or primarily in Los Angeles, the heart of the television industry.

The Academy has been providing a similar mechanism for college students for more than 20 years through its summer internship program.

The EPS committee selects 18 faculty members who will have access to the Hollywood production community during a three-day series of discussions, presentations, and interactions with major studios, production companies, and net-

works — and their top production and programming people.

Areas covered include:

- producers and writers — how they work
- production company development — sources of ideas, development of ideas, network pitching
- post production
- programming the channels — program selection, scheduling, promotion, and cancellation
- studio visitation
- opportunities and resources — changes in technologies, marketplace, and times; explanations of entry-level jobs and tips on how to get them

- employment in the industry

Seminar delegates visit studios and post-production facilities for prime-time productions. Two social events with Academy members, governors, and staff are also scheduled.

All delegates (or their universities) cover expenses for transportation to and from Los Angeles as well as hotel housing and some meals. The Academy transports all delegates to and from each event and provides selected meals during the three days. (Saturday, the fourth



The Academy of
Television Arts & Sciences
www.emmys.org

EmmyCast 97
Official Primetime Emmy Webcast

Continued on page 20

FYI FOCUS . . .

Continued from page 19

day of the seminar, is recreational and optional.) The Academy arranges pleasant and reasonable hotel accommodations which are central to seminar events.

All college professors interested in attending this seminar should send a resume and letter explaining

why they wish to attend.

The deadline for the 1998 Faculty Seminar is July 30, 1998. Please include a home address and telephone number for after school hours and during the summer months.

Any questions and all entry materials should be directed to: Ms. Price Hicks
Director of Educational Programs & Services

Academy of Television Arts & Sciences
5220 Lankershim Blvd.
North Hollywood, CA 91601-3109
Telephone: (818) 754-2830
E-mail: facultyseminar@emmys.org

Source: Academy of Television Arts & Sciences, <http://www.emmys.org/eps/faculty.html>

Your Daughter, The Principal?

WHAT ARE THE TOP three things kids would do to help students their age do better in school?

Out of a list of ten, they would keep troublemakers out of class (44 percent), hire better teachers (41 percent) and make classes smaller in size (33 percent), according to a new Roper Starch Worldwide study of children ranging in age from eight to 17.

"Kids can be remarkably realistic and practical when it comes to getting an education and this is clearly borne out in many of their answers," says Roper Starch vice president Joan Chiamonte, who directs Roper's annual Youth Report.

Perhaps because they are approaching adulthood and the

world of college or work, teens (13 to 17) — compared to preteens (eight to 12) — are more demanding about getting better teachers (45 percent vs. 36 percent), smaller classes (37 percent vs. 28 percent), better facilities (28 percent vs. 21 percent), and stricter discipline (27 percent vs. 20 percent).

For the first true Internet generation, one of the biggest issues is keeping up technologically. Some 28 percent of those interviewed want more computers/new technology in their schools and good school facilities in general (25 percent). Roughly one in five advocates stricter discipline (23 percent) or better security/safety (19 percent).

Options requiring more work or tighter controls on behavior at

home were received less enthusiastically. Only one in seven (15 percent) wants more homework. Just one in ten supports stricter discipline at home (10 percent). Least of all do they want a longer school year (6 percent).

The study was based on 986 face-to-face interviews with a representative national sample of children between the ages of eight and 17. The sample margin of error is +/- 3 percent.

New York-based Roper Starch Worldwide is a leading market research and consulting firm and has offices in Newport Beach, Calif., London, and Hong Kong.

Source: *The Roper Youth Report*

The Roper Youth Report



New Syndicated College Newswire

USA TODAY ONLINE RECENTLY launched a partnership with University Wire (U-Wire), a student-founded newswire covering the nation's college campuses, to provide its readers with a daily set of college news

stories and feature articles.

Located at <http://www.uwire.com>, USA Today's "On Campus" section represents an effort to reach alumni, parents, college students, and others interested in university news.

USA Today is committed to providing comprehensive college news and sports coverage for the readers of USA Today Online. This is the first time material from the nation's college newspapers will be syndicated through one national newsfeed to a

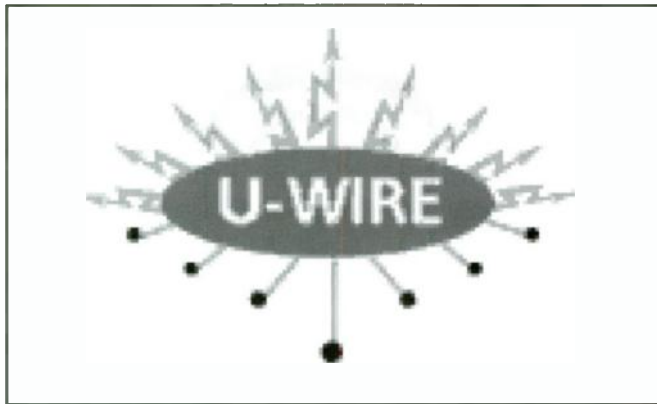
professional media outlet.

"It marks another *USA Today* breakthrough in news from college campuses," says Lorraine Cichowski, vice president and general manager of the *USA Today* Information Network, which produces *USA Today Online*.

U-Wire will provide *USA Today Online* a daily batch of news stories,

Internet, according to the Simmons Market Research Bureau.

It is also one of the most extensive sites on the World Wide Web, featuring more than 120,000 pages of up-to-the-minute news, sports, business and technology news, five-day weather forecasts, and travel information available 24 hours a day, seven days a week.



opinion pieces, and feature articles culled from 120 college newspapers participating in the U-Wire project. The stories will appear in eight sections:

Top News: top news stories from the nation's college newspapers.

Campus Life: stories dealing with life on college campuses.

Career: articles about the search for employment.

Higher Education: stories covering the ins and outs of academia.

Research: coverage of developments at university labs.

The OffBeat: stories about the lighter side of college life.

Free Time: movie/music reviews and student lifestyle pieces.

Campus Opinion: student opinion pieces.

"College newspapers produce an enormous amount of high-quality material," states Michael Lazerow, 23, who founded the newswire as an undergraduate at Northwestern University's Medill School of Journalism. "Through U-Wire and *USA Today*, [college newspapers] can finally reach a national audience beyond their campus community."

USA Today Online is based on the national daily and is free on the Internet. It is the most popular general interest news site on the

Internet, according to the Simmons Market Research Bureau. U-Wire is the first news service to link college newspapers through the Internet. As the premiere source for college news, opinion, and features on the 'Net, U-Wire uses e-mail and the Web to collect and distribute campus reports among a network of 120 campus newspapers in 46 states.

Current member papers include: *The Harvard Crimson*, *Arizona Daily Wildcat*, *Penn State's Daily Collegian*, *UCLA's Daily Bruin*, *University of Florida's Independent Florida Alligator*, *University of Hawaii's Ka Leo O Hawaii*, *The Michigan Daily*, *Notre Dame's Observer*, *Daily Northwestern*, *Daily Nebraskan*, and *Yale Daily News*.

U-Wire is owned by Student Advantage LLC, the nation's largest membership organization dedicated to serving the college community.

Student Advantage corporate headquarters is located in Boston. Its regional offices include Chicago, Los Angeles, San Francisco, Atlanta, New York, and Washington, D.C.

In total, 2 million students from more than 2000 colleges and universities are expected to enroll in the Student Advantage program.

Source: *USA Today Online*

Continued on page 22

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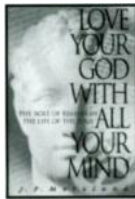
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The mind plays an important role in Christianity. Unfortunately, many of us leave our minds behind when it comes to our faith. Moreland presents a logical case for the role of the mind in spiritual transformation.

He challenges us to develop a Christian mind and to use our intellect to further God's kingdom.



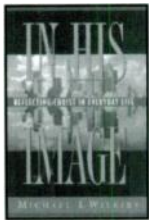
NAV PRESS

Michael Wilkins
In His Image:

Reflecting Christ in Everyday

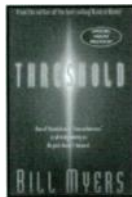
This new NavPress book breaks what can be an overwhelming concept into three digestible parts.

1. The reality of becoming like Christ.
2. What it takes to become more like Christ.
3. The vision of discipleship and spirituality.



Bill Myers
Threshold

Utilizing the latest discoveries in brain research and quantum physics, two characters carefully wind their way through a treacherous maze of human greed and supernatural encounters that are both real and counterfeit -- until they finally discover the astonishing truth...



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FYI FOCUS...
Continued from page 21

Temping to Permanency

RISING TUITION EXPENSES and opportunities to take advantage of computer literacy are sending college students into temporary jobs to get real-world, corporate experience and to earn extra money.

Olsten Corporation is one of the world's largest staffing services companies, with 1996 systemwide sales of \$4.1 billion and revenues of \$3.4 billion. According to Richard A. Piske III, president of Olsten Staffing Services, "We expect to place thousands of students this fall who will have the opportunity to gain practical work experience at some of the nation's best known companies.

as were 86 percent of part-time college students.

According to the U.S. Department of Education's National Center for Education Statistics, the average cost for tuition, fees, and room-and-board paid by students in 1996 at four-year universities was \$10,551. This represents a 25 percent increase since 1991 and a more than 50 percent increase in the last decade.

Massimo Salerno, a student at Baruch College in New York City, works as an accounting assignment employee during the day. "Not only does temping give me more money to help pay my tuition bills than an entry-level position would, [but

also] my schedule is flexible enough to allow me to study for exams when I need to," explains Salerno. "I have a lot of respon-



"Temporary experience gives them flexibility to work around an academic schedule while earning extra money. At the same time, students can bolster their resumes with actual work experience and assess opportunities for future full-time employment.

"In the course of a year, a student working temporarily can get experience at several different companies and learn valuable new skills. A top performer can obtain a number of favorable letters of recommendation from employers and even get a foot in the door for a possible full-time position after graduation."

Olsten expects to fill 3.5 million temporary assignments during the last half of 1997, a portion of which will be staffed by college students. According to a 1996 study by the U.S. Bureau of Labor Statistics, 52 percent of full-time college students were part of the nation's labor force

sibility — real work. I am not just filling a seat. Plus, I am getting the opportunity to get big-company experience."

Robert Schnarrs is pursuing a masters degree in human resources at night and works for Olsten during the day. The temp company was able to place him on assignment in the human resources department at a large furniture manufacturer based in Grand Rapids, Mich.

"Working... allows me to gain hands-on experience in my desired field while I earn my degree," Schnarrs observes.

Piske advises students seeking temporary employment to call Olsten's job opportunity line at 1-800-WORKNOW or to submit a resume online at the company's Internet site: www.worknow.com.

Source: Olsten Corporation

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Microphones of Merit

The 1998 National Religious Broadcasters Student Achievement Awards Competition and Al Sanders Scholarship

by Christine L. Pryor

DR. E. BRANDT Gustavson loves students. The evidence is in the unbridled enthusiasm with which he speaks of them, his comments laced with admiration and excitement.

The president of National Religious Broadcasters (NRB) takes every opportunity to rub elbows with young people interested in broadcasting, which is why he never misses the Intercollegiate Religious Broadcasters (IRB) awards at the annual NRB Convention & Exposition.

"Meeting with students and witnessing their excitement is a highlight for me at the convention," Gustavson reveals. And he says he is especially fond of presenting the Al Sanders Scholarship during the IRB Awards Ceremony.

Scheduled during NRB 98 on Sunday, February 1, and open to all convention attendees, the IRB ceremony features awards for research, radio, and television/video/film. The centerpiece of the afternoon event is the presentation of the \$2500 Al Sanders Scholarship.

All About Al

The Al Sanders Scholarship is an essay competition open to all full-time undergraduate students attending a fully accredited Christian college or university. The scholarship is available to U.S. and Canadian students; both student and school must be in agreement with NRB's Statement of Faith.

All applicants must provide a letter of recommendation, on college or university stationery, from an academic advisor or professor. Entries must be postmarked by November 28.

The required essay length is between 1500 and 2500 words. Please utilize MLA style (no footnotes, include endnotes), typed and double

spaced. The required heading should be on a separate piece of paper.

Students may choose one of three essay topics for the competition. Please note the suggestions provided under each topic are just that. You may choose your own content if you prefer.

Gospel Cybnauts: Religious Broadcasters in Cyberspace

Suggestion: The Internet's worldwide access promises vast opportunities. Is traditional religious broadcasting becoming obsolete? How is the Internet's technology affecting the industry? How do the communication skills for the Internet differ from the skills of traditional broadcasting? What technological steps should religious broadcasters take to provide a synergistic Gospel — a message which utilizes every means at their disposal?

Location, Location, Location

Suggestion: What is the fate of local radio programming in the era of corporate buyouts, aggressive acquisitions, and satellite programming? What happens to indepen-

IMPACT

your future for Jesus Christ



The National Religious Broadcasters and Focus on the Family proudly present the Al Sanders Scholarship Program.

Call for information
703-331-4510
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\$125

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Radio

- PSA/Other spot (1 minute or less)
- News/Drama/Other (longer than 1 minute)

Television/Video/Film

- PSA/Other spot (1 minute or less)
- News/Drama/Music Video/Other (longer than 1 minute)



Awards will be presented at the NRB National Convention in Washington, D.C. • January 31 - February 3, 1998

Awards are given for group and individual entries. Ask your advisor for a copy of the rules and entry form, or check the student page at the NRB web site (www.nrbc.com).

Tell Me More!

Al Sanders Scholarship: Application packages and color posters for bulletin boards may be requested by e-mailing gebhardt@nrb.org or by calling (703) 331-4510. Check the NRB Web site for updated IRB information: www.nrb.org/newsltr.htm.

The Student Achievement Awards Competition: Submit audio on cassette and video/film on VHS cassettes. Do not send originals or

masters for judging as entries will not be returned. Please include entry form and \$10 fee per entry. Make check or money order (no cash please) payable to Asbury College and send to:

IRB Contest
Professor Douglas Walker
Media Communications Dept.
Asbury College
1 Macklem Drive
Wilmore, KY 40390

professionals. Judging criteria includes concept originality, creativity, artistry, technical competence in production, and fulfillment of stated goals.

All SAAC entries must be post-marked no later than November 10, 1997. A copy of the entry form (available from NRB) and a \$10 entry fee must accompany each entry. An individual or group may submit multiple entries as long as each entry is accompanied by an entry form and fee.

Winners will be notified by telephone on or before November 21 and will receive a follow-up letter. Winners are encouraged, but not required, to be present at the awards ceremony.

It's a Wrap

The IRB awards offer something for every broadcasting student, whether skills reside in research or production. Show the NRB attendees what you're capable of doing — you might even get a job offer!

Christine L. Pryor is associate editor of *Religious Broadcasting*.

dent stations in the same markets as corporate-owned stations? Does the money of corporate backing make a difference in local programming and community news/event coverage? Can large corporations serve small communities with the same care and commitment as local owners?

What Makes a Great Radio or Television Program?

Suggestion: Choose either radio or television programs and demonstrate what makes a program dynamic or ordinary. Are programs today meeting the specific demographic needs of the communities they serve? Are they meeting the need for spiritual growth as well as the need for evangelism?

All three essay topics require some research. Applicants may find it beneficial to contact station owner/operators, program producers, or agency representatives for their ideas and opinions. NRB offers information about resources from convention workshop and seminar tapes. For a list of available resources, call the NRB member services department at (703) 331-4510.

Although literary talent is not a prerequisite for the Al Sanders Scholarship, it always helps to submit an error-free paper. Please have someone help with editing and get opinions and critiques from several different people.

Accolades for Achievement

The goal of the popular Student Achievement Awards Competition (SAAC) is to encourage excellence in religious communication, thus all entries must clearly further a specific religious purpose or goal.

The competition offers \$125

cash awards in each of the following categories: Radio PSA/Other Spot (:60 or less), Radio News/Drama/Other (over :60), Television/Video/Film PSA/Spot (:60 or less), Television /Video/Film News/Drama/Music Video/Other (over :60).

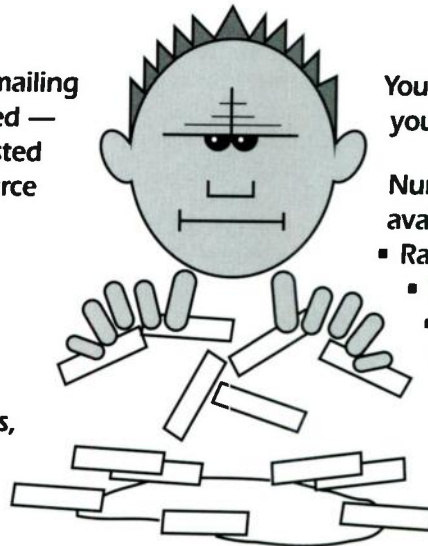
The SAAC is open to any individual member of IRB who is currently a college or university student or who has graduated within the past year.

Entries will be judged by media

Get into a sticky situation.

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Going for

WHERE SHOULD YOU GO TO STUDY broadcasting in a Christian context? This fifth annual survey of Christian colleges and universities with a broadcasting major offers a sampling for those seeking education for a media career.

Of the 107 Christian colleges surveyed, 32 provided data for the 1997 Christian College Broadcast Communication Directory.



Anderson University Anderson, Ind.

Broadcast program: Mass communication major with emphasis in broadcasting, journalism, and public relations for a bachelor of arts degree.

Anderson University is fully accredited by North Central Association of Colleges and Schools. AU's Covenant Productions is a member of the International Christian Visual Media. **Credit hours:** 52

Internship: Strongly recommended

Facilities: Commercial radio station WQME-FM 98.7 (contemporary Christian music format), CNN news affiliate, Associated Press membership, commercial television production company, Covenant Productions (which has received more than 13 Platinum and Gold Video awards and three Telly awards and three Dove award nominations).

Electronic media students travel overseas on an annual basis. Television studio has two edit bays. Three radio studios. Students utilize the same broadcast quality equipment found in major network, station, and production facilities.

Faculty: 5 full-time; 3 professionals in residence; 3 part-time instructors from the communications industry; all instructors are working professionals

Special considerations: "Students gain an incredible amount of practical experience without sacrificing important theory. WQME-FM provides stu-

dents with experience which prospective employers count as professional, enabling many to step into jobs above entry-level. Students involved with Covenant Productions work on at least eight major programs a year. Each year, Covenant Productions produces the AU Christmas musical celebration, *Candles and Carols*, which is uplinked to satellite and aired on over 90 television stations nationally, including seven of the top 20 markets. Internship supervisors frequently comment on the high degree of experience and maturity students bring: 'Student Y came to our CBS affiliate at a level of experience equal to that which the remainder of our interns have when they leave.' Employers sometimes have difficulty believing



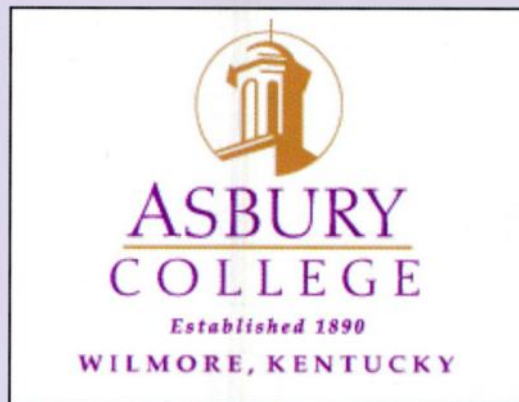
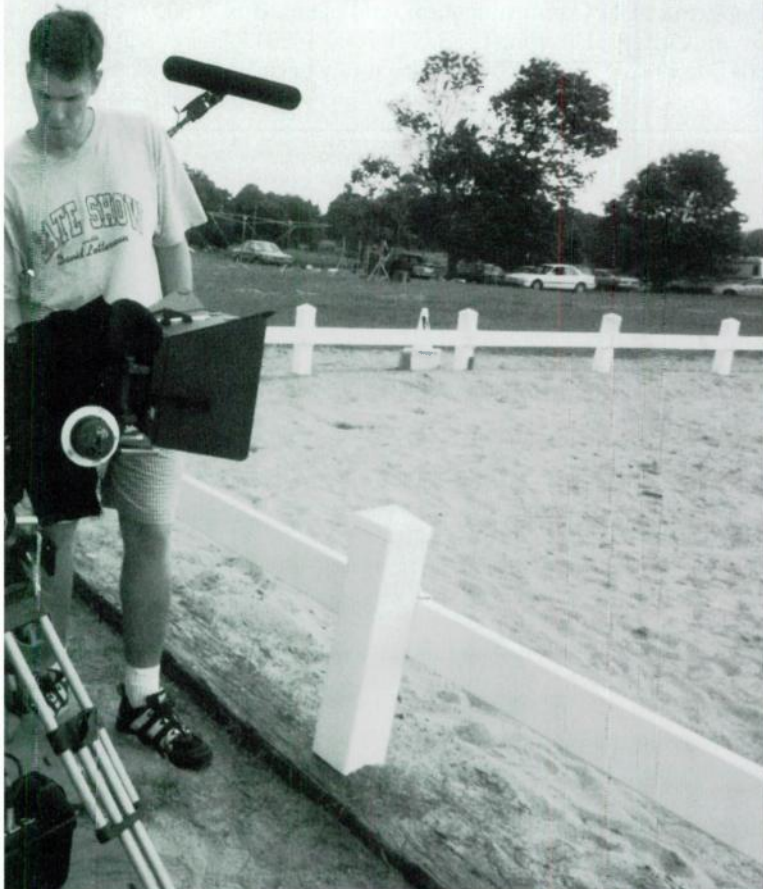
the Grade

resumes: 'Did Student Z really shoot the footage on this demo tape?' Commercial radio experience, overseas production, and gold or platinum video awards add up to a resume which stands out head and shoulders above the rest."

Student body: 2200 **Broadcast students:** 90

Cost: \$16,850 **Contact:** For general information, Anderson University Admissions Department, 1100 East 5th St., Anderson, IN 46012, (800) 438-6414; for specific questions about broadcasting program, Dr. Donald Boggs, Communication Department Chair, (765) 641-4350, fax (765) 641-3825, Web site www.anderson.edu/

This summer, Asbury College students in a film production class produced a full-length 16mm feature film in conjunction with two Asbury graduates.



Asbury College Wilmore, Ky.

Broadcast program: Media communication major with an emphasis in either production, media performance, media management, multimedia, or film studies and journalism major **Credit hours:** 38-41

Internship: Yes

Facilities: Carrier current and cable radio station (WACW-AM 1610 and FM 88.5); 24-hour county-wide cable television station (WABS-TV 3); six camera remote broadcast production trailer (rented by SportsChannel and PBS, NBC, and CBS affiliates utilizing a student crew); television studio; nine video edit suites (D-3/BetaSP Media 100xs online, S-VHS Media 100 non-linear, two D-Vision non-linear, U-matic, a/b roll S-VHS, and three S-VHS); 19 BetaSP, DV, S-VHS, and U-matic video cameras (including five studio cameras recently donated by ABC Television); Steadicam SK; three digital workstations; four audio studios, including one 48-track digital recording studio for audio/video/film; 16mm film equipment (two cameras and professional digital film editing software); a ten-MacIntosh computer multimedia lab equipped with Authorware Pro, Photoshop, and Illustrator; and Asbury is a CNN NewSource affiliate.

Faculty: 8 full-time; 2 part-time

Special considerations: "Asbury College is committed to effective classroom learning that is applied through first-hand experience. Since 1996, students were paid Olympic broadcasters; directed production for SportsChannel, ESPN2, and broadcast outlets; traveled to Germany, Italy, Austria, France,

Continued on page 28

GOING FOR...

Continued from page 25

and Switzerland producing ministry videos; and created a full-length feature film. Students have previously traveled to 18 countries producing ministry projects, worked at two other Olympics, and currently produce news and public interest programs for broadcast. Asbury offers certification for Steadicam operators and Media 100 editors. Students have won 65 awards since 1987, including 11 Intercollegiate Religious Broadcasters awards and five Tellys. Our goal is to prepare Christians to be quality communicators wherever God calls them."

Student body: 1167 **Broadcast students:** 166

Cost: \$14,400 **Contact:** For admissions, Dean Stan Wiggam, Asbury College, 1 Macklem Dr., Wilmore, KY 40390, (800) 888-1818, fax (606) 858-3921, or e-mail admissions@asbury.edu; for media communications, Dr. Jim Owens, program coordinator, (606) 858-3511, Web site www.asbury.edu/



Biola University La Mirada, Calif.

Broadcast program: Radio/television/film, broadcast journalism, broadcast management **Credit hours:** 36

Internship: Required

Facilities: Radio station KBBK-FM 104.7; television production facility releases programs over local cable system; motion picture production facilities

Faculty: 2 full-time; 2 part-time

Special considerations: "Learn from top industry professionals. Biola University is located in the quiet and safe Los Angeles suburb of La Mirada, just 22 miles from Hollywood. We have an advisory task force of 60 Christian media professionals who add much to our program. They speak in courses, mentor students, host internships, and help keep our program up-to-date. There are many exciting internship opportunities, including NBC News, CNN, ESPN, and a variety of film studios. We also produce nationally distributed films. Whether you want to work in the film or broadcast industries, Biola will give you a great start."

Student body: 3200 **Broadcast students:** 90

Cost: \$17,660 **Contact:** Dr. Tom Nash, Communication Department, Biola University, 13800 Biola Ave., La Mirada, CA 90639, (562) 903-4804, fax (562) 906-4528, e-mail tom_nash@peter.biola.edu, Web site www.biola.edu/



Bryan College Dayton, Tenn.

Broadcast program: Communication arts
Credit hours: 30

Internship: Recommended

Facilities: On-campus recording studio, off-campus relationships with greater Chattanooga radio, television, and Christian broadcasters

Faculty: 2 full-time; 3 part-time

Special considerations: "Our location in a small media market and our proximity to a medium-size market afford our majors unparalleled practical experience and irreplaceable professional contacts. Every major who desires a practicum experience has been placed to date. Bryan College features a premier liberal arts curriculum. The department's focus is on human communication and our students who have earned the communication arts degree are sought after by employers and graduate programs."

Student body: 450 **Broadcast students:** 20

Cost: \$15,000 **Contact:** Dr. Dann Brown, Department of Communication Arts Head, Box 7000, Bryan College, Dayton, TN 37321-7000, (423) 775-2041, fax (423) 775-7333, Web site www.bryan.edu/



Calvary Bible College Kansas City, Mo.

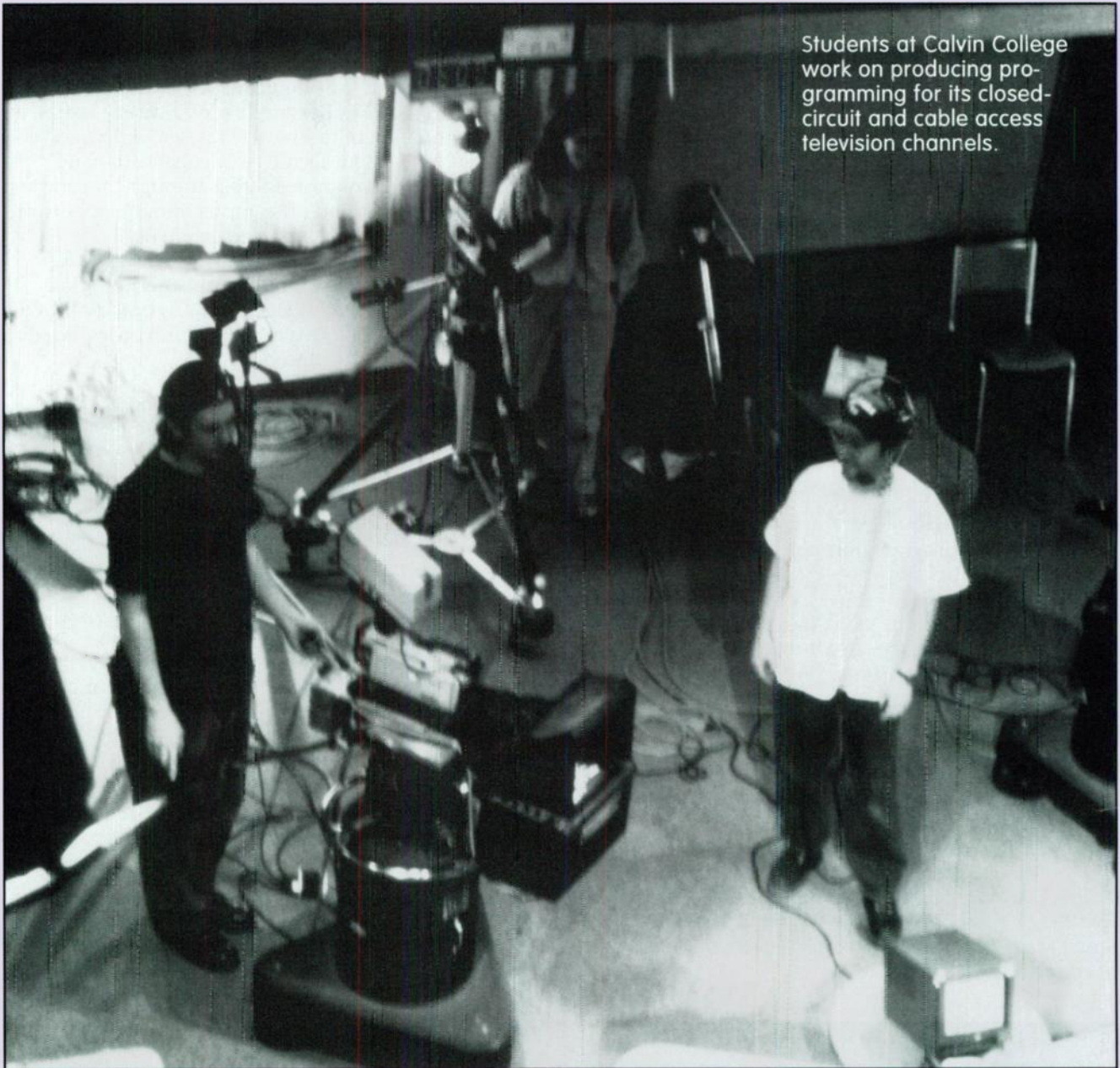
Broadcast program: Christian broadcasting
Credit hours: 41

Internship: Recommended

Facilities: FM radio station, fully equipped production studio for beginners; state-of-the-art on-air production and editing equipment for advanced students

Faculty: 1 full-time, 3 part-time

Special considerations: "The students learn and work in the environment of a working 100,000-watt FM radio station. They have frequent opportunities to interact with the professionals who currently do the work for which the student is training. Many class assignments require the use of broadcasting equipment, giving the students practical experience as they progress through the course work. Calvary's curriculum includes strong training in Scripture, which results in the person projecting healthy biblical values to the radio audience."



Students at Calvin College work on producing programming for its closed-circuit and cable access television channels.

Student body: 310 **Broadcast students:** 4
Cost: \$8110 **Contact:** Darrell Nickolaus,
 Department of Broadcasting Chair, Calvary Bible
 College, 15800 Calvary Rd., Kansas City, MO 64147,
 (800) 326-3960, fax (816) 331-4474, e-mail alum205@
 aol.com, Web site www.calvary.edu/



Calvin College
Grand Rapids, Mich.

Broadcast program: Telecommunications
Credit hours: 30

Internship: Recommended
Facilities: Cable radio, closed-circuit television,
 and cable access television channel

Faculty: 4

Special considerations: "Calvin College is within the Reformed tradition, one that demands we work in our society until, as Abraham Kuyper put it, every square inch of creation declares Jesus Christ as Lord. Calvin's program is aimed at focusing the gifts of its students on the task of redeeming culture, seeking to assure that they have the perspective, knowledge, and skills to make a difference for Christ wherever they work."

Student body: 4000 **Broadcast students:** 60

Cost: \$13,500 **Contact:** Robert Fortner, chairman, Calvin College, 3201 Burton SE, Grand Rapids, MI 49546, (616) 957-6283, fax (616) 957-6601, e-mail Forr@calvin.edu, Web site www.calvin.edu/

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GOING FOR . . .

Continued from page 29



Campbellsville University Campbellsville, Ky.

Broadcast program: Journalism, electronic media
Credit hours: 36

Internship: No

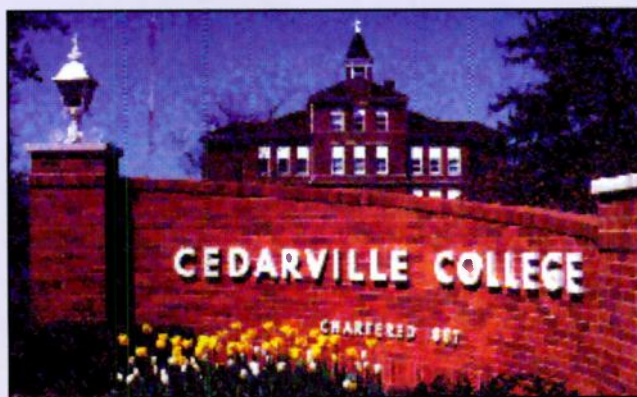
Facilities: Campus radio, (our cable system) TV4

Faculty: 1 full-time, 1 part-time

Special considerations: "We offer a combination of hands-on training and traditional liberal arts here. A student can come to campus and immediately work at Television Services in either radio or television. We offer one-on-one instruction with a tight-knit faculty. The student media association is open to all students regardless of major."

Student body: 1600 **Broadcast students:** 50

Cost: \$11,000 **Contact:** Dr. Jeff Shires, assistant professor, Campbellsville University, 1 University Dr., Box 1275, Campbellsville, KY, 42718, (502) 789-5040, e-mail shires@campbellsvil.edu, Web site campbellsvil.edu/



Cedarville College Cedarville, Ohio

Broadcast program: Audio production, video production, management/sales, multimedia technology
Credit hours: 72

Internship: No

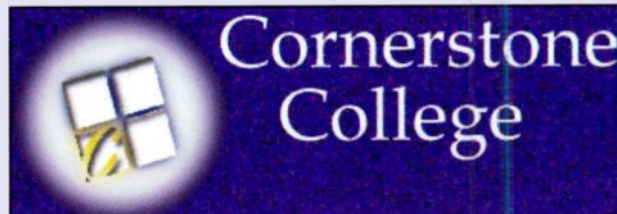
Facilities: Campus radio FM 99.5, CDR Radio Network

Faculty: 3 full-time, 1 part-time

Special considerations: "The broadcasting program at Cedarville College features a unique blend of the theatrical and the hands-on, producing students who have a good understanding of industry issues, a good foundation of technical skills, and a firm set of spiritual values. Our faculty works hand-in-hand with other industry professionals through on-campus visits, internships, and off-campus training opportunities to produce uniquely skilled graduates."

Student body: 2500 **Broadcast students:** 80

Contact: James O. Leightenheimer, associate professor, Cedarville College, Box 601, Cedarville, OH 45314, (973) 766-2211, e-mail Leighten@cedarville.edu, Web site www.cedarville.edu/

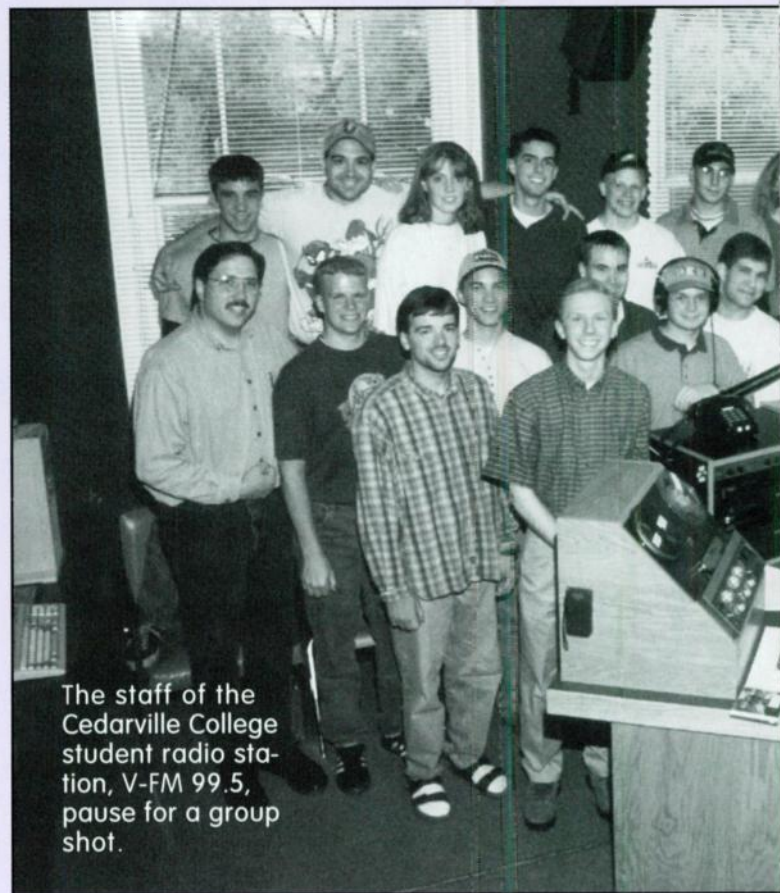


Cornerstone College Grand Rapids, Mich.

Broadcast program: Broadcast media or communication art

Internship: Yes

Facilities: WCSG-FM, WAYK-FM, Children's Sunshine Network, Mission Network News,



The staff of the Cedarville College student radio station, V-FM 99.5, pause for a group shot.

• **Cornerstone Communications**

Faculty: 1 full-time, 2 part-time

Special considerations: "Cornerstone College requires an internship of each graduate, which leads to practical experience and usually a network of job opportunities. Grand Rapids, the second largest metro area in Michigan, is a wonderful media-rich location for aspiring broadcast students. Along with great practical experience, the broadcasting program is grounded theoretically in a cultural studies perspective emphasizing the political, economical, sociological, psychological, and theological implications of communicating through a media system."

Student body: 1100 **Broadcast students:** 40

Cost: \$13,500 **Contact:** Dr. Tim Detwiler, professor, Cornerstone College, 1001 E. Beltline NE, Grand Rapids, MI 49525, (616) 949-5300, fax (616) 222-1400, e-mail TDetwiler@Cornerstone.edu, Web site www.cornerstone.edu/

Dordt College

Dordt College Sioux Center, Iowa

Broadcast program: Communication with radio/television emphasis **Credit hours:** 36

Internship: Recommended

Facilities: KDCR-FM campus radio station,



classroom/studio for television, cooperative arrangements for internship with some local television stations

Faculty: 1 full-time, 2 part-time

Special considerations: "The uniqueness of the communications programs at Dordt College is its Christian perspective which believes that all of life is under the Lordship of Christ, including what one uses and how one uses technology to communicate. Christianity is communal. It is not limited to one's personal faith life. Even skills are considered an expression of Christianity. The result is a focus on ethics and perspective for all of life."

Student body: 1250 **Broadcast students:** 15-20

Cost: \$12,000 - \$14,000 **Contact:** Dr. Daryl Vander Kooi, Communications Department Chair, Dordt College, Sioux Center, IA 51250, (712) 722-6259, fax (712) 722-1185, e-mail dkooi@dordt.edu, Web site www.dordt.edu/

Eastern Nazarene College

Eastern Nazarene College Quincy, Mass.

Broadcast program: Communication arts with emphasis in radio/television **Credit hours:** 36

Internship: Recommended

Facilities: Campus carrier-current radio station, practicum availability at WEZE-AM-WEPZ/Boston, digital video editing, small production studio

Faculty: 1 full-time

Special considerations: "ENC provides the benefits of a liberal arts education with an emphasis in broadcasting. Students are prepared in their first two years for an intensive junior year production experience and an intensive senior year internship with Boston area firms. Opportunities are also available for international experience in Romania."

Student body: 750 **Broadcast students:** 25

Cost: \$14,500 **Contact:** Dr. Ronda Winderl, Communication Arts Department Chair, Eastern Nazarene College, 23 E. Elm Ave., Quincy, MA 02170, (617) 773-6350, fax (617) 745-3425, Web site www.enc.edu/



Evangel College Springfield, Mo.

Broadcast program: Communication/broadcasting **Credit hours:** 36

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Internship: No

Facilities: Campus radio station KECC-FM 91.3, on-campus cable television station ECTV 12, city cable via TCI Channel 27

Faculty: 5

Special considerations: "Evangel is recognized as one of the outstanding communication programs in southwest Missouri. The broadcasting program at Evangel has gained recognition for providing excellent training in the audio and video production areas with a strong hands-on emphasis. The television facilities have expanded to include two production studios with an updated control area servicing both studios. Editing bays include both digital and analog facilities. The on-campus radio station gives students practical experience in on-air work, production, and management. New this year is a digital audio mixer. In addition, the communication area includes training in multi-media production using skills from all areas of communication to create Web pages and CD-ROMs."

Student body: 1550 Broadcast students: 60

Cost: \$12,000 **Contact:** Shirley Shedd, Communication Department Chair, Evangel College, 1111 N. Glenstone, Springfield, MO 65802, (417) 865-2815, fax (417) 865-9599, Web site www.evangel.edu/



Grace University Omaha, Neb.

Broadcast program: Communications, broadcasting **Credit hours:** 134

Internship: Yes

Facilities: Multi-track digital recording facility, university radio station KGBI-FM (100,000 watts, 24-hour/1997 NRB Station of the Year), campus carrier-current station

Faculty: 1 full-time; 2 part-time

Special considerations: "Our program provides a hands-on approach to broadcasting through our production facilities, KGBI-FM, and our campus carrier-current radio station. We also visit broadcast and production facilities in the area as well as bring professionals into the classroom. In addition to a broadcast major, students also major in Bible, which prepares them to think biblically about the issues Christians face in today's world."

Student body: 468 Broadcast students: 11

Cost: \$11,135 **Contact:** Dr. Ronald Shope, Department of Communications Chair, 1311 S. Ninth St., Omaha, NE 68108 (402) 449-2800, fax (402) 341-9587, e-mail admissions@graceu.edu, Web site www.graceu.edu/

Greenville College Greenville, Ill.

Broadcast program: Communication with emphasis in mass communication, public relations, speech communication, theater, or speech education **Credit hours:** 36

Internship: Strongly recommended

Facilities: WGRN-FM 89.5 serves as the learning laboratory for broadcasting students at Greenville College. WGRN's studios are located on-campus and include a multi-track production studio as well as on-air studio. Students can use computer technology in the studios for storing and airing production work.

Faculty: 3.5 full-time

Special considerations: "Greenville College student broadcasters can gain experience in a wide range of skills from basic announcing and sports

Joy Patterson, a Huntington College student, practices her weather forecast for the college's cable access station, HCTV.



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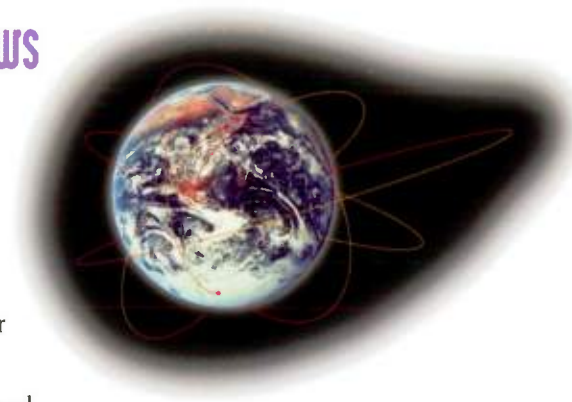
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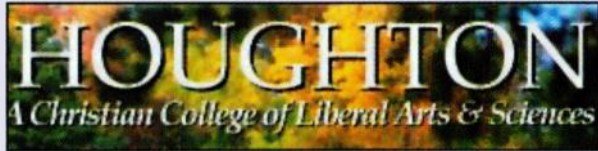
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broadcasting to broadcast writing, production, and management. Our equipment runs the full gamut from consoles with rotary pots, through multi-track recorders to computerized program storage and retrieval. Internships are another valuable part of the program. These experiences combine to prepare the graduate to enter the work force in a wide range of market sizes from medium/large to small. In a word, Greenville College offers breadth."

Student body: 850 **Broadcast students:** 18

Cost: \$17,486 **Contact:** Cary Holman, Greenville College, P.O. Box 159, Greenville, IL 62246, (618) 664-2800, ext. 4892, fax (618) 664-1373, e-mail vross@greenville.edu or cholman@greenville.edu, Web site www.greenville.edu/



Houghton College Houghton, N.Y.

Broadcast program: Communication major with emphasis in broadcasting **Credit hours:** 33

Internship: Encouraged

Facilities: 6000 watt WJSL-FM, a 24-hour radio station (student-run seven to eight hours per day)

Faculty: 2 full-time, 3 part-time

Special considerations: "Communication is vital in every walk of life. Houghton's interdisciplinary approach to communication has been described as 'broad in scope, traditional in philosophy, and decidedly well-taught.' Those oriented toward careers in Christian broadcasting are encouraged to minor in Bible, religion, or missions. Working at WJSL-FM will enhance broadcast career preparation through excellent real-life experience. Houghton's communication program combines well with business, music, and other related disciplines. Houghton is well known for the faculty availability to students for encouragement

and counseling. Houghton has a strong missionary broadcast focus."

and counseling. Houghton has a strong missionary broadcast focus."

Student body: 1200 **Broadcast students:** 58

Cost: \$17,043 **Contact:** David Manney, associate professor of communication, Houghton College, C.P.O. Box 438, Houghton, NY 14744, (800) 777-2556, fax (716) 567-9570, e-mail dmanney@houghton.edu, Web site www.houghton.edu/



Huntington College Huntington, Ind.

Broadcast program: Mass communication major with concentrations in broadcasting and journalism; minor also available; concentration of film studies also available through the Coalition of Christian Colleges and Universities Film Studies Program in Hollywood **Credit Hours:** 42

Internship: Strongly encouraged

Facilities: 18-hour FM campus radio station, digital audio workstation and audio suite, live sports broadcasting, state-of-the-art television control room and studio, cable access, non-linear digital off-line editing suite along with two cuts only editing bays, computer animation, four ENG units

Faculty: 1 full-time, 1 part-time

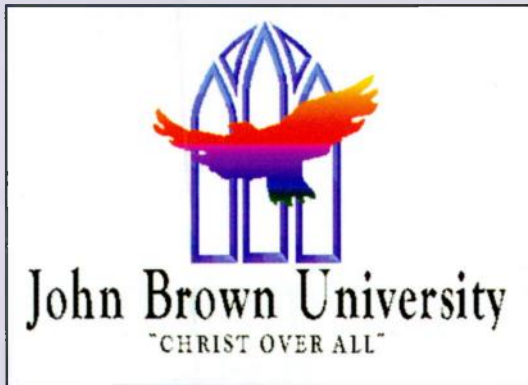
Special considerations: "One of the unique qualities about Huntington's program is the access students have to hands-on experience. Huntington provides students the opportunity to get involved from the moment they enter the program. Through the department's weekly cable news show HCTV, students have the chance to work as camera crew, reporters, and eventually direct and anchor. The on-campus radio station and newspaper provide experience for students wishing to concentrate in those areas. Students also have the opportunity to learn how to produce, direct, and edit short films and music videos in a digital non-linear environment. Most of all, Huntington College places a strong emphasis on integrating the Christian faith within mass communication as it prepares and trains future leaders in the industry."

Student body: 800 **Broadcast students:** 40

Cost: \$16,700 **Contact:** Lance Clark, instructor of communication, Huntington College, 2303 College Ave., Huntington, IN 46750, (219) 359-4281, fax (219) 356-9448, e-mail lclark@huntcol.edu, Web site huntcol.edu/



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John Brown University Siloam Springs, Ark.

Broadcast program: Radio/television broadcasting, digital media, journalism, public relations
Credit hours: 35

Internship: Yes

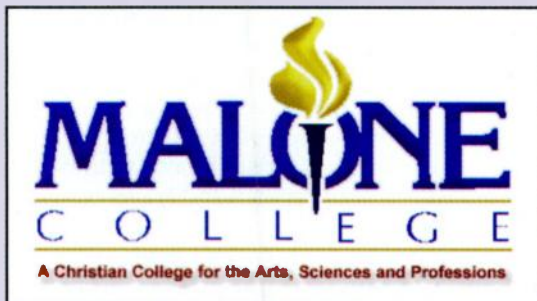
Facilities: KLRC-FM 101.1

Faculty: 4

Special considerations: "John Brown University is a distinctively Christian college community of faculty, staff, and students committed to serving the Lord. Our educational motto is 'Head, Heart, and Hand.' We balance academics, hands-on experiences, and spiritual development as we integrate faith, living, and learning. Our broadcasting department provides comprehensive training in radio, television, and digital media applications and cultivates an awareness of the media's responsibilities to the public and the public's responsibilities to the media; and emphasizes that creative Christian leadership is workable in all fields where broadcast technology is applied."

Student body: 1200 **Broadcast students:** 60

Cost: \$13,510 **Contact:** Don Crandall, vice president for Enrollment Management, John Brown University, 2000 W. University St., Siloam Springs, AR 72761, (800) 634-6969, fax (501) 524-7150, e-mail dcranall@adm.jbu.edu, Web site www.jbu.edu/



Malone College Canton, Ohio

Broadcast program: Radio/television broadcasting concentration within communication arts major

Internship: Yes

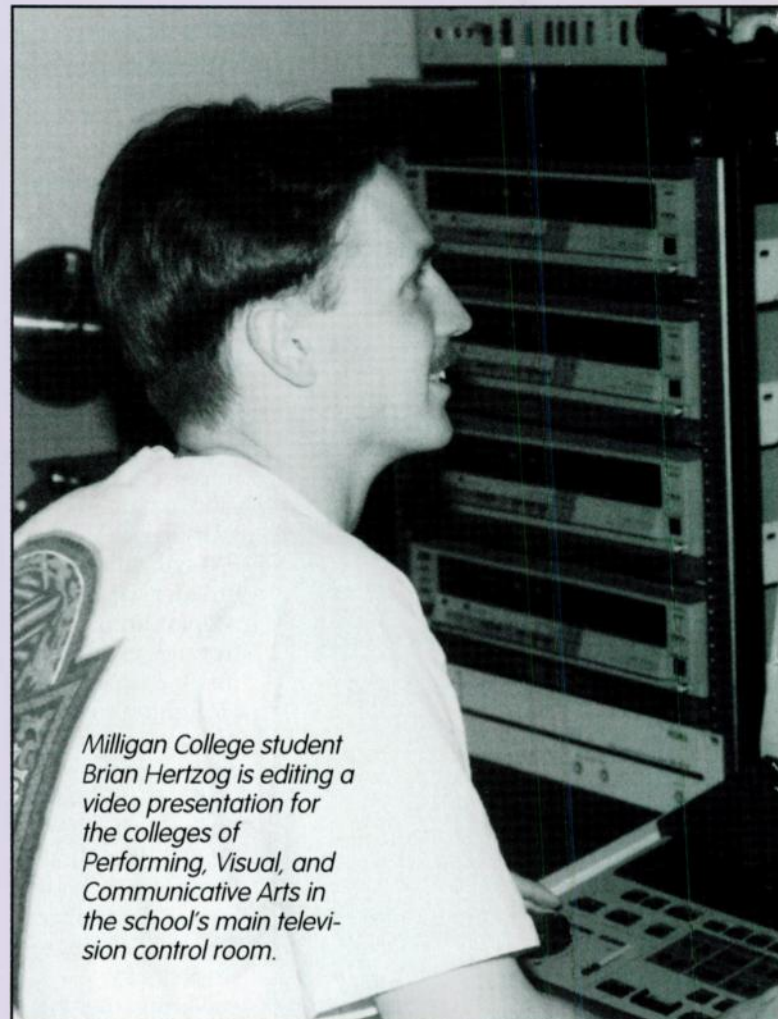
Facilities: Carrier-current (all broadcast) campus 24-hour radio, full audio and video production studio, digital audio system, Toaster video switcher, S-VHS camcorders, cuts only editing suite

Faculty: 1 full-time, 1 part-time

Special considerations: "Because the major is comprehensive, the student receives training in journalism and dramatic arts, as well as mass communication and broadcasting. A graduate of liberal arts at Malone is very marketable in communication skills. Our radio station provides training and experience in management, program directing, talent development, sales, and production. Courses include radio production, television production, announcing, applied production, context/history of broadcasting, desktop publishing, Web page design and development, and required internships. With access to Akron and Cleveland stations and production agencies, internships and placements can be plentiful. We are developing new courses in non-linear video and interactive media."

Student body: 2000 **Broadcast students:** 72

Contact: Joseph Bridges, professor, Malone College, 515 25th Ave. NE, Canton, OH 44709, (330) 471-8305, fax (330) 454-6977, e-mail bjoe@unix1.malone.edu, Web site www.malone.edu/



Milligan College student Brian Hertzog is editing a video presentation for the colleges of Performing, Visual, and Communicative Arts in the school's main television control room.



Messiah College Grantham, Pa.

Broadcast program: Broadcasting, telecommunications, and mass media (BTMM) **Credit hours:** 40

Internship: Recommended

Facilities: Campus radio station WVVM-FM 90.7 in Grantham; in Philadelphia, state-of-the-art facilities for television, radio, film, editing, and software

Faculty: 3 part-time at Grantham

Special considerations: "BTMM majors spend their first three or four semesters at the main campus

of Messiah College in Grantham, Pa., and their remaining four or five semesters at Messiah's urban campus in Philadelphia. At Grantham, students take a broad range of general education course plus introductory communications and mass media courses. In Philadelphia, Messiah students live in a Christian atmosphere while taking a wide range of courses at Temple University. The city provides a vast array of possibilities for internships and jobs."

Student body: 2450 **Broadcasting students:** 35

Cost: \$18,490 **Contact:** Linda Parkyn, Language, Literature, and Communications Department Chair, Messiah College, Grantham, PA 17027, (717) 766-8615, fax (717) 691-6025, e-mail lparkyn@mcis.messiah.edu, Web site www.messiah.edu/



Milligan College Milligan College, Tenn.

Broadcast program: Communications major with emphasis in radio/television broadcasting, journalism, public relations, and media studies **Credit hours:** 36

Internship: Required

Facilities: FM radio station: students are required to take radio labs for credit and leadership posts are paid positions; station has a master control room area and a radio production suite, including a digital audio production workstation used for both radio and television. The television facility is equipped with a studio, two JVC 3-chip cameras, a master control room, and a 16-channel audio board; two video editing suites, dubbing facility, satellite station, and recent addition of a non-linear edit suite.

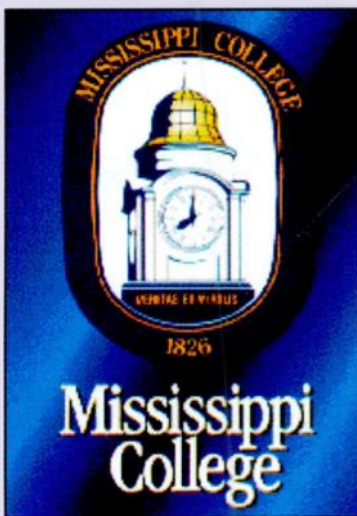
Faculty: 4 full-time, 2 part-time

Special considerations: "Milligan College is a liberal arts college located in northeast Tennessee, a mid-sized market. The communications area is known for its hands-on reputation and outstanding academic leadership. Central to the major is an approach to the study of communications from a distinctly Christian worldview. The broadcasting area provides numerous opportunities for students to work on projects outside the classroom with MC Productions. Advanced broadcasting students produce a weekly 30-minute Christian-oriented news show which airs on the area cable system and reaches more than 200,000 homes. The department is working hard to integrate all aspects of multimedia with a new lab area complete with the most up-to-date computer workstations."



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Student body: 800 **Broadcasting students:** 35
Cost: \$14,000 **Contact:** Carrie Swanay Buda, assistant professor, Milligan College, P.O. Box 500 Toll Branch Rd., Milligan College, TN 37682, (423) 461-8776, fax (423) 461-8965, e-mail csbuda@milligan.edu, Web site www.milligan.edu/



Mississippi College Clinton, Miss.

Broadcast program: Communication Credit hours: 36

Contact: Dr. Billy Lytal, Department of Communication Chair, Mississippi College, Box 4207, Clinton, MS 39058, (601) 925-3428, fax (601) 925-3953, Web site www.mc.edu/

Moody Bible Institute Chicago

Broadcast program: Communication major with emphasis in print and electronic media (radio/television/video) **Credit hours:** 27



Internship: Yes

Facilities: Student radio station, new video studio, linear and non-linear editing, digital audio workstations, access to WMBI-AM-FM facilities for internships and employment

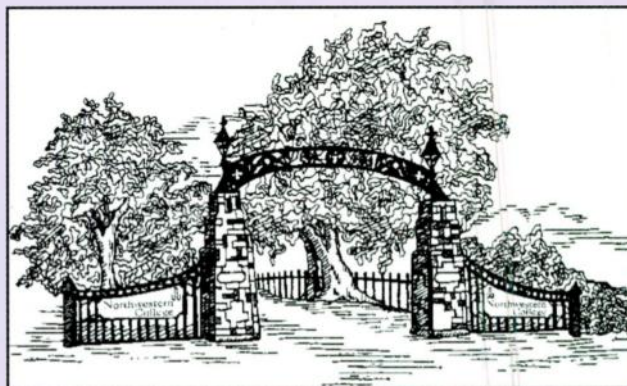
Faculty: 2 full-time

Special considerations: "While studying a comprehensive menu of Bible and theology, majors in the communications program at MBI also focus on training for media, particularly media ministry. Within the last year, we have moved into new video facilities with updated equipment featured. The student radio station plus the possibility of working with WMBI, the Moody Network, Moody Press, and *Moody Magazine* also enhance students' experiences. The city of Chicago provides unique opportunities for application of all kinds of media skills."

Student body: 1400 **Broadcast students:** 100

Cost: \$5700 **Contact:** David Fetzer, Communications Department Chair, Moody Bible

Institute, 820 N. LaSalle Blvd., Chicago, IL 60610, (312) 329-4000, Web site www.moody.edu/



Northwestern College Orange City, Iowa

Broadcast program: Communications studies with tracks in radio and television **Credit hours:** 34

Internship: Yes

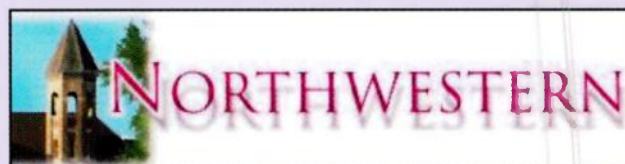
Facilities: Carrier-current student radio station; programming on community-access cable television channel which college operates for cable system

Faculty: 2

Special considerations: "Broadcasting courses — conceptual and applied — are taught within a Christian liberal arts framework. Students can essentially create their own radio or television track in a program combining required courses and electives. Northwestern is in the middle of a transition to non-linear editing in both audio and video."

Student body: 1200 **Broadcast students:** 20

Cost: \$14,100 **Contact:** William Herzog, Communications Chair, Northwestern College, 101 7th Ave. SW, Orange City, IA 51041, (712) 737-7000, fax (712) 737-7247, e-mail herzog@nwciowa.edu, Web site www.nwciowa.edu/



Northwestern College St. Paul, Minn.

Broadcast program: Broadcasting **Credit hours:** 65

Internship: Highly recommended

Facilities: Student-run campus radio station WVOE-FM, television studio, video editing suite

Faculty: 2 full-time; 3 part-time

Special considerations: "Broadcasting students at Northwestern have access to facilities which enable them to succeed in broadcasting careers and ministries. Our faculty have industry experience combined with academic excellence. Our students have the opportunity to gain internship experience with some of the most influential broadcast organizations in the country. The college is situated in one of the largest

markets and excellent internships are readily available. In addition to our fine facilities, experienced faculty, and strategic market location, all students at Northwestern receive solid Bible training. In fact, if students study with us for four years, they earn a major in Bible in addition to their degree in broadcasting."

Student body: 1350 **Broadcasting students:** 60

Cost: \$17,250 **Contact:** Dr. Tim Tomlinson,

Department of Communication Chair, Northwestern College, 3003 N. Snelling Ave., St. Paul, MN 55113, (800) 692-4020, (612) 631-5100, fax (612) 631-5269, Web site www.nwc.edu/



Northwest Nazarene College Nampa, Idaho

Broadcast program: Speech communications major with emphasis in media studies **Credit hours:** 67 (qtr)

Internship: Yes

Facilities: No facility on campus; multiple local stations available for internship/practicum experiences.

Faculty: none

Special considerations: "Northwest Nazarene College is a Christian liberal arts institution with a variety of majors of which Speech Communication is one. Broadcasting is encouraged through media studies perspective in the oral tradition with an emphasis area planned by student with cooperation from faculty. Students have multiple opportunities in the Boise Valley, surrounding Nampa and the college, for internship experiences in all forms of mass media. Students may apply for participation in the Los Angeles Film Studies Institute, sponsored by the Coalition of Christian Colleges and Universities, in which special focus is given on media issues with an internship in the LA film industry for juniors and seniors."

Student body: 1200 **Broadcasting students:** 2

Cost: \$15,000 **Contact:** Dr. Dennis Waller,

Department of Speech Communication Chair, Northwest Nazarene College, 623 Holly St., Nampa, ID 83686, (208) 467-8257, fax (208) 467-8469, e-mail DRWaller@Wiley.NNC.Edu, Web site www.nnc.edu/



Olivet Nazarene University Kankakee, Ill.

Broadcast program: Radio

Internship: Yes

Facilities: WONU-FM 35kw, AM campus, two labs plus a production facility

Faculty: 3 full-time

Special considerations: "Olivet Nazarene University offers students the opportunity to perfect their skills in a hands-on manner. Most students are on the air within their first two years. WONU-FM has garnered a significant audience in the Chicago radio market."

Student body: 1900 **Broadcast students:** 50

Cost: \$15,000 **Contact:** Bill DeWees, Director of

Broadcasting, Olivet Nazarene University, P.O. Box 592, Kankakee, IL 60901, (815) 939-5330, fax (815) 939-5087, e-mail wonu@olivet.edu, Web site www.olivet.edu/



Southern California College Costa Mesa, Calif.

Broadcast program: Television/film with specialization in television, audio, or film production, broadcast journalism **Credit hours:** 50

Internship: No

Facilities: Digital audio/video edit bays, computer labs for students to create Web sites or advanced digital production for video

Faculty: 3 and adjunct

Special considerations: "SCC is a private liberal arts college that believes its Pentecostal/charismatic Christian community provides a supportive and challenging environment in which to pursue a quality education. The college encourages free inquiry, academic integrity, and personal expression. 'Truth, Virtue, and Service' are basic pursuits inherent in the SCC experience. This motto summarizes the institution's educational vision. The Department of Communication strives to equip students with the abilities to communicate effectively in a wide variety of formats."

Student body: 1300 **Broadcasting students:** 90

Cost: \$16,500 **Contact:** Gayle Heuser, assistant

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professor, Southern California College, 55 Fair Dr., Costa Mesa, CA 92626, (714) 556-3610, fax (714) 751-7238, e-mail gheuser@comm.sccu.edu, Web site www.sccu.edu/



Southern Nazarene University Bethany, Okla.

Broadcast program: Broadcast journalism

Credit hours: 32

Internship: No

Facilities: Campus television studio

Faculty: 3

Student body: 1800 **Broadcasting students:** 15

Cost: \$9000 **Contact:** Dr. Pam Broyles, Speech

Communication Department Chair, Southern Nazarene University, 6729 N.W. 39th Expwy., Bethany, OK 73008, (405) 491-6691, Web site www.snu.edu/



Spring Arbor College Spring Arbor, Mich.

Broadcast program: Radio and television

Credit hours: 36

Internship: No

Facilities: Two radio stations: WSAE-FM 106.9 and KTGG-AM 1540

Faculty: 7

Special considerations: "Communication courses are taught by committed Christians who have significant professional experience in the media industry. Students develop skills in the college's two radio stations — WSAE-FM and KTGG-AM. The college also has a professional video production facility. National, regional, and state awards are won yearly by communication students. Broadcasting students enrolling in the fall can actually be on-air at KTGG by the spring of their freshman year, allowing nearly four years of experience by graduation. In addition, students participate on video projects for actual clients, including overseas missions videos during January and spring break."

Student body: 800 **Broadcasting students:** 30

Cost: \$16,525 **Contact:** Michelle Stone, Director of Broadcasting, Spring Arbor College, 106 E. Main St., Spring Arbor, MI 49283, (517) 750-6543, fax (517) 750-1604, e-mail michelle@admin.arbor.edu, Web site www.arbor.edu/



Toccoa Falls College Toccoa Falls, Ga.

Broadcast program: Radio, video production and audio production **Credit hours:** 30

Internship: Yes

Facilities: WTXR-FM 89.7 and WRAF-FM 90.9

Faculty: 2

Special considerations: "Toccoa Falls College provides an opportunity for students to gain practical experience in one of the most competitive Christian radio marketplaces in the country. WTXR-FM Eagle 89 competes in our market with two other contemporary Christian music FM stations from Atlanta and Greenville, S.C. Some students may also work for the more inspirational WRAF-AM and its growing TFC Radio Network. Video students work with digital editing suite and some also work on productions for local CBS affiliate WNEG-TV. With courses in video, audio, and management, our graduates are prepared for a variety of careers in broadcasting and mass communication."

Student body: 950 **Broadcasting students:** 30

Cost: \$11,678 **Contact:** James Duncan, instructor, Toccoa Falls College, Box 835, Toccoa Falls, GA 30598, (706) 886-6831, fax (706) 886-0210, e-mail jduncan@toccoafalls.edu, Web site www.toccoafalls.edu/



Trevecca Nazarene University Nashville, Tenn.

Broadcast program: Mass communication (BS), radio broadcasting (AS), and broadcast technology (BS) **Credit hours:** 27-58

Internship: Yes

Facilities: WENO-AM 760, WNAZ-FM 89.1, WNRZ-FM 91.5, and campus station WTNV-FM 96.9

Faculty: 2

Special considerations: "Trevecca Nazarene University is located in Nashville, Tenn. Nashville is often called the Third Coast because of its large number of recording studios and television production companies. Trevecca students have been placed in internships at most of the television, radio, record companies, and television production facilities. A number of Trevecca alumni have management positions at record companies and a number of alumni work in radio."

Student body: 1500 **Broadcasting students:** 15

Cost: \$10,900 **Contact:** David Deese, Director of Broadcasting, Trevecca Nazarene University, 333 Murfreesboro Rd., Nashville, TN 37210, (615) 248-1689, fax (615) 248-7786, e-mail ddeese@trevecca.edu, Web site www.trevecca.edu/



Wheaton College Wheaton, Ill.

Broadcast program: Communications with media concentration **Credit hours:** 32

Internship: No

Facilities: FM 88.1 radio station, cable television channel 58

Faculty: 2 full-time, 2 part-time

Special considerations: "Wheaton College is a non-denominational Christian liberal arts college in the evangelical tradition. Within the Communications Department, the media concentration offers coursework in print journalism, broadcast production, international systems, media ethics, station management, and media law. Students are involved in extracurricular activities and internships. Opportunity exists for study in the Los Angeles Film Center, seminars in New York, Washington, D.C., and Europe."

Student body: 2500 **Broadcast students:** 45

Cost: \$18,500 **Contact:** Dr. Lynn Cooper, Communications Department Chair, Wheaton College, 501 College Ave., Wheaton, IL 60187, (630) 752-5095, fax (630) 752-7054, e-mail Lynn.L.Cooper@wheaton.edu, Web site www.wheaton.edu/

Editor's note: Surveys for the 1998 Christian College Broadcast Communication Directory will be sent in April 1998. ⁸

**To receive a bookmark file
containing all the URL's
mentioned, e-mail your
request to ssmith@nrb.org.**



Minority Mortar Boards

IT IS A GREAT TIME TO BE A COLLEGE-BOUND minority! The following organizations have shown a desire to promote postsecondary education for minority groups. Use this list as a starting point or a supplement when seeking financial aid.

Also keep in mind that many national companies such as 3M, Coca-Cola, and IBM also support minorities

in education. Addresses for well-known companies can be found at local libraries.

And finally, don't forget to surf the 'Net for further resources: www.fastWEB.com; www.yahoo.com/Education/Financial_Aid/Scholarship_Programs/; members.aol.com/ox13qr/webpages/eyfswm1.html; and www.bguid/webguide/edu/fabfinds.html.

Aspira of New York Scholarship Program

470 Seventh Ave.
New York, NY 10018
(212) 564-6880

College Assistance Programs

Midwest Farmworker
Employment & Training, Inc.
P.O. Box 1231
St. Cloud, MN 56302
(612) 253-7010



College Fund/UNCF

Attn: William A. Allen
8260 Willow Oaks Corporate Dr.
Fairfax, VA 22031
(703) 205-3400

Colorado Women's Studies Association Scholarships

c/o Kathleen Oachs
Humanities and Social Science
Department



Colorado School of Mines
Golden, CO 80401
(303) 273-3750

Congressional Black Caucus Spouses' Scholarship

1004 Pennsylvania Ave. SE
Washington, DC 20003
(202) 675-6730

Development Fund for Black Students in Science and Technology

Attn: George R. Carruthers
2705 Bladensburg Road NE
Washington, DC 20018
(202) 635-3504

Educational Opportunity Fund Grants

Department of Higher Education
20 West State St., 7th Floor
CN 541

Trenton, NJ 08625
(609) 984-2709

Engineering Scholarship Program

Equal Opportunity in
Engineering Programs
ECJ 2.102 - University of Texas at
Austin
c/o Diane L. Higginbotham
Austin, TX 78712-1080
(512) 471-5953

Extended Opportunity Pro- grams and Services Grants

California Community Colleges
1107 Ninth St.
Sacramento, CA 95814
(916) 323-5953

Florida Department of Education

State Programs, Office of Student



Hispanic College Fund, Inc.

Financial Assistance
 1344 Florida Education Center
 Tallahassee, FL 32399-0400
 (904) 487-0049

Foundation for Exceptional Children

1920 Association Dr.
 Reston, VA 22091
 (703) 620-3660

Hallie Q. Brown Scholarship Fund

National Association of Colored
 Women's Clubs
 5808 Sixteenth St. NW
 Washington, DC 20011
 (202) 726-2044

Harry and Bertha Bronstein Scholarship Fund

Palm Beach County Community
 Foundation
 324 Datura St., Suite 340
 West Palm Beach, FL 33401-5431
 (407) 659-6800

Hercules Minority Engineers Development Program

Hercules, Incorporated
 Hercules Plaza
 1313 Market St.
 Wilmington, DE 19894-0001
 (302) 594-5000

Hispanic College Fund, Inc.

One Thomas Circle NW, Suite 375
 Washington, DC 20005
 (202) 296-5400

Hugh A. McManus Jr. Memorial Scholarship for Minorities

Massachusetts / AFL-CIO
 8 Beacon St.
 Boston, MA 02108
 (617) 227-8260

"I Have a Dream" Foundation Scholarships

330 Seventh Ave.
 New York, NY 10001
 (212) 293-5480

I A S F

Indian American Scholarship Fund

2707 Rangewood Dr.
 Atlanta, GA 30345
 (404) 299-5795

Iowa College Aid Commission

201 Jewett Building
 914 Grand Ave.
 Des Moines, IA 50309-2824
 (515) 281-3501

Jackie Robinson Foundation Scholarship

3 West 35th St.
 New York, NY 10001
 (212) 290-8600

James G. K. McClure Educational and Development Fund Scholarships

Attn: Executive Director
 Hickory Nut Gap Farm
 Route 1, Box 105
 Fairview, NC 28730
 (704) 628-1044

The

"I Have A Dream"

Foundation

Continued on page 42

MINORITY MORTAR . . .
Continued from page 41

Kansas Board of Regents

Attn: Office of Financial Aid
700 S.W. Harrison, Suite 1410
Topeka, KS 66603-3760
(913) 296-3517

Kodak Scholars Program

Eastman Kodak Company
343 State St.
Rochester, NY 14650
(716) 724-3127

**Martin Luther King Jr.
Scholarship Fund of Oregon**

c/o Portland State University
P.O. Box 751
Portland, OR 97207

**Mary Freeman Scholarship
Eastern Star-Ruth Chapter**

c/o Martha Jean Thompson
245 Cardinal Road
Mill Valley, CA 94941
(415) 388-7349



**Minority Education Fund
Reformed Church in
America**

Attn: John R. Young
475 Riverside Dr., 18th Floor
New York, NY 10115
(212) 870-3071

**National Association for
the Advancement of Colored
People**

Attn: Director of Education
4805 Mount Hope Dr.
Baltimore, MD 21215-3297
(410) 358-8900

**National Association of
Minority Engineering**



**National Technical
Association Scholarship**

6929 N. 19th St.
Philadelphia, PA 19126
(225) 549-5743

Navy Recruiting Command

c/o Raul Castaneda
801 N. Randolph St.
Arlington, VA 22203-1991
(703) 696-4877

**North Carolina Community
College Scholarship
Program**

Department of Community
Colleges
Attn: Student Development
Services
200 West Jones St.
Raleigh, NC 27603-1337
(919) 733-7051

**North Carolina Incentive
Scholarship Program**

State Education Assistance
Authority
Attn: Scholarship and Grant
Services
P.O. Box 2688
Chapel Hill, NC 27515-2688
(919) 549-8614

**Oregon State Scholarship
Commission**

1500 Valley River Dr., #100
Eugene, OR 97401
(503) 687-7395

Program Administrators
1122 W. Morse Blvd. #201
Winter Park, FL 32789
(407) 647-8839

**National Hispanic
Scholarship Fund**

One Sansome St., Suite 1000
San Francisco, CA 94104
(415) 445-9930

**National Scholarship Service
and Fund for Negro Students**

College Interview Scholarship
Program
965 Martin Luther King Jr. Dr. NW
Atlanta, GA 30314-2947
(404) 577-3990

• **Racine Education Council Awards**

• 310 Fifth St., Room 101
• Racine, WI 53403
• (414) 631-5600

• **Robert Brocksbank Leadership Scholarship**

• Council on Career Development
• for Minorities
• c/o Karen Worthy
• 1341 West Mockingbird Lane,
• Suite 412-E
• Dallas, TX 75247
• (214) 631-3677

• **Sebastian C. Owens Memorial Scholarship Fund**

• Urban League of Metropolitan
• Denver
• 1525 Josephine St.
• Denver, CO 80206
• (303) 388-5861

• **South Carolina "Other Race" Program**

• Commission on Higher Education
• 1333 Main St., Suite 300
• Columbia, SC 29201
• (803) 737-2260

• **Southern California Gas Company Scholarship/ Internship Program**

• 555 West Fifth St.
• Los Angeles, CA 90013-1011
• (213) 244-3211

• **Special CAL Grant B Awards**

• California Student Aid
• Commission
• Attn: Central Inquiry Division
• P.O. Box 510845
• Sacramento, CA 94245-0845
• (916) 445-0880

• **State Scholarship Program for Ethnic Recruitment**

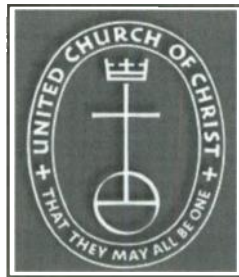
• Texas Higher Education
• Coordinating Board
• P.O. Box 12788, Capitol Station
• Austin, TX 78711-2788
• (512) 462-6325

• **Synod of the Trinity (Presbyterian Church)**

• Minority Scholarship Program
• 3040 Market St.
• Camp Hill, PA 17011-4599
• (717) 737-0421

• **Texas Minority Leaders in Education Scholarship Program**

• Southwestern Bell Foundation
• 1 Bell Plaza, Room 3040
• Dallas, TX 75202
• (214) 464-4521



• **United Church of Christ**

• Special Higher Education Program
• Attn: Commission for Racial Justice
• 700 Prospect Ave.
• Cleveland, OH 44115-1110
• (216) 736-2169

• **Urban League of Rhode Island, Inc.**

• 246 Prairie Ave.
• Providence, RI 02905
• (401) 351-5000

• **Wayne State University College of Engineering**

• c/o Donny D. Smith
• 5050 Anthony Wayne Dr.,
• Room 1171
• Detroit, MI 48202
• (313) 577-3812

• **William E. McKnight Scholarship**

• Rochester Area Foundation
• 335 East Main St.
• Rochester, NY 14604
• (716) 325-4353

• **Wisconsin Higher Educational Aids Board**

• P.O. Box 7885
• Madison, WI 53707-7885
• (608) 267-2206

• **Xerox Technical Minority Scholarship Program**

• Xerox Corporation
• Attn: Minority Affairs
• Xerox Square 26A
• Rochester, NY 14644
• (716) 423-3205

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East Arkansas
North Mississippi

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102 North Fifth Street
West Memphis, Arkansas 72301

KSUD AM730

AIRWAVE ANNIVERSARIES



Joanne and Jimmy Thompson

GREENVILLE, S.C. — WGS-TV/Greenville celebrated its 25th anniversary last month with "25 Days of Celebration," featuring special programming throughout the month. Founded in 1972 by Jimmy and Joanne Thompson, the station offers a mix of Christian and family oriented programming, including the WGS flagship show, *Nite Line*. (864-244-1616)

ATLANTA — Genesis Communications has entered into an agreement to purchase WMTX-AM/Tampa, Fla., from Clear Channel Communications for \$1.5 million. Genesis announced last month the purchase of WQBN-AM/Tampa from Radio Tropica for \$1.1 million. (404-233-1400)

AIRWAVE NEWS

FORT WAYNE, Ind. — In early September, WBCL-FM/Fort Wayne began broadcasting in the west central Ohio area. The new station, WBCJ-FM/Spencerville, Ohio, will simulcast WBCL's signal of 80 percent music and 20 percent Christian talk. (219-745-0576)

AUSTIN, Texas — Listeners to the *Ed Sossen Show* on KIXL-AM/Austin contributed over \$13,000 to Victory Outreach Ministries, a church and drug rehabilitation program. Sossen decided to assist the ministry with a fund raiser after touring the ministry's facility and hearing testimonies from former drug addicts. (512-444-3000)

• ARLINGTON, Texas — Praise Broadcasting Network, a satellite radio network, announced in September plans to distribute overnight programming via the USA Radio Network. The partnership offers Christian broadcasters a

live, interactive program featuring praise and worship music through *Praise Until Dawn*, which is hosted by Praise Broadcasting's president and founder Pat Rutherford. (817-465-7240)

NEW YORK — *Michael the Visitor*, a clay animation Christmas special, is being offered to stations at no charge through The Christophers. The 28-minute film is based on a classic Leo Tolstoy story about a Russian shoemaker and his family struggling to survive the country's harsh winters when an angel disguised as a needy stranger visits them. (212-759-4050)

BREEZEWOOD, Pa. — Heralds of Hope, Inc., has recently opened an office in Toronto. "In due time, we hope to enter the Canadian airwaves with multiple language broadcasts," said President J. Otis Yoder.

AWARDS

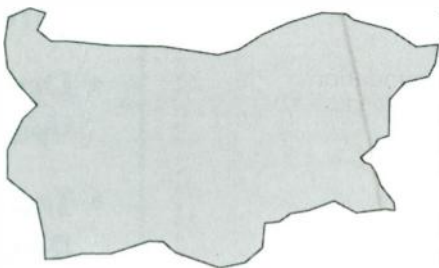
CHARLOTTE, N.C. — *The Curiosity Shop* was awarded the "1996 Outstanding Single Program in Community Events" from the Community Cable Television Awards earlier this year. The winning program featured the Carolinas Billy Graham Crusade Youth Night from Charlotte's Ericsson



Linda Furr

COUNTRY PROFILE: BULGARIA

Bulgaria, located on the Black Sea in the southeast corner of Europe, has just over 9 million people and approximately 70,000 evangelicals (less than 1 percent). In spite of 40 years of communism, that is proportionately four and a half times as many as its next-door neighbor Greece.



Bulgaria is one of Europe's poorest countries with an average income of less than \$5000 (US), but since communism collapsed in 1989, its transformation to political and religious freedom has been impressive. An unusually high percentage — almost 20 percent — of Bulgarians claim to be completely "non-religious" but 70 percent of the people are nominally members of the Orthodox Church.

There is not much cooperation between the evangelical groups, although five denominations are now work-

ing together in the AD 2000 movement. Eighty percent of homes have radio or television. National broadcasting is still controlled by the state and carries no Christian programs, but since 1992, commercial stations have been legal and some will broadcast a Christian program if they are paid a sufficiently high fee!

A number of other post-communist nations, such as Russia and Ukraine, will give time for Christian programs on national networks. There are no Christian radio or television stations in Bulgaria, but Trans World Radio (TWR) has opened a studio there and transmits its programs on AM from neighboring Albania. For now, the only practical broadcast opportunities will be through TWR on AM and shortwave broadcasts from outside the country.

The government grants very few missionary visas, but visitors are free to give Bible teaching or training seminars. Bulgaria's most urgent spiritual need is for the many small Christian groups to cooperate and save time and energy, by working together in ministry and outreach.

— Information provided by Fellowship of European Broadcasters.

Stadium. "It made us very happy to receive this award and it was encouragement we needed," said producer Linda Furr. The 30-minute show is produced by Priscilla Ministries and Truth Broadcasting Company. (704-888-6800)

NEW ORLEANS — WMHK-FM/Columbia, S.C., received a Marconi Radio Award as Religious/Gospel Station of the Year. One of the most prestigious honors in the radio industry, the Marconi's were given at the National Association of Broadcasters Radio Show on September 20. (803-754-5400)

INTERNET INFORMATION

•ORANGE COUNTY, Calif. — Christian music fans now have access to one of the largest music broadcasts on the Internet through GOFISH NET.COM's MUSIC CENTRAL. Partnering with LightSource on AudioNet, more than 100 songs debuted as part of nine different music channels. Top Christian artists, such as Amy Grant, Jars of Clay, and Third Day, were featured. (714-513-7799 or e-mail mahimahi@gofishnet.com)

•ARLINGTON, Texas — The Internet Chapel opened on the World Wide Web in mid-September at <http://www.iChapel.org>. The site is an ecumenical Christian organization providing biblical texts with no discussion or analysis. The chapel operates to make the Gospel of Jesus Christ readily available to web-browsers and to provide a spiritual resting place on the 'Net for Christians. (817-792-3332 or e-mail Paul@iChapel.org)

WASHINGTON, D.C. — The Baptist World Alliance (BWA) now has its own Web site at <http://www.baptistnet.org>. The site contains general information on the alliance, a special news and information section, and links to other BWA sites. (703-790-8980 or e-mail BWA@baptistnet.org)

MUSIC NOTES

COLUMBIA, S.C. — Howard Knight Jr., a 30-year entertainment veteran, has formed The Genesis Music Group, Inc., to handle the promotion, marketing, and distribution of gospel music product. Jack Bratton Jr. heads the promotion aspect. (803-783-0022)

DETROIT — The Gospel Music Hall of Fame and Museum hosted its First Induction & Awards Dinner on October 10 at the Atheneum Hotel. Established in 1995, the

Top 20 Syndicated Daily Radio Programs

Rank	Program/Host	Stations
1.	Focus on the Family with James Dobson*	960
2.	Insight for Living with Charles Swindoll*	550
3.	Adventures in Odyssey, Focus on the Family*	459
4.	In Touch with Charles Stanley*	448
5.	Love Worth Finding with Adrian Rogers*	409
6.	Back to the Bible with Woodrow Kroll*	386
7.	Point of View with Marlin Maddoux*	365
8.	Turning Point with David Jeremiah*	345
9.	Money Matters with Larry Burkett*	314
10.	Grace to You with John MacArthur*	309
11.	Gateway to Joy with Elisabeth Elliot*	273
12.	Truths That Transform with D. James Kennedy*	257
13.	Faith Seminar of the Air with Kenneth E. Hagin	256
14.	Radio Bible Class with Martin De Haan, Haddon Robinson, and Alice Mathews*	250
15.	Haven with Ray Ortlund*	246
16.	FamilyLife Today with Dennis Rainey*	202
17.	Key Life with Steve Brown*	169
18.	Voice of Prophecy with Lonnie Melashenko*	144
19.	Living Way with Jack Hayford*	142
20.	Renewing Your Mind, R.C. Sproul	136

*Member of National Religious Broadcasters

Note: Station count excludes translators. Numbers current as of fall 1997 and is based on information supplied to National Religious Broadcasters.

Terms: A syndicated program is one not produced by a network for distribution to its own affiliates. A program is one with a length of at least 15 minutes.

museum is dedicated to keeping alive the memory and legacy of those who have contributed to gospel music. Among those honored this year were Thomas Dorsey and Shirley Caesar. (313-592-0346)



Participants in the 1997 Conference for Christian Radio News: Brant Hansen of WBGL-FM/Champaign-Urbana, Ill. (back, left); Chad Bressen of CDR Radio Network; Margaret Caldwell of WCTL-FM/Waterford, Pa. (front, left); and Gordon Govier of WNWC-AM-FM/Madison, Wis.

NEWS BITES

•CEDARVILLE, Ohio — Despite a small turnout, attendees of the 1997 Conference for Christian Radio News were enthusiastic about the opportunity to meet, according to conference organizer Gordon Govier of WNWC-AM-FM/Madison, Wis., and publisher of SCRIBE news-

Continued on page 46



Winners of Reader Survey Prizes

More than 500 readers responded to the 1997 *Religious Broadcasting* Reader Survey. Thank you to all who participated. **Lee Payne** of WMEK-AM/Chase City, Va., won the grand prize full-registration to the 1998 National Religious Broadcasters Convention & Exposition in Washington, D.C. The following are winners of a 1997 *Directory of Religious Media*: **Darrell Anderson** of the Romanian Missionary Society; **Jim Bolkema** of KDCR-FM/Sioux Center, Iowa; **J. Bridges** of Malone College Radio; **Bryant Ellis** of KHJM-FM/Muskogee, Okla.; **G.J. Gerard** of WIHS-FM/Middletown, Conn.; **Jim Gwinn** of KCMS-FM/Seattle; **Rich O'Brian** of KBUZ-FM/Topeka, Kan.; **Armand Ternak** of Washington Bible College; **Barry Thompson** of KAJN-FM/Crowley, La. and **Jimmy Wilson** of Glen Haven Baptist Church.

letter. Held on the campus of Cedarville College, the participants compared notes on serving their respective listeners with news and information. (608-271-1025 or e-mail scribe@xc.org)

SAN DIEGO — On September 17, an estimated 3 million students met at elementary schools, junior and senior high schools, and colleges for the eighth annual observance of See You At The Pole (SYATP), a national and international day of student prayer. Although SYATP is student-led and student-organized, groups endorsing the event include Young Life, Campus Crusade for Christ, the Southern Baptist Convention, Youth for Christ, Assemblies of God, Focus on the Family, Student Discipleship Ministries, and Fellowship of Christian Athletes. National Network of Youth Ministries coordinates promotion of the event. (619-451-1111 or e-mail pray@syatp.com)

HOLLYWOOD, Calif. — Entries for the 1998 Angel Awards are now being received at the Excellence in Media office (deadline is February 2). Each entry is judged for its moral, spiritual, or social impact and judging is based on its excellence of purpose and production. (Excellence in Media, 1777 No. Vine St., Suite 414, Hollywood, CA 90028, 214-463-4728)

WHEATON, Ill. — The World Evangelical Fellowship (WEF) is calling Christians to a "season of prayer" for persecuted Christians, to culminate with an International day of Prayer for the Persecuted Church on November 16. The day of prayer's goal is to shatter the silence and end apathy in the church and in the world about this issue. Broadcasters wishing to interview Steve Haas, who is heading up this effort, may contact him at (630) 668-1754 or e-mail IDOP@XC.Org.

ROSWELL, Ga. — The Christian Research Report's 1997 AC Radio Seminar took place September 5-7 at the Airport Hilton & Towers in Atlanta. More than 60 programmers from AC Christian stations and networks attended

the seminar, which included sessions on "Seven Steps to a Better Morning Show," "Conflict Management," and "Making Time Work for You." Featured performers in showcases held during the seminar included Steven Curtis Chapman, Kathy Troccoli, and Michael W. Smith. (770-518-8807)

WASHINGTON, D.C. — Nearly half a million men gathered on the National Mall October 4 for Promise Keepers' Stand in the Gap rally. Five thousand attendee volunteers repaired 47 inner-city district schools on October 3. The purpose of Stand in the Gap was to gather together Christian men to worship God, to confess sin before Him, to commit to a change of heart, mind, and way of life, and to inspire unity and reawakening in the church. (303-964-7600)

AKRON, Ohio — InfoCision Management Corporation has opened a new 23,700-square foot facility in Austintown. The facility has 216 fully automated out-bound telephone workstations and currently employs 433 people. (330-668-1400)

NEW YORK, N.Y. — Morality in Media's (MIM) annual Pornography Awareness Week and the White Ribbon Against Pornography Campaign took place from October 26 through November 2. This year, MIM sent petitions urging President Bill Clinton to aggressively enforce federal laws against obscenity, as he had pledged in his 1992 election campaign. (212-870-3222 or e-mail mimnyc@ix.netcom.com)



Ted Dienert

OBITUARIES

DALLAS — President Ted Dienert of Walter Bennett Communications (WBC), 52, died September 3. Dienert began with the agency in 1966 as account executive and worked as executive producer of prime-time television specials, docudramas, and fund-raising specials before becoming president in 1988. He also formed and was CEO/president of StellaCom,

which specializes in high definition television. "Ted was a visionary committed to using the mass media to tell the Christian message of God's love and forgiveness," said new WBC president Ben Bell. (972-661-1122)



Rich Mullins

NASHVILLE, Tenn. — Contemporary Christian singer/songwriter Rich Mullins, 41, was killed in an automobile accident September 19 while on his way to a concert appearance in Wichita, Kan. Mullins, who began his career with a self-titled recording in 1986, is best known for writing

"Awesome God" "Sometimes By Step," and "Sing Your Praise to the Lord." (615-320-9200)

PEOPLE

AKRON, Ohio — InfoCision Management Corporation (IMC) has announced the promotions of Steve Brubaker to the new position of senior vice president-telemarketing operations and Carl Albright to vice president of phone center operations. Brubaker started with IMC in 1985 as a communicator and has worked as supervisor, phone center manager, director of telemarketing, and vice president-telemarketing. Albright joined IMC during 1991 in phone center management as director of telemarketing. (330-668-1400)

COLUMBUS, Ohio — Bill Montgomery of WRFD-AM/Columbus was recently promoted to local sales manager for the station. Montgomery has been a marketing consultant with WRFD since 1993. (614-885-0800)

FORT MYERS, Fla. — Last month, station manager Joe Barker of WJYO-FM/Fort Myers resigned his position to become a Trans World Radio missionary to the English-speaking population of the Caribbean. Mike Shelley is the new station manager. WJYO is a member of the TFC Radio Network, owned and operated by Toccoa Falls (Ga.) College. (941-275-9785)

TUCSON, Ariz. — Sally Barton was recently promoted to producer of the radio productions department of Today's Family Life. Barton has been with the organization since 1992, serving as associate producer of *Parent Talk* and *Parent Talk Tip*. (520-742-6976)

GRAND RAPIDS, Mich. — John George, formerly of Continental Electronics, has joined the sales staff of the Audio Broadcast Group, Inc. George will serve as sales engineer for RF, digital and audio products for the southeast United States. (803-951-7443 or e-mail jgeorge@abg.com)

• FORT LAUDERDALE, Fla. — Charles Burge is now executive producer of radio for Coral Ridge Ministries. Burge formerly worked for WAFS-AM/Atlanta. (954-772-0408)

OMAHA, Neb. — Mark Hansen, formerly with KLRC-FM/Siloam Springs, Ark., is the new production director and midday host for KGBI-FM/Omaha. (402-449-2900 or e-mail kgbi@graceu.edu)

DALLAS — Ben Bell Jr. has been named president of Walter Bennett Communications (WBC) following the sudden death of Ted Dienert. Bell joined WBC in 1993 as COO and CFO. "I am privileged and challenged to continue to make WBC the most strategic, progressive, service-oriented advertising and media agency." (972-661-1122)



Ben Bell

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

Top 10 Christian Clothbound Nonfiction (October)

1. *Streams in the Desert*, Updated Edition, by L.B. Cowman (Zondervan)
2. *Just as I Am* by Billy Graham (HarperCollins/Zondervan)
3. *Joy for the Journey* (J. Countryman/Word)
4. *Prayers That Avail Much*, commemorative gift edition (Word Ministries/Harrison House)
5. *In the Grip of Grace* by Max Lucado (Word)
6. *God's Inspirational Promises* by Max Lucado (J. Countryman/Word)
7. *My Utmost for His Highest*, Updated Edition, by Oswald Chambers (Discovery House)
8. *The Weigh Down Diet* by Gwen Shamblin (Doubleday)
9. *Experiencing God* by Henry Blackaby & Claude King (Broadman & Holman)
10. *Woman, Thou Art Loosed* by T.D. Jakes (Albury Publishing)

Top 10 Christian Albums (October)

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

Top 10 Christian Videos (October)

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

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

Elizabeth Dole, William Bennett Headline the 55th Annual NRB Convention & Exposition



Elizabeth Dole

MANASSAS, Va. — In less than three months, thousands of religious broadcasters will return to the site of 14 previous National Religious Broadcasters (NRB) annual conventions: the Sheraton Washington Hotel in Washington, D.C. The 55th Annual NRB Convention & Exposition (NRB 98), to be held January 31-February 3, marks the 50th time NRB has held its meeting in the U.S. capital.

"This is a very familiar area for our people," said NRB vice president Michael Glenn. "This city offers a great resource for speakers and participants for our convention. With our tremendous growth, we'll be bursting at the Sheraton, especially in relation to exhibit hall space and meeting rooms."

"As we look at the nation, there is no more urgent need than for us in Christian broadcasting to declare Christ," said NRB president E. Brandt Gustavson about this year's convention theme of "Declaring Christ." "He is the answer to our deep problems and many leaders feel that without His intervention through believers, our nation is doomed. This is the time for us to declare Christ as never before."

NRB 98 will open on Saturday with a new feature: hands-on training sessions in the form of two radio and one television boot camps. "We're offering more comprehensive training opportunities for those who may be students, new to the religious broadcasting field, or those who simply desire a refresher course in television production, radio sales, and non-commercial fund raising," Glenn pointed out.

Other changes for NRB 98 include additional Intercollegiate Religious Broadcasters workshops and a new job fair and an expanded Television Programmers and Producers Showcase.

The convention will officially begin with Saturday's Opening General Session featuring speaker Charles Stanley of *In Touch* and the southern gospel trio The Martins. Sunday's Worship Service will feature Jack Graham of *PowerPoint*, Friends IV, and the Discovery Singers from *Day of Discovery*, as well as a testimony from invited Arkansas Gov. Mike Huckabee. The



Amy Grant

95,000-square foot exhibition hall, already more than 90 percent sold out, will open Sunday afternoon.

On Monday, Chuck Swindoll of *Insight for Living*, along with recording artists Fernando Ortega and Australia's Rebecca St. James, will address an international crowd at the World Outreach Luncheon (previously the International Luncheon). During the Evening Celebration, humorist Dennis Swanberg will emcee the evening consisting of speaker Carlton Pearson of Higher Dimensions and music by Anointed and Carman.



William Bennett

The Public Policy Breakfast (formerly the All Media Breakfast) will kick off Tuesday's events with speaker William Bennett of Empower America, special guest Michael Reagan of *The Michael Reagan Talk Show*, and recording artist Alicia Williamson. Author Barbara Johnson will highlight the Women's Luncheon with musician Cindy Morgan.

Elizabeth Dole, president of the American Red Cross, will be the first woman to give the main address at the closing Anniversary Banquet on Tuesday evening, which will include music by jazz saxophonist Kim Costanza and recording artists Janet Paschal, Amy Grant, and Michael W. Smith.

"Here is a woman not only of Christian dedication and stature, but one who has been an outstanding public servant," Gustavson observed of Dole, who has served as U.S. secretary of transportation and secretary of labor. He related that one of NRB's reasons for inviting her to speak is because "Elizabeth Dole is a woman leader of our nation."

Rounding out NRB 98 will be: the more than 40 educational sessions on such topics as working with the secular news media, tax exempt status of ministries, and producing Christian films; an 180-booth (thus far) exhibition hall; and various scheduled auxiliary events.

Current information and a registration form for NRB 98 can be received via fax-on-demand at (703) 330-7000, option 9, or on NRB's Web site at <http://www.nrb.org>.



Michael W. Smith



Alicia Williamson



Fernando Ortega

Decision Handed Down in Music License Rate Court Case

CAMARILLO, Calif. — A year after National Religious Broadcasters' Music License Committee (NRBMLC) took ASCAP (American Society of Composers, Authors, and Publishers) to Rate Court for a fair per program license, Judge William Conner handed down his decision September 12. The judge's factual findings in the case were favorable to the NRBMLC; however, his opinions as a matter of law brought a mixed result.

On the plus side, Judge Conner's decision set the per program license base fee (incidental use fee) rate at .06 percent adjusted gross revenue (AGR). ASCAP lowered a .24 percent AGR base fee, which is the rate NRBMLC stations must pay under their interim license. The judge also agreed ASCAP must file quarterly program music reports.

On the minus side, Judge Conner's decision in the *Buffalo Broadcasting Co. v. ASCAP* television case (*Buffalo Broadcasting Co. v. ASCAP*) for a feature music use fee set the rate at 22 percent. Judge Conner's decision states that the current licensing practices are unfair and that Conner kept

the door open for future NRBMLC-representative radio industry groups to fight hard to get fairer licenses which

will benefit all radio stations. Judge Conner's decision does not nullify the Copyright Act, but according to Hauth, the Copyright Act is unfairly balanced in favor of no copyrighted

title

— NRB MEMBERSHIP — WBNH-FM —

MANASSAS, Va. — WBNH-FM/Bloomington, Ind., a Central Illinois Radio Fellowship, has recently joined National Religious Broadcasters. The 24-hour station is affiliated with the Moody Broadcasting Network and also operates a translator.



Scott Krus

Station manager Scott Krus points out that one of the reasons the staff of WBNH became NRB members is because "we want to join hands with a larger organization that is dedicated to helping us become the most effective radio station we can be for the glory of Christ."

Krus also hosts a morning show, *Music of Worship and Praise*. Krus says one of the goals of this live broadcast is to help the listeners focus on Christ to start the day right. The program features contemporary Christian, Southern gospel, classical, and country praise music. In addition, Krus reads Scripture and continually

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Krus attended NRB 97 in Anaheim, Calif. "It was a lifelong dream to be able to attend the convention," he relates. He also says he's looking forward to NRB 98 in Washington, D.C., this January.

— Anne Zdobysz is the director of membership for National Religious Broadcasters and can be reached at (703) 330-7000, ext. 511, or azdobysz@nrb.org.

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Why is a television boot camp important? Christian television often falls far short of its potential. I often use this example: on secular television, the most successful programs are dramatic episodic programs, situation comedies, and movies. But on Christian television, those types of programs are rare at best, and often, completely absent.

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altar call or even a prayer, which leaves room for planting, watering, tending, and cultivating before the harvesting even takes place.

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Although we're still refining the workshop, I can pre-release some of the day's schedule (see box). The workshop will be held from 8 a.m. to 2:15 p.m., Saturday, January 31.

We are also currently working with three major Christian universities who are considering offering college extension credit for those taking the boot camp. Check NRB's Web site at <http://www.nrb.org> for boot camp updates.

Success comes when you eliminate the possibilities of failure and



Phil Cooke of Phil Cooke Pictures, Inc., in Burbank, Calif., is a producer, speaker, and author of Producing Effective Christian Television Programs. He can be reached at (818) 563-2125 or e-mail phil@cookefilm.com

retreat. Remember the Spanish explorer Hernando Cortez? After sailing across the Atlantic, landing in the New World, and unloading his men and supplies, he immediately set fire to his ships. Watching in horror as they burned, his crew almost revolted. But Cortez knew as long as they had an easy way back to Spain, it would be harder to succeed. And today, Mexico and most of South America speak his native language.

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Following principles established in a related television case (*Buffalo Broadcasting v. ASCAP*), the NRBMLC had asked the court for a feature music use rate of 1.73 percent revenue subject to fee (RSTF), instead of the 4.22 percent RSTF offered by ASCAP. Stating that "the television and radio industries are vastly different and that what is appropriate with respect to music licensing in the former is not necessarily appropriate for the latter," Judge Conner kept the feature rate at 4.22 percent RSTF.

An outcome of the decision which may prove to be helpful for future NRBMLC/ASCAP license agreements is the court's ruling that NRBMLC-represented stations are not "similarly situated" with the rest of the radio industry in terms of music usage. This ruling, which the NRBMLC fought hard to gain, gives ASCAP the freedom to negotiate and offer NRBMLC licenses which are different than those it offers to the rest of the industry.

In a recent press release concerning its legislative strategies, NRBMLC executive director Russell Hauth says the court's decision does not nullify the need for Congress to act decisively in this critical area. According to Hauth, the rate court decision, which took over two years to litigate at a cost of nearly \$2 million, proves the current music licensing system is unfairly balanced against the interests of radio stations airing little or no copyrighted music.

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RECORDING REVIEWS

BY DARLENE PETERSON

God With Us

various artists

executive producers: Norman Miller and Peter York Sparrow

Christmas is right around the corner and this blockbuster recording is already on the shelves in anticipation. Some of the finest voices in contemporary Christian music have been gathered to perform favorite carols and classics: Anointed, Avalon, Ray Boltz, Steven Curtis Chapman, Clay Crosse, Steve Green, Out of the Grey, Larnelle Harris, Cheri Keaggy, Twila Paris, Sandi Patty, Michael W. Smith, Chris Willis, and CeCe Winans. Aside from this amazing line-up, the main strength of this recording is the song each artist or group sings generally fits well with their vocal gifts and stylistic strengths. For example, the vocal harmony powerhouse Anointed performs a rousing rendition of "Joy to the World" while Paris's tender but powerful voice caresses "Silent Night." There are so many Christmas recordings on the market but this one truly stands out!



The Coming

Leon C. Roberts

producers: Sam McClung and Leon C. Roberts
executive producer: Kevin Walsh
OCP Publications

The first CD I have received from Oregon Catholic Press (OCP), this greatly impressed me. It's a vibrant and joyful celebration of Advent in a new Mass setting written by the internationally respected African-American composer and music director Leon C. Roberts, who has contributed widely to the hymnals of different denominations. He serves as the Florence Van Keuren Artist-In-Residence at the Concord Baptist Church of Christ in Brooklyn, N.Y., and is music director of the Union Theological Seminary Gospel Choir in Manhattan.

The Coming begins with the atmospheric "Apocalypse," which places us in the midst of the chaos and violence of an inner city street. Sound effects, including the frightened cries of children, the din of traffic, gunfire, and sirens, explode into a melodic call for Christ's return. Written from a multicultural point of view, *The Coming* incorporates several musical styles: traditional choral harmonies with basic modal chants, spirited gospel-style rhythms, jazz elements, and even urban rap. The music dramatically contrasts the darkness of this world with the hope we have in Christ. OCP publishes the sheet music for cantor, choir, soloist, assembly, and musicians, making it possible for an average music ministry to perform this powerful work.

Dochas (Hope)

The Crossing

producer: The Crossing
Grrr Records

Not only has this group developed the musicianship

to earn them respect (and a ministry) within the Celtic music world, but they creatively communicate a message of hope amid the turmoil of living in a war-torn world. Perhaps it's the very act of performing the music of another culture that makes *The Crossing's* vision more global in scope.



A song about an Irish patriot's actions and justifications ending with the line "Is it honor or is it sin?" could be applied to anywhere there is warfare: from gang violence on the streets of America to Rwanda, Kuwait, or Beirut. These latter three places are mentioned in "Dochas (Hope)" which points to Jesus as the answer in a thoughtful, non-simplistic way. "Refugee" covers the plight of those displaced by fighting and "Someone Who Knows Your Name" brings us back to a lament for Ireland, providing, once again, Jesus as the answer.

These meaty songs are interspersed with traditional and original instrumental music which ranges from light-hearted reels to mournful and haunting melodies. Taken as a whole, this project is very unified in its themes, message, and, of course, gorgeous Celtic sound. Thought-provoking and beautiful!

100 Million Eyeballs

Miss Angie

producers: Oran Thornton, David Zaffiro, Shawn Turner, and Dan Fritz
Myrrh

Having received this CD pre-release in a bright pink plastic lunch box which also contained a Hostess Twinkie, I was amused and suspicious at the same time: "They're trying too hard. This must be more pure fluff." As the jiggly eyes glued on the CD's cardboard sleeve watched, I skeptically inserted the recording and began to listen. The sound was not fluffy: guitar-heavy modern rock. The lyrics were not fluffy: Miss Angie has a psalmist's heart. Indeed, we could call this 21-year-old's debut recording "modern rock meets praise and worship."



The title track actually refers to the heavenly creatures who praise the Lord as described in Isaiah and Revelation. Most of the songs follow the Book of Psalms pattern of honest questions and struggles directed to God with a resolution of worship.

One of Miss Angie's goals is to reach church kids who haven't made a personal decision for Christ. She was once such a kid. And in her quest she is well equipped: her youth and her musical experience (gained from performing in her family's band) make her an ideal messenger. Teens and young adults should be especially drawn to her music, but her message is certainly for all.

Darlene Peterson is the music reviewer for Religious Broadcasting.

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VIDEO VIGNETTES

BY SARAH E. SMITH

Swan Princess: Escape from Castle Mountain

director: Richard Rich
producers: Richard Rich and Jared F. Brown
executive producers: Seldon O. Young,
Jared F. Brown, and K. Douglas Martin
length: 75 minutes
audience: G-rated
Nest Entertainment/Warner Family
Entertainment, 1997

The *Swan Princess* characters are back in a new adventure. Prince Derek and Princess Odette have been married a year when the evil



Prince Derek and Princess Odette

magician Clavius, partner of the late villain Rothbart, devises a plan to recover the Forbidden Arts and take over the kingdom. With the help of frog Jean-Bob, turtle Speed, bird Puffin, and Odette as a swan, Derek manages to defeat Clavius.

The animation is as superb as the original but the storyline wasn't as strong as *The Swan Princess*. Queen Urberta, Derek's mother, had the funniest lines, especially since her character is played over-the-top. The music was a bit disappointing, except for the revival of "Far Longer Than Forever" and bits of the engaging "No Fear." Again, the villain had the best song with his rendition reminiscent of '70s soul music. Overall, a fun flick for those who enjoyed the popular *The Swan Princess*.

Children's Heroes from Christian History, Volume 3

producer: Ken Curtis
associate producer: Ger de Ridder
length: 35 minutes
audience: ages 5-10
Gateway Films/Vision Video, 1997

Adapted by the Christian History Institute from an original series by EO Television Holland, the three-volume *Children's Heroes from Christian History* introduces kids to men and women from our Christian heritage. Each animated tape chronicles four people and comes with a "Companion Guide with Discussion Starters" for parents and leaders.

In Volume 3, the lives of missionaries John Patton, Eric Liddell, Ludwig Nommensen, and Pastor Damien are explored in an engaging manner. Patton (1824-1907) ministered to cannibals in the New Hebrides. Liddell (1902-45), after winning two gold medals in track at the Olympics (as seen in *Chariots of Fire*), went to China and died as a prisoner of war during World War II. Nommensen (1834-1918) labored in Indonesia among the Bataks. Damien (1840-89) worked among the lepers on Hawaii's Molokai island, eventually dying of leprosy himself. These missionaries' struggles and hardships are bal-

anced with God's often miraculous provisions as they dedicated their lives to sharing Christ.

A wonderful series which teaches and informs children about missionary work, *Children's Heroes from Christian History* is a must-addition to any church or home library.

Mary of Nazareth

director: Jean Delannoy
executive producer: Jacques Quintard
length: 115 minutes
audience: all ages
Questar Video, 1997

Mary of Nazareth portrays the story of Christ through the eyes of his mother by telling hers. The writers use Scripture as the main text and transitional voice-overs, embellishing other scenes with believable dialogue. Mary's story, while peripherally documented in Scripture, intertwines with Jesus' throughout His ministry. Even though she often interfered (such as when she tells Him about the lack of wine at the wedding at Cana of Galilee), Jesus, even as He chastises her, treats Mary with respect and gentleness. The scenes where a grown Jesus and Mary interact are touching ones because we see a side of Christ often overlooked.

Filmed on location in the Middle East and underscored by Olivier Lliboutry's hauntingly beautiful music, *Mary of Nazareth* is a marvelous addition to traditional stories of Christ. This video has also aired on Lifetime Television.



Chadder's Wild Frontier Adventure

director/producer: Jim Kellett
executive producers: Thom and Joani Schultz
and David Balsiger
length: 40 minutes
audience: 3-10
Group Productions, 1997

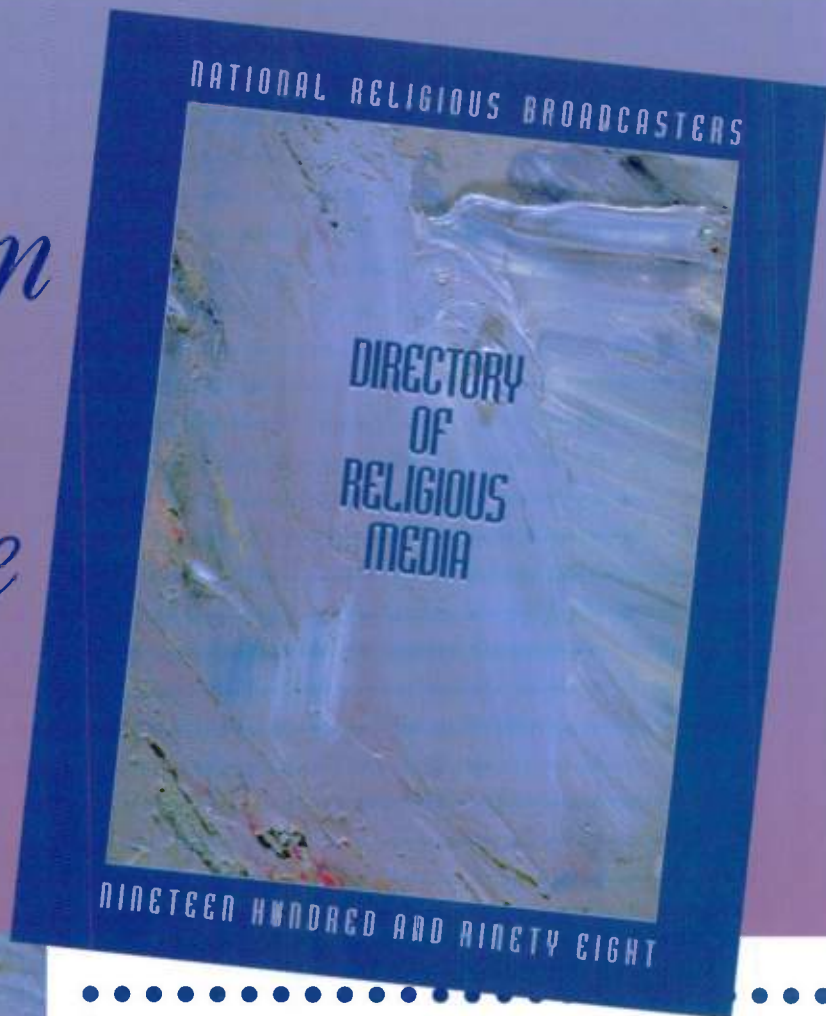
The second Chadder adventure has the chipmunk searching for gold at Branson, Mo.'s Silver Dollar City® family theme park. However, before Chadder can dip his pan in the river, he bumps into Wallace Jaw, the meanest kid in the world.

Chadder and Wallace Jaw have a showdown at high noon and Chadder must find a way to avoid being turned into a pair of fuzzy mittens. Chadder and his friends come up with ingenious ways to keep Wallace Jaw at bay so Chadder can find the courage to tell him about Jesus.

Engaging with a few songs to move the storyline along, children should find *Chadder's Wild Frontier Adventure* fun, goofy, and entertaining. This adventure also comes with a Parents' Activity Guide designed to facilitate discussion about Jesus' love and forgiveness.

Sarah E. Smith is managing editor of Religious Broadcasting.

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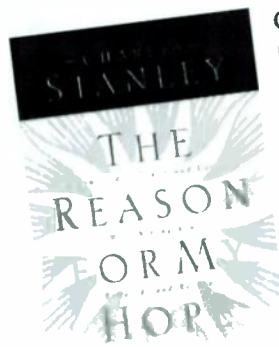
BY HARRY CONAY

The Reason for My Hope

by Charles Stanley

Thomas Nelson, 1997

In *The Reason for My Hope*, Charles Stanley delivers a warm and comforting treatise about God's love. "Because I know that God loves me perfectly and knows me intimately, I have hope in every situation. No matter what happens to me, I can't lose." There are some great expressions of comfort in this book, but as much as I personally like Stanley and value his writing ministry, this particular book disappointed me.



The way he writes about God's "method for wooing and winning mankind to Himself,"

Stanley makes it sound as if God has to entice or sweet-talk or cajole people, first to come to Him and then to participate in His plan. God doesn't beseechingly *woo*. The sovereign God of the universe irresistibly *calls* and enables. Since God's plan is a major theme in this book, readers should be aware that there are significant theological implications inherent in the distinction between *wooing* and *calling*, implications which affect our understanding of the nature of God, His love for us, His plan for our lives, and the comfort and hope we place in that plan (and, more importantly, in its Planner).

Quite frankly, I find it rather presumptuous for any author of a popular theological work to impart his own particular doctrinal bias without identifying it as such, the inference being all Christians believe as he does; this is very confusing to those who do not. I find it equally presumptuous not to mention (even if only to briefly acknowledge the existence of and/or to disagree with) other widely held, scripturally defensible stances. The result is, at best, an incomplete study and, at worst, a snub to those Christians whose views are denigrated by silence.

In this instance, readers who do not perceive Stanley's unstated Armenian orientation may *wonder* (and those who subscribe to a different doctrinal stance may *bemoan*) why his heavy emphasis on God's plan does not include a believer's election (to salvation) predestined from before the foundation of the world. This is something many Christians regard as a significant component of God's plan. Furthermore, that God deliberately chose who will come to Him is not only a vivid demonstration of His sovereignty and grace but is a powerful source of comfort and hope to many; Stanley doesn't mention it. As good, therefore, as this study may be (and in many instances, especially in its treatment of prayer, it is absolutely great), its doctrinal bias narrows its breadth of coverage.

Stylistically, there are sloppy statements which never should have gotten past Stanley's editor. For example, in an apparent desire to distance himself from the specificity of the doctrine of Definite Atonement (though he never

mentions it by name), Stanley writes: "God makes salvation completely available through Jesus Christ — and not only to *specific individuals*, but to *all* who will receive and believe in Jesus Christ as savior" [my emphasis]. Please tell me who, if not specific individuals, does "all" consist of? Other than "specific" individuals, who else can receive and believe Jesus? Have you ever met any "unspecific" or "generic" or "abstract" individuals? The literate reader (regardless of doctrinal persuasion) recognizes the second part of this sentence is virtually meaningless. This book contains too much such verbiage.

Make no mistake, Stanley's message that God has a plan for us, that He loves us, and his subsequent depiction of all that such love implies and accords, is a positive and comforting one which many will relish. But, for reasons noted above, this well-intentioned proclamation of hope, while powerful and inspiring, may not be equally or fully satisfying to all readers.

What You Need to Know about Bible Prophecy in 12 Lessons

by Max Anders

Word, 1997

In this succinctly written book, Max Anders offers a thorough and objective overview of various schools of prophetic interpretation to explore why the study of prophecy is important, the extent to which we can expect prophecy to be fulfilled, differing views on the rapture and the millennium, and numerous related eschatological matters.

It is similar in size and scope to Robert Lightner's *The Last Days Handbook* (Thomas Nelson, 1990), which also attempted to present an objective, introductory level treatment of this complex subject. But whereas Lightner let his facade of objectivity sag to espouse a dispensational preference, Anders remains fair-minded throughout. As a result, this informative book is of value to all without being doctrinally offensive to any. I cannot praise this sensitively presented and much-needed book highly enough; it is great, you should read it, and you should encourage others to read it.

Counterfeit Revival

by Hank Hanegraaff

Word, 1997

The first thing the reader notices as he opens this book, is that the normally blank fly-leaf in front has printing on it. In bold print, we are asked, "What can Heaven's Gate, Waco, and Jonestown have in common with a church near you?" Even before we encounter the title page, we are introduced to A-P-E-S ("Altered states of consciousness, Peer pressure, Exploitation of expectations, and Subtle suggestions"). This is a grabber if ever there was one.

Not dissimilar in theme and critical tone from John MacArthur Jr.'s *Charismatic Chaos* (Zondervan, 1992) and *Reckless Faith* (Crossway, 1994), *Counterfeit Revival* describes what Hank Hanegraaff perceives to be diabolical, emotional, (dare one say, charismatic?) excesses.

"Christianity," writes Hanegraaff, "is undergoing a paradigm shift of major proportions — a shift from faith to feelings; from fact to fantasy; from reason to esoteric revelation. This paradigm shift is what I call the Counterfeit Revival. . . . Sardonic laughter, spasmodic jerks, signs and wonders, super apostles and prophets, and being 'slain in the spirit' are pointed to as empirical evidence of the power and presence of the Holy Spirit. . . . Some of the most recognizable names in the Christian community are endorsing this paradigm shift with little or no reservation." And Hanegraaff boldly names them in this detailed, finger-pointing, no-holds-barred account.

Using the acronym "F-L-E-S-H . . . to distinguish the genuine work of the Spirit from the counterfeit work of the FLESH (Galatians 5:19-26)," each of the five sections exposes one or more manipulative deceptions. These sections are "Fabrications, Fantasies, and Frauds," "Lying Signs and Wonders," "Endtime Restorationism," "Slain in the Spirit," and "Hypnotism." Appropriate remedies are offered in an epilogue.

I especially enjoyed a lengthy section in defense of Jonathan Edwards against the misinterpretations of his teachings by those who cite Edwards to defend the aberrant practices exposed in this book.

Hanegraaff was himself a dabbler in such things. Though he finally realized the error of his ways, I am somewhat baffled that someone with his background and theological training could have been so easily and thoroughly led (or "misled," depending on your point of view) into such depths of hyper-charismatic practice. If it could happen to him, it could happen to you or me.

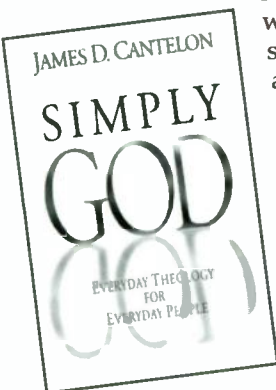
Those who agree with Hanegraaff (and who did not read MacArthur's earlier works) will probably find this book sensational and revelatory; those who embrace that which Hanegraaff condemns will no doubt be extremely angry or upset. Either way, whether it *engages* or *enrages*, I encourage you to read this destined-to-be controversial work.

Simply God

by James Cantelon
Thomas Nelson, 1997

In this easy-to-read book subtitled "Everyday Theology for Everyday People," James Cantelon provides an overview of "the science of God" written in a non-threatening, conversational style suitable for a popular audience of new or would-be Christians. Content is organized topically around major headings reflecting God's existence, nature, decrees, works, and Word. Explanations are anecdotally illustrated and amplified with practical guidance and sound advice.

The result may be a bit meandering and doctrine-lite for those desiring a more direct, dogmatic, or precisely stated ex-



planation of essential information, but Cantelon's keen and occasionally provocative insights encourage readers to think rather than to passively accept. Because of this, the book will also be of interest to mature Christians who desire to review matters which they already *presume* to know.

The 77 Habits of Highly Ineffective Christians

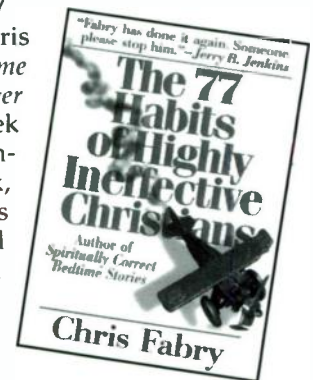
by Chris Fabry

Saltshaker/InterVarsity, 1997

Those who have read Chris Fabry's *Spiritually Correct Bedtime Stories* and *Away With the Manger* will anticipate his tongue-in-cheek approach to communicating important truths. In this little book, Fabry turns positive suggestions for Christian living (honored more frequently in the breach than in the keeping) into negative rules of conduct, which, if followed, are guaranteed to prove detrimental.

These rules or habits are offered in one-page meditations with such titles as "Make Prayer Occasional," "Provoke Your Children to Wrath," "Be Negative," "Judge Others," "Speak Christianese," "Make Worship Optional," "Make Music the BIG Issue," "Extinguish Hell," and "Don't Believe Jesus Is the Only Way to God." These are frequently followed by "Action Points," "Scriptures to Avoid," and "Ineffective Growth Exercises." By generally *not* doing everything advocated in this delightful book, you will become a much more effective Christian.

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



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Walter Cronkite on Journalism

I just finished reading Walter Cronkite's autobiography, *A Reporter's Life* (Knopf, 1996). For those of us who grew up with "Uncle Walter" presenting the evening news on CBS-TV in the '60s and '70s, this book brings back memories and offers an interesting behind-the-scenes look at the world of that time, as well as journalism in general. Here are some excerpts concerning the latter.

He describes his early years as a reporter on the *Houston Press* newspaper, which competed with the *Houston Chronicle* as each published several editions a day. The city editor of the *Press* would search the pages of the *Chronicle* to see where the *Press* bested it and where the *Press* came in second.

"When he found what he thought might be an error, he'd call out 'Cronkite! . . . The *Chronicle* spells this guy's name S-m-y-t-h. We've got it -i-t-h. Which is it?' . . . He was a stickler for that kind of accuracy, but most editors were in those days. They understood a fundamental truth about newspapers and how the public perceived them. One mistake . . . standing alone didn't make that much difference perhaps. But for each such mistake there was a given number of readers who recognized the error and whose trust in the paper was diminished thereby. And

each of them probably told their friends, and the circle of doubt grew. Regrettably, there isn't that sort of accuracy today."

On news judgment: "Unless one has had to do the job, it is impossible to grasp how difficult it is to decide what should go into a news broadcast and what must be left out. The rule of thumb for all news operations is that stories are assigned their importance on the basis of what affects or interests the greatest number of one's readers or viewers. Depending upon the nature of the newspaper or broadcast, the bal-

ance between what 'affects' and what 'interests' is quite different. The first criterion of a responsible newspaper such as *The New York Times* is going to be that which their readers need to know about their world that day — those developments that in one way or another might affect their health, their pocketbooks, the future of themselves, and their children. The first criterion of the tabloid is that which 'interests' its readers — gossip, sex, scandal."


On the matter of his signature sign-off, Cronkite writes, "I had come up with the phrase [And that's the way it is' followed by the date] when the 'Evening News' went from a quarter hour to a half hour in 1963. I naively thought that by doubling the length of the program, I would have time for a short feature story at the end, little two- or three-paragraph items. Depending on the story, I could then cap it with my line, which, depending on whether I recited it with humor, or sadness, or irony, became a six-word commentary on life's foibles.

"Dick Salant hated the line from the beginning. He argued that it arrogantly implied an unerring accuracy, of which we were not capable and which we did not claim. It turned out that we didn't have time for the feature stories and the line served no purpose. Within days, however, the public seemed to have embraced the sign-off. . . . So I stuck with it. I began to think Dick was right, but I was too stubborn to drop it."

From his current vantage point, the octogenarian Cronkite criticizes the vacuity of today's television journalism, saying, "They'd rewrite *Exodus* to include a car chase." He writes, "A career can be called a success if one can look back and say, 'I made a difference.' I don't feel I can do that."

He says despite his efforts at establishing high journalism standards, infotainment is today's trend. "For those who either cannot or will not read — equally shameful in a modern society — television lifts the floor of knowledge and understanding of the world around them. But for the others, through its limited exploration of the difficult issues, it lowers the ceiling of knowledge. Thus, television news provides a very narrow intellectual crawl space between its floor and ceiling."

That's *A Reporter's Life* by Walter Cronkite. You should read it.

Let me know the interviewing and news techniques you use on your station from which others could possibly benefit. 



Jonathan Petersen is director of corporate affairs for Zondervan Publishing House (<http://www.zondervan.com> or AOL Keyword "zon"), marketing director of Academic, Reference, and Ministry Resources, executive editor of the Zondervan E-Mail Alert Service, and creator of the Zondervan Press Syndicate and Zondervan Radio Network. He is a requested speaker on media practices. His e-mail address is jonathan.petersen@zph.com.



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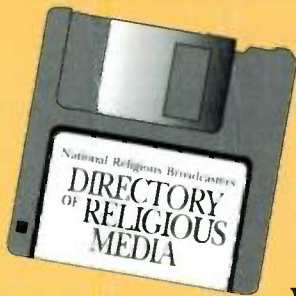
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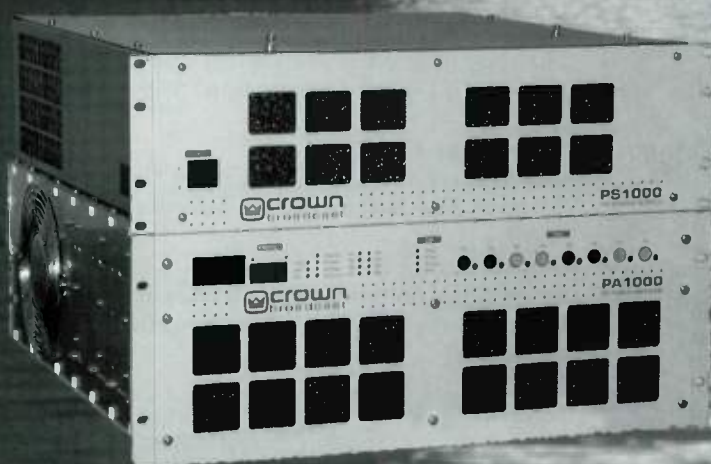
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November 12-16

National Association of Farm Broadcasters Annual Convention; Kansas City, Mo. Information: (612) 224-0508.

November 13-16

National Association of College Broadcasters 10th Anniversary Conference; Rhode Island Convention Center, Providence, R.I. Information: (401) 863-2225 or e-mail nacb@brown.edu.

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.

1998

January 27-31

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

January 31-February 3

55th Annual National Religious Broadcasters Convention & Exposition. Sheraton Washington, Washington, D.C. Information: (703) 330-7000, ext. 503, or <http://www.nrb.org>.

February 5-8

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

February 19

21st Annual International Angel Awards; Hollywood. Information: (214) 463-4728.

March 2-4

56th Annual National Association of Evangelicals Convention; Radisson Twin Towers Hotel, Orlando, Fla. Information: (708) 665-0500 or e-mail NAEWheaton@aol.com.

March 12

14th Annual Communication Awards Dinner (National Association of Black-Owned Broadcasters); Washington, D.C. Information: (202) 463-8970.

March 13-14

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

April 3-6

43rd Annual Broadcast Education Association Annual Convention; Las Vegas. Information: (202) 429-5354.

April 6-9

National Association of Broadcasters Annual Convention; Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

April 19-23

Gospel Music Association Week; Renaissance Hotel, Nashville, Tenn. Information: (615) 242-0303.

April 26-29

50th Annual Evangelical Press Association Convention; Holiday Inn Mart Plaza, Chicago. Information: (804) 973-5941.

May 3-6

National Cable Television Association Annual Convention; Atlanta. Information: (202) 775-3669.

May 16-19

104th Audio Engineering Society Convention; RAI Conference and Exhibit Centre, Amsterdam, The Netherlands. Information: 31 35 541 1892, or e-mail 104th chairman@aes.org.

June 28-30

Inspo 98 (SkyLight Satellite Network); Northwestern College, St. Paul, Minn. Information: (612) 631-5000 or e-mail ddd@nwc.edu.

July 11-16

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

September 23-25

48th Annual Broadcast Symposium (Broadcast Technology Society); Washington, D.C. Information: (919) 752-7181.

September 23-26

International Conference & Exposition (Radio-Television News Directors Association); San Antonio. Information: (202) 659-6510.

October 14-17

NAB Radio 98; Seattle. Information: (202) 775-3527.

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Album	Artist	Record Company
<input type="checkbox"/> 1. Heavenly Place	Jaci Velasquez	Myrrh
<input type="checkbox"/> 2. Shades of Grace	Bob Carlisle	Diadem/Benson/Verity
<input type="checkbox"/> 3. Welcome Home	Ron Kenoly	Integrity
<input type="checkbox"/> 4. Behind the Eyes	Amy Grant	Myrrh/A&M
<input type="checkbox"/> 5. Signs of Life	Steven Curtis Chapman	Sparrow

BLACK GOSPEL ALBUM of the YEAR		
Album	Artist	Record Company
<input type="checkbox"/> 1. God's Property	Kirk Franklin's Nu Nation	B-Rite
<input type="checkbox"/> 2. Under the Influence	Anointed	Myrrh
<input type="checkbox"/> 3. Stand	John P. Kee	Verity
<input type="checkbox"/> 4. Live in London	Hezekiah Walker	Verity
<input type="checkbox"/> 5. Yolanda Live	Yolanda Adams	Diadem

SOUTHERN GOSPEL ALBUM of the YEAR		
Album	Artist	Record Company
<input type="checkbox"/> 1. Southern Classics, Vol. II	Garther Vocal Band	Spring Hill
<input type="checkbox"/> 2. You Can't Ask Too Much of My God	The Bishops	Homeland Records
<input type="checkbox"/> 3. We Want America Back	The Steeles	Daywind Music
<input type="checkbox"/> 4. All Access Live	Tony Gore and Majesty	Promised Land Records
<input type="checkbox"/> 5. Wherever You Are	The Martins	Spring Hill

CHRISTIAN ROCK / ALTERNATIVE ALBUM of the YEAR		
Album	Artist	Record Company
<input type="checkbox"/> 1. Welcome to the Freak Show	dc Talk	Forefront/Virgin
<input type="checkbox"/> 2. Caedmon's Call	Caedmon's Call	Warner Alliance
<input type="checkbox"/> 3. Much Afraid	Jars of Clay	Essential/Silvertone
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Title	Author	Publisher
<input type="checkbox"/> 1. What's So Amazing About Grace?	Phillip Yancey	Zondervan
<input type="checkbox"/> 2. Just As I Am	Billy Graham	HarperCollins Publishers
<input type="checkbox"/> 3. Day of Deception	John Hagee	Thomas Nelson
<input type="checkbox"/> 4. The Great House of God	Max Lucado	Word
<input type="checkbox"/> 5. Living Somewhere Between Estrogen and Death	Barbara Johnson	Word

FICTION BOOK of the YEAR		
Title	Author	Publisher
<input type="checkbox"/> 1. Nicolae (<i>Left Behind Series</i>)	Tim LaHaye/Jerry Jenkins	Tyndale
<input type="checkbox"/> 2. The Oath	Frank Peretti	Word
<input type="checkbox"/> 3. Shiloh Autumn	Brock & Bodie Thoene	Thomas Nelson
<input type="checkbox"/> 4. Promise Me Tomorrow	Lori Wick	Harvest House
<input type="checkbox"/> 5. The Tender Years	Janette Oke	Bethany House

PERFORMING ARTIST(s) of the YEAR	
Artist Name	Artist Name
<input type="checkbox"/> 1. Jars of Clay	<input type="checkbox"/> 7. Michael W. Smith
<input type="checkbox"/> 2. Ron Kenoly	<input type="checkbox"/> 8. Garther Vocal Band
<input type="checkbox"/> 3. Kirk Franklin	<input type="checkbox"/> 9. 4 Him
<input type="checkbox"/> 4. Sandi Patty	<input type="checkbox"/> 10. dc Talk
<input type="checkbox"/> 5. Bob Carlisle	<input type="checkbox"/> 11. Point of Grace
<input type="checkbox"/> 6. Steven Curtis Chapman	<input type="checkbox"/> 12. Carman

RADIO MINISTRY IMPACT of the YEAR	
Series	Host
<input type="checkbox"/> 1. Focus on the Family	James Dobson
<input type="checkbox"/> 2. Insight for Living	Chuck Swindoll
<input type="checkbox"/> 3. Dawson McAllister Live	Dawson McAllister
<input type="checkbox"/> 4. The Alternative	Tony Evans
<input type="checkbox"/> 5. Breakpoint	Chuck Colson

TELEVISION MINISTRY IMPACT of the YEAR	
Series	Host
<input type="checkbox"/> 1. In Touch	Charles Stanley
<input type="checkbox"/> 2. The 700 Club	Pat Robertson
<input type="checkbox"/> 3. Day of Discovery	Martin DeHaan
<input type="checkbox"/> 4. Hour of Power	Robert Schuller
<input type="checkbox"/> 5. In the Word	Joyce Meyer

CHILDREN'S PRODUCT of the YEAR			
Title	Producer/Author	Publisher	Product Type
<input type="checkbox"/> 1. Veggie Tales*	Phil Vischer		
<input type="checkbox"/> 2. Cedarment Kids*	Mike Nawroki	Big Idea/Everland Ent.	Home Video
<input type="checkbox"/> 3. Adventures in Odyssey*	Mike & Sue Gay	Benson	Home Video
	Focus on the Family	Word/	Home Video
<input type="checkbox"/> 4. Bibleland.com	Jim Elwell	Focus on the Family	CD-ROM
<input type="checkbox"/> 5. Benjamin's Box	Melody Carlson	New Kids' Media	Book
		Gold n' Honey/	
		Multnomah Publishers	

*All product lines had new releases in 1997.

SPORTS FIGURE of the YEAR	
Name	Team/Association
<input type="checkbox"/> 1. Reggie White	Green Bay Packers
<input type="checkbox"/> 2. Evander Holyfield	Heavyweight Champ
<input type="checkbox"/> 3. Brett Butler	Los Angeles Dodgers
<input type="checkbox"/> 4. Jeff Gordon	Race Car Driver
<input type="checkbox"/> 5. David Robinson	San Antonio Spurs
<input type="checkbox"/> 6. Tom Lehman	Professional Golfer

BIBLE of the YEAR	
Title	Publisher
<input type="checkbox"/> 1. The New Living Translation	Tyndale
<input type="checkbox"/> 2. Life Application Bible (NIV, NKJV, NLT)	Tyndale/ Zondervan
<input type="checkbox"/> 3. NIV Student Bible	Zondervan
<input type="checkbox"/> 4. NIV Women's Devotional Bible	Zondervan
<input type="checkbox"/> 5. The Message	NavPress

PLEASE FILL OUT FOR VALIDATION OF BALLOT

Name _____

Address _____

City _____

State _____ Zip _____

Phone _____ E-mail _____

Male Female _____ # in Household

Age: 12-17 18-34 35-54 55+

For more information on the **WoW 1998 Inspirational Awards** call INSP at 1.800.725.INSP or visit our web site, www.insp.org



Who Needs Students?

I believe in discipleship. I believe a mature Christian has the mandate to mentor a new Christian. And I believe religious broadcasters have a mandate to mentor students who seek to become professional broadcasters.

One of the best ways to begin mentoring students is to discover what is happening in Intercollegiate Religious Broadcasters (IRB), National Religious Broadcasters' (NRB) student association formed in 1970. Don't stop reading here because you think this editorial doesn't apply to you. Please exercise your patience and grant me a few minutes to chat with you.

A Little History

As a bit of background, students and faculty may join IRB for an annual membership fee of \$25, easy on the collegiate budget. The benefits IRB members receive include:

- Free subscription to *Religious Broadcasting*. (Is this a shameless plug for the magazine? You betcha!)
- Convention rates below the standard student/faculty rate.
- Online newsletter on NRB's Web site (<http://www.nrb.org>).
- Free Internet classified advertising on NRB's Web site.
- Significant discounts on the *Directory of Religious Media*.
- Resume/Internship postings on the Career Board at the annual convention.
- Publishing opportunities in this magazine.

A Lot of Future

Perhaps one of the chief benefits of holding IRB membership is one that has yet to materialize. But it will be a reality at the 55th Annual NRB Convention & Exposition (NRB 98), scheduled for January 31 - February 3.

During NRB 98, veteran broadcasters have the unique opportunity to interview IRB students as prospective employees and interns at the IRB Job Fair. Peruse the student resumes posted on the Career Board near the membership booth at your leisure. Then return to that area on Monday between 8 and 10 a.m. to chat with students eager to get to know you and your business.

The students in attendance at NRB 98 will be those who know the value of networking. Some will be award winners, recognized for the Al Sanders Scholarship of \$2500 or an IRB Student Achievement Award in radio or television/video/film.

The Student Achievement Award reception on Sunday afternoon is exciting and worth attending. And it will enable you to view what the students create. College students produce great work and boldly try new approaches. If you're looking for ingenuity and energy at your station, agency, or ministry, college students are a perfect resource.

I admire how dedicated and committed religious broadcasters are to a cause they advocate. I hope you consider the future of religious broadcasting to be one of those causes. Show these youngest members of NRB just how important they are to the industry — and to you.

Christine L. Pryor

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Jim Zix - General Manager/Chief Engineer
 WLAB - Fort Wayne's Christian Music Source (Fort Wayne, Indiana)

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FREE
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complete

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Tired of playing a guessing game?

Choosing the right programming components for a successful Christian radio station can be more difficult than it appears.

Music, news, talk, specials, scheduling, personnel, production, engineering – it's a big undertaking. Experimenting can be costly.

At American Family Radio, we've eliminated the guesswork by honing a highly successful 24-hour-a-day programming lineup. It is currently being broadcast over 150 stations in the U.S. and Canada.

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Take any or all of our programs. Use them just on holidays, or overnight – maybe only on weekends. It's your choice.

Your station can stand out in a competitive market with original information shows like *AFR News* at five minutes before the hour; *Today's Issues*, a live call-in show with nationally known guests; and *AFA Report*, a news program directly from the nation's capital; and a wide range of professionally-produced specials.

AFR PROGRAMMING IS FUN

AFR turns casual listeners into loyal listeners. Our on-air people are encouraging, engaging and just plain fun. Your audience won't get bored because AFR is live – never automated.

Our music is a superb mix of the best light contemporary and traditional – both old and new.

Along with the music and news we offer the very finest in short and full length features from well-known teachers such as James Dobson, Larry Burkett, James Kennedy, David Jeremiah, Adrian Rogers, Tony Evans, Michael Youssef and others.

AFR PROGRAMMING IS FREE

And the best part is that AFR programming is **FREE!** No strings attached. (Call us for equipment requirements.)

So quit playing the guessing game. For more information call **Marvin Sanders at 601-844-8888.**

American Family Radio