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Running the Race: NRB 96

by Christine L. Pryor
More than 3500 registrants finished the race at the 1996 National Religious Broadcasters Convention & Exposition, in Indianapolis February 3-6. Revisit the course or catch up on the laps you missed.

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Rediscovering Kenny Marks in a World Gone Mad

Music is one of many avenues religious broadcasters use to minister to people and proclaim the Gospel. This year's annual music issue features personalities, pressures, and perspectives on everything from missions to touring to trends. Also included is a recap of the NRB 96 race at Indy.

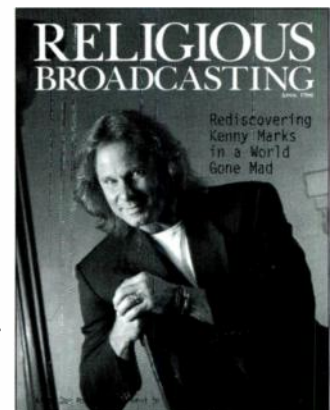


Photo by Jim Harrington

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Reaching the Lost Generation

How many times over the last several years have you heard or talked about Generation X — the lost generation? As a society, we have grouped young people under the age of 30 into this ignominious-sounding category. We have typecast them as aimless, poorly educated, MTV addicts who will never amount to much. While there may be valid reasons for sociologists, demographers, and others to draw those conclusions, as Christians we are called by God to reach out to every person, sharing His love in Jesus' name.

This month, the Billy Graham Evangelistic Association (BGEA) will air a one-hour special in the United States and Canada that has been specifically developed to reach this under-30 audience. In format, it will be like no other Billy Graham telecast. In content, Graham's message of salvation through the acceptance of Jesus Christ as your personal savior has never been stronger.

Our willingness and unwavering commitment to reach out to young people has never been more important than it is today. Alcohol abuse, for example, is 300 percent higher among those who do not attend church. Church attendance predicts the suicide rate better than any other factor including unemployment. Data which tracked youth in the late 1970s through the 1980s show that regular church attendance helps young people escape the poverty of inner-city life. Statistics like these go on and on. But what they really tell us is that the opportunity is there for Christians to make a difference in each individual life.

The BGEA has developed this program to reach this so-called lost generation. However, because its format is geared toward a more youthful audience, this does not mean that the telecast is just for them. Every one of us knows someone who needs to know that he or she can start life anew in Christ. We have children or grandchildren, friends, or neighbors whose lives could be changed through this program. I encourage you not to let this opportunity go without reaching out to them. Invite them into your home to watch the program and pray for them and with them afterward.

Worldwide, this BGEA outreach is actually a two-part series. The first telecast is a one-hour dramatic special which will be followed within a few weeks by the preaching program. Here in North America, we have become accustomed to regularly seeing and hearing Graham in our homes. Having a telecast of this type will be global a first. And, to extend his gift of evangelism, more than one million churches are encouraging their members to hold television house gatherings through which they can practice personal, one-on-one evangelism.

I hope that everyone who attended the Indianapolis convention picked up a prayer card and that each of you has been praying for this unprecedented outreach. For those of you who are just finding out about the World Television Series, please pray for Graham, for those who will host the television house gatherings in more than 200 countries around the world, for the translation of the program into more than 40 languages, for the distribution of 445 million pieces of follow-up literature, and for the 2.5 billion viewers expected to watch the specials that God will prepare hearts to hear and to respond to His Word.

Graham's vision has always been to spread the Gospel of Jesus Christ around the world. Offering the World Television Series to some 200 countries worldwide is a wonderful way to follow our Lord's command to go and make disciples of all nations (Matthew 28:19). Let us pray together that through this outreach, God's Word will reach every nation on earth.



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

Bob Straton

The struggle to keep a powerful radio voice

Free to Voice the Gospel

"Free to Voice the Gospel" is the story of KFUO Radio, revealing its recent ordeal with the Federal Communications Commission — a challenge that could confront other religious broadcasters across the country.

Hosted by Rev. Paul Devantier, executive director of communications for The Lutheran Church—Missouri Synod, this video tells the importance of this radio operation to the church and to its many listeners. It shares experiences and ideas from staff, supporters and members of the U.S. Congress.

The cost to defend the rights for religious broadcasting is great . . . but freedom to proclaim the Good News of Jesus Christ is worth the price.

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Leadership's Heavy Responsibility

Unlike the world's concept, leaders in the Christian realm must live by a higher and more ethical standard than the people they are leading. Leaders are thought to simply enjoy the perks and privileges which accompany the leadership role with little thought given to their responsibility to others.

As John Maxwell wrote in his book *Developing the Leader Within You*, image is what people think we are; integrity is what we really are. D.L. Moody said, "Character is what we are in the dark and reputation is what people think we are."

Very often in our Christian endeavors, we are so concerned about the enemies coming from without that we fail to be aware that problems — and indeed disintegration — can be deadly from within. This is exactly what happened to the ancient Indian civilization at Machu Pichu, now located in Peru. The people built their city high in the mountains with steep precipices on three sides; the only way up could be carefully guarded for controlled entry.

What the leaders of Machu Pichu failed to prepare for was the degradation by sin which occurred in their midst. Outside forces did not take them down — inner decay did. Today it remains a living example that integrity, moral uprightness, and family values must be taught and lived or the "castle comes tumbling down."

So it is in the Lord's work and particularly to us in broadcasting. We have challenges all the time from outside forces. We can become so obsessed with them that we fail to fully gird ourselves spiritually and morally. This daily submission to the Lordship of Christ is a must if we are to be the people to lead and to develop others.

Peter Drucker said, "The final requirement of effective leadership is to earn trust. Otherwise there won't be any followers." Clever leaders never last, but those with integrity do.

We are clearly noticing that in our day-to-day life in the United States, self-discipline, a trusting spirit, and honest response in all situations are desperately lacking. Strength of character seems to be a rare commodity. I trust it is not as rare in our Christian leadership.

Billy Graham said, "Integrity is the glue that holds our way of life together. When wealth is lost, nothing is lost. When health is lost, something is lost. When character is lost, all is lost."

Sow a thought, reap an action.

Sow an action, reap a habit.

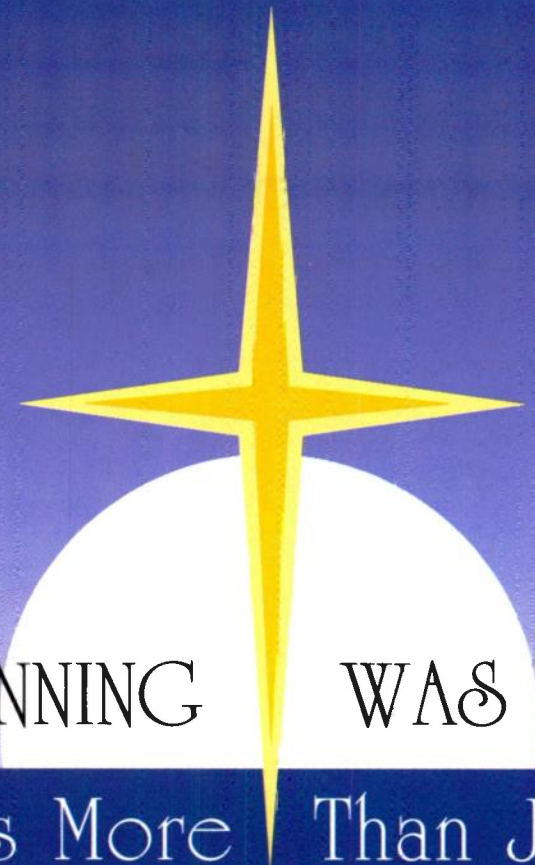
Sow a habit, reap a character.

Sow a character, reap a destiny.

May our Lord help us to so live that He will allow us to lead others in His ways. That mentoring leadership will be so satisfying that we and our followers will be happy servants.



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



IN THE BEGINNING WAS THE WORD

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Dick Bott, *President*
Bott Radio Network

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Clearly, it is true that talk radio is a powerful medium! **But, talk is cheap** without a solid **Biblical foundation.**

President Abraham Lincoln said, *"But for the Bible we could not know right from wrong. All things most desirable for man's welfare ... are to be found portrayed in it."*

That's why **Bott Radio Network** features the preaching and teaching of **God's Word** as our **first priority.** We also serve our audience with news, issues and current events from a Biblical world view. But our goal is to help people grow in the Lord, and then to apply their Christian faith to their daily lives ... as well as to their own community service.

At Bott Radio Network, we believe that knowing God's Word, and then applying it to our lives, as well as to the issues of our day, is the *only* way to effect *real* change ... in the hearts and the lives of people in America ... as well as the rest of our world.



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BY RICHARD WILEY

Telecommunications Act Changes

The Telecommunications Act of 1996 (the Act) — which President Bill Clinton signed on February 8, 1996 — represents the most comprehensive overhaul of our telecommunications laws in more than 60 years. In doing so, the President set off what promises to be one of the frenzied periods ever to confront the Federal Communications Commission (FCC) and the industries it regulates.

Because the changes to existing law are both numerous and profound, I will review the broadcast-related highlights of this 280-page Act in two issues of *Religious Broadcasting*. This month's column is devoted to the provisions most directly and immediately affecting licensees: the easing or elimination of certain ownership rules, the considerable discretion left to the FCC to decide just how far future ownership deregulation will go, and changes in license terms and the renewal process.

Next month's column will address the Act's directives for new content regulation, the possibility for further legislative action on broadcast spectrum issues, and the impact of new entrants into the provision of multichannel program services.

FCC Implementation Plans

Timely implementation of the new law will require extensive revisions to the FCC's rules and regulations. The agency plans to undertake about 80 major rulemaking actions through a series of nearly 40 proceedings, many of which must be completed by the end of 1996. (The sidebar outlines the tentative timetable of some broadcast-related matters.)

Given its limited resources, there has been considerable speculation as to how the commission will satisfy the deadlines set by the legislation while still meeting the FCC's existing responsibilities. The Act provides some guidance in this regard. For example, it specifically eliminates agency oversight in certain areas by deleting various licensee require-

ments. The new statute also authorizes the commission to privatize certain functions, such as field inspections of radio facilities.

The FCC itself has taken steps to reduce remaining oversight functions and to conserve limited resources. Within days of the legislation's enactment, the agency initiated an inquiry as to how best to simplify its processes and improve its delivery of services. Commission officials also have met with industry representatives to discuss strategies for expediting the rulemaking process and other requirements.

Ownership Changes

While the Act's easing of restrictions on telephone and cable companies has stirred considerable excitement, another communications provider — the venerable over-the-air broadcasting service — is also a beneficiary to some extent of the statute's deregulatory provisions. In my view, this seems appropriate given broadcasting's status as a "free" (advertising-supported) one-channel service competing increasingly against largely subscription-supported, multi-channel video operations (like cable, Direct Broadcast Satellite service and, in the near future, telephone companies).

Many dramatic revisions in broadcasting law should have occurred by the time this column is published. Congress explicitly directed that certain changes be made to the ownership rules, permitting the FCC to put the changes into effect without opening a rulemaking proceeding to resolve lingering policy or statutory interpretation questions. Consequently, the agency planned to simply implement these provisions through an "Omnibus Order" released last month.

Among other changes, the Omnibus Order eliminates the restrictions on the number of radio stations any one entity may own nationwide and also significantly eases the local radio ownership "caps." The new



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.

local restrictions vary depending on the number of commercial radio stations in the market. In markets with more than 45 radio stations, one company may own eight stations, with no more than five in any one service (AM or FM).

In markets of 30-44 radio stations, one company may own seven stations, with no more than four in any one service; in markets with 15-29 radio stations, one entity may own six stations, with no more than four in any one service. In markets with fewer than 14 commercial radio stations, one company may own up to five stations or 50 percent of all the stations, whichever is less, with no more than three in any one service.

(The Act also permits the commission to approve ownership in excess of the local caps if such approval would increase the number of stations operating in that market.)

These changes are expected to inflate the value of many radio stations, particularly those located in larger markets. They also may increase concentration in radio station ownership. What is less clear are the Act's effects on diversity in station format and program content.

However, it seems likely that an owner of numerous stations in one market would provide a variety of programming formats so as to attract, in the aggregate, the largest possible number of listeners — a development that could open new doors for reli-

gious programmers and other program producers.

The March Omnibus Order also eliminates the current 12-station nationwide cap on the number of television stations any one entity may own. However, television station ownership will remain subject to a cap on the percentage of the overall U.S. audience any one owner may serve. Still, this so-called "audience reach" cap will be raised from the old 25 percent limit to 35 percent, a distinct advantage for major networks and other large station groups.

Changes Subject to Rulemakings

Congress ultimately chose to leave other ownership changes largely to the FCC's discretion. To the disappointment of major television companies, ownership of two television stations in the same market remains prohibited — but the FCC must conduct a rulemaking to determine whether the so-called "duopoly" restriction should be modified or eliminated. Congress has indicated that the FCC should permit VHF-VHF (as compared to UHF-UHF or UHF-VHF) combinations only in compelling circumstances.

In addition, the FCC rules prohibiting cross-ownership in any market of newspaper and broadcasting properties, cable and television operations, and, to some extent, even radio and television stations remain in effect for now. (The Act does direct the FCC to extend its waiver policy concerning the radio-television cross-ownership rule — also known as the one-to-a-market rule — to the top 50 markets.)

Nevertheless, the legislation at least removes most statutory impediments to eliminating the cross-ownership restrictions. Furthermore, the Act directs the commission to conduct a biennial review, beginning in 1998, of all remaining broadcast ownership rules.

The Act also provides for notable changes to broadcast license terms and renewals. The FCC has discretion to raise license terms from their current duration — seven years for

radio and five for TV — to eight years for all broadcast stations. However, financially troubled stations that go off the air will no longer have an indefinite grace period to remain dark; the Act requires revocation of the license of any station which stays off the air for 12 consecutive months.

With regard to license renewals, the Act eliminates one of the two main methods for third party challenges to incumbents. The FCC no longer may consider a competing application to replace the existing licensee; new applications can be ac-

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Schedule for FCC Implementation of the Telecommunications Act of 1996

The Telecommunications Act of 1996 (the Act) is expected to transform the communications landscape by eliminating regulatory barriers and encouraging competition in nearly every sector. The new law also is likely to have a profound effect on the Federal Communications Commission (FCC). The Act's deregulatory measures, as well as the heavy administrative workload required to implement them, already have the commission significantly rethinking and revamping some of its existing procedures.

Listed below is a tentative schedule of FCC rulemaking proceedings needed to implement some provisions of the new law that affect broadcasters and/or the electronic mass media generally. Because Congress provided explicit direction on certain changes — such as many broadcast ownership rules — the agency expects to implement these provisions without opening a typical "notice-and-comment" proceeding.

Broadcast Ownership

- An "Omnibus Order" implementing Congressional directives on the following topics was to have been issued in March: elimination of 20 FM/20 AM station cap on radio ownership nationwide; implementation of revised local radio caps; elimination of 12-station cap on television ownership nationwide; and implementation of revised "dual network rule" applicable to television stations; elimination of television network/cable cross-ownership ban.

- Additional rule changes to promote an increase in the number of radio stations: proceeding to begin in Third Quarter 1996; order to be issued in Fourth Quarter 1996.

- Proceedings on the following topics will begin in Second Quarter 1996, with orders to be issued in Fourth Quarter 1996: revision of national audience "reach" cap applicable to television station ownership; revision of local television station cap (duopoly rule); revision of local television-radio ownership ban (one-to-a-market rule); and revision or elimination of television station/cable cross-ownership ban.

- General review of all broadcast ownership rules to take place once every two years, beginning in 1998.

Broadcast License Terms and Renewals

- Extension of broadcast license terms: proceedings have begun in March; order to be issued in Third Quarter 1996.

- Revision of comparative challenges to renewals: proceeding to begin in Second Quarter 1996; order to be issued in Fourth Quarter 1996.

Miscellaneous

- Implementation of rules revoking license of any broadcast station that fails to transmit signals for 12 consecutive months: proceeding to begin in Third Quarter 1996; order to be issued in Fourth Quarter 1996.



Rediscovering Kenny Marks in a World Gone Mad

by Chad Bonham

WHEN KENNY Marks reappeared on the Christian music scene last year, the title "Comeback Kid" would have been the easiest description to attach. After all, it had been three long years since *Fire of Forgiveness*, his last studio release, hit the airwaves.

But that title doesn't really apply. In fact, while Marks was noticeably absent from the contemporary Christian music scene he helped build in the '80s and early '90s, it was simply a change of venue that had taken the singer/songwriter out of the loop.

Reassessment

Traveling the world, Marks found himself just as busy as he had ever been. He quickly found the break from his normal routine to be just what he needed to get his music ministry back into focus.

"It gave me some time to reflect on where my music has taken me and what I've done," Marks says. "Whenever you're on a treadmill for a long haul, a break like that is good sometimes because you can

look at what kind of contribution you've made, reflect on it, and reassess. One thing that occurs many times with artists is that without any reassessment, they keep making the same record all the time and chewing on the same thoughts. Things can become stale."

"When we start getting on mainstream radio in America, then we'll have some real walls breaking down. To a great degree, we're still fighting the fact that Christian artists mainly sing to Christians. That needs to be addressed."

— Kenny Marks

Honors

When assessing the contributions Marks has made to the Christian music industry, a long list of accomplishments is sure to follow. The often unheralded soloist has logged close to 20 years of experience, recorded eight albums, and

traveled to Moscow during 1992 as the first Christian artist to film a music video entirely in the Soviet Union.

Many of his songs remain anthems for the Christian faith, including "Right Where You Are" and "I'll Be a Friend to You," while his presence in youth ministry has been strongly felt with such challenging messages as "The Party's Over," "Next Time You See Johnny," and "White Dress."

The mid '80s were good to Marks with three number one hits along with nine more top 10 singles. His ground-breaking video "The Party's Over" set a new standard in concept video excellence and earned him a Dove award for Short Form Video of the Year.

Storyteller to the World

"I've never been in a hurry to make records," Marks reveals. "My niche or my contribution has been made based on good songs, stories, and trying to say something that has some weight and some longevity to it. And that's worked. By the time I do release a record and then I go to all these other places where I'm asked to come to, the life of my record is pretty long."

Marks took a greatest hits project on an extended road trip that included stops in New Zealand, Australia, Holland, Germany, Denmark, Belgium, Norway, Great Britain, Korea, and Japan. Last month the artist wrapped up yet another European trip and plans to make world travel a regular part of his touring schedule.

"I really enjoy that part of what I do," Marks smiles. "The fact that I was able to go to places like Korea and Japan and have that experience means a lot to me. It gets me out of Music City (Nashville, Tenn.) where there's a little bit of a bubble thing going on. It's good to get out there in front of real people."

One of Marks' travel highlights took place last September when he played Youth Encounter Outback 1995. There, in the heart of Australia's Outback, he performed for hundreds of Christian youth who rarely have an opportunity to get together with other Christian youth, much less see a Christian recording

artist live in concert.

"I've been to every major city in America, and many times when you go to these places that nobody's ever heard of and you see the people respond to your music with a freshness and excitement, it's very encouraging," Marks explains.

Soul to Seoul

He made a different kind of impact in Seoul, South Korea, one of the ten largest cities in the world. "Korea is an amazing place," Marks says. "Koreans are very open to Christianity. It's really booming over there."

Seoul is one of a handful of cities that boasts a unique "positive pop" radio station. The city's CDF-FM plays mostly secular pop music with positive messages alongside selected Christian artists. Marks was the only non-Korean artist invited to perform at a concert hosted by the radio station last year. In the course of a week, Marks was interviewed on the station and made five concert appearances

throughout the country.

"That was a great opportunity to be a part of what's going on globally," Marks states. "I think it comes down to the fact that my music expresses real life and that's something that they're interested in."

Gathering Stories

Marks says his songwriting has benefited the most from his travels. Although he was already an accomplished writer prior to the three-year recording hiatus, he believes his newfound world view, not to mention maturity, has helped generate his latest batch of honest and realistic lyrics.

"When an artist is younger, you write about what's outside your life, maybe what you've seen or what you've heard," Marks notes. "As you mature as a writer, you begin to write more and more about yourself and more about your life, your experiences, your family, your faith, [and] your reality."

Continued on page 14



Above. The players take a break during the recording session of Kenny Marks' latest release, *World Gone Mad*. (Left to right) Caesar, producer; Andy York, guitar; Kyle Woodring, drums; Marks; Toby Myers, bass; and Chris Papa, engineer. York and Myers are members of John Mellencamp's band while Woodring is the drummer for Survivor.

Above left. Kenny Marks films the title track video from *World Gone Mad*. Shot in Chicago, produced by Dave Bellis, and directed by Stephen Yake and David N. Weiss, the video is featured on Josh McDowell's "Setting Youth Free to Make Right Choices" segment of his *Right From Wrong Video Series for Youth*.

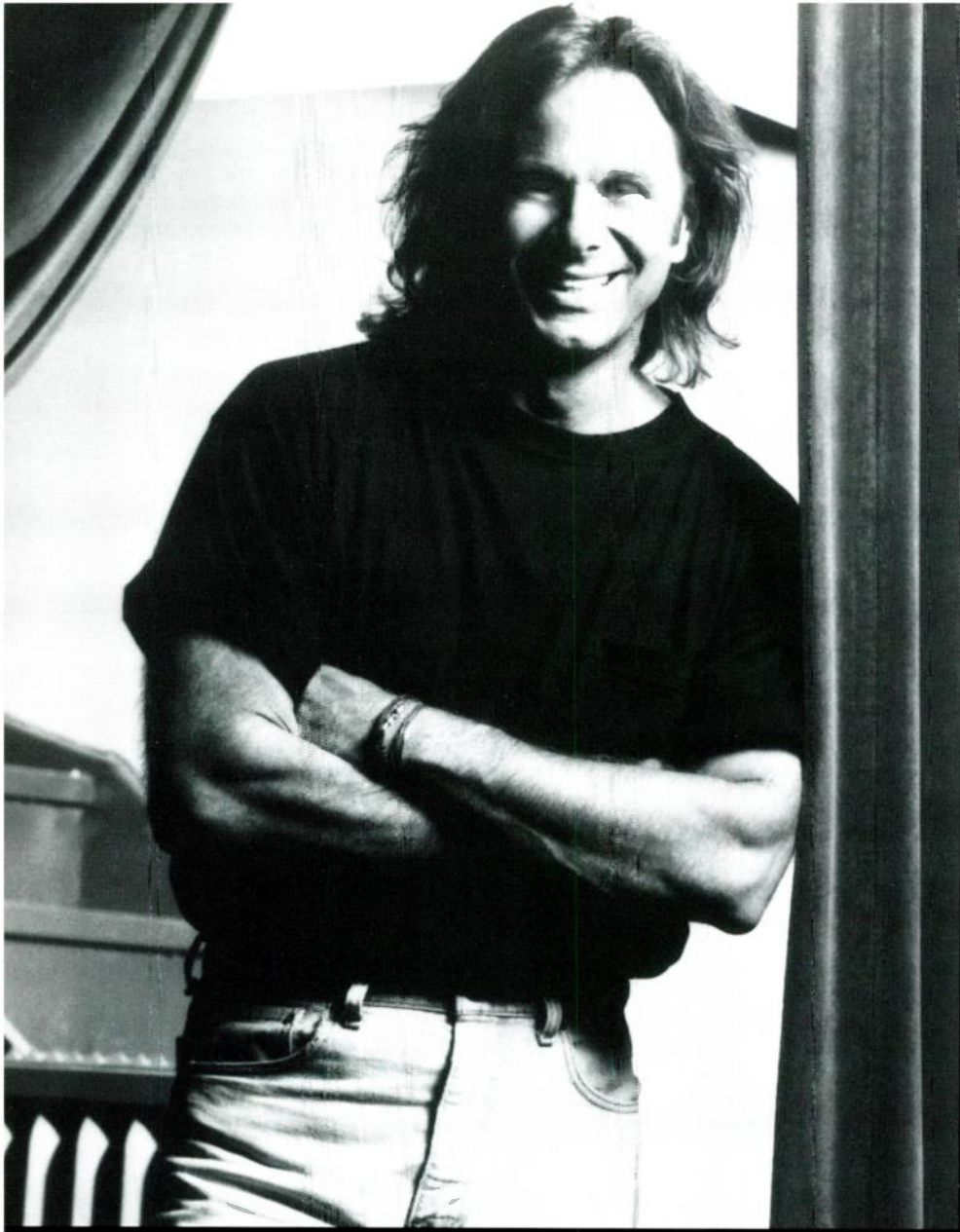


Photo: Jim Harrington

REDISCOVERING KENNY . . .
Continued from page 13

"That's where the real depth and the mining of a song occurs. If I'm going to write a song that talks about loneliness or desperation, many times those pictures come from things that have actually happened to me. I like the artistry that's involved with that. Plus the ministry value is incredibly high, because whenever you can write from your own life, there's somebody in that audience saying, 'Wow, that guy's talking about me.'"

Ahead of His Time

Marks has seen a lot of changes since his entrance onto Christian music's stage. Not only has he seen technological improvements help vastly upgrade audio and video elements, but also he has observed the growth of Christian music into a formidable piece of the entertainment industry. As far as Marks is concerned, however, there is one primary obstacle that stands in the way of true growth in the Christian market.

"When we start getting on mainstream radio in America, then we'll have some real walls breaking down," Marks contends. "To a great degree, we're still fighting the fact that Christian artists mainly sing to Christians. That needs to be addressed."

Marks found himself straying

Marks Milestones

- | | |
|---|--|
| <p>1984 <i>Right Where You Are</i> features seven Top 10 hits, including title track and "Single Minded Love."</p> <p>1985 <i>Attitude</i> features three Top 10 hits, including "Soul Reviver" and "Friends."</p> <p>1987 <i>Make It Right</i> features five Top 10 hits, including "White Dress," "Say a Prayer for Me Tonight," "Good News," and "The Party's Over."</p> <p>1988 "The Party's Over" is nominated for Short Form Video of the Year by the Gospel Music Association.</p> <p>1989 <i>Another Friday Night</i> features huge rock singles "Nobody Else But Jesus" and "I'll Be a Friend to You."</p> | <p>1990 "I'll Be a Friend to You" is nominated for Short Form Video of the Year by the Gospel Music Association.</p> <p>1992 "Turn My World Around" is the first contemporary Christian music video filmed entirely in the former Soviet Union.</p> <p>1993 "The Party's Over" is featured on the True Love Waits recording.</p> <p>1995 Josh McDowell requests a song about the consequences of choices in a crazy world. The resulting "World Gone Mad" is featured in McDowell's Right From Wrong campaign.</p> |
|---|--|



Above. Kenny Marks stands shoulder to shoulder with Korean friends at the grand opening of the Christian Broadcasting System's FM radio station in Seoul, South Korea. (Left to right) Yong Kil, Han, CBS-FM; Marks; Hye Won-Kim, interpreter; and In-Hyuk, Choi, Christian recording artist and DJ for CBS-FM.

Left. "I think we need to be secure enough in our faith to be able to ask a question. If Christian musicians can express reality in a heartfelt dynamic with musical integrity, I think we'll be making more of a contribution to this world." — Kenny Marks

from the Christian-to-Christian lyrical fare long ago as evidenced by the 1987 song, "The Party's Over."

This powerful ballad quickly became a blessing to both parents and youth leaders as one of the first Christian songs to openly confront the taboo topic of premarital sex and its consequences. Still, it failed to chart well on Christian radio and left Marks asking rhetorical questions — questions he now believes have a simple answer.

"When a lot of my songs were written, they made sense to me and I thought that they needed to be done, but maybe the marketplace wasn't ready for it," he reveals. "Christian radio, for example, should have been all over 'The Party's Over,' but it wasn't, because it's afraid of stuff that expresses doubt or questioning. Questioning is not a strong element of contemporary Christian radio.

"To a great degree, the

Christian media has shackled itself to an idea that Christians have all the answers, and we really don't," Marks continues. "Sure, God has the answers and Christ is the

"My niche or my contribution has been made based on good songs, stories, and trying to say something that has some weight and some longevity to it."

— Kenny Marks

answer, but we as people still have a lot of questions and a lot of things that we don't understand. I'm more from the theological point of view that there are many things in this

life that we'll never understand."

While he believes that Christian radio has a responsibility to open its mind to new ways of presenting the reality of the Gospel, Marks also feels strongly that the record labels should likewise take on the burden of change.

"I think the reason why people feel the constraint to have all the answers is because whoever it is that's in the A&R or in the production of the record from the label is giving a signal that says, 'If you want to get on radio, you'd better do this or that.'

"I think that's a danger," the artist warns. "I think we need to be secure enough in our faith to be able to ask a question. Security does not necessarily mean you have all the answers. Many times, it means that you're able to rest in the fact that you don't have the answer.

"If Christian musicians can express reality in a heartfelt dynamic with musical integrity, I think we'll be making more of a contribution to this world."

A Call From McDowell

Marks has often been found directing his musical integrity toward America's youth. In 1992, Marks made a contribution to the youth mission organization Teen Mania with the song "Turn My World Around." The 1995 recording of "World Gone Mad," and its subsequent video have had a similar impact on Josh McDowell's formidable youth ministry.

"[Josh] needed a centerpiece for his 'Right From Wrong' campaign," Marks explains. "So the phone rang and it was Josh. He said, 'Would you consider writing a song that talks about people making bad choices, and when they make bad

Continued on page 16

choices, the crazy world we live in gets worse?' I asked him to give me two weeks and I'd call him back. Twelve days later, I called him and played him the first verse of this song, which became 'World Gone Mad,' and he just flipped out."

Marks considers that incident a turning point in his musical career. With a new desire to reach out to young people, Marks embarked on the recording of *World Gone Mad*, an honest reflection of his own little crazy world. It only seemed appropriate to commemorate the renewal by creating a fresh atmosphere for the music as well.

Unexpected Help

"I've done all of my albums in Nashville up to this point and I wanted to do something a little bit different," Marks says. "With my co-producer Caesar, I daydreamed a little bit. We thought, 'Indiana isn't too far away and Cougar's (record-

ing artist John Mellencamp) down there. I wonder if we could get some of those guys.'

"We tracked them down and asked them how they'd feel about coming to Chicago for a week and working on a contemporary Christian record. They said, 'We've never done that.'"

Marks sent some of his previous material to the players of choice and they quickly agreed to work on the project. Mellencamp guitarists Andy York, Dave Grisson, and Toby Myers joined Survivor drummer Kyle Woodring for the recording session. Marks also used familiar names such as George Cocchini, Mike Mead, Phil Kristianson, and Blair Masters to help create his signature grassroots rock 'n' roll style.

"It was a great opportunity," Marks enthuses. "It's just making music and if it's good music, you'll find that these guys are world class guys and they will get in there and dig deep for you because they like the music."

As for the future, Marks doubts

another three-year layoff from the studio is likely. If anything, he wouldn't mind giving the production wheel a little spin while keeping the doors to the world wide open. And why not? It has been those trips to all corners of the earth where Marks has discovered overwhelming feelings of both artistic and spiritual satisfaction.

"For the true artist, that's a very reaffirming thing," Marks says. "Because you put your song, your idea, your thought, your heart out there in front of people who have no agenda with it. They don't worry about marketing [or] what kind of haircut you have. They're thinking, 'What is this guy saying? Does this matter to my life?'"

"And whenever you see that it does matter and that a song you've written brings people closer to the Lord or closer to their family, you go, 'Wow. I'm doing what I'm supposed to be doing.' I love that."

Chad Bonham is a writer who resides in Broken Arrow, Okla.

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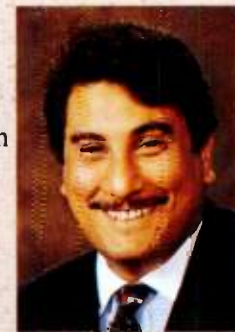
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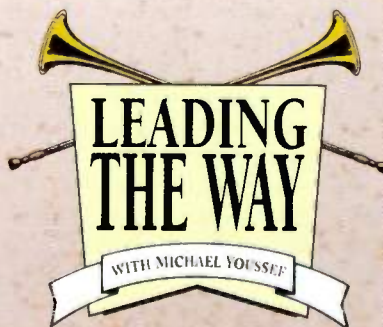
Author, international leadership teacher, and pastor, Michael Youssef was born into a Christian home in Egypt in 1948, where he committed his life to Christ as a young man. Educated in both Australia and the U.S., Michael was the Managing Director of The Haggai Institute For Advanced Leadership Training for 10 years. In 1987, he founded The Church of The Apostles, an independent congregation worshipping in the Anglican tradition. The church, in Atlanta, Georgia, began with fewer than 45 people and today numbers over 2,100.



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Leading Christians Into a Deep Understanding of Scriptural Authority

by Karen M. Hawkins _____

WORSHIP LEADER Don Moen wraps audiences in a skillfully woven tapestry of worship, blending many voices into a heartfelt offering of praise.

But this master craftsman's powerful and sincere stage presence is not a trendy manipulation that ends with the curtain. His warm character and love for the Lord penetrate every thread of his professional life as senior vice president and creative director of Integrity Music, the nation's leading producer of praise and worship music for the church.

I had the privilege of interviewing the effervescent Moen at the 1995 Christian Booksellers of America convention in Denver. From the initial confident handshake to the final bright smile, Moen expressed himself articulately, challenging religious broadcasters to view music broadly and welcome the new prophets of music.

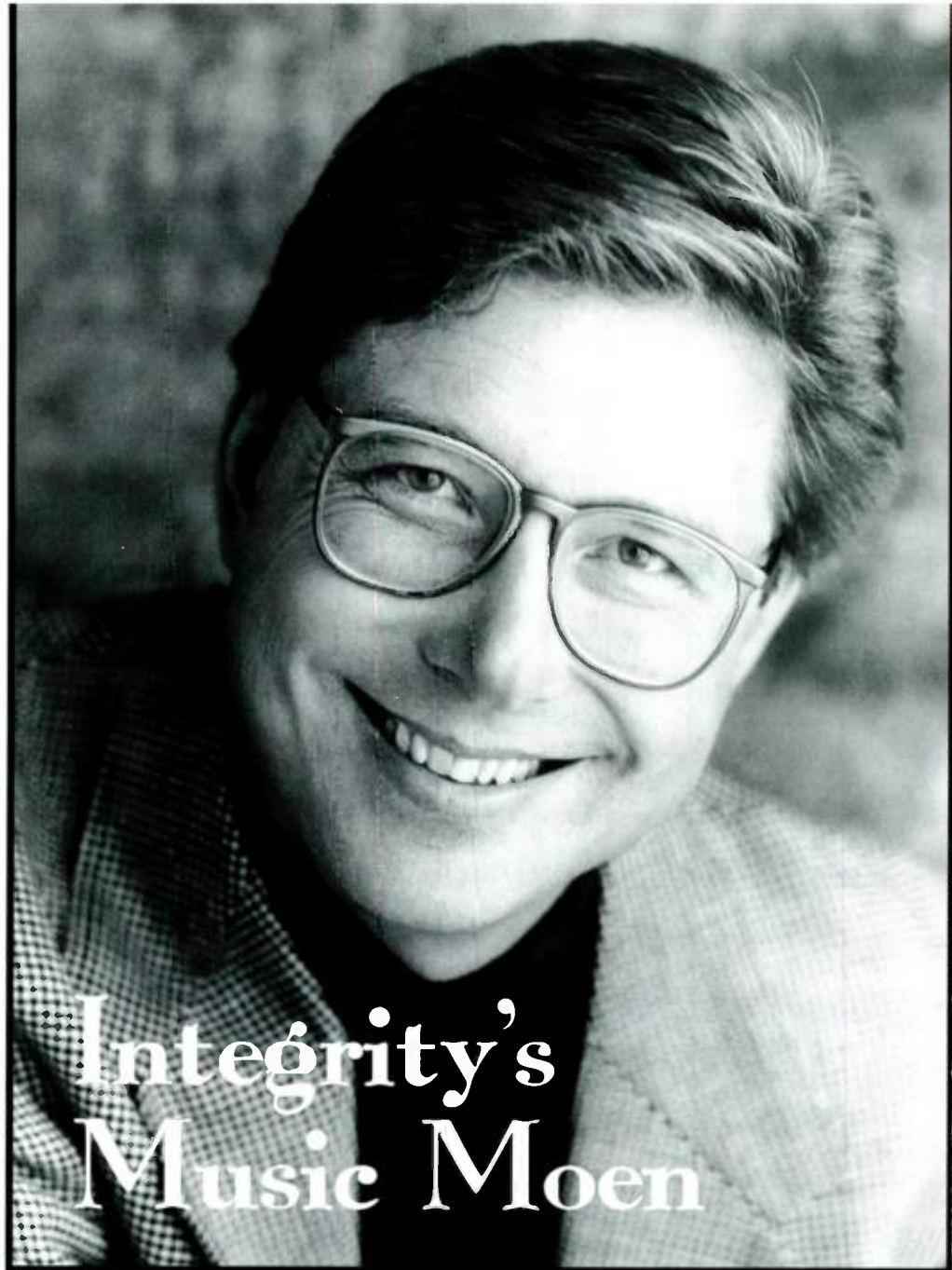
We've created a lot of products over the last three or four years that cause some people to scratch their heads and say, "Integrity Music? You're just supposed to be doing these Hosanna! tapes."

RB: Define praise and worship music.

Moen: I think it's more of an attitude of the heart than it is a genre of music. And when it becomes a genre of music, I think we miss the whole point.

We never started [Integrity] saying, "This music has a very strong definition, and this is what it's going to be." What we've looked for in the Hosanna! line of product is music that would be easily accessible to people, would encourage audience participation, and would be singable.

As I get older, I see the boundaries [of praise and worship music] are a lot broader. In fact, I see



Christianity a lot broader than I used to see it. I see the presence of God in a lot of places that I don't know I would have recognized five years ago.

We have these blinders as Christians that we put on and say, "This is what it is." But Psalm 40:3 says, "I have put a new song in your mouth, a song of praise to our God, many will see it and fear, but trust in the Lord."

Because of that, I think our music can be broader than just choruses. When someone writes a song and it's not a singable chorus it does not mean it isn't praise and worship — if it's coming from a heart of worship.

There is an element that's undefinable. If [the heart is] there, that defines praise and worship more than anything. It's the attitude of the heart.

RB: Praise and worship music has exploded in recent years. Why is that?

Moen: I think it has something to do with our society. There are a lot of yuppies, young families, and baby boomers who are not going to settle for the status quo of, "This is the way it's been done in the church for years."

I am not saying anything against the hymns. We're in the process of serving that whole mar-



Above "In the early days, Integrity Music was pretty gutsy and on the edge. Now as a lot of people are doing this, I want to be on the edge of what God's doing; I don't want to be left behind on anything." — Don Moen

Left. "As I get older, I see the boundaries [of praise and worship music] are a lot broader. In fact, I see Christianity a lot broader than I used to see it." — Don Moen

ketplace with musicals for the choir. In terms of the praise and worship music, I believe people are ready for something new to get them out of the drudgery of liturgically walking through a Sunday morning service and then walking back unchanged.

People are busy. Something different had to happen. I feel that Maranatha! started this with the Jesus Movement, and I think they're really pioneers in this whole field.

I really feel that was not a movement that man decided to make happen. There has been an awakening, and there is nothing that can define it. Record companies have tried to serve that move, but it's like Promise Keepers, a real

movement of men. I'm sure if you talked to Bill McCartney and other leaders of Promise Keepers, they would say, "We didn't make this thing happen. We are serving in the movement, but God brings emphases to the church."

I think the danger [is to] create a product and fall into a rut and say, "Here it is. Because it sounds like it, it must be praise and worship."

In the early days, Integrity Music was pretty gutsy and on the edge. Now as a lot of people are doing this, I want to be on the edge of what God's doing; I don't want to be left behind on anything. God told us clearly [during] August of 1991 not to stop what we're doing

but to get out of our comfort zone.

So we've created a lot of products over the last three or four years that cause some people to scratch their heads and say, "Integrity Music? You're just supposed to be doing these Hosanna! tapes." But when God pours His Spirit out on the earth, causing righteousness and praise to spring forth, there [must] be expressions for a lot of different kinds of music.

RB: What trends do you see developing in praise and worship music?

Moen: I think there is a real prophetic, edgy trend happening. God is raising up prophets in the music world, and a lot of times a prophet is not really accepted. Keith Green was a prophet, and he got a lot of people upset.

I think there is a whole move of young musicians who are gutsy and willing to get out there and prophesy. [It's like] that old saying: "Three steps ahead of people, and you're a leader; four steps ahead of them, and you're a prophet; five steps ahead of them, and you're a martyr."

I talked to a guy the other day who is singing in a club. Kevin's a worship leader, but God told him to go sing in this club in Germany. He's got a prophetic edge to his music.

He is singing straight ahead, secular songs. But in the middle of this vamp, he sees this guy and God clearly says to him, "This guy is leaving his wife and he's here to have an affair." And God gave him his name.

He just keeps playing, praying, "What am I supposed to do with this?" He was vamping around and the band was grooving, and then

Continued on page 20

God gives him the girlfriend's name and shows him who she is. He's never seen this guy before in his life. And then God gives him the wife's name.

So he starts ad libbing this song. Everybody thinks it's a song, but he's singing, "There's a guy named John . . ." and he's telling their story. He's prophesying in this club.

This guy came right up to the stage and said, "I have to talk to you right now. That song you were singing, it was about me!" And Kevin said, "I know. God told me this."

It's the whole picture of Jesus at the well in John 4:23,24. This lady came to get water and Jesus asks, "Do you have a husband?" and she says, "No, I don't," and He says, "You said that right. You have five and the guy you're living with now is not your husband." She says, "Sir, I perceive that you are a prophet." That is something that needs to be in our music.

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morning service and then
walking back unchanged.*

In this day and age the world is too much out of control for us to be saved in our music, and I really do feel that God is raising up prophets in the church, but more than that, prophets through music to the world. We as religious broadcasters and Christians need to be broad thinking to receive them and support them.

God is calling us to a broader view. I think there needs to be room for the prophetic again. I think there is a real awakening in the evangelical churches in praise and worship through a combination of hymns and choruses.

I have seen that time after time

as I've traveled to mainline denominational churches doing *God With Us* (Integrity Music's musical).

A lot of churches have said, "We've got the Spirit," and they sing choruses. And a lot of denominations have said, "We've got the Truth," and they sing their hymns. But God is looking for worshipers who worship in Spirit and in Truth.

God's bringing these two together and we will see a real revival coming right out of the denominational churches, worshipping in Spirit and in Truth.

I also think there is a lot of room for instrumental music. David played for Saul and drove away evil spirits. I think that's very valid. And we have signed Abraham Laboriel and Justo Almario as artists who want to do that very thing: worship God on their instruments and usher the presence of God in.

I really am trying to be sensitive to what the Holy Spirit is saying, where He wants us to go, who He wants us to hook up with, and what message God is bringing to the Church at large.

Our missions statement is to help people worldwide experience the manifest presence of God and to develop a lifestyle of worship. That is our motivation, our call for Integrity Music.

RB: Do you believe enough praise and music worship is broadcast on religious radio?

Moen: I think there can always be more praise and worship music. You've got to realize your audience is broad and not everybody wants 24 hours a day of praise and worship, so I think the challenge is to give a good balanced program. A lot of stations have given an hour a



Announcer IDs are important to Integrity Music's sales since the company began using artists who record solo projects.

day, or a "Praise Half Hour," because their listeners really do desire this.

In our early days as a company we didn't think about radio, so our cuts that are live — the Hosanna! tapes particularly — flow one into the other and make it really difficult for programmers to put them on. So we are learning as a company.

We have a whole line called Alleluia Music, great praise and worship songs without the audience and worship leader, with a clean in and clean out. We've had great comments from program directors about that product line, which serves inspirational format stations well.

RB: Is this generation developing an appreciation for the classic, doctrinal hymn?

Moen: Absolutely. There is a real awakening to worship with the hymns. With any movement, people always go a little bit overboard. "Hey, we're a happening church, we're throwing out our hymnals." But I believe God is a God of balance. People now are willing to combine the hymns and the best of the choruses. I think the church should be the best of the old and new.

There are a lot of hymns that ought to be thrown out because they're singing garbage, but there is some serious faith-building doctrine in the hymns that we just can't forget. A lot of the baby boomers [hear] hymns and they say, "Wow! That's incredible! I've never heard that," and it's only been around for 200 years.

I challenge writers to write praise and worship choruses that are more than just little ditties. A lot of the praise and worship choruses have rightly gotten a bad rap because they are just little things. For some churches, simplicity is good. But I [believe] as we develop, there's room for more growth in the praise and worship.

David, the psalmist, wrote about a lot of things that we're not writing about today. In Psalm 109, he's praying that God will judge this wicked man and that his wife would be widowed and his children would beg in the streets and that creditors would come and seize all that he has. That's David, the sweet psalmist of Israel.

I think we as Christians, and religious broadcasters, have gotten safe in our music because we don't want to offend. But Jesus was never safe. He was on the edge.

I do not want people to say Integrity Music is in a rut and that it's doing the same old, same old. If we're really following the Spirit — not only Integrity Music, but also every one of the companies and radio stations represented here — the Spirit of God is going to lead us into areas that sometimes are not the most popular.

We may look at our supporters and say, "Our support base is not going to buy that kind of song, so we can't do it." I think the beginning of the end for many movements comes when they start looking at who their constituency is. "I can't say that because Mrs. Smith would be offended," and they just cut off a little bit of their prophetic edge.

Then it's Sister Jones, and they become narrower and [eventually] they are reaching this one group of people. It's not what Jesus wants us to do. We need to be gutsy enough to go forth, to get out on the edge, and to take a chance.

I worked for a ministry many

years and we did a radio program. The people who were buying our radio time said, "Put a picture up on the wall of a 60-year-old lady and call her Mrs. Smith. That's your audience." After a few years, I started thinking, "Guess what? Mrs. Smith is dead. Who am I talking to now? What about all the people my age that are coming up?"

If we get locked in a safe mode, we make a decision to follow the path to our death. Jesus would have us be on the edge.

RB: How can religious broadcasters make creative use of Integrity's music?

Moen: We have always been willing to work with creative program directors who say, "I want to get my listeners involved in Scripture memory." We have always been very generous in saying, "Hey, we'll supply you with a hundred free tapes. Play this stuff."

*I think we as Christians,
and religious broadcasters,
have gotten safe
in our music because
we don't want to offend.
But Jesus was never safe.
He was on the edge.*

We want to work with the programmers. I would encourage broadcasters to contact us if they've got a brainstorm. I think they'll find [everyone] at Integrity, the whole radio promotions department, more than willing to work with them.

Programmers get ideas — and maybe they think they're too wacky — but [they should] call us. We'll work with them on anything they want to do: contests, giveaways, or whatever.

Something that would help us to keep producing product for the stations is for the programmers to [identify] the product, because that helps us when people go to the store and say, "I heard this thing on this station and it's great."

When we did the Alleluia series, we had Kelly Willard, Lenny LeBlanc, Matthew Ward, and a lot

of [others] singing on the product, and rather than saying, "That's from the new album *Come and Worship* by Alleluia Music from Integrity Music," [announcers] would say, "That's Lenny LeBlanc." We've tried to make all that information clear on the packaging of the singles we release.

Many times people are so artist driven that when [announcers] say, "That's Ron Kenoly," [the public] will buy Kenoly's newest album. There are a lot of products we are creating that are more generic but warrant just as much exposure.

Often, programmers will have great Scripture memory contests, such as, "Who can tell me where this Scripture is found? Call in." I've heard the programmers say they love the Scripture memory, but they [rarely] say, "From the new series, Scripture Memory Songs, from Integrity Music."

RB: Does Integrity have any plans to go into religious broadcasting, say with a radio network?

Moen: Not at this time. We have thought about it, because if you buy a hundred stations, you can control the hardware to shove your software through. But God hasn't directed us to do that.

Now that we're a publicly traded company, I could say something that would make our analysts really [scramble], like, "We're in the process of buying 150 stations." Put that out and watch our analysts — with them you can't sneeze.

It's funny. These guys are my friends, but they'll call me and say, "How's it going, Don?" and they're fishing for information. I may be thinking about a product that I am really excited about but I can't say that, because the next thing you know they'll write it. It can drive the stock, and I literally could be put in prison for that. Just for the record: We do not have plans for a network!

We obviously want to work closely with broadcasters, but our job is to provide a product. We feel our call is that we are a software company providing music for stations. There are other people God has called into networks.

Karen M. Hawkins is editor of the 1996 Directory of Religious Media.

WHILE CONTEMPORARY Christian music has long been more family oriented than its secular counterpart, the touring has usually remained grueling and family exclusive.

During the 62-stop Rich Mullins Brother's Keeper tour, however, four toddlers, three nannies, and two grandparents turned the usual ruggedness of the road into family business.



Miles of Motherhood

"I brought my mom for the first six weeks, then my mother-in-law came," Julie Strasser

beams. Strasser is part of the Ragamuffin Band on tour with Mullins. "We brought [her son Aidan's] grandmas on tour, so it worked out great."

Strasser, fellow Ragamuffin Nikki Lundgren, and Reunion recording artist Ashley Cleveland are discussing motherhood on the road in the antique setting of the

"With (16-month-old) Aidan, this is his life. He doesn't know from one day to the next. He just knows that he gets up and gets in the car seat and we drive. Then he gets to the hall and sees [the other children]."

— Ragamuffin band member
Julie Strasser

Brady Theater in Tulsa, Okla. The December 1 concert was stop 61 of the nationwide tour, spanning a marathon two-and-a-half months.

The two band members took their roles as mothers on the road with Aidan and Lundgren's daughter, Eliza Jane. There was no hesitation for either on whether to take the children.

"For me, it was all or nothing,"



"Some people [struggle] to get through the day. Their lives are such that that's all they do, and it gives me a lot of appreciation for what I have." — Ashley Cleveland

states Lundgren. "I wouldn't go without her."

For tourmate Cleveland, the decision to take two of her three children on tour had more parameters. In the end, her choice to take along Henry and Lily came down to her dedication as a mother.

"I have a real commitment to my kids. I don't have any interest in having children and then leaving them with somebody else to raise. Part of the reason I haven't done a lot of touring is because I have three children," she reveals.

Touring is a part of the music business Cleveland admits she has been lucky to avoid. However, she felt compelled to come on the Brother's Keeper tour as a responsibility to her career and label. In



TOURING

her past tour with Amy Grant, as with this one, Cleveland says those responsible for both tours made it more child friendly.

"Amy and Rich went out of their way to make it possible for me to come and do it, and to incorporate my children into the tour," Cleveland states. "And the nice thing about this tour is that it is really family friendly. Most tours aren't like that."



Mixing it Up

Cleveland points out that in most cases, the relationship between tours and families is not very amiable.

Many tour groups, Cleveland continues, back away from artists who bring their families.

"If [you are asked] to open a show on a tour, and you say, 'Great, I'll be bringing two of my children and my husband and other child will be flying in,' [most people would] say, 'Well, thanks, we'll talk to you later,'" Cleveland explains.

"[Touring is] not an environ-

ment that's conducive to [mixing family and business]," she continues, "so I feel real fortunate that this was so family oriented. I knew it was going to be hard. You know, I think there's a lot of value in doing difficult things."

The rigors of a 62-stop tour took the mothers a little by surprise. The question of whether to

bring the children on tour was equally difficult for Lundgren, who with her husband, Lee, make up the group Avenue G.

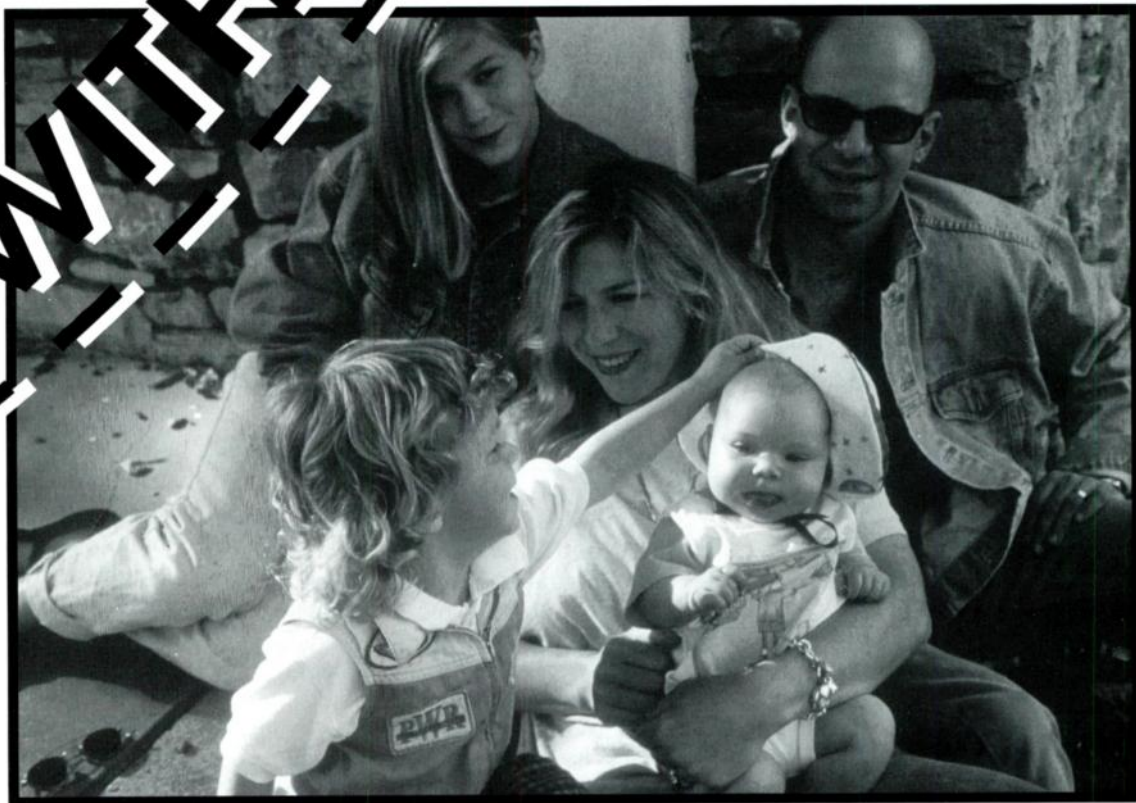
"I have guilt about it because it's hard when you take them away from home and away from their things," Lundgren says. "I had never toured with a baby, so I didn't know what to expect. They adapt. Eliza's adapted really well, but it still makes me feel guilty."

The road has been more at home for Aidan, who at 16 months is a tour veteran. Strasser states that in the last year, the family has been "home for three months at the longest."

How does a toddler handle the life of a road warrior? "He's just adapted. It's weird," Strasser marvels.

"The thing is most kids are really flexible. With Aidan, this is his life," she continues. "He doesn't know from one day to the next. He

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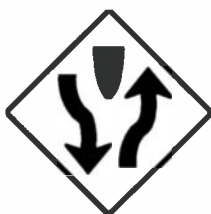


Ashley Cleveland appreciates the opportunity to take two of her children on tour. "I have a real commitment to my kids. I don't have any interest in having children and then leaving them with somebody else to raise."

just knows that he gets up and gets in the car seat and we drive. Then he gets to the hall and sees Eliza and Henry."

It was this routine that increased Cleveland's security. However, the lack of firm structure was a handicap in discipline for her, who admits having difficulty creating a routine for Henry and Lily.

"I think children just thrive on repetition and not much variety in their world on an ongoing basis, because I think that gives them security," Cleveland comments.



Safe and Secure?

Early in the tour, the theft of personal belongings dealt a blow to Cleveland's sense of

security. The event did not devastate her, however.

"I don't think I really thought about it consciously," she explains. "I just accepted what had happened and went on. To me, my options were at any given time I could throw in the towel and go home, or I could accept the situation as it was and carry on."

"I always have a panic attack when my nanny leaves the venue to drive back to the hotel, because we're in a strange place, my two little babies are out, and I don't know if they got to the hotel all right."

— musician Ashley Cleveland

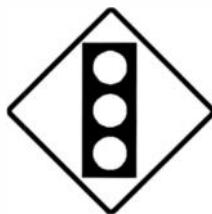
Cleveland's belief in finishing what she starts keeps her motivated to stay on tour. "I feel that it's real important to see your commitments through if it's at all possible. If the worse thing that can happen to me is that my stuff gets stolen, big deal. I can accumulate it just like that,"

Cleveland says with a snap of her fingers.

But Cleveland admits the loss of security stayed with her throughout the tour. "The scary thing to me was, and remains, feeling so vulnerable," Cleveland reveals.

"I always have a panic attack when my nanny leaves the venue to drive back to the hotel, because we're in a strange place, my two little babies are out, and I don't know if they got to the hotel all right.

"The potential for disaster has been so huge. I think it's evidence of how merciful and kind God is that we're all relatively unscathed," Cleveland says.



Mary Poppins & Company

Figuring out the logistics of child care took on an added dimension for

Lundgren and Strasser, whose husbands were also on tour. Their challenges, however, were more involved with new parenting skills than obstacles from touring.

Lundgren and Strasser also had a nanny on tour, which helped in defining family and business time. But it is mixing family and business that produces regrets for Cleveland.

"I think of things I would like to do with them, but I'm tired and there's not a lot of time to do these things," she sighs. "Before [the tour I thought], 'Oh, I'll have my two little guys with me and we'll have time to do things.' Well, forget it."

Before the tour, Cleveland and Lundgren had expectations of what challenges travel would bring. Looking back from stop 61, how would the mothers prepare differently?

"To go with (the children), you have to take a nanny. It takes a lot of thought and a lot of luggage . . . a lot of luggage," Lundgren jokes.

How do three mothers with four children between them unwind? For Lundgren and Strasser, the first thing on the to-do list is sleep; not so for Cleveland.

"I have just an overwhelming desire to go and clean my house," Cleveland declares. "I want it unbelievably clean and I want to cook my own food the way I like it. I just have a real desire to nest, heavily."



Value in the Difficult

Though the strain of the 62-stop tour shows, home is where the hearts of the three mothers

are. As Cleveland puts it, it is part of the job.

"If you talk to me a month from now, I might have a more positive perspective. I [won't] see this as a devastating event in my life that I white-knuckled my way through," she explains. "Today, that's how I am because [it has been] 80 days, and I'm just fried."

"There's a mentality in the record business — because it's difficult to get a record deal and you feel pretty fortunate if you get one — that you should do anything they ask you to do."

— musician Ashley Cleveland

"Then again, I think there's a lot of value in doing difficult things. Even [if] you can't see the value of it when you're in the midst of it," she continues. "Also, I have really felt that the Lord was taking care of us in a fundamental way.

"It doesn't mean that bad things haven't happened to us because every one of us has had things happen that were painful and hard to deal with and costly in some way," Cleveland says. "But I really feel like He has accompanied us through this."

Feeling God's presence in the midst of a tough work schedule is comforting in any job situation. For Cleveland, it also gives her a fresh perspective on life.

"The great thing that I've learned is what a wonderful life I have and how many comforts I

have that I take for granted," she reflects. "This tour has a beginning and an end and I get to go home and go back to my life.

"Some people [struggle] to get through the day. Their lives are such that that's all they do, and it gives me a lot of appreciation for what I have," Cleveland says wryly, excusing herself to rescue a fallen Henry.

This appreciated part of life will remain with the three women well after the tour.



Family Business

Traveling is as much a part of the music business as it is with any business. And in the same way, ministry is as much a part of contemporary Christian music as it is in any other genre of Christian music.

For Strasser, Lundgren, and Cleveland, the Brother's Keeper tour is another facet of business — family business. And while some times required creative parenting, the trio hold some favorite memories from the tour.

"My favorite memory is our show in Nashville (Tenn.), just because it was a wonderful show in a wonderful venue," recalls Cleveland. "[Our] spirits were pretty high and it was a good show in general."

Lundgren's fondest memory involves (surprise) family. Admitting she couldn't bear keeping Eliza from her grandmother, Lundgren flew her mother out for a day of fun. "We went shopping and took Eliza and had a good time, which has nothing to do with the tour," she smiles.

Strasser's best and worst memories both involve the touring van. Driving in California, the family stopped at Full Moon Bay, allowing Aidan to have his first experience with sand and sea. Her worst memory was a coast away, in New Jersey.

"I got in a wreck in New Jersey and that was pretty awful," Strasser says, adding that though she doesn't know the result of the accident in which a car drove on the sidewalk to get around her, "We'll just have to wait until we get home to find out."

Between children's giggles and cries, preparing to leave for show 61, the three offer advice to mothers planning on undertaking something challenging like the Brother's Keeper tour.

"Be prepared," stresses Lundgren. "I don't think you know what it's like until you get out there and do it."

"I have guilt about [taking children on tour] because it's hard when you take them away from home and away from their things. I had never toured with a baby, so I didn't know what to expect. They adapt."

— Ragamuffin band member
Nikki Lundgren

Cleveland adds, "I think it's really important, for women especially, to be very clear about their limits in terms of what they can take and what their families can tolerate.

"There's a mentality in the record business — because it's difficult to get a record deal and you feel pretty fortunate if you get one — that you should do anything they ask you to do," Cleveland continues.

"[But] it's really important to keep your priorities in place, and [you need to recognize] if something is going to be detrimental to your well-being and the well-being of your husband. I think that's part of your commitment to your family," Cleveland remarks.

While commitment to family convinced the three to bring their children on the road, their commitment to God brought them through mixing the music business with family business.

Lesla Helton works for Bott Broadcasting's KQCV-AM/KNTL-FM/Oklahoma City.

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OF ALL THE DEVELOPMENTS in Christian radio during the past several years, one of the most prominent has been the emergence of contemporary Christian music (CCM).

CCM's History

CCM is best described as a hybrid of contemporary pop music stylings and gospel lyrics. Born out of the Jesus Movement of the late 1960s and early '70s, CCM has grown into its own musical genre, with pop superstars, fan magazines, and radio formats. No longer confined to traditional gospel stylings, CCM embraces everything from pop to rock to dance to alternative and even heavy metal.

While some have denounced CCM for its "worldly beat" and its artists "forsaking the Gospel" in order to cross over to the secular charts, one thing remains clear — CCM is more popular today than ever before.

In 1982, "gospel music" accounted for a 6 percent share of all music sales. While the Recording Industry Association of America (RIAA) claims "gospel" music sales, including inspirational, traditional, and other spiritual music, accounted for only 3.3 percent of all music

While growth for this decade may not have reached an explosive level yet, Christian record label insiders state that business is "good," "really positive," and "exciting."

sales last year, music industry insiders estimate that CCM, with its strong pop elements, could soon account for almost 10 percent of all popular music sales.

Radio stations programming a

**Sanctified
Entertainment:**

**Contemporary
Christian
Music Radio**

CCM format are also enjoying growth and popularity. In the last ten years, the number of religious stations using CCM has risen. Today, almost 53 percent of all religious stations use some type of CCM, while nearly 50 percent of all full-time commercial Christian stations program a CCM format.

The 1995 winter Billboard/Arbitron ratings indicate the "religious radio" format held a 2.3 percent market share nationwide. Since this figure includes both music and program-oriented stations, to get a true grasp on CCM radio's impact on the religious radio marketplace, one needs to look beyond Arbitron to other evidence.

Rave Reviews

Surveys by George Barna indicate that 44 percent of all Christians tuned in to CCM radio during 1990 and that 45 percent of the general population tunes in to CCM radio at least once a month.

Looking closer, CCM station

KLTY-FM/Dallas had an average quarter-hour rating of 15,500 listeners during the spring 1993 Arbitron rating period. KCMS-FM/Seattle, WQFL-FM/Rockford, Ill., and KTLI-FM/Wichita, Kan., are three adult contemporary (AC) CCM stations that posted a cume rating of 5.2 percent or better among females during the same Arbitron rating period.

In Oklahoma City, KOKF-FM, a CCM station that aggressively combines Christian rock, rap, pop, and metal into its format, was the top-rated radio station in the teenage demographic in its market during 1991. In Coos Bay, Ore., KYTT-FM was ranked number one overall in its market during a 1991 survey period.

Christian media writer Brad Burkhart stated in a February 15, 1993, *Radio Ink* article that the CCM radio format is poised for growth in the 1990s similar to country music's growth in the 1980s. While growth for this decade may not have

reached an explosive level yet, Christian record label insiders state that business is "good," "really positive," and "exciting."

Listening Needs

How will radio station managers meet the listening needs of this new audience? Music tends to be the most divisive element of religious radio. What is traditional to one listener is boring to another. What is just right to one is an abomination to someone else. Understanding what motivates the CCM radio listener could lead to better programming decisions resulting in reduced divisiveness and tune-out among listeners.

What are the listening motivations of the CCM radio audience? Specifically, why do people listen to CCM radio? Rich Tiner of the Morningstar Radio Network, in the July/August 1995 issue of *Religious*

Broadcasting, suggested listeners seek entertainment and edification.

Nearly ten years ago, in the June 1986 issue of the same magazine, Christian media consultant Gary Crossland wrote, "Christian audiences will listen to a Christian station not just because it represents a sound they prefer, but rather it represents what they are." Do their

*Surveys by
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opinions hold up in the face of an actual case study?

The CCM Radio Survey

In February 1994, a case study was conducted to answer the question, "Why do people listen to CCM radio?" An AC CCM station located in the southwestern United States was selected as the station of investigation. Five hundred listeners of this station, drawn from a purposive sample, were selected to be involved in this study.

From these 500 listeners, a smaller, systematic random sample of 100 listeners was contacted by telephone and queried at length about their CCM radio listening habits, personal demographic information, and why they tune in to this particular CCM station.

Listeners were asked to respond to 27 statements about why they listen to CCM radio. These statements were compiled from other studies concern-

ing media usage and were rewritten to address CCM radio concerns. The listeners were asked to respond on a scale of one to five, with one being "strongly disagree" and five being "strongly agree." The responses were then averaged to arrive at a final mean score for each statement.

Final Analysis

In analyzing the results, several interpretations can be suggested. First CCM radio is, indeed, a medium of entertainment. This sample of CCM radio listeners strongly agrees that listening to CCM radio is a fun activity. They like to sing along and have favorite artists they enjoy hearing.

At the same time, there is a strong disdain for secular radio. This sample admits they tune in to CCM radio simply because it's not secular. One conclusion that might be offered is that Christians feel more comfortable being entertained by those they believe share the same religious convictions they do.

On the whole, these listeners are dissatisfied with and uncomfortable listening to secular music radio. CCM radio affords them an alternative. It might be said that CCM radio is a form of "sanctified entertainment."

Further Conclusions

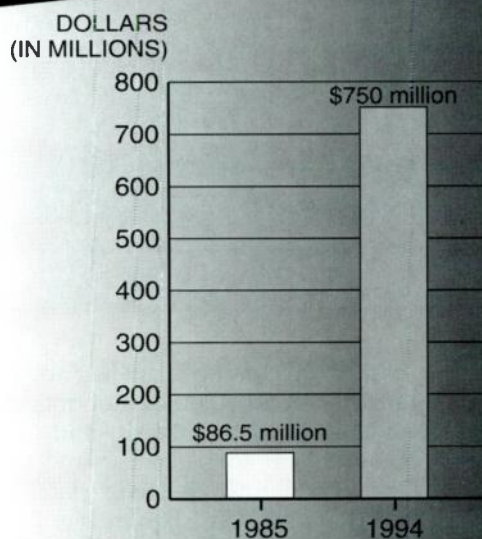
Radio has been long thought of as a secondary medium, i.e., you can listen while you're doing something else. It's a passive activity. Not so with CCM radio listeners. A second conclusion of this study could be that listening to CCM radio is a purposeful activity.

The negative reaction to the statements "I listen because it helps pass the time when I'm bored," and "I listen when there's nothing better to do," show that these listeners are not passive. Since the content of CCM radio is religious in nature, it appears to have a higher purpose in the listener's life.

With this idea in mind, it's not surprising to see such statements as "I listen because it supplements my walk with God," "I listen because it gives me spiritual guidance," and "Listening helps me feel closer to God" do well in the survey.

Continued on page 28

Retail Sales of CCM (estimated)



(Sources: *U.S. News and World Report* and *New York Times Magazine*)

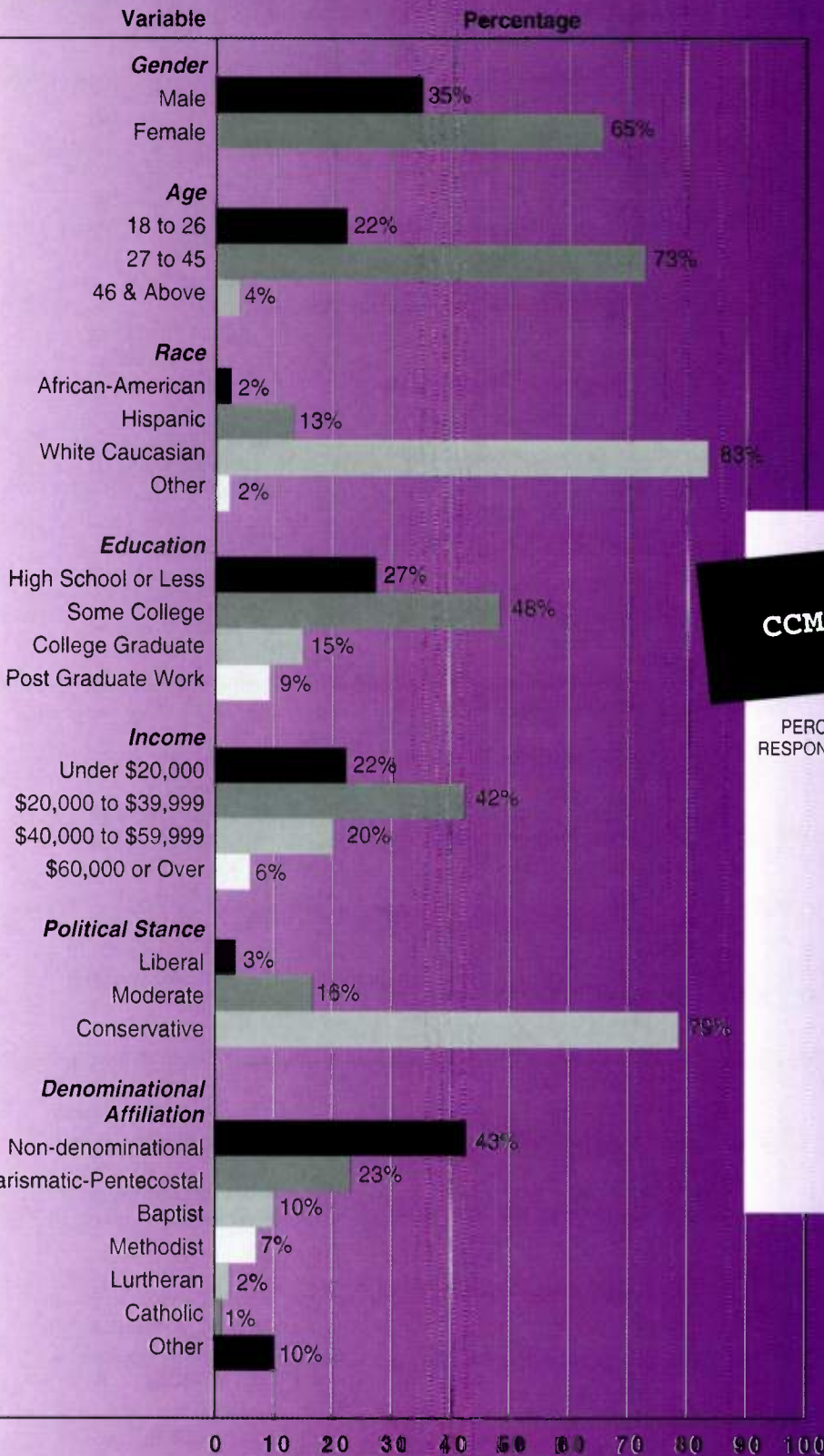
Demographic Profile of CCM Radio Case Study Sample

SANCTIFIED ENTERTAINMENT
Continued from page 27

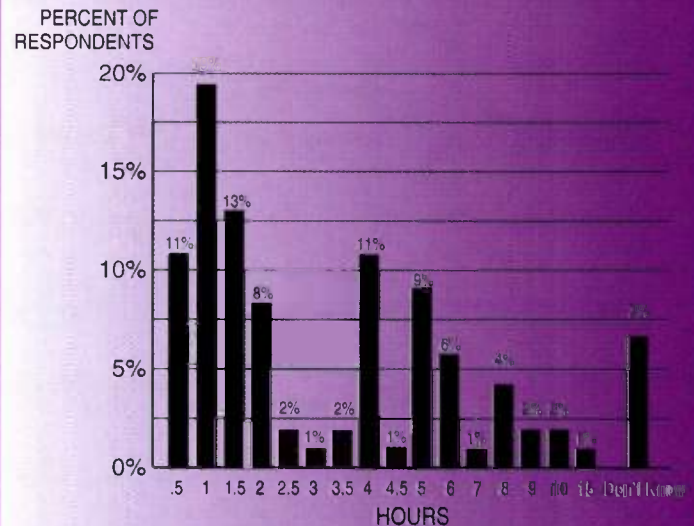
Those who listen to CCM radio are not simply channel-surfers. They listen as an extension of their beliefs. CCM radio and its music are deeply attached to the listeners' inner spirit and emotions. As Crossland says, "[CCM radio] represents what [the listeners] are." Remembering that this sample listens to CCM radio three hours per day illustrates even greater the importance CCM radio has in the lives of its listeners.

Using the Survey

CCM radio programmers can utilize the findings of this study by understanding what it is listeners are looking for. Listeners purposefully seek out your station and expect to be entertained and have fun while listening.



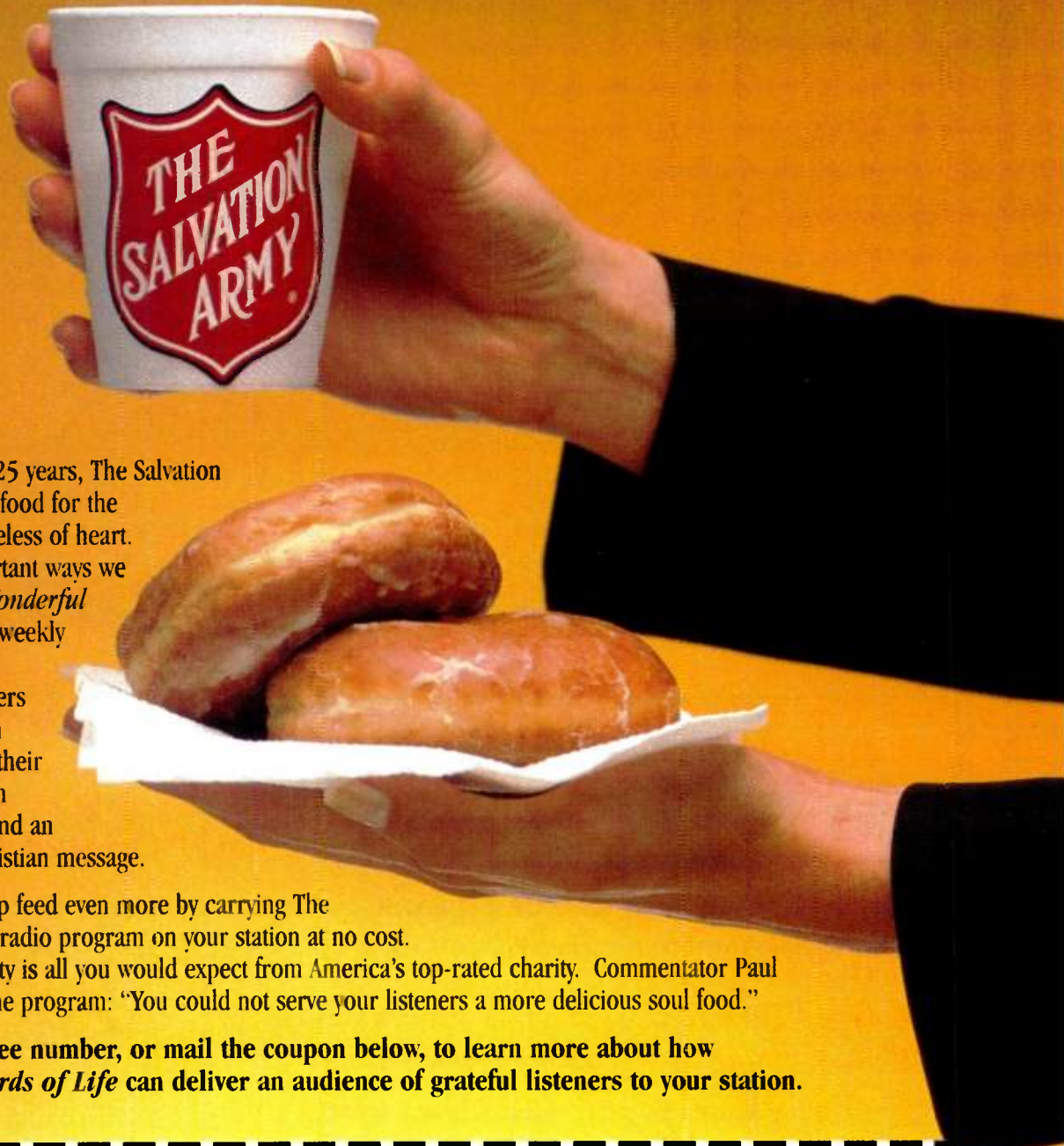
CCM Radio Listening Per Day



But CCM radio is not just about music or a particular style of music. It's about spiritual integrity and accountability to the listener and to God. Song lyrics, one factor that truly identifies Christian music, must not be forsaken for entertain-

Continued on page 30

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Mean Scores of CCM Radio Statements

Statement	Mean	Statement	Mean
It's fun to listen to	4.24	Gives me spiritual guidance	3.18
I'm dissatisfied with secular radio	4.12	Listening is a habit	3.00
Listen because it's not a secular station	4.09	Takes my mind off problems	2.97
Helps me feel closer to God	4.04	Helps make the day move faster	2.88
I like to sing along	3.99	I listen when there's nothing better to do	2.32
Plays my favorite artists	3.93	Gives me topics to discuss with friends	2.28
Teaches me biblical principles	3.71	Gives me information about products or services	2.28
Supplements my walk with God	3.48	Makes me feel religious	2.22
Keeps me apprised of news events	3.35	Helps me feel less lonely	2.21
Helps change the mood I'm in	3.31	I'm curious about Christian music	2.12
I feel like the DJs are my friends	3.27	Helps pass the time when I'm bored	2.06
I always listen	3.27	It's just there	1.74
Supplements the mood I'm in	3.27	Listening replaces my church attendance	1.55
Keeps me up-to-date on new music trends	3.18		

Scale: 1.00 = "Strongly Disagree"; 5.00 = "Strongly Agree"
n=100

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Continued from page 28

ment. The CCM radio programmer must never forget to present songs that lyrically are scripturally sound and draw the listener to God.

*Nearly 50 percent
of all full-time
commercial
Christian stations
program a
CCM format.*

Paul A. Creasman is music director of KRDS-AM-FM/Phoenix. Involved with CCM radio for eight years, he recently graduated from Arizona State University with a Master's Degree in mass communication. He and his wife, Corrie, reside in Phoenix. The author wishes to thank Dr. Mary-Lou Galician of Arizona State University for her contribution to this article.

Ten rabbits equal one elephant

(and other radical truths of planned giving)

by David Henschen

YOU CAN'T LIVE FOREVER.

And you can't take it with you.

And millions of estate dollars go gushing into government vats every year — because people don't plan ahead and arrange to give some portion of their estate to ministries at the time of their death.

While more and more Christians are aware of the need for estate planning, most have little or no understanding of how it can help them — and the tragic waste that will occur if they do nothing. So they do nothing.

How can ministries change this picture?

Sure, we all know we *ought* to be focusing on "legacy income." Sure, we know there's a massive transfer of assets from generation to generation (\$3.53 trillion is sitting in retirement accounts alone). And sure, we know it would make more sense for a chunk of that money to sustain your own worthy cause — rather than the government's — and to fortify your ministry's future.

But sadly, most ministries never make the necessary effort in advance (just like most of their donors!) because traditional planned giving programs can take many long years to show a return ... And let's face it, what ministry has money lying around for that kind of investment?

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One key to unlocking your ministry's legacy

income potential is to target your efforts correctly. Don't invest all your resources in hunting elephants when there are rabbits all around. We've seen way too many ministries spend way too much time and money looking for The Big One — that one fantastic donor who can plop down a million bucks.

A SECOND KEY: PRESENT TO YOUR donors a clear, simple, easy-to-understand plan. The simplest presentation, however, is typically quite difficult — well, let's say complicated — to prepare. We've found that ministries benefit more by calling in a planned giving professional than by adding expensive staff or training current personnel to specialize in such a technical field.

A third key involves variety — mixing up the opportunities you offer your donors. There's no universally perfect menu, since every ministry is unique, but to get a program off the ground you'll want to focus first on charitable gift annuities and the like — vehicles that involve immediate gifts to the ministry. With donations coming in, you'll have more breathing space for expanding into, say, wills and trusts, which offer longer-term benefits.

And, frankly, there are other crucial keys you need to understand.

We would like to see your ministry receiving more of those lost trillions of dollars every year. Yes, it can happen. We'd love to help you find those rabbits. Let's talk it over.

David Henschen serves as Vice President and Planned Giving Specialist for the agency.



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AS THE LAST NOTE faded from the speakers, the standing ovation and deafening applause honored George Beverly Shea's performance of "I'd Rather Have Jesus." With a nod to the presenters of his Religious Broadcasting Hall of Fame award, the humble "Bev" smiled, cradled his glass trophy close to his chest, and walked back to his seat at the Anniversary Banquet of the 1996 National Religious Broadcasters Convention and Exposition (NRB 96).

The banquet, with the impromptu performance by Billy Graham's soloist and a keynote address by former Vice President Dan Quayle, constituted the coronational highlight of NRB 96, held February 3-6 in Indianapolis.

Indy, though bitterly cold with temperatures below zero and biting winds whipping through many of the walkways, proved to be a warm city in spirit and hospitality. And though some registrants and guest artists were waylaid by a cold front, complete with snow and ice that blanketed much of the nation, the race of NRB 96 was run by 3555 registrants.

Not Politics as Usual

Political awareness marked NRB 96, from the board of directors' meeting to the final banquet. Encouraging the membership to become politically active in NRB's grassroots movement, NRB's legislative specialists, Mark Gorman and his wife, Collette, made appearances at the board and membership meetings on Saturday.

Also encouraging the membership to become politically active, Ed Atsinger, chair of NRB's Music License Committee, presented an important report regarding the fee structure of BMI, ASCAP, and SESAC. "Now is the time to do something. We've studied. We've prepared. Congress is ready to hear from us. We need to move on this or be prepared to be content with what the licensing companies dictate," Atsinger urged.

Each general session had a political element: a remark from a senator or representative, a speech

RUNNING THE

Top. "In a time when so many degrading messages are offered to our children, I thank you for giving light."
— Dan Quayle speaking at the Anniversary Banquet

Middle. During the All Media Breakfast, Rep. J.C. Watts (R-Okla.) encourages broadcasters to be obedient to the Lord.

Bottom. Myles Munroe charges the Opening General Session audience to "run this race with purpose, passion, partnership, perseverance, and prayer."



from an elected official, or a heartfelt plea from NRB's administration to make noise in the political arena.

General Sessions

Opening General Session

Nearly 1000 attendees entered Indiana Convention Center's Sagamore Ballroom for the Opening General Session on Saturday evening to the excite-



RACE NRB 96



Top. A soulful Gary Chapman ministers to those gathered for the Music Celebration.

Middle. Adrian Rogers directs the installation of NRB's officers during the Anniversary Banquet.

Bottom. "Much before talent or charisma comes character." — Alberto Mottesi speaking at the International Luncheon



backdrop of white and flanked by two huge video screens, lending a visual dimension of action to the already electric atmosphere.

A video showcase of the city with shots of the convention's featured speakers and performers signalled the start of the NRB 96 race.

Coming to the lectern, emcee Chuck Bolte of

Focus on the Family, Colorado Springs, Colo., greeted the audience and introduced session sponsor Thomas McCabe, president of Killion, McCabe & Associates (KMA) of Dallas, who in turn introduced a video presentation from KMA.

After the video, Bolte welcomed Charles Johnson and the Revivers, a group with a distinctive blend of gospel and rhythm and blues. After the group's well-received set, several awards were presented.

Receiving the Milestone Award honoring 50 years of service were Charlie B. Byers of *Gospel Tide Hour* in Mechanicsburg, Pa.; Ella Fraser of Fraser Gospel Ministry in Philadelphia; Lester Sumrall of LeSEA Broadcasting in South Bend, Ind.; Ernie Wilson of Ernie Wilson Ministries in Philadelphia; and *Words of Hope* (Reformed Church in America) in Grand Rapids, Mich.

Recipients of other awards included: WAWZ-FM/Zarephath, N.J., for Radio Station of the Year; WTGL-TV/Orlando, Fla., for Television Station of the Year; *Unshackled* (Pacific Garden Mission) in Chicago for Radio Program Producer of the Year; *The Urban Alternative* with Tony Evans in Dallas for Television Program Producer of the Year; *Point of View* with Marlin Maddoux in Dallas for Talk Show of the Year; Paul Ramseyer of Northwestern College Radio Network in St. Paul, Minn., for the Board of Directors' Award; and recording artist Steve Green of Nashville, Tenn., for the Chairman's Award.

Following the awards, Bolte made a confession. "When I heard we were coming here, I thought, 'Indianapolis?' Then I got here. And even though it's cold outside, I've felt the warmth of so many people," he admitted, introducing Indy's mayor, Stephen Goldsmith.

"This is the largest number of conservative broadcasters in one place I've ever seen!" the mayor smiled. "Indianapolis prides itself on being home to more religious organizations than any other city. And we are particularly delighted to have your group here," he enthused, launching into what many attendees said could amount

Continued on page 34

RUNNING THE . . .

Continued from page 33

to a future bid for the presidency.

As Goldsmith left the stage, the audience gave him a standing ovation, prompting Bolte to touch the retreating mayor on the sleeve to see the audience response. The surprised mayor grinned and waved his thanks.

Emotional multi-media presentations came next from recording artist Ray Boltz. Performing his hits "I Pledge Allegiance" and "Thank You," he left the stage amid thunderous applause.

After his introduction, keynote speaker Myles Munroe of Bahamas Faith Ministries International in Nassau, Bahamas, announced he had left a balmy 83 degrees that morning. "I now understand why Paul told Timothy to come before winter!" he joked.

Munroe's message, "Knowing Your Race," had four major points:

1) Many are the plans of a man's heart, but God's purpose prevails; 2) God has a purpose for everything; 3) Personal fulfillment is the key to purpose; and 4) Purpose is more important than good works.

Concluding, Munroe challenged the religious media to "run this race with purpose, passion, partnership, perseverance, and prayer," to great applause.

As he left the stage the lights lowered and gradually rose, revealing Dino Kartsonakis at the grand piano. Wowing the attendees with two selections from his *Miracles* project, "Miracle of the Resurrection of Jesus Christ" and "Miracle of Heaven," the artist performed in his inimitable dazzling style, drawing the audience upward by finishing with Handel's "Hallelujah Chorus."

The Opening General Session closed with a prayer from judge Paul Pressler of Houston, Texas. NRB '96 was off and running!

Worship Service

Sunday morning's worship service in the Sagamore Ballroom, sponsored by Cornerstone TeleVision, Inc., of Wall, Pa., and emceed by NRB second vice chair Sue Bahner, encouraged the 1200 attendees to persevere and trust in the Lord.

From the opening remarks by Bahner to the closing prayer by



David Virkler of Dedication Evangelism in Towaco, N.J., the spiritual atmosphere remained palpable.

Bahner introduced William Thompson, chair of Black National Religious Broadcasters (BNRB) and host of *What a Fellowship Hour* of Chicago, who brought the opening prayer and set the tone of the service.

After Thompson's offering, the audience joined in congregational singing, beautifully accompanied by the incomparable Don Wyrzten.

When the final echoes of the music filtered away, Bahner introduced Cornerstone TeleVision president Russ Bixler, who presented a video about his company.

Following the visual presentation, the audience watched a video promoting another first from the Billy Graham Evangelistic Association (BGEA). Graham's prime-time *World Television Series* will be aired in 160-plus nations this month, with over half of the countries viewing the broadcast on the 14th.

Returning to the lectern, Bahner introduced Bob Bakke of the National Day of Prayer (NDP), who explained the annual event, brought greetings from NDP chair Shirley Dobson, and encouraged the audience to participate.



Top. Carl Richardson (right) uses William Thompson to illustrate the unity of Christian brotherhood during his message at the Worship Service.

Above. Larnelle Harris ministers during the Anniversary Banquet.

Then the attention of the audience turned once again to the giant video screens to watch a taped welcome from Sen. Dan Coats (R-Ind.), who remarked that the purpose for religious broadcasting "is to call men and women to God and to call Christians to their responsibilities in the world.

"No calling is higher than the



Above. Brandt Gustavson presents a plaque to GLAD from Light Records in recognition of the group's first number one hit in the ensemble's 23-year history, "Faith Makes."

first, because it is the calling of the Great Commission, but I believe that the second mission is growing in importance," Coats declared. "You have the ability and authority

to urge men and women to be participants, not spectators, in the renewal of our nation."

Since the Nelons were iced out in Nashville, Tenn., their musical

contribution was also frozen. But Rick Webb, soloist for International Lutheran Hour in St. Louis, came to the rescue and warmed up the audience with his rich bass.

Webb's wife, Phyllis, joined him onstage in "We Have a Mission," preparing the attendees for the keynote speaker, evangelist Carl Richardson of Carl Richardson Ministries International in Brandon, Fla.

The evangelist looked intently at the audience and grimaced, "I wish the rocket scientists who figure out these [conventions] would consider my area. What about Tampa? Or Orlando?"

After the raucous applause and laughter died down, Richardson launched into his message on eagles, a Holy Spirit-inspired version of *Mutual of Omaha's Wild Kingdom*.

Paralleling the ways of an eagle with the plans of God, Richardson wove 20 years of studying the exceptional bird into an unforgettable message of unflinching encourage-

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RUNNING THE . . .

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ment, fascinating the audience with his detailed descriptions of eagles at work, at play, and at parenting.

Richardson's major points included: 1) Eagles were born to fly; 2) To be an eagle, you have to be born an eagle; and 3) The eagle's strength is renewable.

He went on to explain how parent eagles feather a nest and then stir it up, all for the sake of their eaglet. Richardson's application held great meaning for broadcasters. "We've worked hard. We're comfortable. We've got our ministries built. God's been good to us and we've got our nests feathered.

Then all of a sudden, God begins to stir up our nests."

The evangelist concluded by giving a graphic description of the mid-life molting process of an eagle and how fellow eagles with offerings of freshly killed animals encourage the afflicted one in the valley to return to the heights, breaking the discouragement of the depressed eagle.

Richardson's application challenged battered Christians to make an effort to leave their valleys. "We have a choice to make. It is possible to be renewed in the Holy Spirit and to have our strength and youth restored as the eagles."

The evangelist then asked the audience to break into small groups

and pray for one another, drawing strength and encouragement from the contact and prayer.

Music Celebration

Hosted by a purposefully casual Gary Chapman/Reunion, Sunday's Music Celebration embraced the more than 550-member audience with the warmth, sincerity, encouragement, and humor of songwriters.

From Chapman's memory lapse on lyrics to the failing foot monitor on Buddy Greene's set, a friendly sense of good humor prevailed. Regarding his memory block, Chapman cracked, "I am kind of

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Racing Resolutions

Resolution of the NRB Music License Committee Concerning S.483 and H.R.989

Whereas, religious radio broadcasters continue to pay disproportionate and unfair royalties to ASCAP and BMI despite the fact that they have sought for more than 20 years to obtain a fair and usable per program license with a fee structure that reflects actual music use,

and Whereas a major share of royalties obtained by the music licensing monopolies ASCAP, BMI, and SESAC from Christian-formatted radio and television stations is distributed to composers and publishers of anti-Christian and immoral music,

and Whereas ASCAP and BMI, along with the powerful entertainment lobby, are actively pursuing a bill in Congress named "The Copyright Term Extension Act" (S.483/H.R.989), which would further empower the music licensing monopolies by extending copyrights another 20 years beyond the existing term limit,

and Whereas religious broadcasters have been actively supporting a bill in Congress named "The Fairness in Musical Licensing Act" (S.1137/H.R.789), which would serve to place controls over the music licensing monopolies to eliminate their long-standing unfair licensing practices,

and Whereas The Fairness in Musical Licensing Act has been vehemently opposed by the music licensing monopolies and the powerful entertainment lobby to undermine its passage,

and Whereas religious radio broadcasters have sought relief under the current judicial structure but have nevertheless been ordered to proceed to trial against ASCAP in September 1996 to litigate other principals recently decided in that same court at great cost by the television industry, which will cost religious broadcasters an estimated \$1 million,

Therefore be it resolved that NRB urges the people's representatives, the Congress of the United States, to oppose passage of The Copyright Term Extension Act until a fair music licensing system has been established, and the vast power of the music licensing monopolies brought under control.

Resolution for Low-power Television

Resolved, that NRB affirms its support for low-power television stations dedicated to devotional, wholesome, and family oriented television programs, and calls upon the FCC and Congress to protect the low-power television industry in all anticipated legislative and regulatory changes.

Resolution Regarding the Possible Auction of Broadcast Spectrums

Resolved, that the membership of NRB in an effort to protect religious, minority, and small ownership television from certain loss of their broadcast properties as well as the loss of opportunity to participate in the future of broadcast television, thus allowing broadcast television to become the exclusive domain of corporate wealth, calls upon Congress to affirm the importance of religious, minority, and small ownership television by including special provisions that would either exclude them from such an auction, or auction-based fees, or would provide other means of protection that would allow them to continue to positively serve the public interest.

Resolution for Racial Reconciliation

Resolved, that NRB does hereby affirm its stand against racism in all forms and encourages its members to use the airwaves to proclaim a biblically based racial reconciliation.

(Editor's Note: Full text of the resolutions may be obtained from the Manassas, Va., office.)

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in the '90s
- ___ 230 Proper Packaging, Promotion and Marketing of Your
Television Program
- ___ 240 Upgrade The Style of Your Television Program:
Cutting Edge Quality and Special Effects
- ___ 250 Hispanic: How to Computerize the Programming of a
Radio Station (This Session Is Presented In Spanish)
- ___ 261 All Media Breakfast with speaker Adrian Rogers
and 262 (2 cassette session - \$16.00)
- ___ 270 The Vital Role of Bible Prophecy in the 1990's
- ___ 280 The Internet and Cyberspace: Mass Media
Integrates with Multi-Media
- ___ 290 The Strategic Role of the Media in the Growing Grassroots
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- ___ 300 New Donor Acquisition: Increasing Your Effective-
ness Through Research & Analysis

- ___ 310 Reclaiming the Arts for Christ
- ___ 320 Radio Program Producer Roundtable Discussion:
Addressing Issues, Developing Solutions,
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- ___ 330 Radio Research for Non-Commercial Stations
- ___ 340 The New Retail Paradigm
- ___ 350 Producing Christian Television That's Competitive,
Compelling and Cost Effective
- ___ 360 Women's Luncheon with speaker Kay Arthur
- ___ 370 Beyond Internet: Emerging Delivery Systems
- ___ 380 Getting Started in International Ministry
- ___ 390 Music: The Audience Builder
- ___ 400 Maximum Growth: From New Donors to Major Donors
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- ___ 420 Music Television -- Diluting the Message or Advancing
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- ___ 430 Writing Winning Radio Sales Presentations
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- ___ 460 For Beginners: The Basic Steps to Starting a Women's
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(This Session Is Presented In Spanish)
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glad that happened. I tend to get cocky now and then. I don't know if you noticed that might be a tendency for me. At least for tonight, I think I'm over it!

"I'm a little more edgy than some people [NRB] might have [onstage], but trust me, at my core I'm terribly and wonderfully conservative. I consider myself a fundamentalist. You might be one too," he prepped, readying the audience for remarks reminiscent of a Jeff Foxworthy set.

"For instance, if the deacons in your church have ever seriously considered removing the ceiling fans because too many women are getting their hair caught in them, you might be a fundamentalist.

"If you've ever actually used the word vestibule . . . if the mere sight of a Kentucky Fried Chicken bucket causes you to want to just give and give and give . . . just kidding!"

Chapman introduced Joanna Carlson/Reunion, who said, "It took me a lot of years to understand that God loved me regardless of how good or bad my performance was, because His love was unchanging. Maybe you need to be reminded of how precious you are to Him." Carlson performed two songs, sharing her unique warmth and compassion and endearing herself to the audience.

Introducing country artist Marty Raybon/Sparrow, Chapman said, "He's about as honest and as straight up as they come." Raybon came to the mic and noted, "Well, we're going to throw down this evening, so if you all feel like stomping your hands or clapping your feet or doing whatever you want to or turning around anyway you want to, that's fine." And throw down he did, with country sounds the audience appreciated.

Amy Susan Foster/Impact performed two songs, smiling broadly and sharing from her heart with her distinctive, strong voice.

Dick and Mel Tunney sang three songs in their much-imitated style, which proved popular with the audience as evidenced by the applause that marked the end of their performance.

Next to come to the stage was

Top. A mainstay of Christian music, the Imperials perform during the International Luncheon.

Middle. Munakuy, in Bolivian dress, plays South American music during the International Luncheon.

Bottom. Charles Johnson & the Revivers brings its distinctive blend of gospel and rhythm and blues to the Opening General Session.

the multi-talented Buddy Greene/Ambassador Artist Agency, who took the audience on a mountain railroad harmonica ride complete with flashing lights. Actually, the train had to reboard due to the faulty foot monitor, but Greene took it in stride and simply started from the beginning.

Gloria Gaither joined Greene on stage, commenting on the common



thread of the evening — perspectives. Standing behind Greene, she was lost in thought as he sang a song on which the two collaborated.

Chapman returned to the stage, looked at Greene, and said, "We set out to be casual and informal. I think we accomplished it." The audience certainly appreciated it, as evidenced by the standing ovation, after which all the artists came back on stage to perform the finale, a Gaither classic, "Because He Lives."

International Luncheon

Executive committee member David Clark of KMC Media in Dallas approached the lectern to emcee the International Luncheon in the Sagamore Ballroom on Monday. After welcoming the 500 people in attendance, Clark asked the international attendees to stand and identify their home nations.

Delegates from nearly 20 countries stood, shouting, "Iceland! Finland! England! Kenya! Liberia! Colombia! Brazil! Canada!" Finally one proud sports fan exclaimed, "Texas! Home of the world champion Dallas Cowboys!" to Clark's laughter.

Following Clark's genial welcome and introduction of Bolivian folk group Munakuy in traditional dress, the 500 attendees lunched on salad, beef tips with mushrooms, green beans, twice baked potatoes, and ice cream.

Texan Don Stephens of Mercy Ships in Lindale introduced a video presentation of his organization's work, commenting that a shipment of audio cassettes intended for the attendees did not arrive due to the infamously inclement weather.

England's Harvey Thomas of the Fellowship of European Broadcasters in Hertfordshire took the lectern, issuing a three-fold challenge to broadcasters: 1) to understand the world outside the Christian ghetto, 2) to be prepared to accept the fact that broadcasters can no longer go it alone, and 3) to see themselves as others see them.

After Thomas' remarks, Finland's Victor Klimenko of Kerava strode to the stage in scarlet costume and blessed the audience with his rich baritone, performing material from his work with Russian Jews.

Romania's Paul Negrut came to the lectern when Klimenko finished,

sharing that his evangelistic organization was communicating with 1.25 million families enrolled in Bible studies in his country.

Upon Negrut's conclusion, ELWA received the Outstanding International Ministry Award and Aage Nevland of KKL-Norway collected the Outstanding Individual Achievement in International Broadcasting Award.

Following the award presenta-

tions, the Imperials came to the stage, preparing the audience for the keynote address from international evangelist Alberto Mottesi of the Alberto Mottesi Evangelistic Association in Huntington Beach, Calif.

Communicating through an interpreter, Mottesi based his message on Jeremiah 6:16-20, listing

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four convictions of commitment: 1) Christians' efforts will be worthless if their lives are not worthwhile; 2) The presence of the Holy Spirit empowers Christians to be witnesses of the Lord; 3) God is speaking about the urgency of the times; and 4) God is saying, "I want to use holy vessels."

"Those who are going to change history will not be movers and shakers," Mottesi declared, "but men and women [who] know in an intimate and profound way the holiness of God. Much before

talent or charisma comes character."

The evangelist left the attendees with a challenge to examine themselves to see if stains existed in their personal communication with each other, with their families, or with God.

All Media Breakfast

Unity over competition was the theme of Tuesday's All Media Breakfast in the Sagamore Ballroom. Emcee and NRB board member Thomas Trask of the General Council of the Assemblies of God in Springfield, Mo., welcomed Larry Burkett, president of Financial Concepts of Gainesville, Ga., to the

lectern to give the opening prayer.

When Burkett's prayer concluded, 900 people enjoyed the breakfast of scrambled eggs, seasoned hash browns, bacon, and juice, sponsored by Campus Crusade for Christ International of Orlando, Fla.

Campus Crusade president Bill Bright and his wife, Vonette, came to center stage following the meal, encouraging attendees to get busy to reach every person by the year 2000 and emphasizing the urgency by remarking that only five years, 60 months, 1800 days, or 43,000 hours remained before the target year.

After the Brights' comments,

Of Pit Stops and New Racers

Pit stops in a race are necessary for refreshment, relief, repair, and resuscitation, and that's exactly what the Member Lounge turned out to be at NRB 96.

After a brisk morning walk in temperatures well below zero, several stout-hearted NRB members visited on the first day of activities. Welcomed with a hot cup of coffee and goodies provided by Walter Bennett Communications of Fort Washington, Pa., these brave souls marked the first of a steady stream of members, their guests, and the curious visiting the Lounge over the next three days. More than 20 people completed membership applications on-site!

Only rarely did the Member Lounge attendance thin out. Most of the time it was a full house, with people sitting together at tables and on the comfortable colonial furniture. Some members used the Lounge to schedule meetings, while others gathered for prayer and fellowship.

Some even found the laid back atmosphere appropriate for napping. Before the early morning Sunday worship service, two college students fell sound asleep after sitting for just a few minutes in two large overstuffed chairs.

Norma Naldrett, NRB membership administrative assistant, along with volunteers Malverna Streater and John Mahoney, modeled dedication in the Member

Lounge, starting their days at 8:30 a.m. and staying until 6 p.m. Naldrett's inspection of badges for member ribbons netted several non-members her sales pitch, worthy of the best recruitment seminar.

Intercollegiate Religious Broadcasters (IRB) members made the best of a make-shift bulletin board, posting their resumes and perusing the many jobs and intern positions tacked to the College Career Board. One young lady spent the better part of a morning developing her resume using the Member Lounge computer and printer.

The Member Lounge provided a place for members to pick up ribbons and leave coats and belongings in the coat room, all the while being entertained by non-stop music videos — with the sound kept at a respectable background noise level.

The resounding success of the Member Lounge at NRB 96 places it as much a part of the convention as the exhibit floor. It is definitely here to stay!

The Member Lounge was not the only place for IRB motors to get started. The IRB awards presentation, held on Sunday afternoon, was a study in creativity and ingenuity.

The students' hopes and dreams were nearly tangible to those in attendance, and for just a moment, the experienced broad-

casters shared in the sheer joy and excitement of youth facing their new and uncharted futures.

E. Brandt Gustavson, when presenting the 1996 Al Sanders' Award for Excellence to Kerry McGee of Wheaton (Ill.) College, pointed out that McGee demonstrated excellence in both her academic record and her ability to write an award-winning essay. McGee's face was shining with accomplishment as she walked forward to receive her \$1000 scholarship award.

In addition to the annual Al Sanders' Award for Excellence, NRB also presents several other student awards. Though weather delivery delays prevented the viewing and listening of the actual award-winning entries, the awards presentation retained its excitement. Much of the credit for the atmosphere was due to IRB officers Chuck Pollak of Northwestern College in St. Paul, Minn., Tom Ball of Spring Arbor (Mich.) College, and Doug Walker of Asbury College in Wilmore, Ky.

The individual undergraduate video award was presented to Brian Dumont of Spring Arbor College. *Rock of Ages*, a three-part series designed to reach people who believe Christians and rock music cannot coexist, aimed to create a greater awareness of Christian rock music among television viewers. *Rock of Ages* aired during the 11

Gustavson presented three President's Awards to: U.S. Senate Chaplain Lloyd Ogilvie; Warren and Char Bolthouse of Family Life Radio in Tucson, Ariz.; and Mel Johnson of Young World Radio in St. Paul, Minn.

Presented for outstanding involvement in broadcasting, the William Ward Ayer Distinguished Service Award went to Robert Featherstone of *Think About It* in Asheville, N.C.

Immediately after the awards presentation, NRB first vice chair Stu Epperson issued an appeal to the audience on behalf of the Music License Committee to write letters

p.m. news on WLNS-TV/Lansing, Mich.

The group undergraduate video award was awarded to Jamison Barton and David Rodriguez of Asbury. This documentary/informational video told the story of the Alliance Academy, a Christian and missionary school for both missionary and local children in Quito, Ecuador. The video strived to explain the ideas, beliefs, and purposes of the academy.

The graduate individual video award went to Kenneth Rife of Regent University in Virginia Beach, Va. His video portrayed the dramatic story of how God used one man's story to witness to another. As a young soldier stands at the crossroads of his life, an Army chaplain tells the story of another soldier in the same situation who was saved by God's grace.

The individual undergraduate audio award was presented to Joy Freas of Asbury. Her production featured the testimony of Asbury president David Gyertson and intended to show neither the theology nor the philosophy of this Christian leader, but the reality of Christ in his life.

The group undergraduate audio award went to Scott Veigel, Dave Senes, and Benjamin Nelson of Moody School of Broadcasting in Chicago. Their one-hour radio magazine took an in-depth look at contemporary Christian music.

to members of the U.S. Senate and House of Representatives requesting fair usage fees.

The music group Sierra then took the stage to perform three recent hits, "Bring All the Walls Down," "When I Let It Go," and "I Know You Know."

As the applause passed, Trask introduced Rep. J.C. Watts (R-Okla.), who gave his testimony and encouraged broadcasters to be obedient to the Lord.

Following Watts' remarks, musician Steve Amerson performed two selections, "God Has His

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Aimed at college-age listeners, it combined news, concert information, music reviews, and artist interviews.

The individual undergraduate 30-second spot award was presented to Tim Gale of Spring Arbor. His PSA encouraged listeners to call in their favorite songs to an all request radio program. The most requested songs were then used as the bed of the PSA to add familiarity to promotions.

Many thanks were expressed to the contest judges, selected to portray a diverse representation of the religious broadcasting industry: Jim Killion, chief creative officer of Killion, McCabe & Associates in Dallas; David Ruleman, general manager of WAVA-FM/Washington, D.C.; and Theodore Baehr, chair of the Christian Film and Television Commission in Atlanta.

Following the awards presentation, students, faculty, friends, and family enjoyed a delightful reception provided by Z Music Television. Michael Gonzales of Z Music Television greeted the students and gave a short presentation featuring Z Music videos.

The IRB ceremony and reception celebrated the accomplishments of youth and their contagious vibrance. Plans are already underway for IRB's NRB 97 events.

— **Patricia Mahoney, NRB director of member service**



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People," and "This Could Be the Day," priming the audience for the keynote speaker, Adrian Rogers of Love Worth Finding Ministries in Memphis, Tenn.

Rogers substituted for scheduled speaker Ogilvie, whose wife was ill. Rogers' message, "Having a Life That Will Last," took its text from Mark 14:3-9. The speaker's initial question asked, "Are the things you're living for worth Jesus dying for?"

Rogers contrasted two very different women: Mary and Martha, sisters of Lazarus. Perfectionist Martha knew all the rules of custom, while free-spirited Mary cared so little about criticism or custom that she broke an alabaster vial of perfume to anoint Jesus' feet — and then used her hair as a towel.

"Mary, who is only called Martha's sister in the Bible, was an ordinary woman. But Jesus said she had done what she could. You can do what you can do. Stop comparing yourself to other people," Rogers admonished.

After Rogers' message, Franklin Graham of Samaritan's Purse/World Medical Mission in Boone, N.C., closed the breakfast with prayer.

Women's Luncheon

NRB board member Char Binkley, general manager of WBCL-FM/Fort Wayne, Ind., emceed Tuesday's Women's Luncheon, which carried a constant thread of encouragement. Opened in prayer by June Hunt of Hope for the Heart in Dallas, 350 ladies enjoyed salad, beef with burgundy mushroom sauce, rice pilaf, mixed vegetables, and citrus tarts.

The music ministry of Terry Meeuwssen of *The 700 Club* in Virginia Beach, Va., encouraged the women to trust the Lord. "There are times I cry for God to take me off the spit — I'm done!" she shared. "When I can't trust my eyes, I have to trust His heart."

Meeuwssen's selections, "He Is Exalted" and "Eyes of My Heart" segued beautifully into a testimony from actress Susan Howard of *Dallas* fame, who probed the audience with, "How long has it been since you remembered when you

Top. Hall of Fame inductee Bev Shea sings his beloved composition, "I'd Rather Have Jesus," at the Anniversary Banquet. His performance netted three standing ovations and was considered by many to be the highlight of NRB 96.

Middle. Kerry McGee receives the 1996 Al Sanders' Award for Excellence from Brandt Gustavson.

Bottom. Ernie Wilson accepts his Milestone Award during the Opening General Session. Standing from his wheelchair to make his acceptance remarks, Wilson received a lengthy ovation.



were saved?" and shared the story of her conversion at the Church on the Way in Van Nuys, Calif.

After Howard's remarks, Kay Arthur, executive vice president of Precept Ministries in Chattanooga, Tenn., continued the theme of encouragement with a message on standing up for truth, taken from 2 Chronicles 18.

Arthur said she wanted to be closer to her audience, adding that she wished she could just look into their faces. So she did.

Climbing down from the stage in the middle of her message, Arthur delivered the



The Race to Be Part of Something Eternal

A little over a year ago, at NRB 95, association members received an invitation from Uzi Baram, Israel's minister of tourism, to visit the Holy Land as part of NRB's first International Conference to be held May 20-29, 1996, in Jerusalem. It was an invitation members of the religious broadcasting community should accept, according to Uzi Michaeli, Israel Consul and Tourism Commissioner for North America.

"A visit to the Holy Land — it's a lifetime experience [for believers]," says Michaeli passionately. "It is part of their being." If potential Holy Land visitors think that sounds rather like a spiritual experience, they are, according to Michaeli, understanding the trip correctly. In the mind of the Ministry of Tourism team, the NRB conference will not only be a professional meeting, but also a spiritual one. Such a trip, in Michaeli's words, will be "a pilgrimage to their roots, to the Source of their faith."

The impact of such a trip on ministry was articulated in practical terms by Jay Strack during the Israel Ministry of Tourism breakfast at NRB 96. Strack, who holds the distinction of having visited Israel some 20 times, testified that in the Holy Land believers find they are "part of something eternal."

From a pragmatic, ministry-benefiting standpoint, Strack said a visit to Israel offers inspiration and refreshment, insights, illustrations, and the opportunity to make an investment in the lives of others.

NRB's first official non-domestic conference deliberately coincides with the year-long Jerusalem 3000 celebration, which marks the 3000th anniversary of the city's founding. Ministry of Tourism public relations director Barbara Bahny says the city is ready for its extra visitors, noting that hotel rooms have been set aside for attendees to the conference and that the Convention Center has undergone a "major expansion."

Bahny stresses, however, that the preparations are not permitted to "overwhelm or overtake" the city's atmosphere. "Particularly in Jerusalem, there are very specific laws regarding building — that it should be in the character of the Jerusalem stone, that it should be a particular space from the Old City. It's very strict."

Bahny noted that as construction was being done on the Convention Center's main hall, architects discovered an ancient Roman garrison, which they subsequently incorporated into the new structure.

Beyond answering potential visitors' questions about the city's capacity for increased tourism, the Ministry of Tourism is also prepared to address two other common concerns: money and safety.

Economically speaking, Bahny says the idea that attending the conference presents a formidable cost is erroneous. "Actually, I believe that the cost of such a package is quite comparable to any convention right here in the States," she contends.

And frequent Holy Land pilgrim Pat Boone addressed the safety issue himself at the NRB 96 Israel breakfast. "I never feel more safe than I do in Israel," the entertainer declared. "I know God's hand is on us."

If there is another block preventing Christians from visiting the land of their roots, it is perhaps that Israel as a place seems an unreality. "It's almost like Israel is a place in heaven, not a practical, real place for people to visit," Bahny surmises. To the end of making Israel real, the Ministry of Tourism created the "Walk Today Where Jesus Walked" exhibit, which made a stop at NRB 96.

"I think with this exhibit what we're accomplishing is that people get a taste of Israel as an actual place, not [just] a place in the mind. This makes it a reality," Bahny notes.

Michaeli says he does not worry that the interactive traveling exhibit will itself satisfy potential pilgrims' desires to visit the Holy Land; rather, he believes the emotional response the exhibit is designed to illicit should heighten their awareness. "We want to make people aware of what they know, to feel what they know." The exhibit "wakes their appetites to visit the Holy Land," Michaeli adds.

In seeking further ways to awaken such appetites, the Ministry of Tourism recently applauded the formation of the Israel-Christian Advisory Committee (ICAC), which was announced at NRB 96.

— Elizabeth J. Spencer is a free-lance writer living near Battle Creek, Mich.

remainder of her address from the floor, roaming from table to table with purpose.

Finally standing on a chair, she challenged the audience to stand for what they knew to be truth, never compromising though it was painful to self or displeasing to others.

Author's message concluded with her plea, "I have a burden. It's a burden for God, because I know His heart is broken because of our

adulterous ways. Look into your hearts, precious ones. Are we serving lesser gods? We need to say with Micaiah, 'As the Lord lives, what My God says, that will I speak,' (v. 13)."

Concluding the luncheon, Vonette Bright came to the lectern and offered the closing prayer, asking God to gift the women in attendance with boldness to stand for truth, regardless of cost.

Anniversary Banquet

As in years past, the Anniversary Banquet crowned the convention by providing a finale of spiritual, professional, and political encouragement. Emceed by NRB chair Robert Straton of Walter Bennett Communications in Fort Washington, Pa., the Sagamore Ballroom event was sponsored by Concerned

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RUNNING THE . . .

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Women for America, based in Washington, D.C.

The banquet was electrified, from the opening prayer for clemency and forgiveness for a sinful nation by John Ankerberg, host of *The John Ankerberg Show* in Chattanooga, Tenn., to the closing chorus led by recording artist Larnelle Harris of the Benson Music Group in Nashville, Tenn.

Straton began the event by intro-

ducing the dinner musicians: Steinway concert artist Larry Dalton and his orchestra. Many of the 1175 attendees paused in mid-meal to bask in the beautifully arranged worship music.

After the dinner of salad, baked potato, filet mignon, grilled chicken breast with dijon shallot sauce, carrots, and baked Alaska, Bill Bright made a plea for the Eugene R. Bertermann Legal Defense Fund. "The NRB is the most important event held in this country. Religious broadcasters are communicating the

Gospel of hope to 40 million people each week.

"One of the chief enemies of religious broadcasting has a fund of \$25 million," Bright continued. "The board of directors wants more than \$250,000 in the Legal Defense Fund." Bright went on to reveal that Campus Crusade was giving \$10,000 to the fund, challenging other organizations to do the same.

Straton then called the executive committee to the stage and asked Rogers to conduct the installation of the 1996 NRB officers.

Garage Talk: Comments From Exhibitors

"This is the third year we've done this show. Products that Avid represents are all based on digital non-linear editing, commercial playback, fiber optic networking of video within a broadcast facility. The interesting thing for us at the show is that quite a few of the people in the show are our customers. We support an industry that supports our product and we've always received a great response from this group. This is an exceptional investment for us." — Michael Matras, Avid Technology, Inc., Tewksbury, Mass.

"We've enjoyed the fellowship and getting to know the people. One of the nicest things about exhibiting at NRB is that you get to know all these wonderful Christian broadcasters that you would never have a chance to meet." — Julie de Aryan, Quentin Road Bible Hour, Lake Zurich, Ill.

"I think one of the highlights of the convention is networking with people you work with all year long, actually seeing them face-to-face, talking with them about their needs, and finding out how our books can fit their needs. This an important part of every convention for me." — Jeanne Mikkelson, Bethany House Publishers, Minneapolis

"This is our first convention and it's been great. The electricity is really good and we've been able to make friends and pray with a lot of folks. Actually what we're doing is blessing their ministries. In doing that, we feel that if you give, it shall be given unto you. Blessing each other is what this is all about. Business is fine, but I think the number one thing is ministry and that's why we're here. It's been fantastic!" — Joseph Ruiz, WYSIWYG, San Francisco

"The convention has been very beneficial. I've made some wonderful contacts. I came for information; I didn't come to sell anything and ran into the right people at the right time. This is Discovery

Music's first time to exhibit. It's exceeded my expectations. I'm encouraged by the spirit of cooperation that I sense and the desire to get the Word out together." — Brian M. Felten, Discovery Music and Radio Bible Class, Grand Rapids, Mich.

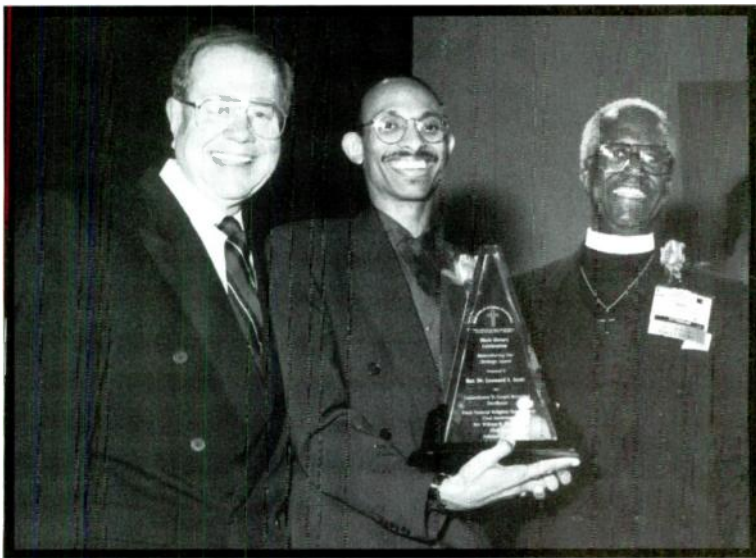
"I think it's great. It's well organized and everyone is so kind. There is a genuinely happy group of people. It's very educational and a good networking situation. We work with a few of the larger religious labels. It's definitely been beneficial and we're looking forward to next year." — Bradley A. Cates, World Media Group, Inc., Indianapolis

"We've been around since the late 1950s, but not too many people know about us. We are donor-sponsored, so we're looking to get our name out and promote awareness. I believe this is really going to help us. We're making some contacts with local stations that I believe will benefit us in the long run. We've found that stations are looking for Christian endeavors to promote." — Debbie Edgeworth, National Teen Challenge, Springfield, Mo.

"We've made some great contacts, had great response to our product, and have promoted ourselves to radio stations. I think primarily making contacts in the Christian industry is the most positive aspect of exhibiting." — Christine L. Krueger, Nest Entertainment, Inc., Irving, Texas

"I'm one of the new kids on the block and I must say NRB is on the cutting edge and creating awareness on both sides of the fence. It is exciting to see Christians join together to spread the Gospel in a professional, top notch way. The [older generation] is spawning a generation of people to continue the vision. I am so proud to merely be a part!"

— Jeannine McKay, co-host of *Point of View*, Dallas



Top left. Leonard Scott receives a Remembering Our Heritage Award at BNRB's Black History Music Celebration Concert. (Left to right) Brandt Gustavson, Scott, and William Thompson.

Top right. Ed Atsinger presents a stirring political update from NRB's Music License Committee at the board of directors meeting.

Bottom. Melvin Rivera presents awards at the HNRB Banquet. (Left to right) Rivera, Luis Vazquez, and Ephraim Rivera.

Three new officers were recognized: Michael Glenn, vice president of NRB; Jon Campbell, second vice chair; and Mike Trout, treasurer.

Rogers charged the officers, "Do you believe God placed you here? Will you fulfill those duties? Will you finish the course? Be faithful to the fight, to the faith, and to the finish."

The three Religious Broadcasting Hall of Fame award presentations came next on the agenda. M.R. De Haan of Radio Bible Class, Grand Rapids, Mich., whose award was accepted by grandson Rick of the same organization, was honored posthumously.

The second honoree, Billy Graham music director Cliff Barrows, sent his regrets via ministry president John Corts, who accepted

the award. Barrows' absence resulted from his involvement with the Billy Graham *World Television Series* training.

The third award went to Bev Shea, who thrilled the audience with his performance.

Following the Hall of Fame awards, Beverly LaHaye of Concerned Women for America introduced a video presentation of the organization.

Straton returned to the lectern, welcoming the music group GLAD/Light Records. The musicians performed a crowd-pleasing *cappella* set including, "This Is My Father's World," "For the Beauty of the Earth," "The Solid Rock," and "A Mighty Fortress Is Our God," receiving a standing ovation for the latter.

Smiling broadly, Straton then

presented the group with a pleasant surprise: a plaque from Light Records in recognition of GLAD's first number one hit in the ensemble's 23-year history, "Faith Makes."

The chairman then introduced the keynote speaker. As the words "Dan Quayle" left Straton's mouth, the audience rose and responded with powerful applause. Remarking on the warm reception, Quayle said, "With that kind of welcome, maybe I ought to reconsider my decision (to not run for the presidency in 1996)!"

"What a wonderful evening. The music, the words, and especially the Hall of Fame awards. George Beverly Shea, 87 and still going strong, God bless you!"

"As broadcasters, you carry huge responsibilities. In a time when so many degrading messages are offered to our children, I thank you for giving light," Quayle said.

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The former vice president said he recently read an article, "Quayle Was Right," about family values (recalling his *Murphy Brown* battle). He charged, "Despite our vast material wealth, something seems to be missing in our culture," saying that the answer to this damaged culture is found in strong families.

Quayle continued promoting home life by giving five factors for functional families: 1) respect, 2) discipline, 3) education, 4) moderated television, and 5) faith.

"Whose job is it to rebuild and rescue our nation? Ours. What we need in America are more charitable religious programs that work. I will

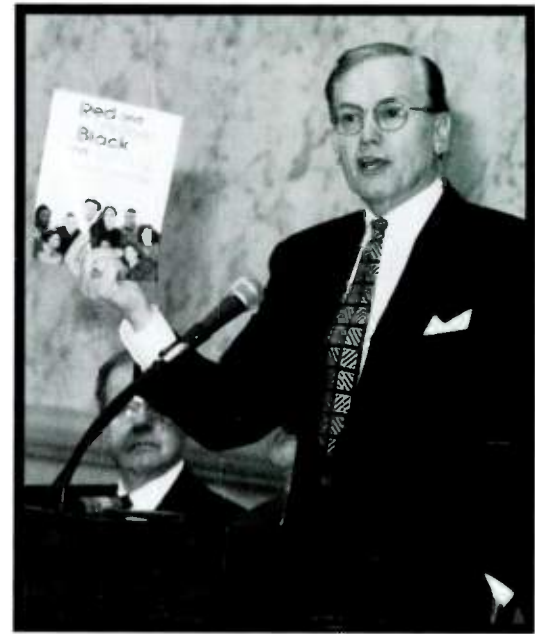
Don Argue shows the board of directors a copy of National Association of Evangelicals' racial reconciliation material.

remind you that the Constitution was written to protect religion from government, not government from religion," the former vice president announced to great applause.

Concluding his remarks, Quayle emphasized, "You are friends of truth. Keep telling the truth. Our country needs to hear it." Receiving another standing ovation, Quayle smiled, waved, and returned to his seat.

Once more at the lectern, Straton invited Gustavson to the mic to give a few final remarks.

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Hispanic Broadcasters in the Race

"When we didn't have the money to do our best, God opened doors." Hispanic 700 Club host Danny De Leon said, communicating encouragement and hope to Hispanics attending the HNRB annual banquet at NRB 96.

HNRB began in 1980 after Hispanic members of NRB asked to have their own organization to focus on the interests of Hispanic broadcasters. COICOM (*Confederacion Iberoamericana de Comunicadores y Medios Cristianos*), a communications group in Latin America committed to seeing the Gospel disseminated throughout the media, began in 1992 with the help of Jose Reyes of La Voz de Salvacion in Cleveland, Tenn., and former president of HNRB. A Spanish Caribbean chapter started up in 1989.

The organization has many goals: to increase participation of Hispanics in NRB and its annual convention (approximately 150 Hispanics participated in NRB 96); to create fellowship and networking between Hispanic broadcasters; to develop the Hispanic Christian media; to improve the quality of Hispanic radio and television programs; and to encourage Hispanic ownership of stations, such as Radio Vision Cristiana (RVC) in New York.

HNRB honored RVC during the banquet for outstanding service — raising \$4 million during 1995 to help pay for its station in New York. By NRB 97, the station should be completely paid for.

NRB 96 featured several programs for Hispanics, including educational sessions and a Hispanic Vision program which allowed each ministry five minutes for a presentation.

Fifteen Hispanic radio stations exist in the United States to reach 30 million Hispanics, as noted in the book "The Hispanics in the United States," by Reyes. Ten of those stations are in Texas.

De Leon's message at the banquet focused on being positive, depending on God, and being grateful to God. He said many Hispanics had a "battlefield" way of thinking and need to "get out of that thinking and be happy with [their] situation as it is."

Incorporating the NRB 96 theme of "Running the Race," De Leon said, "The closer to the finish line, the harder it gets. We need to run the race well. In order to do this, we shouldn't let human interests or desires get in the way of God."

De Leon encouraged broadcasters to "stop complaining. Give thanks. Then you will think less of self and see more of God . . . then you can continue running the race. You will always have problems, but you will have the strength."

Commenting on De Leon's message, HNRB chair Melvin Rivera said, "He gave a challenge for us. Broadcasters minister to others. He ministered to us in key areas that have not been ministered to before. He gave us areas of concern to pay close attention to — ethical, moral, and Christian aspects of leadership style. [De Leon gives] hope for the Hispanic because he came from the barrio to be a success." Rivera continued.

Rivera encouraged broadcasters to "participate in the regional events to receive information. [HNRB] is open to any ministries with an interest in doing Hispanic ministry."

HNRB is poised for growth, with plans to publish a newsletter for its members, hosting a breakfast in Los Angeles during July, and meeting on August 23 and 24 in New York City.

— Carrie Wolff is a student at Toccoa Falls (Ga.) College and served as a volunteer in the News Media Center at NRB 96.

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RUNNING THE . . .

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with finances, 12 with television, and 12 with radio. With a selection of ten or 11 sessions per time slot, registrants had difficult choices to make.

Those organizations sending many delegates benefited the most from the diverse offerings; some attendees who were sole representatives sampled more than one session per slot, sitting near the back of rooms and slipping out the doors, certainly missing some important elements.

Exposition Ribbon Cutting

A crowd of 200 or so gathered around the glossy red ribbon, waiting to see it flutter to the ground so they could gain access to the popular annual NRB exposition.

Michael Glenn welcomed the crowd and introduced Robert Straton for opening remarks. The chairman told the cluster how great an opportunity lay behind the ribbon, encouraging attendees to take advantage of the 200 exhibits.

Straton then introduced Susan Howard, who mentioned that being at NRB 96 and seeing the friendly faces reminded her of how God said Christians are to be like stars, shining brightly for all to see His glory. Encouraging the attendees to be tender to one another, she stepped aside as Gustavson approached the mic to give the benediction.

The president's eloquent prayer thanked the Lord for the grand opportunity of the exposition and for the service, equipment, and wherewithal to see and acquire the things needed for His work. Gustavson closed by asking the Lord to bless His broadcasts so that many would find the Savior.

Oversized scissors in hand, Howard tried to cut the ribbon, which proved uncooperative. On her second attempt, the men helped by holding the ribbon taut and Howard sliced neatly through, laughing as the freed ends drifted down.

As the ribbon touched the floor, Glenn announced, "The exhibits are now officially open. Welcome!"

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Top. Patrons network and relax at Campus Crusade for Christ's Media Cafe in the expo hall.

Right. Taught by professionals, more than 40 educational sessions provide learning and networking opportunities.

Bottom. Ashton Hardy moderates a panel of First Amendment specialists in the Religious Freedom in America educational session. The attorneys are (left to right): Samuel B. Casey, Matthew Staver, Scott Thomas, and Jay Sekulow.



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The Track

When the doors opened, the first curious few were treated to something unusual. Not a spectator, NRB's own Bahner had found a temporary position with the Salvation Army, ringing a bell by the exhibitor's signature hanging red bucket filled with hard candies.

The expo, with wide aisles and roomy displays, caused a few gasps from the attendees by its size and organization. Hanging banners with a formula car emblazoned in the familiar aqua, purple, and white made identifying the aisle numbers as easy as looking up. Complementary and comfortable carpet floor welcomed tired feet while many sitting areas welcomed tired bodies.

Beverages were popular on the floor with soft drinks from KMA's booth and Campus Crusade's media cafe. Coffee and cappuccino remained favorites from LeSEA Broadcasting and the USA Radio Network. And of course, Super Station 55 (WACX-TV/Orlando, Fla.) was there with its traditional silver orange juice dispenser.

An unusual display by Cornerstone TeleVision featured four cook-

ing demonstrations by Arlene Williams, host of *At Home With Arlene*.

Rookies

NRB 96 marked the initial appearance of many new exhibitors. Nutrition experts and radio program producers Bee-Alive of Valley Cottage, N.Y., displayed an airy, colorful booth with huge photos, while Cedar Supreme, Inc., of Gallatin, Tenn., exhibited cedar Bible holders for the home, prayer request boxes for churches, and other decorative containers.

First-time exhibitors Christian WYSIWYG Network of San Francisco and Toronto (Canada) Airport Vineyard ministered to attendees through prayer, seeking to encourage the religious broadcasting industry.

Warmer Weather

Despite Indy's frigid weather, the NRB 96 race took registrants through a nearly obstacle-free course of encouragement, education, and excitement, priming attendees for NRB 97 — and the warmer weather of Anaheim, Calif.

Christine Pryor is features editor for *Religious Broadcasting*.

Black History Celebration Concert

A sizable crowd gathered in the Sagamore Ballroom on Sunday afternoon to honor and bear witness to the vast contribution to music of Leonard Scott, founder of Tyscot Records in Indianapolis.

Bringing his signature kindness to the mic, William Thompson opened the concert with a greeting. The host for the event was Dwight Green of Faith for Living in Norfolk, Va.

Outstanding music and special worship choreography lifted the spirits of the attendees and bestowed great honor upon

Scott, who said he was blessed by the celebration's outpouring.

All the artists who performed at the concert represented Tyscot Records: Clayton Johnson, Derrick Brinkley, Rodnie Bryant & CCMC, Indy Youth (Jesus Gang), Garment of Praise, Ron Summers & Nu Revelation, The Shepherds, The Voices of Unity, Ronnie Diamond, Derek Hubbard & Diane Miller, Dan Willis & POC, a 300-voice citywide choir from Indianapolis, and guest artist John P. Kee & New Life (also with Verity).

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Dallas

Patricia Simmons
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Tulsa, Okla.

Amos Dodge
Capital Church
McLean, Va.

Barry Clingan
Crossgates Baptist Church
Brandon, Miss.

David C. Gibbs III
Defender of the Faith
Seminole, Fla.

Keith L. Sholl
Design for Destiny Ministry, Inc.
Columbus, Ohio

Dan Betzer
First Assembly of God
Fort Myers, Fla.

Gary Wabshaw
First Federated Church
Des Moines, Iowa

Ethel Huff
Good News Outreach "GO" Inc.
London, Ky.

Dennis Worden
INJOY
El Cajon, Calif.

T. Burt Perrault
Perrault/Brentwood
Nashville, Tenn.

Mark S. Witt
Teen Quest
Mount Pleasant, Pa.

Doug Stringer
Turning Point Ministries
Houston

Wayne Hammond
Victory Christian Center
Charlotte, N.C.

Robert C. Kellogg
Straight Path Productions
Aurora, Colo.

Darrell Frazier
World Radio
West Monroe, La.

Group Associate Members
Preston Wines Jr.
Cecil D. Hylton Memorial Chapel
Woodbridge, Va.

Robert A. Hinkle
Christian Action Network
Forest, Va.

Kent R. Hunter
The Church Doctor
Coronna, Ind.

Blanca D. Valedon
International Center of Praise
Miami

Paul Brafford
IPHC Ministries/RDC
Bethany, Okla.

Glen Peters
Panmedia Entertainment
Vancouver, British Columbia

Charles H. Wolfe
Restore the Republic
Chesapeake, Va.

Philip Tyson
Samaritan Radio Network
Villa Rica, Ga.

Steven Lambert
Steve Lambert Ministries
Jupiter, Fla.

Jon F. Stemkoski
Stone Ministries, Inc.
Visalia, Calif.

Richard L. Adkins
World Gospel Mission
Indianapolis

Individual Associate Members
Jeffrey P. Anderson
Virginia Beach, Va.

Jacqueline Castine
Troy, Mich.

William C. Ellis
Scott Depot, W.Va.

Stuart P. Johnson
Wheaton, Ill.

Karl J. Kuhn
Haymarket, Va.

WASHINGTON WATCH

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cepted only after commission has denied an incumbent's renewal application. (The other means of challenging a renewal — filing a petition to deny alleging violations of FCC rules or similar deficiencies — remains in place.)

For broadcasters, as well as essentially all other providers of electronic communications service, the Act is unquestionably a watershed event. Only time may tell whether this massive legislation will succeed as well as its 1934 predecessor. But given the rapid pace of advancing communications technology, a law whose twin objectives are increased competition and lessened government regulation would appear to be the right solution at the right time.^{RB}

NRB E-Mail Addresses

MANASSAS, Va. — Each department of National Religious Broadcasters (NRB) now has e-mail addresses available. For administrative matters, contact vice president Michael Glenn at mglenn@nrb.com.

To send messages concerning media relations, the *Directory of Religious Media*, and *Religious Broadcasting*, contact managing editor Sarah E. Smith at ssmith@nrb.com. For information related to the convention, contact conventions manager David Keith at dkeith@nrb.com.

For accounts receivable or other financial questions, contact finance director Mike Kisha at mkisha@nrb.com. For membership information, contact membership director Pat Mahoney at pmahoney@nrb.com.

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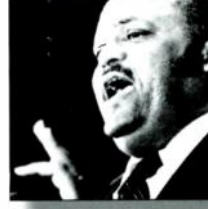
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Gary Collins
Emmy Award winning actor and talk show host. His active involvement with world hunger relief organizations has earned him the reputation of being a strong voice for fund-raising endeavors.



Lt. Col. Oliver L. North
Former Reagan administration, National Security Council official. Author of *Under Fire - An American Story*.



Mary Ann Mobley
Former Miss America, her greatest boast in Hollywood is that they (she and husband Gary Collins) have had the same telephone number, the same house, and the same marriage for 28 years.



Peter Marshall
Author of the best-selling *The Light and the Glory*, he articulated the faith and spiritual legacy of America's Founding Fathers.



Art Linkletter
A best-selling author, *Kids Say The Darndest Things*, an Emmy and Grammy award-winning TV and radio personality, and a household name for more than sixty years.



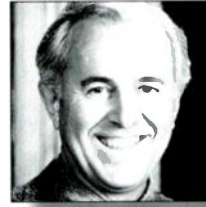
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Donna Douglas
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America's only network reporter on religious issues (*World News Tonight With Peter Jennings*).



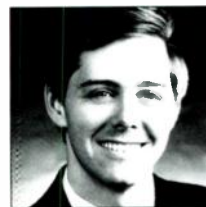
Gary Smalley
Seen on nationally televised program with Frank and Kathy Lee Gifford, he is a leading authority on the family.



Dave Johnson
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Pat Williams
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Dr. Ralph E. Reed, Jr.
One of the most sought-after spokespersons in the nation. Dr. Reed is the brightest star on the conservative horizon. Author of *Politically Incorrect*, he serves as Executive Director of the Christian Coalition.



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AIRWAVE NEWS

BOONE, N.C. — The Reach Satellite Network has added several new affiliates to its "Solid Gospel" format: WMTA-AM/Central City, Ky.; WBXR-AM/Fayetteville, Tenn.; WJEC-FM/Vernon, Ala.; KTPA-AM/Prescott, Ark.; WIOK-FM/Falmouth, Ky.; and WKLY-FM/Fairfield, Ohio.

COLORADO SPRINGS, Colo. — Promise Keepers (PK) will launch a new one-hour weekly radio program called *Promise Keepers This Week*, tentatively scheduled for a May 18 national debut. The show will highlight stories of men whose lives were impacted by PK and will include conference messages, reports from Bill McCartney and Randy Phillips, PK ministry information, and conference updates.

BEVERLY HILLS, Calif. — *The Greatest Story Ever Told*, the famous half-hour radio program series about the life and times of Jesus Christ, originally sponsored by Goodyear Tire and Rubber Company, is returning to the religious radio airwaves in the United States and Canada. The program debuted on ABC in 1947 and aired each Sunday evening until 1956.

FALLS CHURCH, Va. — Mark Ward of WFX-AM/Washington, D.C., is the speaker for *The Word Works!*, a new 90-second daily syndicated program which debuted in February. The show features true stories of people around the world who have received Christ by reading Gospel literature in their own language.

COLORADO SPRINGS, Colo. — The Word In Music Satellite Network has added WBYO-FM/Sellersville, Pa., to its adult hit format.

NASHVILLE, Tenn. — As of March 2, recording artist Gary Chapman is the new host of the nationally syndicated radio program *The CCM Countdown*. The weekly, show features special music, guests, and interviews along with a countdown of the top 30 songs of the week from *The CCM Update* adult contemporary airplay chart.

SILOAM SPRINGS, Ark. — KLRC-FM/Siloam Springs, owned and operated by John Brown University, has recently begun broadcasting 24 hours a day. The station has signed up with the Morningstar Radio Network for overnight periods.

FORT MYERS, Fla. — In January, WSOR-FM/Fort Myers-Naples celebrated 25 years of broadcasting.

VIRGINIA BEACH, Va. — For the first time in its 30-year history, *The 700 Club* is now airing a Sunday version (*700 Club Sundays*) in nine U.S. markets and via The Inspirational Network. Co-hosted by Ben Kinchlow and Terry Meeuwesen, the 30-minute program features life issues.

AWARDS

OKLAHOMA CITY, Okla. — KNLT-FM/Oklahoma City's Reid Mullins snagged a 1995 regional National Bronze Medal ADDY Award for the "Carl The Cash Register"

advertising series. The ADDY is awarded for excellence in commercial advertising.

OKLAHOMA CITY, Okla. — KQCV-AM/Oklahoma City received the 1995 Focus on the Family Station of the Year award for its community involvement.

INTERNET INFORMATION

GRAND RAPIDS, Mich. — The Children's Sonshine Network can now be found on the Internet in conjunction with the Gospel Communications Internet Network at <http://www.gospelcom.net/csn>. Providing a sampling of full-time Christian radio, the site offers affiliate and programming information.

WASHINGTON, D.C. — In January, WorldSpace Corporation debuted a prototype of its direct-to-person digital audio-visual broadcasting technology over the Internet at <http://www.worldspace.com>. The actual service will be launched in 1998.

NEWS BITES

SANTA CLARA, Calif. — TFT, Inc., a leader in Emergency Broadcast System technology since 1975, has been granted type certification of its new Emergency Alert

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To advertise in *Religious Broadcasting*, contact Dick Reynolds at (704) 393-0602.

38th Annual Grammy Awards Gospel Winners

- Best Rock Gospel Album — *Lesson of Love* by Ashley Cleveland
- Best Pop-Contemporary Gospel Album — *I'll Lead You Home* by Michael W. Smith
- Best Southern Gospel, Country Gospel, or Bluegrass Gospel Album — *Amazing Grace — A Country Salute to Gospel* by various artists
- Best Traditional Soul Gospel Album — *Shirley Caesar Live ... He Will Come* by Shirley Caesar
- Best Contemporary Soul Gospel Album — *Alone in His Presence* by CeCe Winans
- Best Gospel Album by a Choir or Chorus — *Praise Him ... Live!* by Rev. Milton Brunson and the Thompson Community Singers

The Grammy Awards were held February 28 in Los Angeles.

System (EAS) 911 EAS Encoder/Decoder by the Federal Communications Commission (FCC). In December 1994, the FCC adopted a new digital EAS, pioneered by TFT and tested with the FCC in Denver and Baltimore prior to its adoption.

RIVER FOREST, Ill. — Silent Word Media Resources is celebrating its tenth anniversary this month. Silent Word was founded to bring accessible Christian media to all people, especially those who are deaf or hearing impaired, via a monthly television show airing on cable access channels. Today, a Deaf Ministry Resource Center and Videotape Production and Captioning Divisions have been added to better fulfill its purpose.

PEOPLE

BRENTWOOD, Tenn. — James Riley has been named national radio promoter for Brentwood Music. Riley works with the company's various labels, including Essential Records, Ransom Records, and Brentwood Records.

ORLANDO, Fla. — Jim Naugle is now director of advertising for Christian Duplications International, Inc. Naugle, formerly art director for Laser Institute of America, oversees Christian advertising for the company and Christian Video International, Inc., as well as being responsible for advertising and public relations.

COLORADO SPRINGS, Colo. — Linda Tiernan has joined BVI Marking as a partner and vice president. Tiernan was previously general manager of KBIQ-FM/Colorado Springs and national sales director for The Word In Music Satellite Network.

BRENTWOOD, Tenn. — Billy Ray Hearn, president of Sparrow Communications Group, has been named president and CEO of EMI Christian Music Group. Hearn will continue to function as chairman of the Group, working closely with the leadership team in crafting long-term vision and strategy.

Peter York, senior vice president of Sparrow, has been named president of the label. In his new position, York heads the world's leading contemporary Christian music label, according to *Billboard* magazine (1993-95).

MOBILE, Ala. — In January, publicist Annemarie Bambino resigned from her position with Integrity Music after five years as the company's public relations contact. Bambino, who moved to Clermont, Fla., to plan her May wedding, plans to continue her career as a freelance writer and public relations consultant.

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Digital Generation System

At a staff meeting this past summer I made the comment that the day is coming when we will receive new song releases from record companies directly to our computer hard drive. After all, that is the way we already receive programs like *Focus On The Family* and *Insight for Living*.

A couple of months later I discovered that day is here for many stations. In September, over 600 country format radio stations across the United States received the new single "On My Own" by Reba McEntire on a DG system. The Digital Generation System utilizes satellite and terrestrial communications for the transfer of information, print and audio, across town and the nation.

Just over ten years ago, at a staff meeting planning the construction of new studios for WMHK-FM/Columbia, S.C., my equipment list included a CD player. What was presented as visionary at the time now seems short-sighted to have included only one.

When we finally began using the player we had only a half-dozen compact discs and for awhile would announce a song as coming from this new item. Looking at developing technology which will affect us over the next ten years can be frightening or exciting depending on perspective and preparation. As we take a look at major areas of impact, consider how your ministry will be affected and consider ways to make the change positive.

Cable television has been around for years, providing additional choices for viewers. The satellite systems like Primestar and DIRECTV have quadrupled the selections available. Even though there were technological advances for radio, for a growing number of stations the delivery of programming is much the same as it has been. Significant change is just a few years away with digital audio broadcasting (DAB) and the satellite delivery of radio service to a new class of mobile, portable, and fixed receivers.

There are many issues to be resolved before these systems are functional, i.e., should radio via satellite (DBS-R) be subscription-based so that it will not compete with terrestrial radio for national advertising dollars? Federal Communications Commission (FCC) rulemaking on DBS-R could come within the next year and it will take three to five years before service can begin.

Conventional radio stations need to emphasize services indispensable to local communities. DBS-R will not be able to duplicate the personal identification with your listeners.

Seven systems are undergoing tests for DAB service; there are many items under consideration not only technically, but also in the implementation process. One critical issue for resolution is whether terrestrial DAB is a replacement or expansion service for broadcasters.

Current license holders under DAB will likely be able to use their existing spectrum for expanded service. Those with successful duopolies often have a greater satisfaction among their constituency by utilizing multiple formats. Computerized equipment helps in the expansion with little increase in personnel.

Subcarriers have long been used to broadcast background music services for department stores, offices, and elevators. I received an interesting proposal for use of ours here in western Kansas. An aerial applicator (crop duster) explained how a newly developed system utilizes an FM subcarrier in assisting pilots in accurate spraying.

A more profitable usage is going to be on the information super highway. Wireless services through FM radio will revolutionize data distribution. Think about having 20,000 subscribers at \$50 a month. Just as in the background music systems, there will be more and more companies approaching FM stations regarding a subcarrier lease agreement. Perhaps your lease agreement could include a section on the data network for a



Don Hughes is currently general manager of KJIL-FM/Meade, Kan. In his 20 years in Christian broadcasting, he had a key role in putting three stations on the air: WMHK-FM/Columbia, S.C., WGRC-FM/Lewisburg, Pa., and KJIL.

new avenue of ministry.

Another revenue enhancement resource is now available through more targeted methods of fund raising. Most non-profit organizations in the past have simply sought to build their constituency mailing list for fund-raising letters. The program was a one-letter-fits-all mentality.

Donor tracking software can help you look at the giving patterns of individuals for a targeted approach for gaining much needed donations. There are others, but KMS Software in Dallas has an excellent new system called Donor ResponseAbility.

These are but a few of the things we face in radio broadcasting. Perhaps there are others that have not been dreamed. As I have told my board of directors, either you grow or you die.

Ice hockey great Wayne Gretsky described his philosophy for success as skating to where the puck is going and not to where it has already been. We need to be key players in changes brought about by swiftly growing technology or we will find ourselves moving over for those who are. The command to be a Christian witness — salt and light [Matthew 5:13-16] — applies in trying to maintain pace with the needs of a changing technological society. ^{RB}

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Music: Vehicle, Catalyst, Medium?

Music is capable of stirring the heart, touching the soul, and meeting a need — it is the vehicle most used to convey a passion. Shakespeare said, “If music be the food of love, play on.” Even the most captivating pieces of prose or poetry are often left incomplete until translated into a song.

Take George Bernard Shaw’s *Pygmalion*: it became the musical *My Fair Lady*. Even Emily Bronte’s *Wuthering Heights* will become *Heathcliff* later this year when legendary pop star (and Christian statesman) Cliff Richard performs it in British stadiums.

The Psalmist knew the value of music when he composed the strains and lyrics of some of the most dynamic literature left to the world in the Old Testament. Psalm 92:1 reads, “It is a good thing to give thanks unto the Lord, and to sing praises to Thy name, O Most High.”

After the triumphs of battle, the Israelites of the Old Testament would spontaneously erupt into song and dance in praise of their Deliverer [Exodus 15:1-18]. When King Saul was troubled by a distressing spirit, the young shepherd-psalmist David would be called on to soothe, comfort, and lift the spirit with an instrumental number, possibly with some occasional lyrics added [I Samuel 16:23]. And later when he was king, David chose a choir to sing in the temple, under the direction of Asaph and accompanied by several instrumentalists [I Chronicles 16:4-42].

All the Levites who were singers continued in this tradition throughout David’s reign [II Chronicles 5:12]. Psalm 150 is filled with the types of instruments to be used in praise and worship.

The 15 Psalms (120-134) are known as the “Songs of Ascents.” According to Welsh Bible teacher Selwyn Hughes, they “are thought by scholars to have been sung by Hebrew pilgrims as they made their way up to Jerusalem to attend the three great festivals of worship — the

feasts of Passover, Pentecost, and Tabernacles. We know from the Gospel of Luke that our Lord at the age of 12 “went up” to Jerusalem for the Feast of Passover [Luke 2:41-42]. Traditionally, He probably sang as He ascended.

This month the Gospel Music Association (GMA) meets again to celebrate another year of traditional gospel, contemporary Christian, and inspirational music along with other types. While it honors writers, vocalists, and bands with the Dove Awards, the GMA also reminds us that while music is an outstanding vehicle to convey a mood and a message, it is still only the catalyst.

Music points to two nobler ends — uplifting the name of Jesus Christ and acting as a tool to capture the hearts of people to move towards Him in the idiom which they understand best.

Not only in America but around the world music has been used as that catalyst in concert settings. In South Africa, we have been grateful to those Christian artists associated with GMA in the United States, who have recognized that there are audiences beyond the usual boundaries. They have toured internationally and discovered that their brand of music has captured the hearts of different cultures. Through sales of their records, they have become somewhat known, but a tour to a given country has cemented their following and endeared them to the people.

Ultimately, it is the message they proclaim in whatever musical genre that lasts and is remembered. Some tours to South Africa hosted and promoted by Go-Tell Communications have had an evangelistic focus while others have stimulated missionary awareness. Even if it can be regarded only as “Christian entertainment,” there is a place for it among Christians starved of anointed talent and professional quality of presentation.

Has it made Western music the only acceptable genre? Not at all. It in fact stimulates and challenges lo-

Keith Strugnell is executive director of Go-Tell Communications in South Africa and regional director, Africa, for the Christian Broadcasting Network. He is also a member of NRB’s International Advisory Committee.

cal musicians to know that their own ethnic musical base can be developed and presented in a culturally contextual way.

Local musicians like Trevor Samson, Willie Joubert, Danie Botha, and Jan De Wet have considerable support when they do concerts at home and the likes of Ladysmith Black Mambaso are well known through their recordings with Paul Simon, though none can draw the crowds of a well known international artist and band.

In recent years, Ray Boltz, Steven Curtis Chapman, Larnelle Harris, Carman, William Harness, Don Francisco, DC Talk, Lisa Bevil, Pam Thum, Margaret Becker, and Scott Wesley Brown have all made an impact on audiences in South Africa. This July Steve Green and his band will be performing several concerts en route to joining his fellow members of the Young Messiah cast in Israel for their farewell concert.

The world has had various uses for its music to influence society, and huge efforts like Band-Aid have helped raise mega-bucks for victims of tragedies like Somalia or diseases like AIDS. Some Christian musicians have also gotten behind social programs such as those run by Christian agencies like Compassion International, World Vision, Promise Keepers, Prison Fellowship, etc.

Proceeds from concerts are sometimes used to assist these agencies, while the agencies sometimes sponsor the tours by providing travel costs and deriving the spin-off benefits of

Continued on page 66

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Prospecting and Marketing Systems

Prospecting is not a matter of luck. It is not just catching a prospect who happens to be interested in buying your product or service. Nor is it a matter of getting your foot in the door and talking as fast as you can, hoping to catch their interest.

Prospecting is a science that allows you sales people to "harvest" the prospects that are ready to buy now and to "cultivate" those that aren't ready yet. Research shows that most sales are not made on the first contact. Actually, 80 percent of sales are made after the fifth contact. Unfortunately, most sales people quit after the first try. They have the "I'm ready to sell. Are you ready to buy?" syndrome.

What happens to the 80 percent of prospects that are qualified to buy your products or services but they just aren't ready now? Sales people are paid for the sales they make today and cannot afford to invest energy in a sale that may be six months to a year away.

Meanwhile, your company is losing the opportunity to sell to the 80 percent who aren't ready today. Unlike an individual sales person, your company can afford to wait another six months for a sales opportunity to mature. The question is how much is the forgotten 80 percent affecting your bottom line now? What about next quarter? Or next year?

How can your company or organization address the issue of focusing on only the low hanging fruit — the opportunities that are ripe today? You need a system that oversees the entire sales cycle. A system that introduces new prospects to your organization involves a sales person only when prospects have expressed an interest to buy now, and continues to stay in contact after the sale to insure repeat business. It does no good to attract five new clients only to have six walk out the back door due to neglect.

The current wisdom says, "If I give each of my sales people the best tools, they will become more produc-

tive." The best tools usually means an expensive computer and contacts management software. Our experience with sales organizations has proven that if a sales person won't keep up a \$50 day planner, he or she won't be more productive with a \$3000 computer! In fact, just the opposite is true. Without a plan or system a computer can add just one more layer of complication to the sales cycle.

Does this mean sales force automation is a bad idea? No, in fact, a well-designed sales and marketing automation system can increase sales and improve customer retention, if it is properly implemented.

First, the difference between sales and marketing needs to be understood. To explain the difference, a garden or farm offers the best analogy. Marketing is about preparing the soil, planting the seeds, and nurturing the fragile plants. Selling is about harvesting.

Too often we ask our sales people to find the gardens of others and harvest crops where they haven't planted. Fortunately, there is a more productive way to increase sales, a prospecting and marketing system.

It is the responsibility of marketing to identify the opportunities, organize advertising and fulfillment packages, and get the crop ready for harvest. Then, the job of sales is to go out and pick the ripe, low hanging fruit after a relationship has been cultivated.

A sales and marketing system makes it possible to effectively oversee every aspect of sales, marketing and territory management. By using the power and intelligence of a computer, a total marketing plan can be mapped out in advance. This centralized system can be managed by a single marketing coordinator or gatekeeper. And the good news is, a system solution is less expensive and more effective than individuals each managing their own marketing and prospecting efforts.

A marketing strategy is not lim-



Claudia Minster is a partner and director of creative services for Integrated Marketing, Inc. (IMI), located in St. Louis. IMI is a developer of sales, marketing, and territory management systems.

ited to business and commercial use. Marketing systems have been successfully implemented by churches, schools, non-profit organizations, and a wide range of commercial businesses. Organizations with either a sales force, staff, or a group of volunteers find that they can accomplish much more with limited resources than those without a system.

The key to developing a successful system is to always ask "What is the next step?" Then map out or flowchart all of the possibilities and program the system to generate the correspondence, fulfillment packages, and reports that can drive the fundraiser, membership drive, or marketing campaign.

This type of system emphasizes the importance of your company's values regarding your products and services and their relationship to your customers. More importantly, through the system you work at developing customers and, as a result, deserve the sales you make. Sales are no longer just check marks on a manager's chalkboard, but a testament of your organization's commitment to creating and keeping customers for life. [®]

Q & A

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Fund Raising Without Always Asking

Your Christian radio or television station probably has an annual or semi-annual fund raiser. In just a handful of days, you hope to raise your operating expenses. Perhaps you also raise funds throughout the year by direct mail appeals, special events, business underwriting, and major donor acquisition. But whether you raise it all at once or in stages, asking for money gets tiring.

Wouldn't it be nice to keep your audience mindful of your needs without constant appeals? With a little creativity and some thoughtful planning, you can.

It all starts by cultivating a relationship with your supporters. You've heard enough about it to become an expert: "Show appreciation," "Give them your gratitude," "Bless them," "Prove you care," and "Don't take them for granted." You already know that doing these things makes it easier to ask. Here are seven ways you can show appreciation while reminding your audience you need them.

1. Audience Spots. You get calls and letters every day from those who are genuinely grateful for what you do. Get their comments recorded and produce the spots. Make the effort to make them good. When they say, "That's why I support this station," it will motivate others to do the same. Then add your comments of gratitude and you'll show people how much you care.

Another variation is to record listeners reading their letters. If you can't use the actual letter writer, get permission for someone else to read it. Match a voice to the writer. If it's a teenage girl writing, get a teenage voice to record the spot. Always include remarks that express your appreciation.

2. Endorsement Letter. Every time an appeal letter or newsletter goes out the door, include an excerpt from an appreciative letter writer. Or how about sending out an occasional endorsement letter actually written by one of your supporters? "Here's

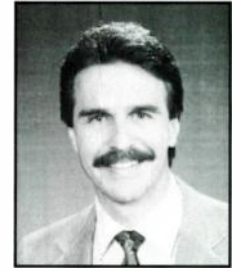
what station WXYZ means to me and the reason I support it." Their comments and subtle appeal on your behalf can go a lot further than your saying it.

3. Day Sponsor Announcements. Your day sponsors have made an extra commitment at their level of support. Now give the extra effort to show your gratitude. Don't just air an acknowledgement, make it an event. KLYT-FM/Albuquerque, N.M., invites day sponsors to come to the station and co-produce their spot. They do the works — music beds, sound effects, narration, and actualities from the day sponsor make it a recording event fun to listen to. It's a great way to thank your supporters and inspire others to get involved.

4. Stewardship Promos. Every Christian station ought to have a daily rotation of creative support reminders. But they must be positive, uplifting, and gracious. Even though there is a subtle appeal, it's more of a reminder to not take your station for granted. If you don't have the time or the talent to produce good promos, buy them. For less than \$50 a month, you can get custom spots every month. Contact Share Media and we'll put you in touch with where to get help.

5. Ministry Donor Representatives. Divide up your supporters and assign them to staff. Your staff then become representatives to your donors and their ministry needs. It works well for KSGN-FM/Riverside, Calif. Every day staff can care for a certain number of the donors assigned to them — praying for them and occasionally phoning with a quick greeting and a thank you. Or send handwritten postcards like WSOR-FM/Fort Myers, Fla., as a reminder they're being thought of. If you want a long-term donor, make them a friend first using this kind of personal contact.

6. Praise and Prayer Events. Minister to each other over the air. Do the same as KAIM-AM-FM/Honolulu or KGTS-FM/College Place, Wash.:



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

take a day or two on the air for live prayer and praise. Pre-empt everything else and invite listeners to call in with their praise reports and prayer requests. You'll be amazed at the impact your station is having when you hear the stories firsthand.

Go a step further and coordinate prayer and Bible study groups to pray for your station. Work through the local churches and their existing home groups. Make it easy for them by distributing clear information with all the specifics.

7. Receptions, Banquets, and Luncheons. Yes, you know all about these and have probably done some. So you already know then that, "If you feed them, they will come." And they will support you and believe that you appreciate them. If you do it well, you'll have the same problem as WFOF-FM/Covington, Ind. Every year at its appreciation banquet, over 500 supporters order their tickets months in advance while a couple hundred more have to be turned away. Why? Because it's a great time where people see their value to the ministry.

Whether it's a one-on-one luncheon or hundreds at a banquet, give them the best. Don't skimp. Always treat each donor like royalty with a sincere heart of appreciation. Do it every chance you get in as many ways as you can. If you do, you won't need to wear them out with continuous requests to give. When you have a need to present and you ask in a positive and gracious manner, your cup will "runneth over!" ^R_B

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Solid Gospel wants to be your partner. **Solid Gospel** can provide you with local marketing and sales assistance, co-op advertising plans and on-going tips and advice to make your station more successful. Call now to learn why almost a hundred station owners like you make **Solid Gospel** their partner in winning the game.

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The Power of a Song

Christian music is an industry which has grown by leaps and bounds over the past few years. It's so exciting to think of all the opportunities that await this marketplace. But I am still humbled when I think that for me, it all started with a song.

I was a 12-year-old boy when I went to my junior high school one night in my hometown of Alexandria, Ind., to hear Dallas Holm sing. Although I had been in church my entire life, the words to "Rise Again" made me see the cross for the first time. I was saved that night in that little farm town and I knew I wanted to become a songwriter someday.

In 1986, I moved to Nashville, Tenn., to pursue my dream. Little did I know ten years later, I would have co-written two title cuts for Holm: "Chain of Grace" and "Face of Mercy."

Before you think I'm bragging, hear me out. I say this to show how great it is that the Lord uses all of us to be a part of winning hearts and souls to His kingdom. I've seen and heard about so many people's lives that have been affected or impacted by the power of a song.

Living in Nashville, I've had the chance to become friends with many

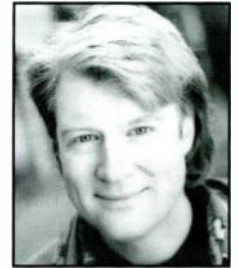
different Christian songwriters. Many of their songs have ministered to me — songs like "Not Too Far From Here" by Steve Siler and Ty Lacy and "Where There Is Faith" by Billy Simon helped me through tough times. These kinds of songs have touched so many people; it's great to be a part of a community that is able to have an impact on lives.

A song that is really special to me is "A Nice Place To Visit," which is included on my recording *A Little Bit of Faith* (see sidebar for lyrics). I co-wrote this song with my good friend Lowell Alexander. I told Lowell I wanted to write a song in memory of my father.

We wrote it about all the places we've seen (Kansas wheat fields, the mountains of Montana, and Texas rivers), while remembering that none of these places can compare to what heaven will look and be like.

Six months after we wrote that song, I was in Atlanta for the funeral of Lowell's father. Lowell came up to me with tears in his eyes and said the song had special meaning to him now. A song can even end up impacting its writers. We should never underestimate the power of a song.

I believe Christian music is go-



Jeff Silvey's song-writing credits include number one Christian radio singles for 4HIM, Dallas Holm, The Gaither Vocal Band, Aaron Jeffrey, and Ken Holloway. Silvey's debut recording, *Little Bit of Faith*, was released on Ransom Records in March.

ing to continue to grow; tours will be bigger and sales will increase dramatically. I think we are going to reach more people than we ever dreamed possible or imagined we could.

It's so exciting to think of where this industry has been and where it's going. But I think I speak for us all when I say that no matter how many units are sold, how many videos filmed, or how many concerts are given, we need to always remember that it all starts with a song. [®]

"A Nice Place To Visit"

words and music by Jeff Silvey and Lowell Alexander

I have seen
The Kansas wheat fields dance
Swaying to the wind song
So soft across the land.

And I have seen
The mountains rising high
Painted like a picture
On that blue Montana sky.

Chorus:
It's such a nice place to visit
Though I won't be staying here long
It's such a nice place to visit
On my way home.

I have seen
The Texas rivers run
Like glitter to the ocean
Beneath the summer sun.

I have seen
The colors of the trees
Like fire in the autumn
Through the hills of Tennessee.

Bridge:
I know all the beauty that I see
Is just a glimpse of where I'll some-
day be.

INTERNATIONAL INTERESTS

continued from page 60

promotion and sponsorship from a captive audience. British musician Garth Hewitt, an ordained Anglican priest, takes music beyond the catalyst stage and applies it to practical, humanitarian relief for struggling countries like Biafra, Uganda, and Bangladesh.

Is music a valid member of the media group? We talk about radio, television, and the print media. What would they (especially the first two) be without music? If the medium is the message, could music be the medium? [®]

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.

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A Programming Philosophy for Kids

Just five years ago, I was the student. Now a co-worker and I are teachers of media production at Cornerstone College in Grand Rapids, Mich. Who learns more, the pupil or the instructor? I'm still deciding!

Over the course of my mini role-reversal, a few other things have also changed. Tools and techniques continually evolve and the traditional media are expanding while new outlets emerge. Even today's audience is different from several years ago.

However, no matter what the given medium, format, or target age is, a couple of things will always remain the same for religious broadcasters: our message is constant, and so is the need for a strong philosophy of programming, production, and ministry. The significance of laying this sure foundation can be illustrated using principles from Jesus' parable of the two builders: "[A wise man] built his house on the rock. The rain came down, the streams rose, and the winds blew and beat against that house; yet it did not fall, because it had its foundation on the rock" (Matthew 7:24-25).

To be sure we didn't send our students swimming, we set out to lay some groundwork in the areas of creativity, excellence, and integrity before ever diving into technology.

Franky Schaeffer helped us out with thoughts from his book, *Addicted to Mediocrity*. Therein he contends that "the modern Christian world and what is known as evangelicalism are marked . . . by one outstanding feature, and that is the addiction to mediocrity."

Further time was spent exploring the false dichotomy between spirituality and secularism. For some reason, the church has tolerated a double standard between our everyday lives and our Christian lives, accepting "in our spiritual world a mediocrity that would be immediately intolerable in what we regard as the real world," as Schaeffer puts it.

If this article was for the column, "College 'Casters," I'd talk more

about our class. If for "The Book Shelf," more about Schaeffer. With a foundation laid, however, let's transition into something more befitting the "Children's Corner."

As program director for the Children's Sonshine Network (CSN), I strive continually to safeguard our ministry against these double standards. Young audiences have become increasingly more sophisticated and deserve a certain level of quality and authenticity. "It's better than nothing" or "That's good enough" cannot excuse a feeble approach to programming for kids. If we compromise production value on that basis, we stand to taint God's image before the world, paying the price of Christian integrity.

We are God's image-bearers. There is only one world — the world God made — and everything is His. With these things in mind, our goal should be to tear down the walls that compartmentalize Christianity for kids and to reach out in love with creativity and balance. The end result is a holistic approach which is best illustrated through CSN's live program blocks.

We've gathered some of the finest resources at our disposal and placed them in highly targeted time slots throughout the week. Top-notch music and programs come together in a balanced package of entertainment, education, encouragement, and evangelism. At this point, one becomes more of an up-close friend than a background companion, relating *with* the audience instead of preaching *at* them.

After capturing those listening ears, make use of format elements that enable a broader level of communication. Like any radio station, music provides the backdrop for much of the interaction. Children of all ages are captivated by various musical styles and the poetic fashion in which artists tell stories and relay biblical truths. Fortunately, there's more than a handful of dedicated groups and individuals producing



Dodd Morris is program director for the Children's Sonshine Network, a ministry of Cornerstone College in Grand Rapids, Mich.

projects of uncompromised excellence.

Next, set out to supply the friendship listeners desire. Program hosts need to be real people with a burden to communicate to children without talking down to them. Being ever mindful to maintain balance, they should carefully weigh the amount of purely devotional or educational material shared within a given interval and integrate the two whenever possible.

Capitalizing on the standard components of a given medium, have fun packaging news and weather specifically for kids. Make use of humor, sound effects, and high-caliber syndicated programs to provide a fast pace and dramatic variety. And by all means, take full advantage of any live settings to interact with listeners over the phone by scheduling regular giveaways, call-ins, and interviews.

As you can see, whatever makes good radio, makes good "Christian" radio. The production values used to target adults should be the same (or better) when programming for kids. "Of all people," proclaims Schaeffer, "Christians should be *addicted to quality and integrity* in every area." Only after we get rid of the double standards can we put our God-given creativity to work. Excellence is no accident and balance is key!

Once this foundation has been established, dedicate a segment of your program schedule to this loyal age group. They're the future church — and your future audience. ^{RB}

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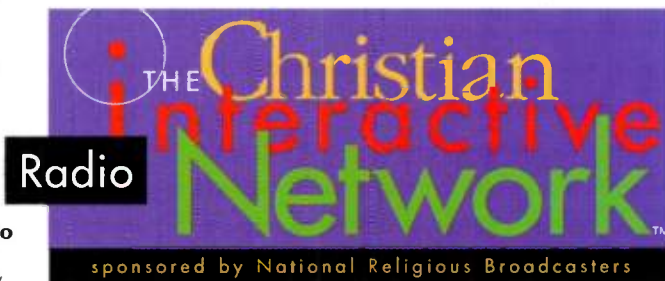
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the computer online revolution comes to radio

Only Buy the Truth

Tom stands for 45 minutes in the rain at a pay phone. When his call is finally taken, he identifies himself as a Daoist and wants to know why salvation by faith through Jesus Christ is the only way to eternal life.

Richard, a long hauler from New York on his way with a delivery to South Carolina, has pulled over to a truck stop to ask how the budget debate will affect him personally.

Arnold calls to say why he follows "the goddess" and challenges other listeners to join him.

A new mother, with a tearful voice, joins the conversation to tell listeners that she has full-blown AIDS, something she has just discovered. She pleads for legislation requiring mandatory testing of all newborn babies.

Welcome to the marketplace of ideas.

Now imagine this cultural discourse without the added — and necessary — component of religious broadcasting. It would amount to nothing but, as Shakespeare said, "sound and fury signifying nothing."

None of us can deny that we currently reside in the midst of a culture war — a confrontation defined as two mutually exclusive worldviews fighting for predominance in society. Only one view will reign. As we watch and listen, will it be a self-centered, relativistic philosophy that wins or will a bibliocentric perspective prevail?

As religious broadcasters, we must do more than watch and listen. We must participate by engaging the culture in this great debate. And we can shape the debate by both our programming and our personal lifestyle.

There are some basic requirements for us, as broadcasters, in the midst of this cultural chaos. First, using Paul as our great example, (Acts 17:22, 23), we must be cognizant of what the culture is talking about. Paul could recite Greek po-

etry. He knew the various belief systems of the people he was addressing. He even acknowledged that they were "very religious" (verse 22).

But he was also aware of what was missing — the message of unconditional, sacrificial love from an "unknown god" (verse 23). Here Paul tried to fill what Pascal was later to call "the God-shaped void" with the story of truly amazing grace.

Paul's challenge of old is identical to our challenge today. Religious broadcasters can create a modern day Areopagus because of the availability of our medium. We talk to people in their family room, in their car, in their office. We infiltrate commuter vans, bring comfort to hospital rooms, and walk along on Nordic Traks. Every time our "On the Air" sign is illuminated, we are once again given the humbling privilege of punctuating the culture with the transforming power of the Gospel.

When John Bunyan wrote his classic *Pilgrim's Progress*, he did so from a jail cell where he spent a total of 12 years. He had only two main sources of inspiration for his writing — his knowledge of the Bible and his knowledge of the world.

Like Paul, he knew what the culture was talking about but he knew even better what was missing in the discussion. He knew the temptations that were common to man (I Corinthians 10:13) and he knew the pitfalls that were potential dangers for all pilgrims.

He also understood the nature of the marketplace. Bunyan writes that Christian and his companion Faithful enter Vanity Fair and hear the crowd shouting:

"Why aren't you buying our merchandise? BUY! BUY! BUY!"

Christian responds, "We only buy the Truth!"

Therein lies the second mandate for us as religious broadcasters. We must encourage, challenge, embolden those to whom we speak to discern and shift and weigh what's being sold in the market-



Janet Parshall is host of Janet Parshall's America, a nationally syndicated daily talk show originating from WAVA-FM/Washington, D.C., and distributed via the Salem Radio Network.

place. But how will our audience know the Truth?

These current times afford us limitless opportunities to establish our booth of Truth in the marketplace of ideas. When today's Mr. Worldly Wiseman tries to barter the idea that homosexuality is a viable lifestyle and that same sex marriages should be accepted (as is currently being debated in the state of Hawaii), we must persuasively remind the culture of the advantages (physically, emotionally, financially, and spiritually) of marriage as defined by a loving, protective, heavenly Father.

When the townspeople in the market square attempt to persuade us that the circumstances of one's conception dictate the probability of one's birth, we must likewise win shoppers to our vantage point that all human life has worth because of our connection to our Creator.

What an exciting time to be a religious broadcaster. We must not miss the glorious opportunities we have been given to engage the culture. We dare not fold up our tents and slip into the night. But rather let us boldly enter the marketplace and deliver our message in such a winsome way that all those in Vanity Fair will say, "We only buy the Truth!"¹⁶

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RECORDING REVIEWS

BY DARLENE PETERSON

Take Me to Your Leader

The Newsboys

producer: Steve Taylor and
Peter Furler
Star Song

In February, the Newsboys' "live satellite concert launch at Space Center Houston" and Internet concert debuted all the material from this new release. The culmination of an aggressive and creative marketing campaign for this Australian pop/alternative group whose first two releases are nearly gold, the "launch" no doubt will mean even more success for them.

Their newest release, *Take Me To Your Leader*, delivers a wealth of material. The Newsboys have a knack for coming up with witty and humorous images, characters, and phrases to communicate very basic and biblical messages of encouragement to believers and evangelism to others. But the overall tone of the Newsboys' music and message communicates something that we all need to hear more: the Christian life is supposed to be joyous, exciting, and fun! Satan would have believers and non-believers alike think quite the opposite. But if God could so fill Paul's heart with joy that he could sing in prison, He can enable us to find joy in whatever our circumstances. Then when people see how we live our lives, they'll say "take me to your leader."

Journey into the Morn

Iona

producer: Dave Bainbridge
Forefront

This is the fourth Forefront release of one of Britain's most popular contemporary Christian groups. Musically, Iona is known for its dreamy, richly melodic alternative sound and lead singer Joanne Hogg's haunting vocals. Lyrically, the group has set themselves apart by taking much of their inspiration from their explorations of the roots of Christianity in England and Ireland. Fine musicianship and thoughtful writing combine to make each project outstanding and unique. This re-



lease is no exception.

The centerpiece for *Journey into the Morn* is a wonderful Gaelic version of "Be Thou My Vision." Of the translation and recording process, Hogg recalls, "We had a wonderful time in a Dublin studio to record that song.



The Newsboys

There wasn't a dry eye left at the end." Many of the songs from *Journey* were inspired by individual lines from "Be Thou My Vision," such as "Wisdom," which was derived from the line "Be thou my wisdom." Other songs include "Irish Day," inspired by a trip to Donegal and "Lindisfarne," which takes on the form of an excursion in song to this oft-called "holy island" that is steeped in British Christian history.

Devotion

Sierra

producer: Cliff Downs
Star Song

Only 17 months after its very successful debut sold over 150,000 units, delivering a number one single and

three other top five singles, Sierra brings us *Devotion*. Filled with songs of hope and encouragement (written by Wendi Green and Connie Harrington, the team largely responsible for the first recording's success), this recording demonstrates that Sierra has even more to offer. The group's fresh, upbeat pop



sound takes on deeper dimensions, beautifully conveying the compassionate, insightful lyrics. Listening to this recording is like opening the curtains on a sunny, spring day; your spirits can't fail to be lifted. Favorites include "You Never Change," "I Need," and "No Higher Place."

A Man of His Word

Rick Riso

producer: Mark Gasbarro
Integrity Music

Each recording in Integrity's *Scripture Memory Songs* series has thus far consisted of Scriptures set to music and grouped by a unifying theme, such as God's comfort. This project features a specific artist singing a varied collection of these songs. Rick Riso was a worship leader on Hosanna! Music's *As For My House* recording and has more than two decades of musical experience under his belt. His excellent vocals bring to life 11 well-crafted Scripture songs in this edifying and entertaining release. It bears repeat listenings, which is just the thing you need for memorizing Scripture. I've been a fan of the *Scripture*

Memory series simply because it is such an encouraging and great way to learn God's Word. Featuring an artist like Riso adds even more appeal to the concept.

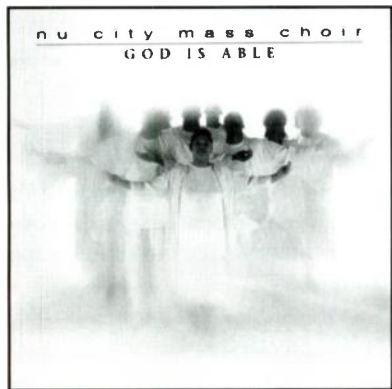
God Is Able

Nu City Mass Choir

producers: Bryant L. Jones Sr., Jack Joseph, and Dennis E. Cole
 executive producer: Joe Thomas
 CGI Records

Born out of the highly acclaimed Chicago Mass Choir, the Nu City Mass Choir exhibits all the talent and musicianship you'd expect, with a strong emphasis on communicating a message of hope and inspiration. Says Dennis Cole, a founding member of the choir and co-producer of this project, "We call ourselves a mass choir, but we like to say we are a community choir with a church touch."

In this, the choir's first live recording, the church touch comes through with brief, eloquently spoken messages as song introductions and the dynamic feel that comes from hearing the congregation and spontaneous praise. Powerful praise songs and musical variety abound in this recording: the reassuring title cut "God Is Able," the heart-wrenching "Oh How I Love Jesus," the rousing "I Come



To Praise His Name," and the emotion-filled "Have You Taken The Time" demonstrates this choir's ability with traditional gospel music. One other special thing to note about this group: it's interdenominational. The Nu City Mass Choir unites the Baptist, Methodist, Catholic, Lutheran, and Church of God In Christ denominations under one banner. The adhesive that holds the group together is "we all love the Lord," says Cole. An uplifting, inspiring project.

The Hymns of Jesus

producer: Tom Howard
 StraightWay

This concept project presents the life of Christ through the lyrics of classic hymns. Twenty hymns were selected to chronicle His life from His birth through His crucifixion, resurrection, and return. The hymns are rendered in a light, contemporary style with a pleasing amount of musical variety: choirs with full orchestra, ensembles, and a capella arrangements. There are many excellent collections of hymns, but this is the first I've seen that focuses exclusively on Christ's life as a theme. Skip the candy and give this as an Easter gift!

Opening Acts

various artists

arranger: Lily Tarlton
 mastered by Douglas Doyle
 Indie Empire/Metro One



This compilation brings together 16 talented, experienced, independent artists and groups who are making a mark on the music industry. The diverse styles represented on *Opening Acts* include adult contemporary, rhythm and blues, jazz, urban, black gospel, pop, rock, country, folk rock, and blues. Most artists have been giving concert tours for years, have airplay at local stations, or have opened for well-known artists or all of the above. A couple are being considered by major labels. Aside from being a dynamic, varied collection of strong talent and good music, this recording gives a fascinating overview of up-and-coming artists in the contemporary Christian music arena.

Lament (the video)

Resurrection Band

producer/director: Mike Hertenstein

executive producers: John Herrin and Tom Cameron

I previously raved about the audio project; now it's time to rave about the video. Containing seven of the songs from the audio recording, this concept video "tells the story of a young man on his journey through life in search of life, as he seeks significance amid the trivia and answers to his questions."

Missionaries spend time in language study before evangelizing in a foreign land; the Resurrection Band has become fluent in MTV-style video language to reach a generation to whom church and Christianity are foreign. Speaking in a combination of finely crafted rock and a witty, innovative blitz of meaningful visual images, the band powerfully presents the pitfalls of ultimate freedom and catering to self and the discovery of meaning through Christ's offering of salvation.

This thoroughly professional, highly creative, and deeply moving video uses special effects and all sorts of clever imagery (such as a brief reenactment of the young Helen Keller discovering for the first time that sign language stands for a real object) to drive home the message. Reinforcing the group's intention that the video be used as an evangelistic tool, Bible study notes are included. I'm sure God can use this video in a powerful way.

Darlene Peterson is the music reviewer for Religious Broadcasting.

THE BOOK SHELF

BY HARRY CONAY

David, Elijah, Joshua, and Nehemiah

by Gene A. Getz

Broadman & Holman, 1995

These titles (all in the "Men of Character" series) are among the very best I have ever had the privilege to review. They are extremely informative, well-organized, and very readable. But more than that, they are downright inviting and exciting. The content, abounding with enumerated lists, is enhanced by typographical variety and an occasional map or chart. Recurring sections (such as "Becoming God's Man Today," "Becoming a Balanced Man," "Becoming a Man of the Word," and "Becoming a Man after God's Heart") provide insights, pose questions, offer practical applications, and are frequently accompanied by checklists and blanks in which to record personal goals. Getz (pastor, professor, radio commentator, and author) has created a dynamic series which promises to be invaluable for group Bible study. One hopes that this excellent series will continue to grow.

Nelson's Illustrated Encyclopedia of Bible Facts

by J.I. Packer, Merrill C. Tenney,
and William White Jr.

Thomas Nelson, 1995

Chances are, you may have already encountered this book in some form or other. First appearing in 1980 as the wonderful *Bible Almanac*, much of its content later reappeared in 1982 in two volumes entitled *The World of the Old Testament* and *The World of the New Testament*. These, in turn, were reprinted in 1989 in one volume called *Everyday Life in the Bible*. That same year, Nelson published its *Dictionary of Biblical Literacy* which recycled information from *Nelson's Illustrated Bible Dictionary* and — you guessed it — *The Bible Almanac*. As if that weren't enough, related chapters from the original *Almanac* were reissued as a series of Bible background handbooks.

The present version is a virtual reprint of the 1980 edition except the first of the original's 46 chapters is eliminated; several pages of lackluster maps are replaced by more vibrant ones; full pages of colored photographs, scattered throughout the text in the original, are here clustered together in one place; an updated list of Bible translations is included; and there has been some inviting typographical enhancements. Otherwise, the content is still essentially that of the original. *But what magnificent content that is!*

The word "facts" in the present title is as unfortunate as the word "almanac" in the original, because this most certainly is *not* a vapid compilation of dates, statistics, and facts. Providing a sound foundation for serious Bible study, this is one of the most comprehensive books of Bible background information on the market. It covers scores of topics pertaining to ancient and biblical ties, provides outlines and introductions for each Bible book, and is crammed with maps, photographs, tables, and diagrams. I feel this is one of the best popular-level, general-audience, Bible reference books ever published.

In His Presence

by Ray and Anne Ortlund

Harvest House, 1995

"Is the real presence of God in a human life available?" ask the Ortlunds. "Is it obtainable? Is it . . . worth spending your time exploring?" Ray and Anne Ortlund conclude that "it truly is," and they tell us how "to come into a continual awareness of His presence and be revolutionized by it." The authors also provide a week's worth of readings and 12 sets of questions for small group study. Although I did not care for its choppy, abbreviated style (I would have preferred longer-flowing sentences with smoother transition, greater detail, and more fully developed anecdotes and explanations), the book's vital message is such that many will benefit from reading it.

Living Financially Free

by James L. Paris

Harvest House, 1995

This is a down-to-earth, simply written, practical overview of responsible money management presented by the host of *The Christian Consumer Advocate*, a nationally syndicated radio program. James Paris begins with a series of foundational, biblically inspired "Freedom Principles." Additional principles, less theological, but equally pithy and practical, appear throughout the rest of the book and cover such topics as insurance, borrowing money, credit cards, avoiding "schemes and scams," purchasing or leasing cars, renting and buying houses, saving for college, the cost of divorce, affordable retirement, and estate planning. "Ten Steps to Financial Freedom" allow for self-assessment and practical application; useful appendices are attached. For some, the treatment may be a bit elementary, but for most of us Paris provides much-needed, sound, conservative advice which we would do well to heed.

Guilt-Free Living

by Robert Jeffress

Tyndale, 1995

Robert Jeffress makes the telling point that pastors frequently urge their congregations to do *more*, give *more*, and otherwise win *more* people to Christ. "If this gnawing sensation that you haven't done enough is your all-too-common companion, you are being robbed of one of the greatest pleasures in life — a pleasure that most Christian books would not dare address . . . closure." The theme of closure (i.e.: "the feeling that you have done everything that needs to be done at that time") is covered in three areas "Guilt-Free Life Management," "Guilt-Free Relationships," and "Guilt-Free Spirituality," each of which is further subdivided into related topics. The message of contentment heralded within this book could easily be misunderstood or misapplied but as presented it is a positive, refreshing, uplifting corrective to those experiencing an overload of counterfeit guilt.

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

National Day of Prayer in May

Next month, on the second, is the National Day of Prayer (NDP). If you are not preparing for it, start now.

Here are some highlights from last year's event, taken from the NDP's newsletter, *The Governors of all 50 states, Puerto Rico, and the Virgin Islands signed proclamations acknowledging the day. Many state legislatures also passed resolutions to honor it.*

Over 1000 people attended the symbolic observance on Capitol Hill. Following Rabbi Yechiel Eckstein's traditional Jewish call to prayer, the day featured extended times of petition and challenges from D. James Kennedy, Secretary of Education Richard Riley, Air Force Chief of Staff Gen. Ronald Fogleman, and many others.

Sen. John Ashcroft (R-Mo.) gave an address on the Senate floor about NDP and its importance. Observances were held on capital building steps in more than 40 states, many of which included participation of the governor, representatives, or senators.

Racial reconciliation was the focus at an event held in St. Paul's Episcopal Church in Richmond, Va., where approximately 375 people gathered to ask for God's forgiveness and aid in healing ethnic tensions. Only a few miles from the church, slavery was introduced on U.S. shores in 1619.

Five hundred people crossed the Clark Memorial Bridge, which links Louisville, Ky., with Jeffersonville, Ind., as a symbol of prayer being the bridge to God. In San Francisco, the NDP observance was held on Twin Peaks, overlooking the city. Homosexual activists tried to break up the gathering but were unsuccessful.

In Orange County, Calif., people met for an open-air lunchtime rally in front of the Hall of Administration. Residents and employees joined in asking God's intervention for the bankrupt county's financial healing. The tone of the rally was reportedly uplifting, even joyful, as officials and residents shed months of bitterness and anger to pray for spiritual healing.

NDP chairman Shirley Dobson says this year's theme is "Honor God," in our families, work, and the lives of our leaders. Included in the NDP campaign is the "Adopt-a-Leader" program, where people commit themselves to pray for a specific person in government leadership. To secure a media kit on the NDP, call (719) 531-3379.

In her book *Wild Things Happen When I Pray*, Becky Tirabassi says, "Daily, diligent, concerted prayer fills a person with awe of God." She calls her own personal daily hour of prayer and Bible reading her "appointment with the King."

In his book *Out of My Mind*, the late Joe Bayly wrote, "We do not pray enough together, as Christian brothers and sisters. We talk, and we forget that our Father is there listening and that it should be the most natural thing to include Him in our conversation."

He went on, "Prayer may be our children's greatest

enlightenment that we have concerns for people and situations beyond our own family circle." He encouraged readers to pray for the people and events they become aware of as they read the daily newspaper or hear an hourly newscast.

"I remember one day early in the Watergate affair when I was driving my two [teenage] sons to school. This morning as we prayed together in the car, I asked God to bring truth to light, to make corruption surface, to judge the guilty and protect the innocent. Later, looking back, I was glad that I had a part — an infinitesimal part, but a part — in the resolution of Watergate, by turning to a judge greater than the Senate or the federal court."

Are you encouraging your listeners and viewers to do the same? Pray on the air. Read excerpts from books dealing with prayer. Interview authors who have studied and written about prayer. Produce PSAs using excerpts from books about prayer. Use the National Day of Prayer as the start of a renewed commitment to prayer on your station. ^{RB}

Contact me on interviewing or book review ideas at Jonathan Petersen, Media Relations, Zondervan Publishing House, 5300 Patterson Ave. S.E., Grand Rapids, MI 49530, fax (616) 698-3223, or e-mail jonathan.petersen@zph.com.



Jonathan Petersen is director of media relations/public affairs 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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PUBLIC RELATIONS COORDINATOR wanted. INSP-The Inspiration Network has an immediate opening for a person to oversee its promotional, publicity, and public relations activity. Responsibilities include writing and distributing press releases, establishing and maintaining relations with all media, television listings, media lists, and other related activities. Applicant must be organized, enjoy working with people, have excellent communications skills, and at least three years' public relations experience. Interested applicants should send a written resume to Marketing Department, INSP, 9700 Southern Pine Blvd., Charlotte, NC 28273.

WAY-FM/FORT MYERS, Fla., has an opening for station manager. Must have a vision for CHR radio for youth and young adults. Job requires strong public relations skills. Sales background helpful. Send resume to Bob Augsburg, WAY-FM, P.O. Box 887, Brentwood, TN 37024. EOE.

NATIONAL MEDIA AGENCY needs salesperson to negotiate placement of ministries on radio and television nationwide. Send resume and salary requirements to Wilkins Communications, P.O. Box 444, Spartanburg, SC 29304, or fax (864) 597-0687.

THE FAMILY LIFE NETWORK is expanding its news department. We are looking for an experienced woman or man to fill the position of news anchor/editor/reporter. Applicants must have at least five years' experience in radio news gathering and production. The department is "issues driven" and production intensive. Applicants must be ministry-minded and believe Christians must be informed on the issues of the day in order to be salt and light

in this world. Contact Glenn H. Lambertz, news director, Family Life Network, P.O. Box 506, Bath, NY 14810, or (607) 776-4151.

IF YOU ARE A SUCCESSFUL, experienced advertising salesperson and you want a new challenge working for a progressive Christian radio company in southern Delaware, call Jay Waddell at Samson Communications, Inc., today. We have two FMs programming contemporary Christian music (WXPZ) and Christian country (WDNO). Located near the beach and just two hours from Washington, D.C., Baltimore, and Philadelphia. Base and commission. Call (800) 314-1013.

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ent Talk, Parent Talk Tip, and Today's Family Life featuring popular authors/speakers Randy Carlson and Dr. Kevin Leman. Salary commensurate with experience. Excellent benefits. Send resume, photo, and audio demo tape to Todd Linaman, Ph.D., Today's Family Life, P.O. Box 37000, Tucson, AZ 85741, or call (520) 742-6976. (Today's Family Life is a division of Family Life Communications, a non-denominational Christian ministry.)

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April 15-18

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

April 21-25

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

April 28-May 1

Evangelical Press Association Convention; Antlers Doubletree Hotel, Colorado Springs, Colo. Information: (804) 973-5941.

April 29-30

Washington for Jesus 96; Washington, D.C. Information: (800) 495-5288.

May 17-21

Expolit 96; Hyatt Regency Hotel and James L. Knight Center, Miami. Information: (800) SOS-SPAN or (305) 592-6136.

May 21-26

National Religious Broadcasters International Conference; Jerusalem. Information: (703) 330-7000.

June 2-3

DVD Briefing: Implications and Applications; The Red Lion Hotel, San Jose, Calif. Information: (800) 800-5474.

June 4-6

REPLItech International; San Jose Convention Center, San Jose, Calif. Information: (800) 800-5474.

June 6-9

Third Montreux International Radio Symposium and Technical Exhibition; Montreux Convention and Exhibition Centre, Montreux, Switzerland. Information: (41) 21 963-3220, fax (41) 21 963-8851.

June 15-17

American Booksellers Association Convention; Chicago. Information: (800) 9-BOOK-IT.

July 2-5

57th North American Christian Convention; Dallas. Information: (513) 598-NACC.

July 9-12

International Christian Visual Media Association Conference; Inn at the Park Hotel, Anaheim, Calif. Information: (303) 694-4286.

July 13-18

Christian Booksellers Association International Convention & Exposition; Anaheim Convention Center, Anaheim, Calif. Information: Judy Kohles, (719) 576-7880.

July 25-27

National Religious Broadcasters Southwestern Regional Convention; Dallas/Fort Worth Marriott Hotel, Dallas. Information: (318) 783-1560.

August 25-27

National Religious Broadcasters Western Regional Convention; Colorado Springs Marriott, Colorado Springs, Colo. Information: Dennis Worden, (213) 664-2103.

September 4-6

National Religious Broadcasters Public Policy Conference; Capital Hilton, Washington, D.C. Information: (703) 330-7000.

September 11-14

National Religious Broadcasters Southeastern Regional Convention; Radisson Resort, Charlotte, N.C. Information: Dianne Williams, (423) 892-6814, ext. 200.

September 12-14

National Religious Broadcasters Midwestern Regional Convention; Maranatha Bible and Missionary Conference, Muskegon, Mich. Information: Scott Keegan, (616) 772-7300.

September 16-21

National Quartet Convention; Louisville, Ky. Information: Clark Beasley, (800) 846-8499.

September 22-25

Christian Stewardship Association Convention; Columbus, Ohio. Information: (414) 483-1945.

September 23-27

LITT-WORLD (international print media conference); Hoddeson, England. Information: Sharyl Sich, (708) 893-1141 (in Illinois).

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:

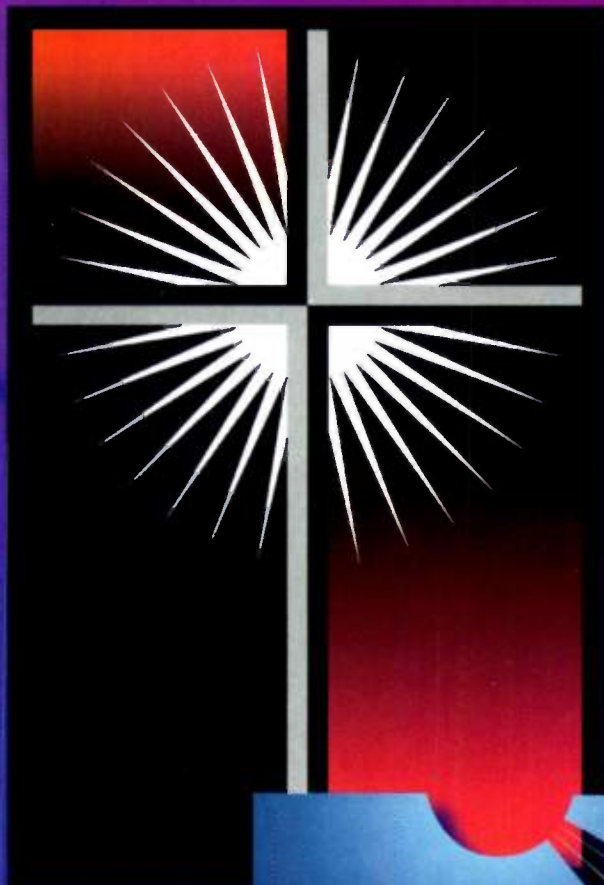
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Carlson Wagonlit Travel/Media Travel USA is the official agency of the 1996 National Religious Broadcasters (NRB) conventions. Specializing in the travel needs of broadcasters, Media Travel USA is teaming up with American and United airlines to provide 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 airlines will be donated to NRB by Media Travel USA.

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Walking to a Different Drummer

It's a controversy as old as the Reformation itself, when Martin Luther put religious lyrics to saloon tunes — what makes music religious? Is it notes written by a Christian, such as Handel or Mendelssohn? Is it lyrics with religious connotations? Is it only hymns (or the modern equivalent, worship choruses), which by their very style, are written expressly to be sung as praise to God in church?

Music in general has usually been defined as *good* and *bad*, although the definitions of good and bad music have changed throughout the ages. In the 1950s, many considered Elvis' music, accompanied by his hip movement, to be a *bad* influence on society. But today, "Jailhouse Rock" and "Hound Dog" are tame indeed when compared to four-letter words and sexual suggestions (and some graphic descriptions) dominating the majority of contemporary fare.

Modern Christian music, like its secular counterpart, has also been categorized as either *good* or *bad*, especially contemporary Christian music (CCM). Since CCM was born out of the Jesus Movement in the early '70s, there have been lectures given, books written, and sermons preached about the evils of CCM and its adverse effect on listeners, especially teenagers.

In the mid-1980s, artists like The Imperials, Mylon LeFevre and Broken Heart, Michelle Pillar, David Meece, Sheila Walsh, and Leslie Phillips revolutionized the CCM world with their pulsating beats and rocking styles. As a teenager, I thought it wonderful that so many different groups were singing about God in a way I enjoyed.

But I well remember listening to an anti-CCM lecture at the Baptist high school I attended. The man giving the talk had charts and examples to explain how this music with its "rock" beat could destroy our Christian walk because it was (gasp) "the devil's music." At first, I thought he was telling us about secular rock music, which everyone knew was *bad*. But then he mentioned LeFevre's group.

This man said, with arms waving, "Mylon LeFevre said at a recent concert in Florida that he was there to 'Lift up the name of Jesus.' I don't know what Jesus he was talking about, but it certainly isn't the One I serve."

I had just been to one of his concerts and was impressed with the way LeFevre stopped to preach a 20-minute sermon and invite those attending to receive Christ as their Savior, which many did. Yes, the group's music was rockin', with electric guitars and innovative drums; the stage presence was flamboyant, with smoke and flashing lights; but the message was always Jesus.

I couldn't believe what the lecturer had said. How could someone who claimed to love God cut down another simply because of the type of *music* he played? Wasn't it more important that LeFevre shared Jesus with a group of people who probably would never enter a Baptist, or any other denomination's, church?

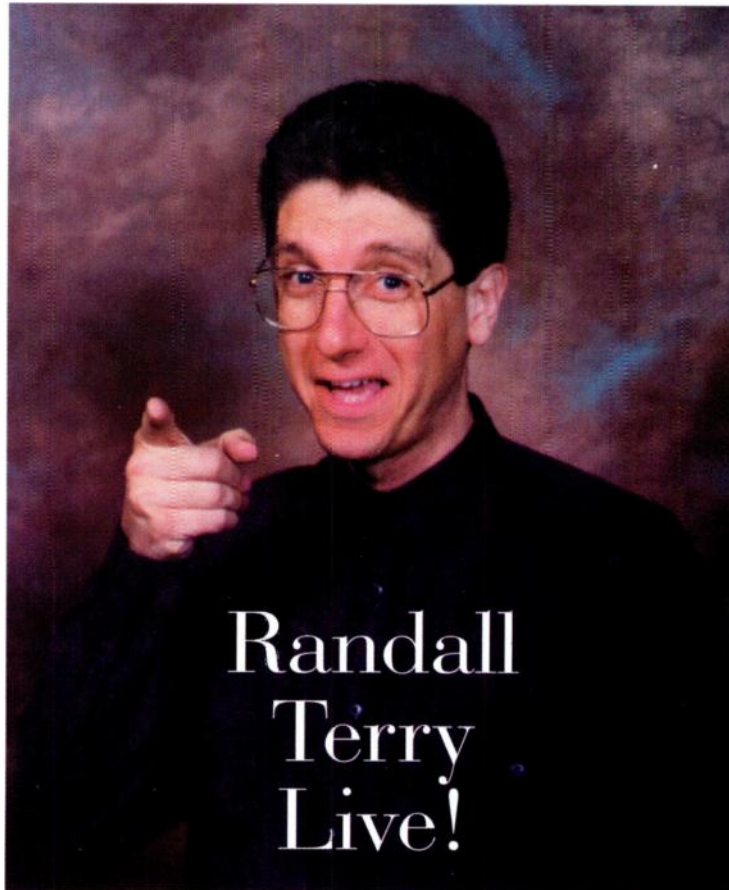
Can't we simply say we personally don't care for that type of music but as long as people heard about Christ, that was all that mattered? As Christians, and certainly as religious broadcasters, we will never totally agree about which kind of music is *good* or *bad*, much less more "holy" or "God-honoring," but we can — and should — agree that winning the world to Christ through music is a viable ministry, no matter what that music sounds like to us.

This month's feature articles focused on recording artists who are making a difference with their brand of music. A few columns accentuated the importance music plays in our lives. The diversity in this issue should be testimony enough to how God can use every type of beat, lyric, and musical format for His glory.

Thoreau said, "If a man does not keep pace with his companions, perhaps it is because he hears a different drummer. Let him step to the music which he hears, however measured or far away." Instead of trying to get everyone into synchronized stepping, listen closely and you may hear the beat of a different drummer, counting their paces with heaven in mind.

Jarah E. Smith

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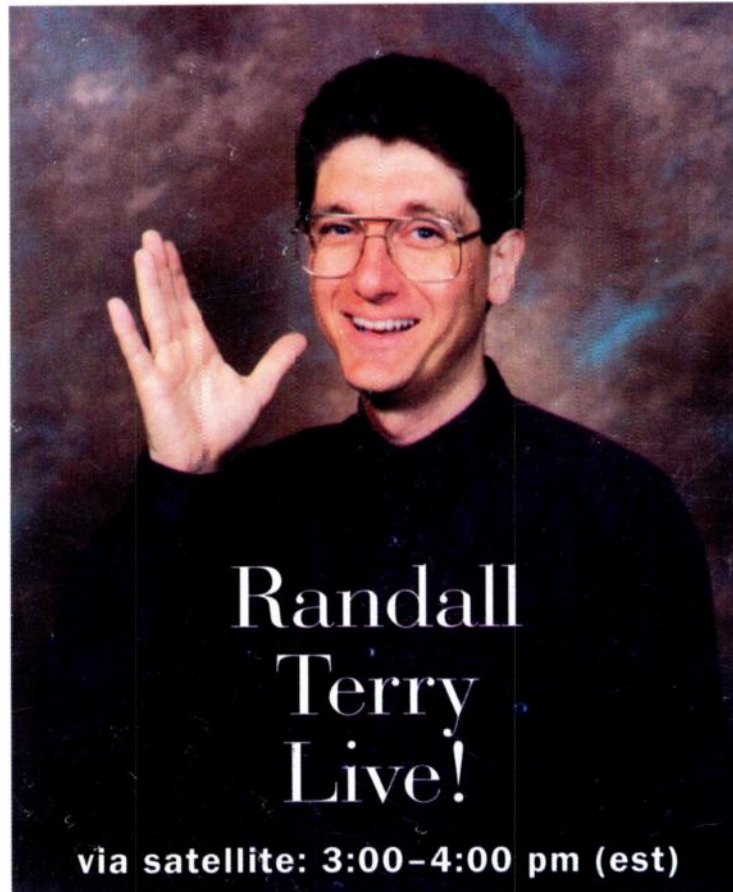
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