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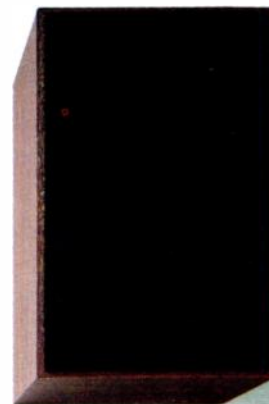
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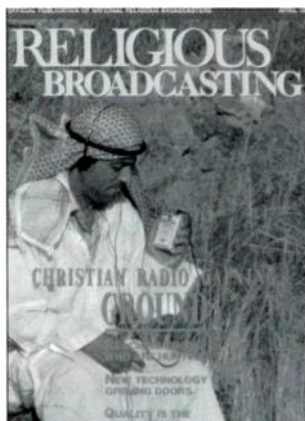
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CHRISTIAN RADIO GAINING GROUND

Through ministry, new technology, and quality programming, Christian radio continues its growth into practically every society. The story begins on page 12.

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Sometimes in the midst of the pressure of ministry, especially media ministry, it is easy to lose sight of what we do and how it affects the lives of people for good.

In fact, someone reading this may well be at that point right now. Perhaps even thinking of walking away from it all. I have discovered that it is at those points in my life that God intervened right on time.

I just had a recent experience. We were in the midst of a rather costly move of our ministry. (Temporary until our new building is completed — which was moving ahead at a frustrating pace.)

In the back of my mind the thought was lingering that surely there has to be an easier way to live. It was during that time that I stopped off to have my car washed.

As I paid my wash ticket, one of the employees, a young man with long unkempt hair, a beard in the same condition, and eyes that looked tired, turned in my direction. Suddenly his tired eyes lit up.

"I know you!" he practically shouted.

"I watch you on television all the time. Man, I can't get over this. I really enjoy

BY JERRY ROSE

your program." Then he stopped and said, "Whoa now, don't get me wrong. I'm not a Christian."

"Well, it's really not a bad way to live," I responded.

"Yeah, I know," he said, and then he turned to walk away. But he stopped again, turned, looked directly into my eyes for a moment and said, "It's just a matter of time. It's just a matter of time."

That encounter stuck. I know that our ministry is having an impact but if I'm not careful, the pressure of the moment drives that knowledge far back into the recesses of my mind until the only thing I understand is the pain of the moment.

I needed that encounter and God knew it. I needed it because it spoke to my calling. That's what you and I are about. We are not about cameras and lights, radio transmitters and audio boards. We are not even about creative programs.

That young man is what we are about. Reaching him and all the others like him all over the world who need Jesus. That's what we are about.

And when it is "time" for that young man I want to be there. Until then, every day we broadcast, it is time for someone else, some man, woman, or young person.

So don't let discouragement or pressure drive you away from your calling. Remember, you may never know the good your media ministry is doing this side of heaven, unless, of course, you happen to be in a car wash (or anyplace else for that matter) and God decides to open the curtain a bit and give you a glimpse of the eternal value of what you do.

God bless you and hang in there.

Jerry Rose is the president of NRB and WCFC-TV 38 in Chicago, Ill.



Executive Editor
E. Brandt Gustavson
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Paula Podgurski
Art Director
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Contributing Editors
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National Religious Broadcasters

Jerry K. Rose, President, WCFC-TV Channel 38, 20 North Wacker Drive, Chicago, IL 60606.
Dr. David Clark, First Vice President, Regent University, Virginia Beach, VA 23463.
Dick Mason, Second Vice President, Radio Bible Class, PO Box 22, Grand Rapids, MI 49555.
Sue Bahner, Secretary, WWWG Radio, 1850 Winton Rd., Rochester, NY 14618.
Robert Straton, Treasurer, Walter Bennett Communications, 7111 Valley Green Road, Fort Washington, PA 19034.

Dr. E. Brandt Gustavson, Executive Director

Editorial and Advertising Offices

299 Webro Rd.
Parsippany, NJ 07054
201/428-5400 FAX: 201/428-1814

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READERS' FORUM

A Call From India

Dear Editor:

I read with interest Ed Hindson's article *Facing The Challenge of the Nineties* in your February issue. In this connection, I would like to share a few thoughts with your readers.

Recently I came across David B. Barret's statistics on Christian population. I was surprised to find that the percentage of world Christian population in 1986 was just 32 percent, a decrease of two percent since 1900. During the span of 86 years there has been a considerable increase in missionary effort. Yet there is a drop in the Christian percentage! The answer is obvious — there has not been an evangelization explosion in proportion to the population explosion.

I am fairly certain, too, that we are not even going to match the general population growth. In this context, two of Ed Hindson's observations towards the end of his article become relevant. The first is his reference to Matthew 24:14. The Lord cannot come again to this earth, this time in glory, until this sign is fulfilled. However, the Lord does not envisage a total world conversion but the proclamation of the gospel "for a witness to all nations."

How can this be achieved? Not by merely sending missionaries. Many areas in the world are closed to missionaries. But we have the means to fulfill this requirement as Hindson points out in his second observation:

"There is still an open door of opportunity before us. We have a better potential to reach the world with the message of Christ than ever before because of the broadcasting technology available to us today. If we keep our spiritual priorities right and keep the gospel message as our primary emphasis, we could well be the instruments through whom our Lord's prediction will be fulfilled in the days ahead."

Reverting to Barret's statistics, continent-wise percentages of Christian population in 1986 are as follows: Africa's 36 percent (an increase of 2 percent since 1900); Europe, 66 percent; South America, 97 percent; North America, 70 percent; Australia, 87 percent; and Asia, just 5 percent.

It is obvious that the concentration of evangelical effort in the nineties must be on Asia, especially on China and India, the two most populous countries in the world. I cannot imagine the Lord ever returning to the earth before the Asian quota is achieved.

It is the aim of the *Voice of the Shepherd* ministries in India, of which I am the director, to proclaim the gospel to at least ten unreached language groups of India before 2000 A.D. We have already started the broadcast in Bhojpuri, the first of those ten languages. If any reader is interested, they are welcome to write to us.

C. Samuel
Voice of the Shepherd
Vellore, South India

Editor's Note:

Mr. Samuel may be reached at Post Bag, No. 204, Vellore - 632 002, South India.

Ministry Versus Money

Dear Editor:

I'm surprised at the assertive positions of some advertising agencies in the current squabble over station/market exclusivity on some syndicated radio programs. Until recently this issue was mostly discussion cud. Now it appears to be growing into a turf war.

If I read this thing correctly, most program producers are motivated by the desire to minister. But some of their advertising agencies seem to be more into the money of ministry. The formula goes something like "distribution/market dominance equals focused donor income equals increased amount for agency."

The unfortunate cost of this is the denial of some popular program broadcast rights to the majority of stations in a market — and satellite-fed station groups in a collection of markets — by granting exclusive rights to the most influential. This is lucrative business strategy but poor ministry policy.

Though a listening area hearing the same program on several broadcast facilities may have a "splintered" audience, it's nearly always bigger than that of a single station. Isn't coverage, rather than class distinctions, what

we're all about as representatives of Christ?

When program producers begin to realize this is akin to "the tail wagging the dog," some agency people may end up washing dishes rather than aiming them at satellites.

Ken Boone
Family Radio Network
Oakland, Calif.

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In recent months, the Federal Communications Commission (FCC) — under the leadership of new Chairman Alfred C. Sikes — has stepped up its enforcement of policies that directly affect the circumstances under which broadcasters receive and retain broadcast licenses. In one important decision, the FCC reversed its policy of permitting a third party to intervene in a comparative hearing and to receive the license as part of a settlement agreement with the original parties.

A second decision resulted in two broadcasters losing their licenses on misrepresentation grounds. Taken together, these actions signal a potentially tougher stand by the Sikes Commission on licensing issues.

The decision reversing third-party settlements of comparative cases came in the context of a proceeding to determine the licensee of a new FM station in Marco, Fla. On its motion, the agency

certainly of protected litigation and of expediting new service to the public.

Nevertheless, the agency concluded that permitting third-party settlements would invite individuals with no real interest in building and operating broadcast stations to file applications for purposes of receiving money from interested parties later in the process.

The Sikes FCC made an equally decisive public interest determination in revoking the licenses of KQEC-TV in San Francisco and WBBY-FM in Westerville, Ohio. In each case, the Review Board had decided to deny the renewal applications of the incumbent licensees based on findings of misrepresentation and lack of candor.

Loss of a license, while not unprecedented, is a relatively rare occurrence, and the agency's action in these cases thus underscores that broadcasters are to be held to a high standard of honesty in dealing with the Commission.

In the WBBY case, the Review Board denied the renewal application of Mid-Ohio Communications, Inc., on grounds that the licensee falsely claimed that one of its stockholders served as the full-time station manager.

The representation had the effect of strengthening Mid-Ohio's credit for integration of ownership and management in an earlier comparative proceeding. Although Mid-Ohio later settled with the other party, the FCC continued to investigate the accused misrepresentation.

The Commission found that the station had engaged in a pattern of deliberate concealment and false statements regarding the stockholder's role in management, a matter of potentially crucial importance. The agency held that disqualification of Mid-Ohio as a licensee "appropriately reflects the seriousness with which we view dishonest conduct" before the Commission.

The FCC denied the renewal application of KQED, Inc., for KQEC-TV, Channel 32, in San Francisco, after finding that KQED, Inc., deliberately took KQEC off the air as a means of alleviating KQED's financial problems.

The FCC found that KQED, Inc., had persisted in deactivating KQEC even after having been warned by the agency that interrupting KQEC's operation for financial reasons was contrary to the public interest. The Commission

agreed with the Review Board's conclusion that the licensee had committed serious misconduct by misrepresenting the reason that KQEC was off the air.

Despite the finding of misconduct, however, the agency upheld the Review Board's action in renewing KQED's licenses for KQED-TV and KQED-FM. The Board found that KQED did not commit the kind of "pervasive misconduct" that would have disqualified it from holding any broadcast licenses and that the loss of a single station was the appropriate sanction in view of the misconduct committed.

FM Processing Changed

More than 2000 applications for new FM facilities are pending at the FCC. In an effort to expedite processing of this immense backlog, the Commission has implemented several procedural changes at the staff level.

First, the staff will now release a notice that an application has been accepted for filing before review of the application's engineering study begins. Giving such a notice triggers the 30-day period for the filing of petitions to deny. Public notice of acceptance of an application for filing is now released after the engineering study.

The FCC believes that triggering the pleading cycle earlier will ensure that each file is virtually complete before both engineering and legal processing begins. The change is expected to shorten processing time by approximately 45 days per application.

In addition, the staff is now authorized to waive the "hard look" processing rules, which otherwise prohibit applicants from filing amendments to cure certain defects in the application after the expiration of the period for "amendments as of right."

These waivers will permit the immediate authorization of new service where defects in the application would otherwise bar settlements or grants and, therefore, would bring about further procedural or administrative delay.

Richard E. Wiley, a partner in the Washington, D.C. law firm of Wiley, Rein and Fielding, is a former chairman of the Federal Communications Commission and is general counsel for NRB. He was assisted in the preparation of this article by John C. Hollar, an associate in the firm.

FCC Has Taken Tougher Stand On Licensing Issues

BY RICHARD E. WILEY

granted reconsideration and reversed a December 1988 decision approving a settlement in which Rowland Gulf Radio, Inc., paid the other parties to dismiss their competing applications. In return, Rowland received the construction permit for the station. Rowland was not a party to the proceeding originally.

In its earlier decision, adopted by the Patrick Commission, the FCC had held that permitting third-party settlements would expedite the licensing of a new service and would permit a more timely resolution of disputed proceedings. Moreover, the agency had found that such a settlement would conserve the resources of the applicants and the agency alike.

However, upon reconsideration, the Commission expressed concern that third-party settlements would encourage the filing of sham applications. The FCC agreed that settlements among the original parties remain a legitimate means of ending the cost, delay, and un-

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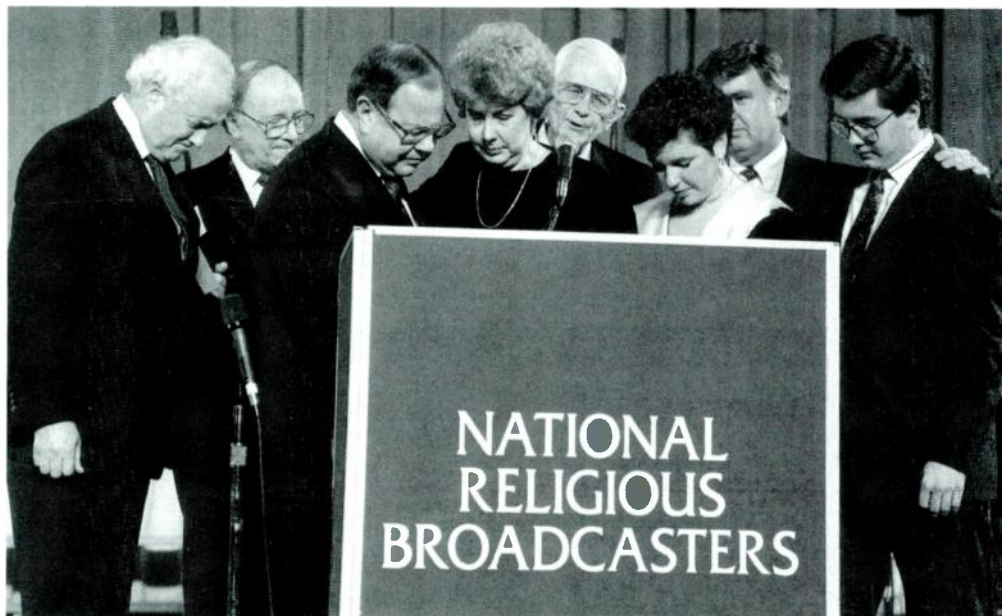


PHOTO BY ROBERT B. DALLENBACH

During Thomas Zimmerman's prayer, the Brandt Gustavson family is surrounded by (from left) George Sweeting, Ben Armstrong, Dr. Zimmerman, and Jerry Rose.

BY E. BRANDT GUSTAVSON

There are a few times in life which stand out far and above all others. My installation to the Executive Director position with National Religious Broadcasters (NRB) was such an event.

I began my role in Christian service when I was an announcer for KTIS at Northwestern College in Minneapolis during 1954. I started at Northwestern as a college student in September and immediately began handling announcing and board work responsibilities with KTIS.

As most of you know, I worked for many years with Moody Bible Institute, had a couple of years with the Billy Graham Association in Honolulu at KAIM, and then served for nearly four years at Trans World Radio as executive vice president.

Then the board and membership of NRB felt I was the one to take over after Dr. Ben Armstrong's leaving. It was a struggle for Mary and me to make that decision and to come to the realization that God was in this idea.

As Jerry Rose and others from the NRB Executive Committee spoke to me about accepting the responsibility, I eventually came to see that indeed this was the thing to do.

All of this was so forcibly supported on the night of this past January 31, when George Sweeting, the chancellor of Moody Bible Institute, and Thomas F. Zimmerman, one of NRB's founders and a long-time friend, both

Called To Serve NRB's Members

were involved in my installation as Executive Director.

The prayer that Dr. Zimmerman offered, as well as the installation comments made by Dr. Sweeting, accompany this article.

As my family — Mary, Ruth, and Tim — joined me, I felt a total dependence on the Lord for the future — not only of my work, but of the total ministry of NRB. I hope all of you will stand with me, bring it to my attention when I make mistakes, encourage our staff members when they need it, pray for the board, the executive committee, and the officers, and vow to stand with the organization in the future as you have in the past.

Please allow your ideas to be known. The telephone, the fax, and the mailbox to my office are always available to you. And thanks ever so much for your calls, your letters, and your personal words of encouragement. They mean more to me than you will ever know, and I believe they are used of the Lord to press me on in His service.

E. Brandt Gustavson began serving as NRB's Executive Director on February 1.

The Prayer Of Thomas F. Zimmerman

Heavenly Father, we come this evening with hearts filled with gratitude for Your sovereign leading. We recognize that You are the Lord and head of the church, and it is Your prerogative to raise up those who are granted responsibilities in leadership capacities.

Be evermindful, Lord, that with all of Your callings there are the promised resources and provisions that are required to do it with a full heart and with love and integrity. Thank You, dear Father, for this beloved brother who has so eloquently responded to assume the responsibilities that loom before him.

Clothe Thy servant with Thy power. Be unto him the Great Shepherd who directs, not by miles, but by steps. The steps of good men are ordered of God, and You our Master taught us that we are to be aware of tomorrow and its needs, but You also told us that sufficient unto each day Your hand will provide.

God use my dear brother. Give him, Lord, wisdom and insight beyond that which he humanly possesses. Let him sense that deep, settled confidence and reassurance in his soul that You know the way that we take, and You will not be behind us driving us, but You will be up front leading us.

Dr. Thomas Zimmerman is a member of NRB's Executive Committee.

The Comments Of George Sweeting

Our new Executive Director, Dr. E. Brandt Gustavson, came to receive Jesus Christ through the Sunday School of the Evangelical Free Church in Rockford, Ill. From childhood, radio fascinated him. During his teenage days he was enthusiastically involved in Youth For Christ.

Immediately after college he immersed himself in all forms of communication. His first position was as manager of the Billy Graham Association radio station in Hawaii. This was followed by 25 years of service at Moody Bible Institute, serving in every area of communication, and ultimately as Vice President of Communications.

After serving at Moody Bible Institute he was appointed Executive Vice President with Trans World Radio, and served with distinction with Dr. Paul Freed. Brandt Gustavson brings to us ample experience as an announcer, programmer, manager, executive, and former President of National Religious Broadcasters.

Secondly, Brandt Gustavson is a Bible-centered leader. Teasingly I have occasionally said if you cut him, he would bleed Bible, radio and TV, and missions in that order.

Thirdly, our new Executive Direc-

tor is blessed with a gracious wife, Mary, and supportive children. Their daughter Ruth is a registered nurse like her mother. Their son Tim is a senior at Rutgers University in New Jersey. Each member of the Gustavson family is committed to the ministry of the local church.

Fourthly, Dr. Gustavson brings to us continuity. He has served with the executives of NRB for many years. He has stood shoulder to shoulder with Ben and Ruth Armstrong. Dr. Gustavson believes strongly in unity amid diversity.

In light of your credentials, I charge you, Dr. Brandt Gustavson, to model for NRB *heavenly wisdom* as outlined in James 3:17-18; "The wisdom that is from above is first pure, then peaceable, gentle, easy to be entreated, full of mercy and good fruits, without partiality and without hypocrisy."

I charge you, my beloved brother, to challenge and equip us, the members of National Religious Broadcasters, to evangelize this present generation. There are only two things that can happen to a ripened harvest. It can rot, or it can be reaped.

We, the members of NRB, charge you to help us fulfill our mandate. Nothing is bigger. Nothing is more urgent. Nothing is more eternal. God bless you, my dear friend.

Dr. George Sweeting is the Chancellor of Moody Bible Institute in Chicago, Ill.

How Can I Live?



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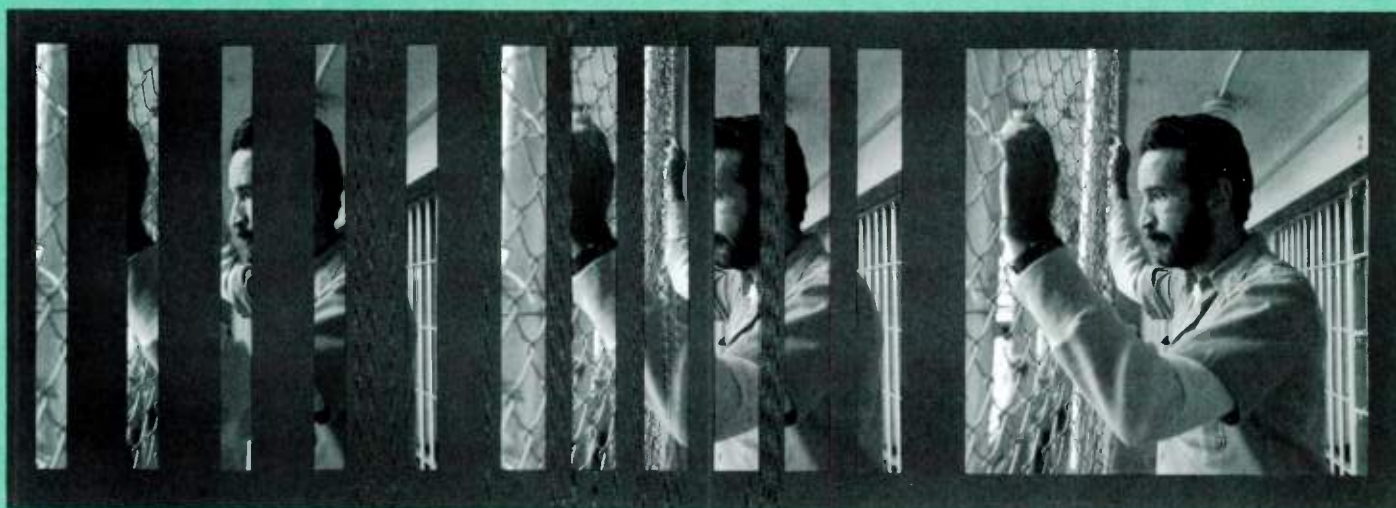
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A Prayer



For Chris

BY ROD ROBISON

Deputy Randy Stevenson had worked with a lot of prisoners during his years at Roscommon (Mich.) County Jail, but none like Chris.

It was no secret at the jail that Randy loved Jesus Christ. And whenever possible he shared his faith with the guards and prisoners. But what God did through Randy to impact Chris' life was special.

Guilty!

On September 9, 1989, just one day before his 18th birthday, Chris stood before the judge. Guilty! The word slashed through him like a hot knife. The sharp crack of the judge's gavel

"There's a young man named Chris listening to us right now," Dave explained to the audience. "He's on his way to prison and he's scared."

brought Chris' young life as it had been to an abrupt halt.

That afternoon Randy was assigned to Chris' unit and was passing out the evening meal to the prisoners. As he slid a plastic supper tray under the door of Chris' cell, Chris turned to him and asked, "What do you think God would do to me if I killed myself?"

The question moved Randy. "God loves you, Chris. He can see you through this if you'll let Him."

Later that night Randy returned to Chris' cell and shared with him the plan of salvation. The next several days offered Randy other opportunities to visit Chris and open God's Word with him.

On the night before his sentencing Chris sat alone in his cell. Scripture that Randy had shared with him during the past several days burned in his heart, but at the same time brought a rare comfort. He closed his eyes and offered his tattered life to Christ.

Touching Lives

The next morning Chris again faced the judge — this time to hear a sentence of two to ten years in prison. But unlike before, a deep peace lessened the blow of the judge's words.

Randy was scheduled to transport Chris to the permanent prison facility where Chris was to spend the next few years of his life. But before picking him up, Randy made a call to WUGN, the Family Life Radio station he often listened to in his patrol car.

Station manager Peter Brooks took the call. "I'm transporting a young prisoner named Chris to Ionia Prison this afternoon," Randy explained. "We'll be listening to your Operation Thanks Share-a-thon all the way. Could someone there say a few words of encouragement to him on the air?"

That morning Chris and Randy listened to WUGN during the long drive to Ionia. Chris confessed to Randy that he was afraid of what he was about to face. Randy said he understood but that God would protect him.

Shortly after that Dave Kersey, director of broadcasting for FLR, came on the air. "There's a young man named Chris listening to us right now," Dave explained to the audience. "He's on his way to prison and he's scared."

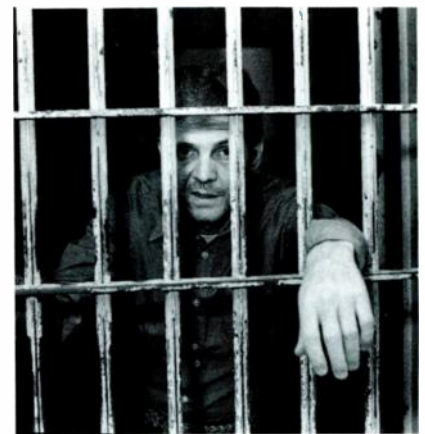
Then Dave began to talk to Chris. He shared the story of another prisoner named Joseph who many centuries ago saw God's hand of protection deliver him from harm. Then Dave prayed.

Across the listening audience countless others paused to ask God to protect Chris and use his prison experience as an opportunity to strengthen him spiritually.

After the prayer Randy turned toward Chris, who was looking out the side window. He turned to look at Randy, tears coursing down his cheeks. Nothing was said for several minutes. Then Chris again turned to look at Randy. "I'm not scared anymore, Randy."

Randy receives a letter from Chris every month or so. He still has his eyes on the Lord. Prison is tough but Chris says he's going to make it. He says God is watching out for him and that he'll never forget about the prayer that man on the radio prayed for him. It reminds him of how much God really does care.

Rod Robison is director of development for Family Life Radio Network of Tucson, Ariz.



PHOTOS BY DAVID SINGER/PRISON FELLOWSHIP

BY IRENE CHAPMAN

Can we really reach the world by the year 2000? As we begin the 1990s is there hard evidence that this is a viable goal? Praise God, the answer is yes.

Today's world has produced a vast array of technological advances, and the end is nowhere in sight. The challenge before the Christian community now is how best to harness this technology in the service of the Lord.

One group rising to the challenge is Gal-

reliable? Is it affordable? Is it the technology of the future? The emphatic "yes" to all of these questions makes it a good missionary project for churches because of its worldwide appeal.

Its value to Christian broadcasters cannot be underestimated.

Reaching The World

Thru Fix-Tuned Radio



The first shipment of 1000 fix-tuned radios were delivered to Lebanon in June 1989.

com International based in Tiberias, Israel. Galcom's stated purpose is to provide durable technical equipment for communicating the Gospel, primarily to assist evangelical organizations in the area of technology.

As a service mission, its intent is to determine the needs of missions, find out what equipment can help fulfill those needs, seek to develop items that will be durable and inexpensive, and then assist in directing those items to the areas where they are needed.

Galcom's development of a solar fix-tuned radio, small but rugged, has been enthusiastically endorsed by missionaries on the field as well as by Christian broadcasters. This little unit can work off indoor light sources as well as sunlight, making it a perfect companion to people as diverse as a shepherd on a Lebanese hillside or a prisoner in a Colombian jail.

Whenever the fix-tuned radio appears at missionary conferences questions abound. Is it

One of Galcom's brochures says it best: "Those who use this fix-tuned radio will hear only one station — YOURS," and from the same source: "Fix-tuned radios may become the most important creative missionary tool of the 90s; they're small, inexpensive, come in AM, FM, and short wave, and pack the most powerful message your potential listeners will hear — GOD'S!"

Reaching Multitudes

Who are these "potential listeners?" They live in rural areas of India and Pakistan. They eke out a living in the slums of Mexico City. Latin America has millions of them as does the huge continent of Africa. They languish in old folk's homes and in refugee camps.

It has become clear that there are also millions in the "forgotten First World" as someone has labeled Europe. And as for North America, affluence cannot remove hunger from human souls. You have only to look at the suicide rate among the young to see that truth.

In 1985, four major missionary broadcasting ministries united to reach a common goal: to make the Gospel of Jesus Christ available by radio to every person on earth by the year 2000. These broadcasters, Far East Broadcasting Company, HCJB World Radio, SIM International/ELWA, and Trans World Radio now have Galcom International alongside to help. Together, and looking to the Lord, they are committed to this goal.

Other Technology

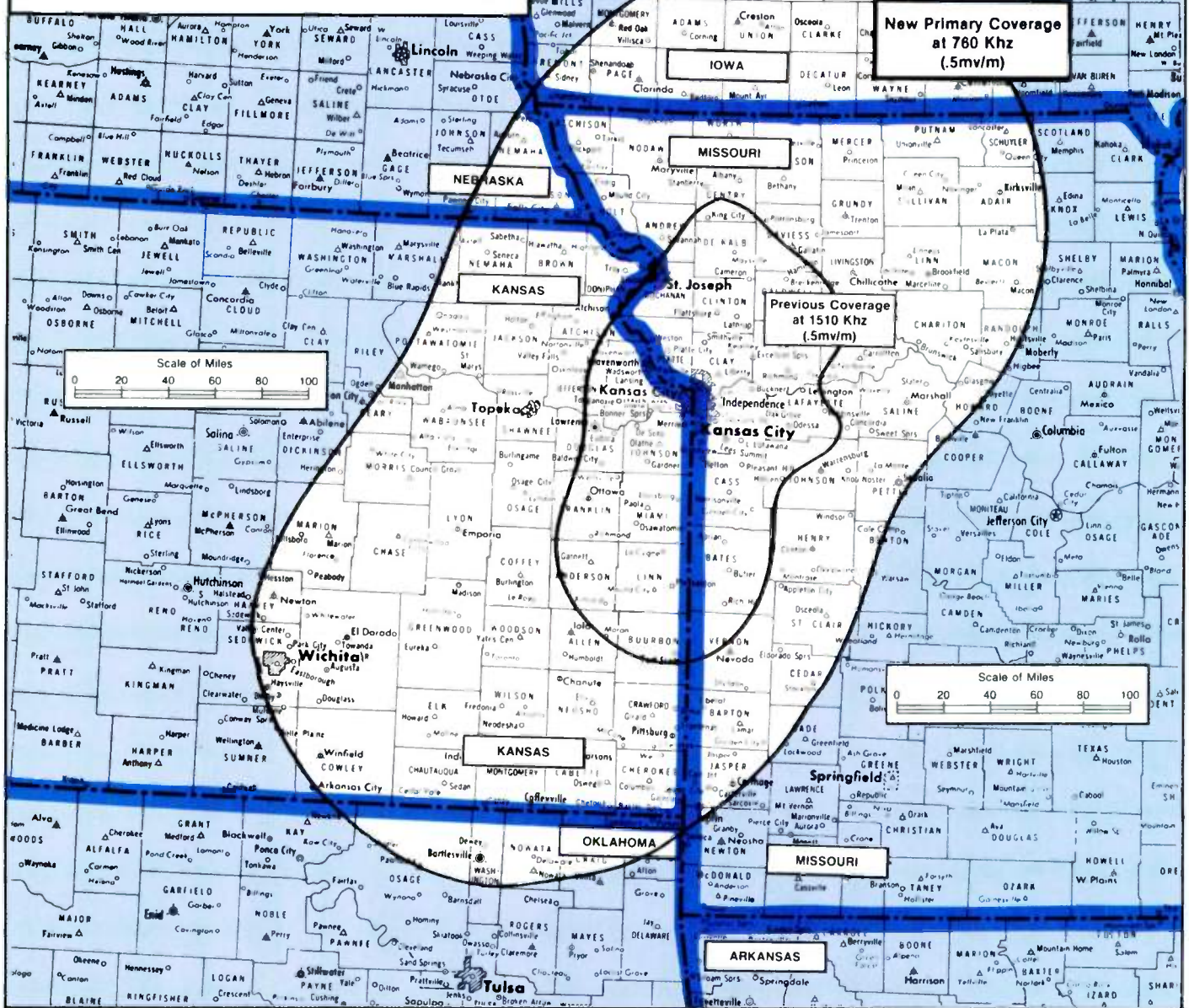
Less than ten years remain in this century.

CONTINUED ON PAGE 19

Fix-tuned radio — a perfect companion to people as diverse as a shepherd on a Lebanese hillside or a prisoner in a Colombian jail.

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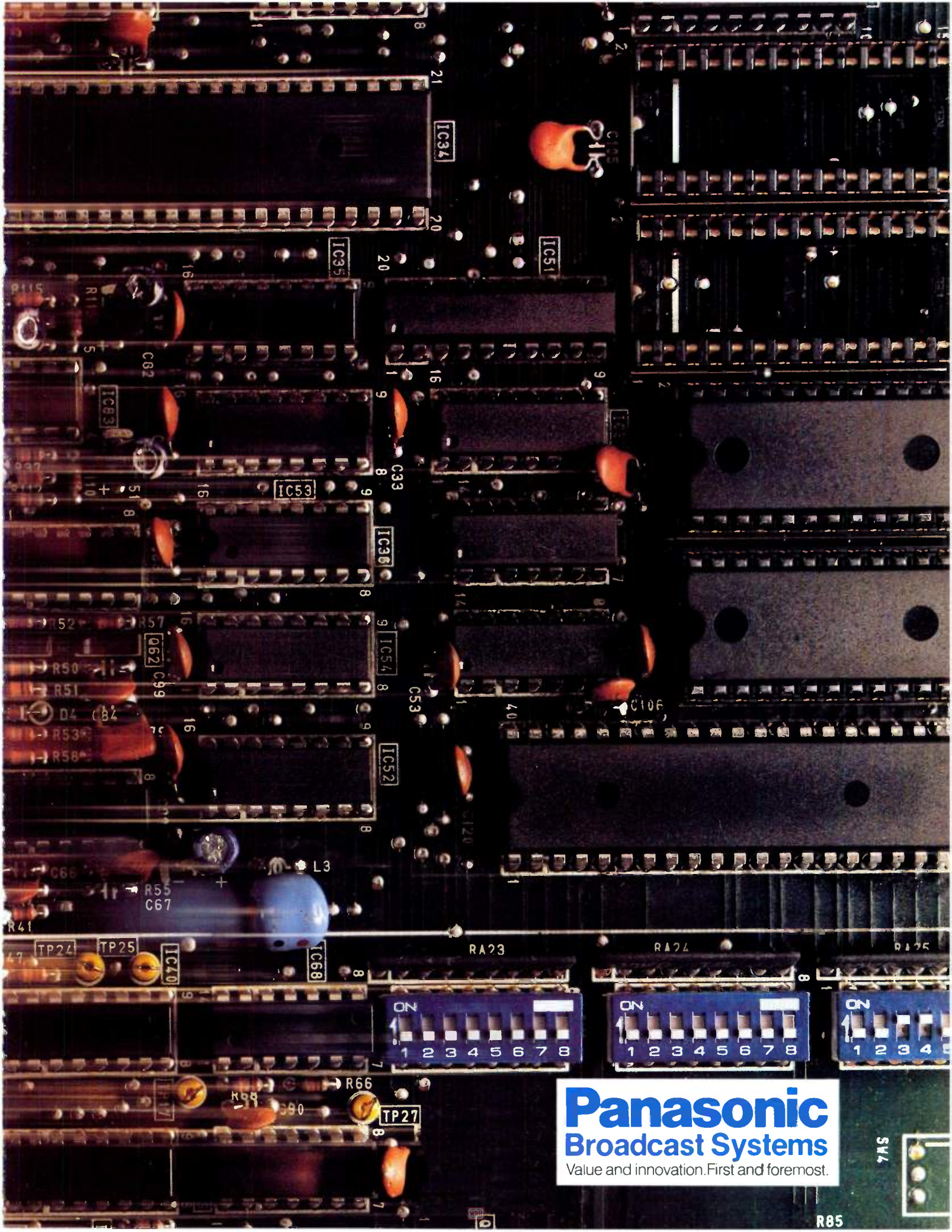
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Quality Is Of The Essence In BRITAIN

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time
cannot be
bought,
it has
to be
earned.

BY MAURICE L. ROWLANDSON

During the 1990 NRB Media Exposition, the same conversation occurred again and again: "Can you use (our product) on your station?" The response was always: "There are no Christian radio stations in the (United Kingdom). There is only the BBC, Independent Broadcasting, and Local Radio. It is still not possible to have exclusively Christian radio stations."

There is at the moment, however, a controversial "Broadcasting Bill" passing through the British Parliament. The intricacies of that bill, and its implications, would fill a separate article.

"What then, of the Christian message on the radio?" was the question that usually followed. Indeed, they asked, how is it possible to broadcast — under present regulations — any type of religious program?

Filling the Quota

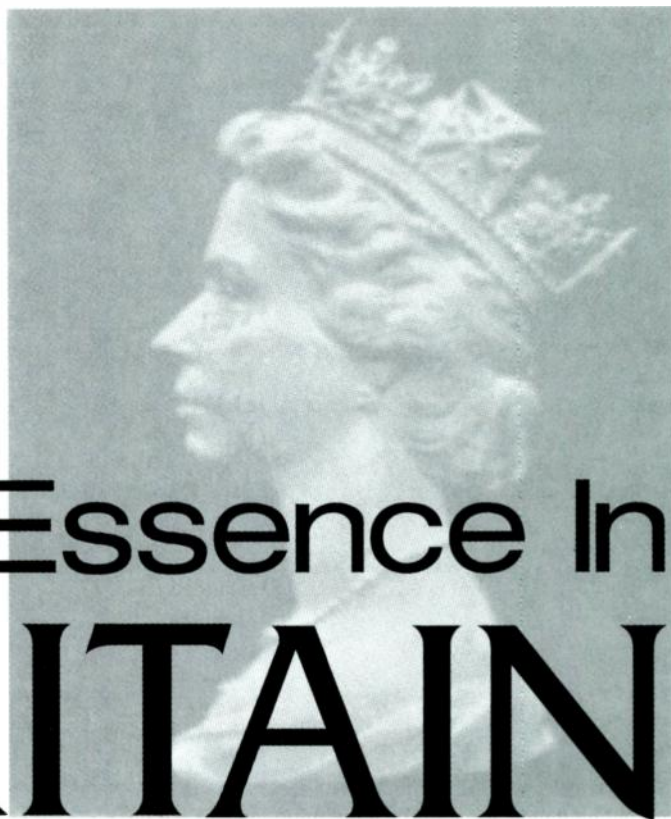
The answer is that both the British Broadcasting Corporation (BBC) and the Independent radio stations are required by law, at the present time, to include "religious program-

ming" in their schedules. Two percent of the total output of the BBC, for example, must be allocated to religious broadcasting. But that allocation covers a multitude of religions!

Within that allocation the BBC is required to reflect all kinds and shades of belief; not just "Christianity" but, even within Christianity, all shades of Christian faith. So it is possible to see that the total time for evangelism is exceedingly small.

Nonetheless, the allocation of time to each religious group, and each Christian viewpoint is meticulously representative of its proportions within the population. So, if there are between six and seven million people who are active Christians (in the sense that at least they go to church every week) and there may be around one million Muslims who attend the mosque, it could be assumed that there would be a proportion of one in six or seven programs which is Muslim oriented. This, however, is not so because statistics can be made to read in a variety of different ways. What is done is to try to reflect the religious beliefs of the different communities to some degree in relation to their strength.

Consider that within the Christian community there are Evangelicals and Liberals;



Episcopalians and Non-Conformists; Black-led churches and Charismatics; Roman Catholics and Sects. In other religions there are Jews, Muslims, Bhudists, Hindus, and, indeed, atheists, plus many others. And all are claimants for time within the radio's "religious slot."

Targeting the World

So just how do we get greater representation for the Christian Gospel on U.K. radio? The answer lies in the production of excellent programs for the secular market which, in themselves, may contain a great deal of Christian content.

For example, there have been debate programs which, by their very nature, are secular; but the topic is some aspect of Christianity. Another way is for Christian singers to reach the top of the charts and for their songs of witness to be played on request programs. Yet another is the reporting of Christian events in news coverage.

One of the most important aspects is also the large number of young Christians who have equipped themselves to become experts in the field of broadcasting. They have been able to secure employment with both the BBC and with the independent stations. Often they have gone in at the local level. There they have made and established a name for themselves, and their

expertise is sought in the more important national programs.

Christian artists, such as CBN's Sheila Walsh, have captivated audiences and have been awarded prime slots for a series of programs. These rarely fill "the religious slot." They are instead sought-after contributions for normal secular programming — yet they are Christian in content.

Thus Christian Gospel broadcasting in the U.K. has "come of age." In an arena where time cannot be bought, it has to be earned. It is, perhaps, a more healthy aspect, for to establish a sought-after program, it has to be of high quality in production, content, and presentation.

The BBC, for example, is not going to reflect in its output something which is out-dated and out-moded. It does not present something which was really occurring years ago at a time when the established church was the accepted fact.

Instead it is asking whether, in this modern, multi-religious age, the BBC shouldn't be changing its religious attitudes a lot more. The position of religious broadcasting in the U.K. today is a different picture, and it is an increasingly healthy and certainly a very lively one.

Maurice L. Rowlandson, a recipient of NRB's International Award, operates a consulting firm in Harrow, Middlesex, England.

REACHING THE WORLD . . . CONTINUED FROM PAGE 14

What will we see in the realm of technology? As far as Galcom is concerned, radios are not the only means of communication. Already mini solar P.A. systems are being produced to assist missionaries and nationals in sharing the Gospel in villages and marketplaces.

Plans also exist for further development of communication systems using solar technology. A solar-powered voice synthesizer with no moving parts is in its preliminary stages, a solar cassette player is being considered, and a radio transmitter station in a suitcase is also a possibility under investigation.

Since July 1989, over 34,000 fix-tuned radios have been sent into Lebanon, Syria, and Jordan. Arabs such as the man pictured on the cover have listened to the *Voice of Hope* broadcast.

A tremendous increase in the requests for Bibles, teaching materials, and helps

has been realized: "We hear with our ears and we want to read for ourselves." There is no doubt that in the coming decade we will see technology playing a leading role in advancing the Gospel.

All of this comes as doors are opening all over the world in unprecedented rapidity. China is now being targeted for a million fix-tuned radios in the next three years.

Countries such as India, with the assistance of Galcom, are considering the viability of setting up factories within their own boundaries to produce radios for national distribution. The possibilities are endless: cooperation among missions is essential; the love of Christ is compelling.

As we think of reaching the world by 2000, the prophetic words of Psalm 68:11 remind us: "The Lord gave the word: great was the company of those that published it."

Mrs. Chapman is a member of Galcom International's editorial department in Hamilton, Ont.

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Kathy S. Sanker

Kathy S. Sanker
Albany, Or.

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The Americans With Disabilities Act

... And You

BY JONI EARECKSON TADA

"Will I have to put in an elevator at my radio station if I hire someone in a wheelchair?"

"Will this mean that homosexuals may soon be 'running the boards' at Christian radio stations, and we won't be able to do a thing about it?"

"In short, will I be forced to hire people I don't want to employ?"

Questions such as these are on the minds of at least a few Christian radio and television station managers these days. Confusion and misinformation have prompted many people to ask probing questions regarding the Americans with Disabilities Act (ADA), a bill which has already passed the Senate and is now being reviewed in the House of Representatives.

Just how valid are these questions? To what extent will small businesses and, for that matter, Christian radio and television stations be affected if, indeed, the Americans with Disabilities Act becomes law? More impor-

tantly, how will the ADA truly benefit the more than 35 million people with disabilities in our country?

Helping the Disabled

First, is there a need for such a law? It's an unfortunate fact that discrimination in employment, transportation, public accommodations, and housing does exist against people with disabilities and their families.

It's also an unfortunate fact that our government spends over six billion dollars annually on income-support programs, while only a small fraction of that amount is spent on programs which foster self-reliance and independence. That's why the employment provisions of the ADA are the most important aspects.

Providing opportunities for disabled people to be hired and promoted will raise overall income levels, generate tax revenues and lessen the amount of money our government spends on public assistance. The truth is, disabled people want to be taxpayers, not tax burdens.

"Don't I have the right to refuse to hire anyone — even a person with a disability — who, I believe, has questionable morals? What if the person who fills out a job application isn't a Christian?"



The Americans with Disabilities Act is an attempt to help change these fundamental problems, promoting opportunities for disabled people to become fully integrated into our society. The bill, however, has gone through many revisions which answer many of the concerns raised by Christians. For instance:

"What if a homosexual or an alcoholic applies for a job? Good grief, some doctors are now saying that gambling is a disease. Does that mean these people would be protected under such a bill?"

First, the ADA, as passed by the Senate (S.933) makes a clear statement regarding whether or not homosexuals will be able to seek civil rights protection under this bill.

An amendment (Section 511) introduced by Senator William Armstrong on the Senate floor was added stating, "The

clarifying the extent to which rehabilitated drug users and recovered alcoholics may be covered by the bill. The ADA makes it clear that employers need not hire or retain an employee who is a current user of alcohol or illegal drugs.

The Senate version also makes clear that an individual with a "currently contagious disease or infection shall not pose a direct threat to the health or safety of other individuals in the workplace." (Section 103b)

"Don't I have the right to refuse to hire anyone — even a person with a disability — who, I believe, has questionable morals? What if the person who fills out a job application isn't a Christian?"

Section 103d answers this question: "The title on employment shall not prohibit a religious association from giving preference in employment to individuals of a particular religion to per-

have to go broke 'reasonably accommodating' such an employee?"

First, it's helpful to remember that the ADA would only cover businesses which employ 25 or more persons. That's good news for "mom-and-pop" establishments which operate on limited budgets — they would not be required to comply.

In "Persons with Disabilities: Reports on Costs of Accommodations," published by the General Accounting Office, it was reported that accommodation costs vary, "with 51 percent of the (employment) accommodations costing nothing and another 30 percent costing less than \$500. Only eight percent of the disabled employees received accommodations costing more than \$2000."

But what does the bill actually state regarding costs? According to Title IV, Section 401, employees would only be required to make reasonable accommodations which are "readily achievable."

"The term means easily accomplishable and able to be carried out without much difficulty or expense. In determining whether an action is readily achievable, factors to be considered include the overall size of the covered entity, the type of operation of the covered entity, and the nature and cost of the action needed."

This sort of language may sound subjective and open to interpretation, but remember that the bill — once it becomes law — will be further defined by regulations.

At present, the Americans with Disabilities Act must pass through revisions of three more sub-committees in the House of Representatives before it is voted upon by the full House. Now is the time to write your Congressional representatives to express your concerns regarding the ADA.

If you have further questions, please write Joni and Friends, P.O. Box 3333, Agoura Hills, CA 91301.



Joni Eareckson Tada at the microphone during a taping of *Joni and Friends*.

term disability does not include homosexuality, bisexuality, transvestism, pedophilia, transsexualism, exhibitionism, voyeurism, compulsive gambling, kleptomania, pyromania, gender identity disorders, current psychoactive substance use disorders, current psychoactive substance-induced organic mental disorders as defined by DSM III- R which are not the result of medical treatment or other sexual behavior disorders."

Also, the Senate version as well as the House version of the ADA includes an amendment (Title I, Section 103c)

form work connected with such association's activities, and a religious organization may require — as a qualification standard to employment — that all applicants and employees conform to the religious tenets of the organization."

In short, a Christian radio or television station would not have to hire qualified disabled people with whom they do not agree morally or theologically.

Financial Concerns

"Let's say I want to hire a qualified person in a wheelchair. Will it mean I'll

Joni Eareckson Tada serves on the National Council on Disability which reviews legislation and policies that affect people with disabilities in order to make recommendations to the Congress and the President. In addition to her responsibilities as an NRB board member, Mrs. Tada serves as Chairperson of the Christian Council on Persons with Disabilities, and President of Joni and Friends.

• NATIONAL •

Jericho Experience USA Seeks Broadcast Support

WACO, Texas (NRB) — Organizers of the Jericho Experience USA, a "national prayer offensive" associated with the National Day of Prayer, are asking Christian broadcasters to rally their listeners to participate in this year's event.

Last year, Bill Thrasher of KBBW-AM in Waco worked with organizers of the National Day of Prayer to encourage listeners to participate in the local marches.

Thrasher said last year's Jericho Experience USA was a huge success, as an estimated 1000 participants marched on six consecutive days. Even more were present on the seventh day as marchers walked around the perimeter of Waco seven times before ending with a rally at Baylor University. Thrasher said thousands more showed their support by cheering on marchers from the sidelines.

Patterned after the Old Testament account of Joshua's conquest of Jericho, marchers are organized into teams representing the 12 tribes of Israel. Each team displays a banner for one of the 12 tribes and is assigned one day to march. All tribes then join together to walk the last mile on the seventh day.

This year's event is scheduled for April 27 through May 3, with the final rally held on the third, which is the National Day of Prayer.

"This experience with the National Day of Prayer was exciting and thrilling!" Thrasher said, adding that the project added new listeners to his station and was a "great way to get our listeners to rally around us."

Thrasher said this year's organizers hope to rally Christians to hold their own marches in cities across the nation. For information on how a station can help promote the Jericho Experience USA, call Thrasher at (817) 757-1010 or Joanie Brogan of the National Day of Prayer at (714) 882-9932.

Governors' 1-900 Service Now Available To Citizens

KANSAS CITY, Mo. (NRB) — Creative Marketing Associates (CMA) has developed a new telephone service that will allow citizens to dial their in-

dividual governors and voice their opinions.

The "1-900 GOVERNOR" connects callers with a national automated message center for U.S. Governors. The call costs \$1.95 for the first minute and 95 cents for each additional minute. The caller can voice up to three minutes of their opinion on any issue. The phone messages are sent to the appropriate state capitol and undergo the same screening and response process as their written counterparts.

"This new service won't make writing obsolete, but will allow everyone a forum for immediate response on a variety of issues that affect their lives and their pocketbooks," says Maynard Small, president of CMA. Small said the service is not provided by or affiliated with any government agency and is supported solely by callers to the system. The system is available 24 hours a day and can handle 5000 calls per hour. The service is available in all states except Alaska.

Small urges broadcasters to inform their listeners of the 1-900 GOVERNOR service. Small said the service is "a fast and convenient way for . . . audiences to 'speak up'" on issues such as abortion. More information is available from Small at (816) 474-1400.

New Christian Film Features The Life Of China's Nora Lam

HOLLYWOOD, Calif. (EP) — The shooting of a new big-budget, major Christian film, which features the story of Nora Lam, has recently been completed. Lam, who fled China years ago, now heads a worldwide Chinese ministry.

Set in old Shanghai around the time of World War II, the movie chronicles Lam's life from the time that she finds new life in Christ, through her stormy romance and marriage, to her eventual confrontation with the fanatical followers of Mao Tse Tung.

James Collier, director of such films as *The Hiding Place*, *Joni*, and *Caught*, directed the film, which stars Gavin MacLeod and Julia Nickson as Nora Lam.

"We aren't just producing an entertaining film that will share the cry of the Chinese people," said Lam. "This movie will encourage American audiences to hold on to their own faith as they see how the living God still works miracles today.



BILL THRASHER



NORA LAM



PAUL HEIL

We're not compromising that message of hope in any way."

CCTC, China's only television network, has asked for exclusive rights to show the film as a mini-series to a potential audience of 600 million-plus.

Heritage Today Now Being Produced On West Coast

CHARLOTTE, N.C. (NRB) — Production of the daily *Heritage Today* television program has been moved to California. However, Heritage Ministries headquarters and support operations will continue to be based in Charlotte.

The program's executive producer, Brian Roland, along with on-air personalities and other support personnel, will videotape multiple shows daily during a week of intensive production each month at the Channel 42 studios in Concord, near San Francisco.

The program will continue to be dis-

tributed from Charlotte to The Inspirational Network and 47 affiliate stations. A contract to purchase a TV remote truck, cameras, and related equipment from the bankrupt PTL organization was cancelled, making it necessary to find a new production facility.

The program features new hosts Rich and Robyn Wilkerson, who are joined by Bob and Jeanne Johnson, Brenda Davis, and Sam Johnson.

The Gospel Greats Radio Program Marks Tenth Year

LANCASTER, Pa. (NRB) — *The Gospel Greats*, a nationally broadcast Southern Gospel music radio program, celebrated its tenth anniversary in February.

Paul Heil, the program's originator, producer, and host, feels this is a significant milestone. "To do something like this for ten years and, especially, to see the success the program has had is almost unbelievable. We thank God every day for the opportunities He has given us."

The two-hour program presently

airs in about 180 markets across the nation, though the actual number of stations carrying the program is well over 200. Each weekly broadcast includes a featured artist, with whom numerous short interview segments are aired in fast-paced fashion.

Other regular features include Jan Cain's Gospel Music News Update, song introductions by listeners and artists, chats by phone with Gospel Music DJs about favorite songs in their areas, "Top 10 Back Then" selections, occasional artist spotlight segments, and, recently, a "National Song Jury" comprised of listeners nationwide who call in their verdict on new songs.

Heil said that although it is an entirely Southern Gospel program, *Greats* has been very popular on country stations. "Being on so many country stations," Heil says, "provides a great outreach for us. Because of the program's production style, it fits right in with the overall sound of a country station."

"But the music is gospel. And that means the gospel message in the music is being heard by a whole different audience — perhaps folks who wouldn't

dream of turning on their local Southern Gospel station (if such a station exists in their area)."

INTERNATIONAL

Religious Broadcasting Being Reported In Hungary

LOS ANGELES, Calif. (NNI) — According to a report by News Network International, several Hungarian church denominations are taking advantage of new opportunities for religious broadcasting on Hungarian radio and television.

Gabor Farago, one of Hungary's leading Christian producers, said the best opportunities for Christian broadcasting are on the First Hungarian Commercial Station, a Bucharest radio station which generally airs music. He said Hungarian Christians have been allotted 20 minutes of programming every Wednesday and have filled the slot with Christian music and testimonies, plus announcements of upcoming Christian music concerts.

Opportunities are also opening up

CONTINUED ON PAGE 24

THIS IS

MEDIA MONITOR

WITH REED IRVINE AND CLIFF KINCAID

CASOLO: TRIPPED BY HER LIES

Jennifer Casolo, a young American who was arrested in El Salvador last November on charges of keeping an arms cache for the communist terrorists, was freed as a result of political pressure. She has been on a lecture tour demanding that U.S. aid to El Salvador be halted. That is one of the terrorists' goals.

Few people know how strong the evidence is that she was collaborating with the terrorists while working for an organization called Christian Education Seminars. Casolo was arrested when police raided her house in San Salvador and found a huge quantity of ammunition, explosives and weapons in big drums buried in her garden. She claims she has no idea how they got there. She said that they could have been buried before she moved into the house last May. She has also suggested that the police may have brought all that materiel with them the night they raided her house.

The police learned about the arms cache

in Casolo's garden from a young man named Fausto Gallardo, a captured terrorist. He said he had seen munitions delivered to Casolo's house on November 10, just one day before the terrorists mounted their big offensive in San Salvador.

Another captured terrorist, Ruth Aguilar, also told the authorities she knew Jennifer Casolo and had been to her house to obtain materiel for terrorist operations. She said she had seen Casolo conferring with "Fernando," who was the head of a terrorist unit to which Aguilar belonged.

The police also found personal papers belonging to Casolo, including her diary, buried with the arms cache in her walled garden. On one page of her diary there was a note written in Spanish addressed to Casolo. It asked her to buy 20 bags and a ball of twine which would be needed for some work that the man who signed it was going to do at her house the next night. He wrote

of making two deliveries, one at dawn.

A copy of this note was shown to Casolo during one of her lectures and she was asked to explain it. She was shaken, and said it was a set up, that she had never seen the note in her life. She claimed someone must have gotten into her house and written in her diary to frame her. She suggested no one engaged in illegal activity would leave such evidence lying around. We think Casolo knew that note referred to the delivery of weapons, ammunition or explosives, even though it mentioned only bags and twine.

She had tripped on her own lies.

AIMO

A three-minute radio commentary available five days a week as a public service. For a sample tape, please call Deborah Lambert
ACCURACY IN MEDIA
1275 K Street, N.W., Washington, D.C.
(202) 371-6710

(Circle 145 on the Reader Service Card)

CONTINUED FROM PAGE 23

for Christian programming on Hungary's commercial television station. Each week, according to Farago, a different denomination is allowed to air five-minute programs between 5 and 6 a.m. daily.

CBN Launches Evangelism Effort In Central America

VIRGINIA BEACH, Va. (NRB) — The Christian Broadcasting Network (CBN) has launched "the most ambitious evangelistic effort in its history," a multimedia "blitz" that is targeted at war-torn Central America, especially Guatemala, El Salvador, and Nicaragua.

The \$1.5 million campaign involves the use of radio, television, film, newspapers, billboards, and tracts.

CBN has printed ten million Spanish-language tracts in Virginia Beach and has produced three prime time television specials designed for the campaign.

"We have had beautiful cooperation from the churches, all denominations,

and the Christian radio stations," said Daniel D. Olson, manager of International Marketing and Ministries for CBN. "They think this is the greatest thing that has ever happened to them in terms of an evangelistic thrust."

The first phase of the project began in January with a service to dedicate 160 newly trained Latin evangelists who over the next six months will conduct over 5000 outdoor showings of the *Jesus* film across the three countries. The film crusades are a cooperative effort between CBN and Campus Crusade for Christ.

The second phase, involving billboards and radio and television spots, began in February. The "blitz" culminated March 26-28 with the airing of three prime time specials on all of the TV networks in the region. Follow-up spots were designed to tell people what to do next if they have accepted Christ. Some 20,000 local church counselors were trained by CBN to disciple the new Christians.

In addition to the media thrust, CBN is providing massive relief aid to Central America through Operation Blessing

Relief and Development.

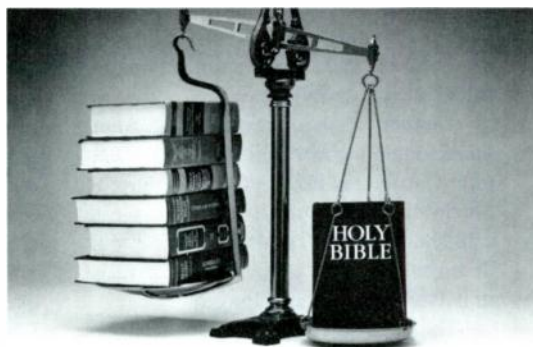
Trans World Radio Marks 20 Years Of Work In Brazil

CHATHAM, N.J. (NRB) — This year marks the 20th anniversary of Trans World Radio's (TWR) ministry to the country of Brazil. The 18-member staff attends to 1000 listener letters a month and three different Bible correspondence courses.

In addition, the staff produces 1800 hours of programming which are broadcast over TWR's Bonaire and Swaziland stations, HCJB, and local stations throughout Brazil for a total of 4000 broadcast hours a year.

TWR's work in Brazil began near the end of the 1960s, when Horst Marquardt and Harman Schulte from Evangeliums-Rundfunk (ERF), TWR's national partner in West Germany, visited Brazil. They considered TWR's high-power station on Bonaire to be the best answer to reaching such a vast country and shared their vision with evangelical leaders in Brazil.

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Regent University

formerly CBN University

A Christian university in Virginia Beach, Va., offering graduate degrees from five colleges and possessing America's only accredited, Bible-based law school.

(Circle 205 on the Reader Service Card)

Christian radio stations are often criticized for their lack of ingenuity in the area of contests and promotions.

While I would tend to agree that this is true in a general sense, I am encouraged by a growing number of Christian stations breaking out of this mold. Promotional campaigns generate listener enthusiasm and can also help to pull us out of those occasional slumps every station experiences.

Unlike other media forms, radio has the ability to take a rather simple idea and create imaginative promos that sound "bigger than life." Successful

tickets sold for the booths. Proceeds went to a local organization which aids families who have been involved in the occult.

"It was so well received by not only our listeners but by the community as a whole because of the growing concern for the safety of our children on Halloween," says Lepine.

The general San Antonio media viewed the concept very positively and television coverage on the early news at 5 p.m. helped to draw additional families who were not KSLR listeners.

The festival concluded with a professional illusionist, who is also a committed Christian, ending his magic show with a gospel message. This promotion not only positioned KSLR as a station concerned about the family, but it also unified believers from the 20-plus churches that were actively involved.

Pornography Awareness

Louisville, Ky., like any other metropolitan area, battles inner city crime, drugs, and pornography. During National Pornography Awareness week last October, WJIE developed a community educational campaign that was well received by local government and the city at large.

Bright yellow trash bags with the bold lettering "Pornography Destroys" were distributed to area residents along with a massive white ribbon campaign in which over 50,000 white ribbons were given out.

The station produced vignettes on how pornography destroys, including FBI statistics linking pornography to individual and organized crime. The week-long campaign was kicked off with a rally where listeners could come out and pick up their ribbons, Pornography Destroys garbage bags, and literature on this immoral epidemic.

Area politicians rallied behind the station-sponsored event which helped to position Christian radio as a vital media force actively concerned with its community.

Say "No" To Drugs

For several years, KLYT in Albu-

querque, N.M., has been active in anti-drug campaigns. In the course of time, the program has evolved into a massive community effort called "Turn on the Light . . . Say 'No' to Drugs."

"Unlike other
media forms,
radio has the
ability to take
a rather simple
idea and create
imaginative promos
that sound 'bigger
than life.' "

KLYT is also known as K-Light, thus the natural tie-in. Through the underwriting grant of a large dairy distributor, KLYT was able to produce their own anti-drug awareness packet which is being distributed to every junior high student within the greater Albuquerque area.

Each month the station focuses on one specific junior high campus, where KLYT presents an assembly program featuring expert speakers in the anti-drug field. Live broadcasts are conducted throughout the special day interviewing school officials, teachers, and even the students themselves, discussing ways in which drug use can be significantly reduced.

Program director Tom Terry encourages other Christian outlets to tackle the drug problem head on, and would be more than happy, he says, to share the concept with interested parties.

Bob Augsburg is president of Programming Plus and WAYJ Radio in Fort Myers, Fla. Programming Plus specializes in the production of promos and music formats for Christian radio stations, as well as fundraising assistance and sharon production.

Many Promotional Campaigns Offer Opportunities To Improve Society

BY BOB AUGSBURG

promotions do not always require big budgets.

This month I would like to highlight several promotional ideas that have been proven to be successful at some of America's leading stations. The examples I have chosen extend beyond on-air promotions into major public service campaigns which serve to enhance the community service record and raise stations' credibility significantly.

The Hallelujah Festival

KSLR in San Antonio, Texas, organized a citywide Christian alternative to Halloween last year which drew over 4000 participants. The event was very special to station manager Bob Lepine because the project also pulled together more than 20 churches from a wide denominational spread.

The Hallelujah Festival was an old-fashioned fair atmosphere with various game booths, rides, and clowns. The booths were designed by the youth groups of the participating churches and were designed to appeal to the children.

Admission was free with 25-cent

TRADE TALK

Televangelists continue to regain audiences following a decline set off by the well publicized difficulties of a few ministries. The most recent ratings (see chart) show 12 of the top 20 religious television programs gaining in the last quarter, some by as much as 36 percent. The report also includes seven ministries with lower audience figures and one new entry. Disputing recent studies based on older figures, the November 1989 reports show at least one program, Atlanta-based *In Touch Ministries*, is enjoying its largest audience ever.

Bob Murfin, host of *WMBI-FM/Chicago's Morning Clock*, has been named *Moody Bible Institute's* 1990 *Alumnus-of-the-Year*. Murfin, a 1942 graduate, was honored for his work as a pastor, broadcaster, author, and with not-for-profit organizations. Next August, he commemorates 20 years in broadcasting which was highlighted in 1987 by his being named "Chicago's favorite morning DJ" in a *Chicago Tribune* contest. Though not listed on the ballot, listeners started a write-in campaign

giving the announcer 52 percent of the final vote. For more information, call (312) 329-4403.

American Sunrise Communications is selling five of its seven stations to *Guardian Communications Inc.* for \$5.6 million. The friendly sale to two employees, national sales manager *Richard David* and controller *Mark McNeil*, will not affect the stations' formats or management. The company will retain ownership of *KTSJ-AM/Pomona, Calif.*, and *KKCM-AM/Minneapolis*.

WPFT-TV/Baton Rouge, La., is being sold by *Parish Family TV Ltd.* to *Galloway Media Inc.* for \$850,000. Channel 44 will be the first broadcast property for the buyer.

WSPZ-AM/Douglasville, Ga., is being sold for \$70,000 by *Water of Life Christian Center Inc.* to *William C. Dunn*. The broadcast property is the first for the buyer.

Paul Martin has been named



BOB MURFIN



PAUL MARTIN

National Sales Manager for *CBN Radio Network*. Martin is formerly of *Learfield Communications Sports*

Syndicated Religious Programs

| Program | NOVEMBER 1989 | | JULY 1989 | | % Change |
|------------------------------|---------------|---------|------------|---------|----------|
| | Households | Markets | Households | Markets | |
| Hour of Power | 1,300,000 | 152 | 1,245,000 | 151 | + 4.4 |
| World Tomorrow | 1,181,000 | 160 | 1,201,000 | 172 | - 1.6 |
| D. James Kennedy | 530,000 | 124 | 537,000 | 126 | - 1.3 |
| Kenneth Copeland (weekly) | 529,000 | 146 | 457,000 | 146 | +15.7 |
| Jimmy Swaggart (weekly) | 512,000 | 115 | 628,000 | 139 | -18.4 |
| Oral Roberts | 503,000 | 122 | 517,000 | 122 | - 2.7 |
| Larry Jones Presents | 411,000 | 89 | 301,000 | 100 | +36.5 |
| Day of Discovery | 375,000 | 133 | 346,000 | 128 | + 8.3 |
| In Touch | 368,000 | 57 | 335,000 | 53 | + 9.8 |
| Jerry Falwell | 347,000 | 125 | 282,000 | 131 | +23.0 |
| Insight | 343,000 | 24 | 307,000 | 27 | +11.7 |
| Frederick K. Price | 315,000 | 24 | 292,000 | 29 | + 7.8 |
| It Is Written | 227,000 | 48 | 229,000 | 49 | - 0.8 |
| 700 Club | 216,000 | 106 | 213,000 | 106 | + 1.4 |
| This Is The Life | 209,000 | 41 | 181,000 | 43 | +15.4 |
| Christopher Closeup | 180,000 | 27 | 140,000 | 29 | +28.5 |
| Christian Lifestyle Magazine | 155,000 | 25 | 147,000 | 26 | + 5.4 |
| James Robison | 146,000 | 52 | 169,000 | 55 | -13.6 |
| Success-N-Life | 141,000 | 84 | 104,000 | 77 | +35.5 |
| Kenneth Copeland (daily) | 122,000 | 39 | 131,000 | 38 | - 6.8 |

Total Survey Area/Aggregate Cume TV Households
Cable and network viewership not included
Copyright The Arbitron Company

Networks of Dallas and has held positions with several stations in the southwest. For more information, call (804) 424-7777.

WSRX-FM/Ft. Meyers, Fla., is being sold by National Christian Network Inc. to Youth Foundation of America Inc. for \$550,000. The seller will retain its two other Florida stations.

Family Stations, Inc., is celebrating its 31st anniversary with its 31st station. The ministry, headed by Harold Camping, has purchased KMJC-AM/El Cajon, Calif., for \$2.4 million from Bartell Hotels L.P.

The Family Channel is being sold by Christian Broadcasting Network to the newly formed International Family Entertainment (IFE) for \$250 million in cash and notes. The channel's founder, Pat Robertson, will continue as CEO and become chairman of IFE. Dr. Robertson's son, Tim, will be president and CEO of IFE. *The 700 Club* with Pat Robertson will continue to air on the channel as will other Christian programming.

Lisa Osteen, daughter of Rev. John Osteen, pastor of the Lakewood Church in Houston, Texas, was slightly injured when a mail bomb exploded in the church office. The package, addressed to Rev. Osteen, miraculously did not kill Ms. Osteen as it shot nails through the walls of the office.

The first significant gospel music release of the 1990's is *Love's Still Changing Hearts* by the Imperials. The Star Song first-effort returns the group to the peak of its ability featuring current members David Robertson, Ron Hemby, Dave Will, and Armond Morales. Radio stations with contemporary and inspirational formats will find additions for their playlists to last into the summer. For more information, call (615) 269-0196.

Leighton Ford was honored with the 1990 Two Hungers Award at a reception during NRB 90 in Washington, D.C. Presented by Food for the Hungry president Ted Yamamori, the award noted that Dr.

Ford's "impact on meeting physical needs and spiritual hungers will be effective for decades to come."

Bruce Joseph of Wiley, Rein and Fielding is the newly appointed counsel for the NRB Music License Committee. Joseph was graduated from Harvard Law School in 1979, where he was editor of the *Law Review*, and has been with the firm since 1985. For more information, call (805) 987-0400.

Tim Frakes has been appointed staff producer at Performance Communications. Frakes was previously with WCFC-TV/Chicago in the same capacity. For more information, call (708) 520-5554.

Drew Parkhill has been promoted to the position of News Director for CBN News. Employed by CBN since 1980, Parkhill worked for two years at the *Coshocton* (Ohio) *Tribune* as a reporter and business editor. For more information, call (804) 424-7777.

Perry Clark Straw has been appointed Director of Station Relations for The Moody Church radio programs. *Songs In The Night* and *The Moody Church Hour* are aired on 110 and 75 stations, respectively. For more information, call (312) 943-0466.

Bott Broadcasting Company has announced the appointment of **Thomas J. Wallace** to the position of general manager of its new station, KCIV-FM/Modesto, Calif. The station serves central California. For more information, call (209) 524-8999.

The Benson Company has promoted **Tess Erwin** to the newly created position of manager of black gospel promotions. **Laura E. Lee** has expanded her responsibilities to include manager of public relations, which will cover event and convention participation. **Rodney Hatfield** departs Word, Inc. to accept the Benson post of market budget analyst which will oversee budget control for record and print marketing. For more information, call (615) 742-6800.

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A quality
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featuring Kay Arthur
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Precept Ministries
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Chattanooga, TN 37422
(615) 892-6814

(Circle 134 on the Reader Service Card)

TELEPROMPTER SOFTWARE IS FOR LAPTOP COMPUTERS

Computer Prompting Corporation's CPC-1000 prompting software now runs on virtually all IBM compatible laptop computers. The key to this compatibility is its new ability to detect and adjust to the laptop's graphics computer.

Scroll speed and direction is controlled by a new mini-trackball which provides the features of a mouse without the need for a surface a mouse requires to move on. A mouse, however, or even the

capabilities, audio/video split edits, auto-assembly "A" mode, and on-board help menus.

Additionally, control of parallel VTRs will be available as an option. The CE 75 has a list price of \$7000. Orders are being taken through Quanta's established dealer network.

For more information contact Quanta Editing Products by Calaway Engineering, a member of the Dynatech Broadcast Group, headquartered at 535 Race St., San Jose, CA 95126 or call

wear and tear are minimized. The APDU software allows the operator to enter "high level" requests, the software creates the detailed VTR activity schedule automatically, telling the operator how many VTRs are required. Up to 15 VTRs and switchers can be interfaced using the APDU system hardware.

For additional information contact Time Logic, Inc., 2225 First Street, Unit 108, Simi Valley, CA 93065. The telephone number is (805) 527-0711.

LPTV SUPPRESSION FILTERS HELP MEET FCC STANDARDS

A new series of low power television channel sideband suppression notch filters help meet FCC suppression standards. Filters are available for any sideband carrier in VHF channels 2 through 13 or UHF channels 14 through 69.

Notch loss is 20 dB minimum with low loss and low VSWR in channel. Double notch filters are also available for suppressing both lower sidebands in a single, wider notch.

For full details and more information contact Linda DeCoursey at Microwave Filter Company, Inc., 6743 Kinne St., East Syracuse, NY 13057 or call 1-800-448-1666. Residents of New York, Hawaii, and Alaska may call collect at (315) 437-3953.

CHARACTER GENERATOR PROVIDES FAST TITLING

A compact, cost-effective S-VHS compatible Character Generator from FOR-A Corporation of America is designed for the budget-conscious producer, medical technician, or teacher who has a requirement for a fast and easy way to title standard or S-VHS video images.

VTW-120 features include a non-segmented character display, character colorizing, 4 selectable character sizes, background color, and 50-page battery backup memory, as well as auto-paging and editing functions. Its rugged design and ability to operate on 12 VDC power make the VTW-120 ideal for portable use when required.

For more information contact FOR-A Corporation of America, Nonantum Office Park, 320 Nevada St., Newton, MA 02160. The telephone number is (617) 244-3223.

showcase



QUANTA'S CE 75



TIME LOGIC'S APDU-200

computer keyboard can be used for scroll control in a pinch.

It has nine fonts, a four-hour scrolling capacity, and allows scripts to be typed on any IBM compatible word processor with an ASCII output, or its own built-in word processor. It runs from a floppy, hard disk or RAM disk and provides printouts with line numbers coordinated with word processor line numbers.

CE 75 EDITING SYSTEM IS INTRODUCED BY QUANTA

The CE 75, a new three VTR A/B roll edit controller with full expansion capability to control eight VTRs, has been introduced by Quanta Editing Products, a subsidiary of Calaway Engineering.

The CE 75 features control of three serial VTRs and a video switcher, a built-in 3.5 inch disk drive, CMX RT-11 disk compatibility in both the 3.5-inch and 8-inch formats, a preview switcher, four optional programmable GPIs, extensive list management, four English display macros, sophisticated match frame

(408) 295-8814.

PROGRAM DELAY UNIT AND EDIT SYSTEM AVAILABLE

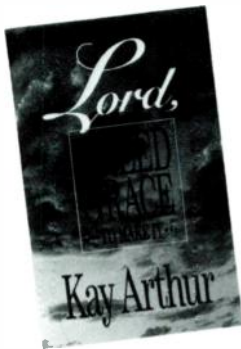
Time Logic, Inc. has introduced the APDU-200 Automatic Program Delay Unit which can also be used as a full-featured editing system. The APDU-200 can handle delays of a few minutes to days, playback to multiple feeds simultaneously (each with a different delay), handle incoming free record-only sessions, replay late-night news, etc. All delay activity is time-code driven, frame accurate, and locked to the house reference clock for integration with other automation systems.

Events in the list can be defined to automatically reschedule themselves each time they trigger. Recurring daily, weekday, and weekend schedules only need to be programmed once. Thereafter, the APDU-200 runs them automatically. Special events can be programmed anytime (the 1000-event list allows defining any scheduling requirement to the year 2050).

Because the APDU-200 is schedule driven, operator interaction and VTR

Lord, I Need Grace To Make It

by Kay Arthur
Multnomah Publishers



In her nine-week study, *Lord, I Need Grace To Make It*, Kay Arthur leads the reader to the truth that the grace of God is available for every situation — no matter how difficult or how badly one has blown it.

Hope is conveyed by stories of people who committed grave sins, and yet after confession and forgiveness went on to be used by God. The book contains letters Arthur has received from people in this regard.

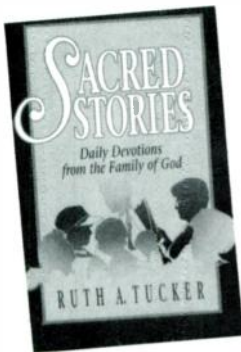
Each chapter asks questions to help the reader discover what the Bible has to say about grace in particular situations. People who have gone through the study have been encouraged and awed that grace not only saves from sin, but that it sustains and gives power over sin.

Kay Arthur, an NRB Board member, is the founder of Precept Ministries and host of the radio and television program *How Can I Live?* Her other books include *Lord, Heal My Hurts* and *Lord, I Want to Know You*.

Sacred Stories

by Ruth A. Tucker
Zondervan Publishing House

Did you know that: One of the greatest evangelists of the Reformation was a woman? That Harry A.



Ironside was thought to be dead at birth and was not discovered to be alive until hours later when a nurse wrapping his body felt a slight pulse? That Ethel Waters was born to a 12-year-old girl following a violent rape? That

Charles H. Spurgeon gave a one-sentence sermon that brought a man to

faith in Christ?

These and other interesting facts are presented in *Sacred Stories* providing readers a daily dose of Christian living lifted from the colorful lives of historical and contemporary Christians.

For each day of the year, Gold Medallion-winning author Ruth Tucker takes one page to tell the story of a well-known or obscure Christian and ties it in with Scripture from the NIV Bible.

Sacred Stories communicates the panorama of the Christian heritage to families around the dinner table, to Bible study groups, to Sunday school classes, to listening audiences, or in personal devotional times.

Ruth Tucker is visiting professor at Trinity Evangelical Divinity School and Moffatt College in Kenya.

The Dad Difference: Creating An Environment for Your Child's Sexual Wholeness

by Josh McDowell and
Dr. Norm Wakefield
Here's Life Publishers

A national study on teen sexuality commissioned by Josh McDowell's "Why Wait?" campaign confirms a significant relationship between teen sexual activity and the lack of parental attentiveness. Where parents provide affirmation, unconditional love and acceptance, and ample listening time, the rate of teen sexual involvement is dramatically lower.

The study also shows that mothers spend more than twice as much time with their children and are more apt to discuss matters of sexuality with their children than fathers are.

Drawing on this study, their personal experience, and their practical knowledge of biblical principles, McDowell and Norm Wakefield provide insights for all fathers and guidelines for wives to support their husbands in making *The Dad Difference*.

Topics include: How to nurture healthy sexual attitudes in children; when to loosen the reins and when to clamp down; how to make up for "lost time," and as a divorced parent, how to make the best of the situation.

Fifty Day Spiritual Adventure: Successful Steps for Transforming Your Daily Work

by David & Karen Mains and
Steve & Valerie Bell
Multnomah Publishers

Requiring no more than 20-25 minutes each day, the *Fifty Day Spiritual Adventure* promises measurable, accelerated spiritual growth, especially as it relates to one's daily work.

Based on a *Chapel of the Air* series of radio broadcasts which attracted more than 200,000 participants, this "adventure" combines devotional readings, assignments in prayer, Bible reading, and outreach in a program aimed at integrating the life of faith with that of work.

David Mains is director of *The Chapel of the Air*, a 15-minute radio broadcast heard over 500 times daily throughout North America. His wife, Karen, is the award-winning author of several books. Steve and Valerie Bell are also heard on the *Chapel* program.

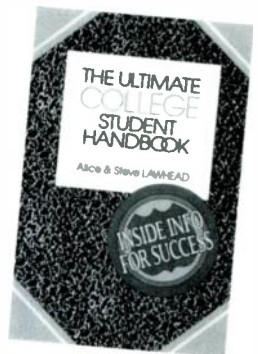
The Ultimate College Student Handbook

by Alice & Steve Lawhead
Harold Shaw Publishers

The Ultimate College Student Handbook is "everything you always wanted to know about college life but were afraid to ask your older sister's boyfriend."

It includes everything from the well-equipped dorm room to studying overseas, from changing schools (why to do it) to breaking rules (why not to do it), from high-intensity lamps to ROTC summer camps, from wide receivers to under-achievers, from Greeks to freaks, from matriculation to graduation.

Alice and Steve Lawhead are the authors of numerous articles and books, ranging from material for teens to books on Christian living.



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KTIS/SKYLIGHT ENGINEER: Engineer with working knowledge of all phases of radio technology, including studio and AM/FM and STL transmitters. Position includes Chief Operator designation, but working with a technical staff. Send letter and resume with references to: Wayne Pederson, KTIS, 3003 N. Snelling Ave., St. Paul, MN 55113. EEO

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31347

COOKING WITH COOK



There's Much To Be Said About Words

BY ROBERT COOK

Learn to listen to your critics without being either threatened or offended by them.

I owe a considerable debt of gratitude to radio listeners who, through the years, have had the kindness to tell me about things that needed attention or that needed to be changed. Someone wrote to tell me that I had used the phrase "So to speak" eight times in one

broadcast . . . eight too many, I am sure.

Another friend took exception to my statement that a certain body of divine truth that had blessed me in its presentation over the radio was "good stuff." Stuff, the listener insisted, was used only of that which was of little value and could be discarded. On that one, I reminded the writer that the Bible speaks of "stuff" as personal possessions, obviously of some value.

Even an innocent phrase can strike a listener in the wrong way. While speaking of the fact that we all have to go through trials and troubles, I tried to show sympathy and ended a sentence, after a pause, with the words, "I know!" Evidently I had used this expression more than once, because someone wrote to say, "You must think you are better than the rest of us because you keep saying, 'I know!'"

No question about it: We need to pray for God's sovereign guidance in our choice of words, even in the tone of our voices. My mother died when I

was just a baby, but my father told me that every day of her life, she prayed the prayer found in Psalm 141:3 — "Set a watch, O Lord, before my mouth; keep the door of my lips!" And for the Spirit-filled believer, there is great comfort in Matt. 10:20 — "For it is not ye that speak, but the Spirit of your Father which speaketh in you."

Words are important. Jesus our Lord said, (Matt. 12:36-37) "But I say unto you, That every idle word that men shall speak, they shall give account thereof in the day of judgment. For by thy words thou shalt be justified, and by thy words thou shalt be condemned."

So, learn from your critics to watch your words. Pray about your words. Trust God to guide your words. By faith, expect Him to use your words!

Dr. Robert Cook is Chancellor of The King's College, the daily speaker on *The King's Hour* broadcast, and a member of NRB's Executive Committee. He lives in Tannersville, Pa.

LOOKING AHEAD

NATIONAL ASSOCIATION OF BROADCASTERS ANNUAL CONVENTION

March 31 - April 3, Atlanta, Georgia

NATIONAL CHRISTIAN RADIO SEMINAR (GMA WEEK)

April 1-5, Nashville, Tennessee

RELIGIOUS COMMUNICATION CONGRESS 1990

April 18-22, Nashville, Tennessee

EVANGELICAL PRESS ASSOCIATION 42ND ANNUAL CONVENTION

May 7-9, Colorado Springs, Colorado

NRB SOUTHWEST REGIONAL CONVENTION

July 18-20, Dallas, Texas

NRB WESTERN REGIONAL CONVENTION

September 13-15, Los Angeles, California

NRB SOUTHEAST REGIONAL CONVENTION

September 20-22, Atlanta, Georgia

NRB MIDWEST REGIONAL CONVENTION

October 10-12, Chicago, Illinois

NRB EASTERN REGIONAL CONVENTION

October 18-20, Sandy Cove, Maryland

NRB CARIBBEAN REGIONAL CONVENTION

November 12-13, San Juan, Puerto Rico

NRB CHANGES ADDRESS FROM MORRISTOWN TO PARSIPPANY

After 15-plus years with a Morristown, N.J., address, National Religious Broadcasters (NRB) is calling Parsippany, N.J., its official home. All correspondence and mail should now be sent directly to the organization's street address: NRB, 299 Webro Road, Parsippany, NJ 07054.

MANY AMERICANS BELIEVE TELEVISION QUALITY IS DOWN

Almost half of all American adults believe the quality of television programming is worse today than it was five years ago, according to a national survey of 607 people conducted by the Barna Research Group. The survey reported that 44 percent said television programming is worse than five years ago, while 25 percent felt it was better than in 1985 and 26 percent said it had not changed significantly. Women were more likely than men to feel that the quality of television programming had deteriorated (50 percent to 36 percent) and young people were more positive toward the quality of television than older people. Respondents were divided on the possibility of television quality improving by 1995. While 32 percent were optimistic, feeling it would improve, 33 percent felt the situation would get worse.

KPOF MARKS 62 YEARS IN RELIGIOUS BROADCASTING FIELD

Station KPOF-AM in Denver, Colo., is celebrating its 62nd year of broadcasting. The station is the oldest of the Pillar of Fire network stations, having gone on the air March 9, 1928. Rev. L.S. Wolfgang, an original speaker on the station, continues to be heard today. As treasurer of the station in 1928, Wolfgang made the initial purchase. He is now in his 95th year. The 62nd anniversary celebration was held March 11 at Alma Temple in Denver. Special recognition was given to charter listeners and to broadcasters who have been a part of KPOF's 62 years of service. KPOF is a past recipient of the NRB Milestone Award for radio network broadcasting and programming.

INTERNATIONAL RUSSIAN RADIO/TV SIGNS CONTRACT TO BROADCAST IN USSR

Finnish-based International Russian Radio/TV (IRR/TV) undersigned a first-ever comprehensive agreement with Leningrad Television to telecast a 26-part children's Bible series to a Soviet audience of 30 million viewers in the northwestern USSR. The series started airing in February and was distributed by satellite to Leningrad, Moscow, Murmansk, Archangel, Soviet Karelia, the Baltic states, and parts of White Russia. The series, known in the west as *Superbook*, consists of 26 Bible stories that include Adam and Eve, the life of Jesus Christ, and the conversion of Saul of Tarsus. IRR/TV representative Hannu Haukka has also received a proposal from the Soviets to produce a weekly Christian values-oriented program for the Leningrad area. If an agreement is reached, airing could start this spring.

THIEVES BREAK INTO HCJB TRANSMITTER BUILDING IN PIFO, ECUADOR

HCJB World Radio's transmitter building was recently broken into by armed men who reportedly tied up the two operators on duty and stole about 50 circuit boards. The circuit boards controlled the antenna switching operation, the 500 kw transmitter, and the audio processing system. The thieves also stole a mission vehicle. HCJB president Ron Cline said the men left a note demanding \$250,000 and threatened additional damage to the facilities. The damage caused the station to go off the air for a few hours. Cline said, "We believe that this attack was a criminal activity rather than a terrorist attack. The motive seemed to be money." Additional security has since been added to all HCJB facilities. Nine of the ten transmitters are back on the air. Cline said the thieves also made threats against HCJB personnel should they be arrested, but added that the incident would not "distract us from our primary purpose." He added that, "I praise God for His faithful protection and for the commitment of my fellow workers at HCJB."

NBC AIRS ETHICS DOCUMENTARY PRODUCED BY SOUTHERN BAPTISTS

A Southern Baptist-produced documentary exploring the decline in ethical values and the trend toward introducing ethical codes into business, politics, sports, and education is to kick off an NBC-TV series entitled *Horizons of the Spirit*. The series is produced by Interfaith Broadcasting Commission. WNBC-TV in New York City and NBC affiliate stations across the nation aired *Choices*, a one-hour documentary produced by the Southern Baptist Radio and Television Commission on Sunday, February 25. Other NBC stations have scheduled the showing for later dates throughout the year. Dick Van Patten, who played the father in *Eight is Enough*, narrates *Choices*, which was written by Robert Thornton of the Radio and Television Commission staff. Featuring interviews with personalities from various walks of life who stress the importance of placing ethics and moral values over personal gain, *Choices* was filmed in New York, Washington, Dallas, Fort Worth, Atlanta, and Baltimore.



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