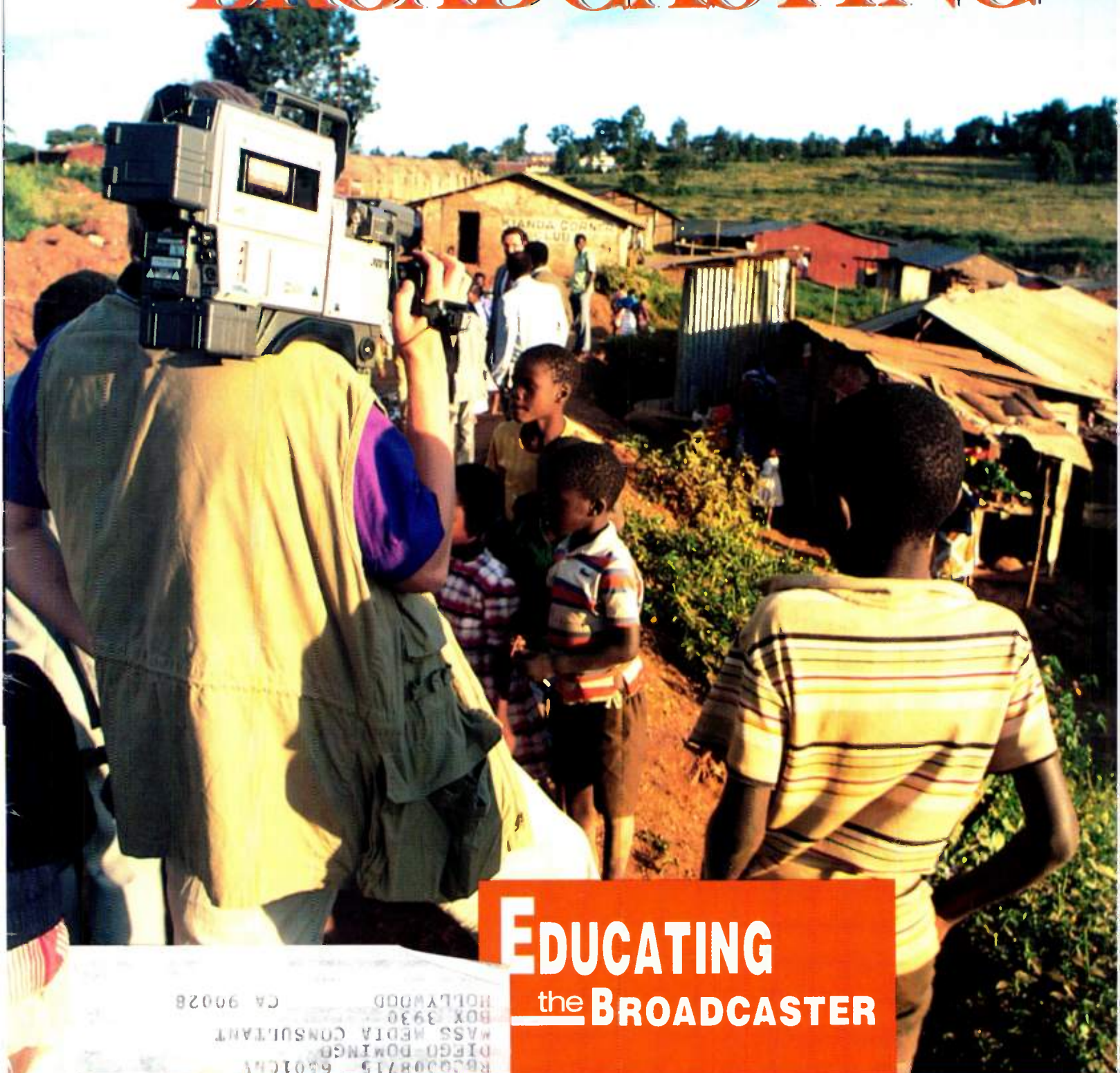


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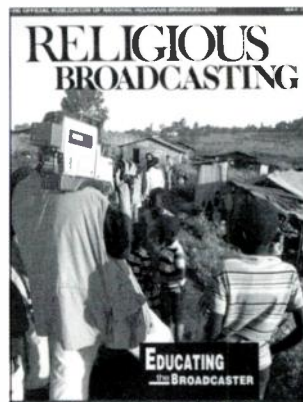
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### Educating The Broadcaster

Whether it's in a college classroom or a remote African village outside of Nairobi, Kenya (at left), the future religious broadcaster must receive proper training in preparation for his life's work.

The story begins on page 8.



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# SIGNING ON

Dick Bott, Dave Clark, and I recently had the opportunity to participate in a seminar for the communications students at Evangel College in Springfield, Mo. Norma Champion, the organizer of the seminar, thanked us for taking time out of our busy schedules to be at the seminar. I told her that, as far as I was concerned, being on a college campus sharing expertise and experience with the next generation of communicators was an important part of what my time was all about.

On the flight back to Chicago I thought about some of the people who thought I was worth investing in. I thought about Harry Rose, the pastor who led me to the Lord and then invested hundreds of hours in my life. He was there, when as a high school student, I preached my first sermon and then took me to a Christian bookstore to help me pick out my first real set of study books with my first offering of \$8.54.

I thought of my high school speech teacher who spent hours of his personal time in the school auditorium critiquing my speeches for the school assemblies.

I thought of all I had learned during the years I spent working with Owen Carr, who had the faith and vision for TV38 and was used by the Lord to help

engrave that vision on my heart. There are others who I cannot take the time in this article to mention, but who nevertheless had a great impact on my life.

A few years ago, a young high school student started an internship with TV38. It was rare because we didn't allow high school students into our internship at TV38, but he was an unusual young man and I was impressed with his maturity. I spent as much time with him as possible and even got to know his parents. He finished college, came back to Chicago, and went into commercial television. A few months ago, Chris went forward to receive his first Chicago Emmy Award for outstanding camera work as a news photographer. I was there that night and inwardly I took a bow along with Chris.

The point of all this is that just as other people took time to invest their lives and experience in us, so we need to do the same with the generation that will follow us. We have an obligation not only to be strong role models, but to be willing to do all we can to assist in its growth and development.

There are some specific ways we can do it.

1. Make sure your ministry has an internship for college students and make sure you spend personal time with those interns. Find out who they are. Take time to answer their questions. Talk to them about your vision. Discuss spiritual things with them. Let them know you value them.

2. Consider at least one scholarship at a college of your choice.

3. Consider sponsoring at least one student to the NRB Convention each year. The investment you make in that student could pay eternal dividends.

The future lies with the generation to come. Let's do all we can to make sure it's the best yet.

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



## Making An Investment In The Future

by Jerry Rose

## RELIGIOUS BROADCASTING

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# READERS' FORUM

## Frankly Fed Up!

Dear Editor:

As a Christian station owner and manager, I am getting fed up. I have been in Christian broadcasting since 1956, first as a broadcaster, then as a station manager, now as an owner. I have for years tried to maintain ethics by charging everyone the same price for time and not giving to one broadcast and charging another.

Not one day passes that I do not receive a proposal from some agency or producer to run a program, which I am assured will enhance my programming schedule. Of course they don't want to buy our air time, instead we are encouraged to run these programs on a sustaining basis.

Now, we are being asked by certain religious music companies to purchase from them the records which we are to promote. Music companies are the only industry that we as media pay *them* to advertise their products, through excessive payments to SESAC, BMI, and ASCAP. Now, they want us to purchase the material that

we use to promote, free of charge, their artists and products.

Enough is enough, I'm fed up. I have notified the offending record companies that we do not depend on music from them and we *will not* purchase music in order to be able to promote their artists, and in fact, I plan to delete their artists and past music from our play list.

I realize that the agencies get a percentage for each of these "freebie" programs they are able to place on a station, and maybe some of the rich group stations can afford to run these programs which take some of the funds from their paying clients. But as a small one-station operation, we can't. We want to remain in the ministry of Christian radio, but as a "little person," it becomes very difficult when all the new programs want free air time.

As an AM daytimer, we have had it rough for the past two or three years. We are struggling to keep a Christian witness in our city. Most of our revenues come from Christian programs, some who have been with us for 15 years, others who are just start-

ing. Should these programmers have to compete with those who get their air time free?

Maybe I'm just an old fogie who does not understand. If so, I'm sorry. But, I'm really fed up as I'm sure you all can tell. However, I really think I'm saying what a lot of people feel and won't say.

**Bob Hickling**  
**Hickling Broadcasting Corp.**  
**Pittsburgh, Pa.**

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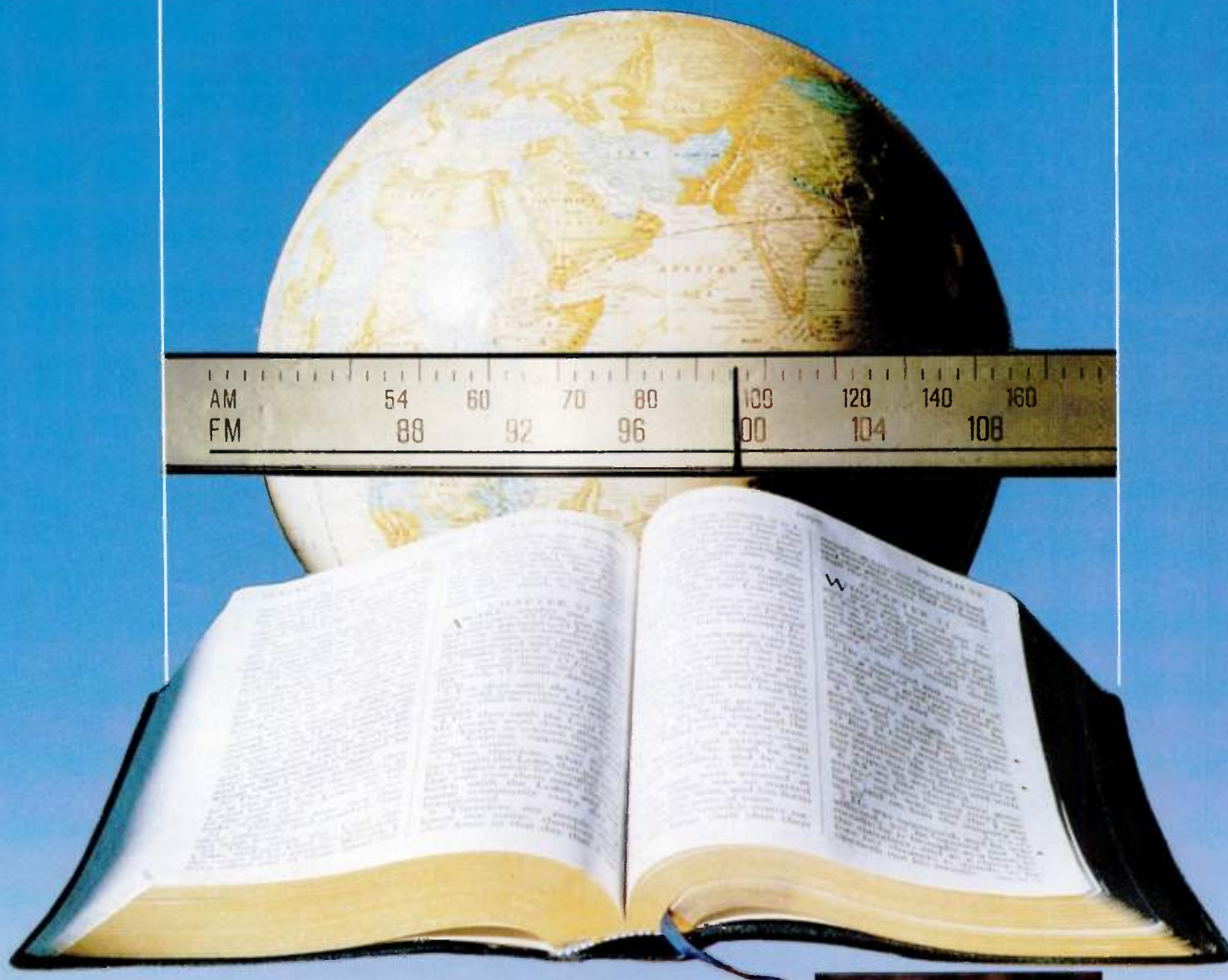
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As FM radio service has grown in popularity and the availability of new stations has decreased, a number of broadcasters around the country have sought to employ FM translators to extend the reach of their signals. Until recently, the Federal Communications Commission (FCC) had appeared sympathetic to the possible liberalization of FM translator rules, including reforms that would permit translators to originate programming for a substantial part of the broadcast day.

Recently, however, the agency announced a number of proposals that would restructure translator rules and, in the process, ensure that translators continue to provide strictly a secondary service. First authorized in 1970, FM translators are stations that receive the signals of FM radio broadcast stations and simultaneously retransmit those

rules, a translator may not be established solely as a means of relaying the signal of its primary station to a more distant transmission. In addition, program origination will continue to be limited to no more than 30 seconds per hour to acknowledge or solicit financial support unless the translator is being used to provide emergency information in the event of a disaster.

The public notice of the proposed changes suggests that the agency will examine each of the current FM translator rules separately. In addition to the tentative conclusions discussed above, new rules are proposed for: ownership and financial support of translators; methods of selecting among translator applications; the definition of "major change" in translator service areas; use of commercial, noncommercial, and auxiliary band frequencies; interference criteria; and technical requirements for signal delivery.

### Two Categories Planned

FM translators will be classified into two categories under the proposed rules. The first category includes FM translators providing "fill-in" service — i.e., the FM translator's predicted 1 mV/m contour is within protected contour of the FM radio broadcast station being rebroadcast (the "primary" station).

The second category includes FM translators providing service to "other areas" — i.e., the FM translator's predicted 1 mV/m contour extends beyond the protected contour of the primary station. The protected contour of the primary station will be defined as the predicted 0.5 mV/m contour for commercial Class B1 stations, and the predicted 1 mV/m contour for all other classes of FM radio stations.

An FM translator providing "fill-in" service may be owned by either the primary FM station or an independent party. In addition, the translator may rebroadcast the signal using terrestrial microwave transmission facilities.

FM translators providing service to "other areas" may be owned only by independent parties. A primary station is prohibited at all times from supporting, directly or indirectly, any commer-

cial FM translator providing service to other areas.

The current transmitter power output limit for FM translator operation will be replaced with limits on the maximum permissible effective radiated power (ERP). FM translators providing "fill-in" service will be limited to 1 kW

---

". . . the Commission  
said that it  
continues to believe  
that FM translators  
are a secondary  
service intended  
solely to  
supplement the  
service of FM radio  
broadcast stations."

---

ERP, with the additional restriction that the translator's predicted 1 mV/m contour may not exceed the protected service contour of the primary station.

FM translators providing service to "other areas" also will be limited to 1 kW ERP, subject to the further restriction that the distance to the translator's predicted 1 mV/m contour may not exceed 16 kilometers. FM translators will be allowed to operate on all 80 non-reserved channels, and specific criteria will be applied for determining predicted and actual interference.

Finally, the FCC is proposing to continue the freeze on the acceptance of applications for new commercial FM translators or major changes to existing commercial FM translators for 60 days after the effective date of any new rules. Thereafter, applicants will have 60 days to amend their applications to conform with the new rules.

---

**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 (FCC) 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 Proposes Revisions To FM Translator Rules

by Richard E. Wiley

signals on another frequency.

FM translators provide service to areas and populations that are unable to receive satisfactory FM signals because of distance or terrain obstructions. The FCC authorized translators on a secondary basis only and imposed rules that restrict their service, ownership, financial support, and program origination.

In announcing the proposed rule changes, the Commission said that it continues to believe that FM translators are a secondary service intended solely to supplement the service of FM radio broadcast stations. Therefore, the agency will continue to adhere to the policy that FM translators are designed primarily to provide service in areas in which direct reception of radio is unsatisfactory because of distance or topography.

Moreover, under the proposed



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David Bott



Rich Bott



Dick Bott

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Brandt Gustavson sits at the microphone of Northwestern College's KTIS in Minneapolis, Minn., during the fall of 1955.



by E. Brandt Gustavson

**J**ust a few days ago my nephew Lee asked me how I had broken into radio work. The way he asked, I knew he was thinking that it was in the far and distant past. A recent graduate of Columbia College in Chicago, he was searching for a broadcasting job, and all seemed in vain. How did uncle get into the business — now so long ago?

Soon I was doing board operation, announcing, and dee-jay work. In a small way, I was achieving what I had always dreamed of.

After I graduated from high school, I went to Northwestern College in Minneapolis, Minn., and worked at KTIS. In the years that followed, I served at KAIM in Honolulu, WCRF in Cleveland, and then with the entire Moody radio network. Mine has been a life fully immersed in Christian communications.

I have never balked at or regretted the path God had for me. He put that ability and desire in

**In a small way, I was achieving what I had always dreamed of.**



# STAYING POWER

I was raised in Rockford, Ill. From my earliest years, maybe when I was seven or eight, I wanted to be a radio announcer and couldn't even think of anything else as my life's work. That feeling stayed with me. I wrote, then visited the two radio stations in Rockford, WROK and WRRR. They had no openings, of course, for a 15-year-old.

I also remembered WBEL in Beloit, Wisc., some 20 miles from home. I walked in and told the manager that I wanted to work, and would work for no pay. As it turned out, he hired me to gather news (for pay) at the police and fire stations and city hall on Saturday and Sunday mornings. I was up at 4:30 a.m. those days, when my mom would drive me to my assignments.

me to serve Him in this way — and because of that, life has been full and rich.

I encourage Christian young people to get a varied, full, liberal arts education to prepare for work in religious broadcasting. Such an education is always a help and of enriching value to one's life beyond the work. If I had it to do over again, I would have gotten more formal education. But, no regrets now — this is just my heart to yours.

My advice to Lee and to those of you who are breaking into Christian broadcasting is, most importantly, to have staying power in the search.

**E. Brandt Gustavson is the executive editor of *Religious Broadcasting* magazine.**

# In The Search



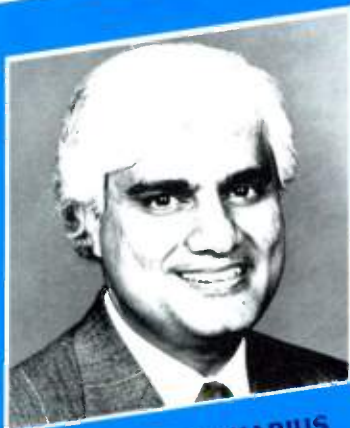
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by Tim Tomlinson

**"S**o, you've got a degree in broadcasting . . . now what?" is a question asked by countless parents as they watch their sons and daughters receive their diplomas from Christian colleges and universities each spring. It's a question many students of broadcasting ask of themselves when they realize their years in college are coming to an end.

The answer to the question, however, is not a simple one and this article does not purport to provide a definitive answer. Rather, it's an attempt to map out some of the important issues facing students who are graduating from the broadcasting/communication programs of Christian colleges and universities.

At the same time, it may issue some challenges to the broadcasting/communication programs in those schools and perhaps also to those professionals currently working in Chris-



# So, You've Got A Degree In Broadcasting ... Now What?

A student director has several cameras to choose from during a production of Northwestern College Presents....



tian radio and television.

Many changes in the field of broadcasting have occurred over the last 15 years that have forced those of us in Christian higher education to re-evaluate and perhaps to restructure our broadcasting degree programs. But as we head deeper into the 1990s, two important realities will exert significant influence on the way we teach and train students and on the way they must prepare themselves for the world of work and ministry in radio and television.

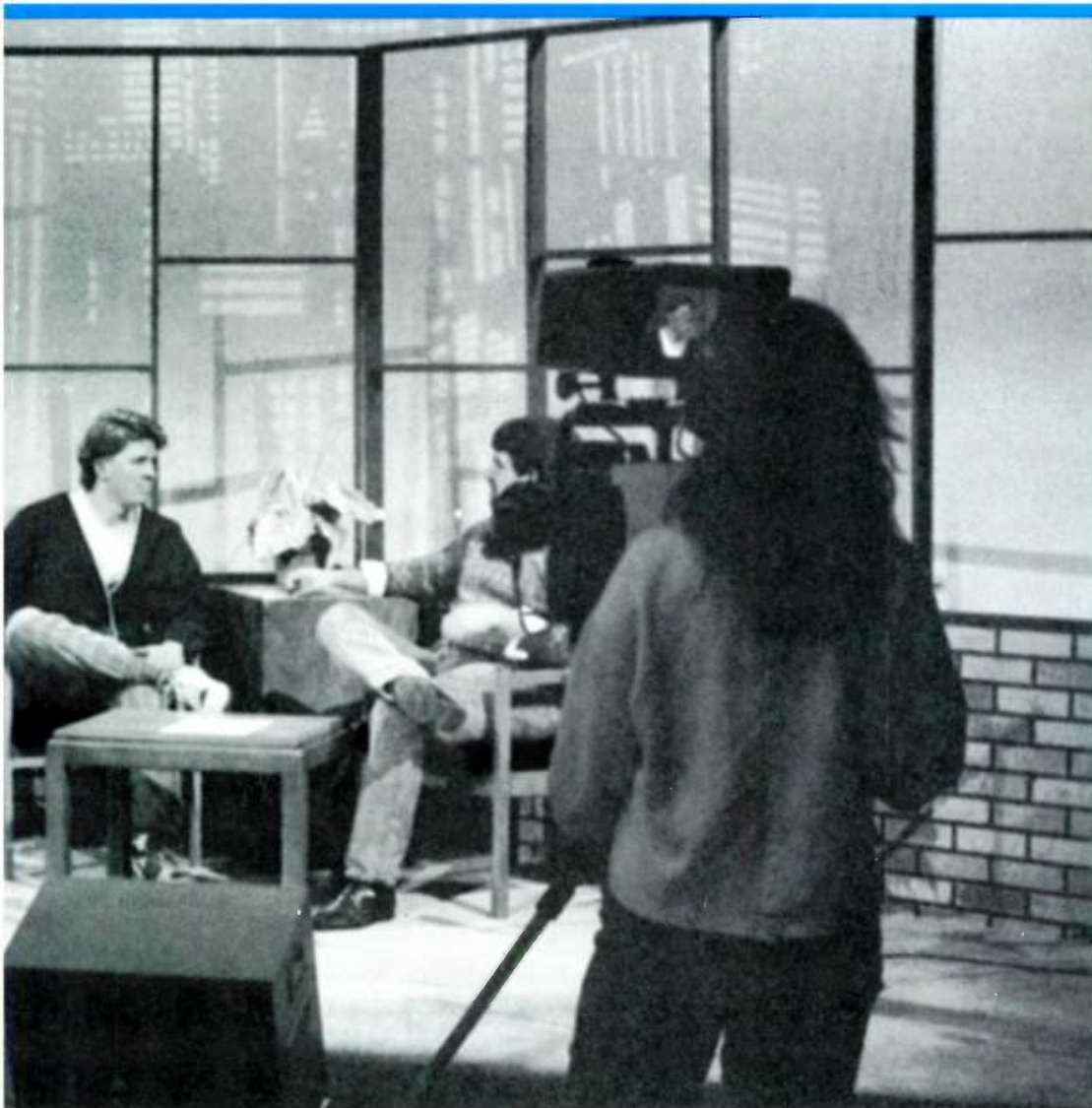
First, the competition for jobs at most radio and television stations is heavy. Station managers generally have more resumes, letters, and audition tapes on file

from prospective employees than they can reasonably handle. In this situation, students coming out of college without actual on-the-job experience are at a significant disadvantage to other applicants who may have this kind of experience.

Second, radio and television stations are no longer the only places where a student with a degree in broadcasting can legitimately pursue a career. We are seeing an increasing amount of diversity within the electronic media industry in terms of both the production and distribution of programming.

In addition to the traditional outlets of radio and television stations, we now have growing numbers of satellite and cable networks, low power television stations, cable systems, independent production houses, and a host of related service areas such as advertising, promotions,





PHOTOS BY RICHARD LONG

Communication majors at Northwestern College in St. Paul, Minn., prepare for their careers beyond the classroom through hands-on experience and training.

syndication, and research. Companies and organizations in these areas are often very interested in students with degrees in broadcasting or communication.

## Adequate Preparation

Such diversity has led to a wider range of options open to our students — if we adequately prepare them for life and work in this rapidly expanding media environment. In light of these realities, then, what should students do to prepare themselves for careers in radio, television, or one of the allied fields?

First, they need to become aware of the multitude of different types of jobs that exist in the electronic media ministries. Rather than focusing only on the "high profile" jobs such as announcing, directing, and producing, our students need to become aware of the possibilities that exist in sales, management, and other seemingly less glamorous aspects of radio and television. There are far more jobs in the non-producing areas of the industry and we need to help our students become familiar with them.

A second key for a student who wishes to be well prepared for the job market is to work hard while in college and take advantage of all

the opportunities to gain experience and develop marketable skills. Most Christian colleges and universities with communication programs have student-operated radio stations and many have television facilities.

These resources offer excellent chances for students to get "hands on" experience and sometimes to develop managerial skills. Students who involve themselves seriously in these activities over the course of their academic careers will usually have an easier time finding employment in the field than those who don't take advantage of the resources their colleges provide for them.

In addition, students are wise to spend as much time as they can honing their writing skills. The ability to write well is an important asset for many of the jobs in the industry. It's also true that good writers are usually in short supply. Because of this, employers in almost all areas of radio and television are always on the lookout for people who can write effectively.

A third important avenue of preparation for broadcasting students is the internship. A good internship provides a student with a more realis-

## Who Will Be The Religious Broadcasters Of The Future?

by Andrew Quicke

Christians have been involved in broadcasting from its very beginning. A Christian group, CBN, was second after CNN to develop the possibilities of satellite delivered cable television.

The future beckons with promises of high definition television (HDTV) and direct broadcast by satellite (DBS). Who will be the young men and women who use these means to carry the Christian gospel?

Intercollegiate Religious Broadcasters (IRB) is a group of college professors and their students who actively discuss such subjects. All over America, college graduates will soon be knocking on the doors of existing Christian radio and television stations.

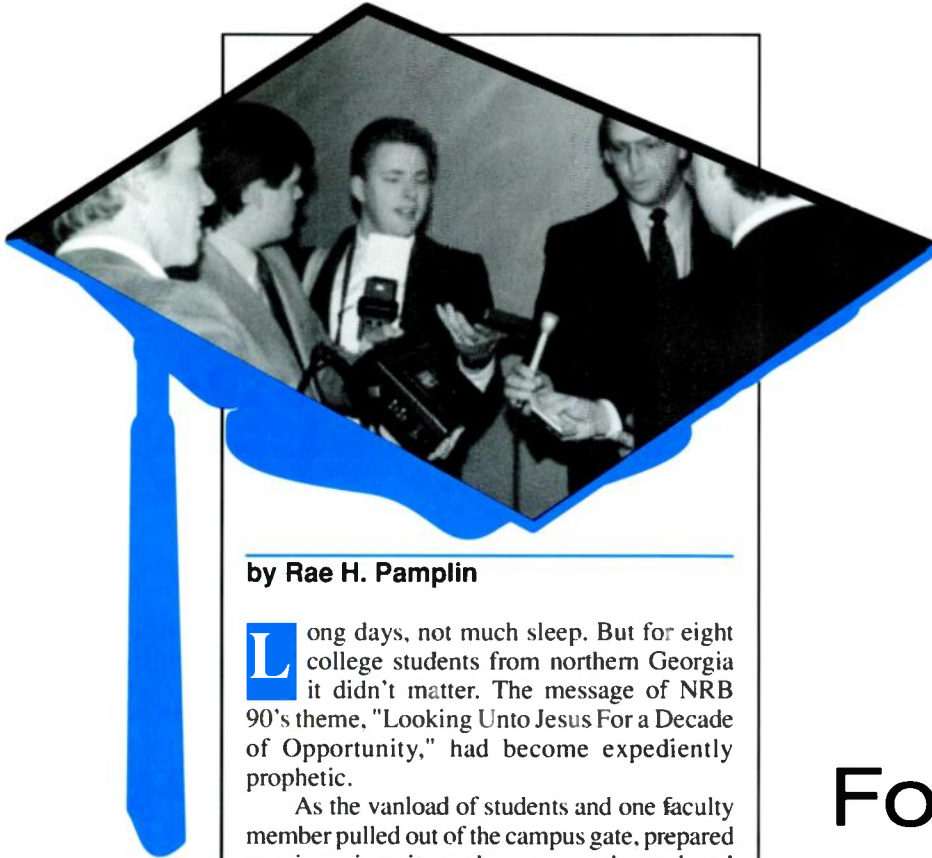
These new entrants will be trained better and know more than their predecessors. And to some extent, the credit for the fact that there will be enough graduates to fill the broadcasting positions available goes to National Religious Broadcasters (NRB), and its college branch, the IRB.

IRB's most important function is to help introduce job applicants to employers at NRB's annual convention and exposition in Washington, D.C. Some who had never even considered working for a Christian station change their minds after an NRB Convention.

Some actually find their new employer at that gathering. IRB faculty and student meetings at the Sheraton

CONTINUED ON PAGE 23

CONTINUED ON PAGE 23



by Rae H. Pamplin

**L**ong days, not much sleep. But for eight college students from northern Georgia it didn't matter. The message of NRB 90's theme, "Looking Unto Jesus For a Decade of Opportunity," had become expediently prophetic.

As the vanload of students and one faculty member pulled out of the campus gate, prepared to sojourn in a city ten hours away, the students' highest expectations could not have prepared them for the opportunities that lay ahead.

Their departure point was Toccoa Falls College (TFC), a Christian school nestled in the mountains of northeast Georgia. The date was January 27. Their destination was the 1990 National Religious Broadcasters Convention and Exposition in Washington, D.C.

For some it would be their first trip, for others a second or third. But for all it would be a time, not only to observe the professional world of Christian broadcasting, but to participate in it as well.

Assignments had been made — set up or videotape interviews, record sound bytes, write scripts, and attend workshops. Who could have guessed the myriad of opportunities that these activities would generate?

Sonam Dolma, a junior at TFC and first-time attendee, found the convention a kaleidoscope of sights, sounds, and emotions. "I did not expect it to be quite as big and crowded," she said. "There were people running around. Christian books, Christian music, Christian media . . . I have never been exposed to so much Christian material. It was pretty overwhelming, but it was neat!"

# For Eight Students The Decade Of Opportunity Began At NRB 90



Some of those people running around were TFC students. Colleen Fox, president of TFC's Intercollegiate Religious Broadcasters (IRB) and a third-time attendee, spent much of her time obtaining sound bytes for use at WRAF, the 100,000-watt, tri-state radio station located on campus. This gave her the opportunity to meet the likes of Joni Eareckson Tada, Tim LaHaye, Mike Wamke, and Pat Robertson.

## Like A Professional

David Hurtado, a native of Bolivia and a first-time attendee, worked at getting sound bytes, too. In addition, he and his brother, Ronald, videotaped interviews for use in the college's broadcast practicum, which consists of student-produced programs aired on local cable television.

Most memorable was a videotaped interview with Steve Green after the Anniversary Banquet on Wednesday night. David said, "I felt like a professional."

He was not alone. Mike Shelley, a first-time attendee who plans to graduate next May, enthusiastically expressed his own delight at being treated as a professional. "I was treated as somebody who was in the industry, not as a student. I was a peer, and to be treated like that was an honor because I am not a professional. I still have a lot to learn, . . ." he explained.

Lori Koser's experience was similar as she related the events surrounding her videotaping of President Bush's speech. Early Monday morning, she left her camera equipment in the Sheraton Washington ballroom for the Secret Service "sweep." Following the ballroom's re-opening after lunch, Koser, with a newly issued press pass, returned to discover all kinds of cameramen setting up huge equipment.

"I stood next to CNN," said Koser, a first-time attendee. "I saw ABC, CBS, C-Span, all the big networks, and local Washington TV stations; and their equipment was massive compared to our college equipment. They looked at me strangely because I had a smaller camera, but because I had a press pass, I was able to just stand and [tape]."

When the session was over and the cameramen were putting away their equipment, Koser seized the opportunity to ask some of them how they got their jobs. She was delighted to learn that a C-Span cameraman started out working cameras and producing for a public access channel, similar to TFC's broadcast practicum.

## A Part Of The Convention

In addition to working situations, the students also experienced acceptance through workshop attendance, and not only as observers. Seven of the eight students assisted in workshop logistics in exchange for their registration fee.

As they scurried around filling water pitchers, posting notes on bulletin boards, collecting evaluation forms and getting them to their destinations, and in general, helping things to run smoothly, they became even more a part of the convention.

The Spanish-speaking Hurtado brothers were able to attend the Hispanic National Religious Broadcasters (HNRB) sessions. HNRB chairman Guillermo Luna turned out to be one of their father's long-time friends and introduced them to a number of professionals in HNRB. "We were able to get some interviews and videotape footage for our broadcast practicum," David Hurtado said.

An additional opportunity for the students to meet broadcast professionals and ministry leaders came in connection with their attendance at a reception, hosted by TFC president Paul Alford, in honor of retired NRB executive director Ben Armstrong.

Occasions for inquiry about career opportunities were also not lacking. Brett Reese, a Biblical studies major minoring in broadcast, spoke with more than 12 program directors concerning his self-produced radio program of Christian contemporary comedy. Shelley, seeking an audience with the general manager of a Christian radio station going on the air in Chattanooga, Tenn., during June, landed a two-hour interview!

Some career opportunities came unforeseen. Dolma spoke with a Trans World Radio (TWR) representative following a workshop and learned that a new transmitter was to be set up on Sri Lanka, allowing direct radio broadcasting to mainland China.

This was good news for Dolma as the transmitter would beam Christian broadcasting to her native country of Bhutan.

Upon learning that Dolma was from Bhutan and a broadcast major, the TWR representative exclaimed, "We'd love to have you work for us!"

For a group of eight students from a small Christian college, situated at the southern reach of the Great Smokies, a decade of opportunity had truly begun with quite an introduction during NRB 90.

**Toccoa Falls College student Mike Shelley visits with gospel artist Steve Camp during NRB 90.**



PHOTOS BY RICK HERRITT

**Rae H. Pamplin is a student at Toccoa Falls College in Toccoa, Ga.**

The king of the jungle is the center of attention for a group of Asbury College broadcast students visiting Kenya.



by Paula Podgurski

**N**ine years ago it was just a single class offered in a makeshift studio. Today it is considered one of the finest broadcast communications programs offered by a Christian college or university. It is the broadcasting major at Asbury College.

By no means, however, is Asbury alone in

# Hands-On Training Makes The Difference ... For Schools Like Asbury

its vision to see that students who have a calling in the field of broadcasting, especially religious, receive the proper training. The number of Christian colleges adding broadcasting majors continues to grow each year.

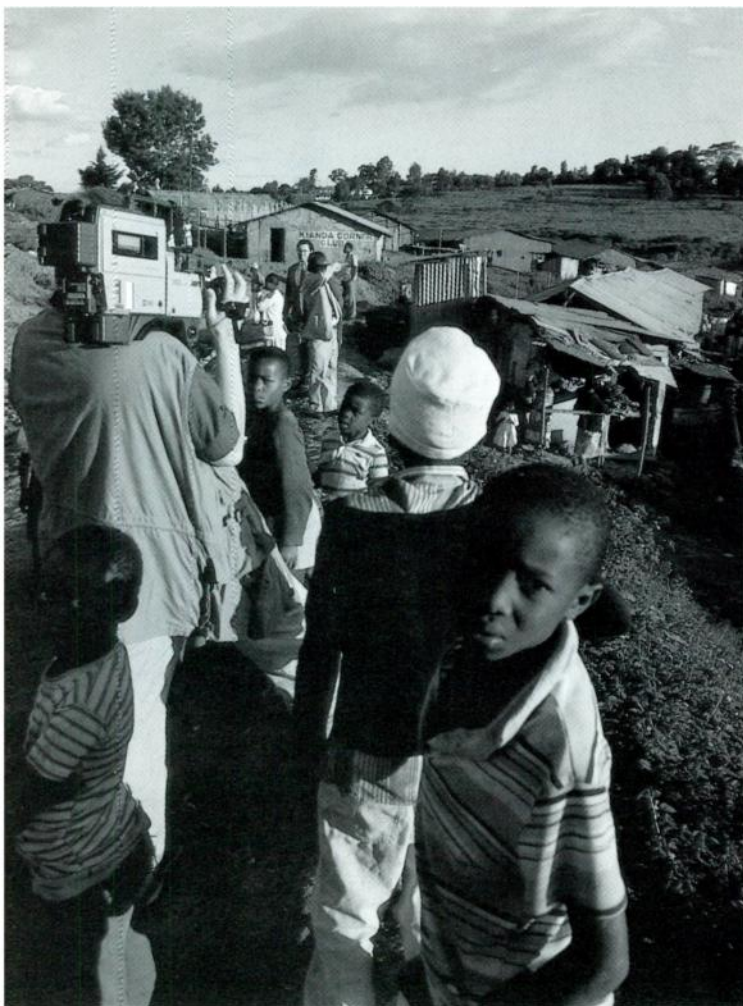
Thus, every spring more and more graduates are sent into the realm of the electronic media with in-grounded spiritual convictions and beliefs. That is why first-rate broadcasting majors, such as the one at Asbury College, are so important.

At the small, 1200-student college, a full broadcasting curriculum is supported by such "hands-on" facilities as radio station WACW-AM, two radio studios, audio and video editing suites, a graphics room and film animation area, and a multi-camera mobile television production trailer. The college also owns a cable television station, TV32.

Courses at the Wilmore, Ky., college provide vocational opportunities within the general areas of media management, television/film/audio production, scriptwriting, editing, advertising/sales, public relations, television/radio talent, media research and design, graphic art, and media analysis.

But the school goes beyond the theoretic and institutional environment, providing opportunities for students to learn the real world of broadcasting. Last summer, communication students at Asbury traveled to Kenya, East Africa, to document missions for a variety of ministry organizations.

Youngsters in a village outside of Nairobi, Kenya, are fascinated by an Asbury student and his videotape camera.







School children (left) in Kenyago, Kenya, are the focus of attention for a video project done by Asbury students. The project raised \$50,000 for the school. An Asbury film crew (below) shoots for the sky in East Africa.



**"The trips are an important part of the broadcasting program, because they allow the students to apply their skills learned in the classroom to a ministry project."**



Five juniors and seniors were accompanied by professor Jim Owens and his wife Lynette. The video crew taped eight short programs in two weeks of travel. Two of the video tapes raised over \$50,000 each for projects which were highlighted — the building of a new church and a school for 300 refugee children.

Kenya was the ninth country visited by Asbury College video crews in the past six years. "The trips are an important part of the broadcasting program, because they allow the students to apply their skills learned in the classroom to a ministry project," comments Owens.

This summer, 15 Asburians will be heading to Seattle for the 1990 Goodwill Games in July. Ten of the students have been hired by TBS Sports from July 14 through August 7. Four students, meanwhile, will be working with Features International, interviewing Christian athletes and showing the ministry side of the games for the company's member television stations.

Owens will work as stage manager for both gymnastics and figure skating. The students obtain credit for a "Television Sports" course that was established at Asbury for this purpose.

Previously, Asbury students have worked at over 15 different major sporting events, including the 1984 Los Angeles Olympics, 1988 Calgary Winter Olympics, The Indianapolis 500, The Kentucky Derby, and ABC-TV's Monday Night Football.

How do students "score" once they leave the campus? Owens said 97 percent of his stu-

dents have been able to obtain an entry level broadcasting position or gone on to graduate school within a few months of graduation.

Chris Pierce, a former student, was hired last year as the assistant to the producer for the ABC Television coverage of the Trans-Antarctica Expedition. Another student, Chip Roughton, was hired by National Geographic a month after returning from last year's Kenya trip.

Colin O'Brien was promoted to program director of WFGW/WMIT, while Lisa Gentry, the associate producer of some music videos produced for Lamelle Harris and Phil Driscoll, is now working for HBO.

Besides his duties at Asbury, Owens is vice chairman of NRB's student affiliate, the Inter-collegiate Religious Broadcasters (IRB). In addition to his involvement with students at the annual NRB convention, Owens is currently helping to organize the IRB Summer Institute of Media Studies, scheduled for May 31 through June 6 at Biola University in Los Angeles, Calif.

The seven-day institute offers students tours, lectures, and contact with leaders in various fields of communication. College credit may be obtained from participating schools. For further information, contact coordinator Thomas Nash at (213) 944-3800 or director Owens at (606) 858-3511.

**Paula Podgurski is the assistant editor of *Religious Broadcasting* magazine.**

## • NATIONAL •

### The Christophers Hold Student Video Contest

NEW YORK, N.Y. (NRB) — The Christophers, a non-profit organization which produces inspirational material for the mediums of radio, television, and print, is accepting entries for its 1990 student video contest.

Any currently enrolled college student "in good standing" is eligible for the contest. Entries must be under five minutes in length and must be submitted on 3/4-inch or VHS cassette by June 15. Winners will be notified on September 13. Any style or format is welcome.

Entries will be judged on the ability to capture the theme, "One Person Can Make a Difference," as well as artistic and technical proficiency, and adherence to all contest rules. First prize is \$3000, second prize \$2000, and third prize \$1000. Five honorable mention awards of \$500 each will also be made.

Rev. John Catoir, director of The Christophers, said he hopes the contest "will spark the creativity and interest of college students at all levels, as well as to remind them of their ability to make a difference in our world."

For more information or to request the contest entry form, call The Christophers at (212) 759-4050, or write: 12 East 48th Street, New York, NY 10017.

### NAB Opposes Airtime For Political Candidates

WASHINGTON, D.C. (NAB) — The National Association of Broadcasters (NAB) has criticized a campaign reform proposal that would provide the two major political parties with eight hours of free airtime each year on every radio and TV station in the U.S.

Among other things, NAB asserts that the proposal violates the First Amendment rights of broadcasters and leaves control of the free airtime to political "spin-doctors" hired by state and national parties.

The recommendation to provide the free airtime was made public during early March in a report to the Senate leadership by the Campaign Finance

Reform Panel, a group of six campaign consultants and academics.

Under the plan, each station nationwide would be required to provide two hours of time each year to both the National Democratic and Republican parties, and another two hours to each state Democratic and Republican party.

The plan states that at least 66 percent of the time given must be provided during the September-November time period prior to elections. Individual candidates, however, would continue to be able to purchase additional time on their own.

In a letter to Senate Majority Leader George Mitchell (D-ME) and Minority Leader Bob Dole (R-KS), NAB argued that broadcasters "would be forced to turn over control of their facilities to the two major political parties, the candidates, and their consultants."

James C. May, NAB's executive vice president of government relations, said, "Nothing in this proposal will improve the quality of debate, nor will this plan reduce the overall cost of campaigns." He said the proposal was not only unworkable but unconstitutional.

### Illinois Bible Institute Launches New Series

CARLINVILLE, Ill. (NRB) — *Dad to Dad II*, a new 60-second PSA series offering help for fathers, is scheduled for release this summer by the Illinois Bible Institute's (IBI) New Life Radio Network.

The 52 spots, one for each week of the year, are based on an original series, *Dad to Dad*, written and hosted by David Graham. The spots answer such questions as "How does a father build character and integrity into his children?" and "When to discipline and what kind of punishment brings the best results?"

The first series was received by over 120 broadcast facilities across the nation and is available on reel or cassette. Another new IBI program is *Caring For You*, a five-minute family-oriented program featuring Tom and Adrienne Frydenger. That program began airing in January.

In addition, the network produces



JAMES C. MAY



TOM & ADRIENNE FRYDINGER



DICK EASTMAN

*Prayerbreak* with Dick Eastman and *Tinyburg Tales*, a weekly program hosted by veteran storyteller Bob Hastings.

IBI began its radio ministry in 1975 through the ownership and operation of WIBI-FM in Carlerville. New Life Radio Network now includes two other central Illinois stations, WBGL-FM (Champaign/Urbana) and WCIC-FM (Pekin/Peoria).

### Study Shows Benefits Of Churchgoers To Society

NEW YORK, N.Y. (NRB) — According to a new report released by Religion In American Life (RIAL), titled "Religion and the Public Interest," Americans who regularly attend their local church or synagogue are more productive in the workplace, have a more stable family life, and have a higher literacy rate.



In addition, the study said those who attend church volunteer more time to charitable causes and are 50 percent more likely to reject illicit drugs than non-worshippers.

Among other findings, the report states that church attendance is twice as high as most Americans think it is, with over 100 million Americans attending church or synagogue regularly.

The report was based on recent research findings by the Gallup Organization, the Lilly Endowment, and other groups. RIAL is the umbrella organization through which religious groups work together to increase public awareness of religion.

#### • INTERNATIONAL •

### Religious Programming Aired On Radio In Czechoslovakia

BRATISLAVA, Czechoslovakia (EBPS) — Baptists in Slovakia, the southern and eastern half of Czechoslovakia, have announced new opportunities in radio broadcasting, according to the European Baptist Press Ser-

vice. In February, Slovak Radio, heard throughout Czechoslovakia, began a new series of five-minute morning meditations.

The program is a joint effort of various denominations active in Slovakia. One half of the total time available has been assigned to the Roman Catholic and Greek Orthodox churches. The remaining half of the time is being divided between Baptist, Lutheran, Reformed, Methodist, Brethren, Pentecostal, and Orthodox groups.

A second broadcasting opportunity offered by Slovak Radio is a one-hour segment aired two Sunday mornings per month. The bi-weekly program carries a recorded worship service from a different church each broadcast. A service from the Bratislava Baptist Church opened the series on April 8.

### New Children's Program Reaches Romania Via TWR

CHATHAM, N.J. (NRB) — During March, Trans World Radio (TWR) began broadcasting a children's

program into Romania. Script material for the broadcast is provided by Kitty Anna Griffiths of *A Visit with Mrs. G*, one of TWR's cooperating broadcasters.

Griffiths' English language program also airs on 400 radio stations throughout the U.S. and Canada, in addition to outlets operated outside of North America by Far East Broadcasting Company, HCJB, and ELWA (SIM International).

When asked how she felt about the new Romanian children's broadcast, Griffiths replied, "I am delighted. Every child has the right to know that the Lord loves him and that Jesus died for him."

Prior to the fall of the Ceausescu government, Christian broadcasts from outside the country were vital in reaching Romanians with the claims of Christ. The 15-minute Romanian program is produced at TWR's European studios in the Netherlands by a Romanian believer, Ildico Noghiu.

Noghiu and her family left

CONTINUED ON PAGE 19

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CONTINUED FROM PAGE 17

Romania in 1982 to resettle in Western Europe. She and her husband were teachers prior to leaving their homeland.

### East German Radio Carries Billy Graham's Berlin 90

BERLIN, Germany (NRB) — Standing just steps from an opening in the wall that had divided Berlin for 30 years, on March 10 evangelist Billy Graham told a throng of East and West Germans that "God has answered our prayers" for peace.

Dr. Graham addressed a crowd of approximately 15,000 from the steps of the historic pre-Nazi-era Reichstag parliament building. Most of the crowd, which huddled under umbrellas on Republic Square, indicated by a show of hands that they were from East Germany.

The rally, known as Berlin 90, was organized by East and West German church leaders and was broadcast live on East German state radio. Television crews and newspaper reporters from a number of countries also were present.

"Only God can bring true and lasting peace," Dr. Graham asserted. He warned against forgetting the Almighty One. "The future is uncertain — we don't have all the answers yet," Dr. Graham cautioned, underscoring the need of both individuals and society to include God in their decisions.

It was Dr. Graham's fourth preaching appearance in Berlin since 1954. Organizers said that although thousands were kept away from the rally because of the bad weather, about 3000 indicated a decision for Christ.

### HCJB Initiates Broadcasts To Uzbek People In USSR

QUITO, Ecuador (NRB) — Gospel programming to the Uzbek people, in the southwestern Soviet Union, began airing from HCJB's radio station in Quito on March 4. Uzbekistan, an arid region near the Caspian Sea, borders on Iran and Afghanistan and is a strongly Muslim republic. The program airs for 15 minutes daily from Monday through Friday.

The Uzbek programs are recorded in the studios of Evangeliums Rundfunk (ERF), a broadcasting mis-



Billy Graham speaks to 15,000 Germans in Berlin on March 10.

sion in West Germany associated with Trans World Radio. HCJB then transmits the programs to the Soviet Union from its shortwave facilities in Ecuador.

"We're thrilled to play a part in presenting the gospel to a people who haven't heard the salvation message in generations," said broadcasting director Glen Volkhardt. He added that "It's

impossible for us to imagine what it would be like for an entire culture to be able to hear the gospel for the first time."

HCJB president Ron Cline and Russian radio programmer Wally Kulakoff hope to visit Uzbekistan this month to monitor the new broadcasts and encourage the few believers in the Soviet republic.



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**WAEM-FM/Marseilles, Ill.**, has been sold by Thomas H. Moffit Sr. to Barden Broadcasting of Coal City Inc. for \$30,000. The seller has interest in WVCH-FM/Cherry Hill, Pa.

Dallas-based Word, Inc. has announced several high level staff changes throughout the organization. **Gerry Scott**, founding president of WORD Communications Ltd. of Canada, was to retire April 30 after 28 years with the company. He will be replaced by **Terry Dawes**, a vice president with the company since March 1989. **Egon Dickau** was appointed vice president of finance, having served as comptroller of the wholly owned subsidiary for the past 13 years. **Steve Sutton** has been promoted to vice president of sales and distribution for the Word, Inc. records and music division. **James Bullard** is the new executive director of the gospel music division. Bullard will undertake all marketing and A&R responsibilities out of Los Angeles. Cross-over black gospel singles will be promoted by **Chris Hauser**, already responsible for Myrrh releases. Promoted from his position in radio promotions, **Mark Campbell** has been named to the post of marketing manager for the Word and Canaan labels. For more information, call (615) 255-1675.

**Forrest Boyd** of IMS News has been presented the James DeForest Murch Award by the National Association of Evangelicals (NAE). The award, named for the first editor of the NAE's *United Evangelical Action* magazine, recognizes excellence in journalism. For more information, call (202) 638-5071.

The U.S. Postal Service announced proposed rate hikes that not only would increase a first class stamp from 25 to 30 cents, but would raise third class rates by an average 17 percent. Not-for-profit mailers paying 8.4 cents could pay 12.5 cents per piece. According to *DM News*, under the proposal, price breaks would be given for flats, drop-shipping, walk-sequencing, and pre-bar-coding.

**World by 2000** cooperating broadcasters planned to deluge North Africa with the gospel during Holy Week. A five-part adaptation of Campus Crusade for Christ's biographical film *Jesus* has been prepared in Arabic for broadcast by HCJB World Radio, Far East Broadcasting Company, Trans World Radio, and ELWA (SIM International). For more information, call (305) 624-4252.

The FCC has been inundated with 46,000 cards and letters regarding the agencies stepped up enforcement of broadcast indecency. As of the beginning of March, the mail was running eight to one in favor of the tougher stand headed up by Chairman Al Sikes.

**Integrity Music** recently produced the first praise and worship recording in the Russian language, *Heal Our Land*. Copies of the master tape were delivered to church leaders in the Soviet Union for duplication and distribution throughout the country. The tape will be available to missions organizations at a special price in order to encourage the broad distribution of the recording throughout the USSR. For more information, call (205) 633-9000.

Word recording group the **Mid-South Boys** and RiverSong recording artists **Jeff and Sheri Easter** are joining the ranks of country music superstars the Oak Ridge Boys, Roy Clark, and John Conlee by endorsing **Feed The Children, Inc.**, a not-for-profit hunger relief organization based in Oklahoma City. Proceeds from a six-city tour and a cassette-single titled "Who Will Feed the Children," will benefit the ministry founded by evangelist **Larry Jones** in 1979. Most recently, Feed The Children delivered 1 million pounds of emergency supplies to the South Carolina areas devastated by Hurricane Hugo and 300,000 pounds of supplies to victims of the San Francisco earthquake. For more information, call (615) 871-9111.

**Feed the Hungry** has sent three containers with more than 125,000

pounds of food and relief supplies to Romania. This is part of the "Pastor-to-Pastor" program. In Romania, distribution will be through pastors in Pentecostal, Reformed, Baptist, and Lutheran churches. A gift of \$50,000 has been sent for food aid in Quezaltenango, Guatemala. Pastor-director James Zirkle reports that the radio station owned by his Living Water Teaching Ministries in the city of Esteli was destroyed in rioting between Sandinistas and election winners the night of February 26. For more information, call (219) 291-3292.

**Daniel Tsoi** has been appointed executive director of Trans World Radio (Far East) Ltd. The move fills



STEVE SUTTON



MARK CAMPBELL



PAUL SCHNEIDER



the vacancy left by William Ury who has transferred to the organization's East Asia office.

Radio personality **Harlan Rec-tor**, who is producer and host of *L.I.G.H.T.* (Living in God's Hands Today), received an Excellence in the Media Silver Angel Award at ceremonies held recently in Beverly Hills. *L.I.G.H.T.* is a weekly radio drama based on true stories of how God is working in the lives of His people in the closing days of the Twentieth Century. For more information, call (215) 836-2727.

**KJLY-FM/Blue Earth**, Minn., has been granted a permit to increase power to 50,000 watts from the current 3000 watts. General Manager Paul Schneider reports the upgrade, scheduled for September 1, will add an additional 275,000 people to the coverage area in southern Minnesota and northern Iowa. For more information, call (507) 526-3233.

**Juan Carlos Ortiz** has been named to head the new Hispanic outreach of the Crystal Cathedral. Besides being the speaker on a Spanish language *Hour of Power*, Ortiz, an ordained minister in the Evangelical Presbyterian Church, will work with Robert Schuller in developing ministries for the Spanish speaking people of southern California. For more information, call (714) 971-4069.

**Mark Connell** is the new general manager at **WNIV-AM**/Atlanta, Ga. Connell has held sales positions at several radio stations in the southwest and most recently served as corporate director of sales at Mortenson Broadcasting. For more information, call (404) 875-0970.

Sparrow Records' first collaboration with Charlie Peacock, *The Secret of Time*, is a thinking man's Christian rock release. Shipped to stations and retail accounts the end of April, the project also is the first teaming for Peacock with producer Brown Bannister. This latest offering, which includes several previously released songs, should en-

large Peacock's audience and opportunities for radio airplay. For more information, call (800) 347-4777.

Evangelist **Billy Graham** has been the most durable figure in 40 years of polling by The Gallup Organization, having been named 32 times by the nation's adults as one of the ten men they admire the most. His presence on the top-ten list has been so consistent over the last 40 years that, when tallied together, he stands at the head of the list of the men the American public has admired the most over the past four decades. The report also notes, "As we enter the 1990s, it remains to be seen if religious figures will rise to fill the current vacuum of religious role models from whom America's youth may wish to draw inspiration and emulate." For more information, call (609) 921-8220.

**SuperChannel 55**, **WACX-TV**/Orlando, was a Silver Angel winner at the recently held Angel Awards gala. Recognized was 55's program *Exodus*, which offers direction out of homosexuality and a discussion of the issues from a Christian perspective, hosted by Sy Rogers. The station was also recognized recently by NRB as the television facility of the year. For more information, call (407) 290-2455.

The Lexion/PolyGram label was in full force at NRB 90 with a number of artists on the convention program. Staff members were in Washington, D.C. to support new releases by artists **Edwin Hawkins**, **Clinton Utterbach**, and **Witness**. For more information, call (212) 333-8583 or (818) 955-5234.

The newly formed **Warner Bros. Gospel** label has inked a deal with Sparrow-Star Song Distribution for product distribution. The Nashville-based label has picked up former Word, Inc. executives Neal Joseph and Barry Landis to head the effort. For more information, call (800) 347-4777.

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## GENTNER INTRODUCES TWO NEW TELEPHONE PRODUCTS

Gentner Electronics Corporation has introduced two new telephone products, the SPH-5 and SPH-5E. Both of these telephone hybrids utilize improved analog technology to provide superb audio quality for on-air broadcasting, call recording, and audio conferencing. They can accommodate both broadcast and conference room settings with a

Model L2/58 features Shure's well-known SM58 dynamic microphone element, while Model L2/96 incorporates the condenser element used in Shure's high-performance SM96 vocal condenser microphone. A third version, L2/Beta 58, features Shure's Beta 58 element.

Since the transmitter "heads" are easily interchangeable, any of the three elements may be used with the same L2 transmitter. Dual-trace, gold-plated wiper contacts are used. Another of the L2's key features is a new, highly efficient, internal loop design.

Other L2 features include a durable case, separate audio mute and power switches with continuous battery condition indicator, double-tuned RF output stages for spectrally pure transmission, "Mirror Image" companding for low noise and wide dynamic range, a low-distortion modulated oscillator for clear audio, and a concealed audio gain adjustment switch.

For more information, contact Shure Brothers Incorporated, 222 Hartrey Avenue, Evanston, IL 60202-3696, or telephone (800) 257-4873. In Illinois dial (800) 624-8522.

showcase



FIDELIPAC'S CTR90



SHURE'S L SERIES

minutes & seconds timer, and DNR Dynamic noise reduction are all provided as standard on reproducer units.

The recorders' additional features include LED bargraph metering internally selectable for VU or PPM operation, Dolby HX PRO Headroom Extension circuitry, or complete FSK compatibility.

All units incorporate a built-in audio switcher for parallel unit operation, a cleaning mode, synchronized indicators, and include DC/PLL Capstan Servo Drive, an advanced programmable internal logic network, a new and improved high stability non-interactive head bridge, bi-directional remote interconnects, and active balanced differential inputs and outputs with XLR type connectors. Input and output transformers are optionally available.

For more information on the CTR90 Series, or other Dynamax products, please contact Fidelipac Corporation, P.O. Box 808, Moorestown, NJ 08057, or call (609) 235-3900. The fax number

number of features.

The units provide a connection to the telephone line, eliminating annoying clicks and pops. An adjustable caller control gives the announcer any desired amount of dominance by reducing the caller level when the announcer speaks. The units start and stop a tape machine with the push of a button. The cue feature allows users to talk to callers on-air or off-air with equal ease.

In conference room settings, the SPH-5 and SPH-5E allow two-way audio conversation without switching or gating. Both units are compatible with a variety of microphone mixers, PA equipment, and telephone systems. For more information on the SPH-5 or -5E, contact Gary Crowder, Gentner's national sales manager, at (801) 975-7200.

## SHURE BROTHERS ADDS HANDHELD TRANSMITTER

Shure Brothers has added the L2 Handheld Transmitter to its L Series line of wireless microphone products. The L2 is available in three different versions.

## NV2000 HIGH DEFINITION AUDIO SYSTEM OFFERED

NVision, Inc. has introduced a high performance Digital Audio Multiplexer. Developed to support and simplify multichannel audio interconnection requirements, including HDTV, D-1/D-2, and Type C Videotape Recorders, the NV2000 is engineered to bridge the gap between high technology and affordability.

The NV2000 is designed to provide 20 Bit encoding and distribution capability for multiple channels of program audio with 110dB S/N in a studio environment. All program audio channels and ancillary signals are multiplexed together into one data stream.

Thus, one deck of a video routing switch can be used to carry all program audio, time code, and cue information. Initially configured to carry two or four channels of audio with analog interfaces, the NV2000 can be upgraded to as many as eight channels with analog or digital references. For more information, call (916) 265-1000.



**SO, YOU'VE GOT A . . .  
CONTINUED FROM PAGE 11**

tic view of the radio and television industries, the opportunity to learn directly from practicing professionals, and the beginnings of a network of contacts which may be helpful when job hunting. From the findings of recent studies it is clear that internships are vitally important to the marketability of our students.

The ideal internship provides a benefit not only to the student participating in it, but also to the station or organization for whom the intern works. This is one of the most important arenas of contact between the academic programs and the work place. It is here that we in the



**Station managers  
generally have more  
resumes, letters, and  
audition tapes on file  
from prospective  
employees than they  
can reasonably handle.**



academic community can be of help to the professional community by sending enthusiastic, reliable, and qualified interns to them and they, in turn, are able to provide the kind of training and experience that few colleges and universities can.

Sometimes during the student's course of study, he or she must consider whether to pursue a career in either Christian or secular broadcasting. We need dedicated and capable Christians in both types of broadcasting. Christian radio and television operations must continue to minister to the Christian community at large and also continue to spread the Gospel to those who have not yet experienced the saving grace of Jesus Christ. To do this, they need a continuing supply of talented and eager workers.

On the other hand, the secular media

industries are in desperate need of the influence of solid Christian men and women who see it as their calling to "infiltrate" in order to evangelize fellow workers and also to hopefully counteract the many negative effects of secular programming. The decision to enter either of these fields of broadcasting should be carefully and prayerfully considered by our students. We need them in both fields if we are to have a dramatic impact on our world for the cause of Christ.

Finally, after having taken all of the steps outlined above, students will have to approach their job searches with as much hard work and diligence as they did in getting their diplomas. Finding the right job is usually a matter of preparation, research, patience, timing and prayer. It is clear, however, that the most important thing a student can do to make finding a job easier (besides doing good work in the classroom and in the studios), is to establish contact with potential employers *before* graduation.

The idea is that of networking — getting to know people who can be of help both before and after getting the degree. Internships are one way to do this, but it can also be accomplished by attending professional seminars and meetings, joining professional associations, or simply by seeking information and advice from those in the business.

Despite all of these exhortations regarding hard work and preparation and the reality of heavy competition for many jobs in the radio and television fields, the prospects for our students are bright. There are more radio and television stations and networks on the air now than ever before and the number continues to grow. The industries which serve radio and television have grown to proportions undreamed of only a few years ago.

The opportunities are there for those students who are willing to prepare themselves for a lifetime of service to Christ through these most powerful avenues of communication — radio and television. It is the responsibility of the Christian academic community to educate, train, and stimulate our students to develop visions for ministry through radio and television. It is the responsibility of those in Christian radio and television to encourage our students to use their training and gifts for the glory of God by giving them the opportunity to do so.

**Timothy Tomlinson is the chairman for the department of communication at Northwestern College in St. Paul, Minn.**

**WHO WILL BE . . .  
CONTINUED FROM PAGE 11**

Washington are always stimulating, coming as they do before the main business of the NRB convention begins.

IRB helps organize the annual NRB student awards, and the number of entries for these awards is growing. Each summer, the annual IRB Summer Institute in Los Angeles helps to introduce IRB students to the wonders and pitfalls of Hollywood. And in colleges, the IRB newsletter helps students keep in touch with what is happening in other schools.

Internships have always been a hot issue; students learn about interesting opportunities thanks to IRB and its faculty members. Jim Owens' links with ABC-TV that resulted in his students working on Olympic television production teams have been of great interest to other IRB faculty members.

Faculty and students belonging to IRB are grateful for NRB's support over the years. IRB students hope they can repay the kindness of NRB by being part of the future of religious broadcasting in the United States.

**Andrew Quicke, a professor at Regent University in Virginia Beach, Va., is chairman of Intercollegiate Religious Broadcasters (IRB).**

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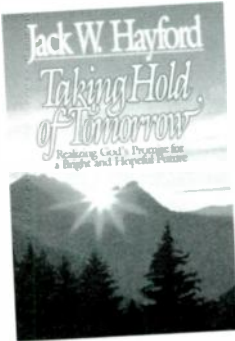
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## Taking Hold of Tomorrow

by Jack W. Hayford  
Regal Books



The future can be a very frightening place — unless we are prepared to face it. But how do we begin to shape the future, when it seems we cannot even control today?

In *Taking Hold of Tomorrow*, Jack Hayford looks at the story of Joshua to

show how God works in our futures. God had already provided Israel with the Promised Land. But it remained the nation's responsibility to move forward, to actively take hold of what God had already given.

"It started with a wake-up call, continued with a phone call, and proceeded to a series of sermons accompanied by a vision," according to Hayford, who says he wrote the book "in the confidence that the same God who promised Israel a land and brought them into it, who called Joshua to lead them, and showed him how to move forward victoriously, is the same God you and I serve."

Dr. Hayford is the speaker on the *Living Way* radio broadcast and is senior pastor of The Church On The Way in Van Nuys, Calif.

## Beyond Choice: The Abortion Story No One is Telling

by Don Baker  
Multnomah Press

*Beyond Choice* is the true story of a young woman who underwent three abortions. Don Baker, minister-at-large for the Conservative Baptist Association, tells the story of Debbie, whose life of abandonments, lies, mistakes, and consequences was eventually turned around through salvation in Jesus Christ.

Debbie was, however, injured permanently by the abortions — the first one forced upon her by her parents at age 16, the others following soon after. Her scarred past represents the similar tragedies of countless other women.

Baker reminds us to help ensure

that we don't withhold Christ's compassion from those who need it or forget there is a price to pay for the "freedom" of abortion.

## Managing the Stresses in Marriage

by Bill and Vonette Bright  
Here's Life Publishers

Today even healthy marriages experience stress at an unprecedented level. The stress is compounded . . . in a two-career family, a ministry couple or the entrepreneurial couple, where sustained pressures dramatically increase natural tensions.

In *Managing the Stresses in Marriage*, Bill and Vonette Bright, themselves married for nearly 40 years, reflect on what gave their marriage its glue, what stresses aroused defensive mechanisms, and what steps they have taken to cope with stressful situations.

They focus on the unique stress-inducing environment in which young couples today begin marriage, with Bill addressing the men and Vonette addressing the women. A generous helping of personal experiences makes this inspirational reading for all couples.

Bill Bright is founder and president of Campus Crusade for Christ International and is the author of numerous books. His wife Vonette is co-founder of the ministry and current chairman of the International Working Group of the Lausanne Committee for World Evangelization.

## Intimate Moments With The Savior — Learning to Love

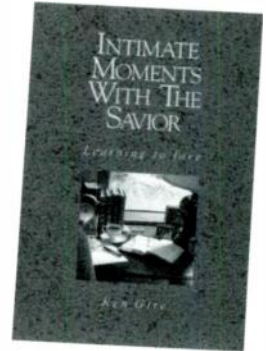
by Ken Gire  
Zondervan Publishing House

*Intimate Moments With The Savior* is a devotional tapestry, woven from threads of Scripture, meditation, and prayer. It captures the intimate moments Jesus spent with individuals and how those moments forever changed their lives.

Ken Gire says of his book, "Life is a kitchen full of preparations that has a tendency to distract the Martha in all of us. It is the purpose of this book to help bring us out of the

kitchen for a few minutes to sit, with Mary, at the Savior's feet. Then, in His presence, we learn to listen. There we learn to look into His eyes. And there we learn to love Him."

Gire is currently director of Educational Products at Insight for Living in Fullerton, Calif.



## Woof and the Big Fire

by Danae Dobson  
Word Books

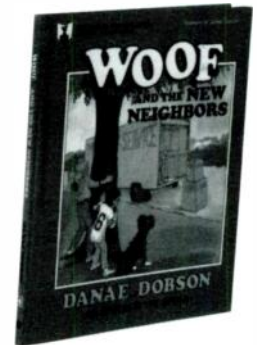
This July release, coupled with *Woof and the German Shepherd*, are the latest in a series by Danae Dobson, daughter of James Dobson, speaker on the *Focus on the Family* radio broadcast.

*Woof* books combine fun, adventure, and important spiritual values, providing readers with excellent answers for life's most difficult tests. Through the telling of the Peterson family's escapades with their dog, Woof, children learn that God's principles work best.

The younger Dobson published her first book of the series about the lovable mutt named Woof when she was 12 years old, making her the youngest author in Word's history. Now, ten

years later, Woof's adventures have expanded into a soon-to-be eight book series, with full color illustrations, and a forward by Dr. Dobson himself. At 23, Danae is still Word's youngest author.

The *Woof* series are the first books in the Read-With-Me Adventure line written for children ages five to nine. Other titles are: *Woof's Bad Day*, *Woof Finds a Family*, *Woof and the Haunted House*, *Woof and the Midnight Prowler*, *Woof Goes To School*, and *Woof and the New Neighbors*.





## Equipment Manufacturers/Distributors

Digital Services Corp, 3622 NE 4th St, Gainesville, FL 32609, 904-377-8013; John T Davis, pres; Ann L Merideth, vp/mktg; James M Scipp, exec vp; Digital effects systems, combined switcher and digital effects system

Discount Video Warehouse, PO Box 36, Mt Prospect, IL 60056, 800-323-8148; Marc Grossman, sls mgr; Sales of industrial video and audio equipment

Dolby Laboratories Inc, 100 Potrero Ave, San Francisco, CA 94109-4813, 415-558-0200; Kevin Dauphinee, vp/sls & mktg; Joan Allen, vp/advanced mktg; Bob Schein, vp/motion pic div; Manufactures signal processing and noise reduction systems for the recording, broadcast, video and film industries; Dolby Soundlink digital audio for satellite and cable transmission □

## Television Stations - FLORIDA

### FLORIDA

#### Clearwater

WCLF-TV Channel 22 ★, 6922 142nd Ave N, Largo FL 34641, 813-535-5622, FAX 813-531-2497; MARKET: Tampa/St Petersburg; OWNER: Christian TV Corp; PRES: Robert D'Andrea; VP: Don MacAllister; TREAS: Kurt Stowers; GEN MGR: Robert D'Andrea; STA MGR: Robert D'Andres; PROG DIR: Cardin Hesselton; MUSIC DIR: Arhelene Rippy; NEWS DIR: Robert Kennedy; SALES MGR: Cardin Hesselton; OFFICE MGR: Ginny Oliver; CHIEF ENG: Bill Bryan; PROD DIR: Jack Jarvis; CLASS: Commercial 500 kw-vis, paid prgrms; NETWORK: CTN; HRS of OPER: 24; COMM RATES: 60 min start \$570; FORMAT: religious 168 hrs

## IOWA - Radio Stations

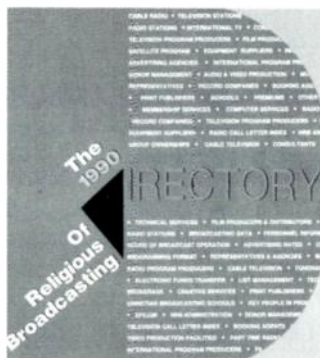
### IOWA

#### Bettendorf

KBQC 1580 AM ★, 2535 Tech Dr, Suite 303, Bettendorf IA 52722, 319-332-7579; MARKET: Quad cities; OWNER: KBQC/Larry L Lewis; PRES: Larry L Lewis; GEN MGR: Larry L Lewis; PROG DIR: George Marshall; MUSIC DIR: George Marshall; SALES MGR: Carol J Payne; OFFICE MGR: Aleta Lewis; CHIEF ENG: Chris Downs; CLASS: Commercial 500 kw, paid/sustaining prgrms; NETWORK: CBN; AUDIENCE PROFILE: 25-54; HRS of OPER: 6 am-8:45 pm; FORMAT: religious fulltime, gospel

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## Directory of Religious Broadcasting



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**A PROGRESSIVE, GROWING COMPANY** is looking for a person with a proven track record of selling both rated and non-rated stations. Must have record of personal sales success and have proven sales management success in leading and teaching. If you are a super-achiever and feel that you have the potential to lead a radio station to record performance, then look no further. Send resume to Mortenson Broadcasting Company, 333 West Vine Street, Suite 200, Lexington, KY 40507 or call (606) 252-1000 today. All inquiries confidential. EOE.

**CHYRON GRAPHIC ARTIST** needed to operate state of the art system. Two-three years keyboard and palette experience with Chyron 4200 and/or Super Scribe. Will be working with Chyron Super Scribe, and 4. Resume and demo tape to: Morris Cerullo World Evangelism, Attn: Vic Everett, P.O. Box 700, San Diego, CA 92138.

**MAINTENANCE ENGINEER:** Christian TV station seeks full time maintenance engineer. Experience repairing and maintaining broadcast equipment a must. UHF transmitter experience helpful. Send resume and salary requirements to: Trinity Broadcasting Network, WDLI CH-17, 6600 Atlantic Blvd. N.E., Louisville, OH 44641. EOE

**ONE OF THE NATION'S** most dynamic broadcast ministries is seeking a radio production assistant with 3-5 years' experience. Strong editing and production skills necessary. Job will include writing and producing creative promotionals. Good voice a plus. Excellent career advancement potential. Send resume to Truths That Transform, 5555 North Federal Highway, Fort Lauderdale, FL 33308.

**THE FAMILY LIFE NETWORK**, headquartered in Bath, N.Y., is looking for a morning, drive-time announcer. Individual must be personable, creative, and ministry-minded. Familiarity with an inspirational music format is helpful. For a great opportunity with a growing network, call Rick Snively at (607) 776-4151.

**CHRISTIAN MINISTRY** looking for experienced radio producer/writer to assist in the production of two award-winning programs. News and public affairs background helpful with demonstrated skills in writing and production. Send demo tape and resume to: Steve Moore, Christian Financial Concepts, 601 Broad Street, S.E., Gainesville, GA 30501.

**QUALITY INDIVIDUAL** sought to inaugurate overnight programming at non-commercial Christian formatted FM. Strong on-air skills and experiences required. T & R: Manager, WBGL-FM, 2108 W. Springfield, Champaign, IL 61821. EOE

## SITUATIONS WANTED

British Christian age 40 seeks further employment in Christian broadcasting. Previous experience of one year as Record Librarian/Program Assistant with radio company broadcasting from Manx Radio (Irish Sea) following 11 years Government service. Now unemployed, anything considered. Contact: Mr. Roger Philpott, 10 Coopers Way, Newent, Gloucester, GL18 1TJ ENGLAND.

**A TOP 1983 SIU-C radio/TV grad** with 10 years' broadcast experience seeking professional advancement with radio station or production company with vision for ministry. Strongest interests: production, announcing, and programming. Experience as PD, music and production dir., sports PBP, public affairs, news. For resume, tape, references, phone, contact Box 5W, NRB, 299 Webro Rd., Parsippany, N.J. 07054.

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# COOKING WITH COOK



## Your Greatest Award Should Be Yet To Come

by Robert Cook

The other day, I was looking at the plaques on the walls of my office, the spacious one-room ground floor apartment in our home in the Pocono Mountains. Anyone who has lived a while has a collection of these things — visible reminders of a slice of one's life that has been invested in some worthy cause.

In terms of intrinsic, "hockable" value, these items are not worth all that much. Any one of them plus a dollar seventy-five will get you coffee

and a Danish at the local diner. But each of them represents in its own way an experience that retains its significance and value across the years.

It hangs on the wall to remind me that at some time or other I was responsible for being on the job, and for getting the job done. Taken together, they form a kind of visual history of one's life and work.

Careful observation reveals that there are some gaps in the visual history displayed on my office wall. The question thus arises: What *were* you doing during those years? Did it have any eternal significance, or were you just marking time?

I think of my years in the pastorate. No awards during those 18 years. But through them, I learned that expository preaching feeds your people and helps you last; that three calls a day will make your church grow ten percent a year; and that if you care enough for your people to be *with* them in their joys and sorrows, they will respond by literally spoiling you with love and concern.

There have been other times when as the saying goes, the number

of people who did not know me and did not care about it would fill a big book. Through each of these periods, however, I found that God was preparing me for the next step of obedience to His perfect plan.

All of which brings us to the important question: What is the *next* plaque going to recognize? Are we doing *now* something that will be worth noting in terms of eternity? Paul said, "And whatsoever ye do, do it heartily (our expression 'psyched up'), as to the Lord, and not unto men; knowing that of the Lord ye shall receive the reward of the inheritance: for ye serve the Lord Christ." (Col. 3:23-24).

Give thought and prayer to "the next step." There will be one, you know. Make sure that whether it is recognized by burnished brass on teakwood, or by a granite slab with two dates on it, *this* slice of your life is worthy of the greatest award of all — His "Well Done!"

**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

### EVANGELICAL PRESS ASSOCIATION 42ND ANNUAL CONVENTION

May 7-9, Colorado Springs, Colorado

### CHRISTIAN BOOKSELLERS' ASSOCIATION (CBA) CONVENTION

July 14-19, Denver, Colorado

### NRB SOUTHWEST REGIONAL CONVENTION

July 18-20, Dallas, Texas

### 27TH ANNUAL CONFERENCE ON CHRISTIAN STEWARDSHIP

September 9-12, Kansas City, Missouri

### 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 48TH ANNUAL CONVENTION & EXPOSITION

January 25-29, 1991, Washington, D.C.

## **NATIONAL RELIGIOUS BROADCASTERS' 48TH CONVENTION SET FOR JANUARY 25-29, 1991 .....**

National Religious Broadcasters (NRB) executive director Brandt Gustavson has announced that the organization's 48th annual convention and exposition will begin Friday, January 25, 1991, at the Sheraton Washington Hotel in the nation's capital. The convention, also known as NRB 91, will conclude Tuesday evening with the annual anniversary banquet. An opening plenary session at 7 p.m. on Friday will officially kick off NRB 91. A highlight of the convention is expected to be the highly improved workshops. In addition, U.S. President George Bush will be invited to address the convention for the fifth time. The 1991 NRB Media Exposition is scheduled for January 27-29. Expo director Michael Glenn reports that booth reservations have already passed the 40 percent mark. Those corresponding with NRB are reminded to send all mail to: National Religious Broadcasters, 299 Webro Road, Parsippany, NJ 07054.

## **RELIGIOUS BROADCASTING SEEKS CONTRIBUTORS TO "A DAY IN THE LIVES" FEATURE .....**

A multi-page feature, tentatively entitled "A Day In The Lives Of America's Religious Broadcasters," is planned for the February 1991 edition of *Religious Broadcasting* magazine. Editor Ron Kopczick said the publication is looking for contributions from its readers in the U.S. and its territories. The date chosen for "A Day In The Lives . . ." is Thursday, September 13. Religious broadcasters are invited to submit copy and photographs portraying what their work entailed on that day. *Religious Broadcasting* will utilize materials from those organizations which respond the earliest to the announcement. The various U.S. time zones and regional areas will be represented in the feature. *Religious Broadcasting* is seeking contributions from radio and television stations, program producers, and advertising agencies. More details will be published in the June issue of *Religious Broadcasting*.

## **BRITAIN MAY ALLOW GREATER FREEDOM TO RELIGIOUS BROADCASTERS .....**

According to a report in the British newsletter *Christian Broadcasting News*, new developments may offer religious broadcasters in the United Kingdom greater freedom in the future. A meeting was held in January to discuss the possibilities for a national Christian radio frequency. The need for such a frequency was emphasized with the understanding that it should be based on the support of the family. The report said talks have also been held with officials from Trans World Radio and HCJB, among others, to supply programming for the frequency. In addition, the possibility of a Christian satellite channel on British television is to be debated at the Morley Planning Conference in July. Those interested in the discussion of the channel include CTV Satellite Ministries Trust, Morris Cerullo World Evangelism, Network Eleven, and European Religious Broadcasters (ERB).

## **CLOROX ASKS FOR AN END TO BOYCOTT BY CLEAR-TV LEADERS .....**

Clorox officials have asked for an end to a boycott of their products which is being led by Christian Leaders for Responsible Television (CLear-TV). The boycott began after CLear-TV identified Clorox and Mennen as the leading sponsors of offensive television programs. Clorox officials met with Billy Melvin, chairman of CLear-TV, in Chicago on February 20. Also present were representatives from Focus on the Family. Clorox officials approached Focus' James Dobson in December and Dr. Melvin in January to ask for a meeting. Dr. Melvin said an effort is under way to reach an agreement that could end the boycott. CLear-TV leaders say the bid by Clorox to end the boycott shows it was having an effect. "With only four months remaining in the one-year boycott, Clorox could have simply elected to ride out the time," said Donald Wildmon, executive director of CLear-TV. "They elected not to do that, but rather sought out a meeting with CLear-TV. . . ." Wildmon noted that there was a 32 percent drop in the amount of sex, violence, and profanity on network television between last year's spring and fall monitoring periods.

## **JESUS FILM DRAWS MORE THAN A HALF-MILLION VIEWERS IN THE SOVIET UNION .....**

The Jesus Film Project reports that more than 560,000 people in the Soviet Union viewed the film *Jesus* between August 1989 and last February. Less than a dozen projectors and copies of the film were used during that period, said Dan Peterson, national director of Campus Crusade for Christ's ministry in the USSR. Campus Crusade is the international distributor of the two-hour film, which is based on the Gospel of Luke. "The film is absolutely the best tool for evangelism in our country today," a Soviet using the film told Peterson.





**While  
Our  
Reputa-  
tion  
Is Out  
Of This  
World...**

**...Our  
New  
Name  
Is Very  
Down  
To Earth.**



SCS Radio Network Services is now SpaceCom Systems. We're starting the new decade with a new name, new customers and new, expanding satellite communications technologies.

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# Who Goes There?

A life without Christ looks just like this street. But where there is air to breathe, your station is there. And where *you* are, *we* are. We're *Wonderful Words of Life*, the 15-minute weekly radio outreach ministry of The Salvation Army. Who goes there? You do. And whether you

realize it or not, your station is on this street every day of the year. If you take us with you, *we'll do what we do best. Air Wonderful Words of Life* every week. You'll like the *bright new sound* of our program. Call for our new audition kit at 404-728-1300.

You and The Salvation Army  
Partners in Ministry

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