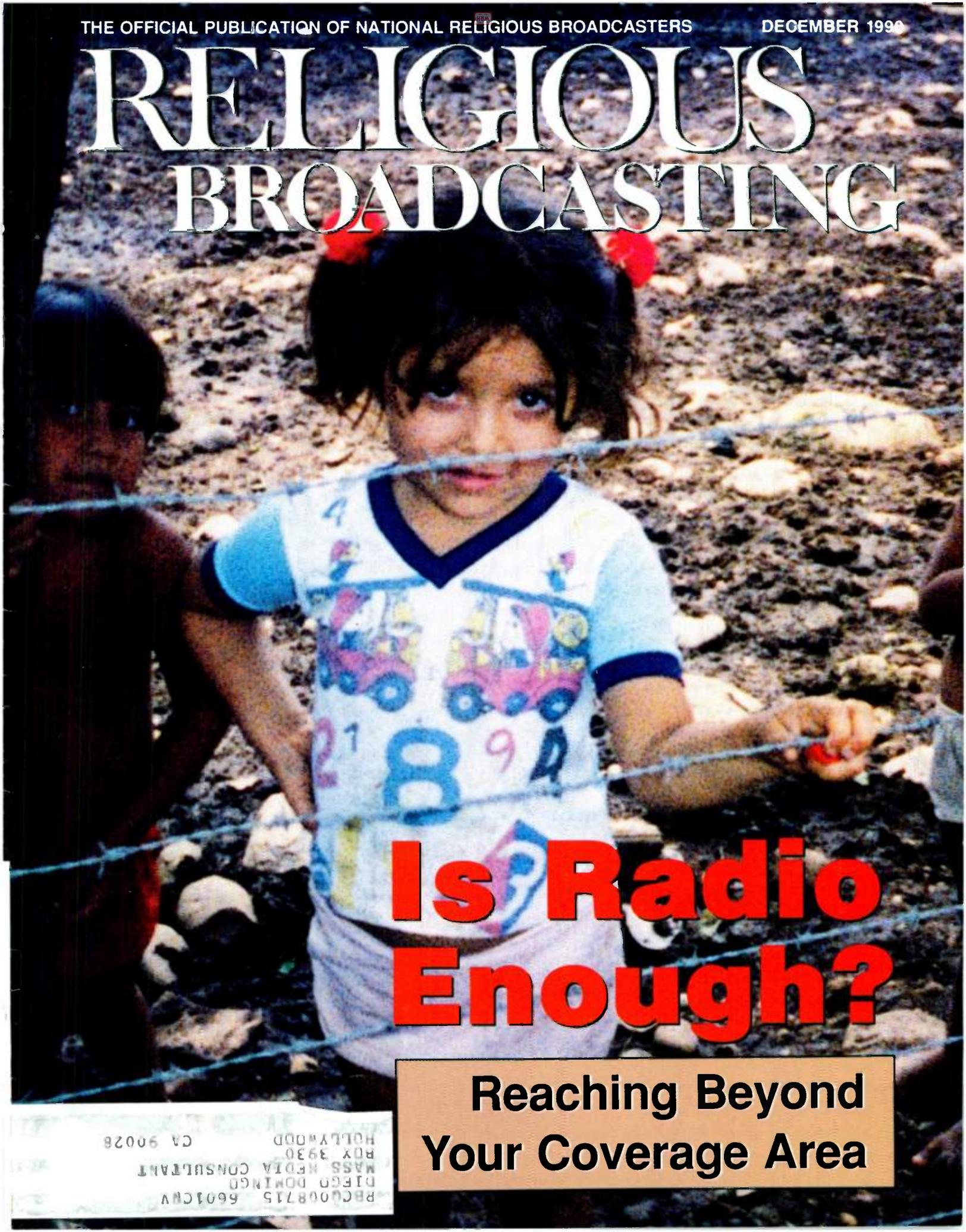


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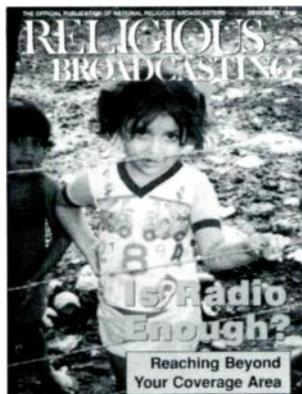
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**ABOUT
THE
COVER**



IS RADIO ENOUGH?

Should Christian radio stations in the U.S. be reaching beyond their coverage areas to help meet the spiritual and physical needs of people around the world, like this little girl in Honduras? The operators of a station in Tennessee think so, and are doing something about it. The story begins on page 10.

Cover Photo: Joe Salyer

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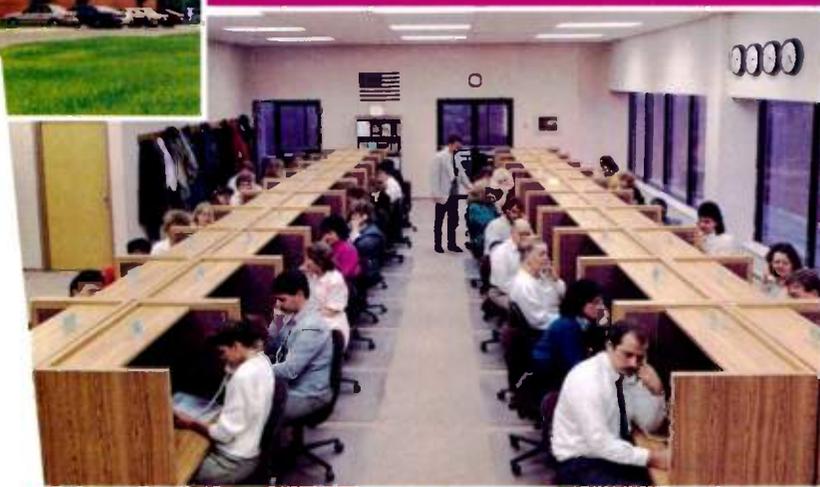
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SIGNING ON

How salty are you? That's not *my* question — actually, Jesus asked it!

In Matthew 5, Jesus tells us we are the salt of the earth. Then He asks a very serious question:

"If the salt loses its savor, how will the earth be salted?"

That means, as Christians, we must ask ourselves, "Am I salting my part of the earth? . . . Or have I lost my savor?"

There's a salt test in the Bible: it's found in Galatians 5, in a listing we often call the "fruit of the Spirit." Oddly, the test for saltiness is found in fruit!

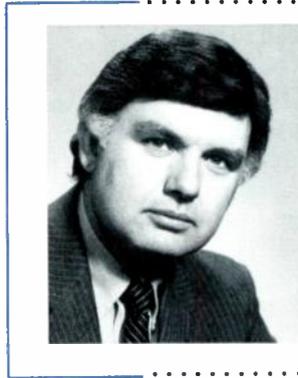
To determine your saltiness, check your levels of love, long-suffering, gentleness, kindness, meekness,

and so on. These fruit are pure salt, and they are desperately needed in the world today.

How often have you seen the person who appears to be a salty saint at church on Sunday, but by Monday he has lost every sign of salty savor? How often have you and I been that unsalty saint?

Maybe it was that waitress who served the eggs too hard — maybe she was the one that made you forget your saltiness and got the better of your temper.

Maybe it was a business deal that came along and required just a touch of dishonesty. Maybe it was the madman at the intersection who nearly ran you off the road when you tried to merge. That will do it every time, if you're not careful.



Do You Have The Savor To Be The Salt Of The Earth?

by Jerry Rose

In each case, it's easy to forget that Jesus has called us to be the salt of the earth by demonstrating the fruit of the Spirit.

I am convinced that America cannot survive without salty Christians. We are in desperate need of revival in this country. But revival does not start with sinners. It begins with God's people. It begins when God's people are filled with unconditional love and the other fruit of the Spirit.

When others see that fruit . . . when they taste the salty savor of the Christians' testimony . . . that's when they will turn to Jesus, the Source of that unconditional love.

Second Chronicles tells us that when God's people first humble themselves, then seek His face and turn from their wicked ways, then He will hear from heaven and He will heal their land.

And when the land is healed, everyone benefits — even the meanest sinner. Even your worst enemy will receive the blessings of the healing of the land!

This is a profound truth: The responsibility for the healing of America does not rest in our Congressmen, nor our judiciary, nor our President, nor even in placard-carrying Christians.

The responsibility for the healing of America rests with the Body of Christ. You and I. It is a heavy responsibility, and each of us must take it seriously. We must be salt, full of savor. That kind of saltiness comes through prayer and submission to Christ. It comes from putting our bodies and minds into subjection, becoming living sacrifices as the Apostle Paul describes in Romans 12:1.

I believe God can use us together to bring healing to our land. Pray with me to that end, that God will continue to use us — you and me — as the very "salt of the earth."

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

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READERS' FORUM

Let's Be Creative

Dear Editor:

In the October issue [of *Religious Broadcasting*] I especially appreciated the article "Parting Religious TV's Troubled Waters." It pointed up the on-going need for creativity in religious TV. We've [at Calvary Baptist Church] discovered public access TV.

Here we've adopted the news format for a weekly half-hour news show. It has three major benefits: (1) It is a different, acceptable format which reduces viewer resistance; (2) It is piped directly into 37,000 homes; (3) It has a minimal financial commitment.

Wayne Detzler
"Religion in the News"
Meriden, Conn.

Directing The Problem

Dear Editor:

I feel I need to write in opposition to the National Association of Broadcasters'



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(NAB) call to ban FM directional antennas [*Religious Broadcasting*, Late News, September 1990]. In my estimation, the problem is not the antennas, but the people behind them. I know a rigger who lost a major contract recently. He had set up a major directional upgrade for an FM station.

The day after the Federal Communications Commission (FCC) proof of performance was completed, the rigger was ordered by the licensee to ascend the tower and remove all screens and reflectors from the antenna, thus destroying its directional capabilities.

And why not? How often does the FCC actually perform inspections these days? Anyway, the rigger refused and was fired. He was replaced by a rigger who was not as concerned about the letter of the law, and made the change. This is, he said, a common practice among broadcasters.

Let's not kid ourselves. FM directional technology is very precise, and the FCC, for all its faults, is very good at engineering. Rather, greedy broadcasters are cheating and willfully causing the interference the NAB is complaining about. The FCC would take years to completely track down and document complaints from affected stations.

Since it is a remote possibility that FM directional antennas will be banned, the NAB should direct its attention to more serious matters. For example, the current requirements regarding "I" and "TV6" interference are out of date and unfair to non-commercial educational stations. They were designed in the 1950s and are not reflective of improvements in receiver technology.

For example, as a new FM at 88.5, we are required to protect TV6 stations up to 246km (153m) away. Now tell me: How many people can reasonably expect to pick up TV6 that far away? And the farther away from TV6 you are, the more protection it needs.

And what about cable TV? Ninety percent of all homes in our area receive cable service because VHF-TV reception is so poor. Still, we are required to protect 3000 residents from TV6 interference for a TV6 almost 70 miles away, despite the fact that there are only a handful of homes around our tower not receiving cable service. (We are required to provide FM traps for these, anyway!)

In order to meet the TV6 require-

ments, we were forced to apply for a directional antenna application or face starting up with a signal too small to make our operation viable. We will start at 1000 watts, but are required to direct our signal away from the major center of population because of TV6.

But at least, due to the availability of directional antennas, the people who will receive our station will get the luxury of a clear signal. Directional antennas are not the problem. Broadcasters who willfully break the law and archaic protection requirements which have made the directional antennas a necessity are.

Cliff Lethbridge
WWIA-FM
Palm Bay, Fla.

"Pitching" Ethics Aside

Dear Editor:

What a "shock" came to our ears when a station recently put us on "hold." What we heard was a faintly familiar voice, only at an increased speed. The sound would have been funny, except for the fact it was broadcast as a serious program. And, the producer had paid the prescribed rate for a full half-hour of air time.

What this station was knowingly doing was "pitching." The practice is illegal, and also raises license concerns by the Federal Communications Commission (FCC).

Even more disturbing was the station manager's cavalier attitude in stating he didn't think there would be a problem. Besides, he needed the time to squeeze in more commercial announcements. Wow!

Unquestionably, one of the major issues stations and broadcasters alike have to resolve is the length of actual programs. Whether this is accomplished by decreasing content or experimentation with digitalized equipment, the fact remains, surreptitious, unapproved "pitching" is against the law and violates the established signed contract.

Hopefully this practice, isolated at this point to one station, is not taking place elsewhere. For the sake of integrity, we need to work together, trusting, not suspicious of unprofessional broadcast ethics.

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The recent field audit of political advertising practices by the Federal Communications Commission (FCC) has raised concerns among many broadcasters about on-site station inspections by FCC personnel. These concerns have been heightened by recent increases in the amount of forfeitures that the agency may levy for violations of its rules. Under federal law, forfeitures now may be as high as \$250,000 for the most serious rules violations, a ten-fold increase from 1989.

Surviving Station Inspections

In a recent seminar entitled "Surviving Station Inspections," members of the Commission's Enforcement Division staff emphasized that broadcasters can

Common Violations Major Cause Of Failure During FCC Inspections

by Richard E. Wiley

"survive" inspections — and, if an inspection occurs, can minimize forfeitures — by regularly reviewing station operations and procedures for compliance with the rules.

The staff noted that stations are repeatedly cited for a handful of common violations that could be remedied through routine self-checking. In particular, one FCC official noted that stations should focus on keeping their public inspection files in order, including an up-to-date political file and a complete issues/programs list for each quarter of the calendar year.

Common Violations

In 1988, the agency found 1132 rule violations, a large number of which fell into 12 categories:

1. Emergency Broadcast System (EBS) violations:
 - EBS monitor receiver and/or tone gen-

- erator not operational or not installed.
 - Failure to conduct EBS tests.
 - Failure to have the EBS checklist and/or authenticator word list available.
2. Antenna tower painting, lighting, maintenance, and inspection.
3. Incomplete public inspection files.
 - Defective political file.
 - Missing or incomplete programs/issues list.
4. No designation of a chief operator.
5. Failure to post station or operator licenses.
6. Faulty station logs.
7. Transmitter operators on duty not licensed, unfamiliar with transmitter operation, or unable to see meters from operating position.
8. Broadcasting with incorrect operating power.
9. Carriers not on frequency.
10. Problems with remote control systems.
11. Failure to measure equipment performance.
12. Problems with fences around towers.

Station inspections are complaint-driven. Complaints regarding technical matters are generally investigated by a Field Operations Bureau office. Complaints that raise issues relating to non-technical rules may be investigated by personnel from the FCC in Washington.

After the inspection, stations are notified of violations through a written Notice of Apparent Liability. The licensee then may respond with a written explanation and, in addition, may request that the recommended forfeiture be reduced or canceled.

If the response is not deemed to be sufficient, the Commission will then issue a Notice of Violation and enter the forfeiture order. The order may be appealed through a petition for reconsideration. Once they become final, forfeiture orders are enforced by the Justice Department.

As the list above indicates, the FCC places particular emphasis on compliance with Emergency Broadcast System regulations. However, the Commission also is concerned about the communication of emergency information apart from the EBS system.

Service To The Public

Underscoring its belief that stations

must serve the public interest of all viewers in an emergency, the agency recently reminded television broadcasters that they are obligated to present emergency announcements *visually* and also may present the information *aurally*.

Stations can use any visual method

The staff noted that stations are repeatedly cited for a handful of common violations that could be remedied through routine self-checking.

to convey the information, including captioning, slides, or mechanical scrolling of information across the TV screen. Sign language may supplement, but may not replace, other methods.

These requirements are intended to ensure that the hearing-impaired can receive emergency information and notifications. The obligations arise any time a television station broadcasts information regarding an emergency — for example, during or after a tornado, hurricane, or earthquake. As with the specific rules described above, failure to fulfill this obligation may result in the imposition of sanctions.

Preparation is clearly the key to "surviving station inspections," as the title of the FCC seminar put it. Representatives of the agency's Field Office Branch recommend that stations regularly conduct self-audits to check compliance with Commission regulations. They also suggest that stations work closely with their FCC counsel to solve any potential problems well before possible violations give rise to an inspection.

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

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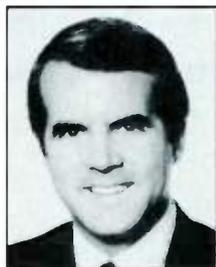
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Your Radio Station: Is It A Ministry Or A Business?

by Chuck Gratner

Is your radio station a ministry or a business?

If you ask the question this way, no matter which you choose, you will always come up with the wrong answer. It is neither one or the other, nor a mixture of the two. Saying it is both is closer to the truth but not very helpful when it comes to setting priorities.

I believe that a good answer to this question as to the nature of Christian radio will serve to greatly reduce one of the two major problems that infect many Christian stations. The first is the shortage of money. The other is the shortage of love. This second problem is caused, I think, because we have not clearly defined our mission.

Too often the answer to the question of ministry or business is dependent on how well the station is doing. If it is performing well financially, then of course it is a ministry and "obviously God is blessing it."

On the other hand, if cash flow is tight, priorities can shift real fast. Fire some people, dump some programs, add some programs, change the music, drop news, demand more sales, and on it goes. Money or ministry. One will become the priority, the other will come out in second place. Sounds like Matthew 6:24, doesn't it?

So the dilemma is this: If what you

have is not truly a ministry, there is no need for your station to exist. If it is not a healthy business, then you're not going to exist for long. Note: Whether your station is commercial or donor supported, either way, you are in business.

I believe that the only way we can resolve this question and keep our priorities straight is to realize that we ought to think of our station as a ministry *supported* by a business.

Think. What deep unmet needs exist within your coverage area? Make it your mission to fill those needs. That's what

ministry means. You are free to do what you believe is really right concerning your listeners. Businessmen have needs too. They need customers, every day. You have customers within your audience. You are free to pursue the business of broadcasting with full vigor.

The idea that your station can

serve as a powerful ministry and function as a healthy business is not mutually exclusive. Realizing that the purpose of our business is to support our ministry will free us, to pursue excellence in both arenas with all our talents, skills, and resources.

So if this is an issue you have wrestled with, perhaps you now have a new perspective. Your station *is* a ministry (or ought to be); it is *supported* by an honest, healthy business.

Chuck Gratner is a consultant to station managers and lives in Dallas, Texas.

**I believe that
the only way we
can resolve this
question and keep
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is to realize that
we ought to think
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a ministry *supported*
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Is Radio Enough?

How One Station Reaches Beyond Its Coverage Area



by Kenneth C. Hill

Christ's words ring in your ears: "Go ye into all the world . . ." "All the world?" you think. I can hardly reach my coverage area, how can I reach the world?

With the emphasis on reaching the world by the year 2000, you may be caught with those thoughts. The truth is that most of us will not have the pleasure, or responsibility, of a megawatt international broadcast facility. However, there are many ways to reach the third world and those who have never heard . . . using your local station.

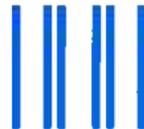
In 1984, shortly after coming on the air, WHCB-FM, an educational Christian radio facility that was all-volunteer at the time, began to look for ways to reach out beyond its coverage area. WHCB found "Bibles for the World" provided the station with packages of Bibles, shipping cartons, instructions, and address labels for mailing the Scripture to third world countries. From 1984 until 1988, WHCB mailed thousands of Scriptures. It was the start of an outreach effort that has grown in size and emphasis.

WHCB sought other ways to increase its "coverage" of the unreached world. In 1986, WHCB's general manager made a trip into Honduras with a World Reach evangelistic team. It was the first of eight trips he has made to Central America since that time, leading three evangelistic teams into the Valle Province on the El Salvador border.

Last year, WHCB sponsored a team of 11 men that went to LaPuya, Honduras. In that remote area nestled in the barren hills, the team visited from farm to farm, taking New Testaments and tracts. In the evenings, the team held evangelistic services in an elderly believer's house. Because of the overflow, the meeting moved into the front yard. With generator humming, the bare bulbs gave those in attendance the ability to see the singers and speaker in the darkness. Spiritual darkness was vanishing in the light of God's Word.

Since most participants on the evangelistic teams do not speak Spanish, World Reach provides translators and coordinates each aspect of the trip through Luis Vega, the World Reach Central American field director. The use of translators for a short effort has proven to work well. Fear of a different language, or culture, should not deter you from your goal of reaching out beyond your coverage area.

On that trip to LaPuya, WHCB and its team provided 35 local pastors with a Pastors' Training Conference, bought a horse for an itinerant youth worker to ride to the 13 churches in his charge, were used in the establishment of a church in a region where the closest congregation was a two-hour walk away, installed a local



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pastor, and funded the pastor for his first year of ministry. All of this, by God's grace and provision was done through a local radio station's effort to reach beyond its coverage area.

In the past year WHCB has become involved with World Gospel Outreach and its program to provide eyeglasses to needy Hondurans. Through the donations of new and used eyeglasses by WHCB and its listeners, more than \$50,000 worth of eyeglasses have been provided. One local station can make a difference in helping reach the lost for Christ and providing basic human needs.

Another opportunity came to WHCB when a request was received from a national church worker in Ghana, West Africa. The need was for Bibles and for Bible study material. Such items are often trashed in the United States when the dates on literature are no longer current. An appeal was broadcast in the spring of 1989 which resulted in 3150 pounds of Bibles, study materials, sewing machines, and typewriters being sent to Ghana.

Last spring an additional 9000 pounds of needed and useful items were shipped. The typewriters and sewing machines are being used in a vocational training program. The training is an attempt for Ghanians to provide new skills for workers and have an outreach for Christ.

The listeners have become so involved in the literature project, although the appeal has not been aired for months, they are still bringing their books and study guides to WHCB. This project has increased awareness of the station in hundreds of local churches where the station had never been mentioned before.

It is a time-consuming project, but is well worth the effort. If you do not want to become involved in literature distribution, but would like to air an appeal for used literature, Christian Salvage Mission is one organization that can aid you in distribution of the items you receive.

The opportunities to reach out are easily found, when you start looking for them. Recently, WHCB has become involved with two groups in Central America through Servant Ministries that want help in building Christian-formatted radio stations for their areas. The stations will be one-kilowatt AM stations to reach the area around each town. One group has permission from the government and needs to begin building, while the other is in the application stage.

A group in Malawi via Truth Inter-



One of the WHCB witness groups preparing to begin a morning of outreach in Central America.



LaPuya schoolboys talking with team members in the shade of their school's porch.



Honduran children receiving pencils and tracts from WHCB evangelistic team.



Children in LaPuya prior to a day of school.

national Ministries has asked for help in the establishment of a recording studio for the production of Chichiwa-language programs to be used in the churches in rural areas where the pastors and people are illiterate. WHCB commissioned a study of the reception of radio by the rural populations and found that very few radio sets capable of receiving international broadcasts are in use.

Most villagers who own sets have units that can only receive the local government AM signals. Even those are used very sparingly, since batteries are expensive and difficult to purchase. WHCB is coordinating an effort to use hand-cranked tape players and tapes from Gospel Recordings for use in the rural areas of Malawi. This will allow individuals and congregations who gather to clearly hear a presentation of the Gospel in their native language.

These opportunities have also provided locally produced programs. *Voice of Missions* is a program aired twice weekly on WHCB, with guests from cross-cultural ministries. Many of the interviews have been conducted when a WHCB staff member or volunteer is in the foreign field. The thrust of the broadcast is to make people aware of the need and opportunities of missions around the world.

Another recent addition to the local program schedule has been *Momentos de Fe*, a Spanish-language program featuring Hispanic gospel music and conversation. An outgrowth of this program has been Spanish Gospel Meetings sponsored by the station for the Spanish-speaking listeners in the coverage area.

WHCB is now working to place a

CONTINUED ON PAGE 12

RADIO & CHURCH PLANTING

by Frank Fiorenza

It was a very difficult challenge to accept, mainly because the question was asked openly in front of the board of directors of the organization I was working with. There seemed to be a negative attitude toward the radio ministry.

I had been told many times that ministry in radio required a lot of time and money and did not yield visible results. So their question was, "Frank, we appreciate your efforts to reach so many people with the gospel in Latin America, but how many churches were planted as a result of your radio ministry?" I did not give them an answer right away and the question did not come up again for awhile. But, unfortunately, my answer was "none."

The second time the same question was asked, I took it as a challenge rather than a rebuke. I needed to find a way to develop a project to win and disciple radio listeners in the context of a local church.

My radio programs were broadcast on Trans World Radio (TWR) from Bonaire. Many other nations were reached at the same time. Since the Venezuelan Plains is the area here the TWR signal is very clear and powerful, I decided to concentrate my efforts on this country. My major concern was finding someone to help me with planting new churches among the radio listeners.

I knew a Venezuelan missionary who lived in the area. I shared with him my vision and he saw it immediately. We then shared the challenge with the pastors of six churches. As a result of this, we had a church growth seminar and some basic training. Then came the birth of Family Crusades Project. Our major goal was to contact radio listeners in the area, help them make a decision for Christ, and encourage them to join together with other new Christians to start a new congregation.

In one year of intensive ministry, the churches reported 65 new congregations. After a period of time there were more than 100. Amazing! It is a proven fact. People not only listen to radio programs (in many parts of the region, TWR was the

only radio station), but they are receptive to the good news of Christianity and are willing to open their hearts, to begin to study the Bible, and to lead a Christian life.

Some time has passed since then. I began to think of how the existing ministry could be expanded even more. As I thought and I prayed, I called my old missionary friend Gil-

berto Nieves. Before I had a chance to share my burden with him, he told me he had this vision for the radio ministry in the Plains area.

After going over some details, we had a church growth seminar with leaders of 40 congregations. They developed a goal of establishing 50 new congregations in one year. The exciting thing is that all these churches are daughter congregations of missionary Nieves' local church, the results of the first project! Some of these churches are larger than the mother church. Now the challenge is passed on to them. Many of the radio listeners have the opportunity of getting together with other new Christians in a local church. In just a few months, ten new churches have sprouted!

When I consider the question again — "How many churches were planted as a result of your radio ministry?" — I cannot give an exact number. But I do know that I took the challenge seriously, passed it on to others, and that it is working.

There are many good things we can do through radio ministry. The most thrilling is to know that people are coming to the Lord, lives are being changed, families are becoming united, and Christians are worshipping together as part of the Body of Christ in local congregations.

I believe that this is just the beginning of a tremendous harvest among radio listeners. There are thousands waiting for some kind of follow-up program to unite them in local congregations all over the world. Yes, I do believe in using Christian radio to strengthen believers and plant new congregations. There can be visible results.

Frank Fiorenza is the director of Family Crusades International in San Jose, Calif.

IS RADIO . . . CONTINUED FROM PAGE 11

teaching program *La Escritura Habla* on shortwave to beam into Central and South America. That program features the president of CAM Churches of Honduras, Rev. Jose Sandoval, and was recorded in the WHCB studios. That program is presently being aired in Honduras.

You will find your efforts in reaching out to be eternally rewarding. There are also benefits for your station in the present. Local participation by your listening audience is increased. This helps you in your efforts to reach your coverage area. The enhanced listener participation also means increased conversation about your station in the local

community.

The favorable comments help in the projection of your station into the lives of your listeners. You reach outside your coverage area and better reach your community at the same time. WHCB has also found that a network of praying believers in other countries is now at work, praying for God's blessing on WHCB. The impact of that intercession will not be fully known in this life.

Take the challenge. Seize the opportunity to use your local station for global impact!

Kenneth C. Hill is president of Appalachian Educational Communication Corporation and general manager of its non-commercial and educational Christian station WHCB 91.5 FM in Bristol, Tenn.

For further information on organizations mentioned in this article, write:

Bibles For The World, Operation Saint Paul, Box 805, Wheaton, IL 60189; World Reach, Inc., Post Office Box 26155, Birmingham, AL 35226; World Gospel Outreach, Post Office Box 6250, North Little Rock, AR 72116; Christian Salvage Mission, 200 Free Street, Fowlerville, MI 48836; Servant Ministries, Post Office Box 5605, Kingsport, TN 37663; Truth International Ministries, 1111 N. Juniata Street, Hollidaysburg, PA 16648; Gospel Recordings USA, 122 Glendale Boulevard, Los Angeles, CA 90026; WHCB 91.5 FM, Post Office Box 2061, Bristol, TN 37621; CAM International, 8625 LaPrada Drive, Dallas, TX 75228.

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Horizon Christian Fellowship ★, PO Box 17380, San Diego, CA 92117, 619-277-4901; Mike Macdonald, pres; Sanford Kravitz, prod; Terry Frost, mncr; Oasis Int'l Communications, rep; Horizon Ministry: 30 min weekly; Bible teaching, preaching, talkin; Audience: gen Christian, non Christian; public service

Angelism Fellowship, Inc, PO Box 348, Warrenton, MO 63383, 314-456-4321; Reese Kauffman, PRES: Steve Bates, vp/services; Dwight Racke, prod eng; Here's How: 15 min weekly; teacher training; Audience: Christian, children's workers; paid time, public service



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by Evelyn Gibson

In growing numbers, *Biola Hour* listeners across the country are making first-time decisions for Christ at radio rally "Gospel Celebrations." In large part, the numbers are due to the unique ministry of David Hocking, *Biola Hour* Bible teacher. Ask him to describe his ministry and his reply is always — "a teacher-evangelist."

It's been David Hocking's consistent desire to win souls for Christ and to do it in the context of solid biblical teaching, which he does daily on the *Biola Hour*. More recently, the teaching ministry of the broadcast has been extended in radio rally meetings across the United States and Canada.

The *Biola Hour* has a rich history of meet-

God is using David and the *Biola Hour* team not only to build up Christians in their faith, but to see people won to the Lord Jesus Christ," he adds.

In addition to being the *Biola Hour* Bible teacher since 1982, David Hocking pastors the 5000-member Calvary Church in Santa Ana, Calif. He's the author of more than 30 books, commentaries, and booklets covering a wide range of Bible studies and biblical issues.

This past year, over 20,000 listeners attended *Biola Hour* Gospel Celebrations. More significantly, over 1000 people have acknowledged receiving Christ as Savior. Consistently, about ten percent of all attendees turn in specially provided "Spiritual Commitment Cards" indicating they are making some sort of commitment that evening. Subsequently, each person is invited to participate in a free Bible study follow-up course, and many others accept Christ as a result.

Hocking tells of a recent Gospel Celebration where he was introduced to a young man whose two friends had been witnessing to him. As Hocking tells it, "They got this young man to listen to the *Biola Hour* program and brought him to a Gospel Celebration. He trusted Christ that night!"

Another man sought him out and said he wanted some advice. As Hocking recounts the incident: "He made it clear to me that he wasn't a Christian, but asked what he could do to improve his relationship with his live-in girlfriend! He was serious, so I answered him straight. I told him that sex outside of marriage was sin, and that he needed to move out of that home.

"He looked startled and asked, 'Is Christianity really that demanding?' What a fantastic question! Apparently no one had ever challenged him like that before. We went into the Celebration and had a great time. My new friend was there and at the end of the meeting he indicated he had accepted Christ and would be moving out of his live-in relationship."

Co-sponsored by the *Biola Hour* and local Christian radio stations, the Gospel Celebration rallies originally were conceived to give listeners

The Biola Hour: Taking The Gospel To Its Listeners

ing needs as an outreach ministry of Biola University in La Mirada, Calif., where there are over 2500 students enrolled in undergraduate and graduate academic programs. Clyde Cook, president of Biola University, is a driving force behind the effectiveness of the *Biola Hour* ministry.

Dr. Cook explains: "Biola was founded 82 years ago to teach people the Word of God and help them use that knowledge to make disciples. Even though the university is now widely acknowledged as a national university with a broad range of academic programs, we still continue in the tradition evidenced by the ministry of David Hocking and the *Biola Hour*."

"As a missionary, I am thrilled with how



Biola Hour Bible teacher David Hocking takes time during each rally to answer questions and address the personal needs of listeners in attendance.

an opportunity to meet Hocking and hear him preach, "in-person," in their local city. Almost immediately, however, a distinct evangelistic thrust was added to overtly confront the scores of unsaved listeners who attend each meeting.

A popular feature is the contribution of the *Biola Hour Celebration Singers*. They're all the more unique because of their lead singer — David Hocking! Joining Hocking are Ron Soderwall and Beth Williams, both staff members of Calvary's church. This year, the *Celebration Singers* will travel more than 15,000 miles participating in the nation-wide meetings.

A winning formula has emerged as each rally is carefully orchestrated to provide a setting that combines worship, praise, and the preaching of God's Word. It's the *Biola Hour* — and more!

What takes place when a listener attends a rally?

First, each person is greeted at the door by an usher who gives out a *Biola Hour* packet including a ministry catalog, the Spiritual Commitment Card, and a registration card with *Biola Hour* offers and other materials of interest to listeners.

At 6:45 p.m., David Hocking begins an informal walk through the audience personally greeting the assembled guests. At 7:00, Hocking's microphone is turned on and he engages the audience in a lively session of questions and answers. For some, it could easily con-

tinue for the entire meeting. Reluctantly, the segment is ended so that the rest of the evening's program can continue.

From 7:30 until 7:50, the *Celebration Singers* present the first of two musical packages that involve attendees in worship. An offering is taken, announcements are made, and a final musical presentation by the Singers prepares hearts for the message to follow. The Bible teaching takes 45 minutes and the program officially concludes promptly at 9 p.m.

The meetings end as they begin, with Hocking making himself available to listeners who literally stand in line to greet him. He lingers in the auditorium for up to an hour answering questions, confronting the occasional complaint, and listening to people's deep personal needs and concerns. There's no rush. He's available until the last person leaves. It's what sets the rallies apart and makes them effective in the lives of thousands who attend.

From its first broadcast in 1934, the *Biola Hour* has been a source of inspiration and practical, biblical help. And, with over 1000 first-time decisions for Christ this past year, the Gospel Celebration has extended the *Biola Hour's* studio ministry and is reaping a harvest among its listeners.

Evelyn Gibson serves with the Ambassador Advertising Agency in Fullerton, Calif.

Consistently, about ten percent of all attendees turn in specially provided "Spiritual Commitment Cards" indicating they are making some sort of commitment that evening. Subsequently, each person is invited to participate in a free Bible study follow-up course, and many others accept Christ as a result.

by Ken Boone

The idea of running a noncommercial radio station in the middle of nowhere is enough to make most Christian broadcasters wince. But what about a remote one with no local listeners, no local support, and over two million dollars in bills to pay every year?

These are some of the peculiarities of WYFR. What's more, it's listener-supported — but less than one percent of its supporters actually listen to the station. Impossible? Yes, were it not for the station's range, program content, and the grace of God.

WYFR broadcasts internationally as a part of the Family Radio station group. It's the largest privately owned radio station in the United States, and dedicated to proclaiming the message that Jesus Christ died to save sinners.

Wherever it's heard in the world, WYFR asks no financial support from foreign listeners and receives nothing from most. Considered a missionary work, it is supported almost entirely by United States Family Radio Network listeners.

Production of the multi-lingual programming of WYFR requires a diversity of people. Yet the cultures and languages mix well. Sometimes a staff member will even greet a colleague of a different nationality in his friend's own language. More than cross-cultural regards, these greetings express affirmation, kinship, oneness in Christ.

Fifteen years ago, talk around Family Radio was only in English and Spanish. Now, however, Family Radio's Shortwave Department prepares programming for WYFR in ten languages: German, French, Arabic, Portuguese, Italian, Hindi, Russian, and Mandarin Chinese — as well as English and Spanish. The growing challenge of greeting co-workers with this fruit of Babel adds a cheerful touch to the work.

In The Beginning

The history of WYFR is as unique as its character. Begun in the 1930s as WRUL of Scituate, Mass., the station later earned wartime credits when it played a crucial role in saving 900 Norwegian ships from German capture and assisted United States communication to the world by transmitting the Voice of America.

In 1962 the station became WNYW, then WYFR ("Your Family Radio") in October 1973 when it was sold to Family Stations, Inc. The new owner would use this powerful broadcast tool to promote the Gospel worldwide.

From 1976 through 1979, Family Radio moved WYFR transmitters from their original site in Massachusetts to a 660-acre pasture near Okeechobee, Fla. This change allowed facilities expansion, superior international signal propaga-

Family Radio's WYFR A Global Tool Of God's People

Production of the multi-lingual programming of WYFR requires a diversity of people. Yet the cultures and languages mix well. Sometimes a staff member will even greet a colleague of a different nationality in his friend's own language. More than cross-cultural regards, these greetings express affirmation, kinship, oneness in Christ.

tion, and the reduction of power expenses.

Still, the 28,000 kilowatt-hours-per-day consumption of electricity by station transmitters — enough to light a small city — generates a monthly power bill of \$70,000. Because WYFR uses standard electricity to radiate the spiritual light of Christ, Family Radio counts energy costs as an eternal investment in lives.

There are 12 100-kilowatt transmitters and two 50-kilowatt transmitters housed at the hub of the property occupied by the station. These are linked, spoke-like, to surrounding antenna arrays. Station operators match different transmitters with combinations of the 23 directional antenna systems to meet signal requirements of target areas.

Each day 274 transmitter-hours are beamed to Europe, Africa, and the Americas. Ironically enough, most WYFR programs come to the station recorded on standard audio cassettes —

tiny, but critical components in this powerful plant.

Global Listeners

The WYFR theme and call signal is a brass arrangement of the old hymn "To God Be the Glory." Played at the beginning and end of each transmission, it identifies the source as Family Radio. Thousands now associate this traditional tune with the Christ-centered music and talk for which the station is known.

Europe is specifically targeted as a mission field ripe for spiritual harvest. Across Europe, religion is seen in the elaborate cathedrals, prominent statues, and resounding church bells — some from Reformation years of the 16th century. But religious life has deteriorated. Now many of these things are merely nostalgia of the spiritual battles of Germany, the Netherlands, Scotland, Swit-

CONTINUED ON PAGE 18

Inside the WYFR facility near Okeechobee, Fla.



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Kathy S. Sanker

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FAMILY RADIO'S . . . CONTINUED FROM PAGE 17

zerland, and other countries in the establishment of Protestantism.

The general European code of conduct for today leans towards hedonism. France, for example, is at times recognized for its sensual approach to life; Holland for its gratuitous carnality. To much of this population, surrounded by religious artifacts, the concept of knowing God means nothing.

The so-called "Gospel" delivered by many churches in Europe is not the biblical Gospel that calls all people sinners in need of spiritual cleansing by the blood of Jesus Christ. In contrast, the programs of WYFR take a firm stand on the Christ-centered teachings of Scripture.

As a result, listeners have some serious questions about what they hear from the station. "What's so important about differences of religion?" they write. "Why do you emphasize Jesus Christ?" "How can I get a Bible?"

Curious listeners will fill their letters with comments about, for example, the novelty of receiving a broadcast from the United States. But every letter, no matter what it says, is an opportunity for WYFR to point people toward Christ.

Listener mail is a priority for the staff, sometimes consuming up to half the working time of a foreign-language programmer. Personally written responses from WYFR encourage listeners toward spiritual growth. Family Radio then nurtures these spiritual interests by shipping listeners thousands of pieces of literature, including Bibles, annually.

Response from USSR listeners, until recently, amounted to a trickle. Still, WYFR continued to beam in the Gospel. Now, with the new Soviet policy of openness, the trickle of incoming mail has become a stream. Last year, Family Radio received 545 letters from the USSR, many with accounts of how WYFR introduced people to the Bible and sustained spiritually undernourished Christians in years past.

German listeners of WYFR mail about 150 to 200 letters to the station each month. Despite the fact that these people live in a society filled with religious tradition, daily there are some who hear the truths of the Gospel for the first time via WYFR. Many German writers ask for responses that include basic biblical instruction and counseling.

The Bible is repeatedly and slowly

read in English on German broadcasts, as well as others. At a tenth the speed of typical conversation, this attracts listeners with the bonus opportunity of learning correct English pronunciation and usage. Family Radio, however, sees the greatest value of "slow English" in its presentation of the Gospel.

Listeners in Central and South America hear the Spanish-language broadcasts of nearby WYFR loudly and clearly. Because of this, mail response from these areas averages about 500 to 600 letters monthly. The station readily responds to inquiries with Bible-based literature, if not Spanish-language Bibles.

Because many in these areas have grown to love God through what they've heard on the air but have no local church, some small group Bible studies center around a shortwave radio tuned to WYFR Spanish broadcasts.

China is a densely populated but distant target for WYFR transmitters. In 1982 Family Radio established a program-exchange agreement with Radio Taiwan, the "Voice of Free China." As a result, Family Radio's Mandarin Chinese broadcasts are now heard in China with the strength of a local station — thanks to the people and facilities of Radio Taiwan. In return, Family Radio carries some of Radio Taiwan's cultural programming over WYFR.

Two years ago, WYFR began beaming satellite-fed Family Radio Network programming to Canada. This is the eastern feed of Family Radio's United States programing designed for its FM and AM stations. Canadian listeners appreciate hearing the Gospel on the air, but mail and phone response indicates a number of Northern Europeans, U.S. citizens, and a few Australians are also listening.

Wide-Spread Staff

All of the 20 transmitting staff members at WYFR in Okeechobee are 3000 miles away from the 30-member programming team in Oakland, Calif. This is because of the centralized ministry structure of Family Radio, of which WYFR is but a portion.

WYFR's shortwave program personnel work alongside the domestic program department staff of Family Radio which produces separate satellite-fed programming for the more than 30 Family Radio stations in the United States. Both groups are served by the administration, accounting, graphics, printing, computer, cassette, and engineering

departments at the international headquarters in Oakland.

This centralization strategy saves Family Radio the cost of providing additional staff at each domestic station. The Oakland people specialize in their element of the ministry and thus allow local staffs to concentrate their efforts on regional concerns.

The WYFR shortwave programming staff needs to specialize. Programming in ten languages to most of the earth across 24 time zones is a challenge. But meshing variables like these together into a listenable, God-honoring set of programs is like running a perpetual set of broadcast production high-hurdles.

For example, Christ-centered music in the Hindi language is rare — especially in the United States. Building a library of usable Hindi songs is a task that literally requires picking pieces one at a time with the help of personal friends, contacts, and travel of the Hindi language producer.

At this time there is no one who speaks fluent Arabic at Family Radio. Therefore, WYFR Arabic programs are assembled with voice tracks, music, and other program elements mailed from outside sources. Because the Arabic program production engineer is an American who doesn't speak Arabic, he relies heavily on his stopwatch while recording. He never fully knows what he's prepared for broadcast. Yet, Arabic listener response continues to be positive.

Global Gospel Tool

Like other Christ-centered international broadcast ministries, WYFR strives to "go into all the world and preach the good news to all creation."

The people of the world don't purchase shortwave radios to receive Christ-centered radio, however. They have them because shortwave listening is a popular international hobby as well as a source of worldwide news and entertainment. It's a primary source of communication in almost every country.

That is why it makes sense to use this worldwide medium to spread the Gospel. Even if it appears, at first glance, that a shortwave facility like WYFR is just an expensive radio station in the middle of nowhere.

Ken Boone was formerly with the Family Radio Network. He is now president of Family Programs, Inc., a syndicated radio ministry in Paradise, Calif.

1991

January
25 - 29

48th ANNUAL

CONVENTION

NATIONAL
RELIGIOUS
BROADCASTERS

Since 1944

EXPOSITION

Washington
D.C.



SATURDAY SEMINARS

8:30-10:00AM/10:20-11:50AM/1:00-3:00PM

Fundraising

Radio, TV, direct mail, telemarketing, premiums. Experts review the essentials to good fundraising campaigns.

Station Fundamentals:

Back to Basics

Music, market share, drive-time, format, more. A review of the fundamentals for the beginner and a refresher for the veteran.

Public Relations:

Principles for a Comprehensive PR Program

Every organization participates in public relations. It's up to you whether it's organized. Designed to include "part-time PR" staffers.

Youth in America 1991 —Issues and Answers

Taken from today's headlines, the issues facing our youth and resources available to you now.

WORKSHOPS

SATURDAY

- ● ● **The Broadcaster's Spouse**
Dealing with the concerns and needs of the broadcaster's spouse. Extra time will be given to discuss concerns of attendees.
- ● ● **Technological Developments for Christian TV**
Breakthroughs helping TV produce a better product. Of particular interest to the budget-conscious manager, and these days, who isn't?
- ● ● **Post-Production Techniques in Television**
Adding value without adding to your bottom line. Big budget look without a big budget.
- ● ● **Film & Video Evangelism**
Used all over the world, particularly in the Soviet Union, Eastern Bloc and Africa. A powerful addition to any media ministry.
- ● ● **Local Churches' Use of TV**
How churches are using "the most powerful medium in the world." The professional and personal insights of those inside.

MONDAY

● ● ● Partnerships for Urban Outreach

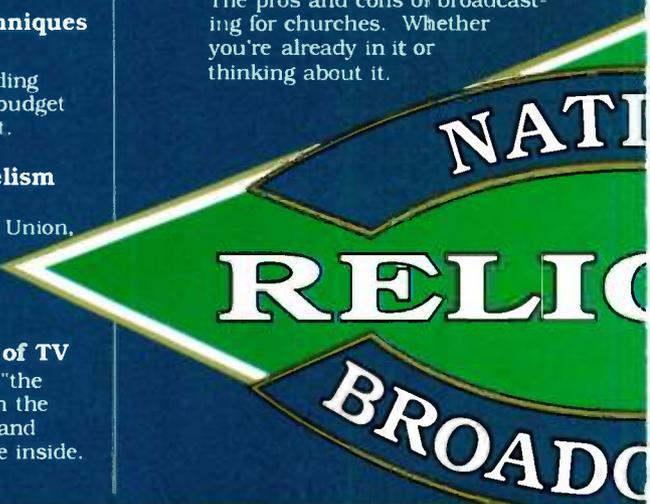
A smaller world makes the opportunities and need for outreach even greater. Find out why and how.

● ● ● Music Licensing

For anyone who is or should be paying licensing fees. Find out what your options are. A team from the NRB music license committee will be on hand to tell you what's ahead.

● ● ● Program Production for Churches

The pros and cons of broadcasting for churches. Whether you're already in it or thinking about it.



FRIDAY, January 25, 1991

12:00-5:00 pm	Exhibitor Registration
2:00 pm	Registration Opens
7:00 pm	Opening Fellowship
	General Session (open to public)

SATURDAY, January 26, 1991

8:30 am	Saturday Seminars
9:00 am-5:00 pm	Exhibitor Registration
9:00 am-5:00 pm	Convention Registration
9:30 am	Workshops
10:20 am	Saturday Seminars
7:00 pm	Evening General Session (open to public)

SUNDAY, January 27, 1991

8:30 am	Hispanic Worship Service (HNRB)
9:00 am-5:30 pm	Convention Registration
10:00 am	Morning Worship Service
Noon	Exhibit Hall Registration
1:00 pm	NRB 90 Media Exposition
	Grand Opening, Ribbon Cutting Ceremony
2:00 pm	Gospel Concert (open to public)
2:00 pm	Hispanic Concert (open to public)
6:00 pm	Exhibit Hall Closes
7:30 pm	Sunday Evening General Session (open to public)-"A Concert of Prayer"



NRB 1991 MEDIA EXPOSITION

The **1991 Media Exposition** will showcase more than 250 organizations from all over the world.

Visit the exposition and learn about the latest in services and supplies and how you can benefit. It's an exciting marketplace for one-stop shopping produced with you in mind.

Discover the innovative products designed to increase the efficiency of your program, expand your ministry outreach, and help your organization achieve its goals in today's fast-changing world. Learn new techniques, be exposed to new ideas and

gain important knowledge you can put to work right away.

The largest trade show in religious broadcasting will feature audio-visual equipment & services, consultants, premiums & promotions, computer hardware & software, gospel music, news services, printing & publishing, travel, education, direct mail services, radio and TV programs, satellite services, audio & video tape, legal services, film, broadcast automation, mission groups, and much more.

Keep up with what's happening in modern day communications!

MEDIA EXPOSITION HALL HOURS

Sunday, January 27	Monday, January 28	Tuesday, January 29
1:00 pm-6:00 pm	10:00 am-6:00 pm	10:00 am-4:00 pm

Interested in exhibit space to highlight your organization?
Contact **Michael Glenn**, Director of Sales, at **201-428-5400**.

*Partial
List of
Exhibitors*

ACTS Television Network • American Christian Tours (ACTS) • American Church Lists • American Life League • Assoc. of Fundamentalists Evangelizing Catholics • Associated Press Broadcast Services • B.A.C. & Associates • Baker Book House • Barbizon Capitol • Barbour & Co. • Berg Productions • Bethany House Publishers • Bethel Gospel Tabernacle, Inc. • The Bible League • Bradley Broadcast Sales • Broadcast Electronics, Inc. • C & D International • Capital Television Network • Carolina Christian Broadcasting • CBN Radio Network • CBSI • Central Baptist Church • Christ For The Nations • Christian Aid Mission • Christian College Sports News • Christian Duplications International • Christian Herald • Christian Images • Christian Ministries Management Assoc. • Christian Research Institute, Inc. • Christian Television Network • Computer Prompting Corporation • Concerned Women For America • Continental Electronics • Crossway Books • Dataworld • Dave Roever Evangelistic Assoc. • David C. Cook Publishing Co. • Dayspring International • Delfon Recording Society • Derek Prince Ministries • The Domain Group • Doug Ross Communications • ECFA • Family Net • Family Entertainment Network • Family Life Seminars • Fidelipac Corp. • Fleming H. Revell Co. • Foundaton For Faith • Franklin Electronic Publishers • Galcom International • Gillham Ministries • Harper & Row Publishers • Harvest House Publishers • Here's Life Publishers • High Praise Audio Consultants, Inc. • Home Net • Image Media/Spectrotape/Your Story Hour • InfoCision Management Corp. • Inevonics, Inc. • Integrity Music, Inc. • Intercessors For America • International Broadcasting Network • InterVarsity Press • Israel Government Tourist Office • Jampro Antennas, Inc. • John Hagee Ministries • Kingdom of God Ministries • Kwikscan, Inc. • Larry Jones Ministries • Last Days Ministries • Lection/PolyGram Records • LeSEA Broadcasting, Inc. • Liberty Temple Full Gospel Church • L.I.F.E. • The Light Source • The Lockman Foundation • LPB, Inc. • Master Software Design, Inc. • Master Track Productions • Mathis Publishers • Media Concepts, Inc. • Media Touch • Messenger, div. of Renaissance • Mission City Television, Inc. • Moody Broadcasting Network • Moody Press • Multimedia International • Multnomah Press • My Brother Jesus Ministries • National Christian Choir • National Ministries • National Right To Life • NavPress • NPR Satellite Services • OMCO • Pacific Press Publishing, Inc. • Panther Corporation of America • Pittsburgh International Teleport • Premier Digital Corp. • Prison Fellowship Ministries • Radio Systems, Inc. • Rainbow Study Bible, Ltd. • REF • Regent University • Review & Herald Pub. Assoc. • The Rutherford Institute • RYW Custom Marketing • The Salvation Army • Shelby Systems • The Shepherd's Guide • Shively Labs • Soma Communications • Sonocraft Corporation • Sony Corporation of America • South African Tourism Board • Southern Gospel Music Guild • Spoken Word of God • STC Broadcast Consultants • Television Technology Corporation • Telex Communications • There's Hope! Ministries • Thomas Nelson Publishers • The Top In Sound • Tyndale House Publishers • USA Radio Network/ICM • Vaughn Communications • Victor Books, div. of Scripture Press • Video Service of America • Videolight Teleproductions, Inc. • Walk Thru The Bible Ministries • Wegener Communications • Word, Inc. • World Bible Translation Center • World Opportunities International • Youth With A Mission • The Zondervan Corporation





48th ANNUAL CONVENTION OF Sheraton Washington Hotel, Washington, D.C.

Dear Friend,

Success and growth have prevailed in religious broadcasting! In the past decade, the number of religious radio stations has grown 69 percent. In that same period, television stations carrying religious programming have increased by over 1000 percent.

According to a recent issue of Fund Raising Management, religious charitable giving increased almost 13 percent in 1989, to an estimated \$54.32 billion. At the center of this dynamic growth is National Religious Broadcasters, an association representing over 75 percent of the religious broadcasting in the U.S. and the world.

From January 25-29, the leaders in religious broadcasting will gather in the nation's capital. They will set the agenda of religious broadcasting for 1991 and the decade ahead. Last year's convention drew over 7000 and NRB 91 promises to be bigger and better.

We cordially invite you:

To meet face-to-face with radio and TV executives, top denominational leaders, musicians, pastors, and those

FRIDAY • JANUARY 25, 1991

7:00 PM

Program Highlights

OPENING FELLOWSHIP GENERAL SESSION
BALLROOM

Speakers: Chief Justice Warren Burger (Ret.),
Joseph M. Stowell III, President,
Moody Bible Institute, Chicago, IL

Music: African Children's Choir, The Nelons



Chief Justice
Warren Burger (Ret.)

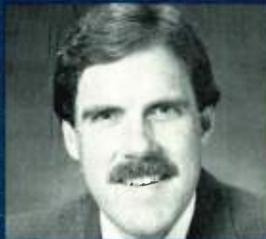
SUNDAY • JANUARY 27, 1991

10:00 AM

2:00 PM



Larnelle Harris



Martin DeHaan

MORNING WORSHIP SERVICE
BALLROOM

Speaker: Martin DeHaan,
Radio Bible Class,
Grand Rapids, MI

Music: Day of Discovery Singers

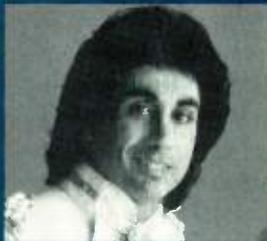
GOSPEL CONCERT
(BNRB)
BALLROOM

HISPANIC CONCERT (HNRB)
COTILLION

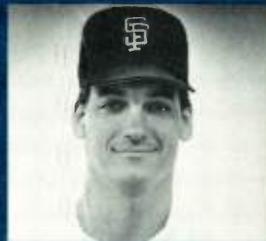
MONDAY • JANUARY 28, 1991

8:00 AM

12:30 PM



Dino Kartsonakis



Dave Dravecky

TV GENERAL SESSION
BALLROOM

Speaker: John Ankerberg
The John Ankerberg Show,
Chattanooga, TN

INTERNATIONAL LUNCHEON
BALLROOM

Speaker: Dr. Peter Kuzmic,
Principal of the Evangelical
Theological College, Osijek,
Yugoslavia

Music: African Children's
Choir, Ken Medema

TUESDAY • January 29, 1991

7:00 AM



Jerry Falwell



Steven Curtis
Chapman

CONGRESSIONAL BREAKFAST
BALLROOM

Speaker: Dr. Jerry Falwell, Old Time
Gospel Hour, Thomas Road Baptist Church,
Lynchburg, VA

Music: Old Time Gospel Hour Trio

Co-Sponsor: Thomas Nelson Publishers,
Nashville, TN



George Bush

NATIONAL RELIGIOUS BROADCASTERS

January 25 - 29, 1991

who are just entering the industry.

Attend workshops that cover the practical aspects of broadcasting, advertising, fundraising, radio and TV programming, evangelization through the media, and how the broadcaster can make a difference in social issues such as urban deterioration and reaching youth in America.

And visit with over 250 exhibitors in the 100,000 square foot exhibit hall. This is the largest trade show of its kind with the latest in electronic equipment, print media, and programming ideas.

In addition, general sessions will feature outstanding speakers, personalities, and the best in Gospel music. Don't miss this once a year opportunity! You will be invigorated and revived spiritually.

Sincerely,



E. Brandt Gustavson, Executive Director

SATURDAY • JANUARY 26, 1991

7:00 PM



Jerry Johnston



Kay James

EVENING GENERAL SESSION BALLROOM

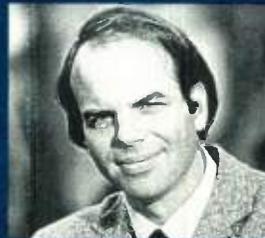
Speakers: Jerry Johnston, Jerry Johnston Association, Overland Park, KS
Kay James, Assistant Secretary of Health and Human Services, Washington, D.C.
Music: Ray Boltz

Co-Sponsor: SpaceComSystems, Tulsa, OK

7:30 PM



Clifton Davis



David Bryant

SUNDAY EVENING GENERAL SESSION

"A Concert of Prayer"

Speaker: David Bryant
Music: Steve Fry, Babbie Mason

7:00 PM



Tony Melendez



Charles Colson

EVENING GENERAL SESSION BALLROOM

Speakers: Charles Colson, Prison Fellowship Ministries, Washington, DC, Dave Dravecky
Music: Tony Melendez, Dino Kartsonakis

Co-Sponsor: SpaceComSystems, Tulsa, OK

2:00 PM

PRESIDENTIAL GENERAL SESSION BALLROOM

Speakers: George Bush (Invited), President of the United States
Jerry Rose, President, NRB
Music: Tony Melendez, Steven Curtis Chapman



Rex Humbard

7:00 PM

ANNIVERSARY BANQUET BALLROOM

Speaker: Rex Humbard
Music: GLAD, Gerard Garno

WORKSHOP SCHEDULE



●●● **Turning Sales People Into a Sales Force**

The difference between making sales calls and making sales. How the sales manager can make the difference.

●●● **Women in Broadcasting**

Round-table discussion for women on the challenges facing them in the 90s.

●●● **The Middle East Crisis**

As world attention focuses on this part of the world, it spotlights the great need. What religious broadcasting is doing and how you can participate.

●●● **Capturing Your Audience**

Whether you already have an audience or are in search of one, industry experts give you their thoughts on how to match your program to your target audience.

●●● **How To Get A Low & Full Power TV License**

Annual review of how to get through the process successfully. Highly rated by those who have attended.

●●● **Children's TV Programming**

Why it's a must on your schedule and what's available for 1991.

●●● **TV Specials: Reaching Beyond the Christian Marketplace**

Evangelism by television. A clear message in a format that welcomes everyone.

●●● **Reaching Your TV Audience in 30 Seconds**

The difference between unforgettable and forgettable. Knowing your purpose and your audience.

●●● **FCC/Legal Update**

Annual update by the NRB general counsel on what's going on in the FCC and Congress that will affect you this year.

●●● **Can Christians Work With the Media?**

A panel of journalists discuss

whether Christian concerns get fair coverage in the media.

●●● **Sold on a Religious Format**

Based on the premise you can't sell what you're not sold on. The good news about religious radio, its audience, and how to sell it.

●●● **Programming for Children**

●●● **Women, Welcome to the '90's**

Discussion of the issues facing women in the 90's. How to address these issues to meet the needs at home, the office, or both.

●●● **Low-Power TV--How to Do It**

Overview of a boom industry with hundreds of religious stations now in operation.

●●● **Creative TV Syndication in the 1990's**

Highly rated last year, the updated version returns with the latest information.

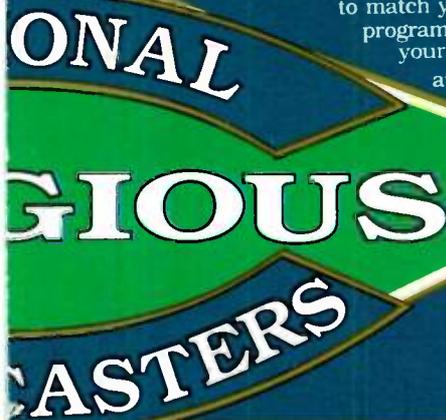
●●● **Success Without Compromise**

Panelists represent entertainment, news, government, law, and social concerns. Topics include the Christian lifestyle, principles and ethics, and handling competition.

●●● **Telethons in the 90s**

Will this important part of fundraising be around in the future? In what form and with what success?

TUESDAY



DAILY SCHEDULE

MONDAY, January 28, 1991

8:00 am TV General Session
 9:30 am NRB Workshop Session
 10:00-6:00 pm NRB 90 Exposition Hall - (badges required)
 12:30 pm International Luncheon (meal ticket required)
 6:00 pm Exhibit Hall Closes
 7:00 pm Evening General Session (open to public)
 9:30 pm Hispanic Fellowship Hour (HNRB)

9:00 am
 9:30 am
 10:00 am

2:00 pm

6:15 pm

7:00 pm

Convention Registration
 NRB Workshop Session
 NRB Exposition Hall - (badges required)
 Presidential General Session (badge required)
 Presidential Address: George Bush (Invited), President of the United States
 Pre-Anniversary Banquet Reception
 Anniversary Banquet (meal ticket required)

TUESDAY, January 29, 1991

7:00 am Congressional Breakfast (meal ticket required)



NRB 1991 HOUSING AND TRAVEL

SHERATON WASHINGTON HOTEL

2660 Woodley Rd. at
Connecticut Ave., NW
Washington, D.C. 20008
Room Rates: Single \$99
Double \$117

OMNI SHOREHAM HOTEL

2500 Calvert St., NW
Washington, D.C. 20008
Room Rates: Single \$99
Double \$117

SAVOY SUITES HOTEL

2505 Wisconsin Ave., NW
Washington, D.C. 20007
Room Rates: Single \$69
Double \$69

Information Needed to Make Reservations

1. Name of convention
2. 1st, 2nd, 3rd choice of hotel
3. Arrival/departure dates
4. Number of rooms required
5. Type of room (single, double, etc.)
6. Number of persons in party
7. Arrival time
8. Credit card name, number, and expiration date*
9. Names of all occupants of room
10. Address
11. Telephone number

*If a credit card is not used, a deposit needs to be sent to the hotel within 15 days of receipt of confirmation.

NRB 91 Housing Bureau
Phone: 1-202-842-2930
1-800-535-3336 (U.S. & Canada)

Confirmation:
Regardless of how reservations are made, all hotel confirmations will be sent by mail. These confirmations are in addition to, and separate from, convention registration confirmations.

Media Travel U.S.A. is the official agency of the 1990-91 NRB Conventions. Specializing in the travel needs of broadcasters, Media Travel U.S.A. is teaming up with Delta and American airlines to provide for the travel needs of attendees and exhibitors to all NRB and other broadcast industry conventions. For complete information and to make reservations, call (800) 283-TRIP [in Florida (407) 575-7600].





Elisabeth Elliot

by Elisabeth Elliot

Because I almost never turn on a radio in the house (and my car radio is a poor one) I find it hard to believe there are millions who not only turn on radios, but even millions who hardly ever turn them off.

I guess that a good deal more than half of those listeners are women, many of them occupied in their kitchens or laundries, cooking, washing, ironing, and caring for children. Many are lonely women, single, widowed, divorced, ill, old. They long for a voice to speak directly, intimately, sympathetically to them.

No thought of ever being such a voice on the airwaves had ever entered my head when Jan Anderson (who is now Jan Wismer, and my announcer) suggested to me that I ought to do a short (maybe five-minute) daily program. She took it upon herself to make the proposal to the folks at Back to the Bible in Lincoln, Neb., and they accepted it — only it must be 15 minutes, not five, they said.

And so began *Gateway to Joy*. Back to the Bible had hoped for 50 stations in the first few months, instead there were a hundred. Mail began to come in at a rate the organization couldn't keep up with without additional staff.

I was overwhelmed. I tried to answer every letter forwarded to me — I've always believed simple courtesy requires it. But it became a physical impossibility. I answer as many as I can.

My purpose is to love Christ and to make Him loved.

sit down, as it were, at the kitchen table or in the passenger seat, and simply talk to people.

I supposed I was talking to women — what man wants to listen to a woman anyway? Surprise! Lots of men will listen if they think the woman isn't throttling them, trying to prove something, trying to demonstrate "equality" or some other partisan or political notion that the Bible doesn't teach us to value.

The plain old truth, even though spoken by a woman to women, turns out almost all the time to be applicable to everybody. And when you come to think about it, what Jesus said was, too, wasn't it? His messages laid hold of the consciences and hearts of all who were willing to listen.

The Water of Life is for all men as well as for the much-married Samaritan woman. The "You must be born again" is spoken not only to a Jewish ruler but to me.

An old man wrote that he had made a little garden and called it "Gateway to Joy." Even little kids are listening. One six-year-old boy told his mother, "It's Saturday. Only two more days and we'll hear Elisabeth Elliot!"

Letters have come from long-distance truck drivers, prisoners, men and women newly widowed, homeschoolers, a retired missionary, a house painter whose entire crew tunes in every day, and, oh so many from stay-at-home mothers who heave a huge sigh of relief to hear *somebody* say "You're doing the right thing!"

Sometimes they're letters of criticism or ar-

I believe with all my heart that every experience in life, if offered to Him, can become a "gateway" to joy.

Gateway to Joy: A Program For Women (and everyone else!)

I believe with all my heart that every experience in life, if offered

to Him, can become a "gateway" to joy. Nothing happens which does not constitute God's loving call — to learn to know Him and thank Him, to trust Him, to make of the happening an offering.

I try to show how the Gospel is the Gospel — good news for all of us, all of the time, relevant, alive, piercing to the very heart of our need, whether it be a desperate one or every day's most quiet one. I try not to preach but to

gument, but not often. Most are letters of deep gratitude from earnest people to whom the daily relating of the changeless Word to their turbulent, changing lives makes very deep, very clear and practical and unavoidable sense.

Elisabeth Elliot is the host of the Back to the Bible daily radio program *Gateway to Joy* and the author of several books, of which the most recent is *A Path Through Suffering*. She lives in Magnolia, Mass.

by Frank Minirth and Paul Meier

Since becoming friends in medical school in the 1960s (we were "cadaver mates") and business partners in the 1970s, we have shared a mutual desire to help hurting people and to have a ministry for Christ. We wanted to have a real impact for the Lord through our careers and lives.

We dreamed of different ways we could do this. First, we reflected on the major influences that had been determining forces in our lives.

We needed to have a clear, realistic understanding of who we were before we could set personal goals. The influences we identified included circumstances, choices, Christian groups, formal education in medicine and theology, and spe-

The On & Off-Air Ministry Of The Broadcaster

cial individuals who gave us stability and encouragement.

But, most importantly, the act of trusting Christ formed the foundation of our personal lives, careers, and ministries. We are committed to knowing Christ and making Him known. Sharing the message is the major purpose God has for us.

All of these things worked together to refine our thinking, reaffirm our convictions, and help us set our goals. It is a testimony to God's grace that He has used us, just average people from average backgrounds, and has allowed us to see many of our dreams come true.

Following the Dream

In 1976, we began a private psychiatric practice in Dallas. Through our practice, it was our hope to develop a standard of medical and psychiatric care which would reflect our commitment to Christ and our dedication to the treatment of the whole person as a physical, emotional, and spiritual being. It is our strong conviction that integrating Scripture into our counseling, medical practice, and educational resources is essential.

God has blessed us abundantly, bringing unbelievable opportunities our way. We now have branch clinics in 16 cities throughout the nation. It is through these clinics and our Christian professional staff that we can help people on a very individualized basis — face-to-face at their individual points of need.

Realizing that pastors do 80-85 percent of the counseling in the United States, we also planned to spend time training pastors in counseling at a local seminary. Today, we still teach and produce educational resources to benefit those in the helping professions.

A New Opportunity for Ministry

We knew that when people are physically, emotionally, and spiritually healthy, they can be more effective for Christ. God has provided many channels for us to have an impact on people's lives in this way. But God was soon to open a door through Christian radio that would make it possible for us to reach many more people. We could minister to thousands, even millions, of people instead of just helping the few who could physically come to the office for treatment.

We first went on the air as guests on a local radio talk show in the late 70s. In 1983, we went nationwide with a five-minute program, *Psychiatry and You*.

But by far our most exciting opportunity came as a result of our joining the Moody Broadcasting Network (MBN)

in 1985 with a nationwide call-in program designed to answer listeners' questions in the area of psychiatry and counseling. *The Minirth-Meier Clinic* program has allowed us to share practical, "down-to-earth" principles from a biblical perspective.

The Minirth-Meier Clinic Program

We believe this program allows us to reach people for Christ and enables us to reach individuals in a timely, unique, personal way.

Our goal is to provide the most helpful information possible, based on a firm Christian foundation. It is a total approach to healing lives by integrating sound biblical, psychological, and medical principles, and addressing each listener's heart, mind, and body.

The live, daily call-in format of the program was created for the purpose of dealing with everyday problems at the point where people are hurting — right now, today! Many listeners need help with sensitive issues such as substance abuse, anxiety, anger, marital problems, and child-rearing.

Callers are encouraged to begin seeking a solution to what may seem an insurmountable problem. Callers as well as other listeners gain great comfort in discovering that they are not alone in their problems.

James 3:1 says, "Not many of you should presume to be teachers, my brothers, because you know that we who teach will be judged more strictly." The Christian broadcaster's responsibility to the listening audience is not to

Frank Minirth



be taken lightly. The following are some insights the Lord has impressed upon us. These are things we must all take to heart as we seek to serve Him through the medium of Christian broadcasting:

1. The teaching and commentaries need to be accurate — biblically, historically, and scientifically. The information given over the air must be based on a firm Christian foundation that is true to the Word of God.

It is a Christian broadcaster's objective to aid listeners in attaining a healthy level of spiritual maturity. Through this dynamic and powerful medium, there are several biblical approaches we can use to help our listeners. 1 Thessalonians 5:14 identifies the following:

- to urge or exhort
- to warn
- to encourage
- to help
- to be patient

2. Those teaching or speaking need to hold firmly to the inerrancy of Scripture.

Our approach is to stress the foundational and fundamental nature of Scripture. We always measure anything from psychology by the Word of God which is our final standard. All psychological principles are compared with the Scriptures and are rejected if found to be in conflict

CONTINUED ON PAGE 44

Paul Meier



NATIONAL RELIGIOUS BROADCASTERS

COMPREHENSIVE BENEFIT PLAN



Are Your Group Health Insurance Costs Getting Out Of Control?

Are You At Risk If Your Plan Has Financial Problems?

Under The NRB Plan, The Answer To These Questions Is "NO!"

THE NRB PLAN OFFERS REAL VALUES

When you select the NRB Health Plan you will receive outstanding medical coverage and service at a reasonable and stable cost. Benefits include life, medical, dental and vision care insurance.

FINANCIAL STABILITY

The Plan is fully insured by a major insurer that is rated A+ Superior by AM Best Rating Service. Once premiums are paid the employer assumes no further risk.

PREMIUM STABILITY

The risk is spread over a large group of employees, and premiums are "pooled." Therefore, a small employer's unfavorable claim experience will not result in a large premium increase or the cancellation of that employer's insurance, as other plans sometimes do. The escalating cost of health service necessitates rate increases, but the pooling effect gives stability to the premium structure.

If you would like to find out more about the Plan, please contact:

AEGIS BENEFIT ADMINISTRATORS

George R. Martin CLU ChFC

P.O. Box 25504

Little Rock, AR 72221

PHONE:

(501) 227 - 8181

(800) 432 8910

(Circle 250 on the Reader Service Card)



The radio ministry of David Virkler has grown from a borrowed basement studio in 1964 to its own full-time production facility today.

by David M. Virkler

Everyone tensed as the giant sweep hand on the studio wall clock crept toward air time. Informal chatter trailed off into jittery quiet. The red light blinked on, boldly announcing "On The Air." Rev. Clyde Gault, intense young pastor of the Beacon Gospel Tabernacle in my upstate New York hometown, sped through his welcome and quickly introduced the male quartet, which cued themselves into musical gear off mike with a pitch pipe since no pianist was available.

Stepping in close, Hans, Art, Frank, and Paul broke into a rousing gospel song, blended by practice and dogged determination. Paul, who sang in that enthusiastic laymen's foursome, was also my father.

Gault preached with rapid-fire delivery, urging his unseen audience to heed the claims of Christ, generously lacing his fervent message with Scripture. Gault's jacket slowly dampened as perspiration soaked his best and only Sunday suit. The quartet cued themselves again, edged in a for a final song, and stepped back from the mike, fading down while a closing announcement wrapped things up.

Quickly it was over. The red light winked off, Gault relaxed, and everyone breathed easier. It wasn't very professional, but it was obviously sincere. Farewells were said and we left for our various Sunday breakfasts and church services.

It had all happened before most Christians were stirring and long before most of the world was even awake.

My life's most memorable moment came a few years later when I personally received Christ in a nearby church, but the brief broadcast was filed away for important reference.

For several Sunday mornings, at Dad's invitation, we had driven the 14 miles from Baldwinsville to the downtown Syracuse radio studios of WSYR, he to sing and I to watch. I

waited in the lobby, looking through the slanted, double-paned glass separat-

Heir Waves: How I Started In Radio

ing curious visitors from gifted performers.

That morning, Dad said, "You can come inside, but don't you dare laugh, cough, sneeze, talk, or shuffle your feet." Although I had no intention of ever making any of the forbidden sounds, a sudden fear gripped me that all of them would somehow happen at once. But if Dad would trust me, I would risk it. We walked into the studio where programs really happened.

Thankfully, none of those distractions occurred while I sat alone on the risers at the far side of the studio watching the pastor preach, the quartet sing, and the cool-headed engineer brood over his many intriguing gadgets in the tiny control room.

The actual broadcast was brief. Its impact, although indistinct at the time, was permanent. I

had witnessed a live radio broadcast. I had observed five early risers who loved their Savior more than sleep. More personally, it was a heady encounter with Dad's living testimony, a vital Christianity without veneer, a Christianity willing to rise early, to use precious gas during the rationing war years so he could serve the Lord and reach the lost.

During that indelible Lord's Day broadcast, it had dawned on my impressionable young mind that the miracle of radio had sped the essence of their devotion to an unseen and unnumbered central New York audience. My vision for a radio ministry began that morning when I was ten years old.

Twenty-five years after that Sunday morning excitement, *The Word and the World*, a program of biblical commentary and interview, would begin airing on nearby WMHR-FM from a high hill on the outskirts of Syracuse, significantly expanding our growing radio ministry. Today, WMHR is one of 40 outlets airing *The Word and the World*.

An interim boost between that first impression and its later implementation came from radio ministries at Northeastern Bible College when live *Morning Meditations* and Sunday evening broadcasts originated from the school, where I

The actual broadcast was brief. Its impact, although indistinct at the time, was permanent. I had witnessed a live radio broadcast. I had observed five early risers who loved their Savior more than sleep.

was studying for the ministry.

During my five-year pastorate following graduation, Rev. Paul Anderson returned from an evangelistic crusade in Costa Rica and asked my help to fulfill a promise he had made to begin a follow-up radio ministry. We produced broadcasts which went into Panama and the British West Indies, as well as Costa Rica.

In 1961, I left my pastorate to establish Dedication Evangelism, declaring in my resignation message that I would be "dividing my time between . . . present-

ing the Lordship of Christ in local churches and gospel broadcasting which can reach millions in minutes." However, it was not until 1964 that the dream of reaching "millions in minutes" inched toward reality.

While conducting evangelistic meetings in a small Pennsylvania town, the host pastor asked me to speak for two weeks on a free daily program shared by the local ministerium and aired on the town's single commercial AM station. Every listener could hear only that station because of the town's relative isolation and the towering hills.

I assumed that Christians would seize this fantastic evangelistic tool which could effectively reach such a captive local audience. The pastor had no broadcast enthusiasm, but at my urging he inquired about the station's rates. Not even the super bargain of 50 cents a minute changed his mind. I suspect that in his boyhood his father had never taken him to an early morning live radio broadcast.

Several months later, my personal negotiations with the station were finalized. On Sunday morning, April 12, 1964, the first broadcast of *The Word and the World*, then a half-hour program, was aired over WFRM in Coudersport, Pa. The 30 minutes cost \$12.60, less than fifty cents a minute, a stupendous bargain. It began at 7:30 a.m., about the same time that the six of us had watched the second hand sweep toward air time 20 years earlier.

Or were there seven in the studio that early Sunday morning in 1944? Jesus reminded His followers that where two or three gather in His Name, He would be there. Six of us had met in Jesus' name in the context of early morning live radio evangelism to fulfill His command to "Go into all the world."

By faith, godly men have always seen and obeyed "Him who is invisible," as Hebrews 11:27 states. I saw only those who saw Him. However, through them, God was lighting a fire in my heart that would still burn long after the igniting spark had flickered out.

I didn't understand it then. I do now.

David M. Virkler is the founder and director of Dedication Evangelism, Inc., in Towaco, N.J. Besides *The Word and the World*, he produces *NEWSpoint*, a daily, one-minute commentary currently aired 1300 times per month. The above article has been reprinted with permission from *What God Did For Me*, Mildred Stone, ed.

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Black Tie Is Optional At The NRB 91 Anniversary Banquet

PARSIPPANY, N.J. (NRB) — Organizers of the 48th Annual National Religious Broadcasters Convention & Exposition (NRB 91) have announced that both semi-formal and formal (black tie) wear are acceptable at the 48th Anniversary Banquet. The gala banquet will be held in the Sheraton Washington Ballroom on Tuesday evening, January 29, at 7 p.m.

The event will be the culmination of NRB 91, which runs from January 25-29 at the Sheraton Washington Hotel in the nation's capital. Rex Humbard will be the Anniversary Banquet's main speaker, with music provided by *GLAD* and Gerard Gamo. For more information about the banquet or other convention events, please contact convention coordinator Elaine Sutherland at (201) 428-5400.

NRB Executive Director Plays Role In Presidential Meeting

PARSIPPANY, N.J. (NRB) — More than a dozen evangelical leaders, including National Religious Broadcasters (NRB) executive director E. Brandt Gustavson, met with U.S. President George Bush on October 30 to express their concerns in regard to recent actions by the Administration towards moral issues.

Held in the Roosevelt Room of the White House, the meeting dealt with the presence of homosexual leadership at two Presidential bill signings this year, funding for the National Endowment for the Arts (NEA), the crisis in the Middle East, and the abortion issue.

The meeting was requested by the National Association of Evangelicals (NAE) and the Christian Life Commission of the Southern Baptist Convention (SBC). Robert Dugan, director of the NAE's office of public affairs, and Richard Land, chairman of the SBC's commission, served as primary spokesmen for the evangelicals.

Dr. Gustavson was appreciative for the opportunity to meet with the President and bring the evangelicals' concerns to light. He noted, "Mr. Bush was very open to hear our concerns and to express himself about them. Gov. (John) Sununu also gave helpful input to the issues presented. We left with the feeling that we evangelicals will have considerably more access to the White House principals and staff."

Prior to the meeting with the Presi-

dent, according to the Baptist Press, several of the evangelical leaders said the invitations to the homosexual leadership had caused more distress in the churches than any other action taken by the Administration. Homosexual activists had been invited to the Hate Crimes Statistics Act signing in April and the Americans With Disabilities Act signing during July.

In response to the issue being raised by the evangelicals, based on a report by the NAE, President Bush reportedly said, "I was not overly thrilled when [the invitation to gay activists] happened. A signal was put out that we're condoning that lifestyle, which caused an understandable furor."

On the matter concerning the funding of controversial art via grants from the NEA, the evangelical leaders expressed disappointment over the President's no-restriction approach to funded artwork. In addition, the NAE's Dugan called for the resignation of NEA chairman John Frohnmeyer.

During the meeting, President Bush was given some of the photographic "art" produced via an NEA grant. According to the NAE, the President grimaced and said, "Funding of this filth has no place . . . we will fight it in every way possible." President Bush, however, reaffirmed his opposition to restrictions on art funding saying he opposes censorship.

The church leaders went on to express their prayerful support for the U.S. troops serving in Saudi Arabia and the Middle East as part of Operation: Desert Shield. Dr. Gustavson requested the President's signature on a National Day of Prayer

Resolution for the U.S. Military in the Middle East.

Introduced into the House and Senate by Representative John Duncan of Tennessee, the resolution called for November 2 to be set aside as the day of prayer. According to Dr. Gustavson, the President was extremely willing to lend his support to the bill.

"It was an opportunity to express to Mr. Bush the fact that millions of evangelicals are praying for him in his role as Commander-in-Chief," explained Dr. Gustavson. "I asked for his approval for the Day of Prayer Resolution and also asked for his help in promoting awareness of it.

"Even with a very tight schedule, Mr. Bush made a recorded message the very next day which was released to over 1100 callers to the White House," Dr. Gustavson noted. "Many of those calls came from NRB-member radio stations that were urging their listeners to participate in the day of prayer."

The group of evangelical leaders also expressed its appreciation for the President's pro-life stance on the abortion issue. President Bush, however, was encouraged to take an even more visible stand as an advocate for the unborn. In addition, the President was asked by SBC president Morris Chapman to give a five-minute pro-life address via national television on Sanctity of Human Life Sunday, January 20, 1991.

At the close of the meeting, the group asked Chapman to close the meeting in prayer, which he did, praying for the President, the nation, and a peaceful resolution to the crisis in the Persian Gulf. Attending



Evangelical leaders met with President Bush at the White House on October 30.

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the meeting with the President was White House chief of staff Sununu and special assistant to the President for public liaison Leigh Ann Metzger.

Among the other evangelical leaders present at the White House meeting were: Assemblies of God general superintendent G. Raymond Carlson, Billy Graham Evangelistic Association executive vice president John Corts, Anthony Evans of Dallas, Texas-based The Urban Alternative, Liberty University founder and chancellor Jerry Falwell, and Pastor E.V. Hill of Los Angeles' Mount Zion Missionary Baptist Church.

President Bush is among the invited guests to address the delegates attending NRB 91. He has appeared at four previous NRB conventions, once as the President and three times while Vice President during the Reagan administration.

NRBMLC Offering Specialty Broadcasters Representation

CAMARILLO, Calif. (NRB) — As negotiations heat up between radio and ASCAP for a new multi-year license agreement commencing January 1, 1991, the National Religious Broadcasters Music License Committee (NRBMLC) has begun to represent specialty formatted stations outside its own realm of some 735 stations.

According to NRBMLC executive director Russ Hauth, "The NRBMLC was formed to negotiate with ASCAP, and later, BMI, for a per program license that serves the needs of stations who are limited users of copyrighted music.

"Our committee has historically negotiated on behalf of the talk-oriented religious-formatted stations whose licensing needs are considerably different from those stations for which the existing ASCAP and BMI licenses were crafted."

Hauth added, "Over the years we began to realize that our music licensing requirements were quite similar to other, non-religious, radio stations which are limited music users or have specialized formats. For this reason, we recently joined forces with the Concert Music Broadcasters Association (CMBA).

"Both [of our] groups have been disappointed by the per program license that has been offered to [us] by ASCAP and BMI. Our stations play a greatly diminished amount of copyrighted music and should be entitled to pay propor-

tionately less in fees.

"We now realize that there are other types of stations who would benefit from the type of license we seek — full-service AMs, ethnic, sports, comedy, and pre-teen formats come to mind immediately — with whom we may have a lot in common."

Hauth thinks this is a "momentous time in the history of music licensing, and stations need to carefully consider their options as the present ASCAP licensing period winds down. ASCAP music licenses in the radio industry expire at the end of 1990, and BMI licenses expire on December 31, 1991.

ASCAP recently mailed out extension agreements to radio stations which the organization says, if executed, "will bind the station to the results of negotiations with the Radio Music License Committee."

"Before binding themselves to a license agreement which is not yet known," Hauth cautions a station to "choose the committee which comes closest to representing its interests."

Explains Hauth, "If you feature ASCAP music in 80 percent or less of your programming day, the outcome of the RMLC/ASCAP negotiations may not be in your best interest, and you should consider having the NRBMLC represent you.

"If you authorize our committee to represent your station, you need not sign an ASCAP extension agreement and you will still be licensed to play ASCAP music after January 1, 1991, even if a new license is not negotiated by that date."

For more information, Hauth can be reached in care of the NRBMLC at 2310 Ponderosa Dr., Ste. 29, Camarillo, CA 93010, or by calling (805) 987-0400.

Robert Cook Continues Fight With Leukemia Via Treatment

PARSIPPANY, N.J. (NRB) — Robert Cook, chancellor of The King's College, host of *The King's Hour* radio broadcast, and a member of NRB's Executive Committee, completed 60 days of treatment for leukemia on November 25 at NYC's Memorial Sloan-Kettering Hospital.

Dr. Cook, who served as NRB's interim executive director from September 1989 through last January, sends his greetings and thanks to those who have been praying for him. However, Dr. Cook needs continued prayer that his body will keep producing the white blood cells necessary for a full recovery.

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• NATIONAL •

PFM's Angel Tree Project Is Seeing An Expanded Outreach

WASHINGTON, D.C. (NRB) — Christmas is taking on a new dimension for thousands of innocent crime victims this year, as Prison Fellowship Ministries (PFM) estimates that more than 150,000 children will receive gifts through its Angel Tree program. The program is an outreach to the children of prisoners and youngsters in high crime areas.

The project is expected to nearly double its outreach from last year thanks to an alliance of Prison Fellowship with Word Publishing and Focus on the Family. The organizations are working together to provide toys, clothing, Christian books, Bibles, and cassettes to Angel Tree children.

Word has developed new products especially for these children which are being displayed in Christian bookstores across the country. Shoppers may purchase one or more products and leave them in a special bin in the store for delivery to the children at Christmas. Each of Word Publishing's six products is designed to be cross-culturally sensitive. The products cover three age groupings: 3-6, 7-11, and 12-up.

Once again this year, Focus on the Family is also participating in the Angel Tree project through a broadcast featuring PFM chairman Chuck Colson and Focus founder James Dobson, encouraging listeners to send gifts to help children via the outreach. In the past few years, *Focus* listeners have contributed nearly 100,000 gifts to the Angel Tree outreach.

PFM's Angel Tree, begun in 1982, is one facet of the organization's outreach to prisoners and their families. Through Angel Tree, PFM volunteers work with prison chaplains to get the names of children from inmates. The names and gift wishes are written on paper angels, which are hung on a Christmas tree in a church or mall. Individuals then select the particular child they would like to help.

Angel Tree gifts are usually delivered by volunteers to the homes of the children, or churches sponsor gift-giving parties to bring the families together. In some instances, families are allowed a time of gift exchange in the prison visiting rooms. Gifts are always presented to the children on be-

half of their incarcerated parent.

The program is one of Prison Fellowship's most popular, and many individuals and churches have been introduced to prison ministry through it. The ministry begun through Angel Tree doesn't end at Christmas. Churches participating in the program continue ministry to these families year-round, offering physical, emotional, and spiritual assistance.

When the inmate is released, the church helps that individual readjust to life in the community. Each person involved in the Angel Tree process benefits. Prison Fellowship Angel Tree is conducted in the 48 contiguous states under the direction of the organization's 54 field directors.

"Operation Desert Prayer" Has Begun For Peace In Mideast

NASHVILLE, Tenn. (NRB) — "Operation Desert Prayer," a radio campaign organized by songwriter Dana Key to pray for peace during the current Middle East crisis, began on Thanksgiving Day with prayer led by U.S. Senate Chaplain Richard Halverson and religious broadcasters Charles Stanley and Pat Robertson.

The campaign will end on Christmas day with prayer led by D. James Kennedy, Joni Eareckson Tada, and Pat Boone. Radio stations across the nation are joining with Key by devoting 60 seconds three times a day to pray for peace and inviting local pastors to lead the prayer times.

When Key wrote the song "Pray For Peace," there was no way he could have known about the Iraqi invasion of Kuwait or the recent unrest in Israel. Key realized his responsibility to use the song to call Christians together to pray for peace. Thus was born "Operation Desert Prayer."

For Key, writing such an anthem which inspires a nation to focus on a cause is an inherited trait. It was his ancestor, Francis Scott Key, who penned the lyrics to "The Star-Spangled Banner." Like his ancestor, Key holds high the standard "for the land of the free and the home of the brave."

"The Young Messiah" Being Presented In Ten U.S. Cities

NASHVILLE, Tenn. (EP) — An all-star cast of Christian artists is traveling to ten cities this Christmas season to present "The Young Messiah," a contemporary rendition of Handel's classic creation. The list of artists includes Sandi Patti, Lamelle

Harris, Russ Taff, Sheila Walsh, Phil Driscoll, Phil Keaggy, and the *Imperials*.

Together, these artists have won 15 Grammy and over 50 Dove Awards. Tour cities include Memphis; Fort Worth, Texas; Anaheim, Calif.; Tacoma, Wash.; Dayton, Ohio; Charlotte, N.C.; Fairfax, Va.; Lakeland, Fla.; Detroit, Mich.; and St. Paul, Minn. For a review of "The Young Messiah" release, see page 40.

• INTERNATIONAL •

New Film Series For African Christians To Be Produced

APPLE VALLEY, Calif. (NRB) — Two Christian organizations have agreed to begin producing a dramatic Christian film series in Kenya during the coming year. International Media Ministries (IMM) and Nairobi-based The Christian Foundation of Kenya (CFK) will start taping the first of 20 dramatic films in *The Christian Growth Film Series* in March.

The series is based on socio-cultural issues that confront African Christians, like barrenness, witchcraft, AIDS, polygamy, corruption, and intertribal marriages. "This is an exciting series in that it provides true-to-life answers to difficult issues that confront the African church today," commented series producer and co-writer Daniel Henrich.

The scripts are being co-written with Henrich by African writers Haron Wachira and Lyombie S. Eko. IMM is a ministry of the Assemblies of God Foreign Missions and is based in Brussels, Belgium.

Evangelistic Meetings Aired On Television In The USSR

SAN ANTONIO, Texas (NRB) — Evangelist Sammy Tippit, of the San Antonio-based God's Love In Action, has just completed unprecedented evangelistic meetings in Soviet Moldavia and Romania. Tippit, whose services were aired on Soviet television, was received by the mayor of Kishinev, the capital of Moldavia.

In Tippit's meetings with Soviet officials they stated, "We have for many years persecuted Christians in Soviet Moldavia. But we were wrong. We need the morality and faith of the Christian community. Our forefathers were a people of faith. We need to return to the faith of our fathers."

Tippit was allowed to preach in the football stadiums in Bel'ey and the largest



Dr. Titus Coltea and Sammy Tippit (left and center, respectively) present a Bible to Stephan Koshanu, mayor vice president of Kishinev, Soviet Moldavia.

stadium in the Republic of Moldavia. Thousands responded each evening to place their personal faith in Jesus Christ.

Soviet television beamed Tippit's messages throughout Moldavia, eastern Romania, and parts of the Ukraine to more

than 15 million people.

God's Love In Action and Every Home For Christ provided training for believers in the Soviet Union and Romania to make a gospel presentation in every home of each city where Tippit preached. Over 50,000 responded to the literature distribution in Moldavia by enrolling in a Bible correspondence course.

Just prior to Tippit's arrival in Kishinev, every member of the Moldavian Parliament was presented with a Bible and an invitation to the evangelistic meetings. Tippit officially presented the mayor, president of the city council, and members of the council with a Bible in the Moldavian language.

Tippit had been arrested during 1974 in the Soviet Union and two years ago in Romania for preaching the Gospel. He stated, "For me to have been arrested in these countries previously for preaching the Gospel, and now to preach in the great stadiums and on television — it is truly a miracle of God."

THIS IS **MEDIA MONITOR** WITH REED IRVINE AND CLIFF KINCAID

HIGH COURT TO HEAR 'RIGHT-TO-LIE' CASE

The Supreme Court has just given a major victory to anyone who believes that the American media should be accurate in what they report. It has agreed to review a lower court decision that decreed, in effect, that journalists have the right to lie—that they can put quotations around sentences that were not actually spoken by the persons they interview.

This astounding opinion came out of a Federal appeals court in San Francisco, in a libel suit brought against the New Yorker magazine and one of its writers, Janet Malcolm, and the publishing house of Alfred A. Knopf.

The offended party was Jeffrey Masson, a psychoanalyst who did extensive work on the methodology of Sigmund Freud. Malcolm interviewed Masson at length for the New Yorker articles which were later published in book form by Knopf.

Masson claimed the writer put words in

his mouth. She wrote, for instance, that Masson called himself "an intellectual gigolo." She also wrote that he told her he intended to turn Freud's old home, now a museum, into a place of "sex, women and fun." There were other outlandish statements attributed to Masson as well.

Masson claimed foul—that author Janet Malcolm made up the quotations. He sued for libel and asked \$10 million damages. But a court in San Francisco threw out his suit, claiming that even if the quotes were not literal, they conveyed the intent of what he said in the interviews. We note in passing that writer Malcolm taped most of their 40 hours of interviews—but admitted these challenged statements and others were not made in front of a recorder.

The San Francisco appeals court upheld the dismissal—and this is where the "right to lie" element enters into the case. The court said that a writer can use inexact quotations

so long as they are "rational interpretations of ambiguous remarks" or don't alter the "substantive content of unambiguous remarks." A dissenting Judge, Alex Kozinski, charged that his colleagues were putting their "benediction on the practice of fabricating and doctoring quotes....The right to deliberately alter quotations is not, in my view, a concomitant of a free press." The Supreme Court apparently is troubled by implications of the "right to lie" decision as well, and now has voted to review the case—to see if Masson's original libel suit should be brought to trial.

Where are big media companies on the journalists' right-to-lie issue? Silence.

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CLOTHBOUND

- *(1) 1. *The Grace Awakening*, Charles Swindoll, Word Publishing
2. *The New Millennium*, Pat Robertson, Word Publishing
3. *Good Morning, Holy Spirit*, Bonnie Hinn, Thomas Nelson Publishers
4. *The Two Sides of Love*, Gary Smalley and John Trent, Focus on the Family Publishing (Word)
- (2) 5. *The Applause of Heaven*, Mar Lucado, Word Publishing
- (3) 6. *Love Is a Choice*, Robert Hemfelt, Frank Minirth, and Paul Meier, Thomas Nelson Publishers
- (5) 7. *My Utmost for His Highest*, Oswald Chambers, Barbour & Co., Discovery House Publishers, G.R. Welch Co. Ltd.
- (4) 8. *Love Hunger*, Frank Minirth, Paul Meier, Robert Hemfelt, and Sharon Sneed, Thomas Nelson Publishers
- (8) 9. *Tom Landry: An Autobiography*, Tom Landry with Gregg Lewis, Zondervan Publishing House, HarperCollins Publishers
- (6) 10. *Love for a Lifetime*, James Dobson, Multnomah Press
- (7) 11. *Comeback*, Dave Dravecky with Tim Stafford, Zondervan Publishing House, Harper San Francisco
12. *Courtship After Marriage*, Zig Ziglar, Oliver-Nelson Books, (Thomas Nelson Publishers)
- (9) 13. *Honest to God?*, Bill Hybels, Zondervan Publishing House
14. *Eternal Security*, Charles Stanley, Thomas Nelson Publishers
- (13) 15. *The Kingdom of God Is a Party*, Tony Campolo, Word Publishing
16. *Kids Who Carry Our Pain*, Robert Hemfelt and Paul Warren, Thomas Nelson Publishers
17. *Children at Risk*, James Dobson and Gary Bauer, Word Publishing
18. *Wisdom*, Larry Lea, Thomas Nelson Publishers
- (19) 19. *The Focus on the Family Guide to Growing a Healthy Home*, edited by Mike Yorkey, Wolgemuth & Hyatt, Publishers
- (10) 20. *The Man in the Mirror*, Patrick Morley, Wolgemuth & Hyatt, Publishers

PAPERBACK

- *(4) 1. *Julia's Last Hope*, Janette Okr, Bethany House Publishers
- (1) 2. *This Present Darkness*, Frank Peretti, Crossway Books
- (2) 3. *Piercing the Darkness*, Frank Peretti, Crossway Books
4. *Jerusalem Interlude*, Bodie Thoene, Bethany House Publishers
- (7) 5. *The Calling of Emily Evans*, Janette Okr, Bethany House Publishers
- (3) 6. *The Blessing*, Gary Smalley and John Trent, Pocket Books
- (10) 7. *More Than a Carpenter*, Josh McDowell, Tyndale House Publishers, Walker & Co.
- (8) 8. *Joshua*, Joseph Girzone, Macmillan Publishing Co.
- (5) 9. *Becoming a Woman of Excellence*, Cynthia Heald, NavPress
10. *Good Grief*, Granger Westberg, Fortress Press (Augsburg Fortress, Publishers)
- (6) 11. *Stick a Geranium in Your Hat and Be Happy!*, Barbara Johnson, Word Publishing
- (13) 12. *Hinds' Feet on High Places*, Hannah Hurnard, Tyndale House Publishers, Walker & Co.
- (9) 13. *A Daughter of Grace*, Michael Phillips and Judith Pella, Bethany House Publishers
14. *The Satan Seller*, Mike Warnke, David Balsiger, and Les Jones, Bridge Publishing
- (11) 15. *Riders of the Silver Rim*, Brock and Bodie Thoene, Bethany House Publishers
- (20) 16. *Stress Fractures*, Charles Swindoll, Multnomah Press
- (18) 17. *Mere Christianity*, C.S. Lewis, Macmillan Publishing Co., Walker & Co.
- (17) 18. *Prayers That Avail Much*, Word Ministries, Harrison House
19. *Preparing for Adolescence*, James Dobson, Regal Books (Gospel Light Publications), Bantam Books
20. *The Last Confederate*, Gilbert Morris, Bethany House Publishers

*Last month's position

This list is based on actual sales in Christian bookstores in the United States and Canada during October. All rights reserved. Copyright 1990 CBA Service Corporation and Spring Arbor Distributors. Distributed by Evangelical Christian Publishers Association.

TRADE TALK

The Evangelical Council for Financial Accountability's (ECFA) Board of Directors has announced the appointment of **Clarence Reimer** to the position of interim president of the ECFA. During the last three years, Reimer served ECFA as its director of member review and compliance. Reimer assumed his new responsibilities as of November 1 following the announced resignation of **Arthur Borden**, president of ECFA for the last nine years. Among his many accomplishments with ECFA, Borden oversaw the organization's rapid growth to over 650 members, adoption of landmark fundraising standards, and the administration of the National Religious Broadcasters' Ethics and Financial Integrity Commission (EFICOM).

American Christian Television System (ACTS) of Fort Worth, Texas, has appointed **Cade Garrison** as the western regional manager of its network. Formed in May 1984, ACTS carries family-oriented programming, as well as a wide range of Protestant, Catholic and Jewish programs. Garrison will work with churches, cable systems, and television stations in the western United States to market the network and help organize churches into local ACTS boards. For more information, call (817) 737-4011.

Mary Anne Skeba, art director for Comerstone TeleVision, Inc. (CTV), was recently presented with the Broadcast Designers' Association 1990 Silver Award for Scenic Design in the Local/National Set Design category. The award was given for Skeba's set design of *Project 90*, a program produced locally and syndicated on two satellite systems and several television stations. Skeba was among 2700 entrants to the competition.

Evangelist **Billy Graham** held a special worship service November 11 on the flight deck of the U.S.S. Cushing, a naval destroyer which had just arrived in Hong Kong from the Mediterranean after three months of support for Operation Desert Shield. Dr. Graham was piped aboard and had honors rendered, given the rank equivalent of a four-star admiral while on the ship. He personally met with nearly every one of the several hundred officers and crew in attendance.

Speaking from Psalm 23, Dr. Graham gave a straightforward gospel message to the group consisting of both Protestants and Catholics.

WPIT-FM/Pittsburgh, Pa., began its "Prayers For Peace In The Middle East" campaign on November 14. WPIT, known as "Pittsburgh's Family Station," and Family Bookstores are sponsors of the event and are encouraging individuals to sign their names with a brief message on one of five banners on display at participating Family Bookstores or at the studios of WPIT-FM. Red ink is being used to write the names and messages on the white and blue banners that are available for signing through December 8. The banners will then be shipped to the troops participating in Operation Desert Shield. For more information, call (412) 281-1900.

Jack Odell, announcer, writer, and director of Pacific Garden Mission's (PGM) radio drama *Unshackled!*, was honored earlier this year by the mission for his 37 years of affiliation with the gospel broadcast. On the occasion of his 75th birthday, Odell was presented a service plaque by PGM superintendent David G. Saulnier. Odell succeeded Eugenia Price as writer/director of the broadcast in 1955, having begun as announcer two years earlier. The *Unshackled!* series, which features true-life stories, began in September 1950 and is now heard on more than 860 stations world-wide.

WSFJ-TV 51/Thornville, Ohio, has appointed **Ed Griffis** as its new program director. Griffis has held several programming, production, sales, and management positions in radio, television, and print media. Most recently, he served as station manager for WEFC-TV 38 in Roanoke, Va. For more information, call (614) 833-0771.

Effective January 1, **Steve Brown** will no longer pastor the Key Biscayne Presbyterian Church in Key Biscayne, Fla. Brown, who is the continuing host of the *Key Life* radio program, cited a heavy writing and speaking schedule as cause for his resignation. He has pastored the church for 17 years.

According to various studies on the growth of the broadcast industry as a whole, religious stations, particularly non-commercial FMs, are clearly leading the way. In other words, more new Christian-formatted stations are signing on the air than any other single format in the country.

That should be cause for rejoicing. But before you shout a hardy "hallelujah," I submit several suggestions for consideration. Hopefully, these suggestions will challenge those of you who are fortunate enough to be involved in formulating a new start-up broadcast facility.

Christian Radio: Do It Right From The Start!

by Bob Augsburg

Deliver Quality Programming

If nothing else but our title is read this month, it probably would be sufficient to communicate the message that is burning inside of me. I cannot emphasize enough the importance of doing things right from the start.

Does that mean we must equip our stations with the very finest state of the art equipment and impressive lobby furnishings? Not necessarily. Although it is important to keep in mind that the professional layout and appearance of your station will facilitate employee productivity and enhance credibility in the minds of visitors, the most important facet of your ministry is the on-air product you are going to deliver.

Bear in mind that the majority of listeners will rarely, if ever, pay a visit to your station. Their opinions will be formed almost exclusively by what they hear on their \$40 clock radio every morning. I'm not, however, trying to minimize the importance of good reliable equipment.

Obviously, even the most skilled mechanic must possess the necessary tools to do quality work. But, it has been

my observation over the years that there is an attitude displayed by many station owners that the equipment must be the finest money can buy with little regard for the most important facet of the station — the people.

Hire Professional Staff

Think about it for a moment. If a studio is equipped with \$100,000 worth of gear, including every bell and whistle imaginable, but behind the mike and morning drive is someone whose sole experience amounts to being a DJ in a local roller skating rink, what kind of sound is the station likely to have?

When planning your station budget, remember that a quality, professional staff is one of the most important investments you can make.

There also needs to be an ample amount of funds built into the initial budget for other programming enhancements so the station can sound first class from the first day of operation. In addition to experienced professional personnel, be sure to secure an appropriate Jingle/ID package, voice-over drops, and a production music and sound effects library.

See The Big Picture

Another observation I have made in talking to soon-to-be station owners is

Bear in mind that the majority of listeners will rarely, if ever, pay a visit to your station. Their opinions will be formed almost exclusively by what they hear on their \$40 clock radio every morning.

the lack of understanding in even the basics of radio operations. Often, well-meaning pastors and lay leaders decide

that their church should start a radio station in the same manner that they decide to start a bus ministry.

The central motivation often is driven by what the station can do to promote their church or school as opposed to the bigger picture of what Christian radio can do in the community at large. Pre-conditioned format prejudice is also prevalent in many start-up operations.

For example, there may already be several inspirational-type stations in a given market, but because the particular church or organization starting this station has conservative taste, it is unlikely that any other format will ever be considered. There is already so much format duplication in American Christian radio.

New niches need to be filled, but that requires an open mind and the setting aside of any personal agenda or desire to please one's limited circle of influence, such as friends, members of the board, or church members. Often these groups seem to be focused solely on raising the funds to build the radio station with very little insight of what to do once it is on the air.

Make Changes Now

Reflecting back to the mid-1970s, when I became involved in Christian radio, to the present, we have certainly experienced a healthy growth from a quantitative perspective. There are over 1000 religious stations in the United States. However, if we could somehow see a graph of the quality level of Christian radio, I'm afraid we would see how much work still needs to be done.

I believe that in the mid-to-late-1990s we are going to see a reduction in the amount of stations programming Christian formats but a higher commitment to professionalism. The marketplace, both commercially and non-commercially, will demand a quality product. To quote a line from the new gospel tune recorded by The Winans: "It's time . . . time to make a change and we are the people who can do it."

Bob Augsburg is president of Programming Plus, a firm which produces The Monthly Supporter promo package for Christian radio stations across America. He is also president and general manager of WAYJ-FM in Fort Meyers, Fla.

CENTURIES OF CELEBRATING "THE REASON FOR THE SEASON"

Centuries of celebrating the birth of our Savior have produced a rich array of music that stretches back in time. The variety of recordings available this Christmas season reflects that array — everything from medieval to modern is represented.

Many of the artists involved in creating these recordings have worked hard to achieve quality and freshness, which is no easy task because department stores, commercials, and TV specials flood our ears with the traditional tunes each year.

However, I think that there will always be something special in how Christian performers express these songs because as believers, they are singing something meaningful — straight from the heart.

One of the most meaningful Christmases I ever celebrated was when I was sick in bed with the flu. As I lay there drifting in and out of sleep, I listened to a Christian radio station that was continuously playing Christmas music and reading Scriptures related to Christmas.

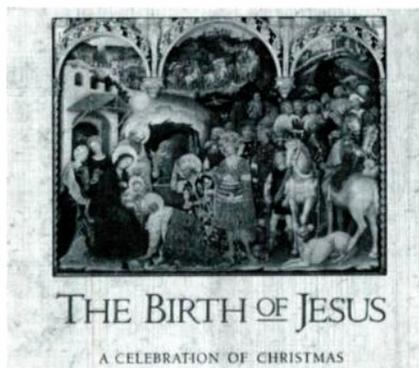
Flat on my back and forced to slow down, I was able to meditate on the words of carols that just might have become background music in the usual Christmas busyness. In the quietness, I was able to experience a joy that was more than a word repetitively printed on wrapping paper. This Christmas, I would encourage you to make time to meditate on "the Reason for the Season."

— Darlene A. Peterson

The Birth of Jesus BY JOHN MICHAEL TALBOT

produced by Billy Ray Hearn
The Sparrow Corporation

John Michael Talbot has researched and reconstructed beautiful Medieval and Renaissance meditations on the birth



of Christ and all that it means to mankind. In listening to the Christmas music available this year, it seemed there were two ways to achieve a fresh sound: concoct something new or rediscover old treasures — this recording has done the latter.

To quote from the introductory notes that come with the recording, "We hope we have used just enough of the ancient to give the whole project a sense of rootedness, and enough of the contemporary to make it approachable to modern listeners."

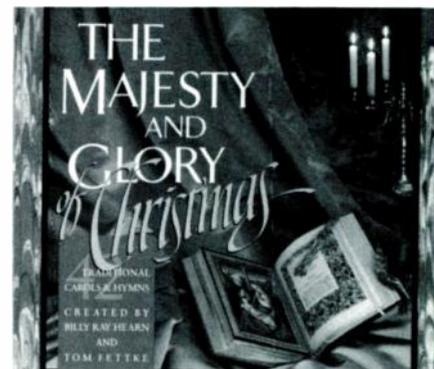
Maybe it's because I have played wind instruments (including the recorder), but I love the rich interplay of the various acoustic wind and string instruments. The National Philharmonic Chamber Orchestra of London brings the beautiful arrangements to life with great skill and feeling.

The Ambrosian Men's Choir and Junior Boys Choir of Desborough School, Maidenstream Berks, England, along with John Michael Talbot's own expressive voice make me think of the angelic choirs of heaven. And all gives glory to Jesus. — D.A.P.

The Majesty and Glory of Christmas

produced by Billy Ray Hearn
and Tom Fettke
The Sparrow Corporation

The title of this recording says it all. A symphony orchestra, talented soloists, and a choir present 42 traditional hymns and carols in settings that are truly majestic and glorious. Although most of these songs are familiar, the quality of the arrangements, musicianship, vocal and instrumental solos, and recording it-



self place this long-playing recording far, far above the category of "just another collection of carols."

The Majesty and Glory of Christmas gives us a panoramic view of the musical inspiration resulting from 2000 years of contemplating the birth of our Lord. Medleys of hymns and carols are grouped around themes such as "Born Today," "Rejoice," "A Gift From God," and "The City of David."

These themes build to a climax in the final track — which is the only fitting finale for such a stirring collection — the Hallelujah Chorus. This recording is truly fit for a King. — D.A.P.

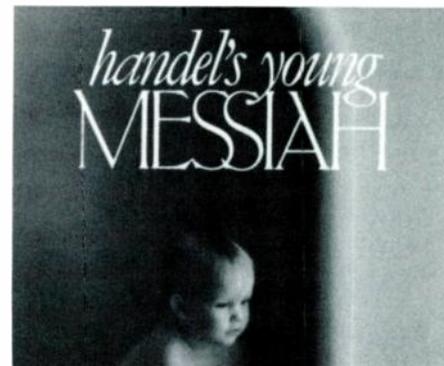
Handel's Young Messiah

produced by Paul Mills, Don Hart,
Neal Joseph, & Norman Miller
Word, Incorporated

When writing the "Hallelujah Chorus," Handel was so moved that he wrote these words in his journal:

"I think I did see all Heaven before me and the great God Himself."

Indeed, for the past 250 years Handel's *Messiah* has undoubtedly had much the same effect on countless listeners. Drawing on contemporary talent and arrangements, *Handel's Young Mes-*



siah was designed to appeal to a contemporary audience.

Already I can hear the purists grumbling, but my advice to them would be to give this rendition a chance. For this recording is reverential to the original even as it updates it, and the whole is certainly reverential to the Messiah Himself.

Matthew Ward, *First Call*, *The Imperials*, Sheila Walsh, Russ Taff, Wayne Watson, Annie Herring, Twila Paris, *Whiteheart*, Cynthia Clawson, and Phil Driscoll add their voices and musical talent to an orchestra and choir in this performance which has gone on a special tour. I enjoyed hearing these contemporary artists tackle the intricate and ornamental vocal solos.

Each artist or group brought something unique and personal to the interpretation of the piece, giving it a beautiful texture. *Handel's Young Messiah* is a good example of both the diversity and unity in Christ — the diversity of the individual artists and their unity in their devotion to their Lord and Messiah. — D.A.P.

Our Christmas

produced by Loren Balman,
Michael Blanton, Terry Hemmings et al.
Word/Reunion Records, Inc.

An assembly of contemporary Christian musicians is also featured in *Our Christmas*. Each of the artists takes a traditional carol or hymn and transforms it into a new creation through innovative instrumental and vocal arrangements.

Each of the songs takes on the touch of a handmade, heartfelt Christmas greeting. Hearing familiar carols in new settings with expressive vocals made me really listen to and contemplate the words again.

Because each song is so unique and personal, it is hard for me to name favorites, but the melancholy, velvety treatment of "God Rest Ye Merry Gentlemen" performed by Kim Hill and Phil Keaggy (with the kind of intricately woven, crisp acoustic guitar you'd count on from such a duo) stands out, as does Roberta Flack's haunting, expressive "What Child is This?"

The variety and range of expression are what make this recording. The other artists featured are Michael W. Smith, Al

Green, David Meece, Bryan Duncan, Amy Grant and Sandi Patti (a duet), *First Call*, Mylon LeFevre, and Russ Taff. — D.A.P.

Christmas Instrumental

produced by Tom Brooks,
Michael Coleman, and Ed Lindquist
Integrity Music, Inc.

Purely instrumental, I found this recording relaxing and radiant with Yuletide sounds. Hymns and carols come alive with triumphant horns, delicate strings, and full orchestral majesty. *Christmas Instrumental* is a haven of beauty and tranquility amid hectic holiday schedules. — D.A.P.

Praise & Worship Christmas

produced by Tom Brooks,
Michael Coleman, and Ed Lindquist
Integrity Music, Inc.

Add a worship leader and a large group of enthusiastic voices to the *Christmas Instrumental* music and you get *Praise & Worship Christmas*. Those of you who like to sing along will want to join right in when this recording comes through the speakers.

Those of you who like to listen will be uplifted and inspired by the enthusiasm of the people singing. 'Tis always the season to praise and worship the Lord, and what better way to do it than with Christmas carols. "O come let us adore Him. . . ." Amen! — D.A.P.

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SPEAKER SYSTEM FEATURES ACTIVE SERVO TECHNOLOGY

The Professional Audio Division of Yamaha Corporation of America has introduced the MS60S Monitor Speaker system, which is a compact-powered, two-way loudspeaker with an 8-inch low frequency speaker and a bullet-type high-frequency unit.

The MS60S features YST, a technol-

VP88 Stereo Microphone, the first model in a new line of video production microphones. The VP88 is a single-point stereo condenser microphone incorporating two independent elements to produce a classic Mid-Side (MS) stereo signal.

The VP88 incorporates two condenser microphone cartridges mounted in a coincident fashion to produce a stereo signal that is fully mono compatible. The Mid capsule faces directly forward, utilizing a cardioid polar pattern while the Side element is perpendicular to the Mid element and employs a bi-directional pickup. The outputs of these elements are available to the user in either stereo or MS modes.

Operating on either phantom or battery power, the VP88 also offers a low-frequency roll-off switch, shock-mounted cartridges, and a built-in pop filter to reduce pickup of unwanted noise. Lightweight and compact, the versatile VP88 can be operated as either a camera- or fishpole-mounted unit as supplied.

The user net price for the VP88 is \$995, which includes battery, carrying bag, foam windscreen, swivel adapter, and Y-splitter cable. For more information, contact: Shure Brothers Inc., Customer Services Department, 222 Hartrey Ave., Evanston, IL 60202-3696, or call (800) 257-4873.

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broadcasts the signals to wireless pocket size, lightweight, and inexpensive FM receivers. The system may be used indoors or out and there is no limit to the number of receivers the system can handle.

The Easy Listener Hearing System basic package consists of one 551A and one 551T Base Station, three receivers, three lightweight headsets, a wall charger, and all appropriate accessories. For more information, contact: "Easy Listener" Phonic Ear Inc., 250 Camino Alto, Mill Valley, CA 94941, or call (800) 227-0735 [in California (800) 772-3374].

SIGNATURE MUSIC LIBRARY INTRODUCES CD COLLECTION

Signature Music Library has released a collection of broadcast spot-length music beds. Four compact disc volumes contain 126 themes, each with a 30- and 60-second cut. The themes offer a wide range of styles.

Signature Music is licensed through a one-time payment for synchronization rights. For more information, please contact: Bill Mullin, Signature Music Library,

ogy which, by using a negative output impedance amplifier, yields extended low-frequency response for the size of the unit, and improved sound quality. The MS60S measures 17-1/2 x 10-1/2 x 9-1/2 inches in size and weighs 22 pounds. It has three inputs.

Input one via a 3-pin XLR-type connector and phone jacks are utilized for Inputs two and three. The MS60S features a built-in equalizer with the low-frequency band centered at 70 Hz with +/- 8dB of control. The MS60S cabinet is constructed of high impact thermoplastic, and features two mechanical connection points for bracket mounting, a floor stand, a rack-mount adapter, or other custom mounts.

Suggested retail price for the MS60S is \$575. For more information, contact: Yamaha Corporation of America, Professional Audio Division, P.O. Box 6600, Buena Park, CA 90622-6600, or call (714) 522-9312 or (818) 986-4643.

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The 1100 is user friendly, and has all of the features expected in a 100-MHz oscilloscope, including alternate triggering, alternate time base, and variable holdoff. The high intensity CRT and extensive triggering controls provide a very bright and stable display of even complex signals.

TV-V1, TV-V2, and TV-H sync separator circuits allow for optimum triggering of video signals. Alternate timebase allows for simultaneous observation of vertical and horizontal TV signals. For more information, contact: Mike Hoyer, Leader Instruments Corporation, 380 Oser Ave., Hauppauge, NY 11788, or call (800) 645-5104 [In New York call (516) 231-6900].

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MIDWEST CHRISTIAN FOUNDATION, Oak Brook, Ill., is offering for immediate sale, the following television equipment: 3 Ikegami HL79EAL W/power supply and shipping case, 3 Anton Bauer Camera Remote, 3 Canon J18x8.5 Zoom lens and 1 Sony BVH-500 Portable 1 Inch Recorder. Call Richard McKay at (708) 887-1515 or FAX (708) 887-1525.

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IF YOUR CHRISTIAN organization needs an agent to present your ministry program to television stations, call Brother Bob. If your Christian TV station has need of an experienced broadcast consultant for engineering, operations, sales, or management, call Brother Bob. For help in the purchase of TV broadcast equipment, call Brother Bob at (919) 985-3447. At Robert J. Pelletier, Associates, we're committed to helping Christian broadcasters in service to God.

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DJ/ANNOUNCER with 10 years on-air radio experience including news, production, MD, PD, and operations management seeks position with Christian music station, preferably youth-oriented. Contact Box 12N, NRB, 299 Webro Road, Parsippany, NJ 07054.

THIRD GENERATION BROADCASTER desiring to serve the Lord with my talents. I have a background in radio station ownership, management, and brokerage. I will be a great help with acquiring stations. I am looking for a position in management in the southwest or south central U.S. However, I will consider any area. Contact Box 12J, National Religious Broadcasters, 299 Webro Road, Parsippany, NJ 07054.

HELP WANTED

GENERAL MANAGER — Ministry-minded radio professional to lead a full-time commercial medium-market Michigan Christian AM start-up. Experience in national and local sales. Knowledge of FCC rules preferred. A person who can bring it all together — one who's in it for the long haul. EOE. Resume, references, and photo to: NCC, 33523 Eight Mile Rd. A3., Suite 130, Livonia, MI 48152.

ACCOUNT EXECS — Ministry-minded radio sales professional to be part of a new Michigan medium market full-time commercial AM station. Experience in

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local spot sales preferred. EOE. Resume, references, and photo to: NCC, 33523 Eight Mile Rd. A3., Suite 130, Livonia, MI 48152.

ANNOUNCERS — Ministry-minded radio personalities for all shifts on a new medium market full-time Michigan AM. Work in an enjoyable environment and serve the Lord at the same time. EOE. Resume, tape, references, and photo to: NCC, 33523 Eight Mile Rd. A3., Suite 130, Livonia, MI 48152.

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THE ON & OFF-AIR . . .
CONTINUED FROM PAGE 29

with them.

We have found that while psychiatric research and psychological studies can be helpful in assessing human needs, the bottom line answers are provided from the Scriptures.

3. The topic material needs to be applicable to daily living.

In today's world, Christians face many of the same complex issues and problems that plague non-Christians. And they often wonder, "Where can I turn for help?"

That's where Christian broadcasters can be an important part of the answer. Our listeners are suffering from painful relationships, grief, anxiety, addictions, depression, guilt, anger, and fear. As a team, we can minister to the needs of our listeners.

Through music, talk shows, and other formats, we have an opportunity to educate, challenge, reinforce, and even inspire millions of people every day. This is not only emotionally and spiritually helpful, but it can often be the catalyst

for positive and profound changes in the lives of our listeners.

4. Christian broadcasters need to concentrate on their own devotional and prayer life.

God loves for us to spend time with Him, talk with Him. He wants to be our very best friend. Since Christian broadcasters are sinners saved by grace, we, too, are tempted by improper and selfish motives. Just like other Christians, we need to spend time in God's Word to maintain a healthy perspective and to keep our priorities with His will.

The Word builds us up. Daily Bible reading and prayer will solidify our relationship with the Lord, and Scripture memory will enable us to meet the demands of even the most hectic schedule.

Many Christians in media ministries find it hard to maintain the physical, emotional, and spiritual balance needed to prevent burnout from occurring. It is difficult to find enough time to rest, exercise, spend time with the family, meditate on Scripture, and take care of ourselves.

Why are so many broadcasters susceptible to burnout? First, we are placed

in the glaring spotlight of the public eye. Some of our listeners can be critical. They actually expect us to be perfect. This pressure is particularly acute if we are involved in "live" radio programs, without the possibility of editing.

Closely linked to this is the fact that we are responsible. We seek to be conscientious, both as servants of God and as servants of the people to whom we minister. Responding to these responsibilities may lead to burnout. It is important to develop priorities and perspectives in our daily lifestyles that are pleasing to God. We must make our own spiritual life a priority.

5. Broadcasters need to realize that sibling rivalry has been around since the days of Cain and Abel.

Sad to say, attacks on a public ministry will not likely come from non-believers, but will instead come from within the family of believers. We must put aside our jealousy of one another, our greed and competitiveness, and focus on the overall purpose of our outreach to "go and make disciples of all nations" (Matthew 28:19).

6. It is important to realize that broadcasting will probably be a temporary aspect of one's ministry.

Broadcasting offers only a brief opportunity to help people. Life, itself, is brief. It is normal to hope that someone will be doing the same thing 20 years from now; but at the same time, it is arrogant to make this assumption. None of us knows if we will even be living tomorrow. Everything we do, day by day, is as the Lord permits. So we should keep a sense of purpose clearly in mind and a vision for the future.

It's a wonderfully fulfilling experience to be able to help other Christians so that they can be more effective for Jesus Christ. And certainly a major purpose of Christian broadcasting is to renew hope and peace.

Together we can have an impact for the Lord by helping people live fruitful, happy lives. The Lord has graciously blessed all of us by providing us with technology, opportunities, and biblical guidelines for sharing Christ with individuals all over the world. Let us pray that we will one day hear Him say, "Well done, good and faithful servant" (Matthew 25:23).

Frank Minirth, M.D. and Paul Meier, M.D., are co-founders of the nationally-known Minirth-Meier Clinics.

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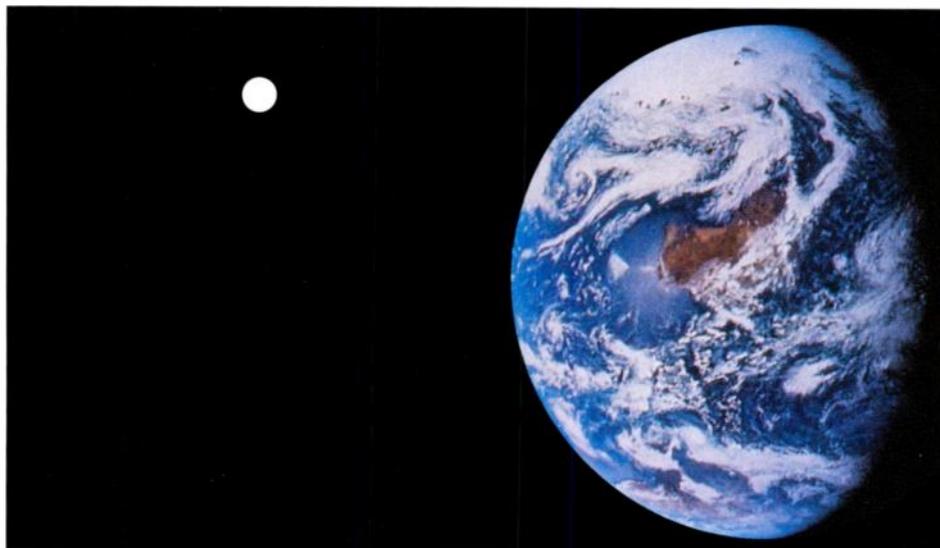


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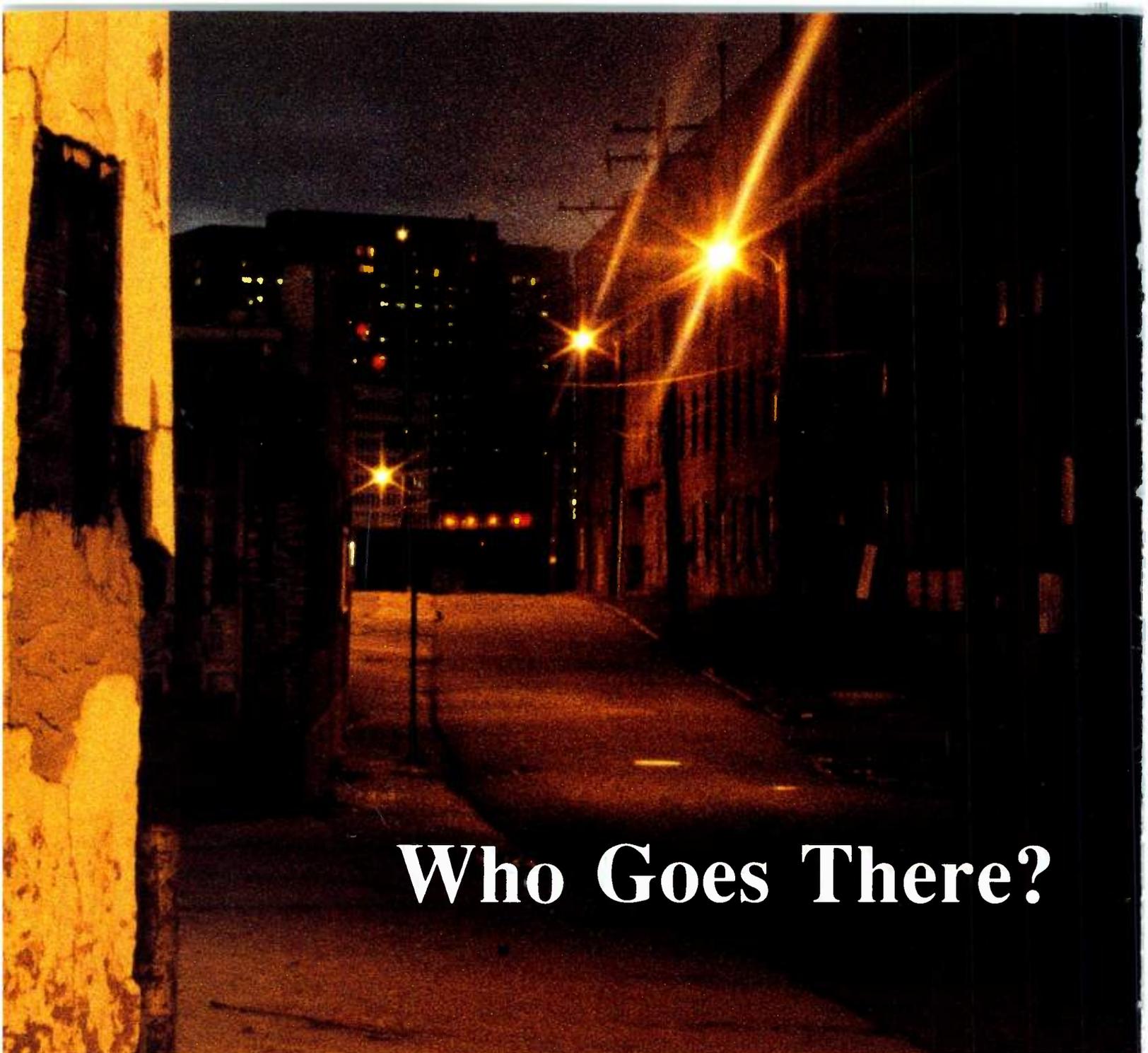
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