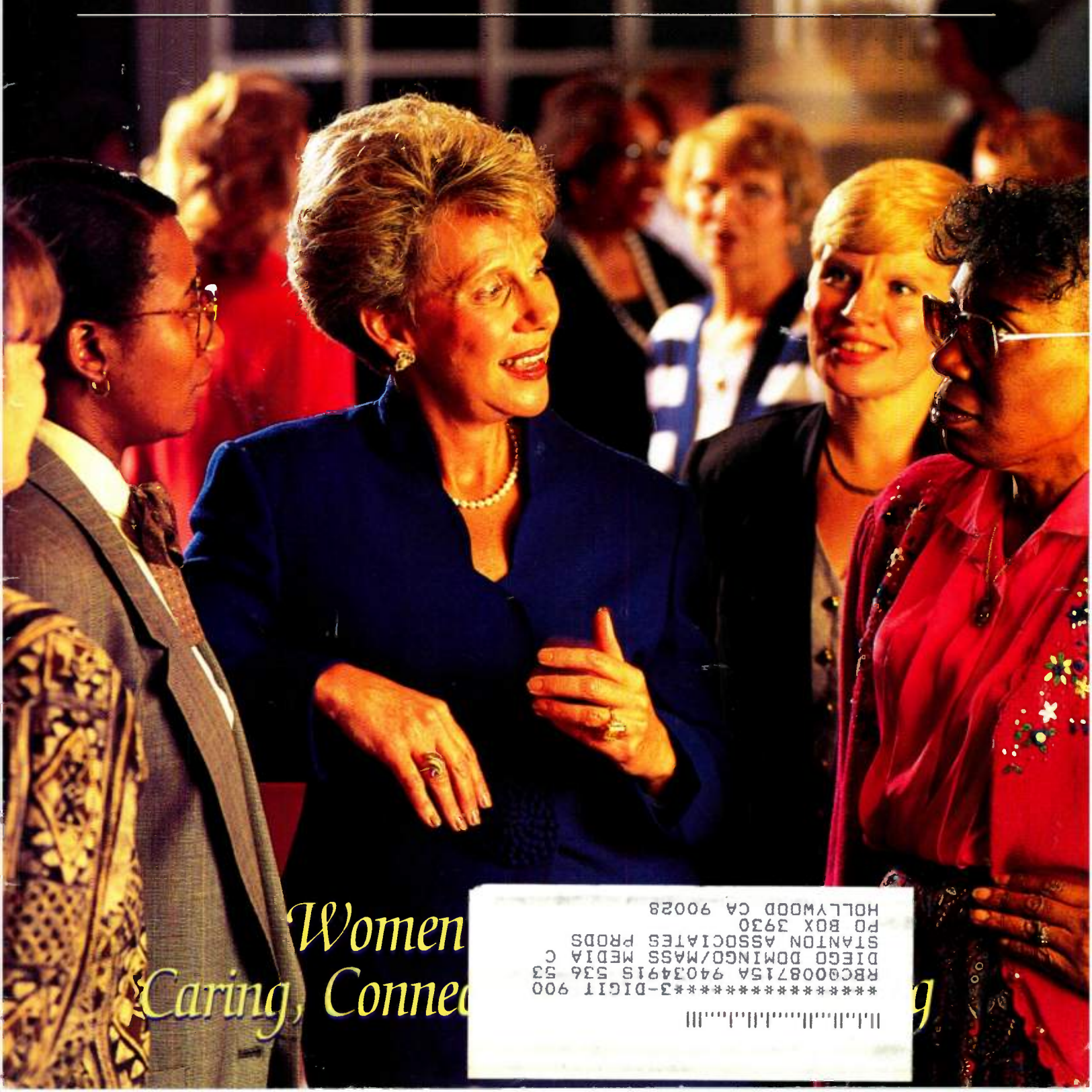


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TELEVISION**

Navigating Nashville

by Sarah E. Smith
With NRB 95 quickly approaching, this article is chock full of places to go, people to see, and things to do near the Opryland Hotel in Nashville, Tenn.

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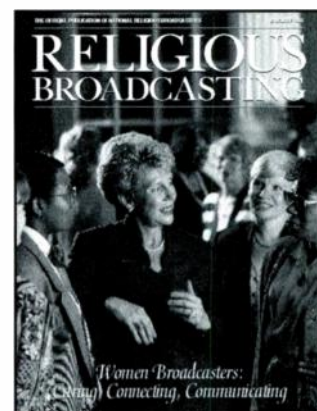


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RELIGIOUS BROADCASTING

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Spiritual Conditioning — A New Beginning



Bob Straton is chairman of National Religious Broadcasters and senior vice president of Walter Bennett Communications in Fort Washington, Pa.

What's the most asked question leading up to January 1? I think we would all agree it's, "What's your New Year's resolution?" That question makes me cringe, probably because, like so many others, my resolutions always have something to do with losing weight or getting in shape. If we polled our well-fed, fast-food-loving country, I think my annual resolutions would be at the top of the Resolution Hit Parade!

Webster's defines resolution as "a position reached after consideration; unwavering firmness of character and action; and the power to make choices and set goals and to act upon them firmly in spite of opposition or difficulty." At this traditional time of new beginnings we often hear people say, "I'm dedicating myself to walking a mile every day," or "I will lose ten pounds before summer." These commendable goals are established to better one's physical condition, but how many of us ever consider the need to make a spiritually founded New Year's resolution?

As Christians, we have been commanded to be as Christ-like as we can possibly be. We are to respect our bodies, but also our minds. In Romans 12:1, 2, Paul writes, "Therefore, I urge you, brothers, in view of God's mercy, to offer your bodies as living sacrifices, holy and pleasing to God — which is your spiritual worship. Do not conform any longer to the pattern of this world, but be transformed by the renewing of your mind. Then you will be able to test and approve what God's will is — His good, pleasing, and perfect will."

Verse one refers to our bodies, but the second verse tells us of the importance of our minds, so that we are not transformed by the world, but are able to determine the will of God. This is not an easy task, whether in theory or practice. Restoring the mind takes concerted effort and time, time spent studying the Bible, communicating with God, and listening to Him. Our busy schedules, both professional and private, are constantly inundated with meetings, lunches, conferences, and crises, and we often don't give ourselves an opportunity to spend adequate time with the Lord in an effort to strengthen our spiritual life.

In his book, *The Word of a Gentlemen: Meditations for Modern Man*, Senate chaplain Richard Halverson said, "Good physical condition increases a man's efficiency and being 'in condition' spiritually guarantees a man's best!" If we want to lose weight, we exercise, reduce calories, and eat healthier foods. Similarly, if we want to be more like Christ, we need to spend more time getting to know Him through His Word and daily prayer.

As we begin another year, I encourage and challenge each and every National Religious Broadcasters (NRB) member to place your spiritual resolution at the top of your New Year's resolutions. Commit yourself to a devotional time every day — whether it is in the morning, thanking God for another day, or in the evening, when a time with God in prayer can renew you after a long day and replenish you for another day. Whatever time is best for you, make it a point to read the Bible and pray.

With increasing reports of soaring crime rates, corruption in government and industry, violence in homes and on streets, and the decline in the moral fabric of society, it is more important than ever for Christian broadcasters to utilize our highly visible positions to lead others, not just by what we say, but also by what we do.

Pray your convictions and witness will stand out stronger this year and pray the same for your fellow broadcasters in their areas of ministry. Take steps to make 1995 the year of spiritual fitness. Consider your present spiritual condition, set goals, and be unwavering in your commitment to accomplish them, asking God for the power to make Him a priority throughout 1995.

God bless you and Happy New Year!

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Women Not Powder Puffs in Broadcasting

Today's Christian broadcasting world not only welcomes the women increasingly entering the field but applauds and encourages their growth and maturity in the multitude of roles they have taken on. The examples of successful women which come immediately to mind are by no means "powder puffs," but resourceful, knowledgeable communicators with a will and a passion for serving our Lord, each in her own special way.

Kay Arthur, Cynthia Swindoll, June Hunt, Beverly LaHaye, Sarah Utterbach, Jean Donaldson, Joni Eareckson Tada, and Elisabeth Elliot, to name but a few, stand out with their innovative and original programs. Others such as Sue Bahner, Char Binkley, Ingrid Guzman, and Edna Edwards have made their mark in station management and programming.

Building a strong and lasting career in Christian broadcasting today is challenging and can be a difficult and lonely struggle for either sex. In this issue of *Religious Broadcasting*, we salute not only the featured subjects, but all the women in broadcasting who have proven themselves successful with that extra "edge."



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

Election Results

Politicians come and go. We witnessed that fact a couple of months ago on Election Day. The electorate voiced its opinion, and hopefully the message will be understood and heeded by Republicans and Democrats alike. I think Gary Bauer of Family Research Council is right when he said, "The election was about values, and those who embraced family, faith, and free enterprise prevailed." My concern is that the message be truly understood and worked out carefully in the coming weeks and months.

One of the things I have become aware of here in Washington, D.C., is the amount of authority — yes, power — in the hands of staff bureaucrats. This, I feel, is a worrisome concern, for it places a good deal of ability to "call the shots" in the hands of people we have never elected.

I have seen this at the Federal Communications Commission, on Capitol Hill, and in other commissions and bureaus. We need to ensure elected officials take full control of the essentials which govern our lives and ministries.

Lutheran Radio Station Renewal

A major concern to the Lutheran Church-Missouri Synod is the fact the FCC has recommended KFUE-AM-FM forfeit their licenses for not complying with the recruitment requirements of the EEOC and the FCC. (*Editor's note: see "In Depth" on page 33 for more information on this case.*) The AM station is one of the oldest in the nation, celebrating 70 years last month.

Started in 1989, the case is of this writing in the hands of an administrative judge from whom a ruling is expected this month. It is obvious that every licensed station will not only need to be fully aware but complying with the rules on recruitment and hiring of minority employees.

Don't Forget NRB 95

We've had a busy year in 1994, and I see no less activity in 1995. I want again to invite you to the upcoming 52nd Annual National Religious Broadcasters Convention (NRB 95) in Nashville, Tenn. Scheduled for February 11-14 at the Opryland Hotel, NRB 95 has an incomparable program of speakers, musicians, workshop participants, and exposition display. Bring staff members with you for a grand time of camaraderie and fellowship in our God-given industry.

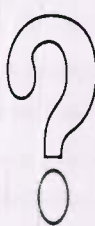
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Dr. E. Brandt Gustavson
President, National Religious Broadcasters



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SUPERIOR SERVICE

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NATIONAL HEALTH CARE

It seems probable that some form of National Health Care program will become law in the next three years, maybe sooner. No one can accurately predict how any such law may affect you and your organization. If legislation is enacted, the Plan's Coordinator will keep participating Members appropriately advised so that they can make informed decisions regarding their health insurance coverage.

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

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Republican-led Congress to Reshape Telecommunications Bills

Republican victories in the November elections should make a noticeable impact on telecommunications legislation in 1995, including matters directly affecting broadcasters. As of this writing, less than two weeks have lapsed since the GOP gained control of both chambers of Congress, making it difficult to predict the exact form that Republican-drafted legislation will take.

Nevertheless, it seems clear that the 1995 telecommunications bills will be designed to allow speedier entry of cable operators and local telephone companies (known as local exchange carriers, or LECs) into each other's traditional lines of business than would have been permitted under the Democratic-crafted legislation last year.

Both parties already concur on the need for revising the Communications Act of 1934 to deal with the technological "convergence" of once-separate segments of the telecommunications industry. Indeed, the 1994 legislation came close to passage, and many principles underlying those measures had — and continue to have — broad bipartisan support.

Republicans and Democrats (including the Clinton administration) generally agree competition is a better means than regulation for guaranteeing that consumers receive a wide range of communications services at an affordable price. To that end, legislative proposals have been designed to foster a "two-wire" model — i.e., two or more broadband transmission systems into the home, perhaps supplemented by a range of wireless services, such as traditional terrestrial broadcasting, direct broadcast satellite (DBS), cellular services, and others.

The new Senate Majority Leader, Robert Dole (R-Kan.), and other key GOP senators were still assembling a "task force" in November to begin the bill-writing process; similar work is taking place among Republicans in

the House of Representatives. GOP leaders who will take active roles in telecommunications issues are experienced in the area, and they hope to move their measures forward at a brisk pace.

Those legislators include Sen. Larry Pressler (R-S.D.), slated to chair the Senate Commerce Committee; Sen. Robert Packwood (R-Ore.), expected to take charge of the Senate Communications Subcommittee; Rep. Thomas Bliley (R-Va.), anticipated to become chairman of the House Energy and Commerce Committee; and Rep. Jack Fields (R-Texas), likely to chair the House Telecommunications Subcommittee. Both Pressler and Fields, in particular, had a hand in shaping the 1994 telecommunications bills.

Like those proposals, GOP-drafted legislation is expected to eliminate the federal restraints that now prevent LECs from offering cable service or long-distance service, as well as the state laws preventing cable operators, long-distance carriers, and other entities from providing local telephone service. The 1995 measures should also repeat the call for "regulatory parity," meaning all communications providers offering a particular service are to be regulated in a similar manner.

However, partisan differences are likely to become obvious once details of the Republican and Democratic visions for reaching those goals can be compared. As a general matter, the 1994 legislation was targeted to address what Democrats perceived as the LECs' overwhelming competitive advantages over cable, long-distance carriers, and other players in developing the coming information superhighway.

Thus, last year's bills would have required LECs (particularly the seven Regional Bell Operating Companies or BOCs) to satisfy stringent regulatory tests before they could have begun competing in various telecom-



Richard E. Wiley is a former chairman of the Federal Communications Commission and is general counsel for National Religious Broadcasters. He was assisted in the preparation of this article by Rosemary Harold.

munications markets. As a result, LEC entry might have been delayed for a considerable period.

Republicans have spoken publicly about their interest in seeing competition develop more quickly. Observers anticipate the 1995 legislation will give regulators a much smaller role in monitoring the activities of communications service providers. Consequently, the transition period between today's still-segmented industry and a fully competitive future is expected to be shorter.

Another major difference that may appear in Republican-crafted legislation is the relaxation — or perhaps even outright appeal — of portions of the Cable Consumer Protection and Competition Act of 1992 (cable act). Most of the Republicans now in leadership roles opposed the cable act, especially the provisions concerning rate regulation.

Many GOP legislators have been sharply critical of the commission's implementation of rate controls, which cable operators contend have led to overly complex rules and a decline in revenues needed for investment in upgraded equipment and additional programming.

There also is some speculation that Republicans will add stronger provisions for easing broadcast ownership restrictions to their bills. The

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A D U L T C H R I S T I A N H I T R A D I O

The Christian Working Woman's Working Woman

by Kim Winters

THIS IS A STORY OF vision. Just over ten years ago Mary Whelchel had no experience in broadcasting. Today she is president and founder of a nationwide radio ministry entering its 11th year of programming. *The Christian Working Woman* radio program is heard on over 300 facilities in three formats, "and it's growing all the time," Whelchel says. The latest format is a one-minute public service spot using drama and humor.

Seeing a Need

As a professional for the last 22 years, Whelchel has experienced the temptations and struggles that exist in many work environments. "I know what it's like to be caught up in the world's idea of success," Whelchel relates. "I know how difficult it is to work and raise a family; I understand the struggles these women face, because I've faced them myself."

In fact, it was seeing the effects of these struggles in her own life that sparked her to action. "I never dreamed of building a national ministry — I just saw so many women with needs like mine, and prayed for God's leading in order to reach out to them."

After much prayer, Whelchel began a ministry to workplace women at her home church, Moody Memorial in Chicago. From that grew a desire to see the same type of support and encouragement available to workplace women everywhere, via Christian radio. In 1984, after 18 months of prayer, Whelchel began broadcasting on one station in Chicago.

Who Is Mary Whelchel?

Whelchel's radio voice is pleasant and carries just a hint of a southern accent that is a reminder of her upbringing in Atlanta. After moving to New York, Whelchel took a position as one of the first



Julie Busteed, operations manager for The Christian Working Woman, handles the finances of the ministry with confidence. "Although I'd rather have some cushion in our finances, it is exciting to see God's provision each month," she notes.

women in sales at IBM. Her career moves brought her to Chicago, where she was director of marketing for a division of Becton-Dickinson. She is currently self-employed

(in addition to her work with *The Christian Working Woman*) as a business trainer, conducting seminars across the country for Dun & Bradstreet and other clients.

"Sometimes I feel as though I'm pulled in two different directions," she shares, "but the business training helps the ministry financially, and it keeps me involved in that world to which I minister."

Even with her busy speaking and traveling schedule, Whelchel's top priority continues to be the Lord. She is a morning person, often rising as early as 4 a.m. to have quality time with the Lord. Members of her staff agree that seeing this type of commitment is an integral part of their confidence in Whelchel as a leader.

The Celebrity Syndrome

As the ministry grows and listeners increase, Whelchel is aware of the constant temptation to get her priorities out of focus. She confesses, "My constant challenge is to remember that God doesn't use stars; He uses servants. I pray often that God will deliver me from what I call the 'celebrity syndrome,' because the only thing that will help people is the Word of God, not what I have to say."



Processing mail turns up many willing prayer partners for The Christian Working Woman, as administrative assistant Ilona Berg can attest. Though the prayer needs are great, "it's such an encouragement to see how many people are willing to commit to pray for our listeners."

One way in which Whelchel stays down to earth is by spending time doing the type of tasks you

would not normally expect the president and founder of a ministry to do. With just four staff members, stuffing envelopes, stapling transcripts, and making trips to the post

"My constant challenge is to remember that God doesn't use stars; He uses servants."

— Mary Whelchel,
president and founder,
The Christian Working Woman

office are among the many daily duties all employees share, including Whelchel. "It keeps us all humble," she explains, "and enables us to operate very economically."

Being a Woman in Broadcasting

At the time she began the ministry, Whelchel was one of only a handful of female broadcasters. "I never intended to blaze new paths," she says, "but I felt the Lord had brought these opportunities my way and I needed to respond."

Being in a male-dominated world is not new to Whelchel; her business career often takes her into this type of situation. Being in the minority does not affect how she feels about what she does. "I almost never even think about any of that," she shares.

"I am not called to prove anything about women, to fulfill my own desires as a woman, or to promote women. I am a servant of God, and my number one goal is to glorify Him

and minister to the women He brings my way."

Indeed, she is thankful for the

way in which the Lord has used men to help the ministry continue to grow and flourish. Bob Neff and John Maddex of Moody Broadcasting, Dr. Erwin Lutzer of Moody Church, Craig Hulsebos of Family Radio, Richard Bott Sr. of Bott Broadcasting, and Paul Ramseyer of Sky-Light Radio network are just a few of the men who have been willing to help the ministry.

"Without them we would not have known the growth we've had," she acknowledges. "I've really appreciated their advice and support, and I go back to them often when I need help." Though thankful for the men, she enjoys seeing women enter the many facets of religious broadcasting.

In a day when women need each other more than ever, a woman's perspective over the radio can be a powerful way to meet needs among female listeners. "We are not in competition with our sisters in broadcasting," says Whelchel, "in fact, we rejoice with how God is using other women's programs today. There's more than enough room for all of us."

Who Is Listening?

Although the name would indicate otherwise, it is not just workplace women who listen to the program. Letters and phone calls received by the ministry include a good number of women who work at home as mothers and homemakers as well as quite a few men. "The men are sometimes embarrassed to request transcripts," Whelchel smiles, "but we just laugh and let them know they're welcome!"

The response from listeners in 1993 increased by 27 percent from 1992, and with a new phone line being announced over the air, it continues to grow. In a recent month, the program generated over 900 calls on the listener response line; even more letters flooded in. "At times my staff feels a bit overwhelmed with the job of responding to our listeners' needs, but we are all

Continued on page 12

Getting to Know . . . Getting to Know . . .

compiled by Mark Ward Sr. —

Elisa Morgan *Mom Sense* Denver

SOME CRITICS ACCUSE Christian media of stealing sheep from local pews. There is no better rebuttal to this than the work of MOPS (Mothers of Preschoolers) International — whose *Mom Sense* daily radio program and unique support group ministry are bringing scores of young mothers into local churches nationwide.

Chartered in nearly 800 churches, MOPS chapters afford young mothers a haven for fellowship, biblical teaching, group discussion, and creative activity. In most chapters, between one-third and one-half of women attending are unchurched. Child care is provided and teaching is led by an experienced older mother who shares practical truths and tips.

"We could have structured MOPS to meet in private homes," explains MOPS president Elisa Morgan, "but our vision is both to help women be the best mothers

Between one-third and one-half of women attending are unchurched.

they can be and to strengthen the local church." Each group is run by a sponsoring church, she says, offering an outreach that "attracts a lot of moms through the fellowship hall doors who won't come through the

sanctuary doors."

The syndicated *Mom Sense* program, aired daily on more than 250 radio outlets, offers "two-minute tips" listeners can apply in their roles as mothers, wives, and women. The broadcast also makes listeners more aware of MOPS, adds Morgan, so that "radio helps build



Elisa Morgan

the ministry. When people contact us, we can channel them into local churches with MOPS groups."

Each week *Mom Sense* features two interviews, two dramas, and two commentaries by Morgan. Since 1992, when MOPS adopted the format, response has kept the ministry's toll-free number busy.

"My gifts are speaking, writing, and vision setting," says Morgan, who explains she was hired to "facilitate, expand, and give structure" to an organization run by volunteers since its 1973 founding in a single local church.

Today, all 17 staff members at the Denver headquarters are part-timers. The ministry relies on char-

ter fees and the sale of ministry-related items for 75 percent of its funding. The remainder is obtained mostly from foundation grants.

Morgan resides in the Denver area with her husband of 15 years, Evan, and their children Eva (10) and Ethan (8). She admits her own "difficult childhood made me an unlikely candidate for the role of advocate for moms of young children," and that "motherhood didn't come naturally but filled me with apprehension." Last year in *Today's Christian Woman* magazine, she publicly shared her childhood trials in a home broken by divorce and alcoholism.

When God called her to MOPS in 1989, Morgan recalls how she was "struggling with a sense of inadequacy as a mother, as a professional, [and] as a woman." To counter that sense of unworthiness, God impressed upon her heart the words of John 15:16, "You did not choose me, but I chose you to go and bear fruit — fruit that will last."

MOPS chapters are chartered in nearly 800 churches.

Now, five years later, MOPS is seeing the lasting fruit of young mothers and families impacted for Christ. An urban adaptation of the MOPS program is now active in nine inner-city churches around the nation, while chapters have been chartered in eight countries outside the United States — giving rise to a "Mission MOPS" plan the group is developing.

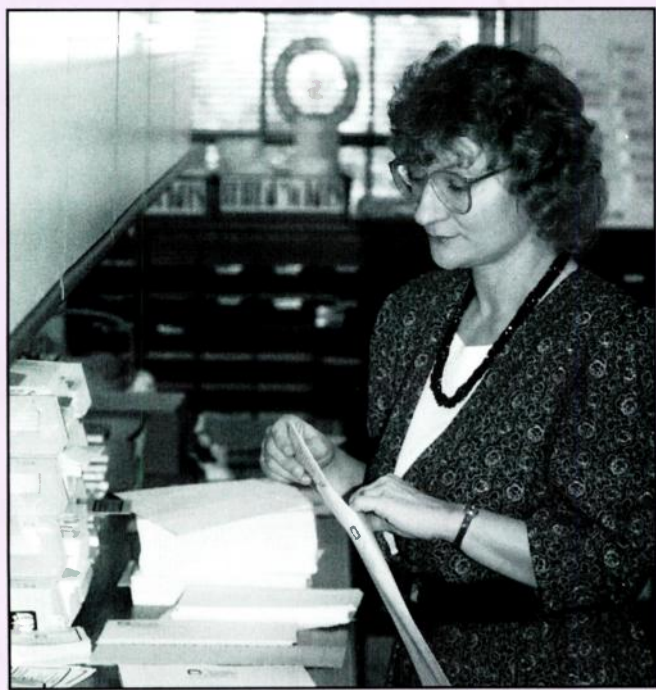
As for Morgan, through Christ she has resolved the relationships with her mother and father. And her anxieties as a mother have been replaced by "God growing my confidence just to go with what happens."

"Sometimes I feel as though I'm pulled in two different directions," she shares, "but the business training helps the ministry financially, and it keeps me involved in that world to which I minister."

Even with her busy speaking and traveling schedule, Whelchel's top priority continues to be the Lord. She is a morning person, often rising as early as 4 a.m. to have quality time with the Lord. Members of her staff agree that seeing this type of commitment is an integral part of their confidence in Whelchel as a leader.

The Celebrity Syndrome

As the ministry grows and listeners increase, Whelchel is aware of the constant temptation to get her priorities out of focus. She confesses, "My constant challenge is to remember that God doesn't use stars; He uses servants. I pray often that God will deliver me from what I call the 'celebrity syndrome,' because the only thing that will help people is the Word of God, not what I have to say."



Processing mail turns up many willing prayer partners for The Christian Working Woman, as administrative assistant Ilona Berg can attest. Though the prayer needs are great, "it's such an encouragement to see how many people are willing to commit to pray for our listeners."

One way in which Whelchel stays down to earth is by spending time doing the type of tasks you

would not normally expect the president and founder of a ministry to do. With just four staff members, stuffing envelopes, stapling transcripts, and making trips to the post

"My constant challenge is to remember that God doesn't use stars; He uses servants."

— Mary Whelchel,
president and founder,
The Christian Working Woman

office are among the many daily duties all employees share, including Whelchel. "It keeps us all humble," she explains, "and enables us to operate very economically."

Being a Woman in Broadcasting

At the time she began the ministry, Whelchel was one of only a handful of female broadcasters. "I never intended to blaze new paths,"

she says, "but I felt the Lord had brought these opportunities my way and I needed to respond."

Being in a male-dominated world is not new to Whelchel; her business career often takes her into this type of situation. Being in the minority does not affect how she feels about what she does. "I almost never even think about any of that," she shares.

"I am not called to prove anything about women, to fulfill my own desires as a woman, or to promote women. I am a servant of God, and my number one goal is to glorify Him

and minister to the women He brings my way."

Indeed, she is thankful for the

way in which the Lord has used men to help the ministry continue to grow and flourish. Bob Neff and John Maddex of Moody Broadcasting, Dr. Erwin Lutzer of Moody Church, Craig Hulsebos of Family Radio, Richard Bott Sr. of Bott Broadcasting, and Paul Ramseyer of Sky-Light Radio network are just a few of the men who have been willing to help the ministry.

"Without them we would not have known the growth we've had," she acknowledges. "I've really appreciated their advice and support, and I go back to them often when I need help." Though thankful for the men, she enjoys seeing women enter the many facets of religious broadcasting.

In a day when women need each other more than ever, a woman's perspective over the radio can be a powerful way to meet needs among female listeners. "We are not in competition with our sisters in broadcasting," says Whelchel, "in fact, we rejoice with how God is using other women's programs today. There's more than enough room for all of us."

Who Is Listening?

Although the name would indicate otherwise, it is not just workplace women who listen to the program. Letters and phone calls received by the ministry include a good number of women who work at home as mothers and homemakers as well as quite a few men. "The men are sometimes embarrassed to request transcripts," Whelchel smiles, "but we just laugh and let them know they're welcome!"

The response from listeners in 1993 increased by 27 percent from 1992, and with a new phone line being announced over the air, it continues to grow. In a recent month, the program generated over 900 calls on the listener response line; even more letters flooded in. "At times my staff feels a bit overwhelmed with the job of responding to our listeners' needs, but we are all

Continued on page 12

very encouraged to see so many people listening," Whelchel says.

Not only are they listening, they are actively involved in the ministry. *The Christian Working Woman* has a prayer network that is made up of over 400 prayer partners committed to praying for the needs of the listeners and the ministry on a regular basis. Listeners are encouraged to call in and share their prayer requests, which are then added to a monthly letter that goes out to each partner.

The entire staff also prays for each individual request at weekly staff meetings. "There's an overwhelming need for prayer," says administrative assistant Ilona Berg. "But it's such an encouragement to see how many people are willing to commit to pray for our listeners."

Getting Serious

Whelchel and her staff are serious about meeting the needs of the listeners. The team does its best to respond to every letter — including ones that do not require a response — and with just four employees, it

"I never intended to blaze new paths, but I felt the Lord had brought these opportunities my way and I needed to respond."

— Mary Whelchel,
president and founder,
The Christian Working Woman

is not easy. Even with the increased number of requests coming in, the staff is able to achieve a one- or two-day turnaround for the letters received.

Whelchel requests that each staff person read as many listener letters as possible. She also responds to any letter requesting advice or counseling from her personally. "We've got to keep in touch with our listeners' real needs," she explains. "If we lose that, we'll end up off track, meeting needs that aren't really there."



The newest employee of The Christian Working Woman, Michelle Leas, stuffs mail for the ministry. Listeners are encouraged to call in and share prayer requests, which are then added to a monthly letter that goes out to prayer partners.

The outpouring of letters and calls encourages Whelchel and her staff with heartfelt words about the program. Some letters, though, are not as upbeat as others. Many contain tales of persecution and hardship from belittlement, ridicule, and difficult relationships on the job. Whelchel empathizes, "The secular workplace can be an extremely difficult place to let your light shine for Christ nowadays.

"There are so many women out there who struggle each day to avoid temptation while they endure hardships on the job. The needs are great, but God is greater. I'm just so pleased to be used by him to minister to these sisters in Christ," she adds.

Service Is the Message

The Christian Working Woman staff considers the stations that carry the program to be among their most important customers. With the increased number of quality programs for Christian radio, staff members are constantly trying to think of new ways to serve the stations in a way that no one else is.

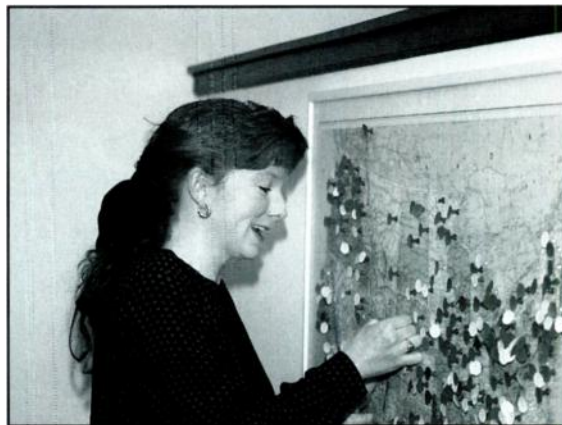
Whelchel and her staff feel it is important to have each station rely on them for more than just program tapes. "We want them to see us as a resource when it comes to minister-

ing to workplace Christians. [We] hope to do even more for them as our ministry grows," she says.

After ten years of ministry, the mission of *The Christian Working Woman* remains the same: To reach workplace Christians with the good news that God's Word is relevant to their lives and to equip them with the tools necessary to make their jobs places of service to God.

This two-fold mission statement can be found at the core of every radio program. Whelchel's counsel is always rooted in Scripture, thus encouraging her listeners to turn to the Word themselves for answers to tough questions.

Every message is created with



Promotional director Kim Winters tracks radio stations that carry The Christian Working Woman. The program is heard on over 300 facilities in three formats.

the underlying desire to drive her listeners closer to Jesus Christ, both on and off the job. Whelchel declares, "I am convinced that if these women will make knowing God their highest priority, they will find answers to their various struggles."

Staying Afloat

Finances remain a challenge, despite the clear mission statement, confidence in God's plan for the program, reliance on prayer, and attempts at operating as economically as possible. "We don't ask for money over the radio because so



Mary Whelchel, president and founder of The Christian Working Woman, has experienced the temptations and struggles that exist in many work environments. "I know how difficult it is to work and raise a family; I understand the struggles these women face, because I've faced them myself," she explains.

many of our stations are non-commercial and we need to be sensitive to their needs as well," explains Whelchel.

Since the program is not supported by a parent organization, at

times it seems to survive from month to month. "Although I'd rather have some cushion in our finances, it is exciting to see God's provision each month," says operations manager Julie Busted. "No matter how great the need or how little we have in the bank, we always make it through by His grace."

In the ten years of ministry, no one has ever missed a paycheck, except Whelchel, who does not receive any pay from the ministry. "I believe God controls our finances in this way in order to keep us reliant on Him. If money were not a concern, we might not look to

Him for every single decision like we do now," Whelchel shares.

In addition to the radio program, Whelchel has authored six books; the latest will be released this year. She has produced a video and

"We've got to keep in touch with our listeners' real needs. If we lose that, we'll end up off track, meeting needs that aren't really there."

— Mary Whelchel,
president and founder,
The Christian Working Woman

is considering producing one for television. Her materials, booklets, Bible studies, and transcripts are used around the world, and she encourages her listeners to copy the transcripts without limitation. "We simply want to share whatever will be helpful to as many people as we can," she explains. "That's what it's all about."

Kim Winters is promotional director for The Christian Working Woman in Wheaton, Ill.

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Woman to Woman with PHYLLIS WALLACE

A new radio program has been capturing listener's hearts — and stations across the country — broadcasting a message of Christian encouragement on life's daily challenges.

Lutheran Hour Ministries released "Woman to Woman" on a national basis just two months ago. We've already received an overwhelming response! Radio stations in 16 states across the country are broadcasting "Woman To Woman!" And the network continues to grow.

"Many women's issues get the back seat, but shouldn't. This was a key factor in scheduling the show."

— Dave Earnhart, Program Director
KEZU-FM, Ft. Smith, Ark.

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"Woman to Woman" is a weekly 30-minute radio talk program produced by Lutheran Hour Ministries, available on a public-service basis on audio cassette or satellite.

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RELIGIOUS BROADCASTING's largest audience is women, so planning a successful broadcast schedule begs the question: What kind of programming is appealing to women listeners?

A look at syndicated religious radio and television offerings for women shows a wide range of program styles, time frames, and target audiences. But what works?

"While the majority of Christian radio listeners are women, most of the programming is done by men," notes Vonette Bright, co-founder of Campus Crusade for Christ, Orlando, Fla., and speaker on the daily broadcast *Women Today With Vonette Bright*, which debuted in September. Her first word of advice is, "There is a great need for more programming for and about the issues and concerns related to women."

And yet lip service alone, even from a woman speaker or host, isn't enough to draw listeners. What compels women to tune in, day after day? It's a question station managers and broadcast ministries must ask — and a question for which some of today's leading women's programs are finding answers.

Broad Brush Strokes

"We're all humans living in a broken world, and we all need help," explains Elisabeth Elliot, speaker on the daily *Gateway to Joy* broadcast, when asked about the common bond that makes her 15-minute program appealing to women of all ages. Launched in 1988 as a ministry of Back to the Bible in Lincoln, Neb., the program is recorded at Elliot's home near Boston and aired by more than 200 stations nationwide.

Elliot prefers to reach a broad audience rather than limit her messages to specific stages in women's lives. "I get letters from young and old," she says, because *Gateway to Joy* "speaks to the common concern of what kind of difference you expect Christ to make in your life."

Listeners often write to say Elliot's speaking style makes them feel "as if I'm talking to them across their kitchen table." Is such an intimate bond created by tone of voice, inflection, or a particular teaching

method? "I've never thought about those things in my life," Elliot admits. "I'm just conversational and use my normal voice. And I often refer to personal experience. The difference, I think, is that I make it clear I don't have all the answers, but I know the One who does."

Another proponent of reaching a broad audience of women is Vonette Bright. "Women have lost their moorings," she believes. "If they're at home, they may feel unaffirmed. If they're working outside the home, they may feel guilty. They may have been victimized and wondering where to turn, or they may be widowed and feeling a loss of

address the woman who asks herself, 'I'd love for the Lord to use me, but how?'" Like Elliot, she strives for an intimate bond with her listeners and speaks "not just to a mass of people, but to that woman who's standing at her kitchen sink and saying, 'I hate my life.'"

What gives Bright credibility with women listeners? "It's more than just a famous name," suggests *Women Today* executive producer Mary Graham, "but her heart and experience — the fact that her concern is genuine and not a sham — that lets Vonette connect with women. She has a track record women trust, but most of all it's her sincerity

What Women Want

purpose. The common bond our radio programs try to address is the need of all women to feel significant, to feel they can contribute and make a difference."

Bright admits that, according to studies of Christian radio demographics, most of her listeners are women between the ages of 27 and 50. Moreover, she acknowledges that her ministry "does think in terms of segmentation. But our approach is first to broadcast with radio. Then as we respond to listeners who contact us, we narrow things down by tailoring our follow-up services to specific needs."

Women Today With Vonette Bright is "generic," she says, though its message is "put in the language of women and uses women's situations as illustrations." Bright sees her task as "gathering chunks of life" that "bring the message alive," and then "connecting those chunks to practical, biblical applications and a challenge to action."

The aim, Bright explains, is to

and empathy that come through."

Appealing to women of all ages has made Maria Miranda "the most listened-to woman in Latin America." Her five-minute radio program, *Para Ti Mujer* ("For You, My Dear Lady"), is heard daily on more than 625 stations, of which two-thirds are secular outlets. Yet even with an audience estimated at 100 million listeners, she says, "I don't talk to a lot of people. I try to make it personal as if I'm talking to just one person. On each program I present a situation and say, 'Maybe this is your problem.'"

Launched in 1979, *Para Ti Mujer* is sponsored by the Fuller Evangelistic Association of Pasadena, Calif., and the Missionary Board of the Brethren Church, Ashland, Ohio. The material is prepared by Miranda and gathered "from things I read or hear in the news, or things I see at the airport or the grocery store. It comes from letters from our listeners, or from my memories of raising five children."

Besides addressing issues faced by all women, Miranda attributes her broad appeal to another element of her program. "I use simple, non-religious language a woman without education can understand and yet an educated woman can appreciate," she explains. "If I came on the air saying, 'Oh, my sisters,' and sounded preachy, women would turn me off. I don't use religious words. I use real life situations and give practical advice, and then tie in the Bible verses at the end of the program."

Miranda employs a teaching technique often used by Elliot, Bright, and others. Each week of daily programs usually follows a theme, centered around a specific issue faced by women. "One station manager told me it's like a soap opera," she observes, "and people keep tuning in every day to hear the whole story."

In Latin American culture, Miranda points out, women are discouraged from going around their husbands' authority or from seeking outside help for personal family matters. "Women in [Latin America] are not as open about their problems," she adds, "so they keep things inside and don't go to pastors or counselors for help. They just suffer through. They listen to *Para Ti Mujer* because the program is just what the name says, 'For You, My Dear Lady.'"

Hitting the Target

While some use a broad approach in appealing to all women, one broadcast that targets a niche audience is *Mom Sense*, produced by the Denver-based MOPS (Mothers of Preschoolers) International and heard daily on more than 250 radio stations nationwide. During the week listeners will hear two commentaries by MOPS president Elisa Morgan, two interviews, and two dramas. The emphasis is on practical tips with "daily value" in a two-minute presentation geared for busy moms.

Since 1980 Arthelene Rippy has hosted *Solo Act*, a program aimed at single women on the Christian Television Network, based in Clearwater, Fla. In a recent interview with *Charisma* magazine, she contended that women broadcasters, like their male counterparts,

must possess biblical credentials for ministry and have some mechanism for accountability to others.

An effective outreach is also made possible, Rippy adds, only as God prepares broadcasters as fit vessels for His use. She experienced the dark valley of a tragic divorce, and then years of trial in building a ministry to single adults. "I'm not the same person I was," she says of the adversity that transformed her. "I was probably pretty shallow before. I'm as surprised as anybody at what I'm doing (now). It's been a day-to-day thing."

Like other successful women broadcasters, Rippy believes that ministering to a female audience — or to any audience — requires a passion that comes out clearly on the airwaves. "Only those who take God seriously instead of taking themselves seriously will make it," she concludes.

What's in a Format?

What formats work best for women's programs? Elliot broadcasts in 15-minute segments because, as a well-known author, she is able to produce that much material ("But not any more than that!") and because the time allows her to develop her topics. However, Miranda once aired 15-minute programs but now does only five-minute broadcasts "because of how much time it takes to prepare the material, and because secular stations are more willing to donate time for shorter features."

Bright says that with her other ministry commitments, a five-minute broadcast is all she can handle. Originally, Women Today International contemplated a 30-minute program, but Bright decided "you can say as much in five minutes as what you'd say in the opening and closing of a 30-minute program."

When she was named president of MOPS International in 1989, Morgan already had a daily five-minute broadcast that the group continued through 1992. But "after doing a lot of research and talking with a lot of moms," she says, MOPS adopted a two-minute *Mom Sense* format as a better fit for its listeners' lifestyles.

"In a sense, we're victimized by the Convenience Age," observes Morgan, "so our program serves up

fast food in meaty little bites. There are so many demands on women's time. Even if they're not working outside the home, many moms run businesses inside their homes." Given these hectic schedules, she counsels Christian stations not to merely slot women's programs in the afternoon "but in the early morning, at drive time, and in the evening. You can't categorize when women are listening."

"There is a great need for more programming about the issues and concerns related to women."

— Vonette Bright, host of Women Today With Vonette Bright

Some broadcasters question whether women should be preaching on national radio. For her part, Rippy believes "women have a place in church leadership" and "the Bible teaches that a woman should not usurp a man's authority, [though] it doesn't teach that women should blindly follow men or decline to address a group of men."

Nevertheless, Rippy cautions women broadcasters about taking their cues from the feminist movement, or "from the world instead of the Word."

Elliot resolves the question simply: "What I'm doing is not preaching. A radio program is not a church and I'm not in a pulpit. Nobody has to listen. I'm just talking, one person to another, in a broken world where we all need help."

Bright and Miranda both point out they receive much of their mail from men. "Though our programs are aimed at women, talk the language of women, and use women's situations as illustrations, the biblical principles generally apply to men also," notes Bright.

Mark Ward Sr. is editor of the 1995 *Directory of Religious Media* and a contributing writer for *Religious Broadcasting*.

Getting to Know Getting to Know . . .

compiled by Mark Ward Sr. —

Elisa Morgan *Mom Sense* Denver

SOME CRITICS ACCUSE Christian media of stealing sheep from local pews. There is no better rebuttal to this than the work of MOPS (Mothers of Preschoolers) International — whose *Mom Sense* daily radio program and unique support group ministry are bringing scores of young mothers into local churches nationwide.

Chartered in nearly 800 churches, MOPS chapters afford young mothers a haven for fellowship, biblical teaching, group discussion, and creative activity. In most chapters, between one-third and one-half of women attending are unchurched. Child care is provided and teaching is led by an experienced older mother who shares practical truths and tips.

"We could have structured MOPS to meet in private homes," explains MOPS president Elisa Morgan, "but our vision is both to help women be the best mothers

Between one-third and one-half of women attending are unchurched.

they can be and to strengthen the local church." Each group is run by a sponsoring church, she says, offering an outreach that "attracts a lot of moms through the fellowship hall doors who won't come through the

sanctuary doors."

The syndicated *Mom Sense* program, aired daily on more than 250 radio outlets, offers "two-minute tips" listeners can apply in their roles as mothers, wives, and women. The broadcast also makes listeners more aware of MOPS, adds Morgan, so that "radio helps build



Elisa Morgan

the ministry. When people contact us, we can channel them into local churches with MOPS groups."

Each week *Mom Sense* features two interviews, two dramas, and two commentaries by Morgan. Since 1992, when MOPS adopted the format, response has kept the ministry's toll-free number busy.

"My gifts are speaking, writing, and vision setting," says Morgan, who explains she was hired to "facilitate, expand, and give structure" to an organization run by volunteers since its 1973 founding in a single local church.

Today, all 17 staff members at the Denver headquarters are part-timers. The ministry relies on char-

ter fees and the sale of ministry-related items for 75 percent of its funding. The remainder is obtained mostly from foundation grants.

Morgan resides in the Denver area with her husband of 15 years, Evan, and their children Eva (10) and Ethan (8). She admits her own "difficult childhood made me an unlikely candidate for the role of advocate for moms of young children," and that "motherhood didn't come naturally but filled me with apprehension." Last year in *Today's Christian Woman* magazine, she publicly shared her childhood trials in a home broken by divorce and alcoholism.

When God called her to MOPS in 1989, Morgan recalls how she was "struggling with a sense of inadequacy as a mother, as a professional, [and] as a woman." To counter that sense of unworthiness, God impressed upon her heart the words of John 15:16, "You did not choose me, but I chose you to go and bear fruit — fruit that will last."

MOPS chapters are chartered in nearly 800 churches.

Now, five years later, MOPS is seeing the lasting fruit of young mothers and families impacted for Christ. An urban adaptation of the MOPS program is now active in nine inner-city churches around the nation, while chapters have been chartered in eight countries outside the United States — giving rise to a "Mission MOPS" plan the group is developing.

As for Morgan, through Christ she has resolved the relationships with her mother and father. And her anxieties as a mother have been replaced by "God growing my confidence just to go with what happens."

Getting to Know Getting to Know . . .

Getting to Know...

Maria Miranda *Para Ti Mujer* Pasadena, Calif.

During the first three decades of network radio, Charles Fuller's *Old Fashioned Revival Hour* was the largest gospel broadcast in America. Today his organization, the Fuller Evangelistic Association, still has one program on the airwaves. Following tradition, the show is the largest and most unique of its kind.

Para Ti Mujer
is broadcast on nearly
700 stations
in 26 countries.

Since 1979, *Para Ti Mujer* ("For You, My Dear Lady") has made its speaker, Maria Miranda, the "most listened-to woman in Latin America" with an estimated audience of 100 million. Each day, on nearly 700 stations in 26 countries, the Spanish-language broadcast offers five minutes of practical advice on problems. The program's popularity is immense and can be heard everywhere — at open air markets in Peru, at Catholic schools in Colombia, or over the public address system of the international airport in Bolivia.

Programs in Spanish for women are so rare, Miranda explains, that secular stations — which comprise two-thirds of her network — contact her to request the program. Each year these outlets donate more than \$3 million of airtime. *Para Ti Mujer* has never purchased time and has grown simply "by word of mouth" with no effort to recruit stations. From 62

outlets in 1981, the program expanded to 300 in five years, and to 500 by its tenth anniversary. Even in the past year some 65 stations have been added.

Miranda admits she didn't start out to have a radio ministry. She and her husband Juan Carlos are longtime missionaries with the

few ministries dealt with the needs of Hispanic women. Juan Carlos, who could see the big picture as a leader in the National Association of Evangelicals, agreed with the need and in just two weeks helped his wife get on the air. Today he serves as announcer and executive producer.

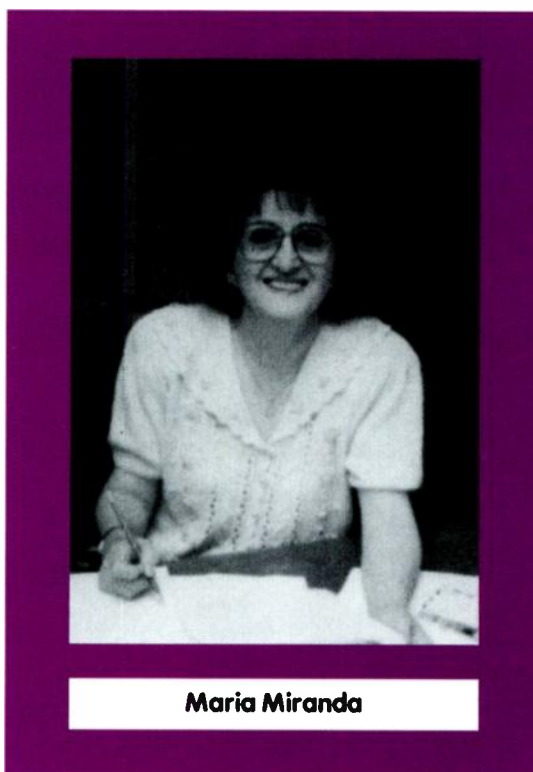
Over the years *Para Ti Mujer* has generated ancillary ministries such as printed books and tracts, newspaper and magazine columns, and seminars throughout Latin America. Since stations are not required to mail program tapes back to California, many are circulated for use by churches and Bible study groups. In the United States, *Para Ti Mujer* is heard on more than 30 Hispanic stations, most of them secular.

But for Miranda, the "most important part" of *Para Ti Mujer* is her correspondence with listeners. She personally prays for the scores of women — and men — who write, answering 40 to 50 letters per week. Many receive helpful books and materials, and many more are referred to evangelical churches in their

areas. Over the years, thousands of salvation decisions have been reported, and new churches have been planted.

The audience is not the only beneficiary of this correspondence. Miranda recalls that at times "all the pressure of producing so many radio broadcasts" can be discouraging. But then she'll receive a letter "like the homemade Christmas card I got one year from Cuba, with a note that read, 'You don't know how many souls you are helping here.' There was evidence that people were being helped, even in Cuba. That letter made my day!"

Continued on page 18



*Thousands of
salvation decisions
have been reported
and new churches
have been planted as
a result of the program.*

Brethren Church of Ashland, Ohio, which today cosponsors *Para Ti Mujer* with the Fuller association. In 1979, Maria was impressed by how

Getting to Know . . . Getting to Know . . .

GETTING TO . . .
Continued from page 17

Getting to Know...

Vonette Bright *Women Today With Vonette Bright* Orlando, Fla.

Forty-four years ago Bill and Vonette Bright moved to Los Angeles to begin an outreach to UCLA students. That work has grown into the worldwide ministry of Campus Crusade for Christ (CCC).

Over the years, Bright has often joined her husband as a guest or co-host on his radio broadcasts. Last September, she launched *Women Today With Vonette Bright*. Heard nationally on some 50 stations, the five-minute daily program is the work of a new CCC ministry: Women Today International, founded two years ago with Bright as director.

Approximately one-half of the 16,000-member CCC staff are women, says Bright. "Women Today International will build bridges between the ministry of Campus Crusade women and

Vonette Bright hopes the radio broadcast will motivate women in community evangelism and discipleship.

women working within other ministries. This enormous network will provide not only inspiration and encouragement, but resources, ideas, materials, and training conferences as well," she explains.

She hopes the radio broadcast will motivate women in community evangelism and discipleship. This emphasis on Christian action is nothing new to Bright, who chaired the task force that in 1988 persuaded Congress to declare the first Thursday in May the National Day of Prayer.



Vonette Bright

Born in Oklahoma, Bright recalls a school assembly where she listened to a student recite a speech for a national contest. She found herself thinking, "I hope the man I marry will be as outstanding as this fellow is likely to become."

The young man, Bill Bright, went to college. In a few years, Bright also left for college, where she began to question the Christianity of her youth.

Feeling lonely, she was thrilled to receive a letter from Bill. He had a candy business in Los Angeles and was writing because he had seen a film star who reminded him of Bright.

Months later the letter turned

up again as Bright was cleaning out her desk at college. At her roommate's urging, she wrote back, beginning a storybook courtship.

She could see he was getting serious about his Christian faith and decided her fiancé was a religious fanatic. She resolved to "cure" him or return his ring, but when Bright took her to see Henrietta Mears, leader of the famed Sunday School at First Presbyterian Church of Hollywood, she came to grips with the gospel and placed her trust in Christ.

The five-minute daily program is heard nationally on some 50 stations.

In 1951, with their wedding behind them, the Brights moved near the UCLA campus to begin a work among the students. The first year, 250 students came to Christ. The next year, several staff members were added and Bright quit work as a schoolteacher to minister full-time to the young women on campus. Soon their home was too small for meetings, but by combining households with Mears, the Lord provided a home with 20 rooms. This arrangement continued for 10 years, until CCC obtained a former hotel complex and 1800 acres at Arrowhead Springs, Calif.

From her early experiences Bright learned what being a Christian woman meant by overcoming feelings of inadequacy, waiting for God to answer prayers for a second child, and learning to care for the household.

She now desires to help others through Women Today International. "Doors have opened for women in every area," she says. "When it comes to knowing what to do and how to do it, we can help!"

Getting to Know Getting to Know . . .

Getting to Know...

Elisabeth Elliot *Gateway to Joy* Lincoln, Neb.

"He is no fool who gives what he cannot keep to gain what he cannot lose." These words are the testimony of missionary Jim Elliot, speared to death in 1956 as he attempted to take the gospel to the Aucas Indians of Ecuador.

Pages from his diary, scattered along the Curaray River where he was martyred, were all that could later be found. Yet Elliot's legacy continues to be heard daily across the airwaves of America, through the voice of his widow Elisabeth, who acknowledges that the biblical precepts she shares on *Gateway to Joy* are shaped by her own life experiences.

*The biblical precepts
Elliot shares on
Gateway to Joy
are shaped by her
own life experiences.*

"Learning to experience true joy through wholehearted surrender to the will of God" is the theme of her 15-minute broadcast, launched in 1988 and now aired on more than 200 stations nationwide as a ministry of Back to the Bible. Elliot records the programs at her home near Boston, and then the finished broadcast is produced at Back to the Bible's headquarters in Lincoln, Neb.

Regarding the program's success, producer Linda Meyers says, "For many 'first-generation' Christians who don't have good role models, Elisabeth Elliot fills the role of the godly older woman in their lives, the 'spiritual mother' described in Titus 2:4." Elliot admits, "You may not always hear new

things, but you'll gain a fresh perspective on things you need to be reminded of again and again."

For Elliot — twice widowed, and no stranger to loneliness and grief — the knowledge of God's sufficiency in her life has been learned as "gold tried in the fire, that thou mayest be rich" (Rev. 3:18).



Elisabeth Elliot

*Elliot's 15-minute
broadcast,
launched in 1988
and now aired on
more than
200 stations nationwide,
is a ministry of
Back to the Bible.*

Born in Belgium to missionary parents, in 1953 she married former Wheaton College classmate Jim Elliot and followed him to Ecuador to translate the New Testament into

the Quichua Indian language. Their daughter Valerie was born in 1955; 10 months later Jim was killed by the Aucas.

Elliot continued her translation work among the Quichua. Later, through a nearly unbelievable series of events, she and Valerie lived and ministered among the Aucas for two years. Many were saved and today the tribe supports a thriving native church and is active in reaching out to other Indian peoples.

*The knowledge
of God's sufficiency
in Elliot's life
has been learned
through suffering.*

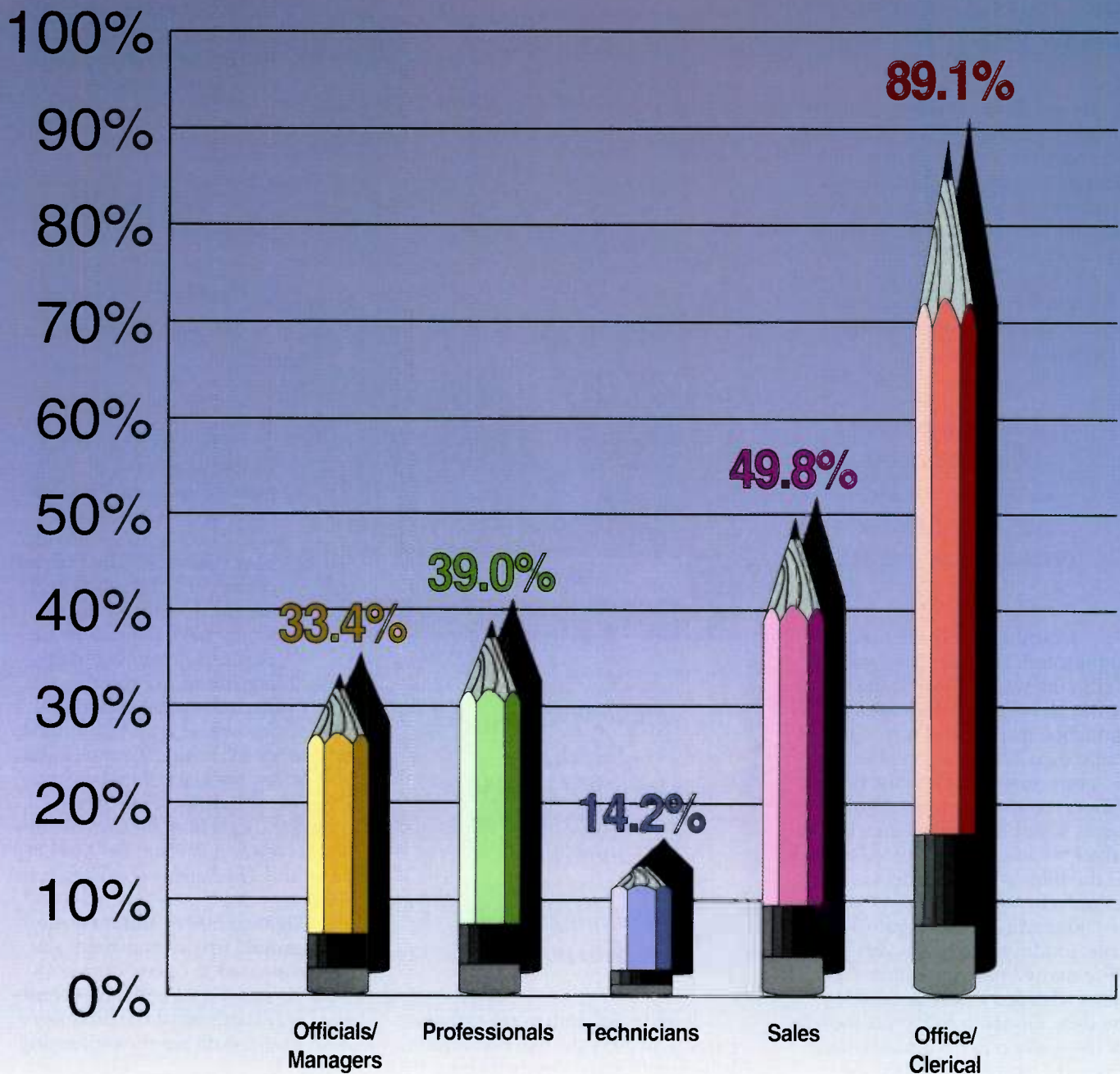
Elliot returned to the United States and in 1969 married Addison Leitch, a professor at Gordon Conwell Theological Seminary near Boston. He died of cancer in 1973. Today she and her third husband, Lars Gren, make their home in the seaside town of Magnolia, Mass., north of Boston.

Through the years, Elliot has become known as a prolific author whose books include *Through Gates of Splendor*, *Shadow of the Almighty*, *Passion and Purity*, *A Path Through Suffering*, *Discipline: The Glad Surrender*, *Let Me Be a Woman*, *The Mark of a Man*, and *The Shaping of a Christian Family*.

Elliot's ministry and message are summed up in a statement she has often used to open *Gateway to Joy*: "You are loved with an everlasting love. That's what the Bible says. And underneath are the everlasting arms." ^{RB}

Women in Broadcasting

The following graph illustrates the percentage of jobs in broadcasting which are filled by women. Source: 1993 *Equal Employment Opportunity Trend Report* for the Federal Communications Commission, compiled in June 1994.





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too

She's practical

old

She's pointed

for

She's godly

a

She's gracious

little

She's timely

motherly

She's timeless

advice.

She's Elisabeth Elliot



Women on the

by Perucci Ferraiuolo

"Many a solo is sung to show off," mourned A.W. Tozer, "and soul twinning has degenerated into a sort of brush salesman project to satisfy the flesh."

THOUGH THIS DECLARATION is ominous, Christian women activists have apparently checked their egos at the station doors in favor of a more substantial aim — albeit one that hasn't exactly been insouciant.

Beverly LaHaye

"If I really understood the ramifications of God's calling," explains Beverly LaHaye, president of Concerned Women for America, "I would have been more aware of the cost and the battle, which [have] been significant."

For LaHaye, the sacrifices were great, not the least of which was uprooting herself from Southern California where she took great solace basking in the love of her grandchildren. "Oh my, it was hard [uprooting]," she remembers. "But I knew if I was going to make the difference God had called me to make, I had to move to Washington, D.C."

By all accounts, LaHaye needs all the strength she can get. A prolific, best-selling author, you can almost trace her path to activism via her book titles. From family issues like *The Spirit-Controlled Woman* and *How To Develop Your Child's Temperament* to politically laced commentaries such as *Against the Tide* and *A Nation Without a Conscience*, she has almost singlehandedly managed to alienate both the current White House and the secular media.

But it is her ultra-successful nationally syndicated radio show, *Beverly LaHaye Live*, winner of NRB's *Talk Show Of The Year* Award

for 1993, that has the press corps spilling its coffee and the White House singing the blues.

"I've been misquoted so much in the liberal media," she says, "that I don't even recognize what I've said when I read it. That's one of the reasons I started my own talk show."

Why all the media resentment? LaHaye describes it this way: "They have different values than ours. Their idea of family values and morals is everyone doing what they choose to do. For example, the wife can choose to have an abortion or an

waking up to the fact that it's not working. We've ended up with a crumbling society — drugs and guns in our schools and children killing children.

"But we, as Christians, have an answer. Our beliefs and what we hold dear in our hearts will take care of the problems we as a society face — but the liberal media, in referring to us as the 'religious right' or the 'radical right,' are fighting it at every turn, and the best way to do that is to silence the messenger."

If LaHaye has returned the media's thrashing with her own, it is nowhere more evident than in her stand against the political duo that has become the dart board of both political parties — President and Mrs. Clinton.

"With [the Clintons], we are seeing massive deception," asserts LaHaye, "pertaining to their moral values, as well as their spiritual ones. There should be some evidence of the Clintons' faith — 'by their fruits you shall know them' — but there's none."

*Beverly LaHaye's
ultra-successful nationally
syndicated radio show,
Beverly LaHaye Live,
has the press corps
spilling its coffee and
the White House
singing the blues.*



Beverly LaHaye

affair because it's her 'right.' So we're condemned by them because they feel we're trying to impose our value system on the world.

"I think they're threatened because Christian and conservative broadcasters are bringing out the truth. The liberal media, the entertainment industry, and the (former) congressional leadership have had their way for a long, long time, and guess what? The nation is finally

"Both of them say, for example, that they are not comfortable with abortion, but then why do they support it? And why do they put into office a woman who supports putting a condom in the hands of every child in America without parental

Affront Lines

permission, and who feels Christians 'should get over their love affair with the fetus.'"

Has she been singed by the increasingly ignitable Clintons? "Only in sweeping slander," she breathes, "and we do see the effects of it when we're up at the Capitol having our press conferences or lobbying for family values. Bill Clinton is a master of deception and has real trouble recognizing truth. He is a deceiver in the company of [media] deceivers and together they promise to destroy our nation."



Ingrid Guzman

Ingrid Guzman

Wisconsin Voice of Christian Youth's Ingrid Guzman, producer and talk show co-host of the nationally syndicated program, *Crosstalk*, says her programming ranges from nutrition to the Clinton health care plan. "I've always been interested in political activism," she recalls, "but I guess I was a little naive about counting the cost of what I do. The

biggest thing I give up is privacy. The other day I was at the mall and was scorned by three separate people who called me judgmental and divisive. It comes with the territory, but it's a little unsettling."

"I don't believe women suffer any more than men do. The obstacles may differ for the sexes, but each one faces [its] own challenges."

— Ruth Schofield, co-host of *The Washington Report*

There is a school of thought summarizing that a woman's place can be in a lot of places . . . except behind a microphone. After all, doesn't the Bible adjure women to keep silent in church, and be of a quiet and gentle spirit — and in favor of men leading the charge and holding up the standard?

"I think that kind of thinking is a very warped perspective on what Christianity is," says the outspoken Guzman. "The book of Proverbs teaches us to judge with righteous judgment, which is simply to delineate with godly wisdom truth from error. From a Christian woman's point of view, it is difficult to find a balance between being an aggressive defender of the truth [and] continuing on a path toward godly meekness and submission."

Guzman's political message adds to the difficulty. While embracing LaHaye's feelings concerning the current administration's effect on society, she takes the dichotomous posture that the solution to America's woes is not a political one. "Make no mistake," Guzman asserts, "the crisis facing us today is

a spiritual one. Bill Clinton is more of a symptom of our nation's problems than the problem itself. If it were Reagan or Bush in office, we'd be facing the same dilemma — that the establishment view is bankrupt — because it excludes God and excludes His laws as the explicit source of our laws."

Ruth Schofield

Former chair of NRB's Television Committee and co-host of the national television program, *The Washington Report*, Ruth Schofield



Ruth Schofield

believes that women are mandated to activist roles in public service. "In the Old Testament, Deborah was a judge over the entire nation of Israel," she points out. "Her modern counterparts are women like Golda Meir and Margaret Thatcher, so I am passionate about women getting involved."

Even though she's bullish on

Continued on page 24

Christian feminine activism, Schofield commiserates that the 90s have given birth to a different kind of female involvement. "Most of the women elected to public office have been liberals," she says. "It is my prayer that conservative women will get into politics and bring traditional family influence into society. I believe that the presence of women in politics and government brings a balance."

Within that balance, Schofield has had to hurdle more than a few obstacles along the way — something she says is peculiar to the job. "I've had to make sacrifices," she admits, "but I don't believe women suffer any more than men do. The obstacles may differ for the sexes, but each one faces [its] own challenges."

As a conservative Christian media commentator, Schofield says she has faced the Clinton administration head-on and believes it is out of sync. "The Clinton coalition and the Democratic Party are the exact opposite of the nation. Keep in mind that not a single Republican incumbent in the House or Senate lost on November 8," she points out. "Clinton misunderstands the 1994 election as widely as he misunderstood his 1992 victory."

"Bill Clinton has done worse than fail at restoring government's legitimacy," she sustains. "He has not only lied consistently to the American people, but also tampered with the foundations of this nation by violating the U.S. Constitution. If that doesn't drive a conservative woman into a political activist role, I don't know what does. Still, a woman must first liberate herself from family traditions and erroneous religious teachings that would prevent her from enjoying the equality of sexes in America."

Mary Dorr

Mary Dorr's activism has always been evident. As founder/producer of Hollywood's annual *Angel Awards* and founder/president of *Excellence in Media*, Dorr has been on the cutting edge of espousing family values for years; however, her real activism came years before, when a surly film producer

brazenly told her how to make a hit movie.

"He told me that, for a film to be successful, it needs to break five of the Ten Commandments every 15

"Christian broadcasting is becoming such a force to reckon with that good, strong conservative messages are getting out."

— Mary Dorr, founder/president,
Excellence in Media

minutes," she says. "I thought to myself that it wasn't true, but knew that Hollywood was bent on traveling that road. Somehow, politics, the media, and feminism has gotten like that," she continues, "and it's a sad and somewhat dangerous thing."

Dorr, who is a past president of American Women in Radio and Television and who hosted a long-running radio talk show, looks at activism as everyone's right. "It's



Mary Dorr

our heritage to be activists," she muses. "I know an awful lot of good, conservative women in broadcasting right now — some internationally known — and I know their hearts. They'd love to espouse family values and solid conservative Christian traditions, but their networks won't allow it. Christian broadcasting, though, is becoming such a force to

reckon with that good, strong conservative messages are getting out, and because of aggressive women activists, the playing field is fast becoming level."

Nevertheless, with all the activism, power, and influence that conservative Christian women are beginning to wield, can there be a danger of ushering in a negative feminist agenda? LaHaye says it's best to safeguard the conservative platform with a sense of servanthood. "Christians should not be in politics, broadcasting, or in any activist role for personal gain. We are to be servants, esteeming our brother before us and being the good Samaritan. With solid, biblical values in place, the ushering in of some radical feminist agenda just won't be possible," she asserts.

Guzman agrees. "Any rights that we do have are given and granted by God," she articulates. "We should act accordingly and realize that in whatever position God places us, there we should be as salt and light, not power and hype."

"The feminist agenda does not represent mainstream American women," emphasizes Schofield. "Leftist interest groups are, for example, actively involved with the National Organization for Women which declares, 'The simple fact is that every woman must be willing to be identified as a lesbian to be truly feminist.' Radical feminists who have been longtime champions of abortion on demand should not be compared with those who defend the right to life for the unborn."

Articulate, aggressive, savvy, and on the rise, conservative Christian women activists in broadcasting are among the most listened to and watched personalities in America today, holding true to the premise that their strengths grow out of their weaknesses, or as Oswald Chambers once offered, "No power on earth or in hell can conquer the Spirit of God in a human spirit — it is an inner unconquerableness. If you have a weak whine in you, kick it out ruthlessly. It is a positive crime to be weak in God's strength."

Perucci Ferraiuolo is a nationally syndicated journalist whose publishing credits include *The Washington Post* and *Christianity Today*.

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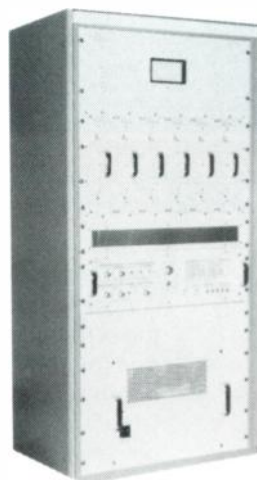
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PARTON the Tennessee Stroll Strait through this introduction, but since the 52nd Annual National Religious Broadcasters Convention & Exposition (NRB 95) will be held in Nashville, Tenn., Religious Broadcasting felt inclined to cash in on a chance to Foster a Hankering for the Gayle-a event. We take Pride in presenting a view of the city that will take your boots scootin' and is guaranteed to Tucker you out. Judd sit back and let Mattea 'bout Music City USA.

Known as the home of country music, Nashville also houses tourism, printing and publishing, music production, higher education, automobile technology, and health care management. Nashville nicknames abound — Music City USA, Athens of the South, Third Coast, and City of Parks.

The Opryland Hotel, site of NRB 95, boasts nearly 2000 rooms and an array of recreation, shopping, and entertainment, making it Tennessee's largest, most award-winning convention hotel. In the Nashville lobby, giant murals emphasize the golden years of the city (1880s and '90s) as depicted by Tennessee artist T. Max Hochstetler.

Along with tennis, swimming, a fitness center, and an 18-hole golf course, the hotel offers outstanding unique features — the Cascades and adjoining Conservatory. The Cascades is an indoor water garden with a 40-foot tall mountain, plunging waterfalls, lake, laser-accented fountain, and tropical foliage. Dancing Waters, a daily fountain show at 12:30, 3, 5:30, 7, and 9 p.m., is not to be missed. Harpist Lloyd Lindroth performs during laser-accented shows Tuesday through Sunday evenings.

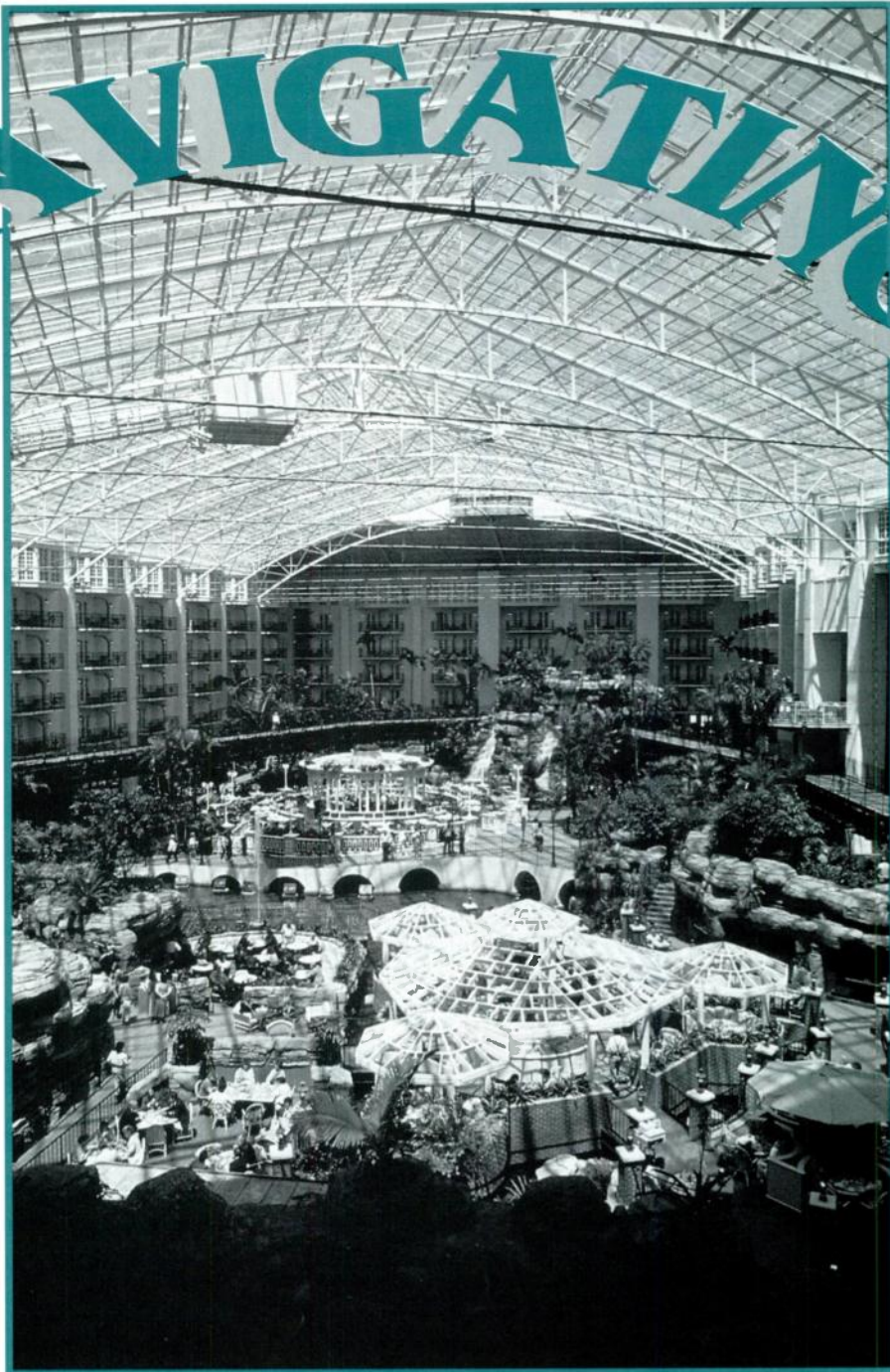
The Conservatory has a two-acre Victorian garden crowned by a one-acre glass roof six stories above ground level. Walkways, streams, waterfalls, rocky coves, 10,000 tropical plants, and a 72-foot high fountain sculpture, the Crystal Gazebo, complement the garden.

Historical Highlights

Nashville wasn't always known for country music; nothing in its early history foretold its rise to promi-

nence as the place for southern gospel-hillbilly-bluesy songs. Settled in 1779 as Fort Nashborough by colonists, the settlement was renamed Nashville and incorporated as a town in 1784. Chartered as a city in 1806, Nashville became Tennessee's state capital in 1843. During the Civil War, the Battle of Nashville was fought in December 1864 just south of the city.

Its origins in country music date back to 1925, when WSM radio began airing *WSM Barn Dance*, a Saturday night hoedown show. But it wasn't until two years later that one of the staples in country music got its name: after a classical music program, announcer George D. Hay quipped, "For the past hour, we have been listening to music taken largely from the Grand Opera. But



The indoor tropical setting of the Cascades in Opryland Hotel provides the perfect backdrop for relaxation and dining.

from now on, we will present the Grand Ole Opry." Music City USA had been born.

Today, Nashville is the home of Opryland theme park, the Country Music Hall of Fame and Museum, the Grand Ole Opry Museum, countless recording studios, Tennessee Performing Arts Center, TNN: The Nashville Network, CMT (Country Music Television), and a host of other country music tributes.

While this unique city has much to offer, *Religious Broadcasting* showcases places in the Opryland Hotel area.

The *General Jackson* Showboat, a four-deck paddle-wheeler harking back to the days of riverboat entertainment, offers a variety of cruises on the scenic Cumberland River. Each cruise has live performances with Victorian Theater during the two-hour day trips and elaborate musicals during the three-hour night trip, which also includes a three-course meal.

Grand Ole Opry — 2804 Opryland Drive, (515) 889-3060; NRB is selling a limited number of tickets to the Friday, February 10 performance at 7:30 p.m.; Admission: \$25

The Grand Ole Opry turns 70 this year, and as the nation's longest running live radio show, it's still a mainstay of the city's music industry. The Opry has grown with the country music industry, from its first program in 1925 with Tennessee fiddler Uncle Jimmy Thompson to today with members like Bill Monroe, Vince Gill, Grandpa Jones, and Ricky Skaggs.

The Grand Ole Opry House is the world's largest broadcast studio, seating 4424. The program is broadcast live on WSM. TNN: The Nashville Network carries *The Grand Ole Opry Live*, a half-hour segment on Saturdays.

The Grand Old Opry Museum, Roy Acuff's Museum, and Minnie Pearl's Museum — 2802 Opryland Drive, (615) 889-6611; Admission: free; Hours: during Grand Ole Opry performances and when Opryland is open

The Grand Ole Opry Museum pays tribute to the Opry and its stars with extensive exhibits honoring the legendary Patsy Cline, Marty Robbins, Hank Snow, and Little Jimmy Dickens. Special displays with audio and video electronic effects and interactive devices complete the exhibits.

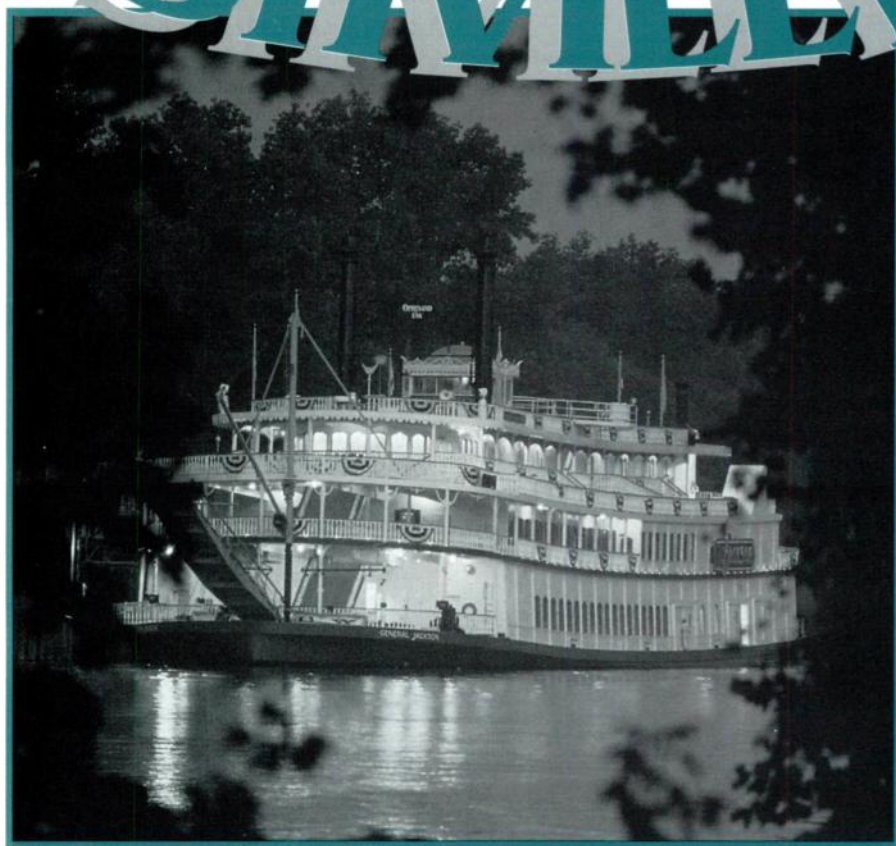
The Roy Acuff Museum features musical instruments, coins, and records of the "king of country music," as well as memorabilia and gifts from his fans.

The Minnie Pearl Museum displays personal items, costumes, photographs, and scenes from the country music comedienne's life.

The Hermitage/Backstage at the Grand Ole Opry — sponsored by NRB; Admission: \$35 per person; Time: Wednesday, February 14, 9 a.m. to 1 p.m.

Over 600 acres of rolling Tennessee countryside, The Hermitage offers a commemorative tribute to Andrew Jackson, America's seventh president and one of its great military heroes. In addition, sneak a peek backstage at the Grand Ole Opry into the Green Room and dressing rooms of the stars.

Continued on page 28



The General Jackson paddles gently down the Cumberland River during an evening cruise. Night cruises feature elaborate musicals.

Available Attractions

Ernest Tubb Midnight Jamboree — 2414 Music Valley Drive, (615) 889-2474; Admission: free; Hours: Saturday midnight - 1 a.m., doors opening at 11:30 p.m.; Time allowance: 1 hour

This live country music radio program broadcasts every Saturday night on WSM-AM/Nashville. The show features Grand Ole Opry acts as well as the genre's newcomers.

General Jackson Showboat — 2802 Opryland Drive, (615) 889-6611; Admission: daytime cruises \$15.65; evening cruises \$42.60 plus tax; Hours: please call for reservations

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NAVIGATING NASHVILLE . . .

Continued from page 27

Jim Reeves Museum — 1023 Joyce Lane, (615) 226-2065; *Admission:* \$4 adults, \$3.50 for senior citizens; *Hours:* 9 a.m. - 5 p.m. daily; *Time:* 30 minutes

Located in a lovely 1794 plantation house, this museum features many of Jim Reeves' personal belongings, such as furniture, gold records, awards, stage costumes, guitars, photos, touring bus, and 1960 Cadillac El Dorado.

Music Valley Car Museum — 2611 McGavock Pike, (615) 885-7400; *Admission:* \$3.50 adults, \$3 senior citizens; *Hours:* 9 a.m. - 5:30 p.m. daily; *Time:* 30 minutes

Across from Opryland Hotel, this automotive museum features antique vehicles, street rods, and special interest cars, many owned by famous stars. The collection includes such favorites as a 1981 Delorean owned by George Jones, an Elvis Presley limo, and Dolly Parton's Cadillac.

Music Valley Wax Museum — 2615 McGavock Pike, (615) 883-3612; *Admission:* \$3.50 adults, \$3 senior citizens; *Hours:* 9 a.m. - 5:30 p.m.; *Time:* 30 minutes

Also located across from Opryland Hotel, more than 50 life-like wax figures of country music's

greatest stars dressed in original costumes fill the museum. An added attraction is Nashville's version of the Hollywood Walk of Fame: the Sidewalk of the Stars, where more than 200 country legends have placed their footprints, handprints, and signatures in concrete.

The Nashville Toy Museum — 2613 McGavock Pike, (615) 883-8870; *Admission:* \$3.50 adults, \$3 senior citizens; *Hours:* 9 a.m. - 5 p.m.; *Time:* 45 minutes

An internationally known collection spanning more than 150 years, this museum is guaranteed to bring out the child in you. Displays include model trains running through giant layouts, antique dolls, early European stuffed bears, large ship models, archaic planes, and hundreds of old soldiers on parade and in battle scenes.

Shotgun Red's Collections — 2611A McGavock Pike, (615) 885-7400; *Admission:* \$2.50 adults, \$2 senior citizens; *Hours:* 9 a.m. - 5:30 p.m.; *Time:* 30 minutes

Billed as a museum "for children of all ages," this collection is located in the Music Valley Car Museum. Paraphernalia from Shotgun Red's life is on display: his knife collection, Shotmobile and Airplane, player piano, four-and-a-half foot Shotgun Red figure carved from a chainsaw, "Fat Boy" Harley Davidson motorcycle, and



Musicians take the stage during a live performance of The Grand Ole Opry.

souvenirs from fans around the world.

TNN: The Nashville Network — 2806 Opryland Drive, (615) 883-7000; *Admission*: \$5.50 for *Music City Tonight*, other shows are free; *Hours*: varies; *Time*: depends on show

A cable television station available in over 57 million homes in the United States and Canada, TNN sets Nashville apart from other cities because it's the only one with a cable network incorporating the city's name. Visitors have ample opportunities to see television programs in production.

The most prominent show is *Music City Tonight*, a live 90-minute entertainment series co-hosted by Lorianne Crook and Charlie Chase. The show is telecast Monday-Friday from the Opryland studio.

Other TNN programs with studio audiences include *The Statler Bros. Show*, a musical variety series; *American Music Shop*, a concert series; *10 Seconds*, a musical game show; and *Cookin' USA*.

Willie Nelson and Friends Showcase Museum — 2613A McGavock Pike, (615) 885-1515; *Admission*: \$3.50 adults, \$3 senior citizen; *Hours*: 9 a.m. - 5:50 p.m.; *Time*: 30 minutes

Conveniently located in Music Valley Gift Emporium (Nashville's largest souvenir shop), the museum pays tribute to Patsy Cline, Elvis

Presley, and other country legends, as well as displaying Willie Nelson's gold and platinum albums, guitars, and numerous personal items.

Down-home Dinin'

It's said one will never go hungry in the South, and Nashville is no exception. Culinary delights abound around Opryland Hotel, in addition to its seven restaurants (with such thematic names as Cascades Restaurant, Conservatory Cafe-Ice Cream and Confections, Old Hickory Restaurant, Rachel's Kitchen, Rhett's Restaurant, Sunday Brunch, and The Veranda)

Cock of the Walk — 2624 Music Valley Drive, (615) 889-1930; *Category*: seafood; *Atmosphere*: casual, family; *Prices*: reasonable; *Description*: named "best catfish" by the *New York Times*

Cracker Barrel Old Country Store — 2406 Music Valley Drive, (615) 883-5440; *Category*: southern; *Atmosphere*: casual, family; *Prices*: \$5 to \$9; *Description*: country cooking as good as Grandma's and breakfast worth getting up for any time of day

Krystal Music Valley Drive — 2450 Music Valley Drive, (615) 872-9280; *Category*: sandwiches; *Atmosphere*: fast food; *Prices*: reasonable; *Description*: traditional and unique

Continued on page 30



A tour of The Hermitage, Andrew Jackson's mansion, includes formal gardens, original log cabins, Jackson's tomb, Tulip Grove Mansion, Old Hermitage Church, and Confederate Cemetery.

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NAVIGATING NASHVILLE . . .

Continued from page 29

quick-service items including its trademark square hamburger with steamed-in onion taste

Nashville Palace — 2400 Music Valley Drive, (615) 885-1540; *Category:* steak and seafood;

Atmosphere: dance floor, nightly live country and western music; *Prices:* \$7.99 to \$19.99; *Description:* a real taste of Music City with prime rib, catfish, steak, shrimp, chicken, lobster tail, and ribs plus great entertainment

Rudy's Farmhouse Restaurant — 2520 Music Valley Drive, (615) 391-5220; *Category:* steak and sea-

food; *Atmosphere:* casual; *Description:* owned and operated by the Rudy family, serving steak, seafood, and chicken with a large salad bar and country buffet

So . . .

Come visit Reba, Allan, Vince, Lorrie, Kenny, Billy, Roy, Tammy, Randy, Pam, Susie, Keith, Loretta,



Country music buffs will find many treasures to pick and grin over in Nashville, also known as Music City USA.



The opulent Opryland Hotel offers visitors stunning views from nearly 2000 beautifully decorated rooms.

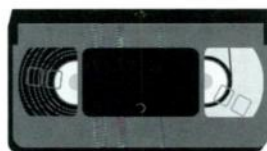
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and Ricky in February. Nashville offers plenty of opportunities to hear (and possibly meet) the stars in numerous live shows. Or, you can take a break from the hustle and bustle of NRB 95 by relaxing among the tropical foliage in the Cascades and Conservatory at Opryland Hotel. Whatever you choose, Nashville is sure to please. Y'all come see us, y'hear?

Editor's note: Information in this article was provided by the Nashville Convention & Visitors Bureau. For more details on Nashville, contact the bureau at (615) 259-4730, or call the Tourism Hotline at (615) 259-4700. For more information about tours sponsored by NRB, contact David Keith at (703) 330-7000.

Sarah E. Smith is managing editor of Religious Broadcasting magazine and resides in Prince William County, Va., population 241,856. Sa-lute!

BROADCASTERS, Your CHOICE Is Clear! At REACH SATELLITE NETWORK

The owners and operators of RSN have over 160 years of experience in full-time service to Southern Gospel Music. The owners of RSN are among the industry leaders of Southern Gospel Music. They are involved in The National Quartet Convention, The Singing News Magazine, Manufacturing, Music Publishing, Recording, The Southern Gospel Music Association, and Performing Artists. We don't just dabble in Southern Gospel Music, Southern Gospel Music is our business, **OUR ONLY BUSINESS.**

RSN delivers a digital CD Quality stereo signal, featuring America's favorite Southern Gospel Music personalities. Reach has been broadcasting since 1992. We Know Southern and Country Gospel Music.

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A Unique Christian Talk Show from Tinsel Town

I co-host with Puerto Rico-born evangelist Raimundo Jimenez each Monday and Wednesday a live, 30-minute television show called *The Hollywood Connection*. Produced from the studios of World Television, which broadcasts on two channels in Los Angeles and the San Fernando Valley, the program focuses on individuals whose lives were changed by Christ. Plans are under way to syndicate the show throughout the United States.

Guests include a wide variety of people, including many Brits living in or visiting southern California. One was Barry Taylor, a former roadie with the band AC-DC. Taylor, who is now pastor of The Hiding Place Church in Westwood, Calif., speaks fluent Russian and has co-hosted a television show called *What Are You Living For?* on Soviet state television. The program has been aired eight times across the former Soviet Union and has seen an astonishing 31 million people accept Christ into their lives.

Another interviewee is Sonny Arguinizoni, founder of the Victory Outreach churches ministering to Hispanic gang members and drug addicts. Arguinizoni accepted Jesus Christ after being evangelized by Nicky Cruz in New York City. With him are Victory Outreach pastors who were also former gang members.

Arguinizoni told viewers, "I don't care what sins you have committed. None are too bad for Jesus to forgive." He then invited those watching to recite the sinner's prayer with him. A phone number for those wanting counseling is displayed on the screen.

Jozy Pollock, another Brit and program guest, told how her life was spared in 1969 by a migraine headache on the night she was supposed to visit the home of her friend, Sharon Tate. The next morning Pollock was horrified to hear Tate and four other people were murdered in Tate's home by members of the

Charles Manson family in one of the most notorious homicide cases in the country.

At the end of the program, she addressed Manson and told him over the air how she had become a Christian and that he could also make that same life-changing decision. Ironically, Pollock is now a chaplain in the Los Angeles prisons.

One irony I've thought of is the fact we are broadcasting in the very town where fantasy and dreams are recorded for the world to see. But the message we are offering is not fiction — it is reality.

Jimenez Reaches Hispanics

Jimenez also has a 90-minute live evangelistic program in Spanish broadcasting five days a week. Then on Sunday evenings, he presents a three-hour Spanish show for Los Angeles' numerous Hispanics. He had recently gone back to television in Los Angeles with a unique multilingual Gospel outreach to both the Spanish- and English-speaking communities of this area.

Jimenez is credited with helping to start the Hispanic branches of National Religious Broadcasters and the National Association of Evangelicals, as well as bringing over 30,000 Hispanics to Washington for Jesus in 1980. The broadcaster says he realizes most Hispanics are nominally Roman Catholic.

"In fact, in southern California, out of 6 million Hispanics, there are said to be less than 200,000 evangelicals," he said. "However, we do not allow any attacks on the Catholic church. We will not allow any of our programs to attack other denominations or religious groups. We just present the positive Gospel of Jesus Christ."

Jimenez added, "The Hispanic community could either be a promise or a threat to the United States. The burden is not just to reach their souls, but it is also a question of sur-



Dan Wooding is an award-winning British journalist who lives in Garden Grove, Calif. He is the founder and international director of ASSIST (Aid to Special Saints in Strategic Times), as well as a commentator for UPI Radio Network.

vival. If the Hispanics are not reached with the Gospel, they will be influenced by occultism and the leftists, as well as the militants among the universities who are teaching our Hispanics the only way they can get on top in this country is by rioting and looting like the blacks did back in the 1960s.

"They haven't done that yet, but there are a lot of people out there who are filled with hatred. If we don't cast out the demons now, the demons are going to cast us out," he concluded.

Jimenez, who began his broadcasting career in 1953 on New York City's WBNX as a singer with a quartet and choir, is the founder and president of the Hispanic Christian Communications Network (HCCN) in Burbank, Calif. HCCN, which also stands for Hispanics Communicating Christ to the Nations, began in 1981. It also publishes a Spanish newspaper called *Hispanic USA*, which won an Angel Award, as did his previous television program aired on KVEA-TV/Los Angeles. ^{RB}

License Renewal Case From KFUD's Side

by David L. Mahsman

An ongoing effort to take away the Missouri Synod's broadcast licenses for its two St. Louis radio stations "raises fundamental First Amendment considerations that could affect all religious broadcasters," says the Synod's attorney in the case.

Richard R. Zaragoza, a Washington, D.C., attorney who specializes in Federal Communications Commission (FCC) matters, shared that observation following submission of final legal documents in the case on October 31. Zaragoza also reported that FCC staff have recommended the licenses for KFUD-AM-FM not be renewed. He called the recommendation "harsh and unprecedented."

The FCC's Mass Media Bureau made its recommendation in late September to an FCC administrative law judge. The judge is considering a petition from the National Association for the Advancement of Colored People (NAACP) that licenses not be renewed for the two radio stations. He is expected to render a decision early this year.

"The bureau's conclusions, fortunately, are only the proposed findings of one party to this case," said Paul Devantier, executive director of the Synod's board of communication services. "It will be up to the administrative law judge to actually rule on the issues involved, and he will be considering our proposed findings and our rebuttal to those of the other parties as he deliberates."

More than four years ago, the NAACP filed a petition with the FCC to deny renewal applications for a number of Missouri radio stations, including KFUD, for the renewal period that ended February 1, 1990. Early last year, the FCC ordered a hearing on the NAACP's allegations that the two stations had violated the FCC's equal employment opportunity (EEO) rule and had "misrepresented and lacked candor" in statements to the agency.

After the administrative law judge heard the case in June, proposed findings were filed with him by the Synod, the NAACP, and the Mass Media Bureau. It was in the bureau's proposed findings that agency staff called for the non-renewal of the stations' licenses.

According to Zaragoza, the staff contends the church violated the commission's EEO rule by requiring knowledge of Lutheran doctrine and practices for many positions at the stations.

FCC policies state a church licensee can require religious knowledge, training, or expertise only for jobs that in the FCC's judgment are "directly connected with the espousal of religious views."

"The church maintains that the staff's attempt to second-guess the church's good-faith judgments about the need for religious knowledge by various KFUD employees unconstitutionally chills the church's right to the free exercise of religion," Zaragoza said.

KFUD-AM, which began operating in 1924, is the country's oldest religious broadcast station. That station and KFUD-FM, which began in 1948, have had unblemished records with the FCC.

"This is a matter of serious concern to anyone who values our First Amendment freedom of religion," said

Devantier, who has been with KFUD since 1972.

But, he continued, "We are pleased that the FCC staff concluded that there was no evidence of any intentional discrimination by the radio stations."

"The church's commitment to nondiscrimination and affirmative action has been substantial," Zaragoza said. "Of the 43 full-time hires that occurred at KFUD during the 1983-90 license term at issue, seven hires — 16.3 percent of the full-time hires — were minority. That percentage exceeds minority representation in the St. Louis workforce."

Dr. Bryant Clancy, executive director of the Synod's commission on black ministry, made the same point: "It seems highly unusual to suggest loss of license, since there is no smoking gun."

"No employee, former employee, or applicant for a position has come forth with a claim of racial discrimination against KFUD. [The station] has employed minorities through the years, continues to do so, and does not discriminate. I trust the judge will recognize this," Clancy said.

"The NAACP and the FCC also questioned KFUD's hiring of seminary students for part-time positions at the stations, arguing that this limited the number of positions for which KFUD could recruit minorities," Zaragoza said. KFUD is located on the campus of Concordia Seminary and has a long history of hiring seminary students under its work/study program.

"The FCC's position potentially threatens other educational institutions that hire their own students as part of work/study programs," Zaragoza said.

As for the charge that KFUD "misrepresented and lacked candor" in statements to the FCC, Zaragoza said the Synod showed that "no one had any intent to deceive the FCC and that the accusation had no merit."

"At the hearing, the church demonstrated that the information the FCC's staff has accused the church of withholding was not originally requested by the FCC and was submitted as soon as it was requested. The church also demonstrated that the FCC has never previously demanded such information be submitted with a station's license-renewal application," he observed.

Devantier explained, "KFUD has always respected the FCC and its governance of broadcasters. It has always sought to honor FCC regulations, and still does. It has always been committed to honesty and equal employment opportunity. We pray these facts will be recognized so that KFUD's ministry can continue."

"There is no question that this proceeding has become a substantial drain on the station's resources," he added, noting that the stations are self-supporting and receive no subsidy from the Synod for any of their operations, including legal expenses.

"But be assured that because of the important issues involved, the ramifications for the mission of the church, and to uphold the good name of our people, KFUD will continue to vigorously pursue the renewal of its broadcast licenses," Devantier concluded.

This article is reprinted with permission from the November 1994 issue of the Reporter.

AIRWAVE NEWS

NASHVILLE, Tenn. — Morningstar Radio Network continues to add new affiliates to its contemporary Christian music format: overnight on WDVA-AM/Danville, Va.; middays, evenings, and partly overnight with 12 hours each Saturday and Sunday on WZZD-AM/Philadelphia; 21 hours daily on WLYV-AM/Ft. Wayne, Ind.; and 12 hours daily and most of Sunday on WPFJ-AM/Franklin, N.C.



Recording artist Larnelle Harris (left) is interviewed by KCBI general manager Ron Harris during the *Promise Keepers* convention

DALLAS — KCBI-FM/Arlington aired the entire *Promise Keepers '94* live from Texas Stadium in October using a digital satellite uplink. "The digital uplink has put us in another league of broadcasting. In a nutshell, we now can take the radio station anywhere," said KCBI program director Wes Ward.

OMAHA, Neb. — KGBI-FM/Omaha's 1994 sharathon, held in October, met and exceeded its goal of \$575,000 with a final total of \$576,701. The sharathon's theme was "Being Light In Darkness." Don Hawkins of *Back to the Bible* and Linda Meyers of *Gateway to Joy* assisted the station's staff on-air.

SAN DIEGO — San Diego's only full-time airborne traffic service joined KPRZ-AM/San Diego in November. Airwatch Communications is providing round-the-clock news and traffic as KPRZ expands its local information coverage.

DENVER — In November, WSSH-AM/Boston was sold by Noble Broadcast Group to Communicom Company of America, LP. For Communicom, which exited the radio business earlier last year, the sale marks the re-entry into the industry.

FORT LAUDERDALE, Fla. — Coral Ridge Ministries (CRM) aired its first live nationwide broadcast November 5 on the Trinity Broadcasting Network (TBN). *Reclaiming America for Christ*, hosted by D. James Kennedy, focuses on current issues and broadcasts live via satellite from CRM's newly completed broadcast center.

ST. PAUL, Minn. — The SkyLight Satellite Network has added several new affiliates: weekdays plus the non-commercial version of StandardNews on WWGN-FM/Ottawa, Ill., and the non-commercial version of Standard News on WSCT-FM/Springfield, Ill.

MIAMI — A new Spanish television news program, *Vida Nueva 2000*, is shown throughout Latin America on the Trinity Broadcasting Network (Enlace) and in Miami on

Televida Channel 21. Produced by Campus Crusade for Christ Latin America in association with TBN, the weekly half-hour show's purpose is to report to the Spanish-speaking world what God is doing throughout Latin America. *Vida Nueva 2000* airs news packages, short documentaries, news reports, specialty segments, testimonies, and editorials.

CARY, N.C. — On November 1, international religious broadcaster Trans World Radio (TWR) celebrated its 20th anniversary of the first regularly scheduled broadcast to the sub-Saharan African continent. In 1974, TWR went on the air in four languages using a 25,000-watt transmitter from a station it built in Swaziland. Today, nearly 230 hours of programming are aired each week in over 25 languages via five shortwave and one AM transmitters to central, east, and southern Africa.

DALLAS — The USA Radio Network has debuted two new programs: *Tax Rescue Minute* and *America's Consumer Advocate*. Hosted by Dan Pilla, *Tax Rescue Minute* is a fast-paced two-and-a-half-minute daily vignette loaded with the practical tax information. Hosted by Jim Parris, *America's Consumer Advocate* is a daily, live, interactive hour-long show focusing on practical information in financial and consumer choices.

BROADWAY, Va. — WBTX-AM/Broadway has been ranked the 25th southern gospel station in the nation, according to the 1994 spring ratings report of *Religion and Media Quarterly*. Owned by Massanutten Broadcasting Company, Inc., the station's signal reaches throughout the central Shenandoah Valley.

BOONE, N.C. — Reach Satellite Network (RSN) continues to grow, adding WFRN-AM/Elkhart, Ind., to its southern gospel music network. RSN now has over 70 affiliates nationwide.

NASHVILLE, Tenn. — Over a million members of the U.S. armed forces around the world will have the opportunity to see Z Music Television when the contemporary Christian music network launches this year on the Armed Forces Television Service. Z Music will telecast part-time on Sundays to U.S. service members in 138 foreign countries.

In December, Z Music, in association with Sammons Communications of Dallas, began broadcasting on 12 of Sammons' cable systems nationwide. Cities now receiving Z Music include Bristol, Tenn.; Brookhaven, Miss.; Johnson City, Tenn.; Logansport, Ind.; Middlesborough, Ky.; Pampa-Borger, Highland Park, Duncanville, and University Park, Texas; Petersburg, Va.; Turlock and Whittier, Calif.; and Vineland, N.J.

AWARDS

ARLINGTON, Va. — WAVA-FM/Arlington has received the 1994 Best Specialized Format in the first annual Broadcast Programming Radio Awards competition. The awards were announced at the World Media Expo in Los Angeles during October.

WALL, Pa. — The half-hour daily, nationally syndicated *Lightmusic* video show has won for the second consecutive year the *Billboard* Music Award for Best Contemporary Christian Video Program. Hosted and produced by Tom Green, *Lightmusic* includes contemporary Christian music videos, live music, interviews, features, and "positive" mainstream videos.

OKLAHOMA CITY, Okla. — KOKF-FM/Oklahoma City won the 1994 Gabriel Award for Radio Station of the Year, the only Christian-formatted station to win any Gabriel last year. Since 1972, the awards are a symbol of excellence in broadcasting at the network and local levels and the entries are judged in the following areas: values promoted, creativity, artistic quality, technical quality, and market impact.

Music News

BESSEMER CITY, N.C. — Son Sound Masterpiece Records has recently been formed, announced president Bill Robinson of Son Sound Music Group. Masterpiece is the newest label named in the company designed to represent an elite sect of artist with outstanding distribution capabilities and strong influence within the gospel music industry.

News Bites

ALEXANDRIA, Minn. — KBHL-FM/Osakis, several local churches, and Ron Hutchcraft Ministries teamed up for Make A Difference (MAD) Weekend in October. This evangelistic strategy featured a Youthquake for young people and a parenting seminar for adults. Youthquake, attended by 2850 young people, featured Christian music artists Geoff Moore and the Distance and Eric



At a packed-out Youthquake, Ron Hutchcraft invites teenagers to publicly commit their lives to Christ.

Champion while Ron Hutchcraft presented the message. The seminar, "Five Needs Your Child Must Have Met at Home," attracted 650 parents and was also led by Hutchcraft.

ANAHEIM, Calif. — The creation of OnePlace, A Christian Village, was announced in November at the Christian Computing trade show in Anaheim. OnePlace is a full-featured stand-alone information service for the Christian community and is a joint venture between Global Villages, Inc., and OnePlace, LLC. (OnePlace is a reference to the early Christian church, as depicted in Acts, chapter 2, where "all believers were gathered together in one place.")

HOLLYWOOD — Entries for the 1994 calendar year are now being accepted for the 18th International Angel Awards, to be held in February. The Angels are presented to the best ethically/socially impacted productions in the categories of radio, television, films, stage, home video, print, etc.

People

NASHVILLE, Tenn. — Grant Cunningham has been named project manager, A & R, for Sparrow Communications Group. In the newly created position, Cunningham helps to oversee Sparrow's project schedule and to assist with recorded projects and execution. In addition, his responsibilities include serving as creative liaison between the company and its artists, as well as investigating and seeking new talent.

NASHVILLE, Tenn. — Z Music Television has added three people to its affiliate relations office in Dallas. Jacyn Meyer Cline joins the company as vice president of affiliate relations, western region. Prior to Z Music, Cline served as director for NBC's Olympic Triplecast and director of affiliate relations for Nostalgia Television.

Sherry Wilson, formerly with Sammons Communications, has been appointed vice president of affiliate relations, eastern region. At Sammons, where she was employed for 16 years, Wilson served as vice president of programming/marketing and general manager of New York's Sammons cable system.

Cathleen Whitelow joins Z Music as regional marketing manager, eastern region. She previously worked for Showtime as regional manager for the midwest. Whitelow is a former Walter Kaitz Fellow (1993).

DALLAS — *USA Radio Daily* has a new host in Gary Nolan, who comes to USA Radio Network from WHEN-AM/Syracuse, N.Y. *USA Radio Daily* offers listeners capsule stories of the day's news, hard-hitting sports, current weather, top entertainment profiles, and health developments.

Publishing News

NASHVILLE, Tenn. — In November, AristoMedia released the premiere issue of *The Sand Paper*, a newspaper written for and about the Christian music video industry. *The Sand Paper* offers the latest video information to producers, programmers, VJs, and Christian video promoters as well as spotlighting artists and industry news, clip show highlights, and features on video programmers and producers.

To Err Is Human . . .

In November 1994's "Practical Programming," the numbers under the Projected Fair Share (in \$) column of the chart should be ten times greater than shown. *Religious Broadcasting* magazine regrets any inconvenience this may have caused.

What Is Non-commercial Anyway?

The line of demarcation between a commercial and non-commercial station seems fuzzy at best. Traditionally, non-commercial facilities operated on the basic premise: "Free from commercials." And likewise, commercial stations made no bones about generating their income from the sale of commercial time.

Today, that's all changed. Non-commercial stations are selling "support promotion announcements" (which *sound* like a commercial) and commercial stations hold "sharathons" to generate income!

The reason this line of definition has diminished is largely economic. Even though we've seen tremendous growth in the number of Christian radio stations, and total weekly cumes running the highest ever for some, it appears audiences haven't grown commensuratively with the number of outlets. As a consequence, both commercial and non-commercial stations are struggling to balance the budget.

To meet the financial pressures, many non-commercial facilities have implemented the following:

1. Setting a "service fee" charged to program producers tied to the station's operation. It has the same look and feel as a commercial station's rate card. The only difference between the two is that one, theoretically, is based on audience (commercial), the other on the cost of operation (non-commercial).

2. Sponsorships for which, in return, a local donor or Christian businessman receives a certain number of "spots" to be aired ROS. Once again, this concept is alarmingly similar to a flight of spots adjacent to the advertiser's favorite broadcast.

Not many years ago, both of these practices were taboo.

Station Categories

Non-commercial radio stations generally fall into three categories: 1) those which ask for a fee from program producers; 2) those who agree to partner with a broadcaster in the expense and share income received

by a producer; and 3) those who charge nothing for being a part of their program schedule.

Program producers usually provide a "non-commercial" version of their broadcast for stations in the latter category. Where service fees or shared income is encountered, on the other hand, there are decisions to be made — "How do we find a careful balance between being aggressive enough to cover the cost of service to the station, and not being too commercial? How can we satisfy our need to receive income while not impacting the station's direct support from their audience? And how do we draw a distinction with the listener (when you give to the station, you don't give to the ministry, etc.)?"

Legal Issues

On non-commercial stations, it is well within the law for a not-for-profit organization to "sell" product, use an 800 number, mention specific dollar amounts, and make a direct plea for funds. The key issue is *the request must come from another not-for-profit organization*.

The real question as to what is non-commercial more often lies in what a station manager/operator or board of directors has determined is a proper guideline. Much which charts the policy course is a result of personal perspective or corporate comfort level on fund raising.

As a result of this highly subjective issue, there's a great deal of confusion and disagreement. One Christian radio program producer even developed a "non-commercial" and an "ultra-non-commercial" version in an attempt to satisfy as many stations as possible!

Testing Non-Commercialism

Here are a few questions to test your station's stance on what is "non-commercial":

1. May I ask for financial support from the audience?
2. May I mention a specific financial need? With an amount attached?
3. May I suggest a specific gift

amount?

4. May I sell products? For a specific amount?

5. May I offer premiums? For a specific amount? For a suggested amount?

6. May I suggest the use of our 800 number? May I give that number on the air?

7. May I suggest listeners use their credit cards?

8. May I talk about other ministry events: radio rallies, speaking engagements, conferences, and cruises?

9. May I talk about a new book, film, television broadcast, video tape, cassette, CD, magazine, or other material I've produced?

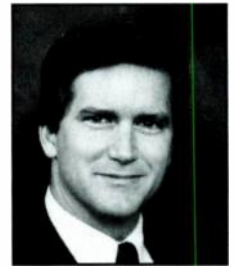
10. May I offer the day's broadcast on cassette or transcript? For a specific amount?

In an ideal world, it'd be wonderful to produce *one* version of a program . . . or at least to be able to agree on what is a "non-commercial" broadcast. Here are some suggestions to that end:

1. Even though much of your definition of what is commercial versus non-commercial is subjective, simplify your perspective in writing. Give examples; detail what is acceptable and what is not.

2. Circulate that document with other non-commercial facilities. Look for strengths in their statements and allow them to use those in yours.

3. Distribute your policy to those program producers on your station. Get their feedback. It will be a tremendous asset to those who address



Jim Sanders is senior producer and director of satellite services for Ambassador Advertising Agency in Fullerton, Calif.

Continued on page 42

Children's Sonshine Network — Just For Kids

by Mike Henry

The Children's Sonshine Network (CSN) is a Christian radio station just for kids. With over 35 special programs representing children's ministries across the United States and tunes from "Arky Arky" to "Zaccheus," CSN offers an ample supply of music and programming for children ages 3 to 12. Its purpose is to help children develop mature listening habits, while exposing them to life-giving truths revealed in Scripture and fun facts about current and historical events.

Lee Geysbeek, general manager of WCSG-FM/Grand Rapids, Mich., founded CSN in 1982. At the time, there was a vast number of requests from WCSG's listeners for more children's programming. Geysbeek says, "If you looked at radio broadcasters across the board, they really didn't do much for kids. . . . There was a void of good, quality programming." Reminded of the potential of broadcasting on a sub-channel, he was infused with the vision for a local Christian radio station just for kids.

It took six years of strategic planning before the concept of CSN was ready. Dodd Morris, a youth ministry and music major at Grand Rapids Baptist College (now Cornerstone College), was selected to spearhead the new project. From September 1988 to October the following year, Morris juggled CSN's preparation amid a full load of studies and a part-time job at WCSG. A music library, broadcast equipment, and programming schedules were pieced together as the deadline for the first day of operation grew close. On October 23, 1989, the Children's Sonshine Network was finally on the air, with the voice of "Buddy" Dodd Morris.

CSN is the kind of radio station kids respond to. "Today, media ministry has to be fast-paced and entertaining, before it'll make a difference," says Morris, who is now CSN's program director. "Outreach has to be interesting. If it's not, they won't stay tuned in. That's not our number one goal, but it's an important part of the mix. Maintaining interest is one unique responsibility we have."

Morris admits programming a radio station just for kids has not been an easy task. He recalls, "Six years ago when we started putting this thing together, there weren't nearly as many resources available. But it's getting easier because of the partnerships we're forming with publishers and record companies." Programs such as *Adventures in Odyssey*, *Kids' Corner*, and *Jungle Jam* have broken the mold of calliope-laden Christian radio drama. And more programs are destined to follow. Children's music, too,

has improved considerably through the efforts of such companies as Everland, Maranatha!, and Lillenas. As these changes continue, CSN paves the way as one of the industry's top outlets.

CSN is not just entertaining, though. Certainly, from toddlers to teenagers, children love CSN's humor, adventure, and companionship. But parents love its ministry. In fact, some of its greatest fans are the moms and dads who catch portions of CSN throughout the day.

Along with music and drama, CSN offers a news and information feature heard Monday through Saturday. CSN's news director Suzie Cross says, "The obvious goal of Kids' News is to educate; and now, more than ever, we need to do that in exciting and new ways. We're answering questions kids are

asking about God and the world He created. We're helping them form a Christian world view and making news for kids come alive."

CSN is a pioneer in its field. It operates around the clock and is delivered via satellite to other radio stations across the country and Canada, which then allows CSN to ride piggyback on their regular signal. The subchannel can reach up to three quarters of the area covered by the host station. But because of its small frequency, it can only be picked up by bats, dogs, and special radios which are designed solely for that purpose. To prevent "channel surfing," these receivers are only set to CSN and the Christian radio station that provides the signal. The radios are then made available by subscription on a monthly basis to homes in the coverage area.

CSN may be a Christian radio station just for kids; but don't let that fool you. "It's a whole lot more," says Scott McCoy, CSN's network representative. "CSN also allows Christian radio stations to pad their image as a friend to the listener. It builds the credibility of the station by providing programming for the entire family, while adding to the station's finances."

All externals aside, CSN's brochure tells it plain and simple: "The challenge we face in this world is great, but through technical innovations like CSN (and a simple turn of a knob), the little lives we touch today will shape tomorrow."

Mike Henry is a 20-year veteran of the performing arts and the current afternoon drive host for WCSG-FM/Grand Rapids, Mich.



The Children's Sonshine Network's production studio

Europe's Crisis in Public Broadcasting

The European radio and television market has witnessed a massive increase in the supply of airtime in a comparatively short period. In 1994, Europe had more than 100 commercial television channels, over a 100 satellite stations, and increasing numbers of local radio and television stations. More and more countries' state-owned stations are facing private competition.

However, the European tradition of government control or ownership has remained. Statutory influence on licensing and the limitations on public broadcasters play an important role in determining the possibilities for Christian programming on both radio and television.

Instead of throwing the market open to allcomers, governments simply "widened the charmed circle to keep foreigners out." In order to preserve their separate identity from private competitors, the commercial activities of public channels are strictly limited in return for the license fee and other forms of public subsidy.

But pressure from broadcasting giants, such as Berlusconi and Murdoch, is building. The public service stations still have a market share of 55 percent of television and 60 percent of radio broadcasting time, but that is going to change rapidly.

Three years ago, Europe consisted of 30 different countries. Today, there are 45 countries, each having or developing their own culture and broadcasting systems. Speaking of a united Europe is a dream, the fulfillment of which is still a long way ahead. Reality is that we are recognizing more and more differences between European nations.

To find your way in the jungle of European radio and television stations, one really needs to be aware that the broadcasting situation is changing month by month — if not day by day. I could fill this entire magazine explaining the changes in our tiny little country of Holland, during the last two months alone. According to the *Eurofile Radio Industry Directory*, there are over 420 rec-

ognized radio markets, each consisting of numbers of stations, private as well as state owned.

The Greenbook

The European Union published a so-called *Greenbook* to find ways to stimulate a future-oriented strategy to strengthen the European film and television industry. The book stated that "Europe should not be overwhelmed by American products as happens already with feature films."

The urgency of this strategy is clear in the light of the upcoming digital compression technology on one side and on the other side the definite version of the General Agreement on Trade and Tariffs (GATT), which leaves only limited room to protect the European industry and the related culture. On the other hand, researchers realize the European television market has changed from a serving market into a needing market.

Christian Broadcasting

The opportunities for Christian broadcasting in Europe as a whole are still very limited. The ruling public service organizations give very little time for Christian programming. If they *do*, it goes mostly under the umbrella of religion, which means that equal time is given to Muslims, Hindus, and New Age movements as well as Roman Catholics, Protestants, and evangelicals.

Keeping in mind the evangelicals are a tiny group in Europe, the conclusion has to be that Europe is rapidly changing from a mission-sending continent to a mission-needing continent. But there are some candles in the dark.

The former Eastern European countries badly need new moral values and their governments seem to be discovering the only real values are found in the Bible. Christian television in Estonia receives ten minutes twice a day on state television. There are options in countries like Romania, Bulgaria, and even Russia, where Hannu Haukka still airs his



Ger de Ridder represents the international sales department of Evangelische Omroep in The Netherlands. He is a member of the executive committee of National Religious Broadcasters' International Advisory Committee.

Christian message on Moscow's state television station.

In Holland, EO (evangelical broadcasters) radio and television have a firm position in the broadcasting scene and the government has passed a new law in which existing broadcasters receive a ten-year license. EO will benefit from this as it is an existing body providing 20 hours of television and 70 hours of radio per week prime time on the national state network. Because of the unique Dutch broadcasting system, all expenses are paid by the government.

EO expands its influence throughout Europe by offering its programs free or at a nominal cost to Christian stations. More and more Christians are getting together and founding small local radio and/or television stations. The possibilities are there; Italy has more than 700 local television stations, but only a few are Christian-based.

Yes, Europe is facing a crisis in public broadcasting but, with commercial broadcasting, the airwaves are also opening for new opportunities to preach the Gospel. Please pray for Europe. Pray for its small percentage of evangelical Christians. And pray for the Fellowship of European Broadcasters, as we endeavor to serve our countries. ^{RB}

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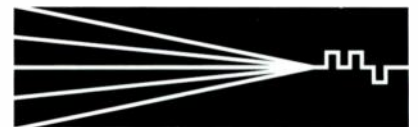
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NRB '95 REGISTRATION FORM

February 11-14, 1995 ♦ Opryland Hotel ♦ Nashville, Tennessee

INSTRUCTIONS

1. Use separate registration form for each person other than spouse. You may photocopy this form.
2. All sections of this form must be completed.
3. Mail form together with check or authorized credit card number (U.S. dollars)

NOTE

There will be a \$5 admittance charge to all General Sessions except Sunday Morning to those individuals not registered.

TO REGISTER BY FAX

Complete entire form and fax to:
(703) 330-7100

Note: Credit Card registrations only. If faxing registration, please DO NOT resend through the mail.

Confirmations will be sent 2-3 weeks after receiving your registration.

TO REGISTER BY MAIL

Complete entire form and mail to:
National Religious Broadcasters
7839 Ashton Avenue
Manassas, VA 22110
(703) 330-7000

CANCELLATION POLICY

Cancellations must be in writing: a \$75 administrative fee will be applied to all cancellations. No refunds for cancellations postmarked after Dec. 31, 1994.

EXHIBITORS & PRESS

DO NOT USE THIS FORM. Call or write for proper forms.

SECTION A

BUSINESS IN WHICH YOU ARE INVOLVED

(Check THREE only and rate by priority 1-3):

- | | |
|--|--|
| <input type="checkbox"/> AM Radio Station | <input type="checkbox"/> Music Recording & Publishing |
| <input type="checkbox"/> FM Radio Station | <input type="checkbox"/> Premiums / Incentives |
| <input type="checkbox"/> VHF TV Station | <input type="checkbox"/> Fundraising / Donor Management |
| <input type="checkbox"/> UHF TV Station | <input type="checkbox"/> Ministry / Mission Group / Church |
| <input type="checkbox"/> LP TV Station | <input type="checkbox"/> Education |
| <input type="checkbox"/> Radio Group Ownership | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> TV Group Ownership | |
| <input type="checkbox"/> Cable TV Network | |
| <input type="checkbox"/> Cable Radio Network | |
| <input type="checkbox"/> Satellite Service Radio | |
| <input type="checkbox"/> Satellite Service TV | |
| <input type="checkbox"/> Programming: Radio | |
| <input type="checkbox"/> Programming: TV | |
| <input type="checkbox"/> Programming: Video | |
| <input type="checkbox"/> Programming: Computer | |
| <input type="checkbox"/> Multimedia | |
| <input type="checkbox"/> Film/Entertainment | |
| <input type="checkbox"/> Equip. Manfctr. / Dist.: Audio | |
| <input type="checkbox"/> Equip. Manfctr. / Dist.: Video/TV | |
| <input type="checkbox"/> Equip. Manfctr. / Dist.: Computer | |
| <input type="checkbox"/> Multimedia | |
| <input type="checkbox"/> Agency / Consultant | |
| <input type="checkbox"/> Publishing / Printing | |
| <input type="checkbox"/> Press / Print Media | |

PRIMARY JOB FUNCTION

(Check ONE only):

- | |
|--|
| <input type="checkbox"/> Owner / Partner |
| <input type="checkbox"/> Officer |
| <input type="checkbox"/> General Manager |
| <input type="checkbox"/> Station Manager |
| <input type="checkbox"/> Program Director |
| <input type="checkbox"/> Announcer / On-Air Talent |
| <input type="checkbox"/> Sales Marketing |
| <input type="checkbox"/> Producer |
| <input type="checkbox"/> Engineering / Technical |
| <input type="checkbox"/> Management |
| <input type="checkbox"/> Journalist |
| <input type="checkbox"/> Office Support Staff |
| <input type="checkbox"/> Education |
| <input type="checkbox"/> Pastor |
| <input type="checkbox"/> Other: _____ |

SECTION B

FULL REGISTRATION (Includes: Gen. Sessions, Workshops, Exhibits, All MediaBreakfast & Anniversary Banquet)

		Amount
Member (member # _____)	<input type="checkbox"/> \$290	\$ _____
Assoc. (member # _____)	<input type="checkbox"/> \$340	\$ _____
Non-Member	<input type="checkbox"/> \$450	\$ _____
Spouse of Member	<input type="checkbox"/> \$160	\$ _____
Spouse of Non-Member	<input type="checkbox"/> \$260	\$ _____
Full-Time Faculty (I.D. required)	<input type="checkbox"/> \$135	\$ _____
Full-Time Student (I.D. required)	<input type="checkbox"/> \$105	\$ _____

SUB-TOTAL

If mailed after 12/31/94 add \$50.00 \$ (50.00)

FULL REGISTRATION TOTAL \$ _____

DAILY REGISTRATION (Includes: Gen. Session, Workshops, & Exhibits.

Excludes: Meals)

Member (member# _____)	<input type="checkbox"/> \$125 X _____ days	\$ _____
Associate Member (# _____)	<input type="checkbox"/> \$150 X _____ days	\$ _____
Non-Member	<input type="checkbox"/> \$175 X _____ days	\$ _____
Full-Time Faculty (I.D. required)	<input type="checkbox"/> \$ 25 X _____ days	\$ _____
Full-Time Student (I.D. required)	<input type="checkbox"/> \$ 15 X _____ days	\$ _____

Day(s) you will be attending: ☐ Sat ☐ Sun ☐ Mon ☐ Tue

If mailed after 12/31/94 add \$50.00 \$ (50.00)

DAILY REGISTRATION TOTAL \$ _____

ADDITIONAL EVENT TICKETS / PASSES

Exposition Only Pass (Good for entire show)	<input type="checkbox"/> \$30	\$ _____
The Grand Ole Opry Show Feb 10	<input type="checkbox"/> \$25	\$ _____
International Luncheon Feb 13	<input type="checkbox"/> \$35	\$ _____
All Media Breakfast Feb 14 (Included w/ Full Reg.)	<input type="checkbox"/> \$35	\$ _____
Women's Luncheon Feb 14	<input type="checkbox"/> \$25	\$ _____
Anniversary Banquet Feb 14 (Included w/ Full Reg.)	<input type="checkbox"/> \$50	\$ _____
Hermitage/G. O. Opry Tour Feb 15	<input type="checkbox"/> \$35	\$ _____

OTHER EVENTS TOTAL \$ _____

GRAND TOTAL ENCLOSED: \$ _____

SECTION C

NAME _____

NICKNAME (for badge) _____

POSITION _____

ORGANIZATION _____

ADDRESS _____

CITY _____ ST _____ ZIP _____

COUNTRY _____

PHONE _____ FAX _____

SPOUSE'S NAME (for badge) _____

SECTION D

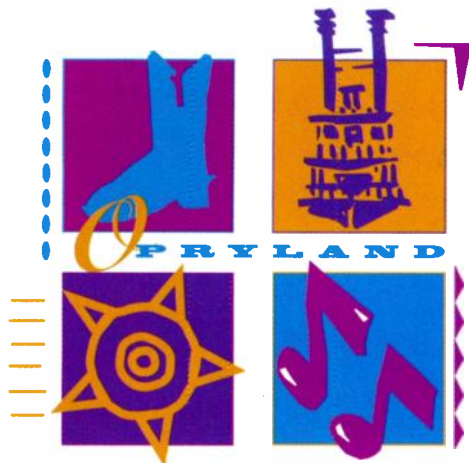
METHOD OF PAYMENT (Registrations will not be processed without payment)

☐ Check Enclosed ☐ Visa ☐ MasterCard ☐ Amex

Card# _____ Exp. Date _____

Name on card _____

Signature _____



*A*n Unchanging Message to a Changing World

52nd Annual National Religious Broadcasters Convention & Exposition

February 11-14, 1995
Opryland Hotel
Nashville, TN

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Plan to attend the world's largest nationally and internationally recognized convention and exposition dedicated solely to assist those in the Christian communications field.

In February of 1995, National Religious Broadcasters will again bring together chief executives from both radio and TV, ministry leaders, pastors, legal experts, educators, gospel entertainers and musicians, broadcast and management experts, publishers, fundraisers, agency representatives, and suppliers. This conference and tradeshow will highlight the very latest technological developments, provide answers to your greatest challenges, and build new ministry partnerships.

NRB'95 will feature...

- More than 200 exhibitors with up and coming programs, products, and services.
- A network of peers and colleagues to interact with.
- Over 40 educational sessions dealing with what you need to know on all aspects of communications.
- Prominent speakers addressing issues and concerns affecting the church.
- Special guests with exciting testimonies.
- The best in gospel music and entertainment.
- Countless breakfasts, dinners, and receptions for networking and fellowship.
- Tours to the Grand Ole Opry and The Hermitage
- TV Program Producers Showcase

"In my opinion, the annual National Religious Broadcasters Convention is a spiritually strategic moment for Christian leadership in America. It is a time when influential Christian communicators meet to compare, to share, and to plan. The 1995 NRB convention will be no different, and I don't believe any serious Christian broadcast professional can afford not to be in the thick of it. As always I look forward to being there — to being refreshed, encouraged, and educated."

Marlin Maddoux, USA Radio Network



Michael W. Smith



Andre Dawson



Elisabeth Elliot



Jack W. Hayford



D. James Kennedy



Luis Palau



Alvin Slaughter



Phillips, Craig & Dean

Arouse Emotions, Don't Sell Logic

What is the emotional process leading to a purchase? It begins with a new development in the buyer's self-image, i.e., the buyer sees himself in a new way — as the owner of your product or service and all the status it affords him.

If the projected purchase is small in relation to the buyer's income, the self-image change need only be small. However, if the purchase is a large one, the change in self-image making the purchase possible will be large. Such a change can come about quickly, within a few minutes or even seconds.

Champion salespeople are adept at spotting these changes in self-image as they occur during sales presentations. They are quick to reinforce the buyer's new idea that he can have, enjoy, deserve, need, and is worthy of the new goodie he likes. Do that, and your product won't only be liked, but wanted, needed, and then bought.

How can you achieve this? **First**, be genuinely interested in doing your best for them. Once they see you're on their side, they'll begin to like and trust you. Then, they will tell you what they seek to accomplish. Rise above the limitations of your own tastes and preferences. Recognize what's right for you isn't right for everyone, and make an intense effort to see the world through your customer's eyes.

Second, use your expertise to guide the customer to the best solution your inventory provides. **Third**, wait for positive stimulus from the customer. When you get it, if you believe they've found something helping them achieve whatever effect they want, reinforce their image about the product. Avoid worn out phrases and stay away from the words prospects stopped believing years ago.

Concentrate on your customer. Say sincere and positive things reflecting your customer's uniqueness, and you'll not only make that sale, you'll create a client who will send referrals and buy from you again. The

key is to discipline yourself to wait for the customer's positive input. Unless you do, you will find yourself puffing something they don't like, and before you know it, you are caught in a web of obvious insincerity. Stick to the facts.

The mere fact you're a salesperson will arouse their negative emotions. Your proposals are either emotionally for you, or against you — and you can divide your chances of selling by a 100 if the prospect is against you.

To get a thorough education in the emotions that sell, study the commercials aired during Saturday morning cartoons. Logic in sales is a gun without a trigger: you can twirl it around, but you cannot fire it. Emotion has a trigger; you can hit the target with it. Every time you generate another positive emotion, you're pulling the trigger on another accurate shot at closing the sale.

No skill you acquire in sales will enhance your earning power more than learning how to arouse emotions in your buyers in positive ways. The exact words you use will depend on your offering, your personality, your buyers, and market conditions.

When you see that new bauble and there's no reason for you to have it other than the fact you want it, you emotionally come up with reasons, urgent reasons, for getting it. But do those reasons explain why you want it? Certainly not. Their function is to prove you need it — to your own satisfaction at least. And it's amazing how fast you'll do this if the product is good enough.

Positive emotions trigger sales; negative emotions destroy sales. As you work at developing the skills to evoke emotions in your customers, always keep that concept in mind. You can destroy sales as rapidly as you can create them through the clumsy use of, or lack of control over, the emotional setting.

Also remember your actions, manner, words (how you say them), grooming, and clothing are all things triggering emotions in your prospects



*Tom Hopkins, founder and president of Tom Hopkins International, has been for 20 years one of the nation's most acclaimed sales trainers. He is the author of the best-selling book, *How to Master the Art of Selling*.*

— whether you want them to or not.

People will react emotionally to you. It's important not to have them react with fear, anger, or disgust. To see some salespeople approach prospects as though these potential buyers had just fallen off the garbage truck, you'd think they do not realize prospects have feelings, too.

Prospects suffer the effects of fear when a salesperson comes on too strong, get angry when patronized, and feel disgust when a salesperson is non-professional. Always be professional when meeting new people and you'll close more sales. ^{RB}

PRACTICAL PROGRAMMING

continued from page 36

your listeners.

4. If you've established a service fee to the program producer as part of your budgeted income, make sure your listeners aren't led to think they're underwriting the *entire* cost of the broadcast. Those who find out the ministry is "paying" for airtime but thought they were getting it free often feel deceived.

Your help in outlining what's acceptable will go a long way toward agreement on what is "non-commercial" in Christian radio today. ^{RB}

When I first heard the poem
I was only 15 years old &
pregnant with my first child.
While I listened to this poem
I started crying because I
had been considering abortion,
and after the poem I couldn't
believe I could consider such
a thing.

PRO-LIFE PERSPECTIVE

Reaching Hearts, Changing Minds, Saving Lives.

In the summer of 1993 the producers of *Pro-Life Perspective* received a letter from a listener in Louisiana. In her letter, she described how a poem read on *Pro-Life Perspective* caused her to reconsider her options and choose life for her unborn child.

Pro-Life Perspective is the official

radio commentary of the National Right to Life Committee, the nation's largest pro-life group.

Pro-Life Perspective will not only provide your listeners with the most current news and information on abortion, infanticide and euthanasia—it will also change minds and save lives.



Wanda Franz, Ph.D.

PRO-LIFE PERSPECTIVE

America's Pro-Life Voice

Use Right Incentives to Motivate Donors

Sheep need shepherds. Teams need coaches. And these days, donors need incentives.

The definition of an incentive is, "something inciting to action or effort as the expectation of reward or the fear of punishment." The positive interpretation of that would simply be to provide donors with the right reasons to give to your ministry. The negative interpretation of incentive is manipulation through the use of gimmicks.

The challenge facing us is to find the most positive incentives for motivating people to give without falling prey to negative or manipulative methods. Most of us in ministry would like to think people will give because we tell them there is a need. After all, the ones we ask are usually the ones directly benefitting from the ministry we provide. Surely that's reason enough to give, yet not everyone does.

A good example is listener-supported radio. I've been tracking results for about ten years from nearly 150 sharathons we've produced during that time period. On the average, only 16 percent of the cume listening audience responds during the broadcast. Looking on the bright side, that's still approximately 2.5 times the number responding for public radio.

But the downside is the inactive 84 percent of a Christian radio audience. It's likely they are benefitting personally from the ministry provided or they would not listen. So why don't they give? Even if the old 80/20 rule (20 percent do 80 percent of the work) is operating, then there is room for 4 percent more.

Rather than throwing up your arm in frustration and sighing, "They just don't care!," let's roll up our sleeves and keep looking for new and ways to motivate people to think of fund raising as already got a team; putting together a motivating good incentive. We've tried and true

incentives which have worked well for Christian stations:

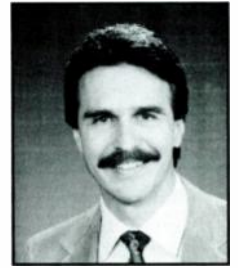
1. Features and Benefits. Although not often thought of as an incentive, this is in reality the foundational starting point. The beneficiaries of your ministry are sometimes stuck with amnesia. They forget or take for granted what you do for them. With direct mail, on the air, in newsletters, and during promotions, tell stories about the people whose lives are impacted with the ministry. When relating their stories, it's a good reminder how your listeners benefit from all of the features.

2. Ministry Resources. Premiums and appreciation gifts are a common and almost necessary incentive. Most program producers in Christian radio today offer something in return for a gift. People are conditioned to give and get. If providing a premium such as a Bible or tape in exchange for a specific gift amount makes you nervous, then give something to everyone and don't classify donors. But remember, for several years now, donors have become accustomed to receiving a resource in return for a donation.

3. Challenge Funds. King David started it when he and Israel's leaders gave out of their personal treasuries to provide for the temple. The people were moved by their example and gave willingly and generously (I Chronicles 29).

Here are two examples of how to apply that to non-commercial radio: First, if you have business underwriting, pre-arrange a challenge fund before your next fund raising appeal. Ask your underwriters if they would like to use their support as a direct challenge for your listeners to match during your fund raising event. Use them individually or pooled together and present the total for the listeners to match during a designated time period.

Second, use a direct mail appeal as a pre-sharathon challenge fund. Invite your pre-sharathon givers to lead the way by pooling their gifts together as a challenge to the listen-



Todd Isberner is president of SHARE Media and marketing consultant for the SkyLight Satellite Network in St. Paul, Minn.

ers to meet or beat during an allotted time period on your first sharathon day.

4. Match Gifts. Donors love to maximize their giving. If there's an opportunity for my gift to be doubled as a result of someone who will match the same amount then I've just leveraged my gift two for one. Matching gifts are usually a one for one, dollar for dollar match amount.

Another option is for the match provider to give a specific amount of money for each giver up to a certain number of givers. For example, the match gift is for \$2500. For every response, \$50 is released to the ministry up to 50 donors. A word of caution on matching gifts: don't overuse them or it turns into a circus. You may need to set a minimum gift size to qualify as a match or pool together several matching gifts.

5. Designated Giving. Most givers like to choose a specific category of response. Create those categories with specific definitions. For example, some radio donors can choose to become day sponsors, designating their gifts to underwrite the expense of one day's operation. Or hour glass donors who can give the specific amount needed for one hour of operation per week or month. There are endless breakouts of your budget that can be creatively categorized for designated givers.

6. Ministry Co-op Matching. Invite another ministry to challenge your givers in matching a large donor who will give the same amount

Continued on page 57

Bott Radio Network Announces ...

KQCV
AM 800

**CHRISTIAN
INFORMATION**



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AM/FM
DUO**

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**Oklahoma
City**

the Light 105 FM
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**GREAT CHRISTIAN
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Delivering the TOTAL AUDIENCE — Oklahoma City's ONLY Christian AM/FM DUO.

KQCV-800 AM has served the Greater Oklahoma City Area with **QUALITY Christian Programming** for over 18 years.

Now, a new day has dawned in Oklahoma City with the Bott Radio Network acquisition of **KNTL-104.9 FM** ... serving the Oklahoma City Area with **GREAT Christian Music** 24 hours a day!

A year ago, **KQCV** began broadcasting with 10 times more power and a new 24 hour a day schedule. With the addition of **KNTL-104.9 FM**, Bott Radio Network is growing *again* to serve Christian families in Oklahoma City **BETTER** than ever before.

With **KQCV-800 AM** and **KNTL-104.9 FM**, Bott Radio Network **delivers** the *Total Audience* in Oklahoma City.



**KQCV-800 AM and KNTL-104.9 FM —
Oklahoma City's Christian Radio DUO You Can Depend On!**



Dick Bott
President



A Service of
BOTT RADIO NETWORK

KCCV-760 AM
Kansas City

KCCV-92.3 FM
Kansas City

KAYX-92.5 FM
Richmond

KSIV-1320 AM
St. Louis

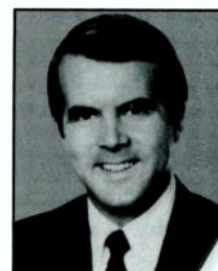
WCRV-640 AM
Memphis

KQCV-800 AM
Oklahoma City

KNTL-104.9 FM
Oklahoma City

WFCV-1090 AM
Fort Wayne

KCIV-99.9 FM
Fresno/Modesto



Rich Bott
Vice Presic

Does Dayparting Music Work?

Remember the first Christian radio station you worked for that actually played music? For me, it was WCVB-AM/Tallahassee, Fla., which broadcast music only during program blocks that couldn't be sold. But the announcers weren't hampered by a programming philosophy — we simply played our favorite songs.

Then I moved to a station featuring music 18 hours a day. The announcers were given strict instructions about what type of music to play when: in the mornings, a bright mix of southern gospel and easy listening, progressing toward contemporary (Evie and the Gaither Trio) in the afternoon, then settling back down to easy listening and praise music at night. It was pure and simple block programming, and, since it was the only Christian music station in town, it worked.

But does block programming, or dayparting, work today? Block programming is when a station devotes significant "blocks" of airtime to specific and definable programming elements. This could include teaching blocks, news and information blocks, and music blocks. With this, the station can appeal to one audience in the morning while targeting a different audience during the afternoon.

Block programming works best on small-market stations which effectively promote the distinctive elements of each segment of the block. And, if competition for the target listener is limited, stations practicing block programming can win by being the only game in town.

With few exceptions, block programming is a radio concept that best served audiences of the '60s and '70s, but may have limited application as a programming concept in the '90s.

Today's listener has more choices than ever before, and as such, is more discerning and choose from a number of stations to satisfy his or her needs. For entertainment, stations practicing block programming are on the rise. Stations finding a niche in the programming market are also on the rise.

Dayparting, on the other hand, is when a station selectively includes or excludes programming elements from certain dayparts without changing its overall target. In the case of a music-formatted station, it would most often be seen as the inclusion or exclusion of songs in a daypart based on their intensity, familiarity, or acceptability. Rather than replacing entire blocks of programming with significantly different programming elements (as in block programming), dayparting offers subtle changes in music rotation or title selection to best suit the programming objectives of the station.

Effective dayparting allows a programmer to fine-tune the sound of the station to suit the listening needs of the available audience. Certain songs which work well during the midday hours (when core listenership is high) may not work as well during drive-times when sampling by potential listeners is at its highest. For this reason, many programmers avoid testing new songs during morning or afternoon drive, choosing instead to play the songs proven most acceptable to their target audience. That way, new listeners sampling the station on the way to or from work, will hear the best representation of the station's normal programming.

Another example of dayparting is to play songs of a higher musical intensity during the evening hours, when the audience skews toward a younger demographic makeup. Although this practice shares elements with block programming, it doesn't suffer from the adverse audience effect block programming does. However, it does present an opportunity for the station to serve a different cell of the target audience by featuring a hotter mix of songs than may be found during the remainder of the station's broadcast day.

When doing this, care must be taken to insure core daytime listeners tuning in during dayparted hours are not alienated by what they hear. For this reason, careful programmers feature songs from the same core art-

ists heard at other times on the station. Even though these may be album cuts, or less familiar selections than those in current rotation, artist familiarity provides a bridge between evening and daytime listeners.

But does dayparting work? For that answer, it's wise to observe our successful mainstream counterparts. For more than a decade, successful radio broadcasters have been moving away from block programming and integrating elements of dayparting into their formats. This holds true regardless of format.

Spend a day listening exclusively to the top-rated station in your market. Whether it's a talk or music format, you'll find subtle adjustments occur throughout the day that indicate these stations have a clear picture of who their audience is and how their needs change as the day progresses. These adjustments go beyond featuring more "time and temperature" drops during morning drive or "30-minute music sweeps" during middays. Listen with a critical ear to see how selective dayparting is helping these stations win the battle for listeners' ears.

Properly integrated, dayparting can be useful in helping fine-tune your radio format. The result will be a station better equipped to effectively address the needs of today's listener. That, coupled with the message of the gospel, can help you be a winner — in more ways than one. ¹



Jon Hull is the network program director for The Word In Music Satellite Network in Colorado Springs, Colo. In addition to being a frequent seminar speaker, he is the non-commercial editor for The Christian Research Report.

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USA

RADIO NETWORK

*AP Mark Twain Award

Reaching the World by 2000 with Media Strategy in Cities

AD 2000 has been the battle cry of the mission industry for more than a decade now. With only five years to go, what seems surprising is how little is mentioned in mission strategy statements, mission publications, or conferences about the use of television and videos as important tools for outreach to the unreached people groups in cities.

In a prophetic look at the future, Leslie Lyall of Overseas Missionary Fellowship (OMF) wrote in *A World to Win* (1972), "In a world whose population is multiplying so alarmingly, probably the only way by which every living person can be reached with the Christian message is through radio and television."

Lyall quoted Marshall McLuhan as predicting "an 'explosion of the eye' which will make the revolutions of history look tame." Now, 22 years later, we see the merging of the television and computer screens to become a single 'eye' that is the purveyor of entertainment and interactive learning and communication with others anywhere on earth, including those city-dwellers from every unreached people group who can convey the Gospel back to their tribes, however remote, just like at Pentecost.

Apart from the *JESUS* film, today's missionary movement somehow overlooks the power and effectiveness of the visual media. In a recent all-India issue of a respected mission magazine, 35 pages were devoted to the daunting task of "reaching" that nation's almost 1 billion with the Gospel of Jesus, while only a two-sentence paragraph mentions television: "The partial privatization of television has opened the way for telecasting Christian programs in India. But surprisingly, this great opportunity is yet to be taken advantage of by Indian missions for want of technical expertise, training, and finance."

Actually, India has a huge television industry and by the end of the

century is expected to have 100 million cable television sets, one-third more than the United States. There are surely Indian Christians already working professionally in the film and television industry who have the technical expertise and training. Some would be overjoyed to use their talents to the glory of God, if motivated.

But financing such television programs requires an entirely new mindset for the clergy and laity in India, just as in America. The concept of "Christian television" in most people's minds is that of the American model — multiple preaching programs directed at Christians and supported by the financial donations of viewers. This will not have the attraction for non-Christian viewers in India any more than here, where less than one percent of the potential audience watches the most popular Christian programs.

Indians love drama, especially soap operas. These require advertiser sponsors to finance the high production costs but they actually offer the *cheapest* way of conveying a message to the target audience. Proctor & Gamble (P&G) devotes 90 percent of its ad budget to television, the most cost effective medium for selling. P&G's rule of thumb in the United States is \$10 cpm or one cent per household for a 30-second ad spot. Programs with soft Christian content, like *Little House on the Prairie*, *The Waltons*, and most recently *Christy*, do find advertiser support.

Can Indian cultural equivalents of those series be produced and supported by advertisers? Probably. Will they carry enough biblically based content to justify the effort? They can if the writers design the actors' roles to convey the essence of the Gospel by their lifestyles and an occasional mention of the reason for the hope within them. As India moves toward 40 to 45 channels by 2000, it seems plausible there will be opportunities on a few of those channels.



C. Ray Carlson is president of International Films, Inc., and Children's Media Productions in Pasadena, Calif. He has been involved in mission media for 30 years.

The importance of reaching children is also strangely missing from mission industry strategies. This is the ultimate unreached group and is being schooled in surprisingly few languages (i.e., children in Papua, New Guinea, are almost all taught in Pidgin English).

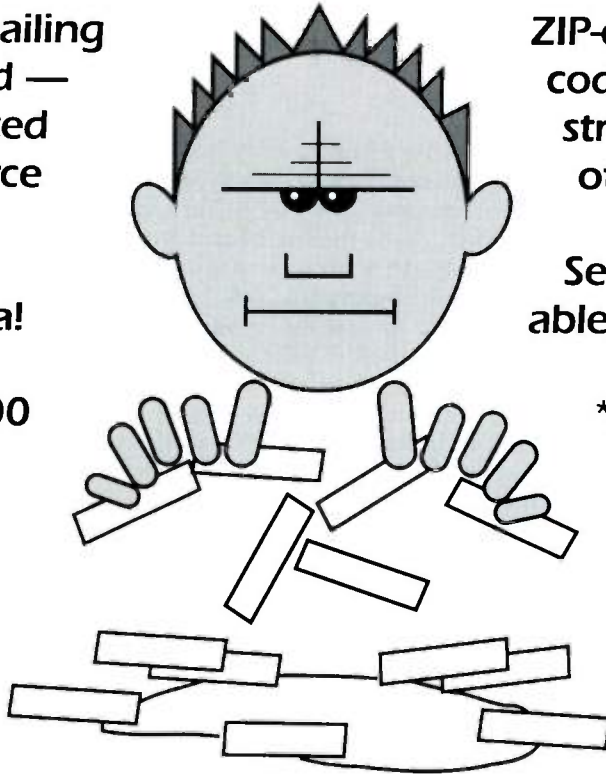
The most successful television outreach with Christian programming is the *Superbook* animated Bible stories in Russia, where 13 million letters have come in from viewers. The proliferation of the series in multiple languages is an exciting outgrowth of the Christian Broadcasting Network's decade-ago broadcast of the series in Japan on prime time with advertiser sponsorship. The Arabic Communication Center in California is planting videos of the Arabic version of the series in Sunday schools in the Arab world.

In the United States, where 85 percent of all Christians commit their lives to Christ between the ages of 4 and 14, it is heartening to know Campus Crusade for Christ now has a smartly designed strategy, Children of the World, which started in Russia with the *JESUS* film on video and is now being targeted at American school children. Reaching children deserves to be top priority on everyone's strategy list, not just 2 percent of air time as with most U.S. Christian stations. By working together, we can reach the world by AD 2000. [✉]

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Christian Radio for Teenagers Can Be Scary Business

It's scary business. More than ever before, I'm convinced Christian radio can be very scary business.

And I'm not talking about scary in the sense of whether we can survive financially from month to month. I'm talking scary in the sense of the life-changing opportunities which come our way.

Slice it any way you like, but if we're involved in Christian radio, we better be involved in something much greater than some, "I'm sorry" kind of ministry.

And nowhere is that more important than Christian radio for students and teenagers. It's scary business because thousands of scared teenagers are listening to our programs.

As I prepare each week to host *Dawson McAllister Live*, our call-in, talk show for teenagers, I try to think about the different audiences who will be tuning in. Certainly there is the Christian adult who wants to learn about teenagers and how to work with them. There's the parent who cares deeply about his or her children and wants to learn more about them and how to love them better.

There's the church-ed, youth group kids who listen for encouragement and affirmation. And there are lost teens, who listen and then often call to give their lives to Jesus Christ.

But over the last few months, calls to my radio show have forced me to understand there is at least one more group of people listening to Christian radio — students and teenagers who are truly in life and death situations.

They are Christians and non-Christians. And they are scanning our radio dials. I firmly believe if we program for them, they'll come to us.

I think about a kid named Juan, a gang member from Houston, who called our show, sobbing that he wanted to get out of the gang but was afraid. I asked him why he was

fearful.

"Because I know they'll kill me!" he answered. To make short what has been a miraculous story, Juan gave his life to Jesus that night and we put him in touch with a Hispanic minister in his community. He has been making tremendous progress and later called back to tell me this: "I was scared when I called, but I'm not scared any more because I know that God is looking over me and I'm in the hands of God instead of being in the hands of the devil."

And then I think about two older girls who recently called when we did a show on the occult. One had just gotten out of a cult and the other was desperately trying to get out. Both were absolutely terrified for their lives. One even made the phone call to us while hiding in a closet in an empty house.

We talked with both girls extensively, on and off the air. We were later able to protect and help one, but we lost contact with the other. We can only pray that God intervened and protected her from a fate most of us can hardly imagine.

As I think about those stories, I'm reminded of the words of the prophet Isaiah: "The people living in darkness have seen a great light; on those living in the land of the shadow of death a light has dawned" [Matthew 4:16]. That verse talks about the coming of Christ, but I think it can also apply to Christian radio today.

Many of the teenagers who listen to our programs are really living in a "shadow of death" — whether it's gang activity, or Satan worship, or sex and the AIDS virus. Thousands of teens are precariously teetering between life and death.

Satan (excuse the cliché) is indeed alive and well. And, oh how he loves to go after the American teenager. I Peter 5:8 says it best: "Your enemy the devil prowls around like a roaring lion, looking for someone to devour."



Dawson McAllister is a nationally known youth speaker, evangelist, author and host of the weekly call-in radio show Dawson McAllister Live for teenagers. The program is broadcast on the SkyLight and USA radio networks.

And for those of us in Christian youth radio, that verse should be our challenge. There are too many teenagers listening to our programs who are in the lion's mouth. They may be truly listening for the last time.

That's why we have to be willing and able to respond, to minister specifically to them. Christian radio is a great avenue through which God brings new life to many, but it's also deadly serious — because death stalks the American teenager.

And those teenagers are listening and calling. We've got to be able to take up their cases when they are afraid.

"You came near when I called you, and you said, 'Do not fear.' O Lord, you took up my case; you redeemed my life" [Lamentations 3:57, 58].

It's scary business. But God wants us to do it. And so we must. **✠**

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RECORDING REVIEWS

BY DARLENE PETERSON

Voce

featuring *The Choir of Trinity College*
Brentwood Music

In recent reviews, we've gone back through the centuries and covered that great-great-grandfather of Christian worship music — Gregorian chant. With Brentwood's *Voce* (pronounced voh-chay, Italian for voice), we visit the 16th and 17th centuries, experiencing an a cappella collection of worship music from masters such as Allegri, Schubert, and Di Lasso. The songs are performed by the critically acclaimed Choir of Trinity College on location in Cambridge, England. With the college founded in 1546 by King Henry VIII, the choir's original roots date back as far as the period these featured songs were composed. Ethereal soprano descants and pure tenor melodies take you back to another age, but liner notes, Scripture references, and, most important, English translations from the Latin and Italian, make these pieces relevant to today's believers.

Rossini

Edoardo Brizio, conductor
Studio M

Rossini is best-known for his charming, light-hearted work such as the "Barbiere di Siviglia"; many find it surprising he also composed a large body of sacred music. This recording brings all his sacred work together in one place for the first time (except two already well-known pieces "Stabat Mater" and "Petite Messe Solennelle"). The son of a singer and of a horn player, he was gifted with a beautiful soprano voice as a child, singing in church often before the breaking of his voice. In this way, he became familiar with the common repertoire of religious music. By the time he was 16, he had composed a lot of church music — before he even tackled opera. During his theatrical career, Rossini continued sporadically producing religious works and devoted himself more fully to such compositions later in his career.

With this three-CD collection, I discovered a side to Rossini I wasn't aware of, and became fascinated with the quasi-operatic sparkling style he brought these pieces. Conducted by Edoardo Brizio and recorded in December 1992 by the Prague Philharmonic orchestra, soloists, and choirs, this recording bursts with life.

The Rock Revival

various artists
producer: Bob Cotterell
associate producer: Jerry McClain
Sonrise

Now that we've explored some early church music, let's take a look at the roots of contemporary Christian music. This three-volume set covers some of the best music from the Jesus Movement (1965-1977), including the early work of artists such as Randy Stonehill, Andrae Crouch, Larry Norman, Barry McGuire, Resurrection Band (now REZ), Love Song, Phil Keaggy, and Michael Omartian. Compilations of early secular rock abound, but there's nothing I know of covering the music of the Jesus Move-

ment like this recording.

Co-producer Jerry McClain (the voice singing *Happy Days'* theme song) sings lead on "Me and Jesus" (written by Tom T. Hall), a song used by Paramount in the CBS Movie of the Week *Middle Ages*. Omartian and the Second Chapter of Acts also perform on that song. Many artists of the Jesus Movement had been involved in the secular rock and entertainment industry. The enclosed booklet provides background on all the artists, an essay on the Jesus Movement, and an essay on the origins of contemporary Christian music. It's fascinating to discover how they came to sing for Jesus, proclaiming the Gospel through the music of the times. That these artists were "on fire" for Jesus comes through loud and clear.

I Will

Troy Johnson
producers: The Go Tee Brothers, John and
Dino Elefante, and Tommy Greer
Word

I listened to this one before reading the background information and wasn't surprised to find out that, although this is his second release in the Christian music scene, Troy Johnson has nearly ten years of experience in the mainstream music industry under his belt. Rhythm & blues mixed with mature pop stylings, solid Christian lyrics, and excellent vocal abilities combine to make this recording a winner. He's one of the most gifted and versatile male vocalists I've heard in quite a while, covering a wide array of contemporary styles with ease and great depth of expression. His many radio-ready tunes pull you in and the recording's variety keeps your interest. His sincere lyrics are designed to motivate all who listen to a closer walk with God.



Troy Johnson

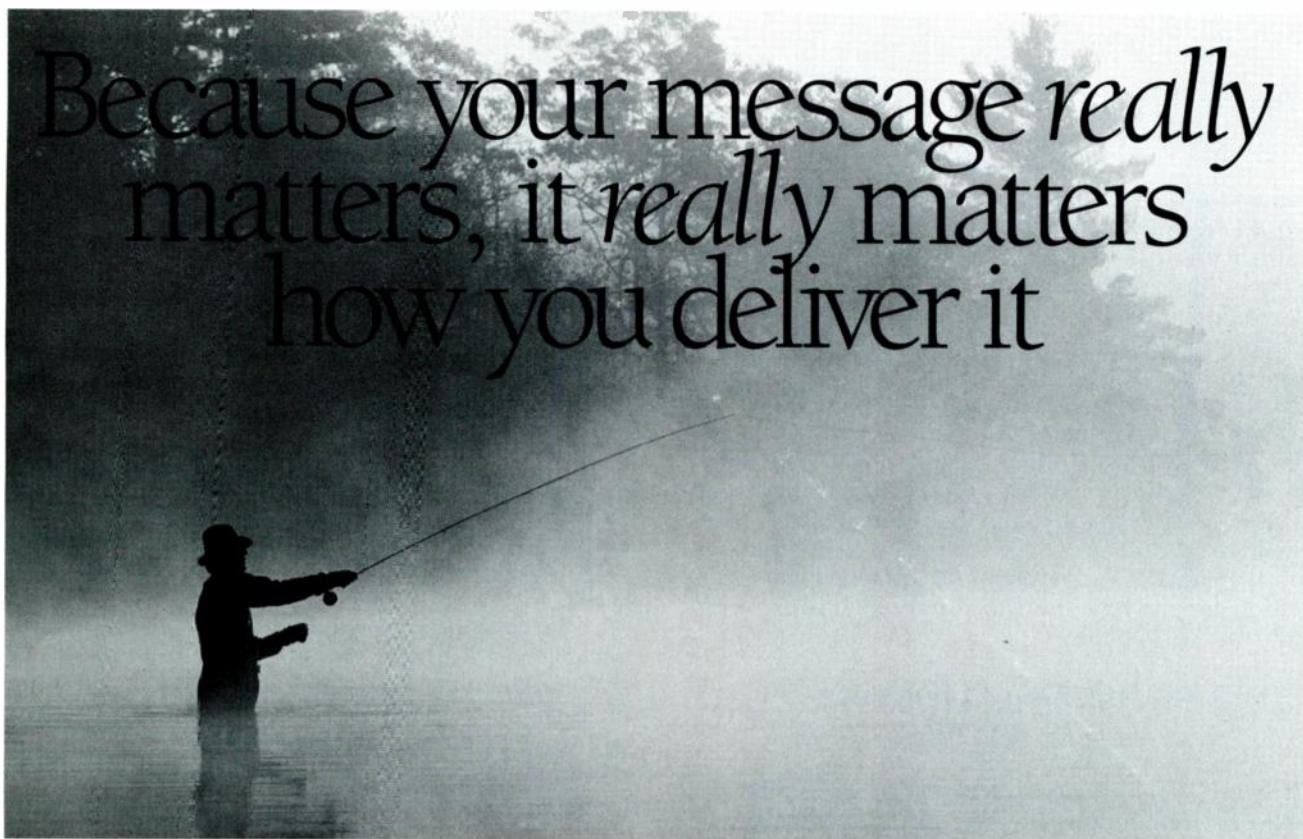
Everything That's On My Mind

Charlie Peacock
producer: Charlie Peacock
Sparrow

One of Christian music's most prominent producers (Margaret Becker's *Soul* and *Simple House*, Out of the Grey's *Diamond Days*, and the *Coram Deo* series), Charlie Peacock also is an excellent songwriter, so when I received his new recording, I was eager to hear "everything that's on [his] mind." I wasn't disappointed. With a poet's sensitivity and a mature Christian's outlook, he captures the profound wrapped up in the trappings of everyday life. "Dear Exception," a song personifying the times when "the light of Christ breaks through" in our times of trial, is one gem in a treasure trove of great writing. The musicians and background vocalists Peacock has assembled bring his musical meditations to vibrant life.

Darlene Peterson is the music reviewer for Religious Broadcasting Magazine.

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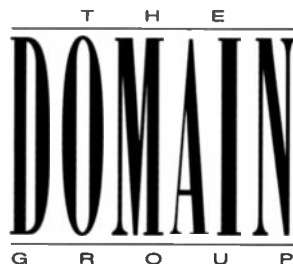
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THE BOOK SHELF

BY HARRY CONAY

What If Jesus Had Never Been Born?

by D. James Kennedy and Jerry Newcombe
Nelson, 1994

Reminiscent of Frank Capra's motion picture *It's a Wonderful Life*, in which viewers see the deleterious effect on a small town had fictional character George Bailey never been born, this intriguing tome ponders what the world would be like without Jesus Christ. Myriad examples are provided of Jesus' positive impact in the lives of people throughout history and the influence of Christians in all arenas of society up to the present day. "The truth is this," writes D. James Kennedy, "had Jesus never been born, the world would be far more miserable than it is." This may come as a shock to those harboring a jaundiced view of Christianity, but believers will be pleasantly surprised and greatly encouraged. Therefore, instead of watching *It's a Wonderful Life* on television for the umpteenth time, I urge you to do yourself a favor and read this inspiring book.

The Vanishing Conscience

by John MacArthur
Word, 1994

The word "prolific" doesn't do justice to describe John MacArthur's tremendous literary output. However, despite the sheer quantity, his books are never banal fluff. This newest title is no exception. To discuss conscience one must begin with the problem of sin. MacArthur writes that "as believers, . . . our duty with regard to sin is not to try to purge all society's ills, but to apply ourselves diligently to the work of our own sanctification. The sin we need to be most concerned with is the sin in our own lives. Only as the church becomes holy can it begin to have a true, powerful effect on the outside world. That is the focus of this book."

Within this thought-provoking examination of the nature and effects of sin, MacArthur discusses what the conscience is and how it operates, the virtual disappearance of the doctrine of "total depravity" in today's churches, and his criticism of "the two-nature dualism [of man's inherited sin nature versus his reborn spiritual nature] that was popularized by *The Scofield Reference Bible*." This view (which in his estimation "is probably the predominant view in American evangelicalism today") MacArthur calls "spiritual schizophrenia," and (characteristically) he is not shy in stating and defending his opposition to it. Personally instructive, theologically challenging, and doctrinally provocative, this is one you can't afford to miss.

NIV Compact Bible Commentary

by John Sailhamer
Zondervan, 1994

In this general, handy-to-carry, introductory level, abbreviated commentary, John Sailhamer presents a thematic overview of the Bible designed to provide the reader with "a sense of what the whole of the Bible is about . . . to show how the Bible fits together and how the parts fit into the whole." Given its brevity, this is more or less

accomplished, but with some irritating stylistic idiosyncracies.

For example, after objectively noting three ways of numbering the Ten Commandments, Sailhamer selects the way *least likely* to correspond with references in other evangelical literature. Thus the Sabbath day commandment (Exodus 20:8-11), commonly referred to as the *fourth*, is here discussed as the *third*. Also, textual headings such as "Hosea's First Marriage to a Harlot" and "Hosea's Second Marriage to a Harlot" may cause some readers to unnecessarily ponder how many harlots Hosea married (especially since Sailhamer never once mentions Gomer by name within his commentary). A third example, from Acts 5:1-10, concerns the fates of Ananias and Sapphira. By not mentioning their deaths, Sailhamer's understatement that "they were severely punished" fails to convey to the reader the magnitude of their offense in the eyes of God.

The idea of imparting the "big picture" in a small package is not a new one, so the contribution of this general commentary is not unique; if it were, one might be inclined to overlook its idiosyncracies. But since these will impede the understanding of Scripture by those to whom this type of elementary commentary is most likely to appeal, I cannot recommend it.

Teach Me Your Ways The Call to Follow Jesus

by Kay Arthur
Harvest House, 1994

Both of these volumes are part of the International Inductive Study Series, the first covering Genesis through Deuteronomy and the second covering Luke. Each is filled with a 15-minute-per-day reading sequence, charts, maps, diagrams, "Optional Questions for Discussion," "Thoughts for the Week," verses to memorize, and the basic guidance one might need for a personal, introductory Bible survey. Commentary is at a minimum and the reader is led to evaluate Scripture for himself by seeking the answer to appropriate questions and by marking or color-coding key themes and concepts in one's Bible (as explained in a "How to Get Started" section). The methodology may seem gimmicky to some and a "legalistic" burden to others. But since we all learn differently, there are no doubt many who will benefit from the direction, structure, and sense-of-involvement these well-intentioned books provide.

The Power and the Blessing

by Jack Hayford
Victor, 1994

"Celebrating the Disciplines of Spirit-filled Living," is the subtitle of this upbeat examination of "healthy, hope-filled Christian discipleship." Defining "discipleship as the process of acquiring 'disciplines,'" Jack Hayford develops The Pillar Principle based on Revelation 3:12, followed by a look at seven "determinative moments" in

Continued on page 57

On an Interviewer's Role

Robert MacNeil, co-founder of the *MacNeil/Lehrer News Hour* on PBS, says he is surprised at the role of the interviewer in today's culture. He is quoted at length in the book *Interviewing the World's Top Interviewers: The Inside Story of Journalism's Most Momentous Revelations* by Jack Huber and Dean Diggins (1993, S.P.I. Books).

"One of the things that intrigues me about the interviewer today is the range of impertinence he is allowed in the society," MacNeil says. "Television has created a person for whom I can't find any equivalent in history, except maybe the court jester, who sits at the king's feet and is permitted incredible license to be impertinent, to play the fool, but to be sort of *idiot savant* some of the time, to say very penetrating things, to be a soothsayer as well as a wit."

When asked what he considers to constitute a good interview, he reveals, "Interviews have different purposes — dramatic moments of confrontation, revelation, prosecutorial accusation, or confession; exploration of deeper philosophical reaches of somebody's mind grappling with the moral or political issues of the day; getting at the personal attitudes, self-revelations of some prominent show business personality or public personality."

MacNeil says he encourages interviewers to get past the rote answers many people will give when asked superficial questions. He says interviewers need to listen for "epiphanies;" times when they can say to themselves, "That is really revealing. This person is talking from the heart."

"Ninety percent of getting people to talk is the interviewer's reputation beforehand. It is a balance between the reputation you have as somebody they can trust, and somebody whose audience they want. Our purpose [on the *MacNeil/Lehrer NewsHour*] is to elicit as clearly and sharply as possible the [interviewee's] point of view, and challenge it enough so that the intentions of the person are clarified," he admits.

As to practical tips on interviewing, MacNeil says he has many thoughts. "If the person is nervous, I see no reason for telling them what you're going to ask them ahead of time, if you're not there to trap them or trick them. Treat a person as you would like to be treated if you were jammed into a television studio under a lot of lights.

"Somebody who's a talented interviewer

is somebody who can listen. That's probably before anything else. And enjoys listening. While he's listening, he's sorting the material and thinking of other openings, if the interviewee gives him a chance. And he's changing the direction of his questions," he adds.

"I've learned from Jim Lehrer that the simpler the question, the more direct. And not to be afraid to say, 'Wait a minute — what does that mean?' or 'Why?' or 'Say that again.' Just not to be afraid to be seen as not understanding or not following. I do a lot more of that now.

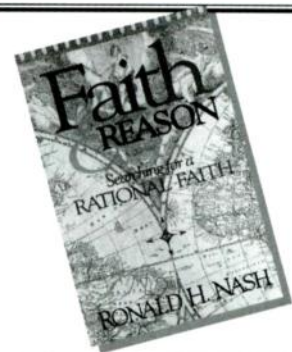
"I don't have any rules about the way I ask questions," MacNeil says. "It is in [my] nature to ask questions reasonably politely. I think there's an impression growing in television in

this country that unless you ask a question in the manner of

Perry Mason with a witness in the dock, you're not a tough interviewer. That has led to a school of interviewing I don't happen to like, which is very mannered and postured. The interviewer gives himself a lot of airs as the one who's really the repository of wisdom, and why can't the interviewee match up to it?"

Write to me with how your station produces book reviews and author interviews at: Media Relations, Zondervan Publishing House, 5300 Patterson Ave. SE, Grand Rapids, MI 49530, or fax (616) 698-3223.

Jonathan Petersen is director of media relations for Zondervan Publishing House and executive producer of the Zondervan Radio Network, Grand Rapids, Mich. A former religion news editor of UPI Radio Network, he is a requested speaker on media practices.



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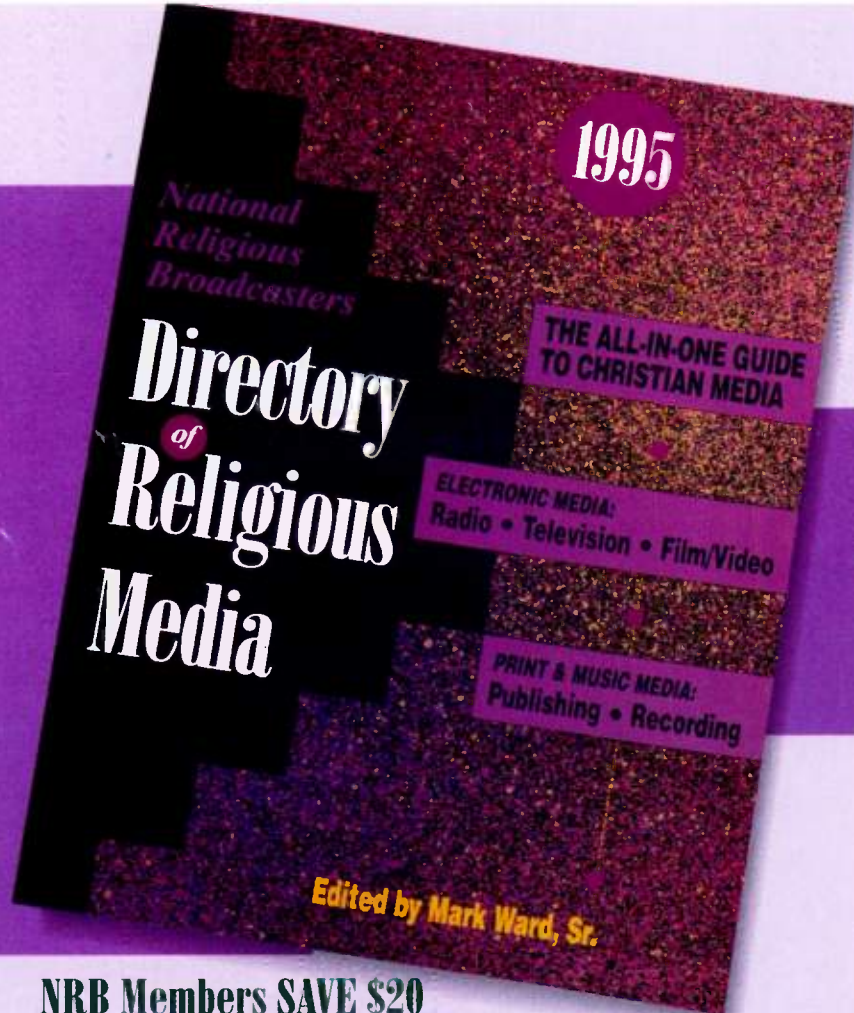
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Some even call it the bible of the industry.

*Exhaustive Sections Include: Radio & TV Stations and Networks
• Radio & TV Programs • Film and Video • Book Publishers
• Periodicals • Music Companies • Agencies • Vendors and Suppliers*

WASHINGTON WATCH

continued from page 8

1994 legislation would have required the FCC to assess how broadcasters' competitiveness was being affected by the current ownership rules (with the understanding Congress believed some relaxation was in order). This year's measures might well make that hint clearer, or even set more expansive ownership limits within the legislation itself.

In addition to the new environment for legislation, Republican control of Congress will probably result in greater oversight of decisions made at the FCC, where Democrats outnumber Republicans three to two. Next month's column will address that aspect of the election results. ^{RB}

FUNDING MANAGEMENT

continued from page 44

to their ministry. Recently during a sharathon at KGTS-FM/Walla Walla, Wash., a local foundation agreed to write a check to a medical relief organization for the same amount the listeners could pledge during the last day. Talk about leverage! Every time a listener gave to KGTS, the foundation matched it for the medical relief team. At the end of the day, \$90,000 had been given.

7. Role Models. Jesus pointed out the widow who gave her all for the temple treasury [Mark 12:42-44]. Paul challenged the Corinthians to give as generously as the church in Macedonia, which gave out of poverty [2 Corinthians 9]. Point to real examples of those who provide role models of giving to your ministry. Tell their stories so others can be inspired by their generous act.

Funding your ministry won't happen by itself. Just asking for help sometimes isn't enough. Give your supporters a reason to give. Be creative by compelling, encouraging, instructing, coaching, and using positive incentives to

motivate your people to give. ^{RB}

THE BOOK SHELF

continued from page 54

the life of Simon Peter, an examination of ten "fundamental disciplines for servants of Jesus," and a major discussion about "the exceeding wonders of prayer." He ends by commenting on life's obstacles, God's grace, and "the spirit of the love of God in Jesus Christ" which results in a childlike desire to learn and a lamblike submission to Christ. Many practical, theological insights are imparted in this spiritual treasure trove.

The Complete Word Study Old Testament

edited by Warren Baker
AMG/World, 1994

This is published in two editions, one by AMG and one by World, each with its own distinct dustjacket but with identical text. Similar in format to previous titles in the Word Study Series (which includes *The Complete Word Study New Testament*, 1991), credit for the general editorship of this volume is given to Warren Baker. Virtually every word of the King James text is accompanied by a Strong's reference number for correlation to his *Concise Hebrew Dictionary* (handily reprinted herein). For significant words, additional insights are provided in an expanded lexicon. Even though doctrinal explanations are dispensational, discerning readers in all camps who are unable to read Hebrew will find this an invaluable aid to Bible study. Highly recommended.

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

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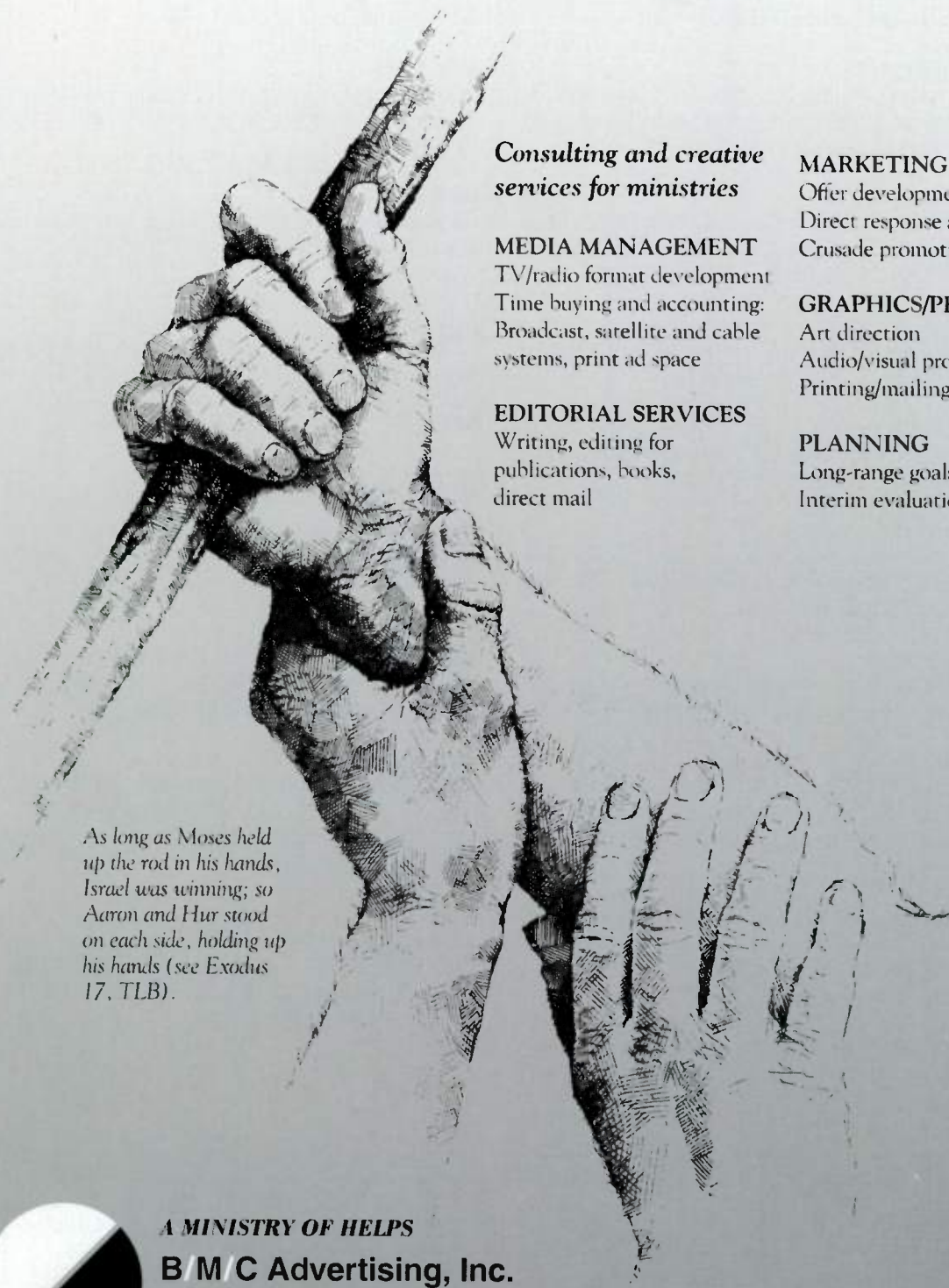
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January 29- February 2

Christian Booksellers Association Expo. Nashville, Tenn. Information: (719) 576-7880.

February 9

18th Annual Angel Awards. Hollywood-Roosevelt Hotel, Hollywood, Calif. Information: (213) 463-4728.

February 11-14

52nd Annual National Religious Broadcasters Convention & Exposition; Opryland Hotel, Nashville, Tenn. Information: (703) 330-7000.

February 13-16

Christian Management Institute 1995; Chicago. Information: (800) 727-4CMA.

February 23-26

Christian Writers Institute Conference; Orlando, Fla. Information: (407) 324-5465.

March 5-6

53rd National Association of Evangelicals Convention; Galt House, Louisville, Ky. Information: (708) 665-0500.

March 16-18

Global Mission with Billy Graham; San Juan, Puerto Rico. Information: (612) 335-1371.

April 10-13

National Association of Broadcasters Annual Convention; Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

April 23-27

Gospel Music Association Week; Stouffer Hotel and Nashville Convention Center, Nashville, Tenn. Information: (615) 242-0303.

May 7-10

Evangelical Press Association Convention; Hyatt Regency, Bethesda, Md. Information: (804) 973-5941.

June 1-4

Christian Writers Institute Conference; Wheaton, Ill. Information: (407) 324-5465.

July 11-14

International Christian Visual Media Association; Marriott SE, Denver. Information: Paul Marks, (303) 694-4286.

July 15-20

Christian Booksellers Association International Convention. Denver. Information: (719) 576-7880.

July 27-29

National Religious Broadcasters Southwestern Regional Convention. Marriott, Dallas-Fort Worth. Information: Phil French, (602) 254-5334.

August 27-29

National Religious Broadcasters Western Regional Convention. Westin South Coast Plaza Hotel, Costa Mesa, Calif. Information: Mike Trout, (719) 531-3344.

September 14-16

National Religious Broadcasters Southeastern Regional Convention. Asheville, N.C. Information: Priss Arias, (404) 452-7811.

October 12-14

National Religious Broadcasters Eastern Regional Convention. Sandy Cove Bible Conference Center, North East, Md. Information: Steve Cross, (703) 534-2000.

October 19-21

National Religious Broadcasters Midwestern Regional Convention. Maranatha Bible Conference, Muskegon, Mich. Information: John Maddex, (312) 329-2041.

If your organization is planning a major meeting, seminar, conference, or convention, which would be of interest to religious broadcasters or related professionals, *Religious Broadcasting* would like to include it in Calendar Close-up. Please send the information at least three months prior to event c/o:

Religious Broadcasting
Calendar Close-up
7839 Ashton Avenue
Manassas, VA 22110
Fax: (703) 330-7100

Carlson Travel Network/Media Travel USA is the official agency of the 1995 National Religious Broadcasters (NRB) conventions. Specializing in the travel needs of broadcasters, Media Travel USA is teaming up with American Airlines to provide for the travel needs of attendees and exhibitors to all NRB and other broadcast industry conventions. For further travel information and airline reservations, call (800) 283-TRIP [in Florida, (407) 575-7600]. A percentage of the travel agency commission paid by the airline will be donated to NRB by Media Travel USA.

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