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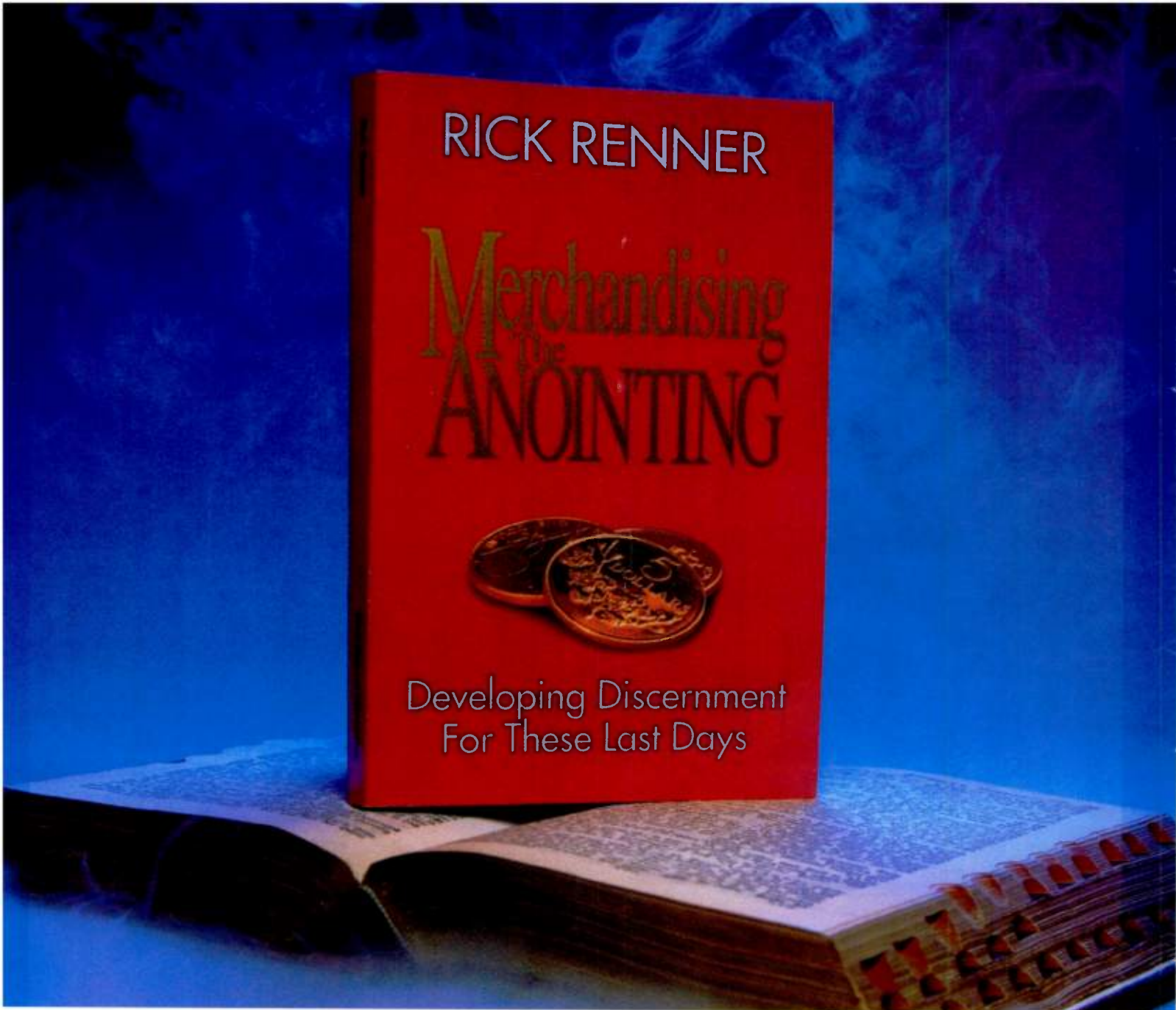
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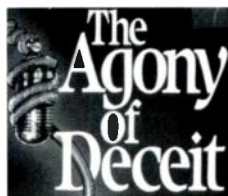
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## ABOUT THE COVER



**WHY DO SO MANY BROADCASTERS WRITE?**  
Some of America's top religious publishers discuss their unique working relationship with the Christian broadcasting industry. Please see page 10.

Book covers courtesy of Harvest House, Here's Life, Thomas Nelson, Regal, Victor, Word, and Zondervan.



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# SIGNING ON

In the midst of a desolate, dry desert, the Israelites were thirsty and venting their frustration on Moses, their leader (Numbers 20:1-13). Moses, unlike the children of Israel, remembered God's miracle-working power. So he went to God for an answer — and God gave him one. God told him to speak to the rock, and water would pour forth.

The direction was clear, and Moses was confident it would happen. However, in his anger at the people for their complaining, Moses struck the rock instead of speaking to it. Water poured forth anyway . . . the people drank, and their thirst was quenched. Praise replaced the complaints. Suddenly Moses was back in the good graces of the people. He was "God's man of the hour" again.

But there was a problem. What looked like success was really a failure. Moses had disobeyed God. God said, "Speak to the rock," but Moses had struck it. Moses soon discovered how serious God really was about obedience. Because of Moses' disobedience, God did not allow him to enter into the Promised Land.

## Obedience vs. Success

by Jerry Rose

His answer was straightforward: "To obey is better than sacrifice." Saul lost his crown.

There is a lesson here for you and me. The key to your Christian growth is your obedience. Obedience is far more important than success, sacrifice, good works, or anything else. God has a plan for you. It is a good plan, conceived in the mind of God. You can be assured it will work. His plan will ultimately result in divine success. But it demands obedience . . . and lack of obedience will result in failure.

The children of Israel thought Moses was a success. They didn't understand that just because something or somebody looks successful does not mean he is living in complete obedience to God's will. When God gives a man or a woman a gift to bless His people, He expects that gift to be used in obedience and that life to be lived in obedience.

God's Word is powerful, and when it goes forth it has an impact. God desires to bless His people, to quench their spiritual thirst. In Moses' case, God quenched their thirst because He loved them — but He still dealt with Moses for his disobedience. Moses' unhappy experience teaches us three crucial — and sometimes hard-to-remember — lessons:

1. Obedience to God is more important than anything else, including success.
2. Success does not automatically mean obedience to God's will.
3. Your first responsibility to God is obedience. Ecclesiastes 12:13 says, "... Fear God, and keep his commandments: for this is the whole duty of man."

We are responsible for obedience — God is responsible for any success we may have. I am praying that God will quicken these principles to your heart as He has to mine, and that they will be a great source of blessing and personal spiritual growth for you.

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

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# READERS' FORUM

## Frankly Fed Up, Too!

**Dear Editor:**

I read with much interest Bob Hickling's letter in the May issue [of *Religious Broadcasting*]. As a former radio station owner, and since 1978, general manager of WVOJ/Jacksonville, I, too, am fed up with the many requests from agencies and producers asking for "free time."

Frankly, I am offended! It is an insult to the good and faithful broadcasters who have paid for the use of air time over the years. These broadcasters, national and local, have paid the way to make Christian radio possible. Then some young college-bred "ad man" tries to get "sustaining" free time because his broadcast will bring thousands of listeners. Sorry, I too, stop reading the "pitch" when I read "sustaining" or "free time." That's when I "pitch" that request into the round basket.

I am also fed up with church-owned radio stations who in large cities like Jacksonville compete with commercial religious licensed radio stations. New laws allow them to "sell" to non-profit corporations (like churches, ministries, etc.) and that's 95 percent of the commercial licensed station's business market.

Maybe I'm just an old fogey too, Mr. Hickling, but if NRB will print my letter like they printed your letter, maybe some other old fogies will get a few things off their chests too.

**C. R. Buckner**  
WVOJ-AM  
Jacksonville, Fla.

## Upset Over Accuracy

**Dear Editor:**

In the February issue [of *Religious Broadcasting*] I ran across an article/advertisement on page 32 by Reed Irvine and Cliff Kincaid entitled, "Why Casolo was Freed." I found it to be offensive at three levels: professional, patriotic, and personal.

Professionally, i.e., from the standpoint of video media, it is an irresponsible article. It attempts to convict Jennifer Casolo claiming to base its claims on the strength of a videotape: "The videotape . . . demonstrated very convincingly that she was linked to the arms. . . ." Even the most elementary training in the video media informs us that editing determines perception.

A videotape can be made to "say" anything. Careful cuts and narrow focus, by what they exclude, direct the viewer's thought process. This editing of which I speak can take place pre-filming, during the filming, and post-production. The article, in its reactionary outrage, forgets this basic fact. I find it insulting to persons who respect the media to find such a piece in what reports to be a professional journal.

Patriotically, I am deeply wounded to think that fellow citizens, in the name of "truth" (Accuracy in Media), would try and convict a person aside from our nationally accepted norm. If theirs is an advertisement, they are guilty of false advertising. They not only misuse the media, they misuse the judicial system. If the courts would not convict her, why should your magazine attempt to do so?

Personally, I have been in contact with people who intimately know Jennifer. Just a year or so [prior to] this incident she had been engaged in volunteer work for Christ through a program called Brethren Volunteer Services (BVS), the program upon which the Peace Corps was modeled.

BVS has been around since the 1940s as a way for men and women of Christian conscience to serve both their God and their country . . . with emphasis upon the former. People who know and worked with her most intimately deny that she could have done the things of which this article convicts her. How, then, can a stranger have such clarity about her guilt? Why is a Christian magazine persecuting a Christian?

I cannot believe that an editorial policy which allows this kind of inaccuracy and misrepresentation is worthy of representing either of the two arenas its title claims. It seems to sell out the best in both the religious community and the broadcasting community!

**John David Bowman**  
Manchester Church of the Brethren  
North Manchester, Ind.

*Editor's Note:*

*The item in question was an advertisement paid for by Accuracy In Media.*

## Excited About Broadcasting

**Dear Editor:**

Thank you for the [May] issue of *Religious Broadcasting*. I just wanted to comment on your article "So You've Got

A Degree In Broadcasting . . . Now What?"

I graduated in 1985 from John Brown University (JBU) in Siloam Springs, Ark., with a B.S. in Broadcasting. JBU is a very good school and it educated me with hands-on experience in television, radio, camera operations, and lighting techniques.

When I left JBU in 1985 I felt ready to face the world with my broadcasting degree. After graduation I was employed by a Christian organization, The Back to God Hour in Palos Heights, Ill., and I was able to put my experience to work. I feel very privileged to have been a part of JBU as well as The Back To God Hour.

As to other broadcasters who are ready to graduate or have graduated, never get discouraged working in any aspect of the field. Being a Christian broadcaster is worth every bit of the schooling, time, energy, and effort that you put into it. And being able to work with Christian people is the best reward.

**Ardythe Iwema**  
Westchester, Ill.

## Calling The Governor

**Dear Editor:**

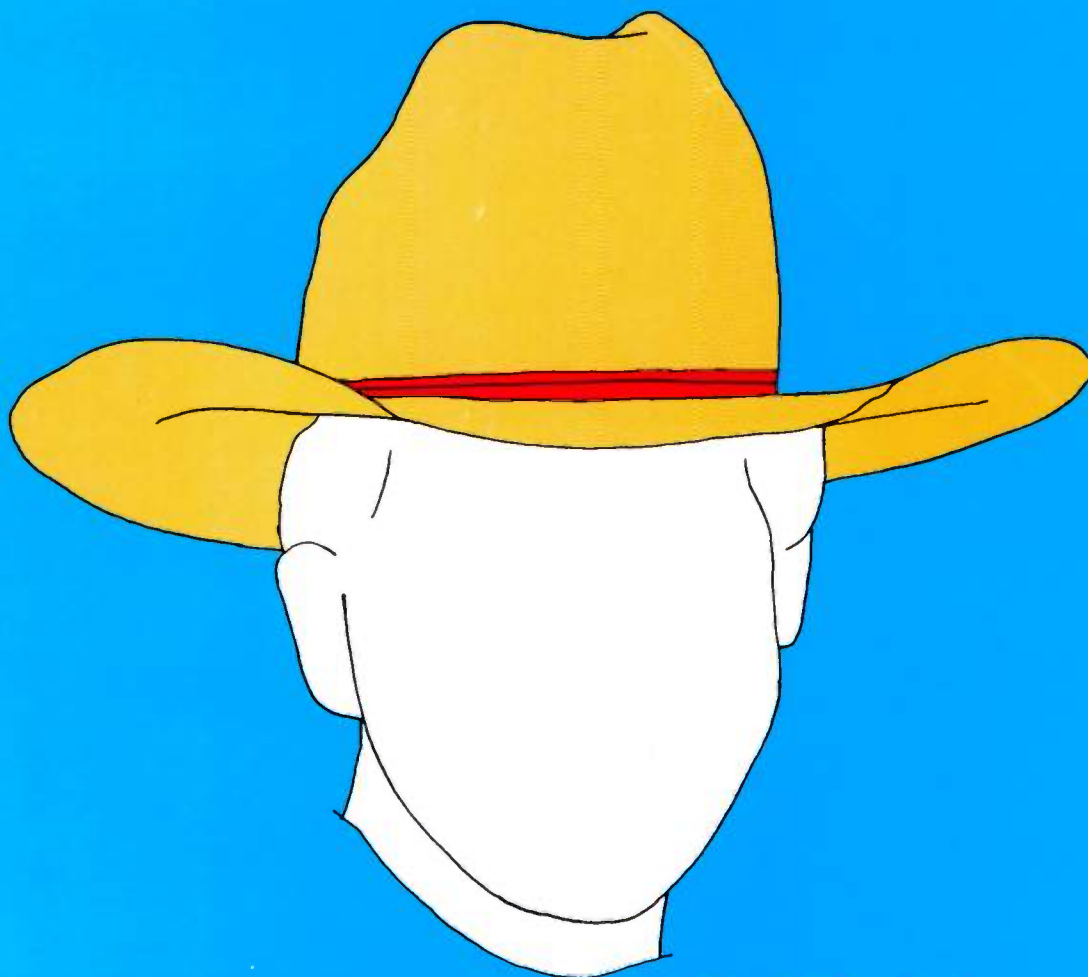
I felt a little uncomfortable when I read page 22 in the April issue of *Religious Broadcasting*. I have always assumed that Media Focus dealt with Christian ministries, or at least with Christian issues. The article that disturbed me was the one on "Governor's 1-900 Service" marketed by CMA [Creative Marketing Associates].

The thing that bothered me was that the tone of the article implied that CMA is a Christian ministry, and that NRB was endorsing it, or at least thought it was a worthy enterprise. I do not believe it to be a worthy enterprise. It is a scam. I do not doubt that CMA puts the tapes together and sends them to the governor. However, I do not believe they will be listened to by the governor or his staff.

Your article states that the tapes, " . . . undergo the same screening and response process as their written counterparts." No government office has the personnel, the time, or the will to listen to a large number of tapes. For instance, 1000 90-second tapes would take 25 hours to listen to. That just isn't going to happen. If there isn't a deluge of messages it won't make any im-

CONTINUED ON PAGE 7

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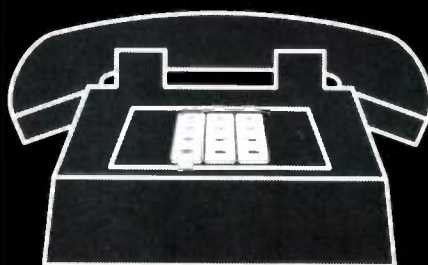
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## READERS' FORUM

CONTINUED FROM PAGE 4

pression even if they did listen. Most government offices just make a tally of "for" or "against" and give the numbers to the governor or other official. This can be done with letters in less than ten seconds per letter.

The article also says "... immediate response." This also is misleading. A letter is in the governor's office in two or three days. CMA will collect calls for a couple of days at least before they make up the tape and mail it. Then the two or three days in the post office will take their toll.

Your article also quoted [CMA president Maynard] Small urging broadcasters to get our listeners to use his services. This is urging our listeners to do something dumb that will make money for Small. Advertising should be paid for, and our station wouldn't run an ad that we believed was dishonest.

*Religious Broadcasting* was sadly lacking in discernment and/or understanding when that article was run in the approving environment the way it was.

**Frederic E. Wells, Sr.**  
WNDA-FM  
Huntsville, Ala.

### Contact With The East

Dear Editor:

We are sending you many Christian greetings from Czechoslovakia, a country liberated by [the] mercy of God from the abyss of hopelessness. We thank God for the safe and bloodless comeback to truth, love, and faith.

After exciting days and hours of deeds everyday life is coming. Please, help bring a mutual understanding, friendship, and fraternity with the wonderful and noble-minded people of your country to thousands of Czechs and Slovaks.

Help us with the realization of the idea of [the] "comeback of Czechoslovakia to Europe," because not a state is returning, but 15 million human beings. We are convinced that a base for real mutual friendly relations between nations must be numerous personal friendships.

The aim of our new independent Christian organization is the practical realization of contacts of Czechs and Slovaks with the world by means of correspondence, traveling, stays, hobbies, and

other leisure activities.

Please, inform your Christian listeners about people in a small country longing for new friends. If they want to shake an offered hand, let them write: Czechoslovak Contact Club (CCC), 143 00 Prague 4, Czechoslovakia.

Their offers (including photos) will be published for free in the CCC bulletin and distributed all over Czechoslovakia. It is at the same time possible to order the bulletin with addresses, photos, and other data about concerned persons from Czechoslovakia.

We thank you in advance for your Christian help. We shall pray for you.

**I. V. Borecky**  
Czechoslovak Contact Club  
Prague, Czechoslovakia

### Let's Make A Deal?

Dear Editor:

I'm writing you in response to the short article in your Trade Talk section on page 30 of your May edition of *Religious*

*Broadcasting*. I'm concerned about the purchase price of WAEM-FM, Marseilles, Ill. Certainly there had to be a typographical error in listing the purchase price at \$30,000.

If this isn't an error, please forward information on the general manager so that I can get more information on how I can purchase an FM at such an unheard of price.

**Anthony J. Martin**  
RAJ Martin Inc.  
Denver, Colo.

*Editor's Note:*

*The purchase price of \$30,000 is correct based on confirmations obtained by Religious Broadcasting. WAEM-FM, which has yet to go on the air, is a planned 1000-watt station assigned to 96.5 mhz. The sale of the station's license was given the FCC docket number of BAP11891120GT.*

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In a wide-ranging effort to strengthen the broadcast licensing process, the Federal Communications Commission (FCC) has taken a number of actions recently that directly affect comparative renewals, settlements of contested applications, and the character qualifications of proposed licensees.

These policies generally depart from the deregulatory initiatives launched by the FCC in previous years and continue the trend of targeted regulation begun by Chairman Alfred Sikes. The new policies fall into several major categories.

## Character Policy

The Commission will now consider all felony convictions, not just misconduct, that would directly relate to the party's relationship with the FCC. The agency also will consider misdemeanors in certain circumstances. In 1986, the Commission adopted a *Character Policy Statement* that narrowed the range of misconduct that it considers in making licensing decisions.

## Broad Changes In Licensing Policies Adopted By FCC

by Richard E. Wiley

The 1986 statement was concerned with "misconduct which demonstrates the proclivity of an applicant to deal truthfully with the Commission and to comply with our rules and policies." The policy excluded felony convictions not involving dishonesty, unless the criminal misconduct was shown to be directly relevant to the applicant's willingness to be truthful in statements to the FCC and to comply with general license requirements.

In expanding the character standard to include all felonies, the Commission found that a propensity to comply with the law is relevant to the licensee's willingness to serve the public interest. The FCC also found that felony convictions necessarily have a bearing on whether the licensee would conform to the agency's rules and policies.

In addition, the Commission will now take notice of adjudicated violations of antitrust or anticompetitive laws involving any medium of mass communication, not

just broadcasting. The agency found that media-related violations are relevant to a broadcaster's character given the increasing interrelationship among communications services.

## Settlement Payments

Limits have been placed on the amount of payments that may be made in exchange for the following:

- \* Withdrawal of petitions to deny (or threats to file petitions to deny) in new licensing, modification, and transfer and assignment proceedings;
- \* Withdrawal of counterproposals in allocation and FM and TV allotment proceedings;
- \* Withdrawal or settlement of competing applications and petitions to deny in the license renewal context.

In all of these instances, payments will be limited to "the legitimate and prudent expenses of the petitioner." By adopting these caps on settlements, the FCC hopes to remove the potential for insincere petitioners to reap windfall profits from bona fide applicants, thereby eliminating the prime incentive for the filing of spurious pleadings.

The agency also is proposing to crack down on threats to file petitions to deny. In particular, any individual or group that refrains from filing a threatened petition to deny in a license proceeding may not receive payments in excess of expenses actually incurred.

The FCC believes that extending the out-of-pocket expense limitation to settlements of *threatened* petitions, and not merely limiting settlements of *actual* petitions, will prevent abuse of the pre-petition stage of the licensing process. At the same time, the agency believes that the new policy will not discourage the continued use of petitions to informally resolve legitimate public interest concerns.

In addition, all citizens' agreement reached in consideration for the withdrawal of actual or threatened petitions to deny will be reviewed to ensure that they comport with the public interest. The FCC found that these agreements often disguise private payoffs from licensees to challengers in exchange for the dismissal of the petition.

## Comparative Hearings

A Commission review of recent hearing cases indicates that it takes 33 months

for an average case to be prosecuted through a comparative hearing, an Initial Decision, a Review Board Decision, and a decision by the full Commission. Because the public is deprived of a valued service during that time, and the ultimate licensee is also deprived of the opportunity to provide that service, the agency has made the following proposals:

- \* Encourage settlements and consolidation of issues by appointing a "settlement advocate" before the applications are designated for hearing and by conducting a post-designation settlement conference among the parties.
- \* Overturn the policy that settlements extinguish certain commitments that applicants may have made before the comparative hearing process began, including promises to integrate ownership and management and to divest other broadcast holdings.
- \* Eliminate the policy permitting applicants to exclude limited partners and owners of non-voting stock from the "comparative credit" analysis. This policy presently permits female and minority applicants to rely on the financial backing of others without losing the comparative advantages attributable to race and gender.
- \* Expedite hearings by adopting a rigorous schedule at the outset, limiting discovery, and drastically reducing trial-like proceeding to written arguments.
- \* Resolve appeals within six months instead of the current 16 months, and limit oral arguments on appeal to extraordinary circumstances.

## Lottery Licensing

Finally, the Commission has terminated its proceeding to explore the issuance of new radio and television broadcast licenses by lottery. The agency concluded that any efficiency gained in expediting the issuance of new licenses might be accompanied by an unacceptable reduction in the quality of service to the public.

In addition, the FCC is considering further changes in the comparative renewal process, including additional restrictions on the settlement of competing applications.

**Richard E. Wiley, a partner in the Washington, D.C., law firm of Wiley, Rein and Fielding, is a former chairman of the 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.**



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# WHY DO SO MANY BROADCASTERS *Write!*

*America's Religious Publishers  
Help Us To Read  
Between The Lines*

Every July, the Christian Booksellers Association (CBA) meets for its annual convention. Many religious publishers utilize the event to unveil their newest titles. Among those titles are numerous works by Christian broadcasters.

Religious broadcasters, of course, have authored books since the industry's early days. But never in the numbers they are producing today. Why is there such a proliferation? And why do religious publishers seek out books by Christian broadcasters in the first place?

Religious Broadcasting addressed these and other questions to some of the leading publishers in the United States. Among the publishers participating were Thomas Nelson, Scripture Press, Tyndale House, Word, and Zondervan. In addition, CBA president William Anderson offered his insight.

Serving as spokespersons for the publishers were: Thomas Nelson publisher Bruce Barbour, Scripture Press publication relations manager Mavis Sanders, Tyndale House associate publisher Doug Knox, Kip Jordan of Word Publishing's public relations department, and Zondervan media relations director Jonathan Petersen.



## 1. To what do you attribute the proliferation of books by broadcasters?

**SANDERS:** Many of us in publishing and broadcasting realize that those who share the spoken word are equally facile communicators through the printed word. Books by broadcasters can be used not only to edify their already established audience but to enlarge their audience.

Not only are the different mediums of broadcasting and publishing useful in reaching one's audience, these can also be used to reach different audiences. Books are not limited by the same time constraints as are broadcasts, so broadcasters can use their books to amplify and complement the message they share on air.

**PETERSEN:** Broadcasters are seeing a need to reach people in as many ways as possible; using the media as completely as they can. They see that the electronic media they are using only reach people for the moment and that print media are more lasting. They can express themselves more completely through books.

Just as radio is a personal medium, so are books — communicating in a one-to-one fashion. Broadcasters who write sermons or scripts already have manuscripts in place. It is natural for them to want to compile these into books.

**JORDAN:** I think the reason we see more books coming from broadcasters is that every publisher looks for the most promotional avenues that are available. When a person is a broadcaster and has a radio or a television ministry or something of that nature, basically they bring something additional to the equation, in that they have a promotional driver of their own, which is in addition to trade or any direct kind of sales.



Kip Jordan



Mavis Sanders



William Anderson

## 2. What are some reasons why publishers tend to seek out books by broadcasters?

**ANDERSON:** Publishers must make a calculated risk for recovering their investment in the publishing venture. Those risks are reduced when the author has a ready audience of faithful listeners each week.

**SANDERS:** We recognize that our communication vehicles complement one another. We also realize that most broadcasters know the value of carefully chosen words which inform and edify, and our working together seems a natural progression of activity.

**BARBOUR:** Broadcasters are programming for a broader market and, as a result, are enjoying wider acceptance. As this occurs, their books can reach a larger audience which is what publishers are always looking to do. It only makes sense that these broadcasters are becoming new authors — and best-selling authors at that!

## 3. What is your specific purpose or purposes for publishing these kinds of books?

**PETERSEN:** Zondervan is editorially driven. We publish only that material which fits our publishing agenda. Our mission statement reads, "We are a communications company seeking to glorify God and serve Jesus Christ through excellence in the publication and distribution of the Bible and scripture-based products."

Our intent is to minister to readers and help them grow in their faith and understand issues corresponding to their Christian faith. To that end we seek broadcasters who share our conviction.

Broadcasters who write sermons or scripts already have manuscripts in place. It is natural for them to want to compile these into books.



Jonathan Petersen

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**WHY DO SO MANY . . .**  
CONTINUED FROM PAGE 11

**BARBOUR:** Nelson is committed to spreading the Gospel for all ears to hear. As we publish broadcasters' books, we are able to expand their markets by introducing new listeners or viewers who buy in bookstores but may not be familiar with religious programming. At the same time, we are able to expand our market by tapping into a "captive market" — that is, putting products before the followers of these various broadcasters who are also potential book purchasers. It's a double win.

**KNOX:** We publish books which minister to the spiritual needs of people. We look for books which will have wide appeal and be economically viable. When a broadcaster offers us a book that meets our publishing criteria, we may publish it.

.....  
**At times numerous books are published on the same topic, in essence saturating readers, but only the best or most accepted (or most widely known) books survive.**



**4. Is the market over-saturated by broadcast authors, and in your opinion, could this eventually lead to "overkill"?**

**JORDAN:** I think that's always a possibility. A concern that publishers have, whether they're New York houses or whether they're evangelical Christian houses or mainstream publishing houses, is that . . . possibly there could be more books addressing the same topics than there really is a legitimate need for in the marketplace.

That's balanced, on the other hand, by a publishing company's need to maintain its viability and existence, and in order to do that, it does need a certain number of releases. So that's really kind of a balancing act. I think that the possibility of over-saturation is always there, because you'll find publishers who may not have access to the larger ministry leaders looking for niches — so [the publishers] look for ministries that they feel they can grow with, [seeking] the communicator who heads [a particular] ministry.

So instead of it just being the leaders of the larger ministries, you'll find it actually working its way down the line. Probably smaller publishers are looking very carefully to see where there is a ministry that might have a significant feature, and can we relate ourselves to that ministry at this point. That would be a growth area for us, as well as the ministry.

**SANDERS:** "Of the making of books, there is many," and this is not limited to those by broadcast authors. Since a good share of our product is distributed through Christian bookstores, it is important that we listen to the concern of booksellers. Shelf

space is at a premium, so we as publishers have the imperative to produce quality products that will receive adequate bookstore and consumer interest.

Of course, there are other ways in which a book can be distributed, such as direct mail and premium programs, but we all must ultimately respond to what the consumer seeks and needs. As we move into a decade of further specialization to targeted audiences, we may have to concern ourselves with smaller, but clearly identified audiences, both for our broadcasts and our book products.

**KNOX:** There is always room for more good books. If an individual broadcaster publishes inferior books or too many books as judged by the market, the consumer will indicate displeasure by not purchasing a sufficient quantity to warrant additional publishing efforts.

**PETERSEN:** Because we live in a free market society, the people decide what they want, need, and can use. That market is the driving force for books, too. At times numerous books are published on the same topic, in essence saturating readers, but only the best or most accepted (or most widely known) books survive.

Solomon was astute when he lamented the great number of books and insinuated their dearth of wisdom. There will always be overkill of certain subjects and books that shouldn't be published. But readers are able to discern the valuable books from the useless ones.

**5. How does the broadcaster/publisher partnership, in your estimation, strengthen and/or weaken the unity of the body of Christ?**

**JORDAN:** That's an interesting question. I guess that you could get a wide variety of perspectives on that. My feeling would be that by providing an additional media forum for broadcasters or ministry leaders to have their message distributed, honestly we set ourselves up for more thorough dialogue and consideration of various viewpoints, whether they be doctrinal in nature, lifestyle in nature, or in any other way. . . .

I feel that . . . when people of good will approach various viewpoints honestly and with the spirit of Christ to see how we should live as Christian people, and how the various parts of the Christian church should relate to each other, it is a net plus.

I think there are certainly instances where it can become divisive . . . if there are other factors than the pure pursuit of truth or honest dialogue, and if personalities get involved. In any human endeavor, that is a





possibility and it is a very grievous one, when it happens within the body of Christ, especially among those who would present themselves as leaders of various ministries.

**BARBOUR:** I believe the more people publishers and broadcasters can get to read Christ-centered books of any kind, the more healthy our churches and para-church organizations will be, spiritually and financially. That does not mean anything put out will sell nor if a book sells it will dictate spiritual growth on the basis of a sale. Books must have content which meets their mission. When this occurs, people are fed, ministries prosper, and publishers start talking about the *next* book!

## 6. How would you respond to the opinion that the publisher is taking advantage of the broadcaster, or vice-versa?

**SANDERS:** I believe that most Christian communicators ultimately have the same goal in mind and that spiritual values are inherent in our goals and strategies, both as broadcasters and publishers. All of us in the body of Christ, no matter the method through which we serve Him, need to occasionally re-examine our motives, however.

From our personal experience, we know that when a broadcaster is consistently introduced on a program as "author of . . ." this does influence book sales. And that is good news, especially if the broadcaster is one of your authors!

**PETERSEN:** Unfortunately, a few broadcasters and publishers seem to be purely opportunists. For the most part, though, each seeks to complement the other, help one another, and work together for the advancement of the Gospel and the encouragement of the saints.

**BARBOUR:** When the Scriptures talk about iron sharpening iron, it reminds me of the relationship we have with all creative

**KNOX:** Publishers and broadcasters have an enormous responsibility to work together in making Christ known. We both are more effective together than we are apart. We need to discover creative new ways broadcasters and publishers can work together to extend their mutual ministries.

**ANDERSON:** Broadcasters and publishers must respect one another's roles, and when members of the body of Christ work together it always produces greater results. On the other hand, self-serving interests divide, and thereby weaken the body.

people, including broadcasters. Sparks fly when professionals "acting as unto Christ" seek excellence and are committed to maximizing our effectiveness in the calling God has given us. I don't believe in this environment one party will be taken advantage of — *both* are seeking to serve each other.

**ANDERSON:** Publishers and broadcasters are operating in the real marketplace of the American mind and consumer dollar. Christian broadcasting and Christian publishing ought to be of the highest standards of excellence, so the programming and books meet real needs with the consumer realizing a significant benefit of true value for their investment.

In the pursuit of this excellence, however, it is imperative that the publisher and the broadcaster respect one another and be careful not to exploit each other. Rather, they should exploit the opportunities presented by two complementary media that offer the tremendous potential of taking the gospel of Christ deeper into the marketplace to touch the lives of men, women, and children everywhere.

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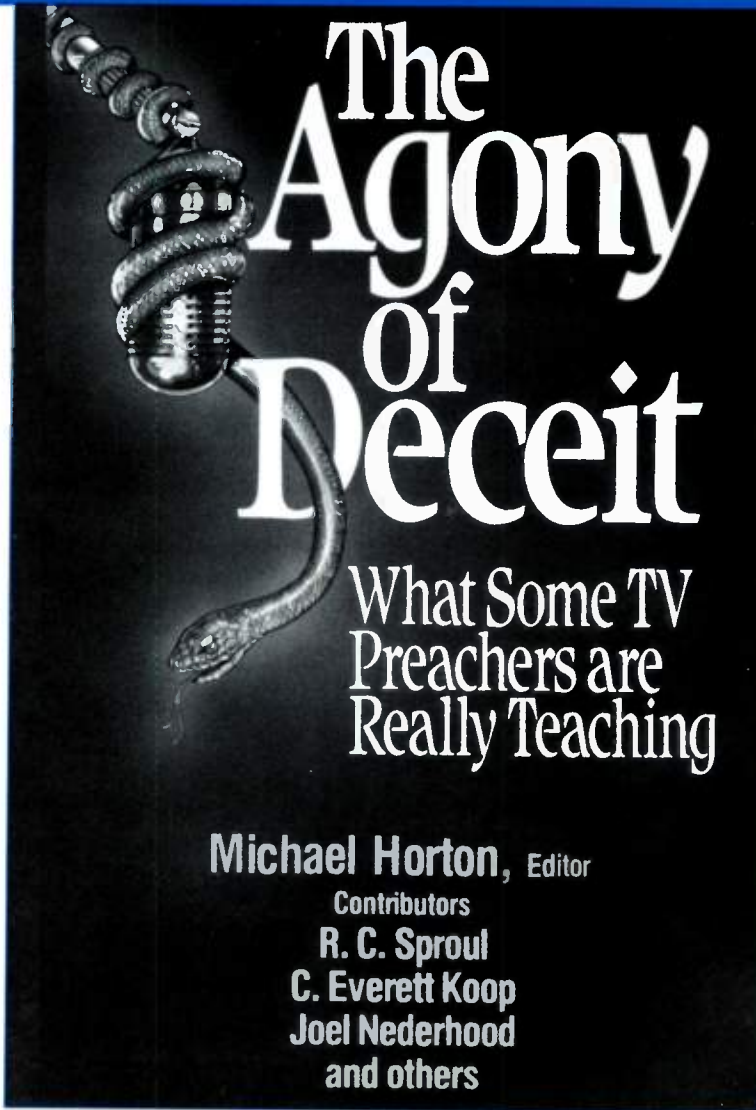
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**D**uring the 47th annual National Religious Broadcasters Convention & Exposition (NRB 90) in late January, Moody Press introduced *The Agony of Deceit - What Some TV Preachers are Really Teaching*. The release of the book at NRB 90 garnered national attention from such periodicals as *USA Today* and *Time* magazine.

According to the book's dust jacket, "Until many of them became embroiled in scandal, television preachers had been above reproach in the eyes of millions of viewers. Their followers assumed them to be learned, enlightened, and creditable ministers of the gospel. But the fall of several popular televangelists has forced the church to take a closer look at the teachings of her more visible preachers[.]

"*The Agony of Deceit* is an in-depth, carefully documented analysis of television evangelism. This collection of fourteen essays boasts an impressive list of contributors. . . . Though they represent several denominations, all the contributors agree that the most significant problem plaguing televangelism is not moral or ethical decline but a gross deficiency of its doctrinal foundations. In short, heresy."

Among those targeted by the book for allegedly teaching heresy is CBN founder and president Pat Robertson. Prior to this edition of *Religious Broadcasting*, neither Dr. Robertson nor CBN had issued an official response to any representative from the



media regarding *The Agony of Deceit*.

Due, however, to the questions and controversy raised by the book's contents, *Religious Broadcasting* believed its readership should be granted the opportunity to study the issue, based on the perspectives from one who stands accused and from those publishing the allegations.

*Religious Broadcasting* would like to thank and express its appreciation to Pat Robertson and Moody Press for their willingness to participate in this type of forum. The cooperation and attitude demonstrated by both parties towards this endeavor is ex-

tremely commendable.

It should be understood that this presentation is not "a war of words" between two NRB member organizations, CBN and Moody Bible Institute, but simply two differing viewpoints on a matter dealing with a segment of the religious broadcasting industry. Nor, through this forum, does *Religious Broadcasting* magazine offer an endorsement or a reproof of *The Agony of Deceit*.

As stated earlier, this forum is presented as a service to the readers of *Religious Broadcasting*, allowing them to draw their own conclusions concerning *The Agony of Deceit*. Special thanks are extended to Frankie Abourjilie of CBN and Moody's Dennis Shere and Greg Thornton for their respective commentaries.

— Ron J. Kopczick, Editor



# CRITICISM & CONTROVERSY



# Why Pat Robertson Disagrees With "The Agony Of Deceit"

by Frankie Abourjilie

**O**n the cover of a new book by Moody Press, *The Agony of Deceit: What Some TV Preachers Are Really Teaching*, a green snake is wrapped threateningly around an old-fashioned boom mike.

It's an appropriate piece of art for this 284-page attack against segments of the religious broadcasting industry, because the book would seem to bear the unmistakable mark of the original accuser of the brethren: subtle deception.

*The Agony of Deceit* is a collection of essays edited by Michael Horton, a 25-year-old minister in the Reformed Episcopal Church, which broke away from the Protestant Episcopal Church in 1873 and has a total membership today of 6532 people.

With great force of emotion, Mr. Horton and his co-authors brand the Christian Broadcasting Network's Pat Robertson and several other religious broadcasters "heretics" from orthodox Christian faith.

The authors defend their public attack against fellow Christians by stating in the book's preface: "We have sought out those in question. We have asked them, 'Did we get this right? Do you really believe this?' We have asked them to reconsider their positions in the light of scripture and have repeatedly attempted to settle the confusion behind closed doors. All attempts have failed, so we have placed this book in your hands."

This is not true. Until a *USA Today* reporter confronted Pat Robertson with a copy of the book during the 1990 National Religious Broadcasters (NRB) Convention, he had never heard of Michael Horton, nor has he ever met him, talked to him, or received a letter from him.

Moreover, though his name was highly profiled in national publicity about the book, Dr. Robertson is mentioned in only 14 of its 900 paragraphs. The bulk of the criticism is aimed

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## RESPONSE To The Criticism

# Why Moody Press Published "The Agony Of Deceit"

*The Agony of Deceit*, published by Moody Press in February, has generated considerable discussion and some controversy. The decision to release the book followed an extensive examination of the doctrinal teachings of various television ministries.

The book's contributors concluded that some teaching did not square with historic Biblical theology. We believe evangelical Christianity should have great concern over the ramifications of any departure from what the New Testament church has held for many years.

The editors of Religious Broadcasting of-

fered Moody Press an opportunity to explain the rationale of the book for this issue with the understanding that it would be published alongside a critical examination of *Agony* prepared by a staff member of Pat Robertson's [CBN] organization.

We understand that Mr. Robertson has taken issue with *Agony's* analysis of a few aspects of his doctrinal teaching. He apparently contends his stance on some matters was taken out of context.

As of early June, we had received only

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## RESPONSE To The Controversy

## RESPONSE

### To The Criticism

at a half-dozen or so other broadcasters, none of whom is a member of NRB.

The release of this book at NRB 90 seemed to be an attempt to generate book sales by creating controversy. Even more shocking is the fact that a publisher as highly regarded as Moody Press would put its name on a book of this type.

The authors have totally distorted what Dr. Robertson has lived, preached, and taught for the past 30 years of public ministry. It is one thing to have minor disagreements with a Christian brother over differences in emphasis in certain scriptures. It is a far more serious matter to falsify his theology and then publicly brand him a heretic.

The case against Dr. Robertson is based on eight quotations from a book he wrote six years ago, *Answers to 200 of Life's Most Probing Questions*. The authors used a private, limited edition of the book as their source, instead of the edition available through Christian bookstores. This makes their footnotes of no value to a reader who would like to check the

#### WHY PAT ROBERTSON DISAGREES...

CONTINUED FROM PAGE 15



Pat Robertson

basis of the criticisms.

In the preface to his book, Dr. Robertson addresses the subject of Biblical inerrancy with this statement: "The Bible itself tells us that every scripture is theopneustos, 'breathed' by God. This is an inspired book. Every writing, every scripture, from Genesis to Revelation, is inspired by God, and 'is profitable for doctrine, for reproof, for correction, for instruction in righteousness.'"

He affirmed this belief in his most recent book, *The Plan*, which was published a few months ago: "(The Bible) is God-

breathed, infallible and unchanging." These statements were either overlooked or purposefully ignored by Henry Krabbendam as he wrote this indictment of Dr. Robertson in *Agony of Deceit*:

"It is not common for a message to be beamed into our living room that brazenly contradicts scripture. But it does happen... Neither is it common to hear the inerrancy of scripture questioned. But this has happened as well.

## RESPONSE

### To The Controversy

one direct inquiry from the television ministries cited in *The Agony of Deceit*. That came from a staff member of Mr. Robertson's organization. She said

she could not get footnote references in the book to line up with Mr. Robertson's writings.

A subsequent review by Moody Press verified that the footnoting was indeed correct. Aside from this inquiry, no one connected with Mr. Robertson or any of the other television ministries has challenged specific aspects of the accuracy of *Agony*.

We have always been committed to fair-

#### WHY MOODY PRESS PUBLISHED... CONTINUED FROM PAGE 15

ness and that which is right, and we did our best in this book to maintain that stance. Obviously, we stand behind the book, its editor, and con-

tributors. We are satisfied they took great care in their research and conclusions that resulted.

The material was carefully edited and reviewed to ensure accuracy. We did not set out to produce simply a "popular" book, but one of substance and contextual accuracy. We believe *The Agony of Deceit* meets that standard.

— *The Publishers at Moody Press*

Obviously, we stand behind the book, its editor, and contributors. We are satisfied they took great care in their research and conclusions that resulted.



Writes Pat Robertson, 'I can hardly think that the Bible, which was transmitted through human beings, is totally perfect. I believe it to be the Word of God and a fully inspired book, but not perfection.'"

What Mr. Krabbendam failed to mention was that Pat was not addressing the inerrancy of the Bible with that statement. He was talking about I Corinthians 13, where the Apostle Paul says the spiritual gifts of tongues, prophecy, and knowledge will cease "after that which is perfect is come."

Some theologians believe "the perfect" is referring to the Bible. They use that scripture to back up their belief that the spiritual gifts ended as soon as the Bible was written. However, "perfect" also means "complete." And though it is fully inspired, the Bible is not the entire revelation of God.

Only Jesus Christ is the "perfect" Word of God. "Orthodox" Christians worship Jesus Christ, not the Bible. Anything else violates the First Commandment, "Thou shalt have no other gods before me." To place Jesus Christ above the Bible is not heresy, but established Biblical orthodoxy.

Mr. Krabbendam did not research Pat's position on Biblical inerrancy. He simply looked for a statement that taken out of context would make him appear extreme. This he did in a chapter entitled, of all things, "Scripture Twisting."

Mr. Horton carried out the same practice on other issues, completely ignoring all of Dr. Robertson's other writings and teaching series, as well as the 6000 daily editions of *The 700 Club* broadcast since 1967. He charges, for example, that Dr. Robertson does not teach salvation by grace. Horton's evidence is the following quote from Dr. Robertson's book: "Your future depends entirely on your obedience to God."

What Mr. Horton neglects to mention is that, again, Dr. Robertson is not even addressing the subject he is bringing up. The excerpt is part of a three-page answer written to the question, "What does the future hold for me and my family?"

Dr. Robertson's answer to that question begins: "Your future depends on your relationship with God. For those who know Jesus Christ as Lord and Savior, and who love God, the future looks very positive . . ."

The paragraph from which Mr. Horton took the sentence states: "In summary, your future depends entirely upon your obedience to God. If you listen to the Lord, you can prosper. If you fail to listen to God,

and go your own stubborn way, then you are going to run into insurmountable problems."

This, on the other hand, is what Dr.

**Mr. Krabbendam did not research Pat's position on Biblical inerrancy. He simply looked for a statement that taken out of context would make him appear extreme. This he did in a chapter entitled, of all things, "Scripture Twisting."**



Robertson did write in the same book about salvation by grace: "We are justified because of the unmerited favor of God. That is what grace is — favor we did not work for. We have faith in the fact that Jesus Christ died for us, that He rose again and that He offers us eternal life through believing in Him.

"When we do believe this, Jesus comes into us, lives in us, and we become identified with Him through his sacrifice. Then, when God looks at us, He does not see our sin, but He sees the blood of Jesus. And He says, in effect, for each one of us, 'This person has not done anything wrong. He is covered by the blood of Jesus. Therefore, I pronounce him righteous.'"

Yet despite his clearly written and ringing affirmation of salvation by grace — the same affirmation that has enabled CBN to see 3.5 million professions of faith in Christ during 30 years of ministry — Pat Robertson is said to be a "heretic" because he doesn't teach "salvation by grace."

One could go on, point after point. But it is better to use this forum to address the larger issues raised by this controversy. *The Agony of Deceit* is an assault on those engaged in religious broadcasting, especially broadcasters termed Pentecostal or charismatic.

Although the authors deny this purpose in the preface to their book, Mr. Horton in media interviews made no effort to distinguish the "bad apples" from the rest of the industry. Asked by a *USA Today* reporter if

he wasn't indicting the entire industry with "the same brush," Mr. Horton responded:

"With the exception of Billy Graham, they're all alike, when you're talking about the people you just mentioned. We are very critical of Robert Schuller's 'possibility and prosperity' thinking, just as we're critical of the various Pentecostals we critique."

Mr. Horton and his co-authors seemingly represent a rigid, legalistic arm of the Church. Their faith is in a historical Jesus whom they say has had no direct contact with His Body on earth in 2000 years.

If Mr. Horton's charges were correct he might be viewed as courageous, but to bring false witness against fellow Christians makes his conduct reprehensible.

What is most baffling, however, is the seeming abdication of editorial control over this book by Moody Press. Pat Robertson is an established author with national best sellers to his credit, yet his publisher scans his manuscripts for the slightest possibility that anything he has written will be inaccurate or libelous.

Any editor worth his salt would have forced Mr. Horton to prove his assertions, and, upon his failure to do so, would have excised the offending passages. Moody Press owes Pat Robertson and the religious broadcasters of America an apology.

**Frankie Abourjille is the vice president of public affairs for the Christian Broadcasting Network in Virginia Beach, Va.**

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Following the release of *No Compromise: The Life Story of Keith Green*, Melody Green spoke about her late husband's ministry and the work of Last Days Ministries since the untimely death of its founder in 1982. The interview was conducted by *Religious Broadcasting* assistant editor Paula Podgurski.

Mrs. Green serves as president of the Lindale, Texas-based organization and as national director of Americans Against Abortion. During the interview, she also discussed the role of how Christian broadcasters can serve as catalysts, inspiring their audiences to become involved in the important issues of today.

**RB:** You've released a biography of your late husband Keith Green, entitled *No Compromise*. In it you tell how Keith, during a morning devotional time on the very day he died, stated that God was going to use you to speak out against abortion and in other areas as well. What was your reaction to his statement at the time?

**GREEN:** I don't know if I took it real seriously at the time. I was pregnant with my fourth child, and had my hands full with a real busy ministry and [a] husband who was very, very busy. I guess the words turned out to be prophetic, but at the time, it seemed like, "How can this be possible?" Yet, I know that anything is possible with the Lord. As things have developed over the past several years, it was really right on target.

"Here are some things that you can be doing or different ways that you can be serving."

The ministry just grew and developed as we grew and developed in the Lord. I'm amazed at God's goodness and faithfulness. It's shocking to me sometimes to see how much He's allowed us to do.

**RB:** If, as many feel, your husband was a prophetic voice to this generation of Christians, what do you feel is your calling as you carry the torch, so to speak?

**GREEN:** My heart is really to see God glorified and to see God's people serving Him with a whole heart, and also to see others come into the kingdom, whether I'm directly leading them into the kingdom, or helping to equip the saints, so that they'll be reaching out.

I'm probably more of an exhorter. Keith definitely had a very strong prophetic anointing . . . I know I'm prophetic in certain areas like the pro-life issue, [which] I think is a very prophetic issue for our generation.

I want to see Christians active in that and I want to see them serving the Lord however God calls them to do that. So I'm probably on more of the exhortation side of



Keith and his children in 1982

# Melody Green:

## No Compromise In Facing Today's Important Issues

**RB:** When you began Last Days Ministries, what would have been your reaction to knowing that a ministry centered primarily around music would eventually branch out to encompass teaching, publishing, missions, and pro-life work?

**GREEN:** It might have been hard to believe in the beginning! I guess now as I look back [I see that] we all grow in the Lord, and our motive from the very beginning was to see the Lord glorified and see His kingdom grow, and that was Keith's goal through his music — to really minister.

He considered himself a minister first. Music was just a tool for him, so it's not really surprising that God would add to that, and show us different ways to get that message out and different avenues to challenge people and say,

it — encouraging people to just go for it, that they can make a difference if they just keep their hand to the plow.

**RB:** What are your goals for Last Days and as director of Americans Against Abortion?

**GREEN:** [As] I take a sober look at where we are now, . . . I really want to see Last Days Ministries be a tool the Lord can use to continue to equip the saints. Part of my vision is to branch out globally, not per se to have a lot of different Last Days Ministries, but to find ways to get materials . . . into the hands of people who speak different languages.

[As far as] the pro-life movement and Americans Against Abortion, we're obviously in a critical time right now. It's front page news, and I want to continue to motivate Christians to



be involved. We're in a much better place than we were ten years ago.

The Church really has become concerned about the issue of life. Still, there's a long way to go, and I think there are many avenues in which Christians can be involved. I really want to continue to encourage believers to take a stand and make a difference.

On [my recent] trip to Europe, I was in France where the abortion pill, RU-486, has been manufactured. The press was very interested in what an American thinks of this pill, because the people in the abortion camp are trying to get that pill over here. It would be a horrible thing for that pill to be released, not only in America, but anywhere else.

While I was [in France] I felt a real desire to help that nation get its own pro-life movement going. They're where we were maybe ten years ago. They need just basic educational materials, and encouragement, so I would like to see Americans Against Abortion expand.



Keith and Melody Green

[and] help other . . . fledgling pro-life movements get going in their own countries.

We'll be translating some of our pro-life materials into French, and trying to work with them as the Lord leads, and maybe that would open the doors for other nations. A lot of pro-life ministries in America have developed very good teaching materials, and those can really help other nations get under way, so that's part of my mission as well.

**RB:** Last June, you were joined by several pro-life leaders as you delivered the largest petition given to a head of state in the history of this country. The petition contained almost three million signatures. You were quoted as saying that "the majority of Americans are opposed to legalized abortion on demand." However, we have seen reports that say the pro-choice has the momentum at present and is perceived as the

majority. How do you account for this difference in visibility between the two sides?

**GREEN:** Probably the part where the Christian pro-life movement is the weakest is in its relationship to the media. And, . . . I think the general media at large is very pro-abortion. Even in the tone of the wording they're using, they're starting to say things like, "The pro-choice majority in America," but the polls prove that the majority of Americans really don't want to see abortion used as a birth control.

Right now we're able to see very clearly how slanted the media really is in this area. I want to encourage people. I think the pro-life movement is much better organized than the pro-abortion people, and there are more of us, but they do have an edge in [that] they've been working the media and the politicians for a long time.

But in the midst of that, I would say let's not give up, but keep pressing on. To a large degree, Christians have left the media in the hands of unbelievers. We're . . . reaping the fruit of that.

**RB:** It's apparent that the battle against abortion, pornography, and humanistic values, to name a few, is intensifying. How can religious broadcasters help motivate their listeners on these and other important issues?

**GREEN:** Broadcasters have such a valuable role to play in this whole area, because they can keep an issue before the eyes of the public, and keep encouraging Christians to speak out.

When certain cases come up, or certain things are happening in [various] parts of the country, they can give their [viewers] or listeners addresses or phone numbers to call. Legislators and judges do look at public opinion — it's important to them, and so broadcasters can play a very important role. Just giving out one address can make a big difference.

Mainly, [broadcasters should] keep informed themselves and make a point of keeping an issue alive . . . to play a role in being the salt and light and reflecting that to the body with more accuracy than we're getting from secular media. It's a very key role. In fact, I would hope that more Christians will become involved in the media and broadcasting.

Broadcasters have such a valuable role to play in this whole area, because they can keep an issue before the eyes of the public, and keep encouraging Christians to speak out. When certain cases come up, or certain things are happening in [various] parts of the country, they can give their [viewers] or listeners addresses or phone numbers to call. Legislators and judges do look at public opinion — it's important to them, and so broadcasters can play a very important role.



by Russell R. Hauth

"May I please have \$150,000,000 of your money?" With this little piece of black humor the Radio Music License Committee (Radio MLC) sought the backing of radio broadcasters and kicked off its latest round of negotiations with ASCAP and BMI. Hoping to unite commercial radio broadcasters, the Radio MLC is once more girding its loins for battle. But there is a problem. Fundamentally the radio industry cannot unite. It is far too diverse and specialized.

At first, one finds it difficult to understand why a "monolith" such as the radio industry has not been able to do a better job defending itself against the music licensing organizations. Historically, the industry has done little more than react to the overreaching demands of ASCAP, an unincorporated membership of music composers and copyright owners. ASCAP has continued to garner a larger share of industry revenues, leaving the radio negotiating Committee with a huge legal debt and lots of unhappy constituents.

Under the leadership of Dick Harris, chairman of Group W Radio, the newly organized Radio MLC has worked its cut out. It may unite the mainstream, general audience all-music stations. The task is unfortunately far too political and diverse for this Committee to represent all of radio.

Formerly named the "All-Industry Radio Music License Committee," the group's new leadership has already begun negotiations for a multi-year agreement with the performance licensing industry leader, ASCAP. Waiting in the wings is BMI, whose licenses expire December 31, 1991, and who no doubt will seek rates and terms equal to or better than its rival ASCAP.

A vast amount of money is at stake. At its present pace, the radio industry will pay music licensing fees approaching \$1 billion over the next five years. Each time the Radio MLC and ASCAP begin negotiations for a new license agreement, the money figure grows dramatically. ASCAP's last "All-Industry" license resulted in an average rate increase of 7.5 percent — this, after an intense, rancorous litigation that lasted three years and cost the Committee and its supporters in the industry dearly.

Despite all of the negotiating efforts, Consent Decrees, and litigation, the Radio MLC predecessors fought hard to maintain for their stations status quo with the music

licensing organizations. This time the Radio MLC may spend as much as several million dollars negotiating and possibly litigating in order to hold the blanket license rates down.

New license agreements with ASCAP BMI are slated to begin in 1991 and 1992, respectively. And if history repeats itself, the licensing organizations will walk away with yet a larger share of the industry's

cess.

At one time, perhaps 40 to 50 years ago, the radio industry might have been served by one committee. In fact, were it not for the efforts of the All-Industry Committees who represented the industry in license negotiations some 50 years ago, the situation would be far worse now. It was industry committee pressure that helped bring about the sweeping reforms encap-

# Radio Arms For Battle



# Music Licensing Giants

revenues. Not one radio group will have been served. Even the mainstream all-music stations will have gotten no relief, and specialty broadcasters who use very little copyrighted music will still not have a usable license.

## Something Has To Be Done

The National Religious Broadcasters MLC (NRB/MLC) and the Radio MLC are part of the solution, but quite honestly there is still a lengthy and treacherous journey ahead, where endurance will undoubtedly be the most essential ingredient for suc-

culated in the Justice Department's ASCAP Consent Decrees of 1941 and 1950 and the BMI Consent Decree of 1966.

The problem has been studied, however, and it has been determined that uniting the radio industry is now neither likely or necessarily desirable. The types and amounts of music-use vary too widely; the interests of different classes of music users are too diverse; and the negotiating process is influenced too much by the majority for one committee to adequately represent all of the industry. What



is now needed is an acknowledgment, on the part of ASCAP, the courts, and the radio industry, that radio is not a monolith but has become much like the magazine industry in its specialization and diversification.

## Religious Radio Impacted

It is a well-known fact that if you are an operator of a program-oriented religious station — even a non-profit — you are not exempt from the fray. If you are a commercially licensed religious radio or television station, seemingly a world apart from the general audience stations, you are required to pay music licensing fees like the rest of the industry.

Religious-formatted stations aren't alone in this problem. Any kind of specialty broadcaster that uses a minimum of copyrighted music — news/talk, comedy, foreign language, classical music, religious — is required to pay music licensing fees at a discriminatory rate.

To make the problem quite impossible for such stations, neither ASCAP nor BMI will make their repertoires known in any usable way. (The NRB/MLC has in every negotiation with ASCAP and BMI asked that their products be identified to users on an accessible data base. They respond that this is too expensive, impractical, or that it would really not solve the prospective user's problem.)

Thus, specialty stations who seek to avoid using licensed copyrighted music — even though copyrighted music may amount to no more than one percent of their programming — normally cave in to the licensing demands and pay the fees. They simply cannot afford to risk an infringement suit brought by a society.

Several years ago a group of religious-formatted radio stations decided that they could no longer live with the result of license agreements historically reached with the mainstream commercial broadcasters which did not serve the needs of specialty, limited music stations. They began to push for the enforcement of Consent Decree-mandated reforms. To them the system was clearly discriminatory to limited users of copyrighted music. This group became what is now the NRB/MLC. In 1983, after an ill-fated round of class-action antitrust litigation, the Committee opened negotiations with ASCAP independent of the All-Industry Committee.

The NRB/MLC filed its *Salem Media* Rate Court proceeding on June 30, 1988.

This occurred after more than five years of one-way negotiations which proved fruitless (the Committee did all the work, which ASCAP summarily rejected or simply ignored). The Committee was literally pushed into filing the proceeding, motivated in part as a survival measure after ASCAP had terminated the interim licenses previously granted to most of these stations.

(The group had been under an interim license with ASCAP since 1983, and did not sign the current "All-Industry" Committee-negotiated licenses in 1986 when offered because it was in negotiations with ASCAP. ASCAP said sign an "All-Industry" license or be unlicensed, which the NRB/MLC felt was clearly in violation of the ASCAP Consent Decree.)

Since filing two years ago, the NRB/MLC has had several skirmishes with ASCAP over matters preliminary to the real issues of the Committee's petition. ASCAP has been attacking the NRB/MLC station list, engaging in arguments as to the eligibility of the majority of 205 competitors to apply in the Rate Court.

These have been complex and confusing exchanges consisting of motions to dismiss, opposition to motions, objections, replies, oral arguments, summary judgment recommendations — all of which are expensive and may suggest the NRB/MLC has fallen, like many of its predecessors, into the fabled ASCAP litigation trap. It is our hope such is not the case. Although this sequence could conjure up Dickensian "Bleak-House"-like imagery, there have been several promising developments.

## Court Momentum Shift

Prior to now, one saw a strategy employed which worked to perfection against industry negotiating committees. ASCAP, which holds all the cards and has decades of experience litigating in Federal Court, typically consumes its opponents' resources through intense, lengthy, legal maneuverings. It then hammers out court-approved settlements and walks away with another rate increase — leaving the broadcasters in retreat for another five years to lick their wounds and try to figure out a way to pay their attorneys.

Such has been the dreary scenario until recently. It now appears that petitioners are doing better in the Rate Court. Last year's Showtime proceeding favored the users. The television case (*Buffalo Broadcasting*) is set to be tried this

year in Rate Court and has shown early indications of a favorable outcome for TV. The aforementioned cases dealt with issues critical to the NRB/MLC's case. But that is cable and television, not radio. The court has yet to set a rate for radio broadcasters. Why is this?

Radio, with its 10,000 some-odd stations, is as diverse as it is large. Naturally, these stations have conflicting interests when it comes to music licensing. Because of this, and because of the huge problems inherent in communicating with this size a group, it is impossible to unite them all

**And if history repeats itself, the licensing organizations will walk away with yet a larger share of the industry's revenues. Not one radio group will have been served. Even the mainstream all-music stations will have gotten no relief, and specialty broadcasters who use very little copyrighted music will still not have a usable license.**



with a common cause — even a cause as dear to the broadcaster as music licensing.

Even religious broadcasting, which one would think is a smaller and more homogeneous group, is not easy to unite. Ownerships change, formats change, other problems in the medium have diverted many. However, there are indications that some of the specialty groups within broadcasting are recognizing the problem and are beginning to discuss it.

## Broadcasters Dialogue

Recently, I was invited to speak on music licensing before the Concert Music

**CONTINUED ON PAGE 22**

## RADIO ARMS FOR . . . CONTINUED FROM PAGE 21

Broadcaster's Association (CMBA) at its annual convention in New York. I shared the podium with Dick Harris, chairman of the Radio MLC. The following are excerpts of my remarks before that specialty broadcast group:

*Through the years and even today the so-called "All-Industry" Committees have been the only industry representatives ASCAP recognizes. We appreciate their efforts. These Committees have tried to serve as a watchdog — a restraining influence keeping in check the societies' unreasonable demands. We applaud Dick Harris' work with the Radio Music Licensing Committee.*

*They have about erased their 1986 indebtedness and are getting ready to negotiate a new license in a position of greater strength and cohesiveness. (We also commend him for changing their name from "All-Industry" — inasmuch as it is impossible for any one committee to be representative of this diverse industry.)*

*We cannot ignore the fact, however, that through the years the needs of the specialty limited-music broadcaster have been overlooked in the All-Industry/ASCAP negotiations. Not that this oversight was a conscious decision on All-Industry's part, but it is nonetheless evident that a reasonable per program license has been bargained away in favor of holding down the blanket fee rate.*

*We continue to see a per program license with a fee rate 300-400 percent higher than the blanket rate, coupled with a huge administrative burden. Except for the strictly news/talk operator, who still must pay the "sustaining fee" part of the per program license, it is virtually unusable.*

*Specialty limited-use broadcasters who need a usable per program license are still without a viable license. Religious-formatted stations — the stations we primarily represent — are mostly in this limited-use category, and often the music they play is in the public domain. The current ASCAP (and BMI) per program license will not work here. I would suspect many concert-formatted stations are in this group as well.*

*If this is the case, then you share two problems with us:*

*1. There is no recognition of your limited use in the fee structure imposed*

*upon you by ASCAP or, for that matter, BMI. Even if you are one of those few stations who have jumped through all the hoops to make the per program license work, you are paying at a rate substantially higher than those stations that rely solely on copyrighted music. Thus, market forces that are normally at work in our economic system, where it is axiomatic that a consumer who uses more of a particular product will have a higher bill than the consumer who uses less of that product — these natural market forces are conspicuously absent in music licensing.*

*2. The second problem we share is that in order to make use of the current ASCAP per program license you must put up with unwieldy, imprecise, and onerous monthly report requirements. To my understanding, this prevents most of you from even attempting to use ASCAP's per program license.*

*The Amended Final Judgment of 1950, imposed by the Department of Justice upon ASCAP, sought to meet the need of the limited user of feature music. This decree provided in VII(B)(3) that "such stations shall have a genuine economic choice between per program and blanket licenses . . ." Later, Section VIII of this document ordered ASCAP to "use its best efforts to avoid any discrimination among the respective fees fixed for the various types of licenses which would deprive the licensees . . . of a genuine choice from among such various types of licenses."*

*Since that decree, although we do not know how hard ASCAP has been pushed to conform to that mandate, they have successfully managed to circumvent it. We do know that the Television Committee in Buffalo Broadcasting has been pushing ASCAP hard for a fair per program license, and has achieved such in the form of an interim license.*

*This is where the NRB Music License Committee comes in. Simply stated, our committee's goal is a reasonable, usable ASCAP per program license. Essentially, this committee seeks to make ASCAP abide by the mandate that is summed up by Section VII(B)(3) of the Amended Final Judgment: Stations shall have a "genuine economic choice" between per program and blanket licenses. We submit that no genuine choice has been or ever will be available as long as the artificial disparity in license rates and reporting requirements between the per program and blanket licenses remains.*

*In closing, what should the Concert Broadcasters do to obtain more equitable music licenses?*

*1. Negotiate with ASCAP? You have tried that on your own and so have we. Negotiations have led nowhere but into court.*

*2. Sue for Antitrust Violations? CBS tried this and after 11 years and twice before the Supreme Court they lost. Independent Television tried also and was successful in the lower courts only to be reversed in 1984 in the Appeals Court, which referred them to Rate Court. (We are delighted to see that Television has done well in Rate Court and may get a trial out of the process.) But TV is powerful and has been able to run competitively in a marathon with ASCAP.*

*3. Go to the Rate Court? We are there, and the Radio MLC may soon be there. Whether you as a group will be represented by either proceeding is up to you to decide.*

*But I urge you first to carefully consider what your licensing objectives are. If your objectives are for a better blanket rate, then we are not the committee you want to represent you. If you desire a per program license that is usable and provides a "genuine economic choice," that is precisely this committee's objective.*

*Those are your options as we see them. Whatever you decide, I urge you to strongly support a music license committee. They need your time, your money, and whatever influence you can bring to bear in Washington.*

*Shortly after this meeting the CMBA formed its own committee. This is viewed as a positive sign. Whether that committee's agenda will lead to a coalition with the NRB/MLC is yet to be determined. Similarly, other specialty groups such as Spanish language broadcasters and AM stations with variety formats may emerge. It is encouraging that members of the radio industry are talking to each other.*

*The Radio MLC is showing early signs of strength, but also has the wisdom to listen to some of the special groups and agree it cannot adequately represent them. There appears to be a recognition by some of the right people that the problem will not go away short of a major revision in the way industry licenses are negotiated.*

**Russ Hauth is the executive director of the NRB/MLC. He is president of Hauth Associates, a Thousand Oaks, Calif.-based consulting firm.**



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# More Stations Appreciating Contemporary Christian Music's Sound

by Joe Battaglia

To many people in Christian broadcasting, using contemporary Christian music as a means of generating audience and profits has not been, in their opinion, a viable option for their formats. But the tremendous growth and increased popularity of this music should overcome objections of those who have had reservations.

In fact, statistics bear out what many of us have sensed for a long time — that Christian music is on the upswing. George Barna's latest research in *Profile of the Christian Music Consumer* indicates that 2 1/2 million people are more likely to buy Christian music than Christian books geared to adults.

Further, 32 million adults are likely to buy Christian music in 1990, provided that they can find the product where they would like to buy it, and at a reasonable price. The research also indicates that for millions of people, Christian music is not something they listen to simply by chance or in passing.

Some nine percent of the adult population — representing 16 million adults — claim that Christian music is the type of radio programming they listen to most often. Just over one-half of this group of adults (53 percent) claims that they listen to contemporary Christian music often on the radio.

For years, the simple question has been debated: how many people in America listen to Christian music? Barna's research shows that 29 percent of the aggregate population of American adults say that in a typical week, they will listen to radio stations or programs that broadcast some type of Christian music.

That 29 percent represents about 52 million adults. (Barna's research goes on to describe purchasing habits, impulse buying, and demographic/psychographic profiles of the Christian music consumer.)

This trend in purchasing habits means more and more people (and not just believers) are beginning to regard Christian music as im-

portant to their lifestyle, which translates into listeners for those radio stations that properly format to capture this growing market.

Other facts attesting to the surge in popularity in Christian music are: recent figures cited by the Gospel Music Association (GMA) show record sales through Christian bookstores for top Gospel labels were up 45 percent in 1988 over 1987 and 1989 sales were up an additional 70 percent. Also, the number of record labels either specializing in Gospel music or offering Gospel music rose from 132 in 1988 to 340 in 1989.



Sandi Patti



Larnelle Harris



Wayne Watson



BeBe and CeCe Winans

## A Market Of Its Own

In 1977, Warner Communications, in a consumer purchasing survey on recorded products, placed Gospel music into a category titled "Other" due to its small share of the recorded music market at that time. In 1980, Gospel emerged from this pack into a category of its own with a share that placed it ahead of both classical and jazz.

Last year, Gospel music recorded a 5 to 6 1/2 percent share of the \$8.2 billion recorded



music market, with sales totaling over \$325 million. Much of this growth is in the contemporary division of Christian music, which has been accelerated by the rising awareness and popularity of artists bringing a deepened sense of lyric integrity and ministry to their work, and whose music has begun to bridge the generation gaps.

One of the more unique examples of the ministry aspect has been the national tour pairing Christian rock's super group *Petra* and author/apologist Josh McDowell. This marriage, seemingly not made in heaven, has resulted in an incredible force for ministry to young and old alike that has literally broken down longstanding walls of misconceptions regarding contemporary Christian music.

Carman, who holds his admission-free Concert Crusades in major arenas, weaves an evening of laughter, revival, and salvation themes throughout the fabric of each meeting, complete with altar calls for salvation and recommitment. Recently, over 10,000 people filled the Nassau Coliseum on New York's Long Island for a Carman concert crusade, with hundreds going forward to give their lives to Christ.

For years, Compassion International has successfully used the platforms created by contemporary music artists to address the issues of Third World hunger via child sponsorships. The Compassion radio specials are aired on a number of Christian stations nationally and Christmas with Compassion has evolved as an annual month-long promotion for many stations.

It's obvious that Compassion has successfully developed a whole new generation of support by working with contemporary Christian artists. Other ministries and program producers who generally have stayed clear of formats with music might well learn this from Compassion's experience: that Christians will give, no matter what their age, when touched with something that speaks to their hearts in a language they understand.

The artists performing this music have created an exciting new arena of popular music that attracts the 18-49-year-old market. To those concerned about the gray-ing of the donor pool in relation to program support, using contemporary music is one way to insure that a new audience is developed to replace previous audiences.

## Bridging A Gap

Along with the need to replace aging donor pools, another result of the growth of contemporary music is that more and more parents are finding this music a positive alternative to their kid's secular radio listening habits, and now use Christian music as a means of bridging cultural gaps between them and their children.

Combine this growing awareness among adults of Christian rock for their kids and the already established and expanding presence of the adult contemporary sound with artists like Sandi Patti, Amy Grant, Lamelle Harris, etc., and the ability to format in such a way to capture an audience is very viable. And with that, some dollars, too. This is very appealing to those of us interested in relating to our marketplaces in such a way as to sound more like a radio station, and not a church.

Obviously, this need to be assured of audience potential is important to anyone involved with a station. This element was recently validated further by the nationally televised 21st annual Dove Awards April 5 on The Nashville Network (TNN).

The Doves, of course, are GMA's awards for excellence in Christian music — sort of the sacred music version of the Grammy. After the show, TNN signed a three-year contract with GMA, indicating its corporate sense of Gospel music's popularity.

From our local perspective at WWDJ, our involvement from a program station to a combination of music and programs was a result of a decision to research our listeners to determine what type of format they wanted.

Interestingly, we found out that by a 2 to 1 margin, our audience preferred music/news/weather/traffic reports in their morning and afternoon drives instead of programs. This was not a vote against programming, but rather a reflection of the needs of the marketplace given the nature of commuter travel, pressing time commitments, public transportation, etc.

These changes were also a reflection of the demand for this musical style by our listeners. Since many were raised on popular music as a form of identity and lifestyle pattern, and not merely an entertainment function, music's appeal is a visceral response to a cultural expression. Simply

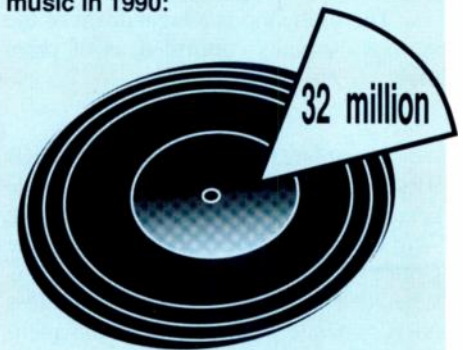
put, a dimension of their lives could not be fulfilled solely by teaching/preaching programs.

Music has that wonderful ability to open up channels for God to inhabit the praise of His people. This impact of music, when properly translated into a radio format, becomes a common denominator among believers to encourage listenership. Eventually, these listeners initially drawn by the music will also be exposed to other elements of the format (talk, teaching programs) that can also appeal to their needs.

This approach to programming speaks to a Christian's heart and mind. Music in a format allows this, and contemporary Christian music fits very well with appropriate programs to reinforce each other in a well-thought-out format structure. Hence, the combination of the two, when

## A SLICE OF THE MUSICAL PIE

The number of American adults purchasing Christian music in 1990:



Note: There are approximately 178 million adults in the United States

properly done, will result in an audience that is open to hearing both, not one at the exclusion of the other.

Contemporary artists in Christian music, who are writing quality lyrics, living their lifestyles in accordance with Biblical principles, and attaining to professional-musical performance standards, are active ingredients in an exciting formula to attract and sustain radio listenership.

Joe Battaglia is the general manager of WWDJ-AM in Hackensack, N.J.

## INSIDE NRB

### NRB 91 Registration Begins As Convention Slate Develops

PARSIPPANY, N.J. (NRB) — Registration has begun for the National Religious Broadcasters (NRB) 48th Annual Convention and Exposition, which will begin Friday, January 25, 1991, in Washington D.C. NRB 91 will end with the annual Anniversary Banquet on Tuesday evening, January 29.

The departure from the usual Saturday to Wednesday schedule reflects the desire on the part of NRB leaders to better serve the attendees. Changes in the 1991 schedule were made based on responses to a survey of this year's convention delegates done by the NRB headquarters staff. NRB executive director Brandt Gustavson believes the changes will greatly improve the effectiveness of the convention.

"Our 48th annual convention promises to be a greatly upgraded meeting in every way," Dr. Gustavson said, citing "improved workshops and seminars, highly relevant speakers and musicians, and adequate time for exposition hall visits as well as other contact work." He added, "Come — I think you'll be pleasantly surprised at the upgrades we've made!"

The following is a breakdown of the various elements confirmed as of press time:

#### Speakers

According to Dr. Gustavson, the NRB 91 schedule of main speakers will include several familiar faces as well as some "surprising new ones." Retired Supreme Court Chief Justice Warren Burger is scheduled to be among those who address NRB's attendees during the opening plenary on Friday evening.

The Saturday evening plenary will feature evangelist and author Jerry Johnston. During his travels throughout North America, Johnston addresses the issues which are confronting today's youth, including drug and alcohol abuse, teenage suicide, and Satanism. His latest book is entitled *The Edge of Evil*.

Martin DeHaan of Radio Bible Class (RBC) will preach at the Sunday morning worship service. DeHaan is a speaker and writer for the various ministries of RBC. He is heard on RBC weekend radio and is seen on the television program *Day of Discovery*.

As part of the Sunday evening plenary session, Dave Bryant will conduct a "Concert of Prayer," which involves the

use of music for an effective time of focused prayer and intercession. The following night, Prison Fellowship Ministries president Chuck Colson will address the Monday evening plenary audience.

To be featured at the Tuesday morning Congressional Breakfast is Jerry Falwell, speaker on *The Old Time Gospel Hour* and chancellor of Liberty University. On Tuesday afternoon, NRB president Jerry Rose will speak at the Presidential Plenary. U.S. President George Bush will be invited to address the delegates at the plenary also.

Among the early confirmations as a musical guest is renowned guitarist Tony Melendez. Born without arms, Melendez taught himself to play the guitar with his feet.

#### Registration

According to convention registrar Faye Woodward, registrations for next year's meeting began arriving in May, shortly after the "early bird" convention information was mailed.

Members who take advantage of the "early bird" registration before the deadline of September 30 pay \$200, as opposed to \$250 from October 1 through January 4, or \$300 as an on-site registrant. Non-members who register with the "early bird" group pay \$325 before September 30, \$375 from October 1 through January 4, or \$425 at the on-site registration desk.

In addition, the first 500 "early bird" registrants will secure reserved seating for NRB 91 meal functions. This preferred seating will be assigned on a first-come, first-served basis. Please remember, due to pre-convention preparations, no registrations will be accepted at the NRB headquarters office after January 4.

#### Workshops

NRB 91 workshops promise a greater emphasis on the "hands on" approach and practical considerations to the broadcaster. NRB executive director Brandt Gustavson says he believes the 1991 convention workshops will be "the most informative series we've ever presented." Other sessions include a new series of workshops for women and a series dealing with pressing social issues.

#### Media Expo

The media exposition hall will open at 1 p.m. on Sunday, January 27, and present the latest in technology, publishing, computer services, programming ideas, telecommunications ministries, recorded

music, and more. According to media expo director Mike Glenn, 45 percent of the exhibit space has already been sold.

"For the first time, exhibitors will be able to start setting up their displays on Friday, January 25," noted Glenn. "This will save money on union rates that charge time-and-a-half for weekend set-up." The media expo will be open until 6 p.m. on Sunday, from 10 a.m. to 6 p.m. on Monday, January 28, and from 10 a.m. until 4 p.m. on Tuesday the 29th.



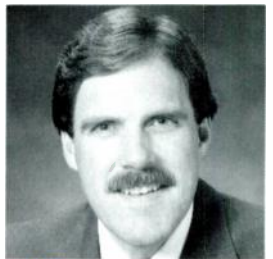
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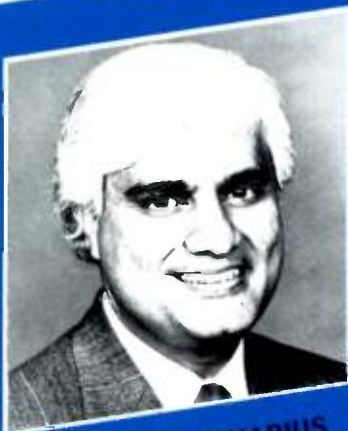
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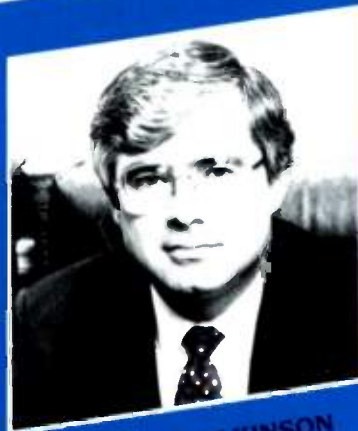
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# MEDIA FOCUS

## •NATIONAL•

### NAB Cites Interference As A Threat To FM Radio

WASHINGTON, D.C. (NRB) — The National Association of Broadcasters (NAB) recently told the Federal Communications Commission (FCC) that growing interference on the FM band, aggravated by directional antennas, threatens FM radio service nationwide.

In a joint filing with four other groups, NAB said the use of FM directional antennas is "technically unsound" under today's FCC rules. It urged the FCC to reassess its 1988 decision allowing their use. NAB asserts the antennas do an inadequate job of preventing interference among FM stations closely positioned on the FM band.

NAB, which opposed the FCC guidelines in December 1988 that allowed the widespread use of FM directional antennas, urged the Commission to:

1. Thoroughly re-examine all technical data that led to the adoption of current federal rules on contour protection and their adequacy to accurately predict interference;
2. Return to distance separation standards for allocation and assignment of FM stations;
3. Reinstate the case-by-case consideration of special waivers for distance separation requirements, consistent with past and present policy;
4. Revise immediately the Commission's FM antenna installation, filing, and maintenance requirements;
5. And suspend the application and use of contour protection rules adopted by the FCC in December 1988.

### KHVN Provides Network For Flood Relief In South Dallas

DALLAS, Texas (NRB) — Radio station KHVN-AM responded to recent floods in South Dallas with "The Heaven 97 Flood Relief Broadcast" on Friday, May 11.

Operations manager Warren Brooks said the station went on the air live from a local church parking lot and asked for listeners to respond with donations of food, furniture, clothing, and money.

"The success of the program was 100 percent in the hands of our listeners," Brooks said.

"We had no idea what to expect," said Drew Dawson, KHVN afternoon air personality. "We put one of those big rental trucks in the parking lot of the church and prayed that people would appreciate how great the need is, and fill it up. . . ."

During the 13-hour broadcast, the truck was filled twice, and additional pick-up trucks were needed to handle the overflow. In all, over two tons of canned food were donated, along with an assortment of clothes and furniture, and over \$4200 in cash.

Distribution of the donated items was coordinated by Operation Sunshine Center, a Christian outreach social service ministry serving the South Dallas community.

### Revivaltime To Host First Winter Bible Conference

SPRINGFIELD, Mo. (NRB) — The first *Revivaltime* winter Bible conference will be held February 3-10, 1991, at First Assembly of God in Fort Myers, Fla., according to *Revivaltime* speaker and pastor Dan Betzer. The program is the international radio broadcast of the Assemblies of God (A/G).

"With a half-million tourists and 'snowbirds' coming to the area each season," said Betzer, "the Florida Suncoast provides an ideal and beautiful setting for this winter Bible camp."

Speakers for the conference will include U.S. Decade of Harvest director Charles Crabtree, Life Publishers president Bob Hoskins, Tennessee A/G district superintendent Gene Jackson, evangelist David Lewis, NRB 89 speaker David Roeveer, and Betzer.

Two live *Revivaltime* broadcasts originating from the convention site will be open to attendees, and special music will be provided by "Big" John Hall. No registration fee will be charged.

### Enesco Corporation Joins Pat Boone Show As Sponsor

WOODLAND HILLS, Calif. (NRB) — Edward Lubin Productions, producer of *The Pat Boone Show*, has announced that Enesco Corporation has signed a one-year contract to advertise on



PAT BOONE



DAN BETZER

the eight-year-old program. Enesco designs the Precious Moments collection of figurines which will be featured on the weekly radio broadcasts heard worldwide.

Eugene Freedman, president and CEO of Enesco, said, "We are thrilled to have the opportunity to work with Pat in spreading the Precious Moments messages of love, caring, and sharing to his vast audience . . . We cannot imagine a finer spokesperson for this very important collectible than Pat."

Enesco introduced the collection of porcelain bisque children in 1978. The collection is based on the artwork of artist Sam Butcher, who first introduced the line on inspirational greeting cards and posters in the early 1970s.

*The Pat Boone Show* is currently sponsored by Dayspring Greeting Cards and several spot advertisers, including Bee Alive, Compassion International, Rapha, and the Thompson Chain Reference Bible.

## •INTERNATIONAL•

### HCJB Helps Unite Churches In The Rebuilding Of Panama

OPA LOCKA, Fla. (NRB) — According to a report by HCJB World Radio, Protestant churches in Panama have joined forces in an "unprecedented



display of unity" to help rebuild their country following years of dictatorship and the U.S. invasion last December.

More than 200 persons representing 47 denominations in Panama met at a Baptist camp in Santa Clara two hours northwest of Panama City to determine how they can best help Panamanians with limited resources. HCJB said this was the first interdenominational meeting in that country in 28 years.

The event was co-sponsored by HCJB with World Vision, Latin America Mission, and Logoi. Spanish radio programmer Lenin DeJanon traveled from Quito, Ecuador, to represent HCJB at the "Encounter 90" conference. He said the most important help the churches can give at this time is emotional and spiritual.

"The people seem to be in a daze," DeJanon said, adding, "They're in limbo. Many of them don't know what really happened. People are wondering when the aid will arrive that the United States promised. The church has to face this critical situation and minister to people's emotional and spiritual needs."

The HCJB report stated that Panamanians now seem more open to evangelical programming on radio station HOXO, a cooperating ministry of HCJB. Station manager Alci Lopez reported that the transmission site has been vandalized in recent months. Some of the attacks have temporarily put the station off the air, but the station continues to broadcast the gospel in English and Spanish.

HCJB is involved in Spanish television program production as well, and has offices in 20 countries with local radio ministries in Texas, Panama, England, Italy, Argentina, and Ecuador.

### Group Will Translate Bible Stories For Russian Youth

HENDERSONVILLE, N.C. (NRB) — Egermeier Project, Inc., a nonprofit society, was recently formed for the purpose of producing the *Egermeier's Bible Story Book* in the Russian language for distribution in the Soviet Union.

The organization is working in conjunction with the Slavic Gospel Associa-

tion of Wheaton, Ill., and Russia For Christ, Inc., of Santa Barbara, Calif. Warner Press of Anderson, Ind., owns the book and will publish the Russian edition.

Although several Christian groups and agencies are responding to the many requests from Soviet Christians for materials, very little material has been prepared for children, according to Rev. Lewis Staton, chairman of the Egermeier Project.

"There are 70 million children in the Soviet Union under the age of 15," Staton said, "which is one-fourth of the total population . . . Now that there is more freedom between our countries, we are pleased to produce this popular book for the youngsters of the Soviet Union to enjoy."

Staton is also heading a national fundraising campaign to help raise \$200,000 for the first 25,000 books. *Egermeier's Bible Story Book* was written by Dr. Elsie Egermeier and published in 1922. It was revised in 1952.

THIS IS

**MEDIA MONITOR**

WITH REED IRVINE AND CLIFF KINCAID

## EGG ON KATHARINE GRAHAM'S FACE

Katharine Graham, chairman of The Washington Post Company, has egg smeared all over her face as a result of her paper's "trivialization" of a massive pro-life demonstration in Washington on April 28. But she can't figure out why—even when her own editors admit that elitism and an "inside the Beltway" mentality caused what the Post's ombudsman called "shabby" coverage of the rally.

The National Park Police estimated the crowd at 200,000. They heard Vice President Quayle live and President Bush by phone. Cardinal O'Connor of N.Y. criticized the media for unfair coverage of the pro-life movement.

As if to prove his point, the Washington Post covered this powerful show of pro-life vitality with a 16 inch story in the local news section. The story stressed the hot weather, the dispute over crowd size and the picnic atmosphere, but barely mentioned

the speakers. The New York Times, by contrast, put the story on the front page and noted that Bush and Quayle had promised their support to the pro-life movement. Other papers and the networks treated the rally like a major news event.

So what went wrong at the Post? Dick Harwood, the paper's in-house critic, wrote a scathing column contrasting the pro-life coverage with that of a pro-abortion rally a year earlier. The abortion advocates drew a far smaller crowd—but the Post ran more than a dozen stories, including the front page lead, covering some 15 columns. Earth Day, also with a smaller crowd, got 77 columns of buildup and coverage.

Harwood said the scanty coverage was "to many of the participants, the ultimate and undeniable proof of the paper's bias on the abortion issue." He wrote, "There can be no serious debate about the existence of 'biases' in American news-

rooms. Journalists are pigeonholed fairly by the social scientists as 'liberal Democrats.'" Managing editor Len Downie said reporters saw the pro-life movement as "one of those 'fundamentalist,' 'fringe' things somewhere out there in Middle America or Dixie."

Mrs. Graham admitted Harwood's criticisms were valid and that her editors goofed, but she would not admit this embarrassing blunder reflected a liberal newsroom bias. She insisted her staff is "very centrist, very professional." Why, then, all that egg on Kay Graham's face?

(Circle 145 on the Reader Service Card)

## SENTRY HAS NEW DIGITAL CD/STEREO HEADPHONE

The Digital 880 is the newest CD-Stereo Headphone from Sentry Industries, Inc. According to the manufacturer, the new Digital 880 incorporates many key features found in more costly competitive products, yet is made to sell for \$49.95.

The unit incorporates 40 mm Samarium Cobalt speakers, has a frequency response rating of 20 to 20,000Hz, and a sensitivity rating of 105dB. Complete with phono jacks and a single cord design,

source. For information call Sennheiser Electronic Corp. at (203) 434-9190. The FAX number is (203) 434-1759.

## AGFA OFFERS NEW STUDIO REFERENCE AUDIO CASSETTE

Agfa Corporation has announced the introduction of an advanced new audio cassette, AFGA SR-XS, that has been designed for professional recording studio reference applications. Available in C-60 and C-90 configurations, this advanced Type II chrome formulation, uses highly-

with a free hardware kit including four 10-32 panel screws for every 8 3/4 inches of front slope panel space, plus joining hardware for multi-bay configurations.

For more information, contact: Mike Gober, Cabtron Systems, Inc., 200 Anets Drive, Northbrook, IL 6006, or call (708) 498-6090. The FAX number is (708) 272-1095.

## MAXI-LITE APRON SHIELDS WORKER FROM RADIATION

The Maxi-Lite video display safety apron is designed to provide protection from radiation emitted by computer display terminals, radio display screens, and any type of video display screens. The lightweight apron provides chest and abdominal protection with a .33 millimeter layer of lead material.

Retailing for \$99.95 plus seven dollars shipping and handling, the Maxi-Lite apron comes with a lifetime warranty on materials to ensure long-term protection from radiation for people who work at video display screens all day. Contact Maxi-Lite (a division of A.D. Carroll, Inc.) at (215) 929-3708 from 9 a.m. to 5 p.m. (EDT) for ordering information.

## JVC PRODUCES TIME BASE CORRECTOR/NOISE REDUCER

JVC Professional Products Company has begun shipment of the SA-T411U, a time base corrector/noise reducer that utilizes component signal processing circuits and a noise reduction system to enhance video performance. The SA-T411U is part of JVC's newest line of S-VHS production and post-production equipment.

To assure accurate picture processing, the SA-T411U converts input analog signals to 4:1:1 format digital video component signals. Digital luminance and color components are time base corrected separately before proceeding to individual noise reduction circuits. These noise reduction circuits maintain noise free picture quality over repeated dubs — beyond the fifth generation.

The SA-T411U includes features such as a frame memory for correcting time base errors over two fields, drop-out compensation, a Y-signal digital delay line to adjust Y/C delay in 74-ns steps, switchable AGC, and a black-stretch circuit. The SA-T411U has a manufacturer's suggested list price of \$6950. For more information concerning the SA-T411U, call (800) JVC-5825.

showcase



SENTRY'S HEADPHONE



CABTRON'S CONSOLE

this headphone is warranted for one year against defects in workmanship or materials. For more information contact Sentry at 152-C Lake Ave., Yonkers, NY 10701, or call (914) 968-0180. The FAX number is (914) 968-5002.

## SENNHEISER INTRODUCES MKH60P48 SHORT SHOTGUN

The MKH60 is the newest member of the transformerless MKS family of microphones. It has a symmetrical push-pull transducer incorporating optimum resistive loading and its transducer is part of a tuned circuit in a radio frequency system.

The impedance of the tuned circuit is low enough to drive a low-noise, Class A output amplifier that delivers a high output (1.3v) and balanced audio signal without the need for an output transformer. The MKH60 handles high sound pressure levels (135dB).

There are additional frequency tailoring switches to roll off low frequencies which eliminates rumble and wind noise or boost high frequencies for accurate sound pickup at a distance from the sound

coercive magnetic particles.

The new two-component laminated cassette shell allows the SR-XS to maintain exact phase relationship. The SR-XS is suitable for capturing both soft and loud music passages. For more information, contact Agfa at (201) 440-2662. The FAX number is (201) 342-4742.

## "FLAT-TOP" CONSOLE MADE FOR CONTROL ROOM SETTING

The Cabtron Systems, Inc., "Flat-top" console is engineered especially for the communications center and control room environment. The enclosure has a sturdy, 14-gauge steel frame reinforced with four 11-gauge corner gusset and seam-welded components for maximum rigidity. A 19-degree front vertical slope permits the maximum possible depth for slope-mounted equipment.

The Flat-top offers three panel widths, four frame depths, and three slope openings. Front slope mounting angles features 10-32 tapped holes on EIA pattern, while front and rear adjustable mounting angles have .281 diameter holes on EIA pattern. Consoles are supplied



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# TRADE TALK

**WYLL-FM/Des Plaines, Ill.**, will be the newest Salem Communications station when negotiations and approvals are completed. The 50 kw facility, with a purchase price of \$8 million, will serve the Chicago market with a format of Christian teaching programs and inspirational music.

**KMJC-AM/El Cajon, Calif.**, began its sacred music format April 1. Recently acquired by Family Stations, Inc. (*Religious Broadcasting*, April 1990, pg. 27), the new call letters are KECR to match the group's FM station serving the San Diego area since 1963. The two stations will simulcast The Sound of The New Life network programs to a coverage area of 3 million people. For more information, call (415) 568-6200.

**John R. Corts** has been named executive vice president of the Billy Graham Evangelistic Association (BGEA) upon the recommendation of Billy Graham and confirmed by the BGEA executive committee. Corts also continues as chief operating officer, a responsibility he assumed in 1987 when he was appointed vice president of operations. For more information, call (214) 661-1122 or (612) 338-0500.

Back to the Bible has announced the appointment of **Woodrow M. Kroll** as general director and Bible teacher succeeding Warren Wiersbe. Kroll has served as the president of Practical Bible Training School in Bible School Park, N.Y., since 1980. During that time he also conducted a daily 15-minute radio program, *The Practical Bible Hour*. In 1988 he began taping a weekly 30-minute television program, *Down Memory Lane*. Kroll is expected to move to Lincoln, Neb., in September and be heard daily on *Back to the Bible* in late fall. For more information, call (402) 474-4567.

**Jack Johnson** is the new president of the Southern Baptist Radio and Television Commission effective July 1. Johnson resigned his post as executive director/treasurer of the Arizona Southern Baptist Convention

in May to head the agency that includes the ACTS network and radio programming on 1200 stations.

The *Pentecostal Evangel*, the official weekly publication of the Assemblies of God, has named **John Maempa** managing editor. Maempa has served the last 13 years in the denomination's Church School Literature Department. For more information, call (417) 862-2781.

**KNIS-FM/Carson City, Nev.**, has appointed **Julie Urback** as production manager and afternoon announcer. Urback will also host the Saturday morning *KNIS Kid's Korner*. A graduate of Wheaton College, Urback grew up in Panama before moving to the U.S. to attend school. For more information, call (702) 883-KNIS.

**Greg Buick** was promoted to operations manager for East Towne Marketing of Zondervan in Grand Rapids, Mich. **Amy Wilson** has joined The Benson Company as coordinator of Maranatha! Music Promotions. For more information, call (615) 742-6800.

A good year for gospel music continues to look even better with the scheduled mid-June release of *With All My Heart* by **Babbie Mason**. Already known for her appearances at Billy Graham crusades, Praise Gatherings, and The Crystal Cathedral, Mason brings enthusiasm and strong vocals which are both expertly captured by producer Cheryl Rogers for this second Word records project. Inspirational stations will particularly enjoy this "new" artist. For more information, call (615) 255-1675.

The Word team has picked the lazy days of summer to give the nod to rookie **Eric Champion**. The 19-year-old's first start in the majors is an amazing display of a multidimensional performer with Champion taking positions as writer, arranger, and producer on his self-titled first effort. Coach Chris Christian is the only other name on the roster as executive producer. *Forever Love* and *We Are Young* are included on Myrrh Radio Collection



**JOHN CORTS**



**WOODROW KROLL**



**BABBIE MASON**

CD Vol. 4. For more information, call (213) 850-5757.

The 6th annual International Christian Video Association symposium will be held in Denver, Colo., July 20-21. The main speaker is George Barna of the Barna Research Group. The program also includes research on video in the 90s and an opportunity for producers and distributors to share product information. For more information, call (800) 876-2127.

Sonshine '90 will take place July 6-7 in Willmar, Minn. Featured on the program are Josh McDowell, Michael W. Smith, Mylon LeFevre & *Broken Heart*, Steve Camp, and *Newsong*. For



more information, call (612) 235-0119.

The 16th annual Christian Artists' Music Seminar in the Rockies returns to Estes Park, Colo., July 29-August 4. Boasting events for the entire family, industry clinicians include Billy Ray Hearn from Sparrow Records, Word Music's Kurt Kaiser, Bob Helvering of The Helvering Agency, Rolund Lundy from Word, Inc., and World Vision's Michael Motley. Artists participating include Cynthia Clawson, the *Gaither Trio*, *Old Time Gospel Trio*, and Sheila Walsh. For more information, call (800) 827-0099 or (805) 499-4306.

North American Congress on the Holy Spirit and World Evangelization convenes Indianapolis 1990 from August 15-19. A number of the main denominations will each have a complete program with some of the major speakers being Dan Betzer, Jack Hayford, Samuel L. Green Jr., and Carl Richardson. For more information, call (800) JESUS-90 or (219) 234-6021.

Kingdom Bound '90 will offer three days of fun and ministry August 23-25. Held in upstate New York, participants will include Josh McDowell, Frank Peretti, Larnelle Harris, Twila Paris, Babbie Mason, and Margaret Becker. For more information, call (716) 633-1117.

KSBJ-FM/Humble, Texas, joined in the effort to help the United Bible Societies raise money to send 30 million Bibles to Eastern and Central Europe and the Soviet Union. For its part the station collected \$41,000 through a "Bibles for Russia" on-air promotion. The three-week program consisted of running a half-dozen 60-second spots every day asking listeners to respond with their support.

Managers from several Christian radio stations in northern Pennsylvania and southern New York State and their spouses gathered recently for dinner and an evening of fellowship at the home of Patti and Larry Souder. Those attending the function included Lori and Scott Korb, WSCR-AM/Scranton,

Pa., and WBCR-AM/Wilkes-Barre, Pa.; Ann and John Hogg, WJSA-AM-FM/Jersey Shore-Williamsport, Pa.; Janet and Larry Weidman, WGRC-FM/Lewisburg, Pa.; Shirley and Burl Updyke, WRGN-FM/Sweet Valley, Pa.; Jackie and Dick Snaveley, WCIK-FM, Family Life Network, Bath, N.Y.; Sherri and Rick Snaveley, WCIK-FM/Bath, N.Y.; Margaret and George Vacca, WPGM-AM-FM/Danville, Pa.; and the Souders, WPEL-AM-FM/Montrose, Pa. The group hopes to meet again in the fall. For more information, call (717) 278-1442.

According to *Broadcasting* magazine, The Inspirational Network in Charlotte, N.C., has been approved for purchase by Worldwide Evangelism Inc. for \$7 million. The approval was granted by the Federal Bankruptcy Court judge. The San Diego-based Worldwide Evangelism is headed by evangelist Morris Cerullo, who has also offered \$45 million for the remaining Heritage USA assets. The Inspirational Network, first

known as the PTL Satellite Network, has been on the air since early 1978.



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# THE

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# Golden MIKE AWARDS

**T**he purpose of the National Religious Broadcasters "Golden Mike" Awards is to recognize outstanding service and merit in religious broadcasting. Through the Golden Mike Awards, it is the desire of NRB to provide a standard of excellence for the industry.

Through the years, it has been traditional for religious broadcasters to nominate their colleagues who have advanced the quality of programs and stations, utilizing new developments in technology to communicate the gospel. For the 1991 Golden Mike Awards, tradition will be taken one step further.

Not only will *Religious Broadcasting* readers offer nominations for each award winner, but they will also vote on who should receive a Golden Mike. Given below is the procedure for the nomination and voting processes:

1. A nomination form for the NRB Golden Mike Awards will appear in the June and July/August editions of *Religious Broadcasting* magazine. Any *Religious Broadcasting* reader is eligible to submit nominations. The nominator, however, must give his name, organization (if applicable), and address.

2. Nominations will be submitted to the NRB Awards Committee on August 1. The committee will screen the nominations and select three finalists for each category by **August 15**.

*To be presented at the 48th Annual  
National Religious Broadcasters  
(NRB) Convention & Exposition  
in Washington, D.C., January 25-29,  
1991.*

3. The official NRB Golden Mike Award voting ballot will appear in the October edition of *Religious Broadcasting* magazine. The finalists for each category will be listed on the ballot.

4. Voting will end December 15. Votes will only be tabulated from the actual ballot printed in the October edition of *Religious Broadcasting* magazine. Any reader of *Religious Broadcasting* will be eligible to vote.

The criteria for nomination are listed in each category. Please read through the application on the opposite page, decide whom to nominate, and mail that page only by July 31 to:

**Golden Mike Award Nominations  
c/o National Religious Broadcasters  
299 Webro Road  
Parsippany, NJ 07054**

NRB and its Awards Committee thanks, in advance, everyone who will take the energy and time to be a part of the Golden Mike Awards nomination and voting process. Remember, NRB uses the annual Golden Mike Awards to encourage its members, to recognize their desire for excellence in serving the Lord, and to provoke good works without sacrificing integrity. May the Lord bless each one who participates.



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HALL OF FAME**

(Presented to a Christian broadcaster who has achieved wide recognition in a religious media communication with the highest standards)

**NRB MILESTONE AWARD**

(Presented to an individual or organization for 50 years of continuous service in religious broadcasting)

**WILLIAM WARD AYER  
DISTINGUISHED SERVICE AWARD**

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

**RADIO STATION OF THE YEAR**

(Presented to the most deserving religious radio station in the U.S.)

**TELEVISION STATION OF THE YEAR**

(Presented to the most deserving religious TV station in the U.S.)

**RADIO PROGRAM PRODUCER  
OF THE YEAR**

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

**TELEVISION PROGRAM PRODUCER  
OF THE YEAR**

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

**TECHNICAL ACHIEVEMENT  
IN BROADCASTING**

(Presented to the organization which has developed and marketed the most significant technical advancement helping to facilitate religious broadcasting)\*

**BOARD OF DIRECTORS' AWARD**

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

**PRESIDENT'S AWARD**

(Presented to the individual, organization, agency, music or publishing company, etc., that has made a deserving contribution to religious broadcasting)\*

**INTERNATIONAL AWARD**

(Presented to the most deserving religious broadcaster [individual, station, program producer, etc.] from outside the U.S.)

**\* Award may be presented to a non-broadcaster**

**PLEASE NOTE:** Nominees do not have to be confined to just one award category.

**Name of nominator**

**Organization (if applicable)**

**Address**

**City/State/Zip**

***Please mail nominations by July 31 to:  
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c/o National Religious Broadcasters  
299 Webro Road  
Parsippany, NJ 07054***

# NRB PAST AWARD RECIPIENTS

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Neal Doty & Sherman Williams, Redwood  
Chapel, Clay Evans, What A Fellowship Hour  
Orva Koenigsburg, Domain Communications
- 1986 Patrick Buchanan, Paul Bearfield  
Bishop Samuel L. Green, Jr.
- 1987 Steve Allen, Joseph Barbera, Ted Engstrom  
Paul Freed, John D Jess, Ralph Montanus, Sr.  
Stephen Olford, Luis Palau
- 1989 Oswald C. J. Hoffmann, The Lutheran Hour
- 1990 Thomas Zimmerman, Robert E. Cook  
E. Brandt Gustavson

## **RELIGIOUS BROADCASTING HALL OF FAME**

- 1985 Jerry Falwell, The Old Time Gospel Hour
- 1986 Theodore H. Epp, Back to the Bible  
(posthumously), M. G. (Pat) Robertson,  
Christian Broadcasting Network
- 1987 Thos. F. Zimmerman
- 1988 Charles Stanley, In Touch Ministries
- 1989 J. Vernon McGee, Thru the Bible

## **MILESTONE AWARD**

- 1985 Nation's Family Prayer Period
- 1986 William and Annie Schafer, The Lifeline Hour  
Celia Webb, Norman Vincent Peale
- 1987 The Biola Hour, The Calvary Hour,  
Samule Kelsey, Ernest C. Manning, Noah Ed-  
ward McCoy, Sunday School of the Air,  
Wealthy Street Baptist Church
- 1988 Park Street Church
- 1989 Back to the Bible Broadcast, Chapel of the Air  
Haven of Rest, Radio Bible Class, KDRY/San  
Antonio, TX, Berean Bible Society
- 1990 The Bible Study Hour, Jack Wyrzten  
Chaplain Ray Hoekstra, Voice of Calgary, Back  
to the Bible, The Frazier Gospel Hour,  
John D Jess, Mel Johnson

## **RADIO STATION OF THE YEAR**

- 1988 KJNP, KFIA
- 1989 KURL, KKLA
- 1990 WIHS, Middletown, CT

## **TELEVISION STATION OF THE YEAR**

- 1988 WCFC-TV
- 1989 WPCB-TV
- 1990 WACX-TV, Orlando, FL

## **RADIO PROGRAM PRODUCER**

- 1988 Focus on the Family, International  
Media Services
- 1989 Hope for the Heart
- 1990 Money Matters

## **TELEVISION PROGRAM PRODUCER**

- 1988 There's Hope
- 1989 Love Worth Finding
- 1990 Billy Graham Evangelistic Association

## **BOARD OF DIRECTORS AWARD**

- 1988 Richard E. Wiley
- 1989 Sen. Bill Armstrong

## **TECHNICAL ACHIEVEMENT**

- 1988 United Video
- 1989 Joseph Flaherty (CBS)
- 1990 Adventures in Odyssey

## **PRESIDENT'S AWARD**

- 1989 Charles Colson
- 1989 Billy Graham



The emergence of Contemporary Hit Radio (CHR) in the realm of Christian radio is relatively new and is still very much evolving. Though it is difficult to be specific, today there are probably 20 outlets that would consider themselves to be CHR-oriented.

Of course, further examination reveals that there is still a wide diversity of opinion as to the definition of a CHR station, since the format, at least in the Christian perspective, is still in its infancy.

Female intensive CHR stations comprise the bulk of this small but growing group, while some facilities are becoming more male and teen focused, at least in certain dayparts. Dayparting is more prevalent in this format and we will brief-

## CHR Format On Christian Stations: Momentum Builds

by Bob Augsburg

ly deal with that aspect below.

A typical Christian CHR outlet defines its target cell group as females 18-34, adults 18-30, or even 12-34. However, you cannot define a CHR potential audience without first exploring the psychographic complexion of this young growing audience.

To my knowledge, no comprehensive research has been conducted on this matter relating to Christian CHR. Since I have been personally involved in formulating WAYJ, a more male/teen CHR facility, I have learned a few characteristics of our adult core which is psychographic in nature.

It becomes more apparent to me everyday that there are more 30-45-year-old "rockers" in the church than I first suspected. We have found that this group is largely comprised of believers who have recently come to Christ or who have returned to Christianity after a number of years apart from church involvement.

There are also more rock-loving adults who cannot identify with traditional Christian radio, having previously listened to secular Adult-Contemporary (A/C), CHR, or Album-Oriented Rock

(AOR) stations. We have discovered that those 30 to 45-year-olds who have been Christians for less than five years tend to accept the harder edged CHR than those who grew up in a conservative Christian home.

There is still so much to be learned in this fairly new approach to Christian radio. At WAYJ we are in the process of developing various research projects to better understand who the real potential audience is for Christian CHR outlets.

The methodology of WAYJ-FM's music rotation, intensity control, artist selection, and dayparting structure is undergoing some fine tuning even as I write this feature. The most noticeable change has been a tightening of our overall artist roster and song selections. Two years ago artists like Wayne Watson, *Glad*, and Scott Wesley Brown would have been included in our mid-day rotation.

We have now narrowed our A/C currents to a more rock ballad mode like those from *Liaison*, David Mullen, *Idle Cure*, and Margaret Becker. It is not that we have abandoned A/C hits, we have just become more selective so when we slow down in the clock, we still maintain a sound consistent with our overall young image.

The present design of our format clocks is music intensive oriented. We are working with nine clocks broken into the following dayparts: 6-9 a.m., 9 a.m.-noon, noon-2 p.m., 2-4 p.m., 4-6 p.m., 6-8 p.m., 8-10 p.m., 10 p.m.-2 a.m., and 2-6 a.m. Currents and recurrences are divided into three categories: A/C Hits, Pop/Dance, and Rock.

Within the latter two groups there are sub-categories that must be carefully maintained to achieve balance during any given week. Within our Pop/Dance group you would find currents representing the Urban element such as the *Winans'* "It's Time" and the *Witness* tune "Old Landmark."

Also within this category we include mainstream CHR and Light Rock cuts like David Mullen's "Heavens to Betsy," Dana Key's "Up From the Dead," and Margaret Becker's "This Is My Passion." Lately we are incorporating a greater percentage of dance tunes and Rap, including currents by *Arcade*, *ETW*, *Nu Colors*, and Deniece Williams.

Among our rock currents and re-currents there will be found mainstream songs like *Petra's* "I Love the Lord," Michael

Gleason's "Children of Choices," and *Mastedon's* "Love That Will Survive," all of which would be unrestricted cuts. WAYJ's music and program directors are responsible for these determinations.

Our drive time slots are heavily saturated with currents and re-currents (about 70 percent) with the general intensity of a secular CHR station during daytime programming. Daypart structure becomes more critical with CHR than A/C or Inspirational, with middays (9 a.m.-2 p.m.) a little softer, as less talk segments are aimed at offices or business establishments.

A comprehensive overview on rotation structure would easily require an entire separate article for most CHR outlets. For lack of space and time, "WAY-FM" rotates three categories of currents divided by intensity and style as outlined earlier. Sixteen currents are in each grouping with each cut airing every 5 to 6 1/2 hours. A small grouping of eight power currents airs more frequently (3 1/2 to 4 hours).

Song life in the current category can range from six to ten weeks before moving into re-current lighter rotations. Golds are also stylistically grouped for better daypart control with power gold selected cuts receiving more airplay. A total of 450 to 500 titles comprises our gold library at a given time with 25 titles rested and replaced monthly.

I wholeheartedly agree with Joel Denver's remarks in Christian Research Report (CRR) alluding to the importance of personality (especially in the morning), and enthusiasm on CHR stations. WAYJ has placed a great deal of emphasis on quality air talent and exciting image promos and contents.

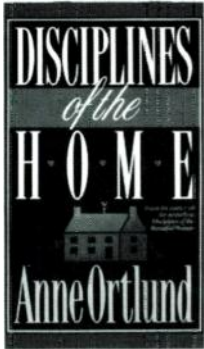
Mark Rider, director of operations, also hosts and produces our Christian version of a morning zoo along with co-host Steve Dees. Hiring talent of Rider's caliber, as I see it, is the single greatest need in Christian radio today, especially at the A/C and CHR level.

Unfortunately, many at the ownership helm have not yet caught the vision for high bred professionalism which can only be achieved by hiring the right people.

**Bob Augsburg is president and general manager of WAYJ-FM in Fort Myers, Fla. He also heads Programming Plus, a company providing promo packages, sharon fundraising assistance, and reel-to-reel formats.**

## Disciplines of the Home

by Anne Ortlund  
Word Publishing



When a family is going in 17 different and simultaneous directions, it may be time to check the spiritual barometer. Is the home still a center for restoring, nourishing, comforting, and inspiring family members? Or are life's pressures cutting into the spiritual fabric of the family unit?

Best-selling author Anne Ortlund warns that today's typical family is so busy that it's in danger of being caught up in society's inevitable slide away from God. Reversing this trend, says Ortlund, requires a change in priorities.

In *Disciplines of the Home*, Ortlund tells families how to re-establish themselves on solid ground by living life with more simplicity and greater elegance. She suggests two "drastic don'ts" and ten "drastic do's," showing how families can not only survive but also thrive on less money, more time, and more exposure to each other.

Anne Ortlund and her husband, Ray, are founders of Renewal Ministries. Ray is also the president of Haven of Rest Ministries based in Los Angeles, Calif.

## 101 Questions Your Pastor Hopes You Never Ask

by Don Paulk and Earl Paulk  
Kingdom Publishers

Bishop Earl Paulk and Don Paulk, brothers and fellow pastors of the Chapel Hill Harvester Church in Decatur, Ga., have developed *101 Questions Your Pastor Hopes You Never Ask* from among those that have been raised by members of their 10,000-member congregation.

The Paulks conduct a question and answer session every Wednesday evening at Chapel Hill Harvester Church. It is from those meetings that their new release has been developed.

"He has seen and heard every situation you can imagine," says Don of his older brother Earl, adding, "He has had to deal with more than a theoretical

question. He has had to find answers for the real problems. There are people who want to know more than where did Cain get his wife. They need to know how to deal with a spouse who sexually abuses his kids."

Divided into nine chapters, the book contains Earl Paulk's answers to the most asked and most difficult questions encountered in his more than 45 years of ministry. Subjects deal with Christian growth and ministry, relationships, race relations, parenting, addictive habits, finances, health, government, science, and others.

## The Moral Catastrophe: The Future Survival of the American Family

by David Hocking  
Harvest House

Author and radio Bible teacher Dr. David Hocking addresses the declining moral fiber of America and the resulting consequences that we face in *The Moral Catastrophe: The Future Survival of the American Family*.

Hocking addresses such questions as: How can we restore strength to the family unit? What hope is there for the addict, alcoholic, or homosexual? Do religion and politics mix? and How can we raise our children to be morally responsible?

Resisting sugar-coated answers for moral revival, Hocking wrestles with the reality of America in the 1990s. He simplifies the confusion to a key issue: How as individuals will we turn our hearts toward God and His design for the family and morality?

That could be the only course for individual survival in a culture that may not get any better. Dr. Hocking is heard on the radio broadcast, *The Biola Hour*, and is senior pastor of Calvary Church in Santa Ana, Calif.

## Get A Grip on Your Money

by Larry Burkett  
Gospel Light Publications

Believing that it's never too soon for young people to know how to handle money, financial expert Larry Burkett, in cooperation with Focus on the Family, has put together the 13-week teen study in Christian financial management, *Get*

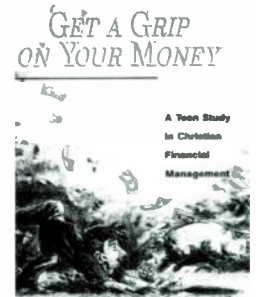
*A Grip on Your Money*.

"In my work, I've realized that children are not taught how to properly handle money anymore," says Burkett, who has also developed a Bible study course for middle schoolers entitled *Surviving the Money Jungle*.

"Many young adults develop bad financial habits that stay with them for life, contributing to lots of stress and shaky marriages."

The program in *Get A Grip on Your Money* takes the student all the way from finding a job to buying a first home and selecting life insurance. It prepares students to make day-to-day financial decisions.

*Get A Grip on Your Money* utilizes both a student workbook and a teacher's guide. A public school version of the course was scheduled for a spring release as well. Both *Surviving the Money Jungle* and *Get A Grip on Your Money* are available from Gospel Light Publications.



## Merchandising The Anointing Developing Discernment For These Last Days

by Rick Renner  
Rick Renner Ministries

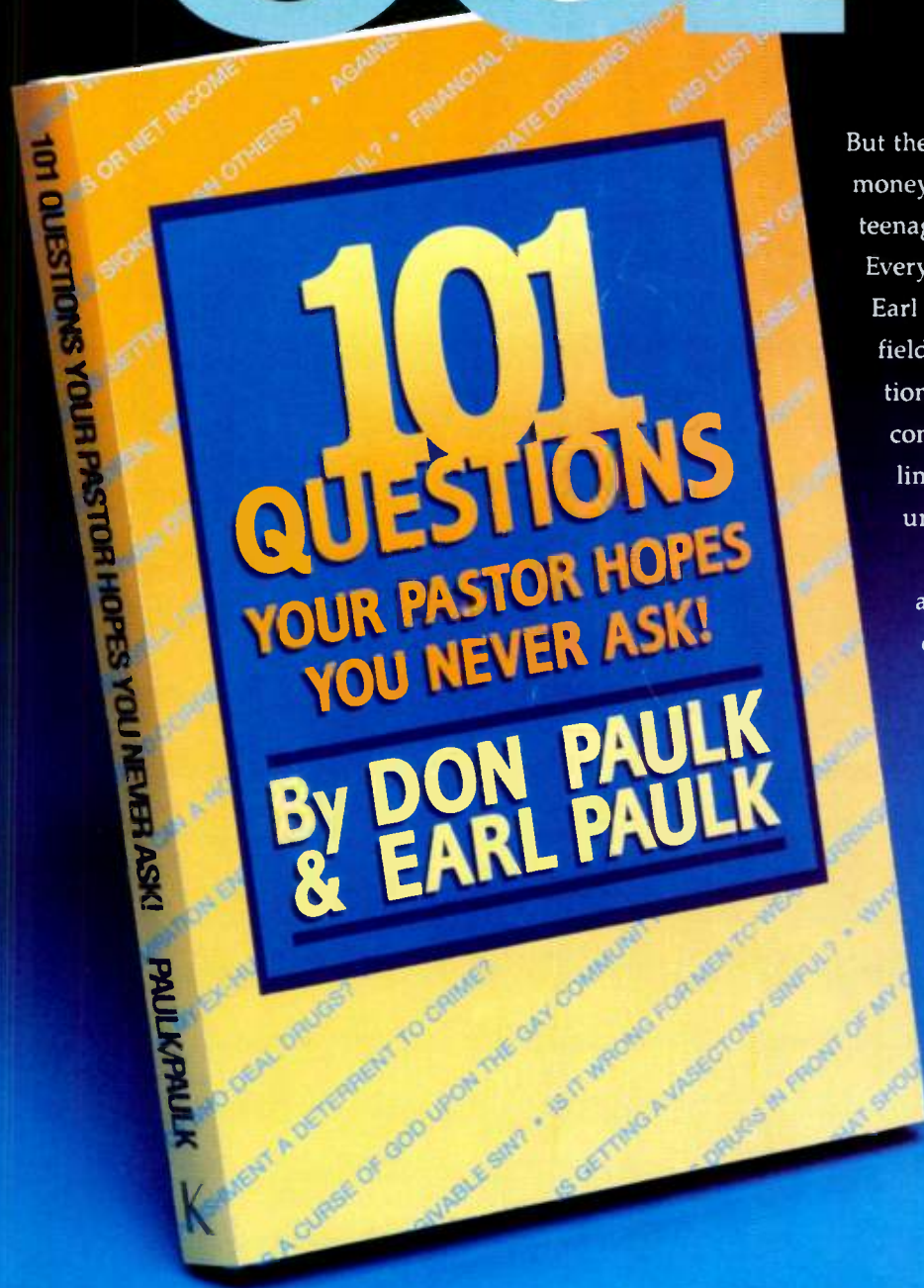
In his book *Merchandising The Anointing*, Rick Renner takes a fresh look at what the Scriptures teach regarding false prophets and teachers.

Renner tackles hard issues — for example, do you tell the Body of Christ at large when a false prophet or teacher is in the camp? Or do you deal with it privately, so as to protect those who are in the ministry and have been associated with the false teacher? What if a prophet or teacher refuses to submit to a local pastor?

The up-front approach taken by Renner to a difficult subject offers readers sound Biblical advice on how to handle these situations. Renner is the president of Rick Renner Ministries based in Tulsa, Okla.



# OOPS!



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**CHRISTIAN WITH 17 YEARS** of professional experience in media. Currently government-employed as a television photographer. Shoot and edit tape, have produced ENG spots for in-house news program. Do studio productions also; lighting, camera, production assistant. Previous work in corporate video and community cable. Formerly in film post-production in seventies; held a position as editor at WPGH-TV. Recently CMX 3600 trained. Seek position as cameraman and/or editor, associate producer, or production assistant. Am quite capable, creative, and have a willing attitude to serve. Ephesians 2:8-10. Contact Greg Gans at (215) 886-1035 or call NRB for resume.

**PRODUCTION SPECIALIST**, with professional, upbeat, sincere on-air approach, seeks full-time position with commercially supported adult contemporary or contemporary Christian radio station. I have six years of experience in broadcasting and am looking to make a career move. For tape and resume, call Robert at (607) 776-2876.

**COMING IN FROM THE COLD:** Successful radio GM, working as broadcast consultant for past three years, wants GM or GSM position with progressive

owner who rewards results. Proven track record in medium and major markets. Leader, motivator, trainer, risk taker — *knows good radio*. Will relocate for quality opportunity. Past president SW chapter NRB. Call Jack at (817) 483-4630.

**TELEVISION DIRECTOR/EDITOR** with 17 years experience, seeks employment with a Christian organization. Would like to make training and personal growth-type video productions depicting dramatic slice of life Christian situations. Resume and tapes upon request. Call or write Jules Hobbie, 112 Burlington Ct., Dothan, AL 36301, (205) 793-3910.

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# Gifted Writer Makes Amazing Offer for Wife

## Calif. Man with Global Vision Looking for Proverbs 31 Woman

by James Rutz

COSTA MESA, Calif. — Do you know an outstanding Christian woman who is not yet married?

If so, you'll enjoy reading this, and so will she.

As you've surmised, I'm a limited edition guy in search of a rare edition gal, a woman after God's own heart. Of course, it would help if she's a blend of Mother Teresa, Madame Curie, Mary Lou Retton, and Jessica Rabbit. (Well, it never hurts to ask.)

### Time Out

As a busy freelancer, I'm usually booked up months in advance. But now I've overhauled my schedule to make time for an energetic friend with partner potential, someone who:

... is extra bright and loves God's Word.

... has a servant's heart and is sought out for help and advice.

... is in love with excellence and not afflicted with the Picket Fence Syndrome.

... is interested in world evangelization.

... is fun to be with!

Somewhere in this fascinating world there must be such a woman — still a happy bachelorette (at age 27-40 or so), a Priscilla looking for her Aquila, a one-man woman looking for a man with ...

### A Heart for the Whole World

I live for the day when:

- the suffering church from Berlin to Beijing gets plugged into the rich and sophisticated western church, thus butressing *them* and revitalizing *us*!

- worship services are opened up to full participation by everyone and the church is transformed from an audience to an army.

- America is rebuilt as several million young Christians pour into positions of influence and service rather than seeking jobs for the usual hedonistic reasons.



Do You Know This Woman?

- restricted-access nations are opened up to Christ by hundreds of thousands of tentmakers from 40 countries.

- TV commercials convert more people to Jesus than to Jordache.

- print evangelism becomes scientific — and successful!

These are some of the dreams I'd like to share with your friend. **I'm now devoting half my time to projects I've launched to reach all these goals.**

Now you see one reason I need lots of help from a woman who knows how to draw on the power of God! If you have a friend like that, tell her to write me. Sit on her! Twist her foot!

### Disa & Data

She'll want to know a few details about me, so ...

I'm 6'1", 175 pounds ... sky blue eyes, golden retriever brown hair ... M.A. in communications ... theology: evangelical ... politics: rabid right ... strong family background, but never married (still in the original box) ... open on kids ... available w/ or w/out beard, but one size only, no refunds or exchanges.

I've been a writer and consultant to both secular firms and Christian ministries, such as World Vision, Wycliffe, Youth for Christ, etc.

Some adjectives supplied by friends: "witty, generous, good listener, helpful, honest, loyal." I'm also a night owl and compulsive reader.

Special loves: global trends, music, language, and sports (golf for fun, racquetball for exercise, chess for blood).

I also like mountains, collies, warm rains, old Bogart movies, and candle-light dinners (eating, not cooking).

### Drum Roll, Please

And now, here's the "amazing offer": send me your best friend, and I'll send you around the world!

You'll have a reserved seat at the wedding, and as a token of my deep appreciation, I'll present to you at the reception two round-the-world tickets (or some comparable gift if you prefer).

So tear out this ad and show it to your friend today. Because this offer is so brief, your chances of success are high if you heed my only three firm requirements: she must be fit and trim, not divorced, and under 6'1" (or have lousy posture).

Tell your friend to have some fun and write me a few lines about herself — and *please* enclose a photo (returnable), a must. The address is: Jim Rutz, 1300 Adams #8K, Costa Mesa, CA 92626. I promise to reply.

P.S. If you are the lovely lady this ad is about, don't be shy. Just as this ad is a step of faith for me, make your response a step of faith for you. Cut out the middleman and reply now, before your friends see this. We could spend their ticket money on a honeymoon in Bora-Bora, Paris, Wheaton — you name it. Write to me!



# COOKING WITH COOK



## There's No Place Like "Home" For God's Children

by Robert Cook

I awoke one morning in 1948 to the comfortable feel of a down-filled quilt and the smell of freshly baked bread. I was in Switzerland, where every blade of grass looks as though it has been manicured, and where, they say, you can leave your wallet on a railroad station bench and come back three hours later and find it still there, untouched. (I never tried it, however.)

Two days before, I had been in Calcutta, my very soul wrenched with the ap-

palling misery shared by millions of people in a land of enchanting beauty, incredible riches, and iron-clad societal barriers. Indians are a beautiful people. When an Indian smiles, the whole world lights up.

But my heart broke for the needs that I saw all around me, with that greatest of all needs predominant, the need for Christ. Beside all that, I had been miserably ill for a week or more. I could barely get on the plane, and was glad to leave.

Now I was in Switzerland. You can be sure that Merrill Dunlop and I enjoyed that breakfast of freshly baked rolls, crusty on the outside, tender on the inside, with the usual accessories: thick strawberry jam, sweet butter, and hot, strong coffee. I remember saying to Merrill, "This must be what it's like to wake up in heaven!"

Strangely, however, there was something missing. You guessed it: We weren't home yet. The real satisfaction would come when the plane touched down in Chicago, and we were in the arms of our loved ones. That moment would provide more heaven-like joy than Basel or Geneva ever could.

Which brings me to the point of this

reverie. You are never really satisfied until your soul is held in the everlasting arms. Too many of us are marked by the uneasy feeling that we are missing something. We are chronically unsatisfied while frantically seeking success.

Only the loving touch of the Heavenly Father will quiet your spirit and satisfy the God-hunger built into your heart. All of which takes time — time spent in His presence, until you are one with The Almighty and with His purposes for you.

Take a page or two from the lives of others: Daniel waited on God for three full weeks until he heard from heaven. John the Apostle was "in the spirit on the Lord's day," waiting on God. Jesus, our Blessed Lord, spent all night in prayer to God, and on several occasions was found praying "a great while before day."

Your human spirit — and the efforts you put forth from day to day — will be blessed in direct proportion to your awareness of the presence of God. You are never really "home" until you are held in the everlasting arms of your Heavenly Father.

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

## LOOKING AHEAD

### 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 SOUTHCENTRAL REGIONAL CONVENTION

October 5-6, Nashville, Tennessee

### 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.



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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 Rippey; 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 prgms; NETWORK: CTN; HRS of OPER: 24; COMM RATES: 60 min start \$570; FORMAT: religious 168 hrs

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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 prgms; NETWORK: CBN; AUDIENCE PROFILE: 25-54; HRS of OPER: 6 am-8:45 pm; FORMAT: religious fulltime, gospel

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## TRANS WORLD RADIO ADDS THREE LANGUAGES TO SCHEDULE, FOUR MORE COMING .....

As part of an ongoing effort to reach the world with the Gospel message by the year 2000, Trans World Radio (TWR) has announced its intention to add four new languages to its broadcast schedule before the end of the year. Among those added in recent months are the Soviet Asian language of Uzbek and the Indian languages of Garhwali and Bhojpuri. There are 15 million in the USSR whose language is Uzbek, over 1.2 million in India who speak Garhwali, and 41 million Bhojpuri speakers in India and Nepal. "We are excited about reaching these people groups because they have little or no chance of hearing the Gospel by any other means," said Mark Christensen, director of broadcaster relations for TWR. "We especially appreciate the teamwork of our cooperating broadcasters who have assisted with program material and sponsorship for these broadcasts." A total of 86 languages has been targeted for programs by the four international broadcasting organizations — TWR, HCJB, FEBC, and ELWA (SIM International) — in a cooperative effort begun during 1985 to reach the world with the Gospel by the year 2000.

## FOCUS ON THE FAMILY WELCOMES NRB'S EXECUTIVE DIRECTOR, FELLOW MINISTRIES .....



Focus on the Family recently hosted, at its Pomona, Calif., headquarters, NRB executive director E. Brandt Gustavson and several other Southern California-based NRB member organizations. Among those visiting with Focus on the Family president James Dobson and his staff were, from left in photo: Ray Ortlund from *Haven of Rest*, Ambassador Advertising's Jon Campbell, Jerry Frey and Chaplain Richard Davenport of Armed Forces Radio-TV Services, Chuck Southcutt from *Let God Love You*, Cynthia Swindoll of *Insight for Living*, Focus on the Family's Mike Trout, Carrie Hayner, and Chuck Bolte, Dr. Gustavson, Ed Atsinger of Salem Communications, Focus on the Family's Joy Blowers and Rolf Zettersten, Dick Marsh of Marsh Broadcasting, Jim McAnlis from *Thru the Bible*, KKLA Radio's Dennis Worden, and Al Sanders of Ambassador Advertising.

## FIFTH ANNUAL ACTS AWARDS GO TO 14 DIFFERENT CATEGORY WINNERS .....

Medallions were presented to affiliate winners in 14 categories at the American Christian Television System's (ACTS) Fifth Annual Awards Ceremony. The event was telecast live nationwide from Travis Avenue Baptist Church in Fort Worth, Texas. Medallions were presented to the ACTS board of Laurel, Miss., for Affiliate of the Year; Channel 39, Phoenix, Ariz., for Program of the Year; Little Rock, Ark., ACTS for Spot of the Year; and Texarkana, Ark., ACTS for public relations. In addition to honoring affiliates, ACTS recognized *Day of Discovery*, a Radio Bible Class presentation produced in Grand Rapids, Mich., as the best network program by an associate producer. ACTS offers religious and family-oriented programming accessible to seven million cable television households and 2.2 million households via full and low-power television stations.

## SIM MISSIONARIES MAINTAIN SERVICES DURING LIBERIAN CIVIL WAR .....

While negotiations continue between armed insurgents and the Liberian government, SIM (formerly Sudan Interior Mission) missionaries continue to broadcast at the mission's radio station ELWA in the capital city of Monrovia. Although foreign embassies have advised their personnel to leave Liberia, according to SIM deputy general director W. Harold Fuller, 18 SIM missionaries remain at the radio station and the ministry's hospital to continue basic services. Adults and children involved in ELWA's grade school and other ancillary ministries have been temporarily evacuated. Inland, another 20 SIMers continue their work in communities not affected by the conflict. "We're praying there won't be further bloodshed in the country," stated Fuller. "As to our presence in the country, both the government and the insurgents appreciate the service which SIM provides by radio and medicine. ELWA is the only source for many of them to hear news as well as the gospel in their own languages," he added. Radio ELWA was Africa's first Christian station, begun in 1954, and now broadcasts in over 40 languages.

## JOHN G. MITCHELL, MULTNOMAH FOUNDER & RADIO SPEAKER, DEAD AT 97 .....

John G. Mitchell, a founder and chairman of the board of Multnomah School of the Bible in Portland, Ore., died May 17 at the age of 97. Dr. Mitchell was also known through his daily radio broadcast *Know Your Bible Hour* and the much-repeated phrase, "Don't you people ever read your Bibles?" He was born in South Shields, England.



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