

RELIGIOUS BROADCASTING

DECEMBER 1997

Visual Media's Vision



Inside

- CBN Animation
- Daring Diversity
- INSP—Digital
- Media Technology Group

RELIGIOUS BROADCASTING

Coming in January:

New transition

New color

New attitude

New content

New title

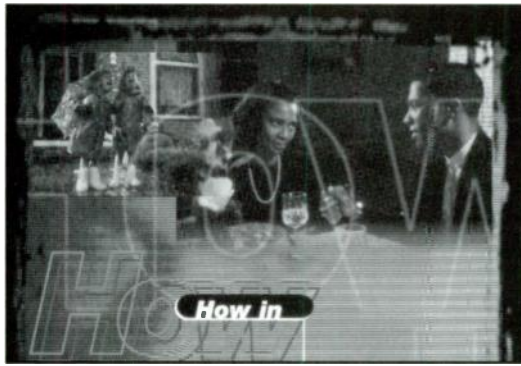
NRB magazine

An evolving magazine for people
who are changing an industry.

A Determined Denomination

The Southern Baptist Media Technology Group answers the question: "How in the world shall they hear?"

12



page 12

38

FYI Focus: Television & Visual Media

HDTV's fuzzy future and faith in a box.

32

Millennial Alliances

by David Cerullo

Will religious broadcasters lead on or lose out in the digital age?

DECEMBER 1997

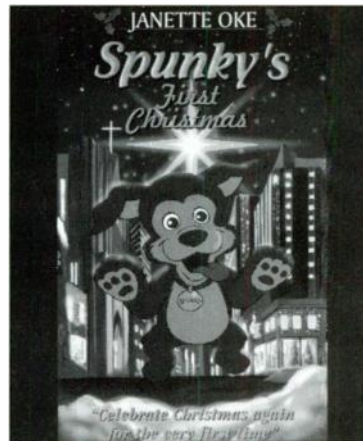
Features

Animated Evangelism

by Suzanne Mason

The Christian Broadcasting Network's award-winning animation team explains what it takes to color inside the lines.

18



page 18



page 24

24

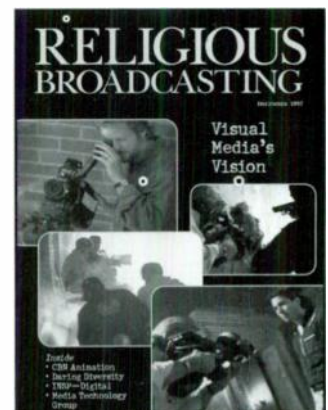
Daring Diversity — Part Two: Television

by Sarah E. Smith

Talking heads and robed choirs are far removed from these six unique programs.

Visual Media's Vision

Production shots from the Southern Baptist Media Technology Group's "How in the world shall they hear?" media kit.



Photos courtesy of Media Technology Group



One was a reward
for quality...



Two was a tribute
to quality...



Three established a trend
in quality...



Four is an
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of quality.

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Departments

OPINION/COMMENTARY

- 4 Signing On by David Clark
- 8 Tuning In by Brandt Gustavson
- 6 Readers' Reactions
- 60 Segue

INDUSTRY INFORMATION

- 31 Television Topics by Lee Miller
Volunteerism and your station
- 55 Marketing Memos by Judy Wagonner
Listening to your listeners

BROADCASTING NEWS

- 7 Washington Watch by Richard Wiley
NRB files EEOC brief
- 42 Inside NRB
New member profile: WACN-TV
- 46 Trade Talk
Top 25 Weekly Syndicated Radio Programs



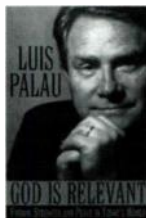
page 50

REVIEWS

- 50 Recording Reviews by Darlene Peterson
12 musical gifts
- 52 Video Vignettes by Sarah E. Smith
A monk and his animal friends celebrate Christmas
- 54 The Book Shelf by Harry Conay
Luis Palau explores God's relevance



page 52



page 54

MISCELLANEOUS

- 35 The 1997 NRB Annual Awards Voting
- 56 Advertising Index
- 58 Calendar Close-up
- 56 Classifieds

RELIGIOUS BROADCASTING

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of
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Competing with the Networks

The responsibilities of my new position have included participation in high-level meetings in New York with several of the major television networks. Several months ago, I was part of a group which met with ABC's president.

Last month, I was part of a similar group meeting with a senior vice president and two vice presidents of CBS. I never imagined I would ever be in the board room on the 23rd floor of Black Rock (the CBS headquarters) surrounded by portraits of William Paley and Frank Stanton. The purpose of the meeting was to encourage more programming with religious values and themes. CBS has made a commitment to entertainment programs with religious and moral themes by producing *Touched By an Angel* and *Promised Land* with Martha Williamson.

These two programs are attracting solid audience ratings and are consequently commercially successful. They will also generate significant income from domestic and international syndication. In short, entertainment programs which contain religious themes and attract large audiences are being produced successfully by CBS.

It is clear to me that CBS has tapped into the ground swell of popular interest in religious themes. Many of us involved in religious television have seen the potential for this kind of programming for a long time. Fifteen years ago, when I was at the Christian Broadcasting Network (CBN), CBN produced a nationally syndicated morning magazine show and a daily soap opera. It is now clear that an audience for such programs has been developing in reaction to the violence and explicit sexual themes in much of prime-time television today.

Some Christian broadcasters have made attempts over the years to produce entertainment programs with religious themes. We have lacked the financial resources, long-term commitment, and depth of talent necessary to produce and market them successfully. We have not been able to make them commercially successful because we lack the national distribution necessary to build a large audience.

It seems ironic to me CBS is successfully producing the kind of programming we Christians could produce and should produce. I am grateful to God that Williamson has accepted this challenge. Clearly if we in Christian television are to "communicate the Good News to every creature" we must produce programs with mass appeal. I believe a whole new genre of programs such as these are needed to attract and hold a general audience. The question is, "Will Christian broadcasters produce them or will Christians working for secular networks produce them?" I have the feeling if we do not, they will.

We seem to be losing headway in the area of national television distribution. With the sale of local Christian television stations and a major cable network the options for distributing Christian-oriented entertainment programming diminish. In one sense, this is nothing new, as Christian program producers have largely had to build an audience for their programs in marginal time periods on marginal stations — with Billy Graham's crusade specials as the main exception. Only in the past decade has there become the possibility of a national cable audience or an ad hoc national network of local stations, but that possibility seems to be diminishing today.

Perhaps the new digital cable technology will offer national distribution possibilities to entertainment programming with religious themes. The Internet might also offer a means of distributing television. Still another possibility is the conversion of local HDTV stations to several multiplexed channels.

Both creative entertainment programming and national distribution are essential if we are ever to reach a broad national audience. We will never really impact this culture without them.



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 W. Clark

CONFIDENT *Living* for mid-life and *beyond*

A new radio program dealing with the complex issues of mid-life

There are 70 million Americans age 50-plus with another 70 million right behind them.

Coming January 3, a program to provide a biblical perspective on issues like:

- relationships with adult children and grandchildren
- planning for a sound financial future
- spiritual life and growth
- maintaining a healthy lifestyle
- caring for aging parents

Co-hosted by Don Hawkins and Eunice Arant with contributing guests such as **John Trent, Dee Brestin, Warren Wiersbe, Kay Arthur, Joe McIlhaney & Sharon Sneed.**

Weekly

*2-hour live call in format
Saturdays from 9-11 am Eastern,
rebroadcasts at 7 am and 7 pm Sunday*

Daily

*five minute features
previewing the weekly program*

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at NRB
in the USA booth

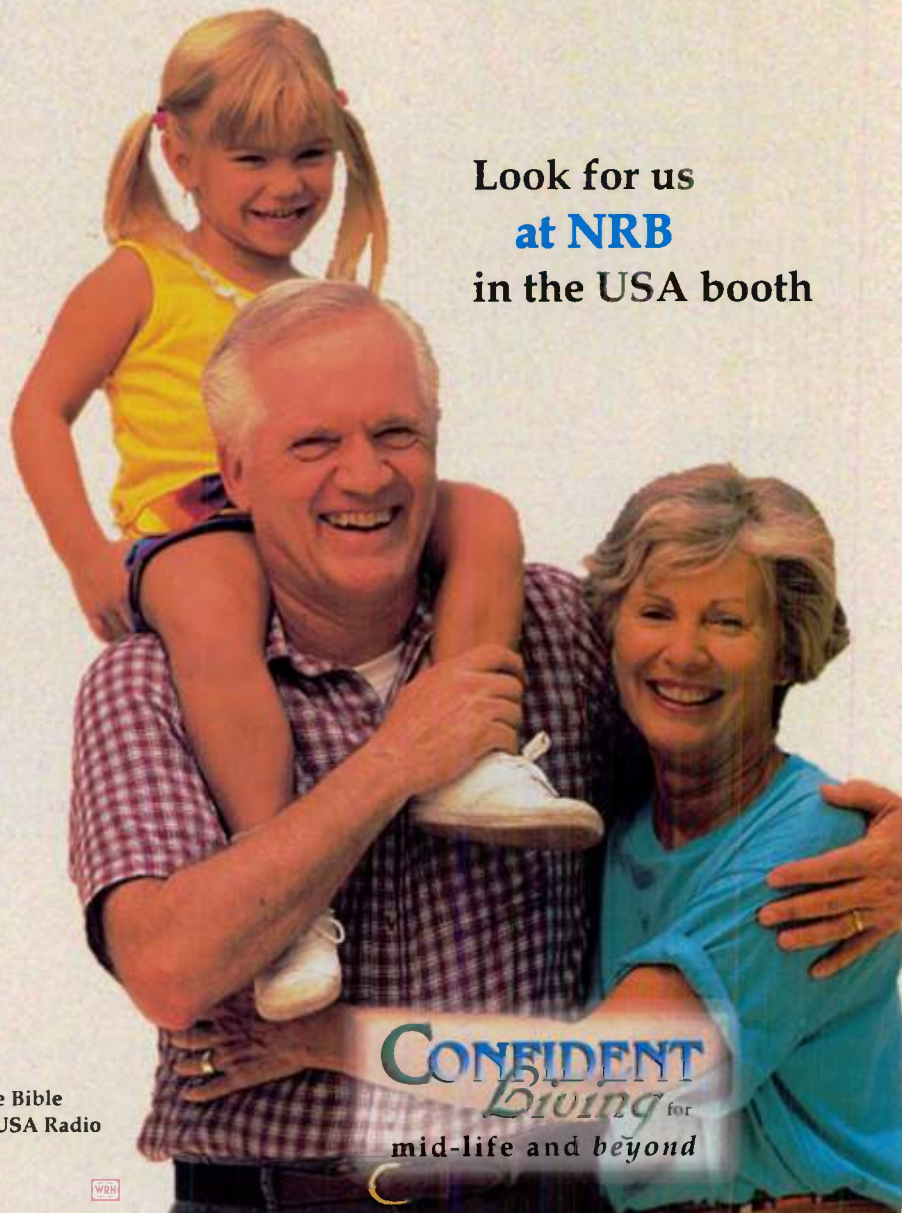
Contact Good Life Associates
P.O. Box 81803, Lincoln, NE 68501
402-464-6440 Fax 402-464-6880
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Author

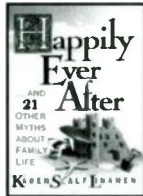
TALK



AVAILABLE FOR INTERVIEWS
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**Karen Scalf Linamen-
Happily Ever After**

...and 21 other myths about family life
Karen Linamen proves that in the wild and wacky world of family life, cliché sayings hold water about as well as a pair of wet pantyhose. "After all," she writes, "if children were what they eat, we'd all be raising Happy Meals."



Baker Revell

**Frank Schaeffer
Saving Grandma**

Filled with the same wit, warmth and outrageousness that made his debut novel Portofino a critical success, *Saving Grandma* continues the story of teenager Calvin Becker and his missionary family as they attempt to help grandma.



Berkley Signature

**Ruth Myers
31 Days of Prayer**

You're forgetting something if your "to do list" doesn't include prayer. "Prayer links our lives with God's exciting purposes and power," Ruth and Warren Myers explain in this new gift book which includes a prayer journal.



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READERS' REACTIONS

Romanian Clarification

Thank you for featuring Radio Voice of the Gospel, an FM Christian radio network in Romania, in the October article "Springtime in Romania." Unfortunately, some information was incorrect and I wish to clarify the facts.

The Romanian Missionary Society (RMS) initiated and established in joint partnership with HCJB, the Radio Voice of the Gospel in Romania. RMS president Dr. Josef Ton, with the support of the Maclellan Foundation and hundreds of our faithful donors, built the studios and trained and supported the Romanian personnel from the beginning. Furthermore, RMS continues to do so, with HCJB continuing to provide equipment and operating support as well. We are currently working on automation units to increase efficiency and to cut down costs.

Trans World Radio (TWR) has never contributed to this radio network. The only connection is that TWR rents our Bucharest studio and maintains their own personnel to create programs for their own shortwave schedules.

RMS supports Cornel Bucur and his family in Oradea. Bucur is RMS director of missions in Romania and station manager of the 24-hour Oradea radio station. He serves on the Radio Voice of the Gospel board, and works with Jeremiah Rusu, general manager of Radio Voice of the Gospel.

RMS continues to promote sister-station relationships between Christian radio stations in America with our stations in Romania, as mentioned in "Family Ties" (*Religious Broadcasting* October 1996), about the Cluj sister-station relationship with WMHK-FM/Columbia, S.C. Through this relationship, a delegation from our Romanian radio stations was brought by Bucur to attend the 1997 National Religious Broadcasters convention.

Our ongoing monthly commitment to Christian radio in Romania is a substantial portion of RMS' budget. We praise God for the many testimonies of conversions and those who tell of receiving great inspiration from the programs. We also praise God for those who faithfully support our vision and mission through radio in Romania.

Darrel L. Anderson
executive director
Romanian Missionary Society
Wheaton, Ill.

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

NRB Files Brief Supporting KFUO Appeal

National Religious Broadcasters (NRB) recently submitted an *amicus* (friend of the court) brief in federal court to bolster a religious broadcaster's challenge to one aspect of the Federal Communications Commission's (FCC) broadcast equal employment opportunity (EEO) rules. In *Lutheran Church-Missouri Synod v. FCC*, NRB is arguing that the rules improperly restrain religious broadcasters from considering theological beliefs when hiring and promoting workers for any position at a religious station.

The court case concerns the commission's decision to sanction the Lutheran Church-Missouri Synod (LCMS), which operates KFUO-AM-FM/St. Louis. Readers may recall that LCMS has been engaged in a long license renewal proceeding that focuses on the stations' efforts to recruit minority employees during the 1983-90 license term.

Although the FCC decided earlier this year to grant the station renewals, the agency also concluded that LCMS had not made adequate efforts to recruit minorities during the later years of the license term. As a consequence, the agency ordered LCMS to file detailed annual reports concerning station recruitment efforts and employment activity through October 1999. LCMS appealed the order to the federal appellate court in Washington, D.C.

NRB's participation in the appeal centers on the FCC's so-called "*King's Garden*" exemption to the broadcast EEO rules. Under this policy — named for the decades-old case that established it — a religious broadcaster is exempted from the general prohibition against religious discrimination when filling positions connected to the "espousal" of the licensee's religious views. For example, a religious station may take an applicant's faith into account in hiring announcers or producers. However, the *King's Garden* exemption does not extend to workers in "non-espousal" positions, such as secretarial or engineering posts.

King's Garden is relevant to the LCMS case because the licensee filled

several "non-espousal" jobs with students or spouses of students at the LCMS seminary where the stations are located, rather than recruiting employees from outside. The agency concluded that giving preferences to Lutherans for non-espousal positions — such as receptionist, engineer, and business manager — had a direct adverse impact on the stations' efforts to recruit, and ultimately hire, African-Americans. The commission determined that LCMS' efforts to recruit black Lutherans were "irregular."

However, the FCC found LCMS had not actually discriminated against any minority employee or job applicant. And in its appellate brief, LCMS defends the church's record on racial issues, maintaining it has "an aggressive attitude against racism and a long-standing commitment to outreach toward African-Americans."

NRB's *amicus* brief is a joint effort with the Center for Individual Rights (CIR), a non-profit, public interest law firm that has participated in other religious liberty cases. In the LCMS appeal, NRB and CIR contend that both the Constitution and the Religious Freedom Restoration Act (RFRA) require that religious licensees, such as LCMS, be permitted to consider religious beliefs in all recruitment and hiring decisions.

The U.S. Supreme Court struck down RFRA earlier this year in a case involving a Roman Catholic church's challenge to a Texas town's historic preservation law. However, the high court's decision was directed only at RFRA as it applied to state and local laws restricting religious practices. NRB/CIR contend that RFRA remains in effect with respect to federal laws such as the commission's EEO rules.

The *amicus* brief sets out three related contentions. First, the brief argues that religious entities — including those operating commercial or non-commercial stations — possess rights under the Constitution and RFRA "to define and control their own membership practices." Such rights may be burdened only in furtherance of a "compelling government interest that imposes the least possible restriction



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.

on the autonomy of the religious organization."

Second, the brief contends the FCC lacks such a "compelling" interest here, where the issue is a religious organization's "religious discrimination." The brief points out that the nation's general EEO statute, which applies to nearly all U.S. businesses or enterprises, contains the type of broad exemption that NRB seeks. Specifically, Title VII of the Civil Rights Act of 1964 permits religious entities to require all employees to adhere to the organization's theological beliefs and practices, regardless of the nature of the employee's work.

Third, the NRB/CIR brief argues that the agency lacks power to impose a more restrictive EEO rule on broadcasters simply because they are licensees. "If the government lacks legitimate authority to impose such a rule directly, it may not impose such a rule as a condition of a benefit, privilege, or license for which the religious organization would otherwise be eligible."

Oral argument in the LCMS case is scheduled to occur in January. It is not possible to accurately predict when the appellate court will rule, but a decision seems unlikely before the middle of next year.

NRB also has made a case for expanding the *King's Garden* exemption directly before the FCC, which is considering proposals to "streamline" the broadcast EEO rules generally. That rulemaking proceeding is pending. ^{1b}

Help Wanted: Kingdom Workers

The jobless rate is the lowest it's been in six years. Everywhere I go, I see signs in business windows reading, "Help Wanted: Inquire Within." The classified ads offer unparalleled opportunities.

Sometimes I wonder, "What if God wrote a want ad? What would it say?" Perhaps it would read like this:

"Kingdom workers needed immediately. Urgency of task and shortage of workers makes it mandatory to expand the labor pool immediately. Recent resignations have left many openings.

"Frequent absenteeism will force us to make unwanted cutbacks in services unless we expand workforce immediately. Ability not as essential as availability. Excellent training manual available — tried and proven for more than 2000 years.

"Opportunities abound regardless of sex, race, or age. Diverse backgrounds welcome and encouraged. Past employees include peasants and poets, kings and fig pickers, fishermen and doctors, harlots and queens, young lads and old sages.

"Main qualifications: firm faith in Christ, soft heart, and thick skin. Work not suitable for everyone. Must be able to withstand criticism of fellow workers and shirkers who often insist on their rights while ignoring their responsibilities."

How would we answer such an ad? Would we say with Isaiah, "Here am I, Lord, send me?" [Isaiah 6:8]. Let us pray for such applicants.

Let us pray that our influence for Christ will be greater in 1998 than it has been. We know the people of our nation need the message we present. May the drive of the Holy Spirit be upon us all.

I'm happy to say 1997 has been a strong year for building National Religious Broadcasters (NRB) membership. We are grateful for each one of you who stand with us for the purposes of NRB and help one another maintain access to the media.

Have a wonderful holiday season. May you spend it with family and friends. It's the time we reflect on the birth of our lovely Savior. I often wonder how I would get along without His tender love, care, and protection — it would be unbearably difficult.



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



BOTT RADIO NETWORK

Yes, We Have Changed...



Dick Bott
President

1962



Rich Bott, II
Vice-President

1997

**But Our
Commitment Remains The Same.**

Quality Bible Teaching • Christian News & Information

NRB '98 REGISTRATION FORM

January 31 - February 3, 1998 - Washington, D.C. - Sheraton Washington Hotel

INSTRUCTIONS

1. Use separate registration form for each person other than spouse. You may photocopy this form.
2. All sections of this form must be completed.
3. Register by fax or mail (See instructions) U.S. FUNDS ONLY. Payment must accompany registration form. There is an additional \$50 added to all registrations received after 12/31/97. (Do Not Mail Registration Forms after January 13: Please register upon your arrival.)
4. EXHIBITORS & PRESS - Do not use this form. Call or write for proper forms.
5. VISIT OUR WEB SITE for up-to-date convention schedule, educational sessions, list of exhibitors or to register online. Go to: <http://www.nrb.org>.

LODGING

Call the hotel directly to make lodging arrangements: The Sheraton Washington Hotel, 202-328-2000.

TO REGISTER BY FAX

Complete entire form and fax to: (703) 330-7100 Note: Credit Card registrations only. If faxing registration, please DO NOT resend through the mail.

TO REGISTER BY MAIL

Complete entire form and mail with payment to:

National Religious Broadcasters
7839 Ashton Avenue
Manassas, Virginia 20109
Phone: (703) 330-7000, ext. 503

Confirmations will be sent 1-2 weeks after receiving your registration.

CANCELLATION POLICY

Cancellations must be in writing: a \$75 administrative fee will be applied to all cancellations. No refunds for cancellations post-marked after Dec. 31, 1997.

SECTION A - BUSINESS AND JOB FUNCTION IN WHICH YOU ARE INVOLVED

Type of Business: (Check 3)

- AM Radio Station
- FM Radio Station
- Shortwave Station
- VHF TV Station
- UHF TV Station
- LP TV Station
- Radio Fac. Grp. Owner
- TV Fac. Grp. Owner
- Radio Program Net.
- TV Program Network
- Radio Program
- TV Program

- Radio Program Producer
- TV Program Producer
- Video Program Producer
- Computer M/M Producer
- Film/Entertainment
- Satellite Service Radio
- Satellite Service TV
- Production Fac Service
- Equip. Mfr./Dist. Audio
- Equip. Mfr./Dist. Video/TV
- Equip. Mfr./Dist. Computer
- Agency/Consult/Research
- Media Buyer/Syndication

- Media Library
- Station Rep. Firm
- Law Firm
- Internet Services
- Publishing/Printing
- News/Print Media
- Music Rec. & Publishing
- Premiums/Incentives
- Fundraising/Donor Mgt.
- Financial Services
- Ministry/Mission
- Grp./Church
- Education

Job Function (Check ONE only)

- Owner/Officer
- Management/Director
- Gen. Mgr./Station Mgr
- Sales/Marketing
- Engineering/Technical
- Print Media/PR
- Artist/Personality
- Clergy/Educator
- Support Staff

SECTION B

FULL REGISTRATION - (Includes: Gen. Sessions, Workshops, Exhibits, Public Policy Breakfast & Anniversary Banquet)

Member Rates	Advance	On Site	Amount
Full Member Convention & Expo.....	\$295	\$345	\$
Assoc. Member Conv. & Expo.....	\$345	\$395	\$
Spouse of Member.....	\$160	\$160	\$
IRB Faculty Member.....	\$140	\$165	\$
IRB Student Member.....	\$105	\$130	\$

Non-Member Rates

Non-Member Conv. & Expo.....	\$475	\$525	\$
Spouse of Non-Member.....	\$180	\$180	\$
Full Time Faculty (w/I.D.).....	\$155	\$180	\$
Full Time Student (w/I.D.).....	\$115	\$140	\$

International Rate

(for those attending from outside USA)..... \$200 \$250 \$

Full Registration Total \$

EXPOSITION ONLY PASS - Good for entire show

Members.....	\$50	\$60	\$
Non-Members.....	\$60	\$70	\$

Exposition Only Pass Total \$

BOOT CAMPS

RAB Radio Sales.....	\$50	\$50	\$
Non-Commercial Radio.....	\$25	\$25	\$
TV.....	\$25	\$25	\$

Boot Camp Total \$

ADDITIONAL EVENT TICKETS

	Member	Non-Member/ On Site	Quantity	Amount
World Outreach Luncheon.....	\$35	\$40	x	= \$
Public Policy Breakfast*.....	\$35	\$40	x	= \$
Women's Luncheon.....	\$25	\$30	x	= \$
Anniversary Banquet*.....	\$50	\$55	x	= \$

(*This meal is included with a Full Registration)

Additional Events Total \$

ADDITIONAL EVENT TICKETS \$

GRAND TOTAL ENCLOSED \$

SECTION C

Name _____

Nickname (for badge) _____

Position _____

Organization _____

Address _____

City _____ State _____ Zip _____

Country _____

E-Mail Address _____

Phone _____ Fax _____

Spouse's Name (for badge) _____

Vegetarian

SECTION D

Method of Payment

(Registrations will not be processed without payment)

Check (enclosed) Visa MasterCard Amex

Card # _____ Exp. Date _____

Name on Card _____

Signature _____

If you do not receive a confirmation within two weeks of sending in your registration, please call our office to confirm receipt of your registration form. Your registration packet, including a detailed program book, will be available for pickup upon arrival at the convention. Proceed to the Pre-Registered counter for these materials.

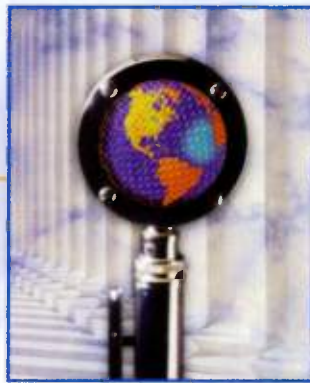
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55th annual nrb convention & exposition

DECLARING



CHRIST



Amy Grant



Elizabeth Dole

HIGHLIGHTS

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

SPEAKERS & ENTERTAINMENT

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



Carlton Pearson

EDUCATIONAL SESSIONS

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

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

William Bennett



FOR REGISTRATION INFORMATION,

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

Registration forms and complete convention program and exhibitors are available on our web site at www.nrb.org.

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

Chuck Swindoll



A
De



How in



the world



shall they hear?



Determined nomination

The Southern Baptist Media Technology Group teams with a Los Angeles producer, creating a series to help local churches

THE 54TH ANNUAL National Religious Broadcasters Convention & Exposition (NRB 97) in Anaheim, Calif., was the launch pad for an unusual media campaign that is changing communities throughout the nation.

During a dinner meeting at the convention, officials of the Southern Baptist Media Technology Group (formerly the Radio and Television Commission) made a commitment with Los Angeles-based television producer and director Phil Cooke of Phil Cooke Pictures, Inc.

The commitment secured the production of a series of television spots as the first step in creating a total package of media tools for local Southern Baptist churches. One of

the Media Technology Group's many mandates is to provide professional media tools to Southern Baptist churches. This project is one of the boldest, cutting-edge efforts in that direction.

Stan Grubb, affiliate relations associate for the Media Technology Group, made the early decision to base the campaign on extensive research conducted with local Southern Baptist churches. "No one understands local communities better than local pastors who minister in those environments every day," says Grubb, "so we wanted to ensure that this advertising campaign would effectively meet their church and ministry needs."

But why is this campaign so different? Rarely has a denomina-

tion been successful at creating an effective, eye-catching series of advertisements that crosses many media and is totally customizable for the local church. This campaign is especially noteworthy because it uses television, radio, and print in a creative style that speaks to today's culture in contemporary language.

Each media kit contains one :30 television spot, two :30 radio spots, and two print ads in 3 sizes — all created around a specific theme. The Media Technology Group's first creation is an ambitious set of four complete packages.

Religious Broadcasting (RB) magazine recently interviewed Grubb and Cooke to discover exactly what

Continued on page 14

Opposite background. Brochure for "How in the world shall they hear?" media kit from the Southern Baptist Media Technology Group.

Inserts. The media kit's warm television spots are designed to attract viewers to the local church.



went into the design, creation, and production of the project.

RB: Churches and ministries are not known for spending the time, money, or effort to produce high-quality media projects. How did the commitment to set such a high standard emerge?

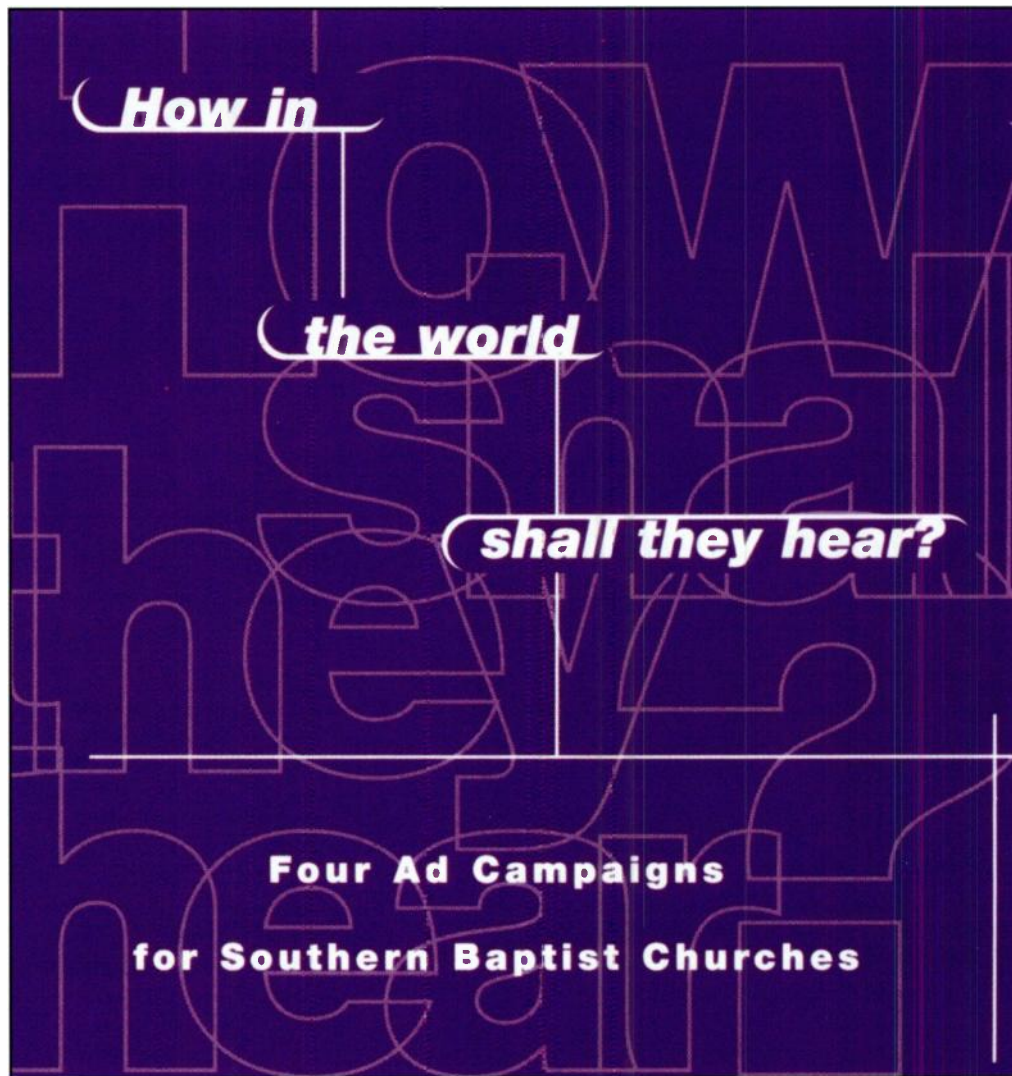
Grubb: The Media Technology Group is a visionary group of people. When this project began, we were under the leadership of Dr. Jack Johnson, who has since taken a leadership post at the North American Mission Board in Georgia. Dr. Johnson and our vice president of network operations, Deborah Key, had extensive media experience and understood the power of a high-quality, effective media campaign.

“No one would question the need to reach non-Christians with the Gospel, but we have to do it in innovative ways that this culture understands.”

— producer Phil Cooke

When we developed the relationship with Phil Cooke, a producer with a long reputation for high-quality ministry projects, we knew we had a winning combination.

Today, (NRB chairman) Dr. David Clark is executive director of the Media Technology Group and is continuing that quest for quality. He particularly wants to push the limits of technology in taking the gospel



Top. The media kit's radio spots are available on CD.

Inserts. High-quality craftsmanship and professional actors create spots with impact.

message to the world. We're excited about the future.

Cooke: To be honest, I've rarely worked with a church or ministry organization that allowed me so much creative freedom in the production of a project. I think

that's an important key. Sometimes churches and religious organizations bring in talented producers and then put the clamps down on them. But what's the point?

In this situation, the entire team from the Media Technology Group wanted to set a new standard in this



type of outreach. They understood the needs of local Southern Baptist churches and I understood how to produce an effective television campaign, so we worked together very well.

RB: What about the research?

Grubb: That was the starting point. It is critical that we meet the needs of local pastors, so we created an extensive questionnaire that enabled us to understand the needs, challenges, and opportunities they face in ministry. Then, Phil took that information and, working with Tony Leech, his writer, created about eight to ten ideas based on the results of those questionnaires. We discussed them and eventually pared them down to four campaigns.

RB: The most obvious thing about the spots is that they don't say anything explicit about God, Jesus, or the church, and yet the messages are clear and powerful.

Cooke: That's right. I look at the vast television audience out there as a pagan audience in the sense that they know little or nothing about God.

Research indicates that this is the first generation in the history of our nation to be raised without any teaching whatsoever about godly things. A huge segment of the people watching television has no idea of Christian values, terminology, or images.

So we decided early on to create this advertising campaign in language and pictures they would understand. We made it a point not to be preachy — but simply raise questions about emptiness, lack of direction, eternity, violence, fear, and other issues to get people think-

ing in new ways. Then, at the end of the spots we offer the place where people can find the answers — the local church.

RB: Doing television commercials for churches without ever mentioning God, Jesus, or other "religious" terms is very unusual — have you had any critics?

Grubb: We thought we might, but the response from pastors has been overwhelmingly supportive. We unveiled the spots at this summer's Southern Baptist Convention in Dallas to great acclaim.

Rarely has a denomination been successful at creating an effective, eye-catching series of advertisements that crosses many media and is totally customizable for the local church.

I've had numerous calls from pastors and church leaders who understand that these spots weren't designed to take the place of preaching — they were designed to get people inside the door where the Gospel can be presented in the context of a church family.

Cooke: No one would question the need to reach non-Christians with the Gospel, but we have to do it in innovative ways that this culture understands. When we continue to produce television commercials and programs using the same old phrases, images, and illustrations, it may work for someone who grew up in the church. But

for a significant segment of the audience, we might as well be speaking another language.

To me, "compromise" isn't a presentation issue, it's a doctrinal issue. We don't compromise the message of the Gospel when we express it in ways people understand. After all, that's what Jesus did — He reached a broad segment of people who had no idea who He was by using stories and situations they understood and could relate to.

RB: What about the shooting? Were the spots done on film or video?

Cooke: All the spots were shot on film, although we also used video clips for some of the special gritty effects. The spots were produced on location in Nashville, Tenn., and we used a professional crew with a wide range of experience shooting commercials, music videos, and feature films.

Jeff Steinborn was the director of photography. You've seen his work on some of the best contemporary Christian music videos. We posted the spots on a Media 100 non-linear editing system in Los Angeles. Steve Taylor was the post-production supervisor.

RB: Such a production must be costly.

Grubb: That's really the wonderful thing about this type of approach. By spending the money to professionally produce national quality advertising and making it customizable for local churches, the local church only needs to spend a small fraction of that cost and it can still have a national quality

Continued on page 16



A DETERMINED . . .

Continued from page 15

multi-media advertising campaign at its fingertips. We are looking for ways to bring mass media tools to local churches at budgets they can afford, and this is a great step in that direction.

RB: What about the print ads?

Grubb: Jesse Palmer of Details Marketing and Design in Birmingham, Ala., took the broadcast spots and adapted them to print. He did an excellent job, and has had long experience in working with Southern Baptist churches. His advice was crucial to the success of the project.

Cooke: In fact, we had Brian Jones, Details' art director, at the location shooting of the spots to offer any creative advice on the visual look of the entire campaign. It was important that the television images and print images work together in the same visual style to increase the impact. Even through post-production, Steinborn, Taylor, Jones, and I continued to develop that visual style and look.

RB: The media kits have only been available for a few months. What's been the response?

Grubb: It's been great. It's especially satisfying to hear Southern Baptist ministers and youth pastors say that the campaigns are very well done. They are confident the kits will help them reach out to younger audiences. Each kit is designed to reach a different audience, but personally, I'm probably most happy that we're reaching a



Top. Dramatic elements such as precision lighting and fog lend excitement and mood to the media kit's television spots.

Bottom. Evocative images are a hallmark of "How in the world shall they hear?"

new generation. We so desperately need to make a positive impact in their lives.

Cooke: I've been interested in what secular sources are saying about the spots, because I want them to be able to compete for viewer attention with spots like AT&T, Nike,

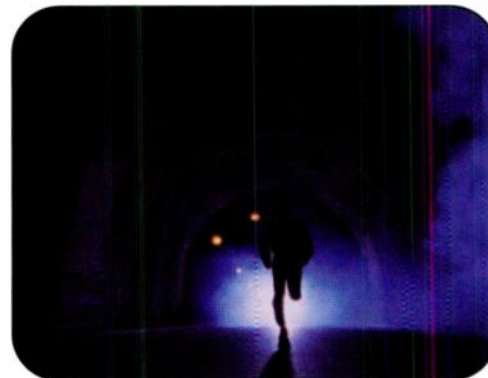
and other national brands. I've showed them to a number of secular advertising agencies, production companies, and television stations, and they are very impressed.

In fact, after a non-Christian producer of network dramas recently saw them, he said, "Maybe I should get back to church . . . it's been a long time." And that's the point of the campaign.

Interested?

The Media Technology Group states that any Southern Baptist pastors or church members can receive a demo package of the campaign by calling (800) 292-2287.

Stan Grubb can be reached by telephone at (800) 292-2287 or via fax at (817) 737-7853. Phil Cooke can be reached by telephone at (818) 563-2125, via fax at (818) 563-3662, or through e-mail at phil@cookefilm.com. Also visit Cooke's NRB Web Award-winning Web site at <http://www.cookefilm.com>.



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To participate, simply complete this ballot and mail to: WOW 1998 Inspirational Awards, P.O. Box 7564, Charlotte, NC 28241-7564, or fax it to: (704) 525-9899.

Then watch the awards show February 1, 1998 on INSP - The Inspirational Network. If you don't receive INSP in your area, please call and write your local cable company and ask them to add INSP to their lineup.

(One vote per category. One ballot per person. Ballots must be received by January 5, 1998.)

CONTEMPORARY CHRISTIAN ALBUM of the YEAR		
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	Gaither 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
<input type="checkbox"/> 4. Supertones Strike Back	Supertones	BEC Recordings
<input type="checkbox"/> 5. Conspiracy #5	Third Day	Reunion

NONFICTION BOOK of the YEAR		
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. Nicomae (Left Behind Series)	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. Gaither 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	Big Idea/Everland Ent.	Home Video
<input type="checkbox"/> 2. Cedarhurst Kids*	Mike Nawroki	Benson	Home Video
<input type="checkbox"/> 3. Adventures in Odyssey*	Mike & Sue Gay	Word/ Focus on the Family	Home Video
<input type="checkbox"/> 4. Bibleland.com	Jim Elwell	New Kids' Media	CD-ROM
<input type="checkbox"/> 5. Benjamin's Box	Melody Carlson	Gold n' Honey/ Multnomah Publishers	Book

*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

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 Address _____
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 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



Animated Ev

by Suzanne Mason

IN RECENT YEARS, THE Christian Broadcasting Network (CBN) has treated viewers to tremendous animation fare for the holidays. In keeping with this tradition, *The 700 Club's* Christmas Day program will debut *Spunky's First Christmas*, written by best-selling author Janette Oke. *Spunky* is the latest in CBN's collection of animation specials.

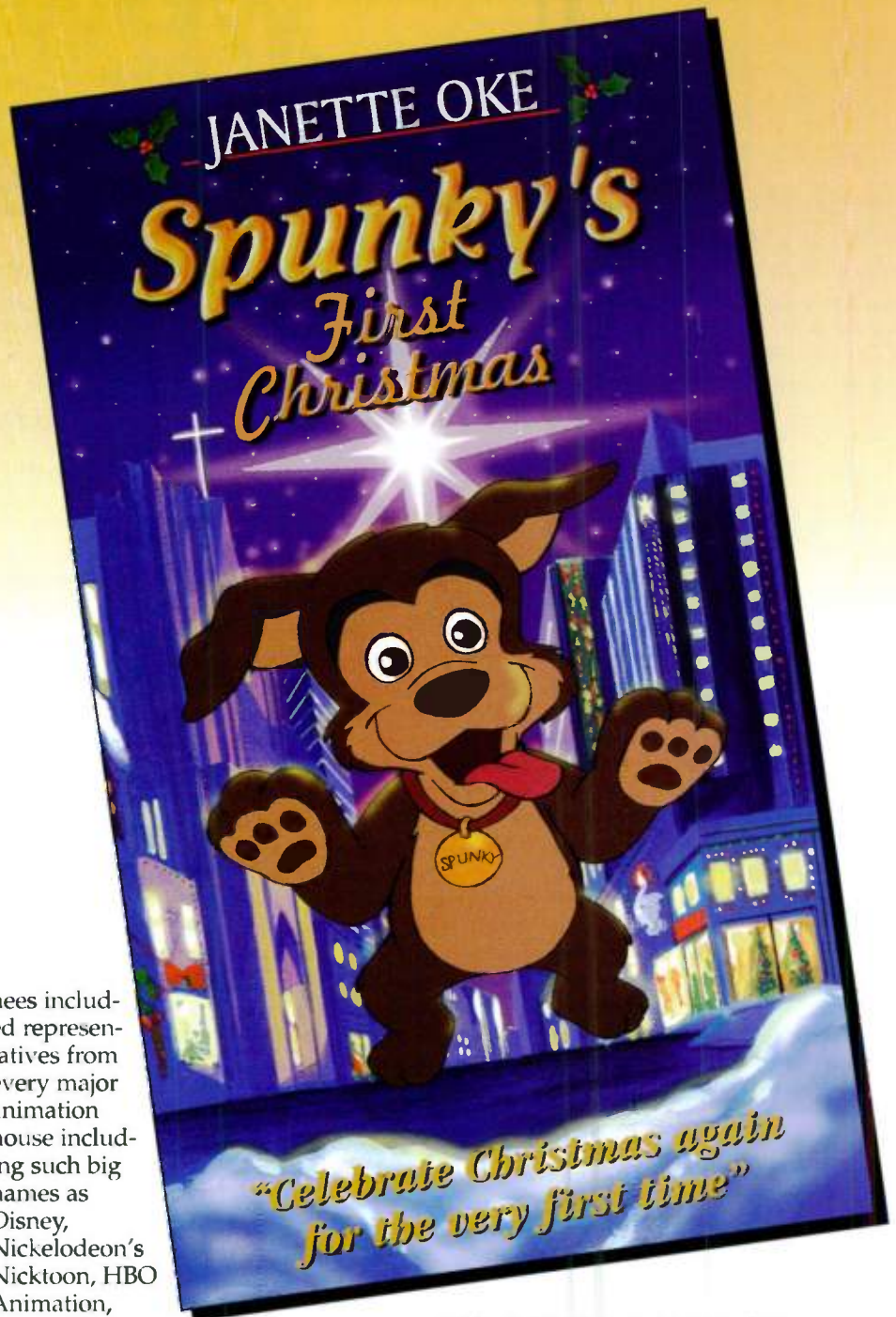
Perhaps the true success of CBN's animation can be gauged by the many letters, especially from foreign viewers, which overwhelmingly confirm the impact of the Gospel message.

Angela Costello, director of the three most recent animation projects, says, "Technically speaking, the shows have [become] progressively better. This one is the best we've done so far — and we want to be able to say that each time." This is no small claim since *The Easter Promise*, CBN's most overtly evangelical animation story to date, was nominated in 1996 for an Annie Award. The Annie Awards are sponsored by The International Animated Film Society, a nonprofit organization founded by a group of animators in 1957 to promote better understanding and goodwill through animation.

The Easter Promise, one of three nominees in the category of "Outstanding Achievement in an Animated Home Video Production," was selected from more than 150 entries in this category. Other nomi-

nees included representatives from every major animation house including such big names as Disney, Nickelodeon's Nicktoon, HBO Animation, Universal Cartoon Studio, Hanna-Barbera, and Warner Brothers Feature Animation.

Costello is quick to point out that the high quality of CBN's animation is a battle hard won. She assumed the role of producer/edi-



CBN's distribution goal for *Spunky's First Christmas* is to air in 50 countries by December 1998. The video was released by Tyndale House, which is co-promoting it with Bethany House and partnering with CBN in the release of the hard cover book by Janette Oke.

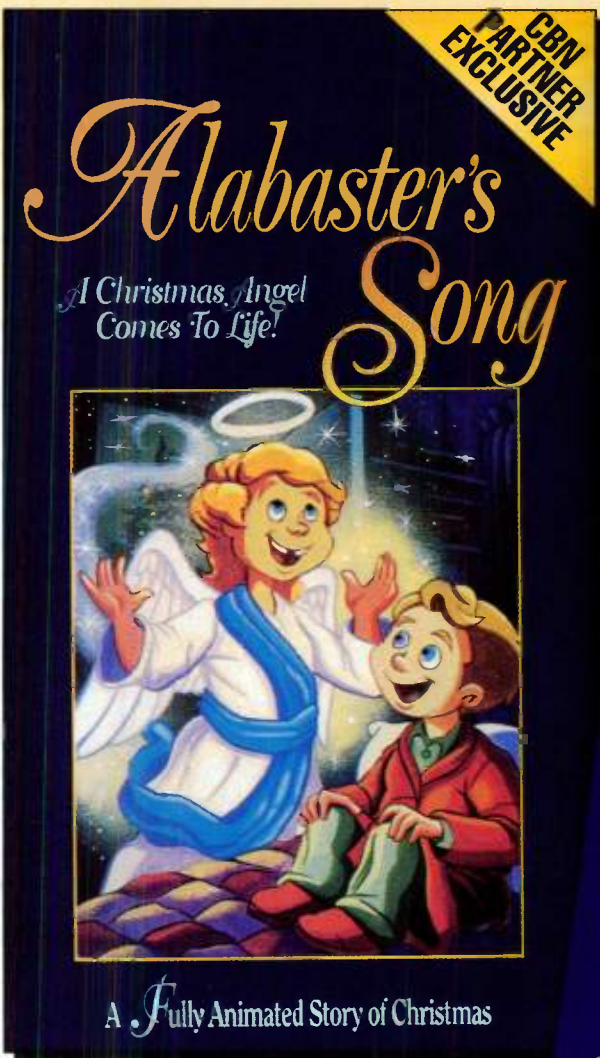
angelization

Named a finalist in the Telly Awards, the Max Lucado-authored *Alabaster's Song* sold nearly 100,000 copies during the 1996 Christmas season.

CBN's *The Easter Promise* was nominated for an Annie award in the category of "Outstanding Achievement in an Animated Home Video Production."

"Animation is the best way to communicate a story to an international audience."

— CBN president Michael Little



tor for CBN's animation team during the making of *Micah's Christmas Treasure* in 1994. Her job: to solve problems with the production.

Making Micah

Although not formally trained as an animator, Costello did have a technical background. "Basically, I

had an understanding of the AVID editing system, which is a digital editing system. It is nonlinear — fast, quick. I brought the system to *Micah* and said, 'This is what we need to fix this project and it will

save money.' I had used it with other projects — in live action and live film . . . so I brought that literacy with me to the animation process."

However, problems persisted with *Micah's* development. At the time, CBN was using an animation company in mainland China which had an insufficient grasp of the stories and was unable to provide believable English lip synching.

The project required more than 5000 edits to correct all of the problems — excessive to Costello. She felt a new quality was possible and with the next production,

The Easter Promise, she received her chance to establish the development process from the beginning.

Continued on page 20

Putting on her director's hat, Costello promoted her assistant producer, Lindy Lindstrom, to producer. This proved to be a prudent decision as Costello and Lindstrom are now recognized as a formidable partnership with four successful animation specials under their belts. With Lindstrom in place as producer, Costello set out to regroup. "I basically wanted to start with a clean slate and set a quality parameter."

Next, she set out to find the best talent and technical people — not necessarily professing Christians. "We control content, so what I really look for is to make sure our people are the best at what they do."

"Because when we produce a product and put the name of Jesus on it, it should reflect the best. Our animators are among the best in the world."

Costello's hunches have proved successful for CBN's popular, high-quality productions. In addition to recouping costs, the animation projects have proved their worthiness

as tools in communicating the Gospel — especially to a foreign audience.

An Animated History

CBN president Michael Little reflects on the strategic use of animation in reaching people for Christ. "Animation is the best way to communicate a story to an inter-

national audience. It is easily dubbed for foreign viewing and has the added benefit of crossing cultural boundaries since foreign viewers will accept it as being originally produced for them."

national audience. It is easily dubbed for foreign viewing and has the added benefit of crossing cultural boundaries since foreign viewers will accept it as being originally produced for them."

"[Animation] has an evergreen effect, which means it has a long shelf life since the characters don't have the type of hairstyles or clothing — any significant cultural tag — to date the material."

— Steve Warnecke, co-production executive of Global Television Syndication

national audience. It is easily dubbed for foreign viewing and has the added benefit of crossing cultural boundaries since foreign viewers will accept it as being originally produced for them."

Despite this success, several years went by before the excellent advantages of using animation were fully apparent. Steve Warnecke, co-production executive of Global Television Syndication, (a CBN subsidiary and distributor of CBN's products), discusses the decision to give anima-

Little speaks from CBN's lengthy experience. In the early 1980s, the organization first delved



Lindy Lindstrom (left) and Angela Costello form the creative leadership team for CBN's animation projects. The back wall displays a sample of background keys for Spunky's First

Christmas, CBN's latest animation project, which premieres on The 700 Club's Christmas Day program. Spunky is the fourth project for the creative duo.

A Few Facts

- Each animation frame is scored for symbols, signs, or messages appearing in the background that could possibly conflict with the Gospel message.

- Though the up-front cost of animation is huge, the product lasts for decades. Thus, the expensive process makes economic as well as spiritual sense.

- The absolute minimum investment on an animation project for U.S. television and home

video is \$300,000. The return is at least 100 percent, but it takes two to three years with home video and television station sales to recover up-front costs.

- *Alabaster's Song*, CBN's most recent animation release before *Spunky*, sold nearly 100,000 copies during the 1996 Christmas season — including 28,500 to CBN partners.

— Suzanne Mason

tion the prominence it now holds in CBN's overall plan. "We found it was soft-sell; it didn't come across as preachy. Plus, it has an evergreen effect, which means it has a long shelf life since the characters don't have the type of hairstyles or clothing — any significant cultural tag — to date the material."

The success of *Superbook* and

Flying House became more apparent with time. The videos sold more than 1 million units in the U.S. after being made available to major outlets such as K-Mart and Wal-Mart. Of course, the stories have long been staples for CBN's overseas viewership.

Perhaps the true success of CBN's animation can be gauged by

the many letters, especially from foreign viewers, which overwhelmingly confirm the impact of the Gospel message. A Ukrainian viewer writes a letter typical of the astounding 13 million CBN has received from that country: "*Superbook* teaches us religion, kindness, good sense, patience. The cartoon teaches us to believe in Jesus Christ."

Cels of Success

Still, the new animation provides a superior product with the ability to capture an increasingly sophisticated audience. CBN's most recent animation events include *Micah's Christmas Treasure*, first airing in December 1995 and tentatively scheduled for rebroadcast Christmas week.

Following *Micah* was *The Easter Promise*, initially aired in the spring of 1996. Most recently, viewers were treated to *Alabaster's Song*, written by the well-loved Christian author, Max Lucado and based on his book of the same name.

Continued on page 22

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Alabaster's Song first aired on Christmas Eve 1996 and will also be shown during Christmas week on *The 700 Club*.

In reality, she is regrouping from the grueling final days of an endless string of production deadlines. She speaks tirelessly about quality and

"We control content, so what I really look for is to make sure our people are the best at what they do. Because when we produce a product and put the name of Jesus on it, it should reflect the best."

— director Angela Costello

Future Images

Costello and Lindstrom are resting from their labor on *Spunky* but already have new scripts to read and new possibilities to consider.

"We'd like to do an entire 26-episode series based on Bible stories. It probably won't be the next production, but it is where we are heading," Costello says with the passion of someone beginning a new project.

the importance of capturing people's attention. "The world's attention is grasped!" she trumpets, following the exclamation with a dramatic pause and leaning across her desk. She continues in a slow whisper, "Now listen to what I have to say."

Suzanne Mason is a staff writer for **The Christian Broadcasting Network**. CBN may be reached by telephone at (757) 579-2458 or via fax at (757) 579-2459.

Meet the CBN Animators

After earning a four-year degree from Virginia Wesleyan College, Angela Costello began her professional career working for a record company subsidiary of Warner Brothers in New York. An established musician, Costello wrote the score for *The Easter Promise*.

Lindy Lindstrom, a graduate of Virginia's Old Dominion College, is also a major contributor to CBN's growing animation legacy.

Both reside in the Tidewater area of southern Virginia — home of the CBN campus. Since joining forces, they have developed the following animation projects:

- Micah's Christmas Treasure*, 1994
Costello, producer/editor
Lindstrom, assistant producer
- The Easter Promise*, 1995 *
Costello, director and composer of the musical score
Lindstrom, producer
- Alabaster's Song*, 1996 **
Costello, director
Lindstrom, producer
- Spunky's First Christmas*, 1997
Costello, director
Lindstrom producer

*Nominated for an Annie award in the category of "Outstanding Achievement in an Animated Home Video Production"

**Finalist, Telly Award

— Suzanne Mason



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Saturday, January 31, 1998
8:00 a.m. - 2:30 p.m.
Sheraton Washington Hotel,
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Cost: Only \$50

(This fee is not part of any other convention registration)

Held in conjunction with the NRB'98, this one day, intensive seminar offers radio salespeople techniques and information that will dramatically improve the quality and effectiveness of their station sales. This first-of-its-kind seminar for NRB will feature Roger Dodson, Senior Vice President of the Radio Advertising Bureau Training Division. The RAB is one of the most recognized and respected leaders in sales training.



Key topics to include:

- **Prospecting for Profits** - Will help salespeople find and evaluate the prospects who will become their best revenue prospects.
- **Consultancy Selling: 1997 Style** - Updating the time-honored RAB Consultancy Interview, this seminar offers a fresh look at new tactics and questions to identify client's real marketing needs.
- **Benefits That Grab Client's Interest** - Features hands-on practice in creating powerful benefit statements that make closing more natural.
- **Competitive Media** - Reinforce awareness of the strengths and weaknesses of other media.
- **Meeting the Creative Challenge** - Dramatize the power & versatility of radio using Mercury Award winning commercials.
- **Creating Winning Presentations** - A step-by-step guide to creating a system that insures quality presentations and bigger orders.

IMPORTANT: *This seminar is for salespeople with fewer than 3 yrs media sales experience.*



RAB Radio Sales Boot Camp Registration Form

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Four Easy Ways To Register

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 Fax: 703-330-7100 (credit cards only)
 Web: <http://www.nrb.org/convreg.htm>
 Mail: NRB, 7839 Ashton Ave.,
 Manassas, VA 20109

Payment Information

Check (Payable to NRB)
 Credit Card: Visa MasterCard Amex
 Card No _____ Exp. Date _____
 Name on Card _____
 Signature _____

RAB Boot Camp Fee: \$50
*(Not included with any other
 NRB registration fee)*



Daring Diversity — Part Two: Television

A sampling of six unique television programs



by Sarah E. Smith

IN THE MINDS OF MILLIONS of people, Christian television conjures an image of teaching/preaching shows complete with leafy potted plants, a background canvas of robed choir members, and a center talking head with a superimposed Bible verse scrolling at the bottom of the screen.

But a few programs aim to redefine Christian television to an

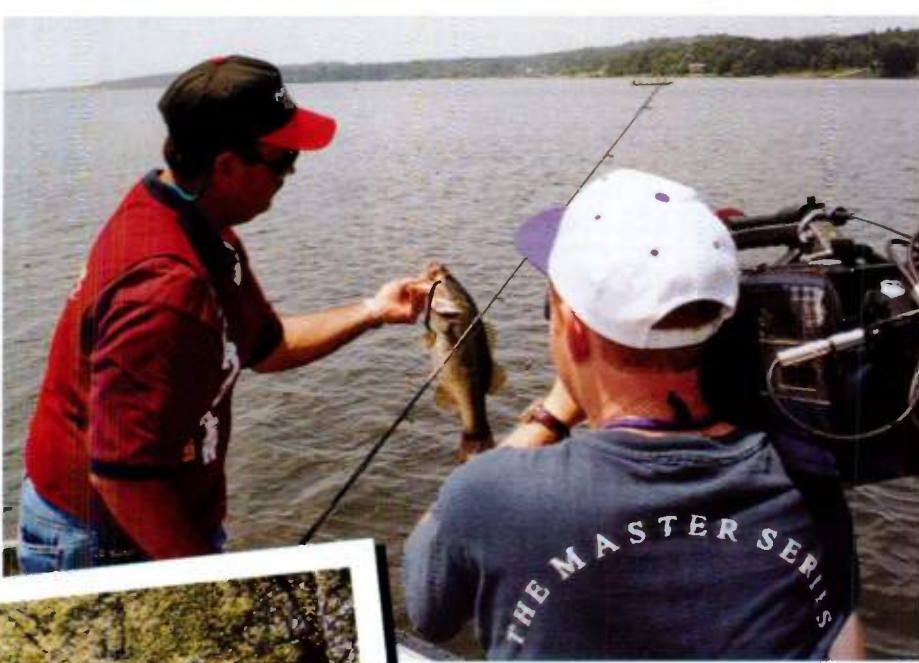
audience inundated with hundreds of channel choices.

Today, religious broadcasting's viewers can commune with nature (*Adventure Bound Outdoors*), chat with Christian celebrities (*Night Light*), explore the earth's origins (*The X-Nilo Show*), see answers to prayer (*The Incredible Power of Prayer*), learn how to be effectively single (*Singles Plus*), and exercise body and soul (*Beverly Exercise*).

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

It's Only Natural

"[The purpose of] *Adventure Bound Outdoors* is to reach people with positive family values and a Christian message," says Joel Strickland, executive producer of the show. "Outdoorsmen who will



Top: Professional bass fisherman Lendell Martin Jr. (left) shows his catch to producer/director Joel Strickland during a location shoot for Adventure Bound Outdoors at Lake Nacogdoches in East Texas.

Center: Producer/director Joel Strickland (left), feature host Charles Bridwell, and Jib operator Shane Galloway shoot intro and outro segments for Adventure Bound Outdoors.

Far Left: Beverly Chesser, host of Beverly Exercise.

Bottom: Producer/director David Balsiger (left) directs videographer Carl Hartman in shooting the Wilderness Civil War Reenactment in Orange City, Va., for his Incredible Power of Prayer video/television series.



not normally turn on a Christian program will watch an outdoors program."

The magazine-formatted program features different segments each week, such as "Sportsman Spotlight," "Hooks and Bullets" (an actual hunting or fishing outing), and "Tip of the Week." "Outdoor Extra" with Randy Schoening focuses on products used in the outdoors, such as hunting dogs, tying flies for fly-fishing, duck calls, etc.

"Family Portrait" with Shannon Davis is an interview segment with a husband and wife or family talk-

ing about how they enjoy the outdoors together. "Wild Cookin'" with Paul Uher offers wild game recipes and other culinary tips.

"The Bottom Line" with pastor Chuck McAlister is the final portion of the program and directs the viewer to Christ, whether through a story or through nature. "The bottom line is we all need a relationship with Jesus Christ," Strickland relates, "and that's what Chuck shares with viewers."

"The main reason I created The X-Nilo Show was that I have a burden to share the scientific evidence for a biblical creation."

— producer Kyle Justice



Strickland's favorite programs include water fowl hunting and the dog shows. "This program is something that I've really been interested in for about six or seven years," Strickland says. And since he worked in the video department of the Game and Fish Commission in Hot Springs, Ark., he has seen a variety of hunting and fishing shows. "With most outdoors shows there's no variety. I wanted to make [this one] different."

Continued on page 26

Funding for *Adventure* initially came from donations from members of Second Baptist Church in Hot Springs, where the program is produced. "The show will pay for itself through sponsors soon after the first couple of demo episodes," says Strickland.

He is currently shopping the show to broadcast outlets and at press time was in network negotiations. "Most Christian networks we've talked to can't wait to see it. Secular networks also like the idea and are very interested. One particular network says it's got a spot if it's all I say it is," Strickland reveals.

Future plans include "my hope that *Adventure* would be on all on the big networks — not to toot our horn obviously, but this is a really unique opportunity to reach people with the Gospel and positive values."

Stretching Herself

"Exercise, nutrition, and spiritual encouragement," are the cornerstones of *Beverly Exercise*, says founder and host Beverly Chesser.

"In the early 1980s, I was doing a local exercise program in five churches with 1000 women when a local talk show (on WGGs-TV/Greenville, S.C.) invited me to share my testimony and to demonstrate exercises," Chesser recalls.

After the talk show appearance, the station suggested a pilot program of 13 shows, which were well received. "The station owner took the program to other Christian stations and two or three secular stations, which began airing *Beverly Exercise*," Chesser remembers. The show's big break came when PTL asked to air *Beverly Exercise* daily at 5:30 a.m.

Funding comes from viewers who purchase her products, ranging from books to audio and video tapes. Donations are also accepted but not solicited during the program.

"Here's an opportunity for singles to see . . . that singleness is a place where you're not alone."

— Paul McDonald, producer of *Singles Plus*



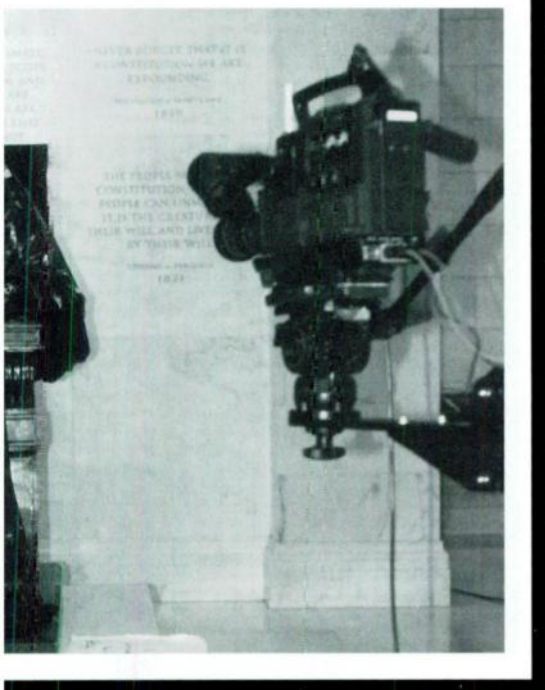
Adventure Bound Outdoors

- executive producer: Joel Strickland
- host: Charles Bridwell
- production company: Second Baptist Church, Hot Springs, Ark.
- first broadcast: fall 1997
- length: half hour
- frequency: weekly
- contact: Strickland, 501-624-4455

"I always tell people 'Beverly does the work herself.' I could raise funds but I've always felt like I wanted to keep it as a ministry," Chesser points out. She personally answers every letter and encourages her viewers to support their local Christian television stations.

Beverly Exercise consists of Chesser leading ballet-type exercises and other strengthening stretches. "I'm trained in ballet and stretching. I talk very carefully to my viewers, teaching them up-to-date health information and always getting into the spiritual side through Scripture."

Chesser also hosts a five-minute daily radio program called *Your Health Coach* and often uses its infor-



Above: *Incredible Power of Prayer* co-host Ralph Baker prepares for a scene in front of Chief Justice John Marshall's statue in the U.S. Supreme Court building in Washington, D.C.

Left: Producers/co-hosts Adrianna Carr and David Gallagher share a light moment on the set of *Night Light*.

mation on *Beverly Exercise*.

The program reaches men and women, who reach right back through their enthusiastic response. "I'm very sensitive about my viewers who are older and am constantly encouraging them while we do our exercises," Chesser relates.

Stations which carry her exercise program often receive a visit from Chesser during annual telethons and fund-raising events. "One station told me they got more letters thanking them for airing *Beverly Exercise* than any other program," Chesser says.

Future plans for the program include staying in contact with the stations and producing a top-quality program. "As long as I'm physically able and as long as stations want my program, I'll continue to produce *Beverly Exercise*," Chesser continues. "God's giving me a good run and I absolutely love what I do."

Powerful Prayer

"This series is a faith-builder for all ages," says executive producer Dave Balsiger. "The fact that ordinary people become extraordinary through prayer is a compelling story."

More than 15 years ago, Balsiger had the initial idea for *The Incredible Power of Prayer*, but it was not until this year that the idea came to fruition with this four-part video series.

"What's often overlooked is our Christian prayer heritage. When our country faced calamities and crises, Christians prayed and their prayers were answered.

"I've documented over 150 incidents in this nation's 500-year history" — from Columbus discovering the Americas to the Pilgrims landing at Plymouth Rock to the Revolutionary War to incidents in the 20th century. The series addresses between 70 and 80 answered prayers.

"By telling this story of prayer heritage, we add a dimension of history neglected in both Christian and public schools," Balsiger points out. But his main reason for producing this series is "to encourage people to pray more."

Funded by Group Publishing, the videos take a thematic approach to prayer. "The Power of Prayer" centers around early American explorers and settlers. "In God We

Trust" picks up with the Revolutionary War and continues through the Persian Gulf War, showing how the United States was founded on prayer and how praying Christians have warded off disasters and reversed events.

"Miracle Answers" examines four prayer-based Great Awakenings with examples of spiritual renewals. The final video, "One Nation Under God," explores the reliance on prayer and shows historical sites in Washington, D.C. With each video, the importance of prayer is brought to a more personal level.

"[The purpose of] Adventure Bound Outdoors is to reach people with positive family values and a Christian message through the outdoors."

— executive producer Joel Strickland

"It's hard to say what my favorite program is," Balsiger relates. "I went through some learning experiences, trusting more in prayer myself, when pulling this together."

Future plans include finding additional Christian distributors and bartering with any independent Christian stations for airtime. A companion book with a February release date is planned by Tyndale House.

Keeping it Light

"*Night Light's* purpose is to reach an unsaved audience with evangelism by example," says former co-host Adrianna Carr. "This is

Beverly Exercise

- producer: Beverly Chesser
- host: Chesser
- stations: 55, plus FamilyNet and INSP
- distribution: national
- first broadcast: 1981
- length: half hour
- frequency: daily
- contact: Chesser, 864-225-5799

Continued on page 28

DARING DIVERSITY . . .

Continued from page 27

accomplished through comedy sketches by the Half-Lit Players, the *Night Light* band and bowling team, and musical and interview guests."

Billed as a "Christ-centered talk and variety television program for young adults," *Night Light* also has a segment called "Get Real," which explores how Christians walk out their faith in the marketplace. Carr became producer of this segment for the 1997-98 season.

The show origins date to six years ago, when host/executive producer David Gallagher, then a pastor, was asked to be involved with a cable access show. When he realized a younger target audience needed to be reached, *Night Light* was born.

Night Light is currently funded by contributions from grassroots and foundations. "This year we are developing a presenting arm of LightSide (which produces the show) to help us to create an earned income base," Carr relates. "We're also going to have commercial broadcast this year and we're selling advertising.

"The idea behind the [program is to show] that Christians are real people. [We want to] use entertainment and comedy to laugh at ourselves. And we offer real answers for the 24-49 target audience," she explains.

One of Carr's favorite programs involved interviewing Christian producer Michael Omartian. "The

The Incredible Power of Prayer

- producer: Dave Balsiger
- hosts: Richard Blair, Ralph Baker, Jane Chastain
- production company: Group Productions
- distribution: national
- length: half-hour
- frequency: four-part series
- contact: Balsiger, 970-669-3836

Night Light

- producer: Adrianna Carr
- executive producers: David Gallagher, Clark Corkum
- host: Gallagher
- production company: LightSide
- stations: 50, plus FamilyNet
- distribution: national
- first broadcast: May 1996
- length: half-hour
- frequency: weekly
- contact: LightSide, 503-624-7778

comedy sketches are pretty off the wall, definitely geared toward the *Saturday Night Live* crowd," Carr says. Each sketch hits a particular theme or problem, such as lying on taxes, gossiping, drugs, or abortion.

"One of the problems our target audience has with Christian television is that it's so preachy — they're tired of being preached at. *Night Light* has an easy sell. We mention

"The fact that ordinary people become extraordinary through prayer is a compelling story."

— Dave Balsiger, producer of *The Incredible Power of Prayer*

an 800 number people can call if they want to talk about problems or if they have questions. No money is ever solicited," Carr emphasizes.

"We're really reaching people who are not saved," she continues. "We've gotten 200 to 250 calls the first half of this year. We make sure those callers receive follow-up telephone calls and are referred to churches and other groups to help them," Carr points out.

The stations are "very pleased with the show and want to have more involvement with us coming to their cities. We did a live show from Oklahoma City this September," Carr says.

Future plans may include more live shows or rallies. "We hope one day to be on secular television," Carr concludes.



Above: *Singles Plus* host Ray Mossholder (with book) confers with producer Paul McDonald during a taping

Right: Kyle Justice, producer of *The X-Nilo Show*

Singular Sensations

"The primary purpose of the program is to teach single people how to live godly lives; it's basically a teaching program," says Paul McDonald, producer of *Singles Plus*.

The idea for the program hit when Ray Mossholder, the program's host, was a guest on another show during early 1996.

Mossholder had already done videos for his *Singles Plus* and *Marriage Plus* seminars.

"We then decided at that point we would do a television program. I got involved because I'm single and I would understand the needs," McDonald reveals.

Initially funded by Cornerstone TeleVision, Mossholder is repaying the network through sales of his products, which are offered during two commercial breaks.

"This is not your typical teaching program," McDonald assures. "The program concept is a retreat for singles. We do the teaching as the centerpiece, Saltworks Theatre Company dramatizes some of the teaching points, and brother and sister Dana and Deana Gammill



Singles Plus

- producer: Paul McDonald
- host: Ray Mossholder and Kevin Baerg
- production company: Cornerstone TeleVision
- stations: 35
- distribution: national
- first broadcast: April 1997
- length: half-hour
- frequency: weekly
- contact: Paul McDonald, 412-824-3930

which didn't like it because there wasn't enough teaching. Others who have seen it are thrilled."

While the first run of the program ended last month, the network is seriously considering producing more.

"Here's an opportunity for singles to see . . . that singleness is a place where you're not alone," McDonald points out. "It's an opportunity to broaden yourself and to get Christ's focus on that place in your life."

X-treme Science

"The *X-Nilo Show* promotes a biblical worldview through examining various views of origins and various avenues of creation," says producer and creator Kyle Justice. The show's name is based on *ex nihilo*, which is Greek for "out of nothing."

About ten years ago, Justice sat in a seminar on biblical creation and realized there was a strong need to use media to present scientific evidence for a biblical creation.

"When I saw *Bill Nye, the Science Guy*, I realized how it could be done," Justice reveals. *The X-Nilo Show's* audience is primarily children.

"One of my passions for this program is that there is so much more evidence out there for biblical creation than for evolution and a lot of kids and adults don't know about it. I want to present these evidences in a fun and entertaining manner," he says.

Justice has produced one complete program as of late summer but is working on scripts for 26 episodes, covering such diverse topics as the days of creation, the Flood, and the sciences, including genetics, anthropology, archaeology, and paleontology.

Production for the remaining 25

Continued on page 30

[provide music]. . . Also interspersed are 17 testimonies from singles sharing their struggles as related to that show's program."

Topics include loneliness, failure in relationships, engagement, appreciating singleness, sexuality, and divorce. McDonald's favorite program is called the "Gift of Being Single."

"Ray talks about singleness being a gift and that you need to recognize it as such and give it as a gift to others," he shares.

Other subjects he liked include a proper dating philosophy and the

difference between love and infatuation. "All are excellent shows," McDonald says, "[they are] fast-moving and interesting, which I don't always find in Christian television."

The audience response so far has been positive. "A lot of people have said they think the program is technically and aesthetically great," he says.

Stations have also expressed how pleased they are with the program, although "we had one station

DARING DIVERSITY . . .

Continued from page 29

shows is slated to begin early 1998. Funding for the initial episode came from a donation and Justice is exploring other options, such as foundations and the private business sector, to provide the capital.

"Each episode will show some of the truths of God's creation," Justice says. "We essentially structure it as a scientific paradigm with questions at the beginning and the middle and showing evidence in entertaining segments. At the end, answers to the show's beginning questions come from the Bible and the scientific evidence shown during the show."

One repeating segment is called "Censored Moments in Science," which dispels commonly held theories today. "One of the shows I look forward to is the origin of man with OOPA, or 'out of place artifacts,' such as the pyramids in Egypt and ancient maps being more accurate than ones today," Justice says.

"The Bible says man was created perfect and that he lived for hundreds of years, using 100 percent brain capacity. Today, man uses only 10 percent brain capacity, so ancient man knew some things we're just discovering today."

Though the show had not been aired at press time, Justice has shown the initial episode to various school classes with positive results. "All the kids loved it," Justice says. Some comments from the children include, "I like this movie a lot!" "It was too weird," "Good job," and "It was really, really funny."

FamilyNet aired *The X-Nilo Show* as a special this fall. Justice is currently exploring non-exclusive licensing offers with television outlets and is talking with various Christian Booksellers Association video distributors.

In addition to this particular show, future shows Justice would

"Night Light's purpose is to reach an unsaved audience with evangelism by example."

— co-host/producer Adrianna Carr



Camera operator Matt Brinkman (left), audio technician Parker Bradley, actor Andrew Quicke, and lighting director Paul Richardson work on the "Dr. Stan" scene from *The X-Nilo Show*.

The X-Nilo Show

- producer: Kyle Justice
- host: Kurt Streutker
- production company: X-Nilo Productions
- length: half-hour
- first broadcast: fall 1997
- frequency: weekly (projected)
- contact: Justice, 503-650-2423

like to eventually produce include a documentary adventure show. "The main reason I created *X-Nilo* was that I have a burden to share the scientific evidence for a biblical creation," Justice explains. "I also felt this process must start with the younger generation."

Sarah E. Smith is managing editor of Religious Broadcasting.

Promotion and Volunteers

How's your station promotion? Are you looking for cable carriage or just trying to keep your channel programmed into the viewer's set? So often we forget to tell people that we exist, except when it comes time to ask for a donation or a spot to buy.

When seeking cable carriage, position your station as a valuable marketing point for the cable system. Provide a multitude of local programs and have subscribers sign petitions, make phone calls to manage-

ment, and send letters with their cable payment. Also, you should be developing a relationship with the cable system manager.

Be sure to look for the free and inexpensive ways to promote your station. Paint your logo on station vehicles, buildings, and field equipment. Don't forget to bring out your banners at community events and provide T-shirts with logos for your crew and volunteers.

Weekly news releases are an im-



Lee Miller is area manager for International Broadcasting Network.

portant tool. Send them out well in advance of events to area media outlets promoting programs, upcoming events, and personnel updates. This gives your station name another opportunity to be in the news and before the public eye. Our local ABC affiliate covers our station's events.

Produce local programs. People love to see themselves and their community on television. Two of the most watched programs on local television are news and sports. It doesn't take much to videotape the local high school game or a city council meeting. Develop a news and weather program or update. Look to the local college or high school for interns to assist with the programming. They'll thank you for the experience.

The main thing that keeps our operation going is our staff and volunteers. You can produce a great product with a small number of people. God changed my philosophy on volunteers a year ago and it has truly made a difference (see box). Surround yourself with people who have a true heart for God, then help them to develop a passion for ministry. Your volunteer's work shouldn't be just for the fun of it or a way to feed the ego — it should be an expression of worship to God. That's not to say we don't have fun or we don't have nonbelievers as volunteers. We do. Our hope is that the godly people who work in our ministry can reach and lead our community to a saving knowledge of Jesus Christ.

The main thing we must remember is that in everything we must magnify God. Do that and He'll sustain us. Be encouraged! ^{RB}

KIBN-TV's Volunteer Staff

What makes up a volunteer staff for a community station? A visit to the campus of KIBN-TV/Lufkin, Texas, gives us a perspective of a station reaching the community on limited resources. Under the leadership of station manager Lee Miller, KIBN has gathered a small army of volunteers ranging in age from nine to late 70s to staff the station.

One of the father/daughter camera teams, Frank and Mackie Denton made a commitment to the 6:30 call time for *Good Mornin' East Texas*, a live local newscast. The program is directed by 15-year-old Kristen Letney. Her father, Greg, does a photography segment on Tuesdays. The show is a two-camera production with local and state news, weather, and three community interviews a day. The show, which started in February, was scheduled for a summer hiatus due to the number of students involved with the production, but the students said they'd continue getting up early during their summer break.

Miller says having an all volunteer staff has provided some interesting times, especially since equipment and resources are limited. "We get very creative with the technical equipment we have to get the best picture on the air," he relates. "Many times we're complimented on looking better than our commercial counterparts. That is due greatly to our volunteers striving for excellence in everything we do."

This past Labor Day, KIBN started an all-day musical praise event called "Praise in the Pines." Instead of its annual telethon, the station opened the day to celebrating God's magnificence through praise and worship.

Broadcasting live from a stage outside the station, the event featured 24 local musical groups and church praise teams. Local church groups set up booths and served free barbecue, soft drinks and Popsicles to the hundreds that came to the station for the event. Already, plans have begun for next year's event and its popularity has spread, with nationally known Christian personalities asking to be part of 1998's "Praise in the Pines."

KIBN is one of ten stations owned by International Broadcasting Network. The station broadcasts and produces more than 25 hours of local programming, including local sports, music video shows, and a live call-in show. Six area churches also air their Sunday morning services.

This amount of programming for a donor-supported station is only possible due to the unusual dedication and commitment of KIBN's personnel, but it reflects to an even greater degree the power of God to achieve His purpose regardless of circumstances.

— by Ann Lamb, volunteer with KIBN-TV/Lufkin, Texas

by David Cerullo

WE ARE WITNESSING a special moment in history: the birth of digital television. With the conversion to digital, the next few years promise to be some of the most exciting in television history.

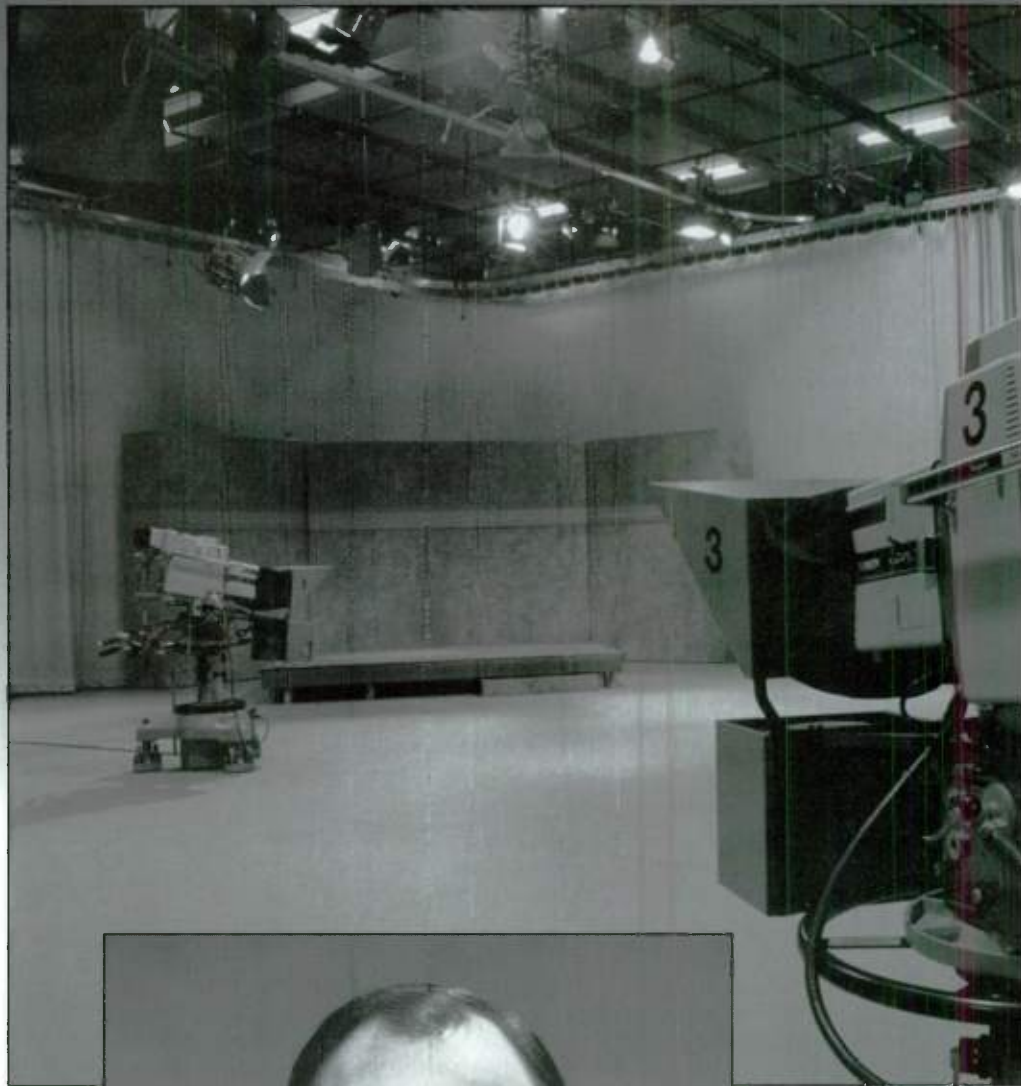
We stand at the threshold of a future filled with excitement and uncertainty, as well as a sense of awesome responsibility. This new technology is part of the process that will revolutionize communications and change the way we conduct our ministries.

We must move forward boldly, maximizing the potential of all new technologies.

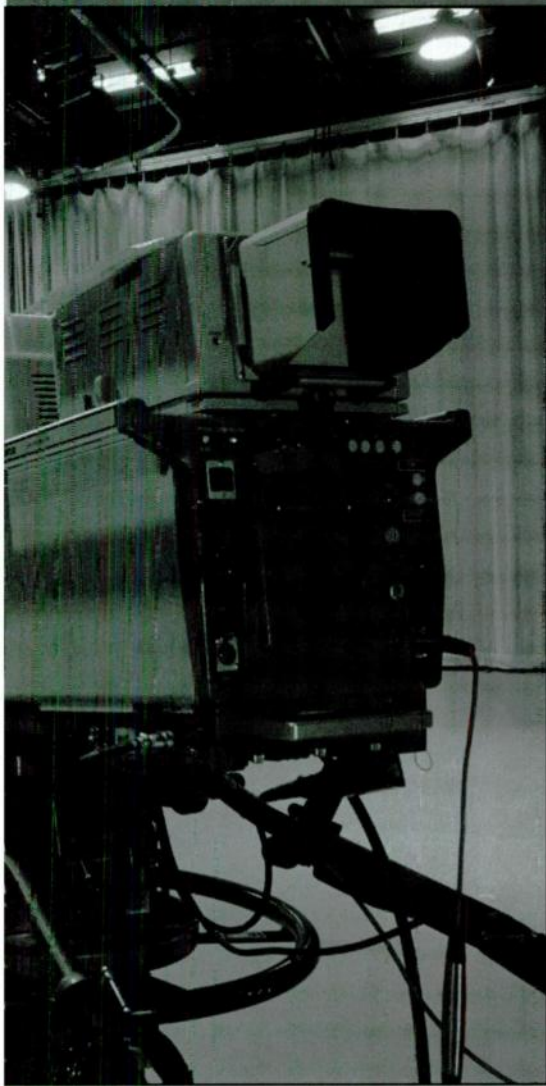
INSP has committed to invest more than \$7 million over the next five years in this new technology.

The costs will be high. The technology is still developing. Consumer interest and demand are unclear. Developments have been frequently confusing and even contradictory. Yet while the timing and form of this medium continue to evolve, some things are certain:

- 1) There will be a transition from analog to digital technology that will sweep aside all past models, technologies, and strategies.
- 2) This transition will occur over a period of several years.
- 3) Digital cable television (DCT) is for real and will usher in a new era in communications.
- 4) The conversion to digital will force networks and stations, cable and broadcast, to reexamine their operations.



David Cerullo



Millennial Alliances:

A call for Christian broadcasters to lead on or lose out in the digital age

but also distribution capacity, interactivity, and ultimately the level and type of service we provide our viewers and partners.

Secular networks, stations, and programmers are asking whether digital strategies are truly a means to simply provide a high definition, robust picture, and CD-quality sound to the viewer, or if this technology is merely a way to occupy more shelf space in the marketplace.

It should be clear that fractionalization is a fact of life that is increasing, not decreasing. The paradigm of the past was: How do I, the station, network, or programmer find distribution? But the evolving paradigm of the future will be: How do I garner an audience? As long as stations and networks continue to be single channels in an expanding multichannel marketplace, viewership will continue to erode.

One of the early debates among broadcasters is whether to choose a single high quality, high definition channel, or multiplex several channels of much lower picture quality. Many seem to be evaluating multichannel strategies.

Many are asking how digital strategies will create more revenue. How does HDTV make money? Will a higher definition picture translate into higher revenues or more contributions? Unlikely. It is difficult today to program a station

or network 24 hours a day, seven days a week. Multichannel digital will be even more challenging.

Stations, programmers, and networks need money to convert to digital. The question of whether to choose a high definition television signal or various channels must be economically driven and in response to the market needs.

We stand at the threshold of a future filled with excitement and uncertainty, as well as a sense of awesome responsibility.

Will subscription television be the economic way of the future? Will multicasting merely cannibalize existing revenue streams? From where will the programming come for an additional five channels? What will be the Federal Communications Commission's reaction to a multichannel universe? More specifically, if a station chooses to multiplex, will those additional channels qualify for "must carry"?

Higher definition pictures will

Continued on page 34

5) No one has all the answers. Even experts disagree on important questions. By the end of 1998, it is projected that 50 percent of all cable homes will have the capability of receiving digital cable. And within five to ten years, it is projected that 75 percent of all American homes will be fully equipped to utilize all digital functions.

The reaction to this new technology has been varied. Programmers and broadcasters should not wait. We need a plan.

If we want to be part of this new era, if we want to fulfill the Great Commission, if we want to take advantage of this new technology, we must be proactive in the digital technology revolution.

The Raging Debate

Digital technology dramatically changes not only the nature of the acquisition and production process,

MILLENNIAL ALLIANCES: . . .

Continued from page 33

not translate into higher revenues or contributions. I do not believe that consumers buy technology; they buy programming. Technology does not drive revenue; content performs that function.

DCT and Ministries

Since all of us have grown up in an analog world, it can be difficult to grasp the enormous impact digital technology will make. All of our thinking, training, experience, and frame of reference has been dictated by the analog model. The digital future will be radically different and



the past models will no longer apply.

Digital technology has impact in so many areas of communications that we must clarify the differences in application. In fact, the word digital itself means different things to different people.

An on-going dialogue about the application of digital technology to broadcasting continues. Its shape

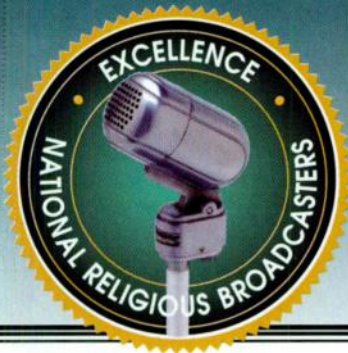
INSP's Jubilate Gospel Celebration, the network's first pay-per-view New Year's Eve celebration, will feature musical guests Janet Paschal, Al Denson, and Point of Grace, along with many other popular performers in Christian entertainment.

and impact are still not clear.

Digital technology applies to satellite delivery as well. It has allowed Direct-to-Home (DTH) television to make major in-roads in the market. DTH provides the clarity of

digital audio and video delivery and enhanced viewing options brought about by increased channel capacity from digitally compressed

Continued on page 36



THE 1998 NRB ANNUAL AWARDS

William Ward Ayer Distinguished Service Award

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

Radio Program Producer of the Year

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

Television Program Producer of the Year

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

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

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

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

*Award may be presented to a non-broadcaster.

CATEGORIES & CRITERIA

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

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

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

1. The 1998 NRB Annual Awards Official Ballot appears here in the December 1997 edition of *Religious Broadcasting*. The ballot lists the finalists for each category.

2. Voting ends December 15, 1997. Votes will be tabulated only from the actual ballot. Ballots must be received in the NRB headquarters office by December 15. Any reader of *Religious Broadcasting* is eligible to vote.

3. When voting is complete, remove ballot from magazine and mail. Faxed ballots will not be counted.

Mail to: NRB Annual Awards Voting
National Religious Broadcasters
7839 Ashton Avenue
Manassas, VA 20109-2883



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

Attention:

- Broadcasters
- Premium Users
- Video Distributors

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MILLENNIAL ALLIANCES: . . .

Continued from page 34

video signals.

However, while clearly superior to analog competition, DTH has limitations. DTH does not have the capability of being truly local or interactive — yet.

DCT provides all the enhanced audio and video clarity of DTH. In addition, since digital cable is wire-line versus wireless, it creates an environment with complete interactivity, and more capabilities. For many reasons, DCT is one of the most important resources ever made available to ministries.

*Within five to ten years, it is projected that
75 percent of all American homes will be
fully equipped to utilize all digital functions.*

The key word to understand the potential of DCT is interactive!

Thinking of how ministries communicate in the analog world, we realize that just about everything has involved different, unconnected media: People watch television, write letters, make calls, read magazines, attend meetings, listen to the radio, or log onto the Internet.

DCT changes everything, and provides the means to link these previously separate activities. Suddenly, ministries can interact with people in new, dynamic ways. They can:

- Interact with viewers instantly for teaching, counseling, and other ministry.
- Receive prayer requests and minister immediately to the needs of people.
- Hyperlink to and from Web pages.
- Receive immediate orders for ministry products.
- Respond immediately to salvation requests.
- Request and process contributions instantaneously.

DCT will enhance donor appeals, mailing lists, and response devices. It will change the way we think about communications, marketing, and distributing products. Most importantly, it will provide

new paradigms for reaching the lost and meeting people.

This will be convenient and easy for consumers. With a digital box and an easy-to-use remote control device, viewers will have the ability to easily interact with all of these media.

DCT provides ministries with a tremendous tool to help fulfill the Great Commission, and their God-given calling!

Firsts

While the Lord tarries, we must use every means to disciple and evangelize. We must move forward boldly, maximizing the potential of all new technologies. This marriage

of calling and technology has challenged INSP-The Inspirational Network.

The network has been committed to cutting edge technology from its inception, with a two-fold corporate mission: to help usher in a new era of evangelism and to bring new strength to the body of Christ. Digital technology is the latest step in the corporation's journey.

After much prayer and study, INSP has made the decision to launch additional digital channels. Phase One will be the launch of one additional digital channel in 1998. Phase two will see the launch of an INSP multiplex of at least six different channels.

First, will be the creation of a new network: INSP-Digital.

INSP-Digital is the first Christian network created specifically for DCT. I know that we are entering uncharted territory — the risks remain high and the future is not clear.

The network is taking this step because digital is the future; to compete effectively, Christians must occupy more shelf space in the marketplace.

What does it mean to compete effectively? To INSP it means two things: to compete with the world for viewership and to compete for the souls of people. Programming

content must be engaging, compelling, entertaining, and informative. How will Christian broadcasting reach people if they don't watch?

INSP-Digital will be digitally transmitted 24 hours a day to cable operators beginning in 1998. INSP has contracted with Tele-Communications, Inc. (TCI), the cable giant and its Headend in the Sky (HITS) to carry INSP-Digital on one of the transponders delivering digitized programming to cable systems. The network is proud to be one of the pioneers participating in this launch.

INSP-Digital will be similar to INSP in some ways. It will offer many ministry programs presently carried by INSP. The primary difference is that INSP-Digital will carry hours of programming never before possible.

Like INSP, the objectives of INSP-Digital are to help bring a new strength to the body of Christ and to usher in a new era of evangelism. INSP serves many denominations and will continue this commitment in the digital era. INSP-Digital will provide life-enriching programs that minister to believers and meet their needs of discipleship, equipping, and motivation, while also reaching out to the lost. This lineup includes programs based on biblical principles that are educational, informative, entertaining, and inspiring.

I must stress that though excited about the potential of digital television, INSP will continue to focus on analog as long as it is a viable medium. Short term, the synergy of the two networks will give INSP increased opportunities to develop programs, specials, and other projects, making the network stronger in the analog realm while allowing INSP-Digital to take advantage of digital technology and increased channel capacity for increased distribution.

This commitment has come at a tremendous cost; INSP has committed to invest more than \$7 million over the next five years in this new technology.

INSP has felt a burden to focus corporate energies on new technologies, delivery systems, and programming. It is critical that the Gospel be on the cutting edge of

these new technologies.

In preparation for this technology, the network has been laying groundwork for years. Its state-of-the-art teleproduction facility features digital audio and video graphics, editing, and production.

Forming Alliances

DCT holds the key to a new level of ministry, outreach, and impact. More than ever, this digital future mandates that Christian organizations work together!

These accelerating changes make it imperative that religious broadcasters be like the sons of Issachar (I Chronicles 12:32) who understood the times and knew what to do. We have a small window of opportunity to take advantage of developing technologies and position ourselves, and the Gospel, for the future.

Many in Christian broadcasting seem to recognize the enormity of these changes, and are in danger of giving up. Stations are being sold or changing format. Many industry members are discouraged. Some look at the prospect of converting from analog to digital with financial foreboding and are not sure what to do.

I believe it is time to renew our commitment. Rather than react with fear or uncertainty, I believe that these changes will open up an era of unparalleled opportunity for Christians in the media.

Leaders in Christian media must recognize the revolution that is taking place and not hesitate to respond! We cannot afford to let the Gospel be locked out of these distribution and delivery systems.

The answer is not to surrender, but to align and respond!

In the face of these enormous changes, secular companies have recognized that their greatest hope is to form alliances and develop synergistic relationships. Telephone, cable, and commercial broadcasters have been engaged in mergers and acquisitions as never before. Cable multiple system operators (MSOs) are consolidating at a feverish pace.

Secular broadcasters long ago recognized that the key to financing effective programming was effective distribution and promotion. Think

Continued on page 38

People Like What They're Hearing...

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

Angela Hicks, Edmond, OK

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

David Ingram, Ft. Smith, AR

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

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



Wanda Franz Ph.D.

Pro-Life Perspective

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MILLENNIAL ALLIANCES: . . .

Continued from page 37

about it: Secular networks understand that even the most successful stations in the largest markets cannot generate enough viewership or revenue to finance adequate programming. Even a network affiliate station in New York City finds it impossible to produce the programs they need to drive audiences and revenues.

Networks must distribute their costs of production across scores of stations. In addition, they look to off-network syndication and foreign distribution to further enhance programming revenues and profit.

*While clearly superior to analog competition,
DTH has limitations.*

Unfortunately, Christian organizations traditionally have resisted these kinds of combined efforts. Differences exist over theology, style, and control. While each of these issues has significance, those Christian leaders with shared commitment to biblical Christianity must find ways of working together.

In fact, religious broadcasters appear to be the only group of broadcasters not acting with any semblance of unity. Ironically, the need for alliances has been part of the religious broadcasting movement from its inception. The preamble of the NRB constitution states, "A corporation of doctrinally evangelical individuals concerned for the spread of the Gospel . . . banded together for the sake of the strength which comes from numbers united in a common cause."

Yes, we are united in a common cause, but have we truly banded together?

The Clear Picture

Ultimately the goal of everyone involved in ministry is neither technology, content, nor transactions, but souls.

DCT will provide a marvelous way to bring the Gospel to people throughout the world. It will provide increased distribution and interactivity which translates into an increased ability to meet people

at the point of their need.

Christian organizations must work together. We must develop alliances, partnerships, joint ventures, and projects through which Christian ministries, broadcasters, churches, denominations, individuals, and even secular companies can work together.

Together, we have at our disposal the means and resources to reach millions more people with the Gospel and develop projects with truly global impact. None of us can do this alone. We must work together. This is particularly true as we enter the digital era.

I challenge every leader, every person in Christian broadcasting to take this issue before the Lord. Ask

Him what His goals are for the media, for your station, for your program, and for your ministry. Ask Him how He would like His body to use the resources He has given us to serve His kingdom. Ask Him how we can fulfill His prayer that we be as one.

I welcome the opportunity to hear from you. INSP needs your partnership in the analog world. INSP-Digital needs your partnership in the digital world. I stand ready to meet and develop strategies, and commit my personal time and the resources of INSP to create alliances, develop programming pools, or even form new companies.

This is a moment in history that mandates our passion and commitment. Together we have the opportunities, tools, and resources to impact our generation for Christ as never before.

When we stand before God, my prayer is that He will say of all of us, "Well done!" for the action we collectively take in seizing this great opportunity.

David Cerullo is president/CEO of INSP-The Inspirational Network, based in Charlotte, N.C., and may be reached by telephone at (704) 525-9800, via fax at (704) 525-9899, or through e-mail at DCerullo@insp.org.

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FYI Focus: Televis

HDTV's Fuzzy Future

THE FUTURE OF HIGH-definition television (HDTV) is growing dimmer as broadcasters back away from the high-tech medium to develop programming for lower-quality channels that consumers can receive on standard television sets.

This trend has infuriated some on Capitol Hill who voted to give broadcasters digital television licenses worth billions of dollars. To prevent interruptions in today's free over-the-air television, Congress gave broadcasters a separate chunk of airwaves last year to develop HDTV.

nels of programming can be crammed into the same air space as one HDTV show.

Technology advancements have improved those digital signals to look almost as good as HDTV, except on very large-screen televisions, says Preston Padden, president of the ABC Television Network.

Broadcasters are taking advantage of a loophole in the 1996 Telecommunications Act, which doesn't force them to broadcast HDTV, says Marc Buse, policy director for the Senate Commerce Committee. Sen. John McCain (R-

having to pay for a new HDTV set, remarks Nat Ostroff, vice president at Sinclair Broadcast Group in Baltimore.

Sinclair plans to forgo HDTV and offer up to 16 channels of free and pay television services with its new digital broadcast licenses, Ostroff reveals, adding that Sinclair plans a January test in Baltimore.

"Ten years ago, the vision of the world was going to be an HDTV world. That was ten years ago," he says. "HDTV turned out to be an engineer's dream, but a commercial reality it is not."

Sinclair would have to spend



The Washington Times

"The intent clearly was to do HDTV," says Ken Johnson, a spokesman for Rep. W.J. "Billy" Tauzin (R-La.). Tauzin is chair of the House Commerce Committee's telecommunications subcommittee. "To those broadcasters who have unilaterally decided not to do HDTV, there's going to be a big fight in Congress."

HDTV technology, which promises movielike pictures and sound, sends a huge load of data over the airwaves. But television viewers would be wise to buy into the new technology with caution when high-resolution television sets are unveiled next year with an expected \$7000 price tag.

Broadcasters instead are eyeing lower-quality digital signals that require less data. Up to eight chan-

Ariz.), chairman of the committee, had proposed making broadcasters pay for their digital spectrum, Buse adds.

"If these people pay for it, fine, do what you want with it," he states. "But if you're going to give it to them free . . . put it into law, saying you will do what you promised."

ABC and other broadcasters are beginning to evaluate multiple-channel strategies. This would allow broadcasters to create what would amount to wireless cable systems that can transmit several channels of television, along with Internet data, music, and movies directly to computers.

Some broadcasters say the advantage of lower-quality channels is that they save consumers from

\$300 million to upgrade its broadcast towers, cameras, and other production equipment to embrace HDTV at its 29 television stations, Ostroff says. Switching to lower-quality digital signals would be cheaper and offers a faster way for the company to recoup its investment, he adds.

"This is not a spectrum grab. This is a survival mode. We're being mandated to broadcast a digital signal," Ostroff states.

Broadcasters must convert to digital signals by 2006 and return their analog licenses under Federal Communications Commission rules. But some government and industry officials fret that consumers will never get to see HDTV, which has been promised since 1987.

ion & Visual Media

"If you don't offer it to consumers, how can you know if they don't want it?" says Johnson, Tauzin's spokesman.

Congress expected broadcasters would need several years to build HDTV networks, and they probably would offer several channels of lower-quality digital programming until enough HDTV sets were purchased, Johnson says. But broadcasters were not given the digital

spectrum for free to enter whole new lines of businesses, he adds.

"We've assured the public that this is not going to be a huge corporate giveaway," Johnson states. "This is the beginning of the controversy, not the end."

Television makers, meanwhile, are eyeing a potentially lucrative market for high-priced HDTV equipment over the next two decades. Giant-screen, projection

HDTV sets will debut at a Las Vegas consumer electronics show early next year for at least \$7000, although the price is expected to drop rapidly over time.

Source: Written by Doug Abrahams and originally published in the September 2, 1997, issue of *The Washington Times*. Reprinted with permission.

Faith in a Box

A RECENT TV GUIDE POLL found that more than two-thirds of respondents want to see more spiritual content on television. How realistically does prime-time television portray matters of faith?

Not very. Religion is a scarce commodity in prime-time television, appearing once every four hours. A study by the Parents Television Council regarding reli-



favorably all four years.

- The depiction of lay people during 1996 was overwhelmingly negative, by a margin of 4 - 1.
- Over the last two years, CBS has led the positive portrayals with faith-friendly fare such as *Touched By an Angel* and *Promised Land*.
- Over the last two years, FOX has had more negative than positive treatments and has led the networks in negative portrayals.

MEDIA RESEARCH CENTER

Bringing Political Balance to the Media

gion on network television from 1993 - 1996 turns up several interesting highlights.

• Over the last four years, there has been a near-fourfold increase in

the number of religious depictions.

• For three consecutive years, positive representations have easily outnumbered negative.

• Faith has been handled quite

Source:

<http://www.mediaresearch.org>

Grant, Smith Part of Musical Lineup at NRB 98

MANASSAS, Va. — Music has always been an integral part of National Religious Broadcasters (NRB) conventions. The 55th Annual NRB Convention & Exposition (NRB 98) will be held January 31-February 3 at the Sheraton Washington Hotel in Washington, D.C.

"This is an incredible line-up of music for NRB 98," said NRB vice president Michael Glenn. "Rarely do you find such a collection of talent for any event."

The Steeles (Daywind Records) will perform during the Board of Directors/Chapter Officers Luncheon on Saturday, January 31. Southern gospel trio The Martins (Spring Hill Music Group), Michael Card (Myrrh Records), and Amy Morriss (Myrrh Records) will provide the music for Saturday's Opening General Session.



The Martins

The trio said about their appearance, "We feel we are a voice in the wilderness, challenging the family, encouraging the weary, and bringing hope to the lost. NRB 98 offers the opportunity to introduce our ministry to a group of

people who are dedicated to exposing the Gospel on a grand scale through the powerful way of media."

"In a morally bankrupt society, Christian broadcasting offers an alternative that can ultimately bring life to those searching for a more excellent way," The Martins continued. "Even with different doctrinal backgrounds and opinions, we believe that any industry centered around Christ — His birth, life, death, and glorious resurrection — is a platform that can be used by Christian artists and speakers to spread the Gospel."

During Sunday morning's Worship Service, the Discovery Singers (RBC Ministries) and Friends IV (Wright Music) will be the musical guests. Sunday afternoon will feature the Black NRB's Annual Gospel Showcase with the following invited groups: Take Six, Richard Smallwood Singers, Kirk Franklin and Family, violinist Eric Taylor, and the Faith For Living Television Choir.

Fernando Ortega (Myrrh Records) and Australia's Rebecca St. James (Ambassador Artist Agency/ForeFront Records) will furnish music for Monday's World Fellowship Luncheon (formerly International Luncheon).

During Monday's Evening Celebration, The John Hagee Family (Homeland Entertainment), Anointed (Word Entertainment/Myrrh Records), and Carman (Sparrow Records) will provide the music. "I am looking for-

ward to performing at NRB 98," Carman said, "because I seldom have the opportunity to meet the people that are involved in getting my music heard around the world. At NRB you see their faces, feel their personality, and sense firsthand their enthusiasm for ministry and broadcasting.



Carman

"I admire people who have established Christian radio and television stations despite much criticism, and have stuck in there through the years. The artistic community needs NRB and NRB needs the artistic community. Together, with NRB's support and our efforts we can accomplish the Great Commission," Carman concluded.

Tuesday's Public Policy Breakfast (previously All Media Breakfast) will feature music by Alicia Williamson-Garcia (Word Entertainment). Classical harpist Cheryl Perrault and singer Cindy Morgan (Word Entertainment/Word Records) will perform during the Women's Luncheon.

At the closing Anniversary Banquet, saxophonist Kim Costanza (Clydesdale Music), Janet Paschal (Chordant Distribution/Spring Hill Music Group), and Amy Grant (Myrrh Records) and Michael W. Smith (Reunion Records) will round out the evening. "When I was presented with the opportunity to minister at NRB 98, I accepted eagerly because I knew that this would be an excellent forum in which to share the ministry that God has given to me," Costanza remarked.



Kim Costanza

"This industry has an awesome responsibility (and privilege) to carry the message of the Gospel to the world — maybe a greater responsibility than any single ministry," he continued. "Strict accountability, godly leaders, and willingness to serve God, not money, will be the keys for this industry to effectively serve God in the future."

"We're grateful for the artists and their ministries as partners with Christian broadcasters," related Glenn.

College Credit Offered at Television Boot Camp

MANASSAS, Va. — Oral Roberts University (ORU) will offer college credit for those attending the National Religious Broadcasters (NRB) Television Boot Camp, the all-day intensive workshop to be held at the 1998 NRB convention. The credit will be awarded by the ORU School of Lifelong Education and is fully accredited through that program. Application forms for ORU credit will be avail-

able at the workshop, scheduled Saturday, January 31.

For more details on acquiring credit as well as the workshop itself, check NRB's Web site at <http://www.nrb.org>, or call NRB at (703) 330-7000, ext. 503, for a convention packet. Phil Cooke, who is coordinating the Television Boot Camp, can be contacted via e-mail at phil@cookefilm.com.

— NRB MEMBER PROFILE: WACN-TV —

MANASSAS, Va. – WACN-TV/Raleigh, N.C., has recently joined National Religious Broadcasters (NRB). Channel 57, a low-power television station, is operated by Lighthouse Communications, Inc., a non-profit Christian corporation.

WACN began in 1987 under Victory Television Network, serving as a contract provider of Christian programs to the local cable system. Channel 57 was built four years later and the assets of the network were purchased by Lighthouse in 1996. WACN now operates three low-power television stations in the area: channels 57, 59, and 66, with a combined viewing audience of 300,000. Another station is being planned for Wilson, N.C.

Jim Layton, founder and executive director, holds an annual telethon which contributes partial support for the 24-hours-a-day stations. Other financial aid comes from business sponsorships, local program fees, and grants.

A voluntary affiliation agreement with several national networks — Christian Television, Inc., Cornerstone TeleVision, Eternal Word Television Network, FamilyNet, Gospel Music Television, Inspirational Network, and Trinity Broadcasting Network — provide programming. The station also produces more than 30 hours of programming in its studios and on location each week. Twice a month the stations feature a live concert which includes local talent as well as famous recording artists.

Layton hosts several classes a week for broadcasting students from Campbell University in addition to offering internships and a training program. "It is exciting and challenging to meet the next generation of broadcasters," he reported. WACN is currently accepting interns for next year.

Layton says, "The theme of the stations is to proclaim Jesus Christ as Lord 24 hours a day with family Christian TV."

— 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.

Kopczick Resigns

MANASSAS, Va. – Ron J. Kopczick, editor of *Religious Broadcasting*, resigned his position with National Religious Broadcasters (NRB) on October 20. Kopczick joined NRB in 1988 as director of news and information, becoming interim director of publications and managing editor of the magazine in 1989. A year later, he was officially named to those positions and was promoted to editor in 1991.

In addition to serving in those capacities, Kopczick held the positions of executive editor of the *Directory of Religious Media* and director of media relations.

"Ron served at NRB nearly nine years and we appreciate the contribution he made to upgrading the magazine and the good work on the *Directory of Religious Media*," said NRB president E. Brandt Gustavson.

Simmons Joins Magazine

MANASSAS, Va. – Pat Simmons is *Religious Broadcasting's* new advertising salesperson. Simmons has worked in the industry for many years and currently operates her own advertising agency, Wings Media, based in Tulsa. Simmons can be reached at 918-610-5210, fax 918-610-5241 or e-mail pat.s@internetmci.com.

Columnist Requests URLs

MANASSAS, Va. – *Religious Broadcasting* will be debuting a new column on the Internet with the February-March issue. Written by Stevan Speheger, "Web Wise" will focus on Web sites of interest to broadcasters. Speheger has asked magazine readers to e-mail (stevan@freshfire.org) favorite URLs for possible inclusion in columns.

Continued on page 44

NRB MEMBERSHIP



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NRB MEMBERSHIP

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(as of October 1997)

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Information Radio Network, Div. of FAMC Inc.
Larry Bates
Memphis, Tenn.

Kerusso Ministries
Michael Johnston
Newport News, Va.

Pat Simmons
Wings Media
Tulsa

Chip Turner
Odyssey Channel
Alexandria, La.

WIZB-FM/ Headland, Ala.
Celebration Communication Co., Inc.
Linda Prescott

WMVV-FM/ Lovejoy, Ga.
Life Radio Ministries, Inc.
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Family Radio Network, Inc.
Jim Stephens

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Harvey Hamilton
Forest, Va.

Mark Zschech
Hillsongs Australia
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WJSL-FM/ Houghton, N.Y.
Houghton College
Cara Gerhard
Tracey Lockwood
David L. Manney
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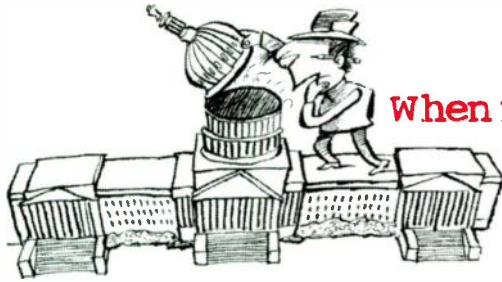
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AIRWAVE ANNIVERSARIES

SACRAMENTO, Calif. — K-LOVE Radio Network celebrated its 15th anniversary last month with a series of six concerts featuring NewSong and Wayne Watson. K-LOVE is a network of 13 full-time, non-commercial contemporary Christian music stations with 21 translator repeater stations. (916-928-1515)

CAROL STREAM, Ill. — *A Visit with Mrs. G* turned 25 in September. Hosted by Kitty Anna Griffiths, the program is produced by Bible Stories Alive. (630-668-5300)

AIRWAVE NEWS

•NEW ORLEANS — WBSN-FM/New Orleans listeners teamed with Creative Ministries to provide new blankets, diapers, bath supplies, and newborn clothing for more than 200 poverty-stricken mothers. "In New Orleans, every day we have children born into poverty," said Dr. Perry Hancock, director of Creative Ministries. "Some of the mothers actually don't have the clothes to take their children home [from the hospital] in." (888-480-3600 or e-mail life891@wbsn.com)



WCFC-TV/Chicago president Jerry Rose connects with the ball during a celebrity softball tournament featuring staff from the sponsoring organizations. The event's admission fee was a donated teddy bear.

•CHICAGO — Chicago-based Christian media joined together to collect teddy bears for needy children in Russia and Belarus. More than 9000 bears were collected during the September drive. The bears will be distributed early next year through the Josh McDowell Ministries' "Operation Carelift," which will give the bears away along with vi-

tamins and Christian story books to children in orphanages, hospitals, and schools. Sponsoring media included WCFC-TV, WONU-FM/Kankakee, WMBI-AM-FM, and Christianity Today, Inc.

ST. PAUL, Minn. — KTIS-AM-FM/St. Paul exceeded its 1997 sharathon goal, raising nearly \$1.5 million. A total of 10,571 listeners responded with pledges, more than 2000 of which were new supporters. The additional funds of \$177,449 will be used to upgrade equipment and for expansion and growth into new markets, according to general manager Don Rupp. (612-631-5275)

•ISTANBUL, Turkey — Turkey now has a Christian commercial radio station with Good News FM, broadcasting to Istanbul and the surrounding area with a potential audience between 30 and 35 million. Good News FM features contemporary Christian music, mostly pop and adult contemporary. (Good News FM would love to feature your artist; please contact the station at 90-216-349-85-29 or e-mail gnumujde@superonline.com)

VIRGINIA BEACH, Va. — The Christian Coalition launched its new weekly national television program, CCTV, on National Empowerment Television on November 3. The hour-long show is hosted by Coalition president Don Hodel or executive director Randy Tate and focuses on Coalition news and interactive discussions on major issues. CCTV is also simulcast on the organization's Web site via Real Audio. (<http://www.cc.org>).

•CHICAGO — WFCM-FM/Smyrna, Tenn.; WFCM-FM/Murfreesboro, Tenn.; WMBU-FM/Forest, Miss.; KOJO-FM/Lake Charles, La.; KRGN-FM/Amarillo, Texas; KLMN-FM/Amarillo, Texas; KAMY-FM/Lubbock, Texas; KENT-AM-FM/Midland, Texas; KLFC-FM/Branson, Mo.; KVER-FM/El Paso, Texas; and KCVS-FM/Salina, Kan.; are new affiliates of the Moody Broadcasting Network. (800-621-7031)

COUNTRY PROFILE: DENMARK

Internationally, Denmark, with its capital Copenhagen, is the travel and communications hub for Scandinavia. Spiritually, it is one of the "coldest" countries in the world — and probably the most materialistic.

Nominally, 90 percent of Denmark's 5 million people belong to the Lutheran State Church but no more than 2 or 3 percent could be described as believers. They often seem to separate completely, their daily business life from their Sunday church activities.

Denmark, like her Scandinavian partners Norway and Sweden, is a constitutional monarchy with a single house of Parliament. The Danes as a people believe so strongly in absolute democracy that a number of referenda have reversed government decisions, for example, such as joining the single European Market.

But if Denmark's spiritual lack of interest is discouraging, the opportunities for broadcasters are considerable. There are no full-time Christian radio or television stations, but 300 local FM radio stations are open to Chris-

tian programs, if the resources can be found to make them!



The Lutheran Church in Denmark shows no interest in Christian broadcasting, other than an occasional formal church service. But 35 television operators have licenses for local television transmission and are desperate for programming to fill the time. Danish Christians have no broadcasting experience and so far no international Christian broadcasters, have been willing to work in partnership with the Danes to

produce programs.

Like many countries in Western Europe, Denmark's need is great. But it does not have the glamour of the Eastern European countries, where in fact both the church and Christian broadcasters are usually fighting fit — unlike the church in Denmark.

— Information provided by Fellowship of European Broadcasters

CHARLOTTE, N.C. — The Bible Broadcasting Network has added 19-watt satallators in Bedford, Jasper, and Washington, Ind., and Taylorville, Ill. All translators carry the programming of WYFG-FM/Gaffney, S.D. (704-523-5555)

SPARTANBURG, S.C. — Wilkins Communications Network, Inc., has acquired Christian radio stations WFAM-AM/Augusta, Ga., and WBXR-AM/Huntsville, Ala., as part of its network. (864-585-1885)

CHAMPAIGN, Ill. — WBGL-FM/Champaign, Ill., recently concluded its annual sharathon, raising more than \$65,000 in faith promises, the highest goal to date. More than 1200 listeners responded during the event. (217-359-8232)

ST. PAUL, Minn. — WMIW-FM/Myrtle Beach, S.C., has joined the SkyLight Satellite Network, utilizing 14 hours each weekday of the network's inspirational format. (612-631-5000)

SACRAMENTO, Calif. — K-LOVE Radio Network has added KLV5-FM/Grass Valley, Calif., and KLVW-FM/Midland, Texas (formerly KKKK-FM). (916-928-1515)

HUNTSVILLE, Ala. — WNDA-FM/Huntsville has begun a sister station relationship with TEOS-AM/St. Petersburg, Russia. WNDA hosts a weekly ten-minute program featuring information about Russian ministries and contemporary Christian music by Russian artists. (205-534-2434)

•GRAND RAPIDS, Mich. — KTEO-FM/Wichita Falls, Texas, has signed on with the Children's Sunshine Network (CSN). KTEO becomes the network's first mainline CSN affiliate, as the network is usually heard via subcarrier delivery. (800-530-9779)

TUCSON, Ariz. — Family Life Radio has added KRGV-FM and KLMN-FM/Amarillo, Texas; KAMY-FM/Lubbock, Texas; KENT-AM-FM/Midland, Texas; and KOJO-FM/Lake Charles, La. These stations also carry programming from the Moody Broadcasting Network. (520-742-6976)

NEWS BITES

DALLAS — NEED HIM public service announcements, which invite listeners to call a toll-free number for information about salvation, have garnered 4000 calls since May. Nearly 20 cross-denominational para-church minis-

Top 25 Syndicated Weekly Radio Programs

Rank	Program/Host	Stations
1.	Powerline with Jon Rivers*	1105
2.	The Lutheran Hour with Dale Meyer	965
3.	Country Crossroads with Bill Mack*	787
4.	Focus on the Family "Weekend" with James Dobson and Mike Trout*	748
5.	Adventures in Odyssey, Focus on the Family*	726
6.	Unshackled! with Bob O'Donnell*	603
7.	Hour of Decision with Cliff Barrows and Billy Graham*	600
8.	MasterControl with Teri Barrett and Dave Naugle*	567
9.	The Baptist Hour with Frank Pollard and Derwood Rowell*	483
10.	Children's Bible Hour with Charlie Vander Meer*	340
11.	Woman to Woman with Phyllis Wallace	329
12.	RBC Weekend with Dave Burnham*	325
13.	Science, Scripture and Salvation with Jim Long*	318
14.	Let My People Think with Ravi Zacharias	298
15.	Dawson McAllister Live!, Shepherd Productions	258
16.	Promise Keepers This Week with Steve Chavis and Kevin Skattum*	251
17.	Wonderful Words of Life with Lt. Col. Danny Morrow*	245
18.	The Christian Working Woman with Mary Whelchel*	225
19.	Voice of Prophecy with Lonnie Melashenko*	224
20.	The Back to God Hour with David Feddes*	220
	Sports Spectrum with Chuck Swirsky*	220
22.	MasterPlan with Jeff Brawner*	218
23.	The Gospel Greats with Paul Heil	195
24.	Money Watch with Larry Burkett and Steve Moore*	166
25.	In Touch with Charles Stanley*	156

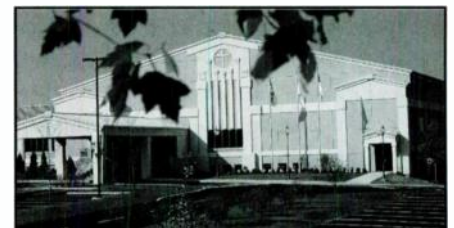
*Member of National Religious Broadcasters

Note: Station count excludes translators. Numbers current as of fall 1997 and are 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.

tries, including In Touch Ministries, Life Line Productions, and the Billy Graham Evangelistic Association, have banded together to sponsor these PSAs. (972-387-0700)

•CHICAGO — The Quentin Road Bible Hour has a new building, housing a television studio and editing suite for both radio and television as well as an auditorium. The program aired its first service from the facility this fall.



The new Quentin Road Bible Hour multi-purpose facility features a 75,000 square foot auditorium.

"We are so excited about what God has done," said Dr. James Scudder, founder and senior pastor. (dan@biblehour.com)

PHARR, Texas — In September, Mexican Mission Ministries merged with Global Outreach Mission of Buffalo, N.Y., becoming the fourth organization to join with Glo-

Continued on page 48

TRADE TALK

continued from page 47

bal Outreach in recent years. Benefits of this consolidation include solidifying operations, reduction in operating costs, and more efficient missionary recruitment and fund raising costs. (716-688-5048 or e-mail glmiss1@aol.com)

NEW YORK — Youth with a Mission worker Nick Savoca has incorporated a new approach to reaching city residents by offering prayer through "prayer stations." Manned by volunteers from 40 area churches, the volunteers ask passers-by if they would like prayer. "It's so simple, yet it somehow seems to disarm people in a tremendous way. It reaches into their hearts," Savoca said. (719-380-0505)

ST. LOUIS — Contemporary Productions, Proper Productions, and Wolgemuth & Hyatt have announced the launch of a series of 30 women's conferences next year. "Aspiring Women: Pursuing the Heart of God" conferences will feature *The 700-Club* co-host Terry Meeuwesen and recording artist Twila Paris as well as inspi-



Aspiring Women director Laurie Knox (left), Mike Hyatt of Wolgemuth & Hyatt, actor Paul Johnson, Paul Emery of Contemporary Productions, actress Nicole Johnson, The 700 Club co-host Terry Meeuwesen, recording artist Twila Paris, Norman Miller of Proper Productions, and Robert Wolgemuth of Wolgemuth & Hyatt gather for a photo.

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CHARLOTTE, N.C. — The first annual WoW Inspirational Awards, a viewer's choice event and television show, is scheduled for February 1. The awards, voted on by fans, will honor artists, authors, athletes, and others who "inspired" Christians in 1997 by demonstrating a meaningful impact in the Christian marketplace. INSP-The Inspirational Network, WoW (a yearly alliance of three Christian music labels), Parable Christian Stores, and Power & Glory (Christian music division of Columbia House) are sponsoring the event. (704-561-7728)

SIMI VALLEY, Calif. — A crowd of 1.2 million Filipinos — one of the largest groups in Philippine history — gathered at Rizal Park in Manila, Philippines, on October 4 to honor God. George Otis of High Adventure Broadcasting was the only non-Filipino invited to speak. (208-263-8055)



George and Virginia Otis and former Philippine first lady Imelda Marcos (middle) during a meeting the Otis' were invited to.

STATION RATINGS

SACRAMENTO, Calif. — K-LOVE Radio Network continues to see its ratings climb with an entire network weekly cume of 272,100 listeners, an increase of 50,000 listeners from last year. Numbers reflect combined Arbitron figures from Phoenix, San Diego, San Francisco,

Top 10 Christian Clothbound NonFiction (November)

1. *The Great House of God* by Max Lucado (Word)
2. *Streams in the Desert*, Updated Edition, by L.B. Cowman (Zondervan)
3. *Butterfly Kisses* by Bob Carlisle, (Word)
4. *Joy for the Journey* (J. Countryman/Word)
5. *Prayers That Avail Much*, commemorative gift edition (Word Ministries/Harrison House)
6. *The Weigh Down Diet* by Gwen Shamblin (Doubleday)
7. *Managing Your Emotions* by Joyce Meyer (Harrison House)
8. *Experiencing God* by Henry Blackaby & Claude King (Broadman & Holman)
9. *God's Inspirational Promises* by Max Lucado (J. Countryman/Word)
10. *In the Grip of Grace* by Max Lucado (Word)

Top 10 Christian Albums (November)

1. *Much Afraid* by Jars of Clay (Essential)
2. *Behind the Eyes* by Amy Grant (Myrrh)
3. *Conspiracy #5* by Third Day (Reunion)
4. *Welcome to the Freak Show* by dc Talk (ForeFront)
5. *God's Property* by God's Property (B-Rite)
6. *Where Strength Begins* by Phillips, Craig & Dean (Star Song)
7. *You Light Up My Life* by LeAnn Rimes (Curb)
8. *Butterfly Kisses* (Shades of Grace) by Bob Carlisle (Diadem)
9. *Heavenly Place* by Jaci Velasquez (Myrrh)
10. *Life, Love & Other Mysteries* by Point of Grace (Word)

Top 10 Christian Videos (November)

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

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

TRADE TALK

Fresno, Redding, and Chico, Calif., and Portland, Klamath, and Eugene, Ore., and Wilhight Research for Medford, Ore. (916-928-1515)

CHAMPAIGN, Ill. — WBGL-FM/Champaign recently had its best Arbitron book in its 15-year history, tying for the number one position in mornings and middays among 25-34 year olds. The station's average weekly quarter hour share for persons 12-plus is 5.0. (217-359-8232)

PEOPLE



Andrew Bibby

KILSYTH, Victoria, Australia — *Neighbours* soap star Andrew Bibby joins Ruben Geddes and Natalie Lode as host of *Solstice*, a nationally syndicated youth radio show broadcast worldwide by HCJB World Radio. Sixteen-year-old Bibby says, "I'm rapt to be a host on *Solstice*. . . . It's great to be able to express my Christian faith through it." (03-9761-4844 or e-mail solstice@hcjb.org.au)

CHARLOTTE, N.C. — Tom Penalver is the new manager of WYFB-FM/Gainesville, Fla., a station of the Bible Broadcasting Network. Former WYFB manager Buddy Lowman left to attend seminary to complete his Ph.D.

Paul Montgomery has moved to WYFW-FM/Winder, Ga., to replace Glenn Wittenberg, who is now pastoring a church. Richard Johnson takes over Montgomery's position at WYFQ-AM/Charlotte. (704-523-5555)

LOVELAND, Colo. — Tom Robinson has joined Group Publishing as market researcher. He previously worked as senior market analyst for Arizona Public Service in Phoenix.

Suzanne Dowd is Group's new public relations representative. Dowd comes to Group from Moody Press in Chicago, where she was publicist. (800-635-0404)

SACRAMENTO, Calif. — K-LOVE Radio Network has hired Therese Romano to host a midday airshift, among other production duties. Romano formerly worked for Reunion Records as radio promotions manager.

Debra Gantman comes to K-LOVE from Adventist Health and works in the network's data entry department. (916-928-1515)



Robert D'Andrea

LARGO, Fla. — In early October, Christian Television Network founder Robert D'Andrea resigned from its board. David Mayo, the network's Pensacola station manager, has been appointed to replace D'Andrea. (813-535-5622)

FORT WORTH, Texas — Lana Bills has joined the Brownlow Corp. as national sales manager - trade division. Bills previously was director of sales at Word Publishing.

Lyn Wheeler has become sales coordinator. Prior to

joining Brownlow, Wheeler was editorial executive assistant at Word Publishing.

Jennifer Haney has joined Brownlow as publicist. Haney was formerly public relations coordinator at Word Publishing. (800-433-7610)

AUBURN, Ind. — James Tanner has joined the Messenger division of Renaissance Publishing Company as director of its wholesale and retail markets. Tanner previously worked with Warner Press as COO. (765-622-6383)

COLUMBUS, Ohio — Richard Polack of WRFD-AM/Columbus has earned the designation Radio Marketing Associate from the Radio Advertising Bureau (RAB). The RAB associate program covers information pertinent for radio sales.

Bill Montgomery has been promoted to local sales manager. Montgomery has been a marketing consultant with WRFD since 1993. Montgomery has also recently been accredited as a CRMC Radio Marketing Consultant by RAB.



Bill Montgomery

Jody Lockhart has joined WRFD as local marketing consultant. Lockhart brings experiences in radio and telecommunications. (614-885-0880)



Richard Polack



Jody Lockhart

COLORADO SPRINGS, Colo. — Cynde Pettit has been named publicist for ChariotVictor Publishing. Previously, Pettit was with Focus on the Family as the National Day of Prayer's manager of operations. (719-536-3271)

•FLORENCE, Ky. — Kim Schneider has joined Paragon Communications as director of public relations and media buyer. Schneider formerly worked as an account manager for Direct Response Marketing, Inc., an advertising/direct mail agency. (606-647-2800)

CHESAPEAKE, Va. — James Flauaus has been hired as director of marketing and new business development at Newton Media Associations, Inc. Flauaus previously was account executive with WJCD-FM/Norfolk. (757-547-5400)

AKRON, Ohio — Michael Van Scyoc has been promoted to the new position of vice president-information technology for InfoCision Management Corp. Van Scyoc formerly held the positions of programmer/analyst, systems analyst, operations manager, and director before assuming his current responsibilities. (330-668-1400)

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

RECORDING REVIEWS

BY DARLENE A. PETERSON

Many were the gifts given on "The Twelve Days of Christmas" and many are the recordings deserving a mention during this holiday season.

1 bright hour— *This Bright Hour*, Fernando Ortega; producer: John Andrew Schreiner; Myrrh. Fernando Ortega had already developed a following before he signed with Myrrh: he's been a worship leader at Chuck Swindoll's church, a music minister for Campus Crusade for Christ, and has been associated with Promise Keepers and the National Day

of Prayer. He has six previous recordings and toured with Michael Card. In fact, fans of Card and the late Rich Mullins will probably enjoy his piano-centered songs flavored with cello, fiddle, accordion, Irish flute, and Irish bagpipes; they also evoke his love of Spanish, Celtic, and American folk music. Beautifully performed traditional hymns and Ortega's own worship songs are mingled with contemporary songs dealing with the deeply felt pain and losses of this life. However, the strong theme of hope in Christ makes the recording joyful and cathartic rather than gloomy. An eighth-generation New Mexican, Ortega incorporates Southwestern imagery in some songs, giving a fresh perspective.

2 gifted rappers — *Welcome to the New Era*, KIIS; producer: New Era Productions, executive producer: New Era Records; Metro One. KIIS (Key to Salvation) is an aptly named duo because they believe Jesus should be in every song and the Gospel should be presented at every opportunity. Unlike many Christian rappers, Donald Newman (aka D-Smooth) and Kenneth Henderson Jr. (aka KaBuc) grew up in Christian homes and do not have salvation testimonies which include a past full of violence and drugs. Their story is similar to that of most Christian youth: struggling with the pressures of life, seeking to do the right thing, and trying to be salt and light. The skill and artistry of their distinctly urban sound is great stuff. The lyrics are meaty and clever and the music won't let you go. If you're looking for an uncompromising Gospel message for yourself or a friend, this is it.

3 outstanding guitarists — *Invention*, Phil Keaggy, Wes King, and Scott Dente; producer: R.S. Field; Sparrow. The scientists are three of Christian music's top guitar players, the laboratory is a recording studio equipped with a large variety of acoustic and electric guitars from all eras, special effects, old and new amplifiers, percussion, and assorted stringed instruments (bouzouki, sitar, mandolin), and their grand "invention" is this recording. This trio didn't want the album to be simply "a bunch of guitar acrobatics," as Wes King puts it. "Our goal was to stress songs, melodies, arrangements, and subtleties so that

the music would have depth and meaning even after repeated listenings." The result lives up to their wishes: *Invention* is a fascinating assortment of songs play-

ing on the various strengths and abilities of the players. Some highlights: King shines on "Watch My Back," which he wrote and sings lead on, Scott Dente solos in an intricate guitar-sitar duel, Phil Keaggy heads a soaring electric guitar treat and also solos amazingly (as usual) on a Paul McGill resonator acoustic, and there's a great, cooperative all-acoustic track. The award for most musically eclectic (and fun) goes to "Budapest Control," which Keaggy describes as "The Ventures meet James Bond who meets an Eastern European polka band in Transylvania." A pure delight to anyone who loves guitar music.

4 jars of clay — *Much Afraid*, Jars of Clay; producer: Stephen Lipson; executive producer: Robert Beeson; Essential Records. Their self-titled debut having gone platinum, these guys had high expectations to live up to with their next recording. But



Dan Haseltine, Stephen Mason, Matt Odmark, and Charlie Lowell have crafted a fine new release brimming with their unique blend of pop-sensitive hooks, driving guitars, haunting melodies, alternative edge, and thoughtful, poetic lyrics. You'd think the group would be tired and worn out after logging more than 300 tour dates last year alone (including a stint opening for rock superstar Sting) and receiving lots of media attention. But, no, the group went ahead and did a great job of creatively communicating the nuances of the frailty, follies, and fears of humans interacting with an almighty, loving God (and one another). Go figure. Then they cap it with a beautiful, original (yet traditionally framed), acoustic "Hymn."

5 Christmas songs from Rebecca St. James — *Christmas*, Rebecca St. James; producer: Tedd T.; executive producers: Dan R. Brock and Eddie DeGarmo; Forefront. Don't put this one on when Grandma and Grandpa sit down with you for Christmas dinner. However, teens and adults with a taste for a progressive '90s pop/rock sound will enjoy her renditions of "O Come, O Come Emmanuel," "One Small Child," "What Child Is This?," and "Silent Night." Her rendition of "Happy Christmas," which longs for "peace on Earth" in a very concrete, contemporary way starts off the recording, helping us make the connection between the baby in the manger and the troubles of this world. So many artists have done collections of Christmas songs over the years, but Rebecca St. James stands a good chance of making at least her own generation take a fresh listen to what the words are saying.



6 love songs from William Becton — *Heart of a Love Song*, William Becton and Friends; producer William Becton; CGI Records. William Becton's 1995 debut album, *Broken*, spent an incredible ten weeks at number one in Billboard's



chart, yielding the crossover hit, "Be Encouraged." So it's no surprise he's become one of gospel's top recording artists. His vocals are powerful and passionate, yet smooth and rich. Musically and stylistically he's bursting with creativity. *Heart of a Love Song* is an array of songs dealing with various aspects of love: of Christ for the church, of the church for Christ, and within a Christian marriage. Although there's solid gospel material here, full of inspirational, upbeat melodies, Becton incorporates other styles, such as some urban cuts with street-style sophistication, to dynamically underscore his message. For example, the first single, "Workin' Out!," is an exciting blend of old-school dance grooves and hip-hop rhythms.

7 traditional Christmas carols performed untraditionally — *Love, Peace, & Joy*, various artists; Cadence Communications Group. Between St. James' recording and this, there's quite a lot of new Christmas music that should appeal to the younger set from teens through the "young at heart." Featured artists are Erin O'Donnell, Chris Rodriguez, Joel Hanson (formerly of PFR), Shaded Red, and viva voce. In addition to the seven traditional carols are several contemporary songs about Christmas. The variety of artists assures quite a range of music: from a rockin' "God Rest Ye Merry Gentlemen," to an alternative, yet somehow tender "Silent Night," to a ballad meditating on the meaning of Christmas. Though this recording may irritate those who don't like their traditions tinkered with, it will surely delight those looking for "something new under the sun." I thoroughly enjoyed its inventiveness, playfulness, and meditative moments, particularly O'Donnell's "I Need Christmas."



8 concert favorites + 5 remixes + 3 new Tribe songs — *Revised*, World Wide Message Tribe; producer: Zarc Porter; Warner Alliance. If you like "Jumping in the House of God" (or jumping in your own house in praise of God), you'll love this recording. This critically acclaimed British dance sensation has had young people in Britian and Europe jumping in celebration of the Lord, and now floors in the United States are starting to shake along, too. Like many contemporary Christian groups, this one reaches out to those who wouldn't darken the door of a church. Proof that their evangelism works lies in the group itself. Its newest member, Cameron Dante, became a believer through a Tribe service and went on to write "The Real Thing," which became one of the group's biggest hits. In addition to delivering the Gospel through simple but clever lyrics and infectiously upbeat music, Tribe spends 35 weeks each year teaching religious education classes in Manchester, England's public schools, culminating in an evangelistic concert every Friday night. This is fun with a mission.



9 Christmas carols on piano — *Christmas in the Rockies*,



Pat Holmberg; Voice of the Rockies Publishing. After cringing through my descriptions of modern rock renditions of Christmas carols, traditionalists can relax now. This recording features one person playing one piano with no Dino-style frills or special effects. Nothing but pleasantly arranged Christmas music. There's something to be said for a bit of home-

spun entertainment within our hectic, cluttered modern lives that seem to accelerate during the holidays. And there's something to be said for the simple beauty of piano music.

10 from Chris Lizotte — *Big Heavy World*, Christ Lizotte; producer: Shawn Tubbs; Metro One. David Bowie singing about God's strength as a comfort to the hurting? No, it's Chris Lizotte: worship leader, producer, songwriter, and contemporary Christian rock artist. In another life, I was a Bowie fan and so use him as a way of describing Lizotte's vocals (at least on the song "The Almighty" and maybe a few others). Overall, Lizotte's style can be described as a sophisticated sort of grittiness, with blunt but clever lyrics that take on the troubles of this world (divorce, disease, prejudice) with gutsiness and a mature faith. Lizotte mingles in a few songs of praise and even a lullaby to round out the mix. Although *Big Heavy World's* content is a bit on the heavy side, hope in Christ is ever present. Musically, it's great. Lizotte shows through every detail that he knows just what he's doing: words and music mesh movingly.



11 CCM hits lounge style — *Lounge Freak*, featuring John Jonethis; producer/arranger: John Jonethis; executive producer: Robert Beeson; Essential Records. My love of musical humor and parody made me place this among my favorite recordings of the year. Anyone familiar with the songs as originally performed by the artists who created them will erupt with belly laughs when listening to this CD. "Punk Rawk Show," "Flood," "Jesus Freak," "Never Gonna Be As Big As Jesus," "Take Me To Your Leader," and others are given an authentic "lounge makeover" with John Jonethis' crooning voice and keyboard-bass-percussion band. It takes a skillful musician and arranger to so radically transform songs and end up with music that stands on its own merits.



12 country-style gospel songs — *Amazing Grace 2*, various artists; executive producer: David Corlew; Sparrow. Its predecessor, *Amazing Grace: A Country Salute to Gospel*, is certified gold and won a 1996 Grammy. The concept — popular country artists sing gospel songs — remains excellent and one re-



Continued on page 52

VIDEO VIGNETTES

BY SARAH E. SMITH

Francesco's Friendly World™ "The Gift of Christmas"

executive producer: Sherry Revord
associate producer: Leigh Ann Shafter
length: 45 minutes
audience: 2-9

Edumundo Productions/Lyrick Studios, 1997

This is my first exposure to the animated *Francesco's Friendly World™* featuring Francesco, a monk inspired by St. Francis of Assisi. Set in the early 13th century, Francesco and his animal friends learn about God's love and prayer.



In "The Gift of Christmas," one of the latest offerings from the series, the true meaning of Christmas is explored in a fresh way with a strong storyline which entails the story of Christ's birth. Francesco informs his animal friends (a bumblebee, donkey, bird, bear, ewe, lamb, racoon, and wolf, among other wildlife) that he is planning a Christmas surprise.

On their way to give Francesco the gifts they have prepared for him, his friends encounter those who are less fortunate and who need those very presents.

The animation is superb and I thoroughly enjoyed the music, performed by a 40-piece orchestra, and the songs, especially the engaging "Christmas Star" and the beloved hymn, "Silent Night."

"The Gift of Christmas" is a delightful animated Christmas video suitable for children of all ages. I look forward to other adventures with Francesco and his friends.

Bible Action Songs 2

director: "Claire Ms. Murray"
executive producer: Wayne Zeitmer
length: 45 minutes
audience: preschool

Everland Entertainment, 1997

Nearly 20 songs are presented with accompanying actions in the second *Bible Action Songs* series. A variety of children lipsynch the songs while performing the motions to such tunes as "Dry Bones," "Who Built the Ark?," "Do, Lord," "Behold, Behold," "The Wise Man and the Foolish Man," and my personal favorite, "I've Got Peace Like a River."

The songs are familiar children's church songs and the motions are appropriate, simple, and fun. For its intended preschool audience, this video will probably quickly become a favorite, with numerous requests for repeated showings.

The Forbidden Book

length: 60 minutes
audience: adult

The Advocate Group/New Liberty Videos, 1997

Much like last year's *The Indestructible Book* four-volume series, *The Forbidden Book* explores

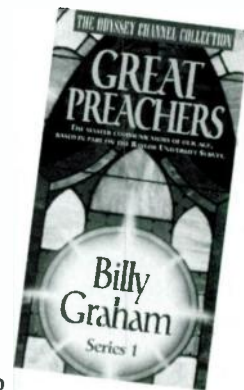
the history of the printed Word of God, ending with the translation of the King James Bible in the early 1600s. Wycliffe, Tyndale, and Martin Luther are prominently featured in the video as well as lesser-known Bible translators and printers.

Essentially, *The Forbidden Book* is *The Indestructible Book* on a budget with less exotic locales and only one expert Bible historian. For example, while *The Indestructible Book* series had numerous location shots interspersed with paintings, etchings, and wood cuttings depicting events discussed, *The Forbidden Book* offers some location shots with artwork similar and at times even the same as used in the preceding series.

But that is not to say *The Forbidden Book* is without merit; on the contrary, this is a good synopsis of the written Bible's history. One can never see or read enough about the perseverance of our Christian forefathers in translating and preserving the Word of God.

Great Preachers "Billy Graham"

executive producer: Jeff Weber
producer: Bill Turpie
length: 25 minutes
audience: high school and up
Odyssey/Vision Video, 1997



The *Great Preachers* series has aired on Odyssey and now is being released to video. Each tape asks what it takes to be a "great preacher" by exploring those few who have been termed "great."

"Billy Graham" opens with a brief news-style biography on his preaching career with clips of Graham and interviews with colleagues, such as Cliff Barrows and George Beverly Shea. A segment from a South Texas Billy Graham crusade demonstrates his preaching ability. The video closes with Barrows, Shea, and a few others commenting on what makes Graham a great preacher.

This series is a wonderful introduction to Gospel preachers and, if "Billy Graham" is any indication, it's also a fascinating look into what makes these preachers great.

Sarah E. Smith is managing editor for Religious Broadcasting.

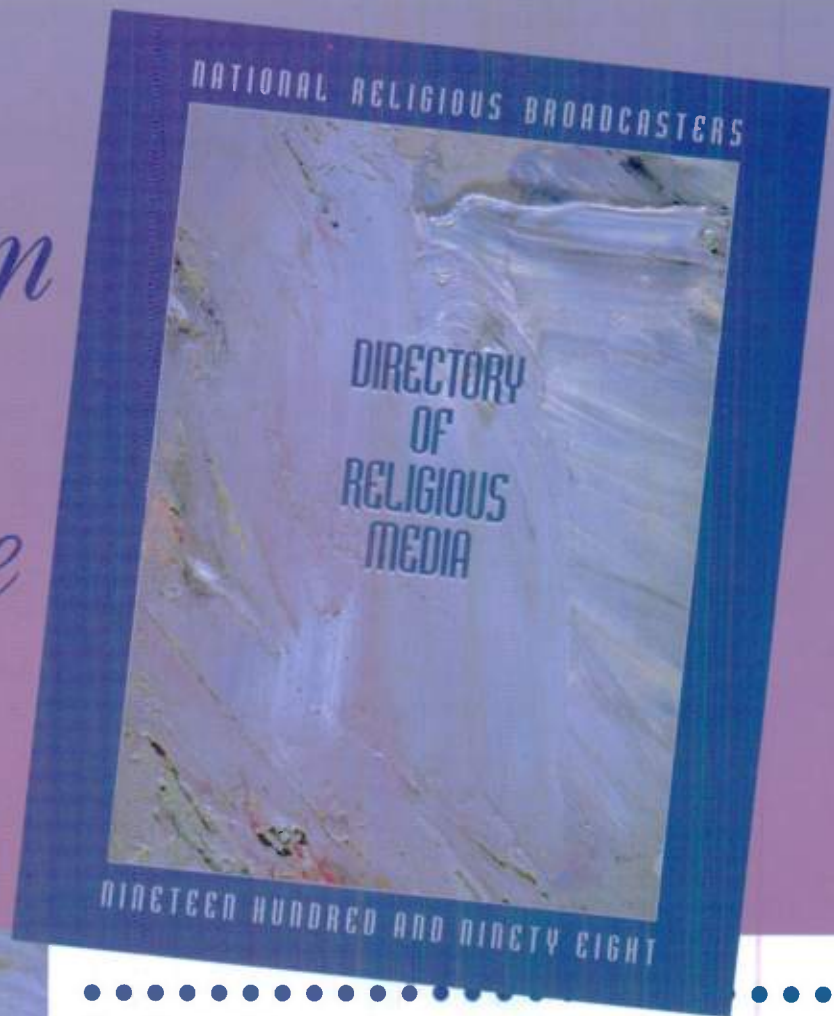
RECORDING REVIEWS

continued from page 51

Recording certainly couldn't exhaust the song and artist possibilities. This one includes John Berry, Gary Chapman, Charlie Daniels, The Cox Family, Lari White, Marty Raybon, Trace Adkins, and others. The strength of this recording, as with all such compilations of prominent artists, is that the vocals and musicianship are consistently strong, with delightful variety in the performances. A favorite is Bela Fleck doing joyous banjo gymnastics in his rendition of "Amazing Grace." Tuck this one in the stocking of your favorite country fan.

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

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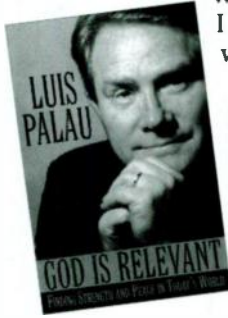
THE BOOK SHELF

BY HARRY CONAY

God is Relevant

by Luis Palau
Doubleday, 1997

World evangelist Luis Palau has written this apologetic to tackle the "philosophical implications" of God's relevance. "How," asks Palau, "does God relate to our deepest desires, our most profound needs, our greatest worries? Can I know him for myself? Can I have a personal, experiential relationship with the Creator of the universe?"



Palau also explores atheism, contemporary Christianity, and the "disturbing historical roots of postmodern unbelief." His conclusion, not surprisingly, is "that God is immensely relevant because He (and He alone) can forgive our sins, fill the void within our souls, give us peace and strength, and offer us the assurance of eternal life and heaven."

An odd mix of simple and complex, the book combines timely with familiar evangelical themes; sometimes these are conveyed in succinct, tract-like language, at other times with textbook formality. (In one place, a popular tract by Palau, itself excerpted from a pamphlet by him, is cited virtually verbatim). Overall, both in style and substance, it is an uneven pastiche.

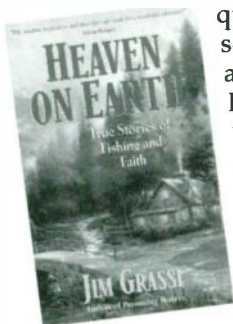
And have you ever noticed that evangelists of world-renown have a penchant for name-dropping? To the extent that this may be a characteristic of evangelical greatness, Palau clearly demonstrates great potential; this book is anecdotally illustrated and frequently enhanced with numerous quotes from famous people, past and present.

God is Relevant may not be particularly ground-breaking or dynamic, but it is relevant, not only because of its message, but because it is written by the man whom many call "the next Billy Graham."

Heaven on Earth

by Jim Grassi
Harvest House, 1997

Heaven on Earth, writes Jim Grassi, "is an adventure book about life and living. It opens the thoughts and hearts of prominent men who have unique and exciting stories to share about fishing and faith." These fishermen include Ron Shearer, Brent Jones, Norm Evans, and Adrian Rogers, to name but a few. A "Personal Growth" section accompanies each selection; asking such questions as "What fish could best describe your present spiritual nature — a carp, a trout, or a bass?" A "Personal Profile" of each contributor, including "Age When First Fish Caught," also accompanies each selection.



These piscatorial parables are not so laden with fishing-lingo that non-fishers will feel excluded. On the contrary, almost anyone should enjoy the benefit from them. But, those who reeled in Grassi's previous

work, *Promising Waters*, will especially want to cast their lines for this one, too.

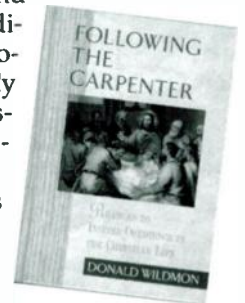
Following the Carpenter

Donald Wildmon
Thomas Nelson, 1997

This delightful, easy-to-read hardcover book is a collection of 65 contemporary, inspirational stories previously published by Don Wildmon prior to 1973. Short (two-page) Scripture-introduced lessons, clustered under 11 topics pertaining to Jesus, exemplify various aspects of Christian lifestyle.

Aside from the sheer enjoyment and personal benefit derived from immediately reading this book from cover-to-cover, it might equally serve as a daily devotional, as a spark for group discussions, or as a source of sermon illustrations.

But my recommendation comes with a caveat. At list price (\$12.99), this is an expensive little stocking-stuffer, and its content, while good, is not particularly unique. Therefore, since an abundance of similar material is readily available elsewhere, good stewards may need to think twice before considering this one for purchase.

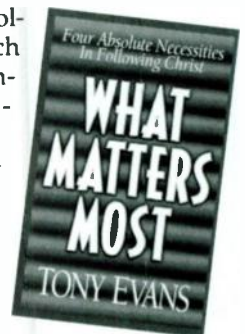


What Matters Most

by Tony Evans
Moody, 1997

"The thesis of this book," writes Tony Evans, "is that God has provided four clearly defined experiences that make possible our growth and development as Christ's disciples. These experiences are worship, fellowship, Scripture, and evangelism. When believers are dynamically experiencing these things in the context of a local church, spiritual maturity through the process of discipleship is inevitable." Labeling these four experiences "absolute necessities in following Christ," Evans discusses each under the subtopics "Concept," "Content," "Context," and "Compensation."

This is a particularly well-organized, focused, and thorough examination of discipleship, yet one which never becomes tedious or pedantic. Indeed, Evans' pithy style tends to belie his profundity. He neither belabors the obvious, nor pads his remarks with excessive anecdotal illustration, yet the expanse of theological insight, so simply and directly imparted, is impressive. Not only is this book a joy to read, but it is well worth reading. Evans' purpose was to provide "a functional handle on what it takes to be an authentic follower of Jesus Christ." He has succeeded.



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

It's the Listener, Stupid!

It could be said that Bill Clinton won the 1992 election in part because of the rallying cry: "It's the economy, Stupid!" While some may not approve of the vocabulary or syntax of this phrase and its adaptations, it does focus thought on a single issue. All other issues take a back seat — that which is *most* important is what should be considered.

For those involved in broadcasting, it is the listener who takes center stage. You need to know the needs and wants of those who wake up to radio in the morning or listen as they commute. How do your listeners perceive your programming? Are you meeting their needs with the right mix of music, talk, news? What are the backgrounds of your listeners? Why do they tune in? What is important to them? What are their passions?

As marketing evolves from mass marketing (reaching as many as possible) to relationship marketing (reaching one by one) market research plays an increasingly important role. A market research survey of your listening audience can garner valuable information, and it does not have to be expensive or time-consuming.

The first step is to ask some planning-oriented questions. What are your objectives? Why are you conducting this survey? What decisions will you make based on the answers you receive? Knowing exactly what you hope to accomplish will help you create your survey and will also suggest ways to use the resulting answers.

For example, it may be too general to say, "I want to find out what my listeners think about my programming." A more explicit question might be, "What changes in programming would be most useful to my listeners?"

Your market research can be as short as a 60-second telephone interview or as thorough as a three-page written survey sent to your complete mailing list. The direction you take will depend on the information you need, when you need it, and the resources you have to obtain it.

As you write your survey, use multiple choice questions whenever possible in order to make taking the survey and tabulating the results easier. An introductory survey should include questions on: age, sex, marital status, family status, church name, denomination, church involvement, radio-listening habits, occupation, household income, education level, Christian bookstore shopping frequency, drive-time to store, electronic ownership (PC, CD player, VCR), newspaper and magazine-reading habits, and book and Bible-reading habits.

You might also include an open-ended section asking for comments or suggestions. Then take the survey yourself, if a written survey, or with a co-worker if it is an interview format. This will give you the amount of time it takes to complete it.

If you settled on a written survey, you can save on postage and handling costs by including it with a regularly scheduled mailing. Always add a cover letter ex-

plaining your reasons for wanting this information. Offering an incentive to the listener for completing the survey heightens your response rate. Consider partnering with a local Christian bookstore, since the information you are gathering can benefit both of you. The bookstore might contribute a 10 percent discount coupon for all who complete the survey.

Once you've received your completed surveys, the next step is to tabulate the results. Eliminate those that are incorrectly or not completely filled in. Total the responses and figure the percentages for each question. Transferring your figures into a pie-chart or bar-graph may help you visualize the results.

Now that you know your listeners better, you can put your knowledge to good use. Review your programming; look again at your promotions. Analyze your fund-raising activities in light of the survey results. You may be surprised at what now seems to be the obvious way to go. Or, you may be gratified to learn that you knew your listener very well. In either case, it's always smart to know who the listener is. ^{RB}



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



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NEWS REPORTER for Northwest Ohio needed. Leading Christian non-commercial radio network seeks full-time news reporter to cover 11 counties. The following experience is needed: minimum one-year experience in broadcast news; enjoy gathering and reporting news from the field; ability to anchor news broadcasts; outstanding writing skills;

and computer and digital editing skills. Send work experience with dates, references, and demo tape to: Director of Personnel, WBCL Radio, 1025 West Rudisill Blvd., Fort Wayne, IN 46807. EOE.

PHOTOGRAPHER WANTED. The Christian Reformed Church in North America is seeking applicants for the position of photographer for the *Back To God Hour* television department, located in suburban Chicago. Qualified applicants must be able to work with the latest non-linear equipment. A minimum of five years' experience is required. Please send a letter indicating interest along with a tape and resume by January 15 to: *Back To God Hour*, Executive Director, 6555 West College Drive, Palos Heights, IL 60463, 708-371-8700, or fax 708-371-1415.

IMMEDIATE OPENING in public relations. Christ for All Nations and Reinhard Bonnke Ministries has a wonderful opportunity for a competent and experienced public relations person. Will work out of Sacramento, Calif., headquarters. Please fax your resume to Peter Maraides at 916-856-5311.

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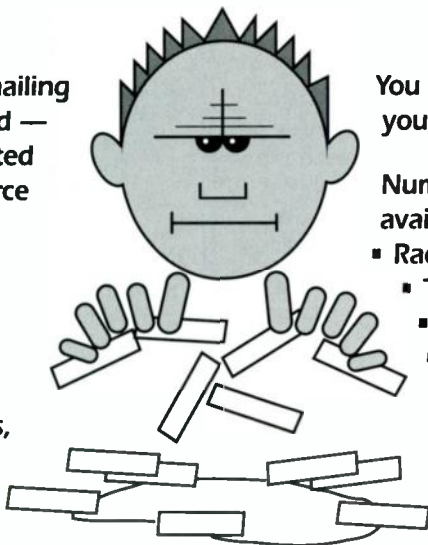
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Advertising Index

<i>Advertiser</i>	<i>Page</i>
American Family Association ...	BC
B&B Media Group	6
Blackbourn Media Packaging	58
Bott Broadcasting	9
Broadcast Software Int'l	IBC
Directory of Religious Media	53
Domain Communications	38
Family Research Council	45
Good Life Associates	5
Group Publishing	36
InfoCision Management	2
INSP-The Inspirational Net.	17
KMC Media	39
Life Issues Institute	22
National Right to Life	37
NRB 98 Convention	11
NRB 98 Registration	10
NRB Directory on Disk	57
NRB Mailing Labels	56
NRB Membership	43
Opryland Duplication	21
Zondervan Publishing House	55

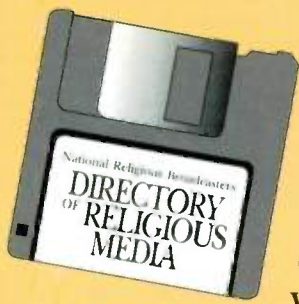
For information on advertising in *Religious Broadcasting*, contact Pat Simmons of Wings Media at 918-610-5210, or e-mail pat.s@internet.mci.com, or advertising coordinator Liz Oliver at 703-330-7000, ext. 516, or e-mail loliver@nrb.org.



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National Association of Television Programming Executives Annual Convention; New Orleans. Information: 310-453-4440.

January 27-31

Christian Booksellers Association Expo; Nashville Convention Center, Nashville, Tenn. Information: Judy Kohles, 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 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 8-10

North American National Broadcasters Association Annual General Meeting; Los Angeles. Information: 416-205-8533.

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: Darrell Fulton, 630-665-0500 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.

March 17-21

National Broadcasting Society Convention; Nashville, Tenn. Information: Richard Gainey, 419-772-2469.

April 3-6

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

April 5-9

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: Ron Wilson, 804-973-5941.

May 3-6

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

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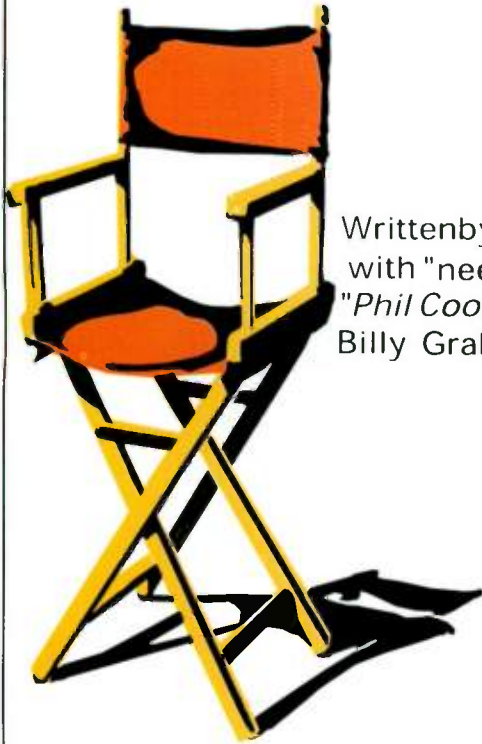
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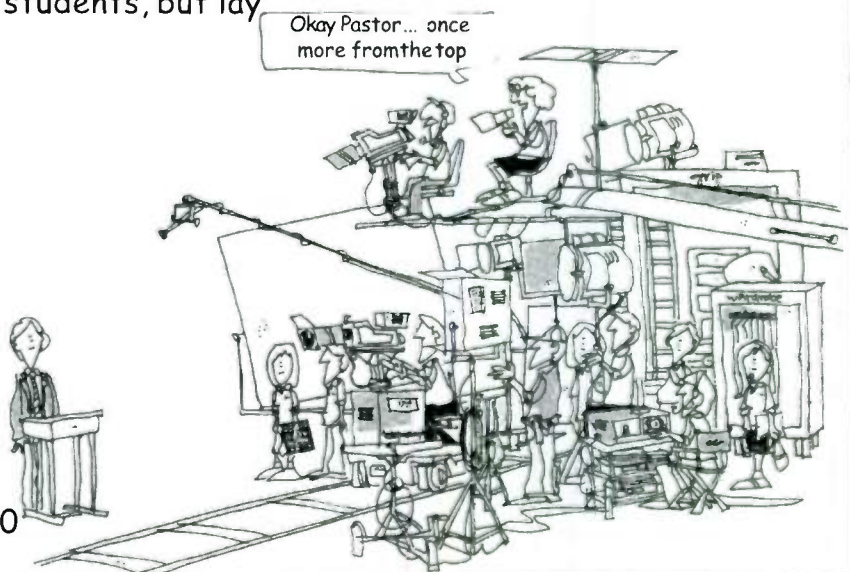
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A Personal Segue

Nearly three years ago, the editorial staff of *Religious Broadcasting* introduced "Segue," the stated intent of which was "to pave the way from reading the articles to applying the information in the real world." As editor, I had the privilege of writing the first "Segue." Now, I am writing my last.

This is also the last edition of *Religious Broadcasting* I will be involved with. Parting, it has been said, can be bittersweet — especially when it involves a nine-year working relationship. Six months after I joined National Religious Broadcasters (NRB) in September 1988, I was asked to oversee the production of this magazine. I don't believe there are enough adjectives in my vocabulary to describe the overall experience I've had as editor. But if I had to confine it to just one word, "challenging" would suffice.

However, when you're responsible for a trade journal that serves as the official mouthpiece for a non-profit association, there are always going to be challenges. Especially when more than 90 percent of the publication's lifeblood comes from advertising revenues. But before this becomes a tear-jerker of a farewell column, allow me to state that the past nine years have also been "rewarding."

I write "rewarding" for a number of reasons. First, because this is where the Lord has allowed me to serve Him in full-time Christian work. Second, because of the amount of experience I've gained in publication administration and production. And finally, because of the co-laborers in the faith with whom I have served.

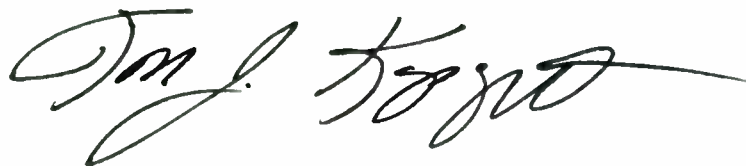
I must express my appreciation to those co-laborers: to Ben Armstrong, former NRB executive director who hired me following seven years of editorial service with the PTL Television Network; to co-workers in New Jersey who made me feel at home when I joined NRB; and to my immediate predecessors on the magazine, Bruce Bates and George Parson.

My gratitude also goes to the late Robert Cook, who served as interim executive director during a critical time in NRB's history and to former executive committee member Richard Bott Sr., who provided the help NRB's publications needed in the late '80s. I also thank the NRB chairmen I served: Jerry Rose, Bob Straton, and David Clark. The encouragement offered by past and present executive committee members will never be forgotten.

Further recognition should go to those I've worked with at NRB's present facility in Manassas, Va.: vice president Mike Glenn and his convention staff, David Keith, Bill Kilchenstein, and Tammy Singleton; finance director Mike Kisha and his assistant, Julie Bailey; membership director Anne Zdobysz and her assistant, Gina Ebhardt; and, of course, president Brandt Gustavson and his administrative assistant, Anne Dunlap. No one has put in more active years with NRB and *Religious Broadcasting* than Anne has. Thank you again, Anne.

Now I would like to express my appreciation to those who have served the closest to me in the past nine years: former magazine staffers Paula Podgurski, Susie Kubick, Donald Peterson, Edda Stefanic, Elizabeth (Guetschow) Spencer, Dick Reynolds, and deceased directory editor Marj Stevens. And to the current staff of managing editor Sarah Smith, associate editor Christy Pryor, directory editor Karen Hawkins, advertising coordinator Liz Oliver, and designer J.R. DeCeglio. Thanks, folks! And keep up the great work.

So here it is, my own real-life segue. I now have to put to good use what I've learned from the past nine years. As of this writing, I don't know where that will be. But God does, because He is the Supreme Author.

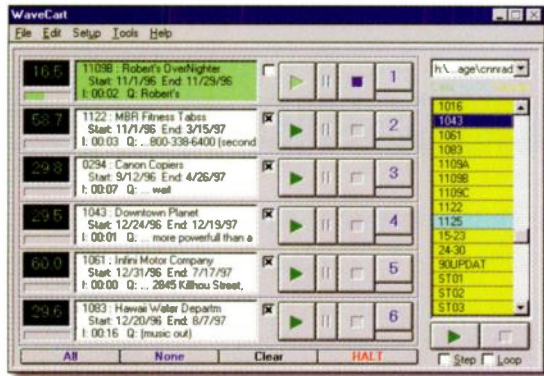


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