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December 1980



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May God bless you richly this Christmas season.

Sincerely in Christ,

A handwritten signature in cursive script that reads "David L. Hofer".

David L. Hofer
President, NRB

Christian Audiences

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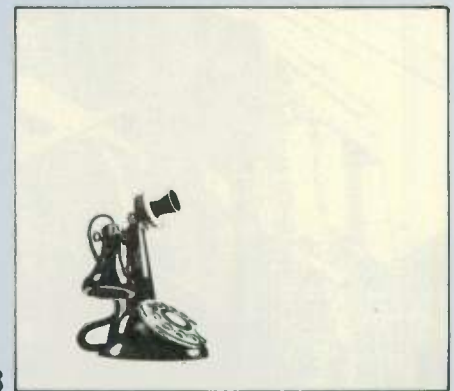
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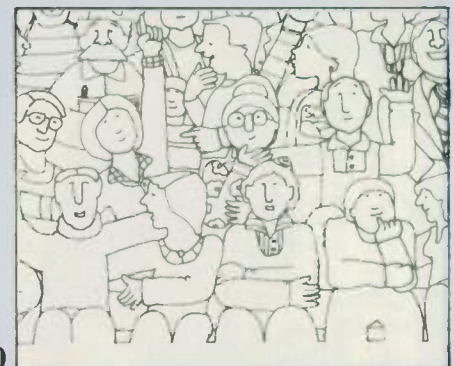
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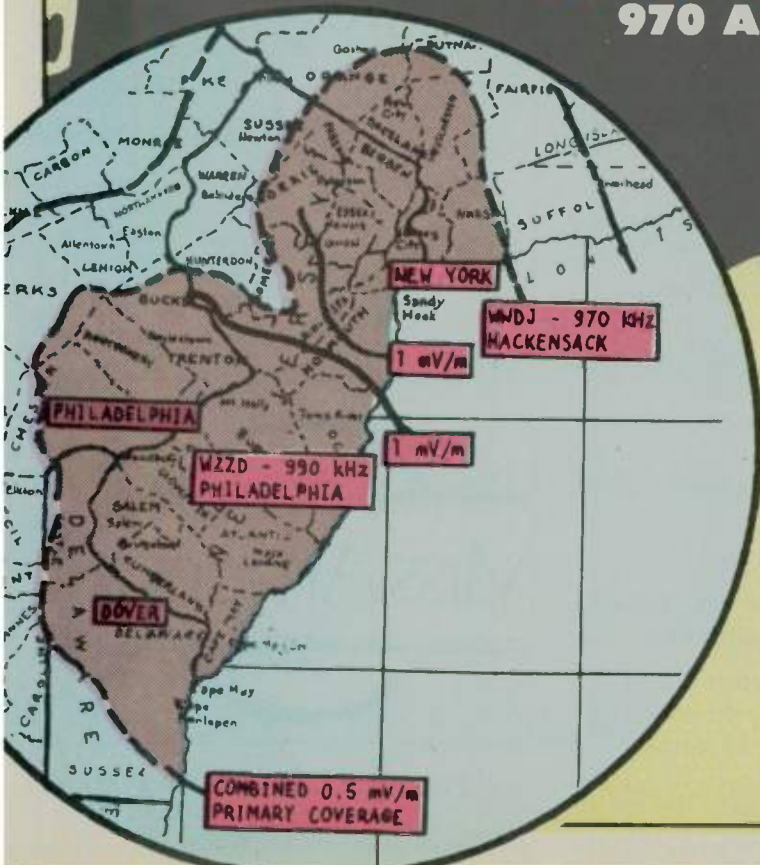
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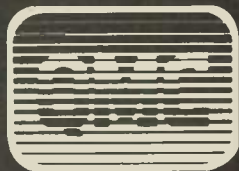
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Press Conf

October 3, 1980 — Lynchburg, Virginia

The following is an account of the press conference held with Ronald Reagan at the Freedom Convention held in Lynchburg, Virginia, October 3, 1980. This was the second of a series of press conferences which the National Religious Broadcasters held with the major presidential candidates. President Carter was unable to accept NRB's invitation due to his full schedule.

DR. ARMSTRONG: Last Monday NRB held a press conference with Congressman John Anderson in Washington, D.C. and sometime within the next few days we plan to hold a press conference with President Carter, the Democratic candidate, at the White House.

Today, the Republican candidate, Governor Ronald Reagan, is here in Lynchburg during our NRB regional convention to take part in this press conference. Following our standard of format, Gov. Reagan will have an opportunity to make a preliminary statement. After the Governor's statement, I will open the conference for questions from the religious news media. At this time it is my great privilege to introduce to you the former Governor of the State of California, the 1980 candidate Governor Ronald Reagan.

GOV. REAGAN: ... Today I would like to discuss briefly with you how your work as religious broadcasters and the

work of those of us in political life can help to bring about peace in our nation and the world. Throughout Scripture we see references to peacemakers — those who through their actions, not just their words, take the material of this imperfect world and with hard work and God's help, fashion from that material peace for the world. I'm convinced that this understanding about peace gained, must guide and inspire this nation in the years ahead. We have to stop thinking of peace as just the absence of war or violence; we have to stop thinking of peace as something that's given, as something that is somehow dependent on what others do. And we must be certain that we do not mistake an illusion of peace for genuine peace. We must realize that what we do as workers, as members of families, as active and concerned citizens, helps to build peace. Peacemakers exist everywhere, not just in diplomacy or government. In every home, in every classroom, in every factory, on every farm there's an opportunity to help build peace if only we will recognize it. Peace in the world is built by our actions and our prayers, not once and for all but over and over, with each generation making its contribution. This is why your work is so essential. Through your skills and your influence, you help to build peace because you contribute the peace the world needs.

As you know, government alone cannot make peace in the world. It takes every American family in the daily duties

we're called upon to perform, no matter where to do the work of peace. The message of religious broadcasters — indeed, your image as concerned citizens — must reflect the truth of our values and at the same time meet the highest professional and artistic standards to compete with other messages that bombard the average family every day through the electronic media. Your task isn't an easy one, but it's a vital one. . . In all we do we must truly be peacemakers for ourselves, for our children, for our nation and the world. Thank you very much.

DR. ARMSTRONG: I will be moderating this news conference, giving an opportunity for members of the religious media to ask questions. I will call you by name and then please state your question to Gov. Reagan.

what was morally right or wrong for the people. I kept that promise for eight years. I would make that promise again if I were President. I think Abraham Lincoln said it best, "I would be the greatest fool on this footstool if I thought that for one day I could carry out the responsibilities that have come to me since I came to this place without the help of One who is stronger and wiser than all others."

DR. ARMSTRONG: Asking the next question will be the news representative of Moody Radio Network, Dick Florence of Boynton Beach, Florida.

MR. FLORENCE: Inflation, Governor Reagan, is probably the biggest problem affecting our nation today. It is hurting us deeply as individuals, in our homes, our businesses, and yes, even our churches and our great religious

MR. VIRKLER: The U.S. Senate has passed a bill that would remove Federal court jurisdiction in matters related to voluntary school prayer. The House had not dealt with the issue this session. How do you feel about voluntary school prayer and the lack of action in the House of Representatives?

GOV. REAGAN: Perhaps the House of Representatives — having to run for office every two years — there might be some elements of political timidity there. On the other hand, probably the great majority are still concerned, as so many people are, with the division of church and state, and don't want to make or do anything that crosses that line. I, of course — and I'm sure you would agree — I would be absolutely opposed to a state-mandated prayer. On the other hand, I have always believed that a

erence at Lynchburg

MR. HOLLINGER: Governor Reagan, our listeners are deeply concerned about the moral state of this nation. What can you do and what will you do if elected President to maintain high moral standards in America?

GOV. REAGAN: I have always believed that the halls of government are well nigh and as sacred as the churches, the temples and synagogues, the cathedrals of our religion. And if government sets that kind of standard, then I think it will be doing a great service for the country in that way. There are probably other practical things too that can come with regard to law enforcement and so forth, but I think one of the greatest is the example that I've said — that let government set that kind of example, let it be above reproach.

DR. ARMSTRONG: I recognize Sue Bahner, general manager of Radio Station WWG/Rochester.

SUE BAHNER: Governor Reagan, how does your religious commitment affect political decisions you have made in the past and if you become President of the United States, how would your religious commitment affect your decision as President?

GOV. REAGAN: If I may cite a little something from my past, when I was Governor of California, I made myself a campaign promise. I would make every decision based without any consideration of the political ramifications of the issue, that it would be decided on the basis of

institutions are suffering greatly from the ravages of inflation. I would like to ask you, what would you do to control inflation today?

GOV. REAGAN: This will lead me into the field of materialism a little bit, but I agree with you in regard to inflation. Inflation, it has been said, has robbed us of more wealth than all the robberies that have ever been committed in the world. And that is true. I believe that the basic cause of inflation is government continuously spending more than government takes in and thus devaluating our currency. I have recently made public an economic plan projected over a 5-year period. I had the help of some very distinguished people, both in the world of industry and among economists, in constructing this plan. It is based on, at one end of course, the stabilizing of our currency. We believe that our proposal is modest, but at the same time, we believe it will stimulate the economy enough to reduce the percentage that government is taking of the gross national product. By the third year, 1983, it will balance the budget, and that will be where we will really start getting control of inflation, when we have the budget balanced. By the fifth year under this plan, there will be a sizeable surplus and this will enable us to go forward with further tax cuts.

DR. ARMSTRONG: For the next question I call on David Virkler, speaker on the news analysis program, *The Word and the World* of Towaco, New Jersey.

voluntary, non-sectarian prayer in our schools was perfectly proper, and I don't think we ever should have expelled God from the classroom.

DR. ARMSTRONG: Mercedes Pressley from Channel 38, Chicago.

MISS PRESSLEY: Governor Reagan, recently in Docket 79219, the FCC took the first steps in proposing to deregulate radio stations. What do you think of federal regulations, not only of broadcasting, but of businesses, schools and charitable organizations?

GOV. REAGAN: I have for many years traveled the mashed-potatoes circuit talking about government regulations. I recognize that there is a need for some, because I think that government's function is to protect us from each other, not to protect us from ourselves. But I believe that bureaucracy as it has grown in our government has gone ahead adopting regulations that have the power of law, sometimes completely out of step with the Congressional intent of the program that created the bureaucracy. We now have tens and tens of thousands of regulations covering every facet of our lives, and I would like nothing better, if I'm in a position to do so, than to eliminate thousands and thousands of those by executive order and ask for legislation for those that can't be eliminated by executive order, and take government off the backs of our society and of our people.

Continued on page 60.

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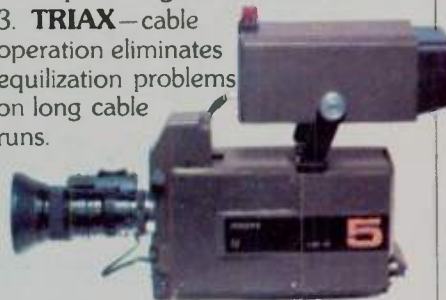
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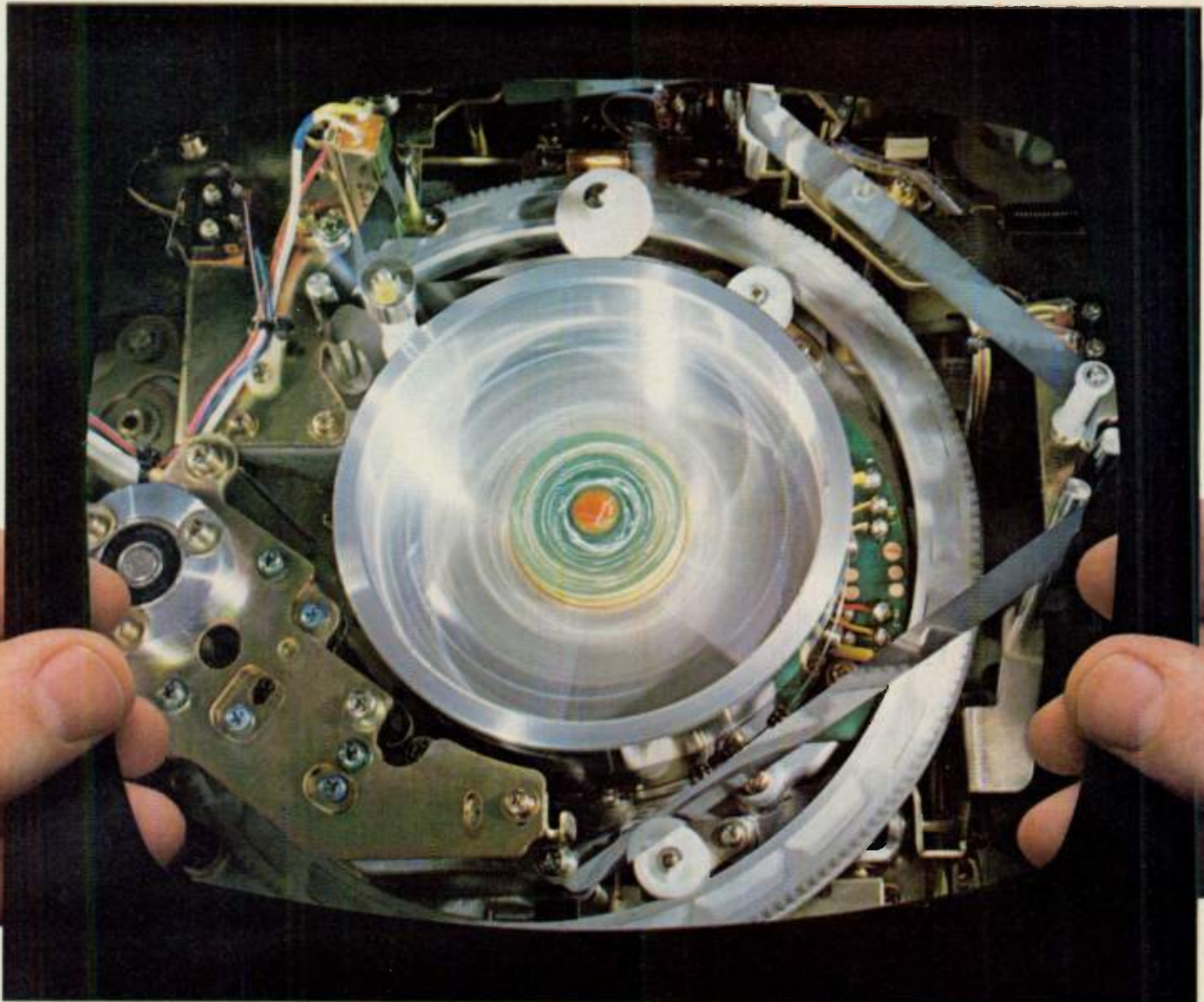
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Reaching into Mexico

by Linda Teuling, KVMV Staff Member

"My name is Maria," a woman said in Spanish over the phone. "And I want to accept Jesus as my Savior."

An announcer at KVMV led Maria to the Lord then and there. About a week later, she went to Maria's house with a follow-up book on living the Christian life. Maria met her enthusiastically at the door, and they had a spiritually rewarding talk to the sound of KVMV playing in the background on the stereo.

KVMV McAllen, FM 97 started as an idea in the heart and mind of John Pankratz. The idea became reality in March of 1972. KVMV, or "King's Voice in the Magic Valley" has been broadcasting the Gospel of Jesus Christ in English and Spanish for eight years.

McAllen, Texas is an ideal spot from which to beam the Gospel into Mexico because of the closeness. Also, due to its balmy winter climate, it attracts retirees from all over the country. Very clearly, a bi-lingual Christian station was needed.

After six and a half years of broadcasting, KVMV became affiliated with World Missionary Radio Fellowship, best-known for HCJB in Quito, Ecuador. Hardy Hayes, the new manager, assumed leadership of KVMV in June of 1979, and began to set some goals and objectives for the station.

There is a tremendous potential listening audience in the McAllen area. McAllen alone has a population of 63,000 people not to mention the neighboring towns of Pharr, San Juan, and Alamo to the east and Mission, LaJoya, and many other towns to the west. And to the south, just across the Rio Grande river lies Reynosa, in Mexico. The sign on the city limits of Reynosa gives a population of 185,000 although an educated guess would say that it is much larger than that. The population of Reynosa is growing greatly due to Mexico's relatively recent oil prosperity, and with its growth come the growing pains of any community which experiences large numbers of new residents.

KVMV is a powerful station with 100,000 watts. With this kind of power KVMV has had a large coverage and Hardy Hayes a man of ideas and action decided to further what was already there. New staff members were added to KVMV, including a business manager and an experienced and highly-talented engineer. And, on July 4, 1980, KVMV began to broadcast in stereo.

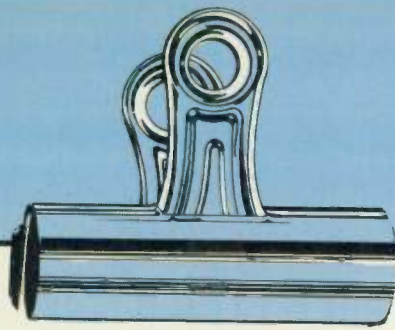
Hardy Hayes would eventually like to have more hours on the air. He also envisions programs being written, originated, and produced right there at the station in both English and Spanish. While he is aware that this takes a fair amount of time, he is also encouraged with the progress that has been made thus far. For example, in a few months, KVMV will be responsible for the production of the Spanish version of Radio Bible Class of Grand Rapids, Michigan. As God provides the money and staff, this and other projects can be realized, including 24-hour coverage.

This is a challenge, especially financially, as KVMV is totally listener-supported. But, Hardy has the confidence that the vision will be realized in God's time, and that the funds and staff will be there as needed.

For every telephone call like the one made by Maria there are undoubtedly hundreds . . . maybe thousands . . . of decisions to accept Jesus Christ as a result of KVMV's ministry. This is the prime burden on the heart of Hardy Hayes and the staff of KVMV.

And only eternity will show the true results.

Linda Teuling is a staff member of KVMV, a 100,000 watt FM stereo station in McAllen, Texas. KVMV is affiliated with the World Radio Missionary Fellowship, Opa Locka, FL 33055.



Why Define the Christian Audience?

by Richard E. Germaine

Those engaged in religious broadcasting too often have never asked themselves the question — who is listening? . . . and to what programming are they viewing? It is important to ask the right questions if Christians using mass media techniques are going to be effective in reaching their goals and objectives.

The "Christian Audience" should be considered from two different vantage points. So often the words evangelism and ministry are interchanged. It is often rationalized that as long as I'm giving out the Gospel message then I must be evangelizing. When, in actuality, I may be just re-evangelizing the already evangelized.

The "Christian Audience" must therefore be defined from two perspectives. (1) They are viewers or listeners to a Christian program (not necessarily Christian viewers or listeners), and (2) they are Christians who are viewing or listening to secular programming and/or religious programming.

Tradition vs Fact . . .

During the last ten years we have all seen the evolution of religious radio and television. Rapid technological advances have provided ample opportunity to "go ye into all the world." So why have we failed to even begin to penetrate the areas of television and radio necessary to really make a significant impact into the radio and television homes? It is possible that we have not asked the right questions, or maybe have never asked any questions at all.

We should never assume that an audience is strictly "Christian." For example: in the recent Profile of the Christian Marketplace report, it was found that almost two in ten (18%) who listen to Christian teaching or preaching programs on radio have never made a commitment to Jesus Christ. The specific reason why non-Christians listened was because of specific needs in their life at the time they listened. We need to find out what those needs are and program more effectively to them . . . effective evangelism.

Many television ministries are trying to be more effective in their evangelistic efforts by spending more money on production and on "prime-time" slots in more markets than ever before. In discussion with many of these ministries, we have found that most have not asked any questions of the audience. Who is watching? How old are they? What other kinds of programming do they watch? What are their likes and dislikes; their musical tastes; their giving and spending patterns; etc. Before spending millions of dollars or even a few thousand in

TV or radio, it would seem to be good stewardship to find out if it is going to work or even draw any audience at all.

Networks, advertisers and motion picture studios spend weeks and even months asking questions of the potential audience before they finish production or sometimes even before production begins on a show or commercial. WHY SHOULDN'T CHRISTIANS DO THE SAME?

The thought of testing the waters is very threatening to some and seems quite unnecessary to others. But we must put more to the test and keep only what is good if we are going to be good stewards of our promotion and media budgets which are spiraling out of control.

The opportunity to expand our viewing and listening audiences, in fact the very necessity to expand them, is now upon us. The donor pool is shrinking. The cost of TV time and promotional efforts is escalating. The audience is not growing (significantly). To define the Christian audience is to give direction to our station or program.

When was the last time you surveyed your audience or tested an idea for a new program before you put it on the air? You say you can't afford to? . . . YOU CANNOT AFFORD NOT TO. Besides, you will reap the benefits of more efficiently spent dollars and time with greater viewer rewards than you would have thought possible. Yes, Christians can penetrate prime-time and can gain audiences that are competitive with other types of programming. . . . But first, we must examine our goals and objectives, and only then can we begin to determine the eventual or possible outcome of the programming concept we are envisioning.

Now the real surprise. It does not cost very much to test a radio format, a television program or concept . . . on the average not more than the cost of a single hour of TV time in a major city. Now, doesn't it seem right to spend the money ahead of time in order to more wisely spend dollars after the concept is produced for the "air?"

Define the objectives. Define the audience. Test the waters. And with a great deal of prayerful consideration, you have done your best to meet the challenge.

Richard E. Germaine is Vice President of the American Research Corporation at 19762 Mac Arthur Boulevard, Irvine, California 92715.



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- Reach your community with well designed television messages showing "The Good Life," and the Christian walk?
- Identify your church as a source of inspiration and care to your community?
- Utilize the most cost-effective methods available?

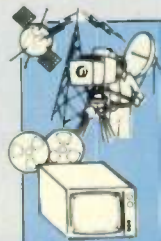
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PF Communications, Inc. introduces its new "Good Life" spot commercial service.

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why radio ministries on our stations measure their broadcasts by years and even decades!

Our Rates Are Low!
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KQXI

In Denver-Arvada, Larry Green and Ramona Harris are both ready to tell you about this dynamic area of over 2,000,000 people ready to hear your message in the KQXI primary coverage area. Many ministries on KQXI have been broadcasting for over a decade on this powerful 10,000 watt station. Call Larry or Ramona collect 303-761-1550. 10,000 watts is the big difference in Colorado!

KSHY

In Wyoming, KSHY Cheyenne, is the only full religious programmed radio station. KSHY's excellent signal blankets over 250,000 people in Southern Wyoming and Northern Colorado. Call Larry Green or Ramona Harris at 303-761-1550. They will tell you about the fine response KSHY is producing for many national and local religious broadcasters.

KBBX

Clif Glasgow can tell you the surprising story of Salt Lake City-Ogden. KBBX's 5000 watt signal blankets Salt Lake City, Ogden-Provo and reaches into Nevada, Southern Idaho and Southwestern Wyoming! Call Clif at 801-298-1142 and find out why many leading national ministries use KBBX year after year! Hurry, availabilities are limited! Primary coverage of over 1,000,000 people!

KXEG

Long known as one of the most responsive religious areas in the nation, Phoenix, Tempe, Mesa, has now grown to over 1,500,000 people! KXEG's twenty-four hour daily all religious programming serves not only this area, but also reaches into California, Nevada, Utah and New Mexico all night! Let Jess Spurgin tell you the fabulous KXEG story. Call him collect at 602-254-5001. All day, all night, all the time ... KXEG, Arizona's Golden Gospel Giant.

KXEN

For St. Louis and over 2,500,000 responsive Mid-Western listeners in 32 counties, call Bernie Harville at KXEN collect, 314-436-6550. Bernie will tell you the 50,000 watt story of KXEN, Mid-America's Golden Gospel Giant—the most powerful independent AM station in St. Louis.

KXAK*

Another Golden Gospel Giant is well on its way! Soon, KXAK will serve over ¼ of a million people in New Mexico. The brand-new facility will blanket Albuquerque, one of the fast growing Sun-Belt cities, and the heart of New Mexico from suburban Corrales. Watch for more news and the grand opening soon. For more information call Jack Stuart at (801) 298-1142.

Make your reservation for your program now.
(*Construction Permit)

Write, Wire or Call

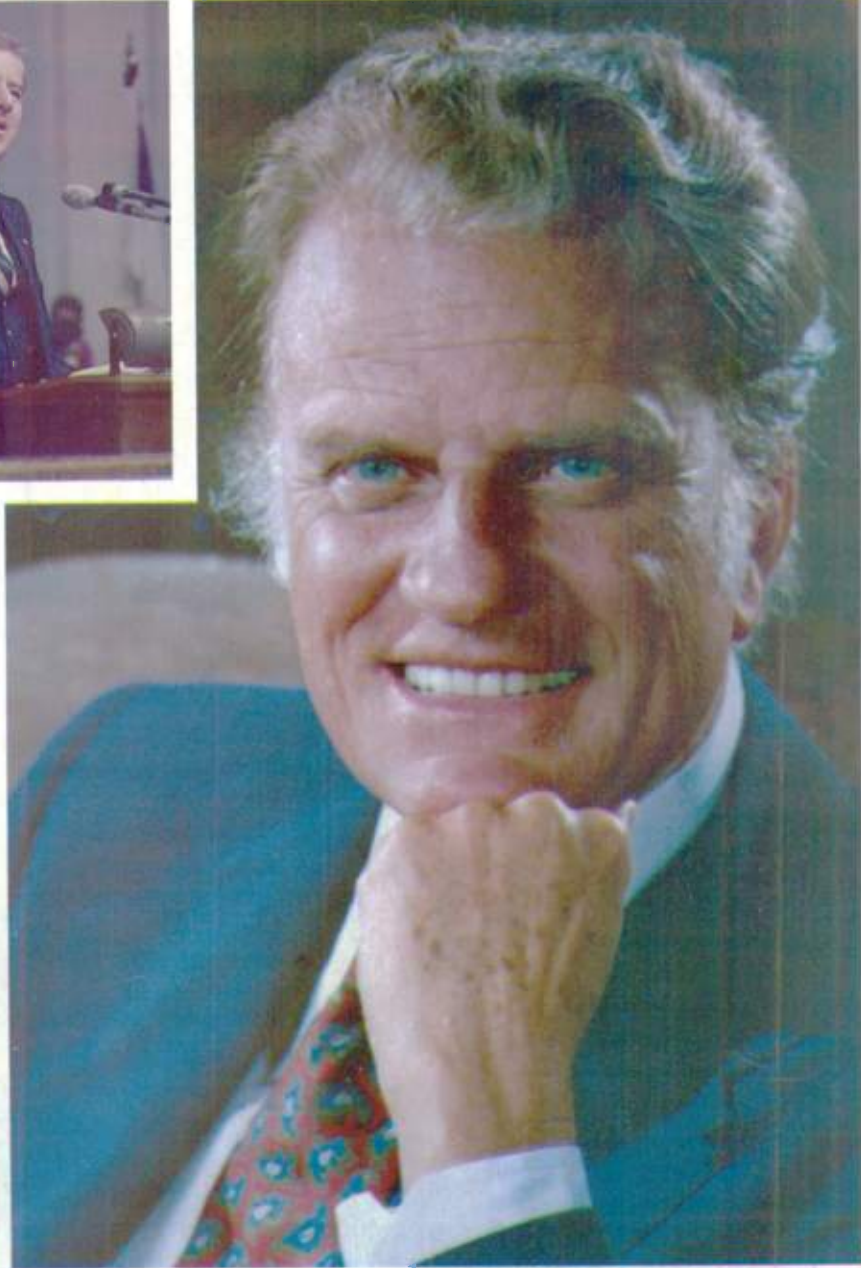
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Convocation 81 January 25 - 28 Washington, D.C.

Joint convention of National Association of Evangelicals and National Religious Broadcasters.



Church & Media: Partners in World Evangelization

Bringing together more than 3,500 leaders from the nation's most dynamic churches and the influential broadcast media, the NAE/NRB joint convention is an event you won't want to miss! Convocation 81 promises to make an impact on communications, government, world affairs. Most of all, it promises to make an impact on your spiritual life, your professional development, your role in winning the world for Christ.

You'll be inspired by world-famous speakers, uplifted by great musicians, informed by top professionals. You'll meet government officials, religious leaders, technical innovators, movers and doers. See the Convention Highlights on the following pages and send in your registration today.





You'll be part of history at Convocation 81

In the Sheraton Washington Hotel



The President of the United States is the special invited guest for the opening of Convocation 81, just a few days after his inauguration. More than a hundred Senators and Congressmen are expected to attend the Congressional Breakfast, and officials from the Federal Communications Commission are participating in two special events. Commissioner Tyrone Brown (left) addresses the luncheon honoring the FCC. Workshops, tours, receptions and mealtimes give you opportunities to exchange views and information with leaders from more than 30,000 churches, 1,400 religious radio-TV stations, almost 1,000 religious programs and publications. Plenary sessions bring you the joyous gospel music of the Blackwood Brothers (below) and other recording artists.



The setting for this historic gathering is Washington's newest hotel, the completely refurbished, enlarged Sheraton Washington. Its spacious convention facilities include the largest hotel exposition hall in the East.



Visit the Church & Media Exposition.

Be in Washington for four extraordinary days, January 25-28, when National Religious Broadcasters and the National Association of Evangelicals join together for Convocation 81 . . . a period filled with meaning, praise and challenge - as these program highlights indicate:

Tentative schedule



SUNDAY

1:00 pm
REGISTRATION BEGINS
 7:00 pm
OPENING OF CONVOCATION 81
Special Invited Guest -
The President of the United States
 Music: Men of Melody
 Christine Wyrzten
 Speaker: Adrian Rogers - Memphis, TN

Adrian Rogers



Men of Melody



MONDAY



Steve Musto: Convention Song Leader.
 Barbara Musto is Convention Pianist.

9:30 am - noon
NAE/NRB PLENARY SESSION
 Speaker: George Sweeting - Moody Inst.
WORKSHOP SESSION I
NRB PLENARY SESSION
 Speakers: David Hofer - NRB President
 D. James Kennedy - Ft. Lauderdale
CHURCH & MEDIA EXHIBITS OPEN
 1:45-7:00 pm
FCC PLENARY PANEL
WORKSHOP SESSION II
NAE/NRB PLENARY SESSION
 Music: Kim Wickes
 Blackwood Brothers
 Speaker: S.M. Lockeridge - San Diego

WORKSHOPS

For broadcasters from beginner to veteran. Seven areas of professional interest, concurrently meeting for six sessions. Top experts share their knowledge, answer your questions.

COMMERCIAL STATIONS

Research/Music Programming/Sales/Computer Logging/EEO/Management

PROGRAM PRODUCERS

Basics of Broadcasting/Audience Research/Satellites, Cables and Earth Stations/What Stations Want from Program Producers/Financial Accountability/Programming Trends

NON-COMMERCIAL STATIONS

How to Succeed in Fund Raising Without Really Crying/And Now the News/Quality First/Time Management FCC Trends/Promotion Ideas

INTERNATIONAL BROADCASTERS

Latin American Challenge/Reaching Europe and the USSR/Africa and the Middle East/Open Doors of Asia/How Programs and Stations Can Work Together/New Technology and Trends

TELEVISION - 10 workshops, many offered more than once
 What the Church Can Do/Emerging Technology/Sales, Advertising and Promotion/Satellites/Time Buying Fund Raising/Producing and Marketing a Program/Advanced Video Techniques/Open Dialogue for Station Managers and Program Producers

CABLE TV

Six workshops for program producers, churches, operators of cable channels

ENGINEERING AND TECHNOLOGY

Six sessions dealing with technical aspects of radio-TV-cable

Coordinators: Elliott Cole - Thru the Bible, Tom Wallace - KFIA/Carmichael CA, Wayne Pederson - Northwestern College Radio, David Clark - CBN University, Ray Wilson - Black Buffalo Trails, David Lawrence - Far East Broadcasting Co., Harold Munn - Consulting engineer.

Moderators: Ed Steele, John Boyd, Paul Finkenbinder, Russell Killman, Rick McIntosh, Jim Schweikart, Horst Marquardt, Ray Kassis, Gary Arnold, John Wheatley, Jimmy Waters, David Adeney, E. Brandt Gustavson, Rick Quintana, Robert A. Cook, Paul Hollinger, Robert Bowman, Jim Moss, William Hull, Keith Houser, Mike Nason, Irvin S. Yeaworth, Roger Flesching.



TUESDAY

7:30 am - 11:00 am
CONGRESSIONAL BREAKFAST
 Speaker: Jerry Falwell - Old Time Gospel Hour
WORKSHOP SESSION III
 12:30 pm - 7:00 pm
FCC LUNCHEON
 Speaker: Tyrone Brown - FCC Commissioner
PLENARY PANEL: ETHICS
 Speakers: Richard Wiley, Bill Bright, Olan Hendrix
WORKSHOP SESSION IV
NAE/NRB PLENARY SESSION
 Music: John & Mary Giger
 Northwestern College Ensemble & Orchestra
 Speaker: Paul Y. Cho
 - Seoul, Korea

Paul Cho



WEDNESDAY

9:30 am - 11:00 am
WORKSHOP SESSION V
NRB BUSINESS MEETING
 2:30 pm - 3:45 pm
NRB PLENARY PANEL: TV TODAY
 Speakers: Jimmy Allen, Jim Bakker, George Vandeman, Jack Van Impe
WORKSHOP SESSION VI
 6:30 pm
ANNIVERSARY BANQUET
 Music: Steve and Barbara Musto
 Dino Kartsonakis
 Address: Billy Graham

Dino Kartsonakis



**Meet the men and women who are changing the world for Christ
...at a stimulating series of seminars designed for
church volunteers, Christian leaders, religious radio-TV
listeners and viewers, students and faculty.**

NRB President David Hofer

FOR STUDENTS

The Washington Seminar In Communications offers students and faculty a unique opportunity for career-oriented study built around the 1981 NRB convention. College juniors and seniors, as well as graduate students, may gain valuable experience as interns and earn college credit.

Highlights:

- Convocation 81 plenary sessions and workshops
- Student workshops with noted guests
- Annual Job Fair
- Internships on video, audio, newspaper and other aspects of Convocation 81
- News conferences with major religious leaders
- Faculty Forum

Coordinators and faculty members include Carl Windsor / Liberty Baptist College, Dr. Stuart Johnson / Wheaton College, Virgil Megill / Toccoa Falls College, Dr. Mark Lloyd / Eastern Kentucky University, Norma Champion / Evangel College and Carl Jacobson / Spring Arbor College.

Special student registration rates and low-cost housing place this learning experience within the range of young men and women preparing to work in religious communications.

TOURS

Visit the capital's most fascinating places and meet some of the leaders of its political, cultural and religious life. Embassies, churches, galleries and high government offices are ready to welcome groups from Convocation 81.

Receptions: The White House, Supreme Court, Senator Jesse Helms, Museum of African Art, Embassies of Ecuador, Haiti, Korea and Liberia, NAE Headquarters.

Private Tours: National Air and Space Museum (conducted by historian Paul Garber), FBI Headquarters, Library of Congress, Capitol Hill, Museum of Natural History, Smithsonian Institute Costume Collection, National Cathedral, National Presbyterian Church, National Shrine of Immaculate Conception.

Hosts: Mr. & Mrs. George Douglas. Tickets may be purchased at \$10 for each event. Only a limited number of tickets available for some events.

SEMINARS FOR CHRISTIAN LEADERS

NRB offers six exciting, meaningful seminars to inspire and challenge those who serve the Lord in the home, the church and other areas. Meeting while the professional workshops for religious broadcasters are in session, these seminars for non-broadcasters present favorite musicians and speakers in a person-to-person setting.

Listening to the Next Generation Martin DeHaan II of Radio Bible Class, James Engel of Wheaton Graduate School and Carl Jacobson of Spring Arbor College in an unrehearsed dialog with a group of young people. Bob Featherstone of Bethel College is moderator.

Sharing a Cup of Cold Water Karen Mains of Chapel of the Air hosts Dr. and Mrs. Larry Ward of Food for the Hungry and surgeon Bob Schoffstall of World Medical Missions. Music by Wanda Britten Adams.

Stand Up America! Former Miss America Cheryl Prewitt and Tom Donahue of Citizens Choice express their views, with Bob Straton of the Walter Bennett Agency moderating. Music by Cheryl Prewitt.

Attaining Family Unity Tim and Beverly LaHaye of Family Life Seminars match notes with Mel Johnson of Tips for Teens.

Think About Writing...for a Wider Ministry Editor Roger Palms of Decision magazine tells why and how. Pastor Bill Ellis hosts and Cheryl Prewitt sings.

I Am - Because of Christ Rexella Van Impe of the televised Jack Van Impe Crusades and Wilma Stanchfield of Christian Women's Clubs are speakers. Edna Edwards of Blue Ridge Broadcasting, who is coordinator of the Seminars for Christian Leaders, is host. Music by Rexella Van Impe.

Cheryl Prewitt

Mel Johnson



Edna Edwards



Beverly and Tim LaHaye



Send this registration form
and your check to
NRB / Box 2254R
Morristown, NJ 07960

NRB

NATIONAL RELIGIOUS BROADCASTERS Box 2254R Morristown, New Jersey 07960 (201) 540-8500

Ben Armstrong, Ph.D., Executive Director

Dear Friend,

You are cordially invited to be with us at Convocation 81, January 25-28, 1981 at the fabulous new Sheraton Washington Hotel in Washington, D. C.

Whatever your role in communications or in the church, you'll find new insights, deeper meaning and renewed enthusiasm for uniting the power of the media and the message of the Gospel. Bringing together more than 3,500 leaders from churches and the broadcast media, Convocation 81 promises to be a turning point for every Christian who cares about sharing the Gospel with a world in need of hope.

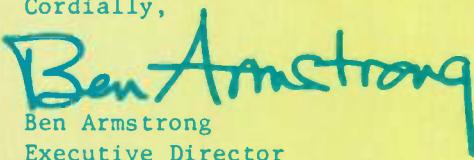
A highlight of the NAE-NRB joint convention is expected to be a visit from the newly-inaugurated President of the United States, Sunday evening. Some of the outstanding people taking part in the plenary sessions are:

- Billy Graham, bringing the Anniversary Banquet address, Wednesday
- Paul Y. Cho, pastor of the world's largest evangelical church, from Seoul, Korea, speaking at the Tuesday evening plenary session
- Adrian Rogers, past president of the Southern Baptist Convention, the largest Protestant body in the nation, bringing the opening address, Sunday evening
- Jerry Falwell, speaker on the Old Time Gospel Hour, addressing the Congressional Breakfast, Tuesday
- S. M. Lockeridge, pastor of one of the nation's outstanding Black churches, addressing the Monday evening plenary session
- Northwestern College Ensemble and Orchestra, appearing Tuesday evening
- Musicians Dino Kartsonakis, Steve and Barbara Musto, Kim Wickes, the Blackwood Brothers, Walter Arties, John and Mary Giger, Wanda Adams, Cheryl Prewitt, Rexella Van Impe, Men of Melody and Evansong

Key events at Convocation 81 include the participation of FCC officials, Senators and Congressmen, plus workshops led by experts in religious broadcasting, seminars for non-broadcasters and the Washington Seminar in Communications for college and graduate students. Special tours to the White House, embassies, cultural and religious centers of the capital round out the schedule of this dynamic convention.

For your convenience an advance registration form for Convocation 81 is enclosed. You save money by registering now at the advance registration rate. Plan to bring your family and key members of your staff to this memorable event, January 25-28, 1981.

Cordially,


Ben Armstrong
Executive Director

P. S. - You can keep up to date on everything that's happening in religious radio and TV by reading Religious Broadcasting, the NRB monthly magazine. For a free subscription just write to me.

USE THIS REGISTRATION FORM FOR CONVOCATION 81

January 25-28, 1981 — Sheraton Washington (D.C.)



For more information call NRB at 201/540-8500

REGISTRATION FEES

Includes all plenary sessions, workshops, registration materials, and admission to Church & Media Exposition, plus tickets to Congressional Breakfast, FCC Luncheon and Anniversary Banquet		NRB member	Non-member	Number ordered	Total \$
ADVANCE REGISTRATION closes January 9, 1981. Advance registrations must be prepaid in full to qualify for reduced rates. No monies will be refunded.	Advance Registration	\$140	\$180		
	On-site Registration	\$155	\$195		
	Spouse: Advance Registration	\$ 80	\$100		
	Spouse: On-site Registration	\$ 90	\$110		
SPECIAL STUDENT RATES for college and graduate students. Full registration includes all events. Limited registration does not include tickets to Congressional Breakfast, FCC Luncheon, Anniversary Banquet.	Student Rates:				
	Full Registration	\$80			
	Limited Registration	\$35			
EXTRA TICKETS: Order extra tickets for guests of attendees. (Full registration includes these tickets.)	Congressional Breakfast	\$18			
	FCC Luncheon	\$22			
	Anniversary Banquet	\$30			

1. Please use a separate registration form for each person. (Use a separate form for your spouse.) Photocopies of this form are acceptable.
2. Registration fees are listed above.
3. Please fill out the form completely.
4. Make checks payable to National Religious Broadcasters

Please check appropriate boxes:

- | | | |
|---|------------------------------------|---|
| <input type="checkbox"/> President/Director | <input type="checkbox"/> Engineer | <input type="checkbox"/> Spouse of Delegate |
| <input type="checkbox"/> Owner/Operator | <input type="checkbox"/> Manager | <input type="checkbox"/> Listener/Viewer |
| <input type="checkbox"/> Program Producer | <input type="checkbox"/> Pastor | <input type="checkbox"/> Missionary |
| <input type="checkbox"/> Program Speaker | <input type="checkbox"/> Exhibitor | <input type="checkbox"/> Faculty <input type="checkbox"/> Student |
| Main Interest: <input type="checkbox"/> Radio | <input type="checkbox"/> TV | <input type="checkbox"/> Cable TV |

Name _____ Dr. Rev. Mr. Mrs. Miss Ms.

Organization _____ NRB Member Non-Member

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Number of years attending NRB Convention (including 1981) _____

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MAIL TO: NATIONAL RELIGIOUS BROADCASTERS BOX 2254R MORRISTOWN, NJ 07960

In addition, other nearby hotels are holding space for people attending the NRB convention. Make your reservations today:

Shoreham Hotel (202) 234-0700
2500 Calvert St., NW ■ Washington, DC
Adjacent to the Sheraton Washington
■ Rates from \$52.

Washington Hilton (202) 483-3000
1919 Connecticut Ave. NW ■ Washington, DC 20009
Less than one mile from the Sheraton Washington ■ Rates from \$48.

Normandy Inn (202) 483-1350
2118 Wyoming Ave. NW ■ Washington, DC 20008 ■ Rates from \$45.

Connecticut Inn (202) 244-5000
4400 Connecticut Ave. NW ■ Washington, DC 20008 ■ Rates from \$42.

Reserve your hotel space now

Hotel accommodations in Washington are scarce during inauguration week and the Sheraton is filling rapidly. As the official Convocation 81 hotel, the new Sheraton Washington offers spacious and well-appointed guest rooms, plus modern meeting rooms, beautiful ballrooms and other facilities ideally suited for the dynamic 1981 convention. Please make your reservations directly with the Sheraton Washington Hotel reservations office:

Sheraton Washington Hotel

2660 Woodley Road & Connecticut Ave., NW ■ Washington, DC 20008
(201) 328-2000 ■ Ask for Reservations Office
Convocation 81 hotel. Rates from \$81.



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CONVOCATION 81

brings together two of the most dynamic forces the world has ever known - the power of today's communications media and the power of the Gospel. It's a combination that can transform lives, nations, even the course of human history. What impact does it have on your family, your church, your community? Can it change our nation? What can it do for the millions of people who have never heard about Jesus Christ? You'll find answers at CONVOCATION 81. Centering on "Church & Media: Partners in World Evangelization,"

CONVOCATION 81 combines the annual conventions of the National Association of Evangelicals and National Religious Broadcasters. Join them, January 25-28, 1981 in Washington, D. C.



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Ted Engstrom executive director of World Vision Inc.
Ed Dayton vice-president of Mission and Evangelism, World Vision International

MANAGING YOUR TIME

A two-day seminar after the NRB Convention January 29-30 at the Washington, D.C. Sheraton Hotel

Books by Engstrom and/or Dayton

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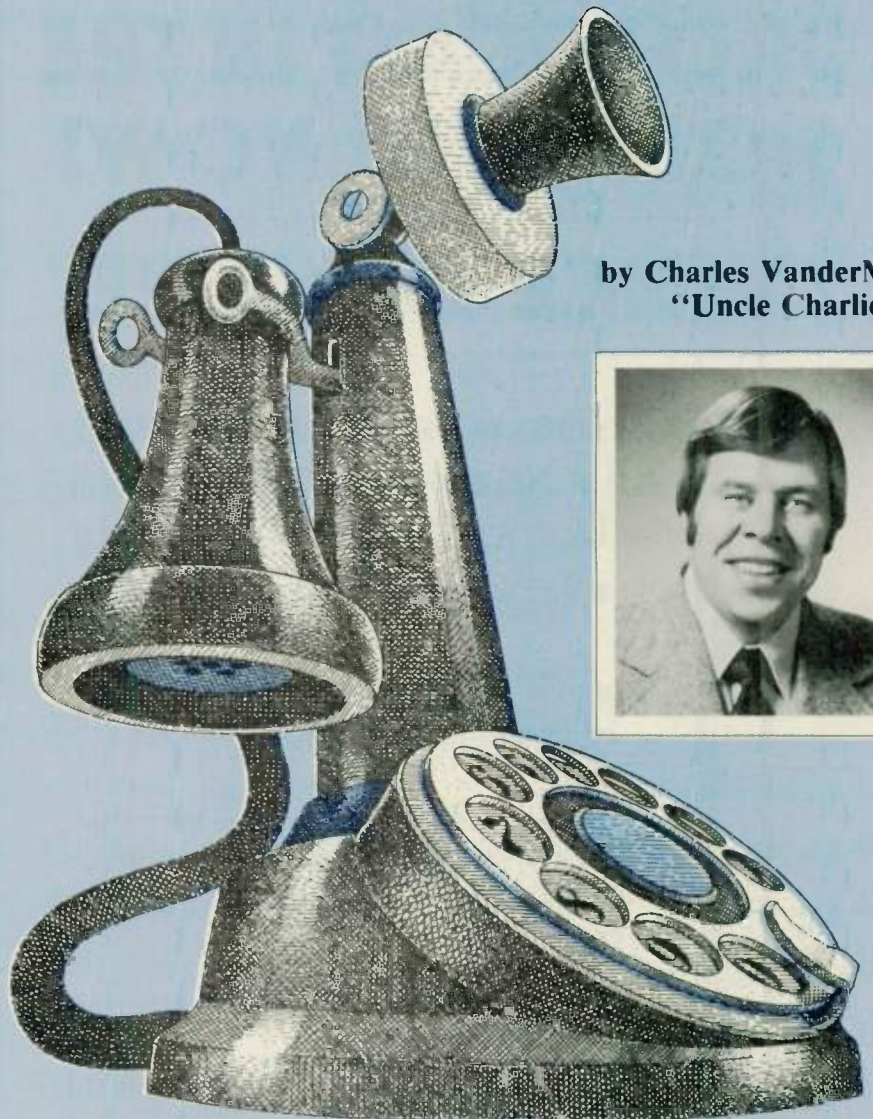
MANAGING YOUR TIME

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HOW TO



by Charles VanderMeer
 "Uncle Charlie"



"Thank you for calling the Story Lady," says the recorded message. "Today's story is about Mary and Joseph. . . ."

So begins a typical three-minute recorded message for children in a new ministry of First Baptist Church, Ada, Okla. By dialing a telephone number, children can hear Bible stories, written and recorded by public school and Sunday School teacher Bobbie Altmiller.

"The minute we hooked the machine on the line, it started cycling with incoming calls," says Randy Tompkins, minister of education and administration. In the first 24 hours, there were 292 calls registered. After three days the total was 940 and after three weeks, almost 5,000 callers had listened to the stories.

The cost of an additional telephone line and recording equipment was less than \$350 and Tompkins said the service is a valuable publicity tool for the church as well. The phone ministry also is used to offer rides to Sunday school on the church's buses and to publicize Vacation Bible School.

"We plan to ask the children calling to draw a picture of the story they've heard and send it to the Story Lady," Tompkins explains. "We'll acknowledge their pictures with a post card and display the drawings in the church foyer, plus we'll get names and addresses for follow-up visitation."

PLEASE BOYS AND GIRLS

The history of the Children's Bible Hour and the personal history of Charlie VanderMeer run along parallel lines. Children's Bible Hour first went on the air in November of 1942.

About a year later, when he was nine years old, Charlie was picked out of a studio audience to participate in a live broadcast of C.B.H. From there he went on to a regular spot in the program, reading from "Charlie's Scrapbook", reciting poems, and helping in the dramatized stories.

A few years later, he served as junior "emcee" for the weekly programs. At 17, Charlie left the program for four years of college study at Bob Jones University, graduating in 1956 with a major in radio and television production. Immediately following graduation, he joined the staff of Children's Bible Hour and in 1959 was named Assistant Director.

He worked closely with "Aunt Bertha" Shooks

until her retirement in 1972 when he assumed the directorship of the ministry with which he had been so long associated. Now known as "Uncle Charlie" to boys and girls around the world, he heads a ministry that is currently aired on 592 radio outlets in all 50 states and in approximately 40 foreign countries. C.B.H. also has an extensive outreach in the areas of gospel recordings, cassettes, a bi-monthly magazine, and area-wide radio rallies.

Charlie VanderMeer is a member of the Wealthy Street Baptist Church of Grand Rapids, Michigan, where he has served as youth leader, Board member, Pastoral Search committee member, and trustee. He is also currently a member of the Board of Directors of the Gull Lake Bible and Missionary Conference, located near Kalamazoo, Michigan, and he is an advisory Board member of the Forgotten Man Mission, a ministry to prisoners.

Children like to use the telephone! The **Children's Bible Hour**, headquartered in Grand Rapids, Michigan, has capitalized on this fact to expand its outreach into an effective ministry to boys and girls. The **Children's Bible Hour** radio broadcasts are currently heard on 624 radio stations worldwide. In addition to bright music, quizzes and other interesting features, the "message" part of each broadcast is a 10 to 12 minute fully dramatized story with a contemporary theme. Nearly 100 of these stories have been condensed to approximately three and a half minutes in length, and are being used in a ministry called **PHONE-A-STORY**.

There are some sixty areas in the United States and Canada where these shortened stories are being used on the telephone. Christian radio stations, churches, child evangelism groups and individuals are using the stories to reach the boys and girls in their area.

PHONE-A-STORY has an interesting history! Back in 1970 a Tucson policeman, Bob Pfister, felt

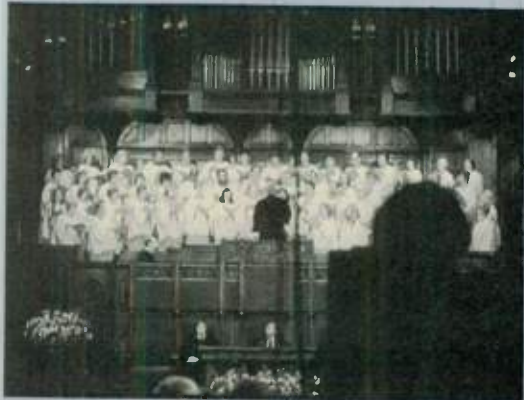
he just **had** to do something to reach boys and girls for Christ. He taped the **Children's Bible Hour** dramatized story directly from his radio, shortened the story to about three and a half minutes, and converted his own telephone to an answering unit. He printed up some cards with the number on it and passed them out to boys and girls in Tucson. Today, Bob is still using the phone to reach boys and girls in Tucson. He currently has five lines, and is averaging 35,000 calls a month, having logged nearly three million calls in Tucson alone since 1970.

In cooperation with **Children's Bible Hour**, Bob sent letters to churches and groups around the country to let others know about this unique method of evangelizing children. The ministry has grown from three users in 1978 to over 60 users today. As a result, many others are realizing a great harvest among boys and girls. One C.E.F. Director in Florida reports 35,000 calls into the phone unit, with 3,574 follow-up calls made to a counsellor, and 1,300 decisions for Christ.

A Christian radio station in Wisconsin uses the outreach to promote their Saturday morning children's programming. They put a tag after the dramatized story inviting boys and girls to listen to their children's radio programs. In their first month of operation, the radio station logged 7,000 calls on one unit. A church puts a tag at the end of the story inviting boys and girls to come to their Sunday School, or to call for a ride on the church bus. A farm wife in a rural area in the "thumb" of Michigan takes time out from her chores to change the story each day on the unit she operates from her farm home to the surrounding area.

The **Children's Bible Hour** is now in its 37th year of broadcasting. In addition to our radio and "Phone-a-Story" ministries, the Children's Bible Hour produces records and cassettes, has a Bible correspondence course in which some 5,000 boys and girls around the world are enrolled, and recently has branched out into the audio-visual field with the release of two film-strips to accompany their dramatized stories. **NRB**

Listening to the A



by Heather Sholl

Heather Sholl serves as coordinator of television ministries at First Presbyterian Church of Hollywood and is associate director of Let God Love You.



"A listening ministry" is the phrase Lloyd John Ogilvie uses to describe his distinctly different television program **Let God Love You**, entering its third season this fall in Los Angeles, Phoenix, Chicago, Pittsburgh, Philadelphia, Miami and on the more than 300 outlets of the Christian Broadcasting Network. Dr. Ogilvie's goal is a person-centered communication of the hope of the Gospel.

"Our right as religious broadcasters to speak to people through the medium of television must be earned by attentive, receptive listening to their profound need and urgent questions," observes the senior pastor of Hollywood's First Presbyterian Church. "There is nothing more powerful than a straightforward response to the aching questions people are really asking and to the deepest needs they are honestly expressing."

In order to address what people are thinking and feeling, Dr. Ogilvie regularly surveys and inventories the hopes and hurts of his audiences, both of his television program and of his nationwide speaking appearances as a best-selling inspirational author. In this way he is able

to determine what is on the hearts and minds of non-religious Americans and of church people who long to find a vital faith.

Dr. Ogilvie builds the Gospel message of each program around one of these expressed needs or questions, seeking to help people "turn their struggles into stepping-stones," to help them find "an authentic faith for the trials and tensions of life."

"My goal is to share the adventure of authentic living in Christ, life as it is meant to be, in a way that cuts to the raw nerves of the American people," he says. "I am determined to listen with two ears — one to God and the other to people. By keeping a finger on the pulse of the American people, I believe we can communicate the Gospel in a fresh and impelling way."

By establishing a dialog with viewers through their letters and the extensive inventories of people's needs, Dr. Ogilvie targets **Let God Love You** at a segment of the viewing public he feels has been previously unreached by religious television.

"We want to reach people who are turned off to the church and formal Christianity and help them find a dynamic relational faith which transforms the basic relationships of life with God themselves, others and the world," Dr. Ogilvie explains. "The non-religious American is the key to reaching others who may be churchgoers but whose faith is not vital or viable for life's struggles."

As the first pastor of the United Presbyterian denomination to have undertaken a ministry of this kind, Dr. Ogilvie points to the program's results, expressed in the thousands of letters from viewers each week: "It is significant that many of those who have experienced a new relationship with God through the program indicate that they have become active participants in their local churches."

The fast-moving half-hour format of **Let God Love You** opens with a brief, pre-taped segment showing the Hollywood pastor interrelating with people from all walks of life in real-life situa-

American Audience

tions. He then appears on camera for a "teaser" in which he states the need or question which the program will examine.

Taped in the sanctuary during the 11 am service at Hollywood's historic First Presbyterian Church, **Let God Love You** features the music of the Cathedral Choir along with guest soloists and groups. Each program also has a time of witness from a person who has come to authentic faith in Jesus Christ as a result of a personal life-crisis.

Dr. Ogilvie then presents a 15-minute message, and incisive, life-oriented Bible exposition which responds to a concern expressed by his audiences. Strategically-placed cameras throughout the sanctuary capture for the home viewer his person-to-person, conversational teaching style.

The program closes with an invitation to the viewers to write to Dr. Ogilvie, sharing their needs and questions for him to address in subsequent programs. This maintains **Let God Love You** as a two-way conversation between Dr. Ogilvie and the television audience.

The credits for the program appear on the screen while the pastor greets and talks with the people of his congregation as they leave the sanctuary. From beginning to end, people and their need for God's love and liberating power are kept as the primary goal.

A unique feature of **Let God Love You** is its offer of a daily devotional guide, "Fifteen Minutes to Freedom," which follows the themes and scriptures of each week's program, enhancing the viewer's sense of participation. Using this guide, the viewer is able to prepare for Dr. Ogilvie's talks and to become familiar with the Bible passages he will draw upon that week.

Accompanying the daily devotional guides is a personal note from Dr. Ogilvie responding to a particular need or question expressed in the viewers' letters. All the offers of Bibles, Dr. Ogilvie's books and practical aids for living extend the TV program's purpose of helping people discover and live Christianity as an adventure.

Dr. Ogilvie firmly believes that the eighties will be a dynamic decade of

spiritual renaissance in America and that television provides the most effective way of reaching the non-religious American with the Gospel. The current series of thirty programs has as its theme, "The Bible Speaks to Our Deepest Questions."

An extensive survey of the program's viewers, supplemented by a national survey, has determined the most urgent and personal questions people currently have about living out their faith. The new **Let God Love You** series will also employ innovative production techniques, featuring life-situation cut-aways to illustrate Dr. Ogilvie's main points.

"In producing **Let God Love You** we have sought to be part of God's strategy to produce a new breed of Christians in our time," Dr. Ogilvie explains. "We stress that an authentic life in Christ is expressed in costly involvement in the needs of others and the problems of our society. In short, the program title **Let God Love You** means being to others what He has been to us."

Though still in its syndication infancy, the program's ministry has grown rapidly, with more than half of its budget now contributed by viewers. As Dr. Ogilvie told his church's officers when the original budget went entirely into production and airtime for 13 weeks in the Los Angeles area only, "If this program truly demonstrates our care about people and their struggles, as discerned by our careful listening, God will provide the means to continue."

The syndication strategy for the program allows it to expand into a new area whenever a support group is formed to underwrite the first year's airtime or when a station works cooperatively in providing time to launch the program in its area. All funds received beyond expenses for the coming year will go into expanded syndication.

Let God Love You represents the efforts of a closely-knit production team, a praying fellowship of Christian media professionals. These include church business administrator and executive producer Ted Behr, CBS executive and producer Robert Tamplin and veteran director Brian Hickox.



Seven Ideas On Writing Computer Letters.

by Jerry Huntsinger

Computers are here to stay. No doubt about that.

And the quality of letter generated by computers is improving—so much that I suppose we should use the term “personal letter” rather than “computer letter.”

But to write a personal letter you must employ some new techniques. In fact, you should develop a style that is quite different from the style you have been using to write a traditional form letter.

1. First of all, there is the Lead Sentence.

Here you must do your best to begin on a warm and personal note. That's what a personal computer letter is all about. Of course, you should also develop a distinct sense of urgency, but don't play it too hard.

Your lead sentence is not a headline. A computer letter often gently massages. The strength is in the personalization.

2. Second, there is Body Copy.

Keep your paragraphs moving along, just as in a form letter. Resist the temptation to crowd the copy, and jam several ideas together in long paragraphs. In brief, use the techniques necessary to keep the donor moving ahead.

3. Third, there are personalizations.

But be careful: the personal quality of a letter does not necessarily depend on the number of times you can squeeze in the donor's name. Rather, the personal quality is found in the way you weave in personal facts.

Your aim is to give the reader the feeling that you are writing directly to her. Here's a rule of thumb to follow: avoid any personalization you wouldn't use if you were dictating a letter to your secretary.

The most devastating error made by computer letter writers is to insert the person's name in the body of the letter without rhyme or reason. An out-of-place personalization is a red flag, warning your donor that the letter is not the personal communication it pretends to be.

Just for fun, let's create a personal letter for a college that has a radio program. The computer has stored the following information:

1. Amount of last gift.

2. Total gift amounts to date for the calendar year.

3. City, state, street, etc.

4. Distance from city to college.

5. Number of students in college from donor's state.

6. Call letters of radio station carrying broadcast in donor's area.

Okay? All quite standard data. Now let's put it together—in an obviously abbreviated form—for the sake of illustration.

Would your donors respond to such a letter? Probably. Personalizations are powerful tools, when handled properly.

4. Then comes editing.

Often when you compose a computer letter, you will discover that it is several lines too long, but don't let a programmer edit the letter for you!

Do not shove two paragraphs together to save a line or two. Long paragraphs block the flow of communication.

One little trick is to look for a dangling line at the end of a paragraph. Whenever the line is less than a third of the total margin you can often delete a word or two, and gain an entire line. This tightens up the copy, and probably improves the letter.

Don't omit an entire paragraph without providing a new transition between the two paragraphs that now come together.

Webber College
Webber, New York

Dear Mrs. Jones:

I have a problem I must share with you today—but first, please let me thank you for your recent gift of \$10.00.

This brings your total giving to \$25 for the year of 1978. Your generous help is deeply appreciated. However—Webber College is facing a serious challenge today—the need to build a new radio studio, and replace the antique facilities in the basement of the chapel!

This is why I am asking you for a special gift of \$25, Mrs. Jones.

And if your answer is “yes,” your love will reach all the way from Kenmore Avenue to Webber, New York—1,200 miles!

And just as important, you will help keep “The Chapel Hour” on station WLEX, in your city.

Furthermore—young people will continue to learn about Webber College—and already, 16 students from Nebraska have enrolled in Webber this year.

So you see...etc., etc., etc....

Jerry Huntsinger is Chairman of the Board and Founder of Huntsinger, Jeffer & Van Groesbeck, Inc., a full-service advertising firm specializing in fund raising. He has written extensively on the subject of fund raising and has appeared as a speaker at many seminars and meetings.

Mr. Huntsinger works with a variety of organizations such as Jerry Falwell's Old-Time Gospel Hour and Moral Majority, Robert Schuller's Hour of Power, Voice of Prophecy Radio Broadcast, World Literature Crusade, Food for the Hungry, Christian Record Braille, World Relief Corporation and many others both in America and abroad.

Huntsinger, Jeffer & Van Groesbeck, Inc. has pioneered many of the current fund raising techniques utilizing TV, radio, magazines, newspapers, direct mail and other forms of media.

Agency headquarters are at 809 Brook Hill Circle, Richmond, Virginia 23227.



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Watch for prepositional phrases. Often you can rearrange your sentence. For example:

Your help in this project is urgently needed.

You can eliminate the prepositional phrase "in this project" and end up with a short, tight sentence.

Just be careful and don't compress the letter so tight that it doesn't breathe.

5. Underlining.

I mention this simply because the computer can't do it! So as a substitute, there is a temptation to use ALL CAPS FOR EMPHASIS. This results in a shouting kind of a letter, not a personalized letter.

In brief, a computer letter has two tremendous advantages over a form letter. As a writer, you must utilize these advantages to the fullest extent of your imagination:

a. The appearance of a personal letter.
b. The use of personal information in the body of the letter. What excites a donor more than any other stimulus? Her name!

6. How long should a computer letter be?

Obviously, the shorter the letter, the lower the cost, because of the time involved in using the computer. Perhaps the most efficient format is to run 7x10 sheets two-up, and print on the front only.

But a little testing will reveal the problem: short computer letters often reduce response. What else can you do?

First of all, there seems to be a rule of thumb, that the more personalizations you have, the shorter the letter can be, and vice versa. If your appeal needs more than one page to sell the concept, try printing the first page with a computer, and pre-printing the second page to exactly match the computer typeface.

You can use the same technique for a four-page letter—or for a four-page booklet letter you can computerize pages one and four, running one-up, and pre-print pages two and three.

Sadly enough, computer companies have tended to sell formats and then defend the format on the basis of cost, instead of engaging in intensive testing to discover just what length is most effective for a given charity.

7. What will the future bring?

There seems to be two trends that a writer needs to watch.

First, computers are now generating letters that achieve a "non-computer" look. As the state of the art improves it will soon be impossible to tell a computer letter from a typed letter.

Second, new breakthroughs in printing give the computer more creative possibilities—and now you can print the donor's name in varying size and typeface, all in the same letter. A gimmick?

Yes, but it is working in many situations, proving that nothing is more important than your own name!

BOOKS

NEW BOOK SALUTES RADIO PIONEERS



years ago, Walter A. Maier, a young professor of Old Testament, stepped before a CBS microphone in Cleveland and launched what in time would become the largest radio program in the history of broadcasting. The golden anniversary of **The Lutheran Hour** is being celebrated through a new motion picture, anniversary broadcasts and the publication of two books focusing on Dr. Maier's extraordinary ministry.

Concordia Publishing House is reprinting the best-selling biography, *A Man Spoke, A World Listened*—*The Story of Walter A. Maier*. A new anthology of excerpts from Dr. Maier's voluminous writings, entitled *The Best of Walter A. Maier*, is the second offering from Concordia. Both books are authored and edited



by Paul L. Maier, son of the **The Lutheran Hour** founder. The author is professor of history and chaplain at Western Michigan University.

A Man Spoke, A World Listened (420 pp., \$12.95, \$8.95 paper) details Dr. Maier's careers as a youth leader, magazine editor and professor, Harvard scholar, broadcaster and author of no less than 31 books and a voluminous amount of devotional materials. Billy Graham has called Walter A. Maier "the greatest combination of preacher and scholar that America has thus far produced in this century."

In private life, his exuberant romance and happy family life inspire him to write his bestseller on marriage, *For Better, Not For Worse*.

One of the builders of the current evangelical resurgence, Dr. Maier was a leading spokesman for classic Christianity, helping revitalize the nation's faith. *The Best of Walter A. Maier* (252 pp., \$9.95, \$6.95 paper) shows the versatility of the epigrams, editorials, articles, essays, addresses, sermons, and devotions that flowed from his pen. Most probably, Walter A. Maier was the first American churchman whose published works exceeded 15,000 printed pages.

One chapter offers some of his noted aphorisms, such as: "A college degree is no certificate of morality: an uneducated thief will steal a ride on a train, but an educated thief will steal the whole railway system."

His first, his finest, and his last **Lutheran Hour** addresses are presented intact, as well as his best seasonal sermons, most vivid illustrations and most penetrating insights. Excerpts from his scholarly *The Book of Nahum* as well as his popular *Day by Day with Jesus* devotional series complete the anthology, which includes illustrations and bibliography.

CONVOCAATION 81

to Highlight Church and Media

Something for Everyone

Back by popular demand, the Seminars for Christian Leaders, coordinated by **Edna Edwards** of WFGW/Black Mountain (NC), appeal to men as well as women, teens as well as seniors, communicators as well as audiences, and anyone who enjoys Christian music and fellowship.

□ **Robert A. Featherstone** of *Think About It* starts the series with a look at today's college campuses.

□ **Karen Mains** of Chapel of the Air, **Dr. and Mrs. Larry Ward** of Food for the Hungry and **Franklin Graham** of World Medical Missions participate in a session on Sharing a Cup of Cold Water.

□ Former Miss America, **Cheryl Prewitt**, speaks and sings at the rousing Stand Up America! presentation. **Robert Straton** of the Walter Bennett Company/Philadelphia and **Tom Donahue** of Citizens Choice are participants in the Tuesday morning session.

□ Tuesday afternoon's topic is Family Unity. The expert speakers are **Mel Johnson** of *Tips for Teens* and **Tim and Beverly LaHaye** of *Family Life Seminars*.

□ Wednesday morning **Roger Palms** of Decision Magazine and **Bill Ellis** of Peoples Church of God challenge Christians to consider writing as a ministry.

□ In the closing seminar, two authors speak on the topic "I AM — Because of Christ." The participants are **Rexella Van Impe**, who appears on the televised Jack Van Impe Crusades, and **Wilma Stanchfield**, a favorite speaker at Christian Women's Clubs.

The Seminars for Christian Leaders, which meet concurrently with the broadcasters' workshops, feature musical presentations at each session.

Other activities for nonbroadcasters include special tours, giving an inside view of the capital's seats of power. Tour coordinators **George and Libby Douglas** are arranging events at foreign embassies, the White House, the Capitol, churches, cultural centers and Washington homes.

For college students, graduate students and faculty members, the Washington Seminar in Communications provides opportunities to earn college credit, meet government officials, talk with religious broadcasting executives, and sit in on NRB plenary sessions and workshops. **Professor Carl Windsor** of Liberty Baptist College, who is building Intercollegiate Religious Broadcasters into one of the largest NRB chapters, is arranging the Seminar schedule with the help of **Professor Stuart Johnson** of Wheaton College and **Professor Norma Champion** of Evangel College.

Highlights of the Washington Seminar include workshops on campus radio-TV stations and a job fair. For the convenience of students, several nearby hotels are holding modestly-priced rooms. Details are available from campus IRB representatives or the NRB headquarters in Morristown (NJ), 201/540-8500.

Focusing on the theme "Church & Media: Partners in World Evangelization," National Religious Broadcasters and the National Association of Evangelicals are planning a joint convention destined to set the stage for a new era of church growth, evangelism and spiritual commitment.

Convocation 81, the NAE/NRB joint convention, meets at the Sheraton-Washington hotel in Washington, D.C., a few days after the inauguration of the newly-elected **President of the United States**. The President has been invited to address the opening session, Sunday evening, January 25. **Billy Graham**, the world-renowned broadcaster and evangelist, closes the four-day gathering Wednesday evening, January 28, delivering the Anniversary Address at a gala banquet.

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(continued on page 42)



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viewer develop into the person God intended.

We believe the broadcast media may be God's most important and efficient tool to reach the masses at this time in history. That's why In Touch is using this media to reach the lost for Christ and disciple believers in what may be our last days.

If you would like to know more about how God is using this ministry

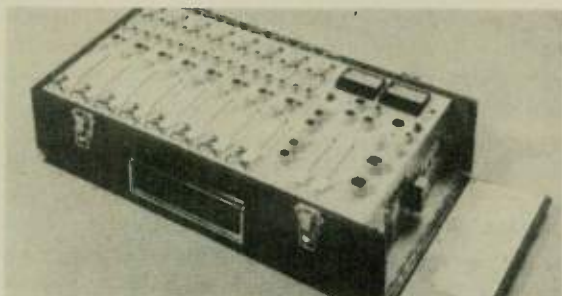
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Remembering the Early Days of Missionary Radio

by Clarence W. Jones

This is a Jubilee year for us! We are celebrating the 50th anniversary of HCJB in Quito, Ecuador.

Actually it will be 50 years on December 25th 1981 for HCJB but my wife and I are counting from when we first went down to Ecuador in 1930 and made application for a permit to broadcast. The Ecuadorian government granted us a 25 year license and we began to set up the radio station.

There were five of us families that were instrumental in bringing forth HCJB, the voice of the Andes. Stuart Clark, John Clark, Paul Young and ourselves were in Quito; Reuben Larsen was out in the jungle and had a tremendous lot to do with the Ecuadorian government. When the government asked us what we were going to broadcast we said, "We are not anti-Catholic and we're not pro-Protestant. We just preach the Word of God."

As we look back over these 50 years we can give God the glory that He has made it possible for us to reach people by radio. This was the great injunction we were to go for — reaching people by radio. We were to go, by radio, into Jerusalem, Judea, Samaria and the uttermost parts. But it wasn't *geography* the Lord had in mind — it was *people*. He meant we should reach the *people* of Jerusalem. For us that was to be Ecuador with its population of maybe nine million. Then South America; then the world.

Back in those early days, the Church was suspicious of radio, thinking it was of the devil and they requested their people not to use it at all. So we began questioning. Then one day the telephone rang and a lady called Senora Ochoa asked "How can I know more about this living Saviour?" We visited her at her home and led her to the Lord.

Mrs. Ochoa soon had another question for us, "What can I do to make known the gospel of Christ?" As she talked of the things she was able to do one thing stood out — she was able to speak Quechua, the language of the Indians. So she began broadcasting in the Quechua language.

You may well be asking "How did you get people

to listen?" There were few radios in Ecuador (and no other transmitters at all!) We had to find a way. Marion Kreklur, one of our engineers, took up the idea and began building cheap little radio receivers. Just a small battery operated job with no tuning at all. You just turned it on and BING! There was HCJB coming in. We produced about 13,000 of them before the Japanese came along with all kinds of modern transistors.

We sold radios to the farmers on condition they would let their Indians listen in. The farmers had many hundreds of Indians — very poor people who worked on the farms.

One time an influential man came up to Quito from the coast. He had the idea that Ecuador must get rid of all foreign newspapers, magazines, broadcasters and particularly HCJB. Some men from the Government came and explained the situation. We said, "You've listened to the station and understood what we do. You'll have to decide." So we prayed about it and left it with the Lord.

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WORLD NEWS

RADIO AND TV MULTIPLIES IMPACT OF PALAU CRUSADE IN ECUADOR

GUAYAQUIL, ECUADOR

— Evangelist Luis Palau's two week crusade (September 7-21) in this coastal port city of 1,100,000 made a nationwide impact for the Gospel through extensive use of radio and television.

The crusade which was broadcast on HCJB Radio and then transmitted to at least ten countries in Central and South America, had a radio listening audience estimated in the millions. Cumulative attendance at Guayaquil was 76,000, with 2,850 registered commitments to Christ.

Ecuador's largest television network, Telecentro, broadcast the evangelist's live question and answer program, **Luis Palau Responde** during the crusade. For twelve consecutive nights people phoned Palau at the station seeking biblical solutions to personal problems. The Telecentro Network carried the program nationally on 25 repeater stations, and the program was also picked up by several stations in Colombia and Peru.

"The impact of the nationwide TV broadcasts was without parallel in Ecuador," said missionary Andrew Rennie.

"The effect in Quito, Ecuador's capital, 250 miles from Guayaquil, was unbelievable," according to Jose Reynoso, Spanish program director for HCJB Radio. "It seemed the entire nation was watching."

Nightly crusade meetings in Guayaquil's 10,000-seat "Covered Coliseum" aired each night on HCJB's AM, FM and shortwave frequencies. Shortwave broadcasts were picked up in other

countries and rebroadcast on local AM stations. The strategy was similar to one employed by the Palau Team during their Managua, Nicaragua "Continente '75" Crusade.

Illustrating the far-reaching effect of the radio broadcasts, a cable arrived during the crusade from Havana, Cuba which stated, "Every night we listen to Guayaquil '80. May the Lord bless you."

The effectiveness of the radio and television broadcasts was apparent by the number of people seeking help at the Palau Team's counseling center which filled the third floor of a downtown office building. Fifteen counselors trained by Palau Team vice-president Rev. Jim Williams staffed the center.

The demand for counseling was so great that after the first week Palau had to discontinue announcing the center's address over the air. Most of those counseled at the center and in the nightly meetings were professional and middle class people. OMS International Field Director Roger Skinner said that prior to this crusade the Gospel outreach among this group of people was "slim to none."

Crusade activities included a School of Communications designed to help Christians sharpen their radio and television communication skills. The three-day school, organized by Team member Stan Jeter, drew over 50 students and resulted in the formation of an Association of Christian Communicators in Guayaquil.

During the campaign, Palau had a one-hour long radio interview with Ecuador's most popular sports commentator. While thousands of young sports

fans listened, Palau explained how young people could triumph in life by following Jesus Christ as Lord and Savior. The commentator later summarized the evangelist's remarks in his newspaper column.

Marcial Campo, a member of the crusade executive committee, remarked in a post-crusade radio interview, "I have participated in many evangelistic crusades, and the majority appealed only to the 'pueblo' (lower) classes. In this crusade the Gospel is reaching all levels of society. We have counseled with professionals from all walks of life — professors, medical doctors, and engineers. Normally, these people do not accept an invitation to attend church, but in this crusade they are coming to the meetings and making their decisions for the Lord Jesus."

Gospels of John, donated by the Lockman Foundation, were given to all new converts.

Four hundred fifty women attended a tea where they heard Palau speak and 190 responded to the evangelist's invitation to receive Christ. Two days later, Palau spoke to 140 businessmen about what the Bible says concerning the current world situation. Forty-seven of the men signed cards saying they had made a decision to follow Christ as Savior.

An average of 25 pastors attended daily sessions during the crusade at which Palau and Team member, Marcelino Ortiz taught on "The Victorious Christian Life." As a result of the crusade, at least one local congregation established a new church incorporating twenty-six crusade converts among its membership.

The Palau Team's next evangelistic thrust will be

rallies in the Argentinean cities of Mendoza, Bahia Blanca, and Mar del Plata. The next nationwide crusade will be a five-week effort at Kelvin Hall in Glasgow, Scotland in May, 1981.

NEWS

SPANISH-LANGUAGE TV SERIES FUNDED BY CATHOLIC CONFERENCE

SAN ANTONIO, TX (NRB)

— The first national Spanish-language television series funded by the Catholic Communication Campaign, **El Visitante**, is on the air in 15 U.S. markets via the Westar II satellite and cable television.

Featuring interviews with nationally known Hispanic celebrities such as Ricardo Montalban, Vicky Carr, Gilbert Roland, Cesar Chavez, and others, the series includes segments from Hispanic population centers across the country interspersed with weekly commentaries on Hispanic culture, immigration law, education and political responsibility.

El Centro de Comunicacion Oblato is producing **El Visitante**. Adan Medrano, director of the center, is host and executive producer.

The Catholic Communication Campaign, a national undertaking of the U.S. Catholic Bishops, seeks to encourage more effective use of the media by the denomination. Funds came from an annual collection in the churches, with half of the funds remaining in the dioceses for local communication activities and half going to the national level for disbursement as CCC grants. Applications for 1981 grants are now being accepted.

The Communication Committee of the United States Catholic Conference,

which is responsible for overseeing the grants program, is placing special emphasis on communication projects capable of reaching wide audiences, as well as on research and training which will have a longterm impact.

In the first cycle of national grants under the CCC, 28 media projects received \$836,614. Among the projects funded were holiday-season TV specials, television programs on marriage enrichment, a magazine format TV series, a study of the feasibility of a Catholic video news service, research concerning a national satellite communication delivery system for the Roman Catholic Church and training for minority group journalists.

FIRST TV STATIONS ON THE AIR FROM THE WORLD TRADE CENTER

QUINCY, IL (NRB) — The first three TV stations to broadcast from the World Trade Center are on the air.

On Sunday, June 8, 1980, WNJU-TV, Channel 47, Newark, New Jersey, and WXTV, Channel 41, Paterson, New Jersey, went on-air from the north tower of the World Trade Center. Two days later, WCBS-TV, Channel 2, New York, New York, also began transmission from the World Trade Center. WNJU-TV carries about 25 hours of religious programs each week.

WNJU-TV and WCBS-TV previously transmitted their signals from the Empire State Building, and are the first of nine TV stations that are moving their transmitting sites from that location to the World Trade Center.

According to George Kraus, Vice President, Engineering at WNJU-TV, the 110-story World Trade Center has for the past six years caused reflections and severe ghosting of TV signals transmitted from the Empire State Building.

"Now, atop the World Trade Center, we reach further into the suburbs," said

Kraus. WNJU-TV is using a new Harris BT-110U1, 110-kilowatt UHF color TV transmitter. WCBS-TV is employing two Harris BTD-36L2, 36-kilowatt dual low band VHF color TV transmitters.

CHRISTIAN BROTHERHOOD HOUR TO PRODUCE TV SPECIAL

ANDERSON, IN (NRB) — The Church of God is preparing a one-hour prime time program to be aired in November 1981 on 150 stations.

Designed to reflect the Church of God both "in content and mood," the program will assist local congregations in extending and reinforcing their ministry. According to the denomination's Mass Communications Board, the special will make possible local leads that can be developed by congregations.

Says Dr. R. Eugene Sterner, former **Christian Brotherhood Hour** speaker, "For many years we have had wide contact by radio through the **Christian Brotherhood Hour**. Now the centennial of the Church of God is an opportune time to launch a television ministry."

The General Assembly last June approved a \$250,000 budget to produce the special. Dr. Sterner is spearheading a drive to raise funds from the local churches.

REVIVALTIME STARTS DAILY RADIO SERIES

SPRINGFIELD, MO (NRB)— A new daily radio program produced by the staff of **Revivaltime** is the latest Assemblies of God media ministry.

Every Day with Jesus, a 15-minute program, debuted on three pilot stations.

Following a Bible study format, each program features a musical selection and a Bible lesson taught by **Revivaltime** speaker Dan

Betzer. The programs correlate with the daily studies in a monthly Bible study guide produced by the Radio-TV department and mailed to a list of 100,000 subscribers.

According to Lee Shutz, national director of the Division of Communications, "The new daily radio series complements the weekly **Revivaltime** evangelistic broadcasts. **Every Day with Jesus** will train those we win."

The Radio-TV department plans to provide tapes to radio stations, with local churches paying for air time.

KFMJ SPONSORED SECOND CHAPTER OF ACTS

TULSA, OK (NRB) — The O.R.U. Student Association and KFMJ recently brought the Second Chapter of Acts to Tulsa September 19th, and a full house of 4,000 people enjoyed their style. Several people came to Christ.

KFMJ also recently co-sponsored the Walk-A-Thon coordinated by Singles for Tulsa to benefit The Little Lighthouse, a local ministry for blind children. The Walk-A-Thon raised \$20,000, and KFMJ was there with free Gatorade to refresh all the participants in the 95-degree weather.

NET TELEVISION OFFERS HIGH-SPEED DUPLICATION AND SYNDICATION SERVICE

The videotape industry continues to foster a number of enterprises that distribute program products, utilizing methods as technologically advanced as the emerging delivery systems themselves.

One such enterprise, NET Television, Inc., a video duplication service, continues to provide major duplication and distribution capabilities for the entire video industry.

With such diverse clients as Major League Baseball, Owens-Corning and Alle-

gretti, NET Television is a convenient outlet for a new marketing thrust aimed at servicing national program syndicators.

The company's high-speed duplicator, the only one of its kind in the Midwest, can reproduce 150 inches of tape per second. Therefore, one half-hour show can be reproduced in as little as three minutes; a one-hour program in six minutes.

In addition to duplication, the byword of the new technologies is efficient, advanced distribution techniques. Utilizing its central, Midwest location as a convenient and relatively inexpensive shipping point, syndication of tapes and their quick delivery to broadcast facilities across the country is assured. A computer records all copies shipped and even provides an electronic print-out of the quality of each tape. According to Operations Chief Bob Russell, more than 300 tapes are shipped each day from the modern facility.

NET Television also provides computer-controlled post-production services with 'state-of-the-art' editing equipment for all two-inch and one-inch editing needs.

FAMILY RADIO EXPANDS FACILITIES

OAKLAND, CA (NRB) — Improved and enlarged station facilities are on the way for KYFR/Shenandoah (Iowa), KFRN/California and international station WYFR/Florida, all owned and operated by Family Stations, Inc.

The Federal Communications Commission recently granted a construction permit to station KYFR. The FCC approved the construction of four 270-foot antenna towers to be located about 2 miles south-southwest of Coin, Iowa. KYFR presently has one 197-foot tower located about 2 miles north of Shenandoah, Iowa. The permit includes a power increase for KYFR from 1000 watts day and 500 watts night

(continued on page 46)

KIM WICKES

SINGING
AT THE
CONVENTION

God's Special Servant



Kim Wickes is something special. Something special to those who've heard her beautiful soprano voice, something special to the people of her native land, Korea, and special as well to the people of the United States, her adopted homeland.

"When she sang, I thought of a snowbird. It was beautiful," said a six-year old at one of Kim's concerts in a Christian elementary school.

Billy Graham, after hearing Kim sing at his 25th Anniversary Celebration in Los Angeles said, "Some of the best music the Hollywood Bowl has ever heard."

Elizabeth Manion, Kim's voice teacher at Indiana University said, "Kim's singing brings out the best in everyone."

"Remarkable musical and vocal talent . . . She was the favorite soloist at the great International Congress on World Evangelization held in Lausanne, Switzerland," according to Bob Pierce, internationally known Christian leader.

Kim Wickes is something special when it comes to musical talent and her life story is just as special. Her gritty, determined will to survive has drawn admiration from the people of many continents.

The reason? Well, Kim Wickes — concert soloist, music student extra-

ordinary, Fulbright scholar, award-winning writer, and fun-loving Christian woman — is blind.

It happened long ago. "I was only three years old when the North Koreans invaded our village on June 25, 1950. Suddenly, bombs were landing everywhere. All I remember was a sudden blinding flash and the loud noise of that awful moment." An exploding North Korean bomb had taken her sight. Before long the desolated villages of South Korea where Kim lived were without food. Kim's beleaguered Buddhist parents were desperate.

"My father took my older sister into the city to work as a housekeeper. That's the last I saw of her." Then he broke under the seemingly hopeless odds facing the starving family.

"He couldn't find food for us, so he threw my younger sister and me into the river. My mother's screams forced him to try to rescue us. He saved me, but my little sister drowned.

"Things got even worse, and mother left to find a job. I never saw her again.

"Near the end of the war, missionaries started the Harry Hill Orphanage for the blind in Taegu. My father left me there. For the first time I can remember I had enough food and a home.

"It was there that I started to sing.

And for the first time I heard the message of Jesus Christ."

Soon Kim was singing for many religious meetings. After hearing Kim sing at revival services he was conducting, missionary Kensler recommended Kim to the Harry Holt Adoption Agency of Eugene, Oregon.

"He thought it would be good if I could come to the U.S. and study voice."

At age 10, Kim arrived in the United States and was met by George and Eva Wickes of Dayton, Indiana. These highly-motivated Christian people, who already had four children of their own, had arranged to adopt this blind Korean girl.

The gritty determination that had carried Kim through days of starvation and deprivation in Korea sustained her through an endless series of incredible adjustments during the next few years — new parents, a new culture, new language, new schools.

"I had gotten pretty well adjusted after two years in the U.S. Then I had an experience that was to change my life eternally.

"In 1959, my parents took me to the Billy Graham Crusade in Indianapolis. We attended 12 meetings. One night when Billy Graham gave the invitation I went forward. I had a real fear of death and hell, but more importantly, I understood

for the first time that my relationship with God should be a one-to-one thing, Him loving me and me responding to Him."

Four years later, while attending a Bible conference meeting at Winona Lake, Indiana, Kim was given a catalog describing Wheaton Academy, a Christian high school in Wheaton, Illinois.

Kim enrolled in the fall of 1963. She was delighted with the opportunity to be in a Christian school, but immediately ran into problems. There had never been a blind student at Wheaton Academy. The academic pace was much faster than the public schools for the blind she had previously attended.

After three discouraging weeks, Kim was ready to go home but God had a different plan. A timely visit from her godly parents gave her the encouragement she needed.

"Also, the kids at school began to realize what my needs were, and they learned how to help. Many of them took turns during the next three years, reading my assignments aloud to me. It was a learning experience for teachers, students and me."

Kim's class was one of the most talented classes to graduate from Wheaton Academy. It gave her the academic competition she needed for her future studies.

Kim enrolled at Indiana University which boasts an outstanding school of music and opera. There she earned her bachelor's and master's degrees in music and has finished her course work toward her doctor's degree.

While working on her doctoral program, Kim felt led to apply for a Fulbright Scholarship which would enable her to study German Lieder (songs) and oratorio at the Vienna Institute of Music and Dramatic Arts in Austria. There are literally hundreds of gifted persons who apply for these prestigious scholarships each year but only a few are awarded. As a continuing part of the miracle of God's hand in her life, Kim was awarded a scholarship for the '73-'74 school year.

Kim began her preparation for the trip to Vienna and the year of study. One of the first things she did was to write the Vienna Institute and ask about the availability of persons who read to blind students. The reply from the Institute was that they did not have any program or readers for blind students. The response was a shock to Kim but she knew God had given her the scholarship and therefore He would provide an answer to her problem at exactly the right time. Kim had heard about a new machine called an Optacon (optical tactile converter) which

enables a blind person to read any printed document or book.

"But an optacon cost \$4,000. Also, there was a waiting list for purchasing the machines and for the training required to know how to use the machine and I was running out of time before I had to leave for Vienna."

But God had another miracle in store for Kim.

"The company which makes the machines gave me a priority rating. Then, a Christian businessman supplied the bulk of the funds needed for the optacon."

In no time at all, Kim was in the training school learning how to use the machine. The next stop was Vienna; and the year of study under the Fulbright Scholarship!

One of the highlights of the year was the opportunity to study under Frau Ludwig, one of the continent's leading experts on German Lieder (songs) and Oratorio.

"Frau Ludwig is the mother of Christa Ludwig, who is currently one of the leading singers in opera, art songs, and oratorio," says Kim.

"Frau Ludwig had decided to decrease her student load but miraculously agreed to take me on. I could hardly believe it at first, but it was another one of God's miracles. I told Frau Ludwig she was a 'gift from God.'"

Kim finished her work on the Fulbright Scholarship in the spring of 1974. When she left, Frau Ludwig told her: "You come back whenever you want to. I'll give you lessons anytime."

Since then, the events of Kim's life could only be described as "dreams come true."

"All my life I had wondered if my Korean father was alive and if I would ever see him again. When a *Korean Times* reporter visited me while I was at Indiana University, I told him of my desire to know about my father. He mentioned this in an article he wrote. My dad saw it and sent me the message through the reporter that he was still alive."

When Kim arrived in Austria, the American Ambassador to Vienna became a part of God's plan. He came to Kim and asked her if she would like to visit Korea.

"All my life," she told him. "I've been hoping to see my homeland and to see my father before he died."

On Thanksgiving the money for a trip to Korea came, a donation from the Ambassador. As a result, in the summer of 1974, she met her Korean father! But this wasn't the only momentous event in the summer of '74.

"First there was a tour of the continent. Then the International Congress on

World Evangelization in Lausanne, Switzerland." The Congress was truly international in scope with major evangelical religious leaders from 150 nations in attendance. Here the blind Korean girl, raised by godly American parents and who committed her life to Christ at a Billy Graham Crusade in Indianapolis, was able to use her God-given talent to bless leaders from around the world.

"She was the conference's favorite soloist," commented Bob Pierce. Kim went from the World Congress to her native land of Korea. On her way to Korea, she stopped for singing appearances in Malaysia and Hong Kong. In Hong Kong a planned two-hour stay ballooned into three triumphant days.

Then, under the guidance and care of Rev. Billy Kim and his wife, came 29 days of excitement and spiritual blessing in Korea. The press picked up her story following her from place to place.

"Orphan Returns After 21 Years in Search of Her Father," they headlined the stories.

She sang in countless churches and made numerous TV and radio appearances all over South Korea. She was also featured at the Korean Youth for Christ conference and at an EXPLO '74 conference session.

She picked up a following among the South Koreans, and was showered with accolades and occasional gifts.

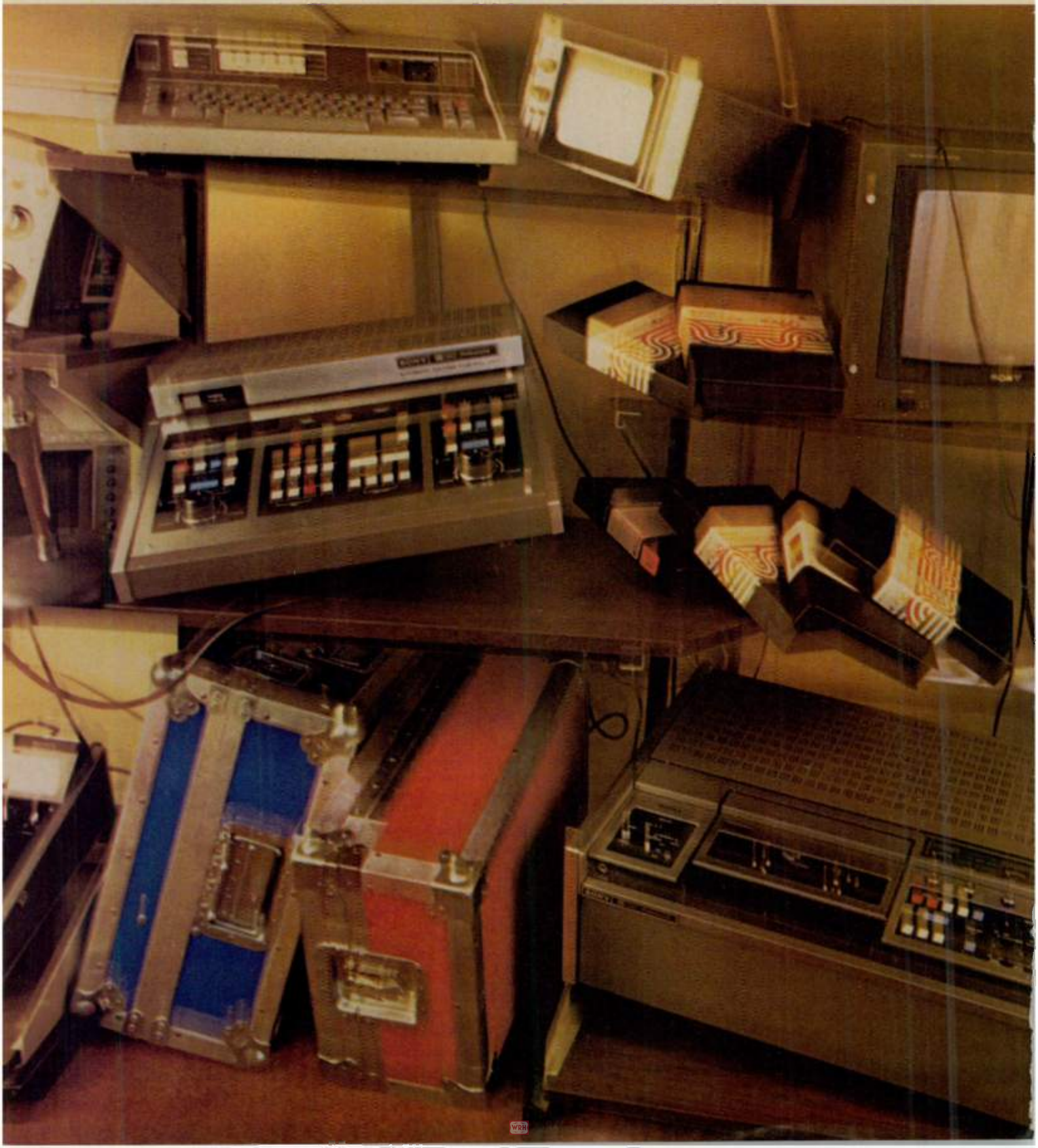
"The strangest gift of all was a pair of plastic eyeballs that one man gave me — with the best of intentions," commented Kim, displaying her usual quick sense of humor.

Soon after her return to the United States a special organization, Kim's Ministries, Inc. was founded with headquarters in West Memphis, Arkansas. Through this organization Kim's activities are coordinated. She gives concerts in churches and for organizations and has a growing ministry to the blind and veterans. The biography of her life and her records and tapes, are distributed through this organization. What lies ahead for her?

"I know that my life is in God's hands and I want to remain at the center of His will. My desire is to use my vocal talent to tell others of God's love and His wondrous plan of salvation. Often people are encouraged and blessed when I share with them the marvelous way in which God has opened doors for me.

"God has always made His will clear to me in the past and I know He will provide His answer for me for the future." ●

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CNN has its headquarters in Atlanta, with bureaus in major cities in the U.S. and abroad. All bureaus have Sony equipment. In fact, CNN owns about 53 BVU-200A editing recorders, 17 BVE-500A editing consoles, and 28 BVU-110 field recorders.

"Our 200A's and 500A's get a real workout in the studio," says Kitchell. "We run them 24 hours a day, week after week. And they're trouble-free. Occasionally we send 200A's out on the road, and they take even more of a beating, knocking around in the back of a truck for hundreds of miles. But we haven't had any problems.

"As for the field recorders, the 110's, Sony equipped them with more functions at a lighter weight than anything previously available. They're the mainstay of our ENG operations.

"Another thing I like about Sony is that the equipment is operator-oriented. Easy to use without a lot of super-technical know-how.

"Sony's U-matic technology is state of the art. That's because the company responds rapidly to the needs of broadcasters. When I have an idea on how to develop the equipment further, I talk to Sony. And Sony listens. That's good news in our business."

Of course, Sony makes a full line of $\frac{3}{4}$ " and 1" broadcast equipment, including cameras, recorders, editors, and the BVT-2000 digital time base corrector.

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(continued from page 27)

The following Friday one of the men who had been questioning us went to spend the weekend on a farm in the north. While he was sitting on the verandah with the farmer on Sunday they saw the Indians going out to get drunk. He asked, "What can we do? How can we keep these people from getting drunk?"

Just then there was a knock at the door and old Pedro came in. He was all dressed up in clean white trousers, sandals, poncho and hat. He had some friends with him, and said "We have come to listen in, please, to our program on the radio."

"How can these Indians listen in and understand anything?" questioned the government official. "You watch," replied the farmer, turning on the radio. In came the voice of Mrs. Ochoa giving a gospel message.

Mrs. Ochoa had previously taken part in a government program, traveling the country teaching hygiene, sanitation, nutrition and better living, in the Quechua language. Now in her radio program she continued to teach all this as well as preaching the gospel and playing music. When the program was over Pedro said,

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INSTRUCTIONAL SERIES ON TV LIGHTING & STAGING TECHNIQUES

by Imero Fiorentino Associates, Inc. (10 West 66th Street, New York, NY 10023). This first series of videotapes is designed to train new professionals in the skills of TV lighting and staging techniques. Individual titles include "Lighting and staging techniques for television," "Lighting techniques for new sets" and "Basic make-up techniques for television."

These tapes are not only informative but also provide actual demonstrations to precisely illustrate how light, color, contrast values and light projection angles cause human reactions to the communications of ideas.

ADX (AUDIO DIGITAL TRANSMISSION) SYSTEM

by Spindler and Sauppe' (13034 Saticoy Street, North Hollywood, CA 90605). For the first time, an easy and inexpensive playback capability with cue speeds of up to 64 cues-per-second on standard audio tape is available. The ADX Decoder is a small box into which the digital information from one track of an audio tape is played. The decoder has a ribbon Data Cable connector to drive up to four dissolve modules (16 projectors). For shows that require more than 16 projectors, additional audio tracks can be used for 48, 72 or 96 projectors or more.

"Thank you, we will be back again next Sunday to listen in."

Seeing that these men were clean, well fed and not drunkards, the government official asked the farmer, "What do these Indians have that the others do not have?"

I don't think the farmer was a Christian but he gave a good answer. He said, "Whatever it is they preach at HCJB, if all our Indians could listen in, their lives would be changed. They wouldn't go and get drunk, they'd live like Pedro does."

The official went back to the government, told the story and said, "You can't do away with HCJB, it is blessing our people. It's giving the gospel to our lowest people and to all the others."

This challenge happened in the early days of HCJB and we give God the glory that He's allowed us to continue for nearly 50 years giving the message time and time again. Not only in Quechua but in other languages too.

Radio is just one means of getting out the Word of God. Radio communicates. HCJB radio communicates the gospel. Then we follow up in order to make it personal and to

teach people to become disciples of the Lord Jesus Christ.

The Word of God says we are not just to preach but we are to teach. We thank God for the Bible Institute of the Air (formed in 1947) which carries out this teaching ministry and gives people a basis on which to stand.

Now concerning the future: God said, "Call unto me and I will answer thee." I suppose today when you are going out into missionary work you call upon the church, its leaders, its people. But God said, "Call unto Me," Then He said "I will answer thee."

He guaranteed an answer. We look at that in terms of the past, the present and the future. We have three big projects to move ahead with — the 500KW transmitter, the steerable antenna, and the new hydro-electric plant. But it is by the power of the Holy Spirit He makes the message real.

We are never through with broadcasting. As one generation succeeds another so you have to go on to evangelize them. Keep reaching out. I suppose we will go on broadcasting until the Lord comes back again. NRB

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CHERYL PREWITT... Miss America 1980



The doctor said she most likely would never walk again; and that there was nothing to do but pray. So they prayed.

Cheryl Prewitt was 11. Her sister and two brothers were badly injured in an automobile accident. When her father pulled her out of the back seat of the car, her left leg lay like a cloth over his arm. Her leg was crushed completely above the knee. Her back was cracked, and her face was so badly cut up, she had to have more than 100 stitches in it. So they prayed, and "all four came through just miraculously," says Miss Prewitt, the 1980 Miss America.

Miss Prewitt will be sharing her testimony with NRB Conventioneers at NRB-NAE Convocation 81 in Washington, D.C.

Cheryl's faith wasn't in men; it was in God. Just because she asked; the doctors prayed, her family prayed and the whole community prayed. They were praying for all kinds of healing — emotional, physical and spiritual. They prayed for all types of healing because they needed them all.

She says, "We were asking, and we were believing, too. We weren't afraid to ask. Do you know why? We had absolutely nowhere else to turn."

She was in a body cast, then in a wheelchair, and then finally on crutches . . . all this in about eight months. She was walking again in only eight months!

While her left leg was healing, her right leg was growing. It grew about two inches longer than the left leg. Cheryl says that she was so thankful to have two legs and that she was able to walk, that she never questioned the fact that one leg was shorter than the other.

She and her mother did everything they could to disguise the fact that one leg was shorter than the other. She says that if her friends didn't notice it, she sure wasn't going to tell them.

From this time in her life until she was seventeen, the Lord was showing her how He wanted her to serve Him — through music. She would sing and share her testimony in churches throughout the South. She says this was a beautiful time in her life, because God was preparing her for what she is doing now.

At seventeen, she was told that she would probably have problems with her leg. So, she decided that she was going to believe God again for a miracle.

The verse the Lord gave her was Mark 11:23, 24: "For verily I say unto you, That whosoever shall say unto this mountain, Be thou removed, and be thou cast into the sea; and shall not doubt in his heart, but shall believe that those things which he say shall come to pass; he shall have whatsoever he saith. Therefore I say unto you, What things soever ye desire, when ye pray, believe that ye receive them, and ye shall have them." The mountain in her life was a leg that was two inches shorter than the other, and that would take faith. And her faith could only get strong by getting into the



Cheryl Prewitt, 1980 Miss America, is a native of Ackerman, Miss. Born February 15, 1957, she is 5'7", weighs 110 pounds. She has two brothers — Tim, 19, and Heath, 13 — and sister, Paulette, 28. Her father, Hosea, is a home contractor; her mother, Carrie, a homemaker.

Cheryl is a 1979 graduate of Mississippi State University (piano/voice, music education). Her scholastic ambition is to obtain a master's degree from the U. of Montevallo in Alabama, then to work for a doctorate from The Julliard School in N.Y. She hopes eventually to perform professionally and to teach.

In college, she was a President's List Scholar; was listed in Who's Who Among American Colleges and Universities. In addition, Cheryl was named Miss Mississippi State University. She was soloist with the MSU Choir, soloist with the MSU Madrigal Singers; won second place in piano competition in the Mississippi

Music Teachers Association Competition.

The Miss America title brought Cheryl a \$20,000 scholarship from the Miss America Pageant to help further her education, plus a minimum of \$50,000 in fees during her 12-month reign.

Cheryl has composed 10 gospel songs and has been both accompanist and arranger for church groups since age 12. She has studied piano for 14 years and voice for 9 years. She has been a concert pianist with the Jackson Symphony Orchestra and a vocalist with the Starkville Symphony Orchestra. Cheryl has taught piano and voice for seven years; has been a teacher at a summer music school and an accompanist for a variety of musical ensembles for four years. She also has been singing with her family since she was five, and now arranges songs, plays the piano and acts as emcee for the group, which travels throughout the South.

Word. And that's what she did. She studied the Word; she read the Word; she even read it out loud, schooling herself in faith.

Finally, she asked her friends to believe and agree with her in prayer.

"Now remember," says Cheryl, "that I hadn't shown the people at school that one of my legs was short. But that day I decided I was going to show everyone how short my one leg was. Do you know why? Because when I returned the next day, I wanted everyone to see that God had made both of my legs the same length."

That night she went to a faith seminar. She says she decided to center her thoughts completely on Jesus. She knew that Jesus Christ, who loves and cares for us, would put her back together and make her whole again.

As Miss Prewitt puts it, "I asked Jesus to put two inches on my left leg, but that wasn't all. I said, 'Father, whatever it is that you have for me, I'm ready to receive it.'

"I felt the most wonderful love, the most abundant joy . . . and I watched my left leg grow two inches in a matter of five seconds!"

Cheryl says that God wanted her to have His best for her life, and all she had to do was ask. He cares so much about us, the big things and the little things. He cares what is happening right now in each person's life.

And He doesn't love Cheryl Prewitt a bit more than He loves you.

"A lot of good things have happened to me," says Miss Prewitt. "He put me back together. He put a love in my heart that the judges saw. He made me Miss America, and then He gave me a job to do. That job is to travel all over America and say two things: I love you, and God loves you and really cares about your life.

"And that's what I tell people everywhere I go! With so many things happening in today's world, and then to hear Miss America, whom they have put on a pedestal, say that God loves and cares for you, too! This has an effect that others couldn't have."

Cheryl Prewitt, Miss America, 1980, is having an effect upon America. A dynamic effect for Jesus Christ. She is an exuberant believer in Jesus Christ who has shared her faith before nationwide TV audiences (PTL Club, Oral Roberts, 700 Club, Kenneth Hagin), and in countless personal appearances. A news story published shortly after her crowning as the 52nd Miss America stated, "she will offer 10 percent of her earnings to God for her two 'miracles': walking again after a crippling childhood accident, and winning the Miss America Pageant." **NBB**



by Audrey Langdon

Where do we go . . . from here?

Should religious broadcasters play an active role in the political process?

There was a time when the unequivocal answer was a resounding, "No."

In the 1980 Presidential election, a few religious broadcasters departed from this traditional consensus and actively supported the candidacy of Ronald Reagan, with dramatic results. Mr. Reagan's landslide victory was due, at least in part, to the efforts of Jerry Falwell, James Robison, George Otis and other religious broadcasters.

Just a few years ago responsible broadcasters were in almost total agreement that political problems were outside the purview of major concern. Our mission was to spread the Gospel and we devoted all of our resources to this high calling.

Not only broadcasters but evangelicals in general formerly looked upon politics as a worldly, petty and dirty battlefield, unfit for those who placed their trust in God. Generally we left politics to those who sought solutions through man-made systems. Many deplored the eagerness of some liberal churchmen to neglect the preaching of the Word of God in exchange for social and political activism.

Recent history

While evangelicals stayed relatively aloof from politics, the nation drifted away from the Biblical principles which once had been the foundation of our government, as well as our social and religious institutions. By the Bicentennial Celebration in 1976, America's moral and spiritual climate had changed so drastically that the unofficial and almost universal Bicentennial theme for evangelicals was II Chronicles 7:14:

"If my people, which are called by my name shall humble themselves, and pray and seek my face, and turn from their wicked ways; then will I hear from heaven, and will forgive their sin, and will heal their land."

This plea from pulpits, crusade platforms, radio and television programs, seemed to fall on deaf ears. Instead of repentance and reform, there were more strident demands from pressure groups hostile to the Bible, more challenges to the rights of evangelicals.

Religious broadcasts and private Christian schools became favorite targets of proposed new restrictions at the local,

state and federal levels. Government had become an intrusive presence in our ministries, often entering in the guise of enforcing legislation and regulations "in the public interest." Spurred on by groups hostile to the Gospel, self-appointed investigators and free-wheeling lawmakers were beginning to erode the constitutional rights which guaranteed freedom from governmental interference in the exercise of religion and freedom of speech. By adhering to a philosophical tenet of political non-involvement, evangelicals were unintentionally losing the freedom to spread the Gospel.

Commenting on the developments which prompted some evangelical leaders to make "their influence felt in government," sociologist Jeffrey Hadden identified three "underlying assumptions" shared by evangelicals:

- (1) "America has fallen from greatness"
- (2) "Americans have turned their back on God."
- (3) "Restoration of this nation's greatness requires that we repent and return to God's will."

Continued on page 39

Pointing out that these shared assumptions went back more than a quarter century, Dr. Hadden emphasized that "the new ingredient" in 1980 was the growing conviction that it was "the responsibility, indeed the duty, of Christians to engage in the political process for the explicit purpose of bringing this nation back to God."

Describing the note of urgency among some evangelicals, Brian Kates of the *New York Daily News* wrote, "They feel that the very fabric of their existence is being torn apart before their eyes by a political system that has turned its back on God."

Religious broadcasters, outraged by the continuing moral decline, began to speak out, challenging the pressure groups who were advocating abortion, homosexuality and other anti-family measures. Jerry Falwell, James Robison, Pat Robertson, Jimmy Swaggart, Jim Bakker, Lester Roloff, Oswald Hoffmann, Joel Nederhood, Charles Stanley, D. James Kennedy and other broadcasters decided they could not remain silent on moral issues which the Bible clearly condemned. Taking a position against a corrupt society, they joined the Old Testament prophets who had dared to tell the ancient world, "Thus saith the Lord."

Media attention

While similar warnings might have gone out from thousands of church pulpits without attracting national attention, they assumed a new dimension through radio and television.

By early summer religious broadcasting, in the words of one veteran reporter, was "the hottest item in journalism." During the week preceding the Democratic convention more than twenty people from the news media telephoned my office for information about religious broadcasting. Calls from network news teams, major newspapers, news magazines and news services reached a peak at the time of the Republican convention and finally eased the Friday before election day. Most of the inquiries came from journalists who normally cover politics, not religion.

Some of these journalists later attended the National Affairs Briefing in Dallas, Texas, in August. Brian Kates of the *New York Daily News* described the Dallas event as "impressive." Sociologist Jeffrey Hadden observed that it "was

planned and masterfully executed as a media event" where evangelical speakers "unveiled . . . a vision of a better America to an enthusiastic audience and a large press corps that transmitted the story to millions and millions across the land."

Throughout the election campaign, the general attitude of the news media toward religious broadcasters was marked by respect for the ability of such leaders as Jerry Falwell, James Robison, Pat Robertson and others to communicate their viewpoints. There was almost no vestige left of the old image of Gospel broadcasters as uneducated backwoods preachers from the hinterland.

Newsweek praised Jerry Falwell for his polish as a communicator and his ability as an administrator. The *Newsweek* cover story on Dr. Falwell, at the end of September, along with a major story in *U.S. News & World Report* and appearances on television shows, made him a familiar personality, known far beyond the normal bounds of his nationwide radio and television audience. Dr. Falwell came to symbolize the new Christian presence in politics.

Prestige and pressure

Actually Jerry Falwell was the only program speaker who had formed a political action group ready to support candidates. Moral Majority, an organization headed by Dr. Falwell but not connected with his *Old Time Gospel Hour* program, proved to be a very effective force in primaries in Alaska, Alabama and other states.

By the opening of the Republican convention in Detroit, Moral Majority commanded the prestige to help shape the party platform. Significantly, the party platform and Moral Majority were the subject of questions at the President-elect's first news conference. Mr. Reagan affirmed his continuing support, saying that he was "not going to separate" himself from "the people who elected" him and adding that "it would be very cynical and callous of me now to suggest that I'm going to turn away from" the pro-family positions which Moral Majority had helped to place in the party platform.

From the time of the platform committee hearings and throughout the campaign, the role of Moral Majority and Jerry Falwell was a controversial issue, attracting the barbs of partisan politicians like HEW Secretary Patricia

Harris, who caricatured Dr. Falwell as the American version of Ayatollah Khomeini. Liberal spokesman Norman Lear objected to Falwell's "litmus tests for 'Christian' thinking." TV commercials produced by Mr. Lear suggested that it was inappropriate for "a television preacher" to talk about political problems. Liberal churchmen were sometimes reluctant to admit that ministers had the right to express conservative views publicly.

Christian Century took strong exception to Dr. Falwell, challenging both his political position and the theology on which it was based. *Christian Century* editorials evoked images of the McCarthy era and of Prohibition. The strongest charge against Jerry Falwell was that he was attempting "to foist the vision" of a theocratic America "on those individuals no longer sharing" his "religious and cultural assumptions."

A similar fear of repression by Bible-believing Christians seemed to permeate other strongholds of liberal thought, including the secular humanists who had dominated the nation's intellectual life for almost two generations. Perceiving a resurgence of "religious absolutists," 61 scholars issued "A Secular Humanist Declaration" in October. This document reiterated the philosophical base undergirding the various factions which had been opposing Moral Majority directly and other evangelical actions indirectly.

The 1980 election acted as a lightning rod, gathering together the forces which were hostile to the values evangelicals cherish. As it happens, these are the same forces most opposed to religious broadcasting. The severest critics historically have often been liberal church leaders, the secular media and secular humanists.

It is interesting to speculate how these critics might have reacted if the Presidential election had turned out differently. In spite of the clear mandate which the electorate gave to Ronald Reagan on November 4, the sniping against evangelical broadcasters is continuing in the news media and liberal church circles. There is reason to expect some form of backlash during the 1980's. The decade ahead probably will be as critical for religious broadcasters as the perilous times of the 1940's, when a small group of evangelicals banded together to protect their access to radio and formed National Religious Broadcasters.

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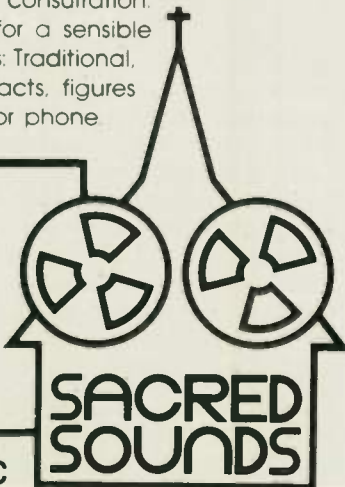
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Dec.

1-5 North American Broadcast Section of WACC to be held in Freeport, Bahamas. Program leaders include Dr. Roy Neehall, general secretary of the Caribbean Conference of Churches; Trina McQueen, director of television programming for the Canadian Broadcasting Corporation; George Gerbner, professor at the Annenberg School of Communication, University of Pennsylvania, USA; Neville Jayaweera of the WACC staff, London; and Eric Friesen, director of radio program operations for the Canadian Broadcasting Corporation. 'The Future Present: Practice and Vision' will be the theme of the gathering of North American broadcasters.

For further information contact NABS-WACC, 1300 Mutual Building, Detroit, MI 48226.

Dec.

30, 1980 to January 3, 1981. Inter-Varsity Christian Fellowship—Washington 80, at Washington D.C.'s Shoreham Hotel.

1981

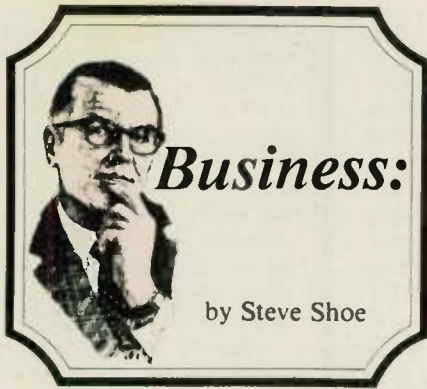
Jan.

25-28 Convocation 81, NRB-NAE National Convention-Washington, D.C. Sheraton Washington Hotel, 2660 Woodley Rd. at Connecticut Ave. N.W. Washington, D.C. 20008

July

27-30 The American Festival of Evangelism. For information: P.O. Box 1981, Kansas City, Mo. 64141 (703) 893-2595

Submit your dates for the calendar to NRB Calendar, 10597 West 6th Avenue, Denver, CO 80215.



by Steve Shoe

Why do I do what my boss tells me?

The first and obvious answer might be that "he signs my paycheck and I need the money. But let's look at the Bible and see if it says anything about your boss.

"Every Christian ought to obey the civil authorities, for all legitimate authority is derived from God's authority, and the existing authority is appointed under God. To oppose authority then is to oppose God, and such opposition is bound to be punished." Romans 13:1,2 (Phillips).

No matter how unfair or inconsistent your supervisor may be, you are responsible for your response to that authority. God uses your hardest supervisors to motivate you to develop mature attitudes.

If you're a Christian, God is your employer. He supplies your needs (Phil 4:19). He uses your employer and your customers to fill that need.

You see, the real boss is really the Lord and He just uses your supervisors, employers, board of directors or the boss to teach and train you to be a mature Christian.

"God is able to accomplish His purpose in our lives through those He places in authority over us." (Bill Gothard)

In a future issue we'll ask the question, "What if I can't respect my boss?" And for you bosses, "How should I treat my employees?"

This is the first in a series of articles on Business and Biblical Principles. If you have comments, disagreements, suggestions, or questions, please address them to Religious Broadcasting.

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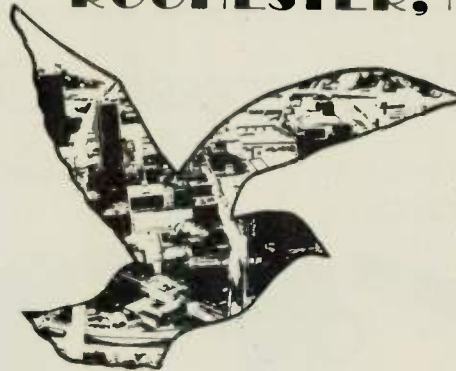


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(continued from page 37)

to 2500 watts day and night.

KYFR's station manager Carl Gluck predicts that the potential listening audience will increase 5 times with a better signal to Omaha, Nebraska, St. Joseph, Missouri, and Topeka, Kansas. Estimated project cost is expected to be about \$175,000.

Foundations have been completed for two new towers at station KFRN's new transmitter site. The FCC approved construction of a 300-foot tower and a 200-foot tower at the new transmitter site about 5 miles west-northwest of the present site, where the lease soon will expire.

The new site will have improved capabilities with two towers which will direct the broadcast signal to Los Angeles' more heavily populated areas. Construction is expected to be completed with minimal interruption in service.

WYFR, the international voice of Family Radio, recently restored service to West Africa. A 50 kilowatt transmitter beams the Gospel through a double rhomboid antenna in German, Portuguese, Arabic, Italian,

French and English. The West African service had been temporarily interrupted because of the WYFR move from Scituate, Mass., to Okeechobee, Florida.

Shortwave service to Eastern Canada began this fall, using a special log periodic antenna (designed for a wider and closer target) at the shortwave facilities in Okeechobee, Florida.

The transmission to Eastern Canada includes Family Radio's domestic programming, as well as programming for the large French speaking population in Canada.

While the signal is aimed at Eastern Canada it also provides a strong signal to the eastern half of the U.S.

At Okeechobee, Family Radio is building a new 100 kilowatt transmitter to be used in increasing the number of hours of international Gospel programming. Currently WYFR broadcasts the Gospel with 5 transmitters and 11 antennas in 8 languages.

In addition to the Family network stations, two other religious stations are carrying Family Radio programs. Listeners in the Grand Rapids/

Holland, Michigan, and Boston, Massachusetts, areas can now hear Family Radio's **Open Forum, Conference Echoes and Family Bible Study.**

In Michigan WJBL carries **Family Bible Study** weekdays, **Open Forum** Monday through Thursday and **Conference Echoes** Friday at 10:00 PM. In Boston WEZE broadcasts **Open Forum** Monday through Thursday and **Family Bible Study** every Friday at the same time.

FAMILY RADIO ON SATELLITE

OAKLAND, CA (NRB) — Now on Comstar D-2 satellite, Family Radio programming is available to cable systems throughout the U.S. The cost of the project for the first year is \$200,000, underwritten by the network's listeners and friends.

"Family Radio on satellite means that all of the 24-hour programming originating in our Oakland, California, studios can potentially be heard in homes throughout the United States," says network president Harold Camping.

Family Radio duplicates

its programming on 8 three-hour reels of recording tape in Oakland, California, and sends the reels to the Cocoa, Florida, up-link facilities.

Cable systems with earth dishes linked to the Comstar D-2 satellite can transmit the programs to listeners' homes. By late 1981 more than 1,000 cable companies are expected to be tied into Comstar D-2.

Family Radio recently appointed James Krames to coordinate development of the newly-created satellite ministry.

On his first missionary journey for Family Radio's Satellite Development Department, Rev. Krames visited former Family Radio listeners, traveling 7800 miles in 12 days to show listeners how to bring Family Radio to their communities through their local cable company. Letters were sent to Family Radio friends who had relocated in Dallas-Fort Worth, San Antonio, Houston, Albuquerque and Phoenix.

"The most significant thing," reports Jim Krames, "was that in each meeting God provided someone who would 'take the ball' and get the project going."

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WASHINGTON WATCH

Faith Center, Inc. KHOF-TV, Renewal Application

Washington, DC, (FCC)
(BC DOCKET NO. 78-326)

The Commission has sustained an administrative law judge's order dismissing the renewal application of Faith Center, Inc. (Faith Center), licensee of KHOF-TV, San Bernardino, Calif., because of obstructive and bad faith tactics in the discovery phase of the renewal hearing.

It also denied Faith Center's request for distress sale of its co-owned stations KVOF-TV, San Francisco, and WHCT-TV, Hartford, Conn., and directed the staff to designate the Hartford station for hearing.

Faith Center is an interdenominational Christian Church founded in 1947 with headquarters in Glendale, Calif. Faith Center and an affiliated church, Wescott Christian Center (Wescott), are members of the Full Gospel Fellowship of Churches, International. Dr. W. Eugene Scott, president and pastor of Faith Center and Wescott, is president of Full Gospel Fellowship.

The Commission designated Faith Center's renewal application for hearing in October 1978 to determine why the licensee denied access to certain books, records and employees and whether its over-the-air fund-raising broadcasts violated Title 18 of the U.S. Code. The order also served as a notice of apparent liability for up to \$20,000.

Last March Judge Edward Luton dismissed Faith Center's renewal application and terminated the proceeding because of the licensee's bad faith and failure to comply with the Broadcast Bureau's requests for information.

Although Faith Center advanced several grounds in support of its appeal, the Commission considered two as determinative: whether the

licensee substantially complied with the ALJ's investigation and whether dismissal of Faith Center's application violated the Commission's distress sale policy.

The FCC's distress sale policy permits sale of a station facing hearing to a minority business at no more than 75 percent of market value.

The Commission said that Faith Center's extended unresponsiveness during the discovery phase of the proceeding so obstructed the orderly course of the proceeding that the judge properly dismissed the licensee's application for failure to prosecute.

As a related matter, the Commission noted, this obstruction, which was largely responsible for the hearing's being postponed, clearly undercut Faith Center's argument that it was entitled to elect distress sale relief up until the time the hearing actually commenced.

At a prehearing conference in December 1978 Administrative Law Judge Daniel Head set a hearing date of March 20, 1979, and directed Faith Center to respond by January 15, 1979, to the Broadcast Bureau's first round of discovery requests for information and documents. Faith Center responded inadequately to the requests and declared that it was considering a distress sale.

The Broadcast Bureau found Faith's responses made February 1, 1979, to be inadequate and filed a motion to compel on March 2, 1979. Judge Head granted the Bureau's motion to compel Faith Center to provide information on solicited funds that were actually dedicated or spent for the projects for which they were donated and the dates of such expenditures.



Judge Head also found that Faith Center had not provided information about the amounts spent for Dr. Scott's personal use or the dates of such expenditures and had failed to answer questions on constitutional grounds which had been rejected at the prehearing conference in December 1978.

Faith Center appealed Judge Head's discovery order and requested a stay before the Court of Appeals, arguing that in the absence of properly filed charges the Broadcast Bureau's requests for information constituted unreasonable search and seizure and violated the Fourth Amendment.

It said the requests also violated the church's First Amendment rights and would result in an unwarranted entanglement by the Commission in Church activities and affairs. On July 13, 1979, the court summarily dismissed Faith Center's appeal and denied the request for a stay.

In October 1979 the licensee objected to the Broadcast Bureau's second round of requests for information and documents, calling them "unduly burdensome, both in terms of quantity and timeliness," in addition to being defective, premature and "irrelevant and not calculated to lead to discovery of admissible evidence."

On October 30, 1979, Faith Center sought a continuance to negotiate a distress sale. Administrative Law Judge Edward Luton, who had replaced Judge Head in mid-1979, denied the continuance because Faith Center had not sought distress sale relief earlier in the pro-

(continued on page 56)

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FCC ADOPTS INTERIM PROCEDURES FOR TELEVISION TRANSLATOR APPLICATIONS WITH LOWER POWER FEATURES

by
Richard E. Wiley
Partner,
Kirkland & Ellis

The Federal Communications Commission has issued processing guidelines to permit applications for television translators with "low power" features while the Commission is considering new rules for a "Low Power Television Service." In my last article, I discussed the Commission's new proposal for a Low Power Television Service made up of conventional translator stations and new low power stations authorized to originate unlimited amounts of programming. In announcing the proposed new rules, the Commission stated that its Broadcast Bureau would begin accepting applications for translators with low power

features when accompanied with requests for waiver of the present rules. The Broadcast Bureau's guidelines, termed "Interim Processing Procedures for TV Translator Applications Seeking Low Power Features," detail the terms under which the Commission will process such applications pending the adoption of final rules.

Since the Commission's present rules essentially limit translators to rebroadcasting only, any application requesting low power features — such as program origination or subscription television authority — must be accompanied with a request for waiver of the applicable rule and a showing of why a waiver would be in the public interest. All applicants must meet the statutory requirements for United States citizenship and must meet the Commission's financial and technical standards. To be

FCC



incentive to do so now because, if the proposed rules are adopted, low power features will be added to existing translators without the need for a separate application.

The Commission's Broadcast Bureau will not process applications for translators with low power features on a priority basis, but will treat them essentially as any other translator application. Until the proposed rules are made final, the Commission's staff will not act on mutually exclusive translator applications. The Commission has given no indication of the amount of time that processing may take. Contested applications will be submitted to the Commission on an individual basis.

All applications will be subject to advance public notice with a "cut-off date" 45 to 60 days from publication of the notice. Competing applications may be filed prior to the cut-off date. In the Interim Procedures, the Broadcast Bureau stated that "(t)here is no rush to file applications nor is there any advantage or premium to being the first to file." The Broadcast Bureau added: "The premium is on filing a complete and sufficient application." Apparently, this statement was included because of the flurry of applications which followed the release of the Low Power TV Service proposal. There, the Commission proposed to give a preference in a "paper" hearing procedure to the first qualified applicant who filed a complete and sufficient application. The Interim Procedures notice implies that there will be no preference for being the first to file an application on a wavier basis.

The Commission's waiver policy to permit translator applications for low power features even before the rule making is complete indicates a commitment by the Commission to the eventual establishment of a Low Power TV Service. Given the substantial interest shown by applications already filed, the eventual adoption of this new category of television service promises to result in a substantial expansion in the number of operating television stations and substantial changes in the television broadcasting industry. **NAB**

financially qualified, an applicant must show enough funds to build the station and operate it for three months.

To be technically qualified, the applicant must use type-approved transmitting equipment and submit a complete technical description of the proposed operation, including an analysis of the potential for interference on the channel selected. The Broadcast Bureau stressed in the Interim Procedures that only carefully engineered applications certified by a technical qualified individual will be accepted for filing. Defective applications will be returned summarily without action.

Applications for translators with low power features must be submitted on FCC Form 346. The regulations governing the technical and legal requirements for translator applications are in Part 74, Subpart G, of the Commission's Rules. However, the Commission has instructed its staff to defer action on any applications for low power features which do not comply with the proposed rules for the Low Power TV Service. For this reason, all applicants on a waiver basis during the interim period should be familiar with the proposed rules.

Any authorization granted for translators — with or without low power features — will be conditioned on the results of the Low Power TV Service rule making and may be modified or revoked when final rules are adopted. Also, like all translators, these stations will operate on a secondary basis to full service television stations and must relinquish their frequency if a full service station elects to operate on it and the translator would interfere.

Existing translators may also apply for low power features. However, these stations may have little

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BROADCASTERS



Harold Camping, president of Family Stations, Inc. (Oakland, CA) defended amillennialism and **John Walvoord**, president of Dallas Theological Seminary, defended premillennialism during a six-hour debate on the evenings of August 8 and 9. **B. Sam Hart** of *Grand Old Gospel Hour* moderated the live broadcasts, which included questions called in by listeners. Aired live over Family Radio network, the special attracted a large national audience.



Leighton Ford, associate speaker on *Hour of Decision*, was unanimously re-elected chairman of the Lausanne Committee for World Evangelization (LCWE). The election took place at a meeting of the 50-member committee following a 10-day international gathering in Thailand in late June. First elected chairman of the world agency in 1976, he succeeded Anglican Bishop **Jack Dain** of

Australia, who headed the group which had been chosen by the 1974 International Congress on World Evangelization held in Lausanne, Switzerland. Dr. Ford is vice president of the Billy Graham Association and has conducted city-wide crusades around the world.

Jerry Terrell, the utility infielder for the Kansas City Royals who cast the only negative ballot against a players' strike last spring, is the 1980 recipient of the Danny Thompson Memorial Award given by the Baseball Chapel. Directors of Baseball Chapel include religious broadcasters **Tom Skinner** and **David Swanson** and film executive **Billy Zeoli**.

Jerry Terrell is the fourth person to receive the award "for exemplary Christian spirit in baseball." Previous winners were Chicago White Sox infielder **Don Kessinger**, Cleveland Indians first baseman **Andre Thornton**, and Houston Astros shortstop **Craig Reynolds**. Danny Thompson was an American League infielder for seven seasons before he died of leukemia in 1976 at the age of 28. Active in Baseball Chapel as a player leader of services, he was a personal friend of this year's awardee.

Pastor R. Norheim, founder and director of *Lutheran Gospel Hour*, is celebrating the fortieth anniversary of "presenting the Gospel in sermon and song." Originating from Pasadena, California, the weekly half-hour program airs on more than 50 U.S. and Canadian radio stations, plus the stations of the Far East Broadcasting Company. With Pastor Norheim bringing the Bible message, the program features choral music, occasional solos by the speaker and selections by organist **Lorin Whitney**. Albums by the *Lutheran Gospel Hour* musicians enjoy wide popularity, according to associate director **Wilmore Gundersen**.



Clyde Narramore of *Psychology for Living* conducts an annual ministry to government leaders in the Pentagon, CIA, State Department, White House and other Washington (D.C.) offices. This year's visit included "a great time with the Campus Crusade leaders" who are "ministering to ambassadors, heads of state and congressmen." At the State Department, Dr. Narramore and his associate Kenneth Markley, called on Christian recording artist Sandra Sheskin, who serves the Department as Keeper of the Great Seal.



Sue Bahner, formerly general manager of WYRD in Syracuse, New York, has been named general manager of WWVG Radio in Rochester, New York. WWVG is a full time facility of 5,000 watts, (DA-N), and its signal is heard from Buffalo to Syracuse, as well as into Canada. Although Rochester is the 36th market, there are only six AM signals, and as the only Christian

station, WWVG, or 3WG as it is known, is in an enviable position. The station, owned by Brandon Radio Inc., has had its religious format for more than one year and under Sue Bahner's leadership, intends to become more fully involved with the evangelical churches in the greater Rochester area. The station offices at 50 Chestnut Plaza in Rochester (right in the heart of downtown) were formerly used by Bishop Fulton J. Sheen, the well-known Roman Catholic broadcaster.

Sue Bahner serves as secretary of the Eastern chapter of National Religious Broadcasters. She has recently been named to WHO'S WHO OF AMERICAN WOMEN.



Fowler receives NRB award

Clinton H. Fowler began his career in radio in 1938 while still a student at John Brown University. He has worked at practically all levels of radio, including announcing, program director, sales and management. In 1951, he became Vice President and General Manager of KGER in Long Beach, California.

Since that time the station has become the southland's leading broadcaster of religious broadcasts, and is one of the outstanding religious stations in America.

He is a member of National Association of Broadcasters, California Broadcasters Association, Southern California Broadcasters Association, Western Religious Broadcasters, a member of the Board of Directors of National Religious Broadcasters, President of Religious Broadcasters Music License Committee and recently became a lifetime member of Broadcast Pioneers. He is married and he and his wife, Jean, have one son, three daughters and four grandchildren.

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CONVENTION NEWS

EVANSONG TO SING



Is *EvanSong* a name, a broadcast program or a ministry? Yes . . . it's all of the above. It's a ministry directed at reaching people at their point of need.

Nelson Meringola and Joe Di Quattro adopted the name *EvanSong* as the title of their radio program on WLNG FM 92.1 in Sag Harbor, N.Y., every Sunday night from 10-11.

The station, located on the eastern end of Long Island, is the leading voice in radio and is primarily a rock . . . old hit . . . new hit format. Then, why is *EvanSong*, a Gospel program, allowed on this rock station?

EvanSong, the only Gospel outreach of its kind for eastern Long Island, could be the reason that the general manager sees the need for this message loud and

clear in his coverage area.

During the hour program Nelson and Joe choose songs from various Christian artists that seem to tie into a common theme. In between songs, comments are made, Scripture is read and, oft times, phone calls are taken from people who are in need of prayer. According to Nelson and Joe the response received by letter and telephone is very encouraging and every week new listeners are tuning in.

Many of the local churches are supportive of the program and pastors are invited, from time to time, to make comments.

What kind of program is it? What kind of atmosphere does it create? Joe and Nelson call it *lay back*. Because of the late hour the music is geared to reaching the type of person awake at that



time of night. For the most part it is a quiet hour with music geared to make a person think and reflect on his, or her, life.

Occasionally an upbeat contemporary song is played to keep everyone awake. Since there are many styles of Gospel music today, and as many varied tastes in music they play everything from Country Gospel to light Classical Gospel.

EvanSong is not only a radio program, it is also the name of the singing team — Nelson Meringola, Joe Di Quattro, and their newest addition, Willie Norwich. The thought behind the name is evangelizing, or sharing the Gospel in song!

EvanSong travels through much of the eastern United States, mainly in churches, as well as prisons, banquets, etc. The Message is clear! They love Christ

and are thankful enough to Him for what He has done in their lives. Their testimony in song and word is from the heart and it is reaching people who need Christ and Christians who are hurting.

Many people may not be aware of it but Nelson Meringola is the Director of Security at the N.R.B. Convention in Washington, D.C. and it just so happens that Joe and Willie have also been on staff helping Nelson with security. They really aren't as mean as they might seem to be when they are trying to enforce *law and order* at the Convention.

EvanSong will also be singing at the Convention this year so many of you will be able to see the *more pleasant side* of these three gentlemen!

Whatever **EvanSong** does it does to the Glory of God and, after all, that is what is really important.

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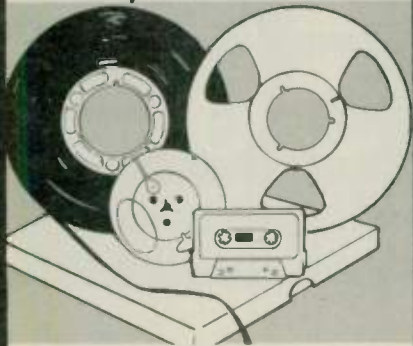
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(continued from page 47)

ceeding, as it had said it would.

On December 4, 1979, Judge Luton rejected Faith Center's objections to the Bureau's second set of interrogatories and document requests and directed Faith Center to respond within two weeks. Judge Luton warned the licensee that if it failed to comply strictly with his order, he would seriously consider granting the Bureau's motion to dismiss Faith Center's application.

On January 14, 1980, the licensee notified Judge Luton that it elected to pursue a distress sale and again requested a continuance. On January 17 the licensee was ordered to supplement its responses to the Broadcast Bureau's third set of questions by February 1; it filed by that date. Judge Luton set the hearing for April 1, 1980.

Faith Center filed for special relief on February 29, proposing a distress sale not only of KHOF-TV but of KVOF-TV and WHCT-TV to subsidiaries of The East Los Angeles Community Union (TELACU), a

Hispanic-controlled organization. Judge Luton refused to hold the proceedings in abeyance, concluding that the distress sale request was untimely and because the hearing was imminent.

Finally, on March 17, Judge Luton dismissed Faith Center's renewal application for failure to prosecute and ended the proceedings. He found that the licensee had engaged in a pattern of inadequate "piecemeal, partial and minimal" discovery tactics despite numerous discovery orders mandating strict compliance and granting several extensions of time.

In view of the licensee's bad faith tactics and its failure to comply strictly with the latest discovery order, Judge Luton concluded that Faith Center's application should be dismissed.

— Action by the Commission October 9, 1980, by Memorandum Opinion and Order (FCC 80-596). Commissioners Ferris (Chairman), Lee, Quello, Washburn, Fogarty and Brown.

(continued from page 39)

Hotel Rooms for Convocation 81

Early registrations for Convocation 81, the combined conventions of the National Association of Evangelicals and National Religious Broadcasters are being received at a record rate. Hotel rooms in the Sheraton-Washington headquarters hotel are rapidly being booked. Since only 1200 rooms are reserved for the NAE/NRB delegates in this hotel, it is imperative that room reservations be mailed to the Sheraton at once. A form is provided elsewhere in this magazine.

Rooms in several nearby hotels have been reserved. You may wish to contact one of the following:

—The Shoreham Hotel,* 2500 Calvert Street, N. W. — (202) 234-0700. Singles — \$52, \$58, \$64, \$70. Doubles — \$64, \$70, \$76.

—Washington Hilton Hotel, 1919 Connecticut Ave. N.W. — (202) 483-3000. Singles — \$48, \$56, \$64, \$72, \$80. Doubles/Twins — \$62, \$70, \$78, \$86, \$94. Triples — \$96 —

(\$32 per person). Quad (2 Double Beds) — \$100 — (\$25 per person).

—Normandy Inn, 2118 Wyoming Avenue N.W. — (202) 483-1350. Singles — \$45. Doubles — \$55. Triples — \$60.

—Connecticut Inn, 4400 Connecticut Ave. N.W. — (202) 244-5000. Singles — \$42, \$46. Doubles — \$52, \$56.

Note: Add to all of the above 10% D.C. Tax and 80¢ per day per person occupancy tax.

—Washington International Hostel,* 1332 Eye St., N.W. Hostel rooms (2-4 beds in rooms with private bath) — \$7.61 per night per person.

Hotel rooms: Single — \$27.00. Double — \$32.50. Triple — \$38.00. Quad — \$43.50. Linen package — additional \$3.00.

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<input type="checkbox"/>	Religious Broadcasting Sourcebook	\$15.00
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(continued from page 51)

highly segmented market.

Advertising, in any form, is said to be a replacement for personal selling. Budget restraints forced manager Dick Lee and his new staff to be creatively efficient in promoting their new station without the use of high-cost advertising. Instead of buying print space or T.V. time KFLR returned to personal selling by distributing pamphlets and bumper stickers to Phoenix area churches. From that point on, word of mouth became KFLR's potent advertising medium. Pastors told their congregations, congregations told their friends, and KFLR had its audience.

Not only did KFLR have its listening audience, it also had its base of support. From those pastors and churchgoers would come the funding for KFLR's operations.

Funding would materialize in three ways.

- Any listener donating support to KFLR would automatically become a "team member." Each team member would then receive periodic newsletters from KFLR as a member of the FLR network.

- Any listener who pledged to supply at least half of the funds needed for a day's broadcast could participate in a KFLR donor program called "share-a-day." This serves as a way for the listener to expressively show support for KFLR. Throughout a share-a-day a recorded message of thanks and appreciation from the KFLR staff is played. The message mentions the share-a-day donor and the reason for their donation. Share-a-day is often used by listeners to remember the memory of a loved one, family birthdays, and anniversaries. One KFLR share-a-day donor views her participation in several share-a-days as, "The gift that keeps on giving."

- KFLR is supported by several Phoenix area churches that have adopted KFLR into their missions budget. The pastor of Phoenix's first KFLR support church foresaw KFLR's programming reaching people in cars and offices that he would be unable to minister to. The

members of his church shared their pastor's foresight and now annually budget 15% of their missions budget to KFLR.

- A fourth method of funding would be to sell commercial time to advertisers. KFLR has a commercial license, but prefers to operate as a non-commercial station. Dick Lee points to freedom from competitive demands as an advantage for non-commercial operation.

KFLR's ministry is summarized by Bruce Thurman, Community Relations Director for KFLR, as the edification and building of the Phoenix area body of believers — a shepherd's role. Thurman added, "Our idea (realizing who we're reaching) is to be a companion to the Christian community. The average Christian spends only a few hours at a time in church. With a ministry like Family Life Radio he can have a Christian friend to be his twenty-hour a day companion."

Some of those 20 hours of broadcast are filled with nationally syndicated Bible programs, programs produced by, and distributed within, the 5 station FLR network, and local programs produced by KFLR. Each of these programs supports the essential attributes of KFLR's ministry to families as well as individuals.

One example of supportive programming occurred when KFLR's nearest relative, KFLT-AM, in Tucson, began operating in 1977 to a city with one of the nation's highest divorce rates. One year later when KFLR encountered similar needs in Phoenix for strengthening of the family unit, both stations began airing **Focus on the Family**, a nationally syndicated program hosted by California psychologist Dr. James Dobson.

While recorded programming accounts for a part of KFLR's schedule, music and public service programming account for the rest. KFLR's record library is cataloged with a computer label on the jacket of each record indicating each song as vocal or instrumental. The song is then rated by tempo and quality. A fourth rating designates the music's

format (i.e. gospel, Christmas, children's).

By glancing at the label the board operator can tell immediately what songs on that record are within the format for his shift. The data on the computer labels is also used to print-out a complete catalog of KFLR's record inventory. If a listener calls in a request that the board operator is not acquainted with he can find the song in the catalog and then locate the appropriate album.

To help listeners find items to buy or sell, KFLR opens the phone lines every week day for **Bargain Counter**. Listeners may call in or mail lists of items to buy or sell. KFLR prohibits the caller from selling tobacco, alcohol, or firearms.

Public service programming is also included in the daily schedule. News Director George Tanner prepares KFLR's news reports, equipped with a wire service and syndicated hourly news feeds. Tanner also helps produce KFLR's public affairs programming which ranges from political perspective, to taxes, to flood control.

Bulletin Board, is a three minute concentration of church activities that airs six times daily. Listeners are encouraged to send information for **Bulletin Board** to announcer John Phelps who produces **Bulletin Board** every day.

KFLR is also performing a public service by broadcasting a Spanish language program to the Phoenix area Hispanic population. The program is designed to help build the Hispanic Christian as well as preach the gospel to other Hispanics.

Simply put, that is KFLR's ministry. To help build fellow Christians and preach the gospel. While simple in word, the task is difficult in action. A Christian radio station is not spared from struggle. But, the mission calls KFLR to overcome. KFLR started with Christ, enthusiasm, and four acres of rock and weed. Two and one half years later the mission remains the same. KFLR will continue to overcome and the motto of Family Life Radio, found in II Corinthians 5:14, tells why: "For the love of Christ compels us." NRB

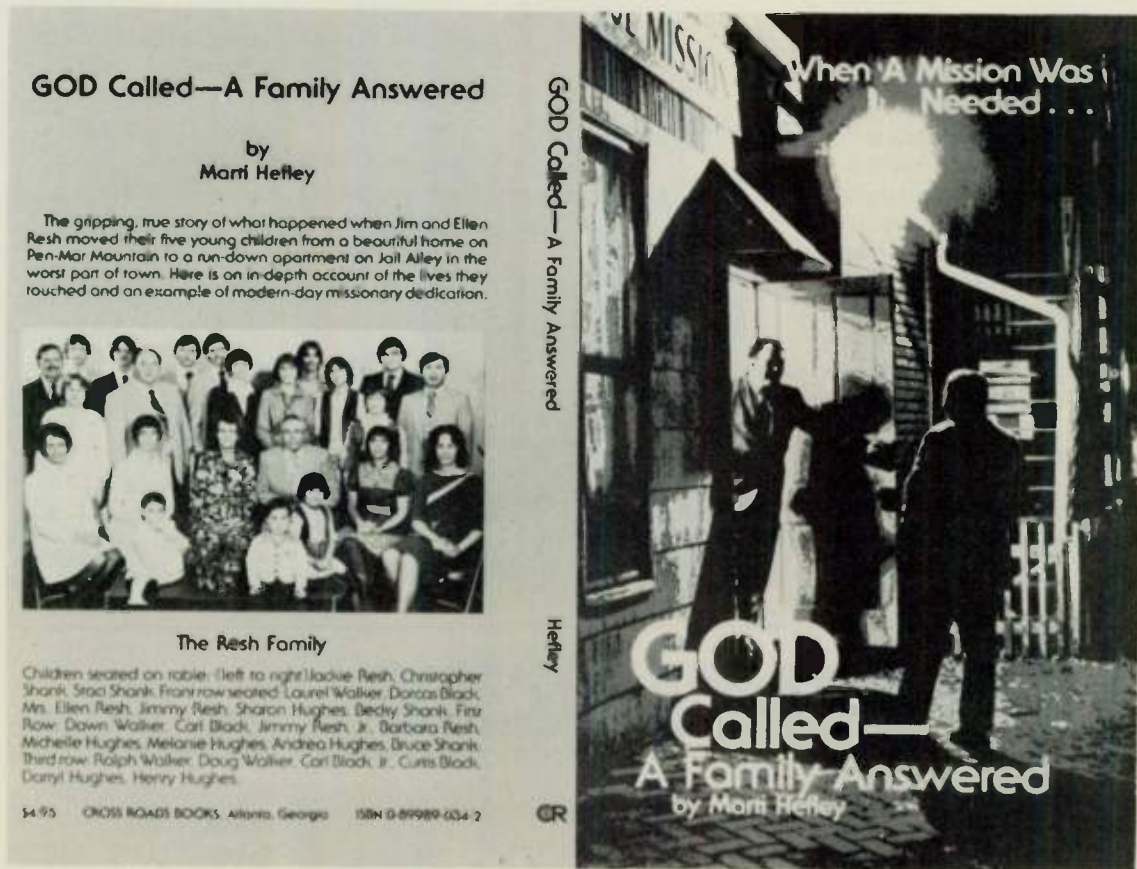
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DR. ARMSTRONG: One last question from the former White House correspondent, Forrest Boyd of International Media Service in Washington, D.C.

MR. BOYD: Governor, in your opening statement you mentioned that the family structure is under attack and that the government can aid family life. President Carter established a White House Conference on Families. There was considerable dissension even over the definition of the word "family." Could you be a little bit more specific about what you think, as President, you can do and what the federal government can do to aid families?

GOV. REAGAN: Yes, I can, and I know what you meant by your implied criticism of the Family Conference — I think there was even confusion over what kind of people should be represented in that conference. I believe there is something government can do, because I believe that government has contributed to the erosion of family life in America today. And again, it's tied in with the previous question — through regulation and government intervening in places where it has no business intervening. I think government has injected itself by way of education, actually within family relationships through social welfare reforms, that come between child and parent — in some instances the government, in collusion with an underage child, in keeping information regarding health and other matters away from the knowledge of the parent. I think that government should get out of the

family. It can't be a parent. It doesn't know more than the parents do about raising children. And there are other matters not that directly involved in the family, for example, such things as the tax law that puts a tax penalty on a husband and wife who are both working and makes them pay a tax penalty that is not paid if they were separated. Things of this kind could be eliminated and should be eliminated, and I'd have a lot of fun doing that.

DR. ARMSTRONG: I want to thank the members of the news media, and especially Governor Reagan, for taking time out of your busy schedule to be with us at our news conference here in Lynchburg. I wish you Godspeed in the future.

EMPLOYMENT OPPORTUNITY

WDAC-FM, Lancaster, has a news-sales position open starting January 1, 1981. An experienced news person preferred. Members of minority groups and women are especially encouraged to apply. Send resume and audition tape to WNBC, Box 3022, Lancaster, PA 17604.



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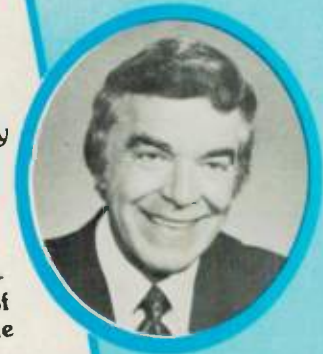
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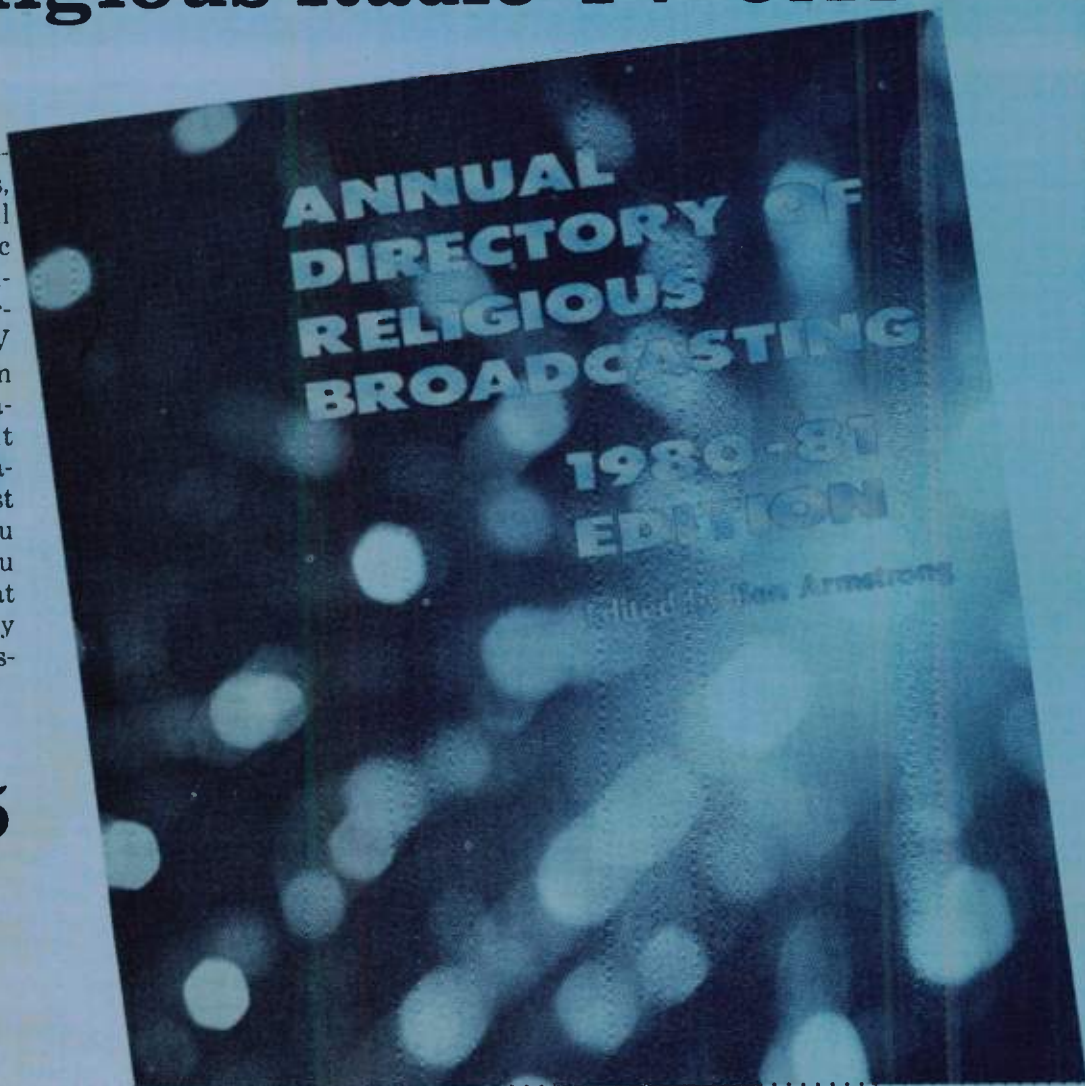
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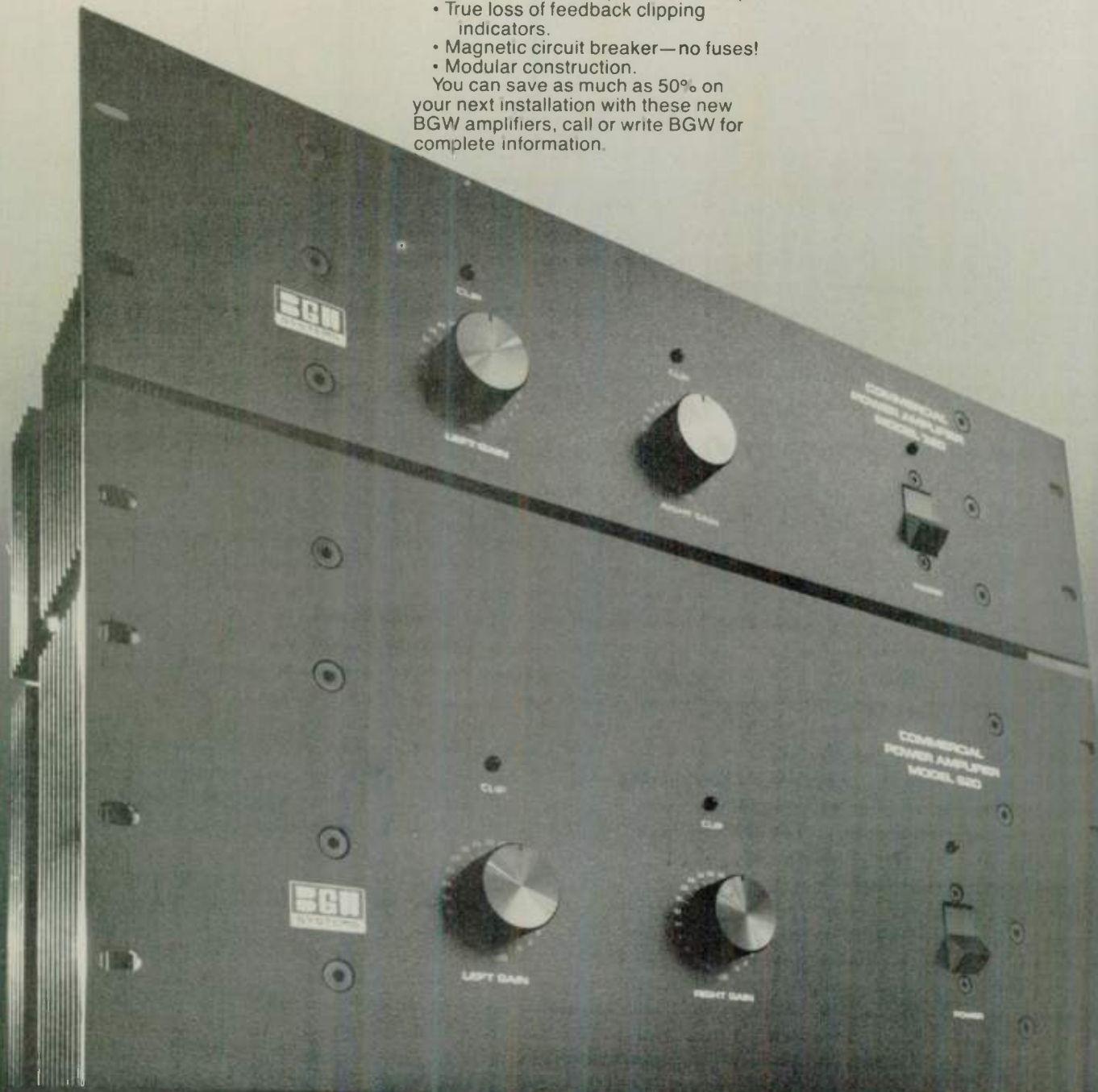
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WHEN HALF-A-MILLION CONCERNED CHRISTIANS GATHERED AT THE NATION'S CAPITAL ON APRIL 29, 1980...

ONLY GOD KNEW WHAT WOULD HAPPEN.



"We need healing in the people of God first," proclaimed Reverend John Gimenez, originator of the "Washington For Jesus" rally, "then we'll get healing in the land."

"Washington For Jesus" revealed a mighty revival now sweeping our nation!

"April 29, 1980 was the single most important day in the history of America since the signing of the Declaration of Independence," declared Dr. Bill Bright, President of Campus Crusade for Christ International.

For the first time, the body of Christ joined together in an unprecedented gathering of over half-a-million people. There on the mall of the nation's capital in a special day of humility, prayer, fasting and repentance, they sought God's forgiveness, and favor for themselves, the church and the nation.

And no doubt it was at "Washington For Jesus" that America experienced a turning point spiritually—a healing.

God knew what would happen if His people would humble themselves and pray.

Out of that great day called "Washington For Jesus" an even greater vision has come forth. It is called "AMERICA FOR JESUS"

The spirit and emphasis of WFJ will be taken to hundreds of cities throughout America before April 1982. And then in April 1982 concerned Christians, perhaps two million strong, will once again return to Washington, D.C.

Jesus is America's only hope. It is time for the redeemed of the Lord to say so! "AMERICA FOR JESUS" is not an organization, it is the spirit of revival. "AMERICA FOR JESUS" belongs to every Christian and every Christian should be a part of America for Jesus

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WASHINGTON, D.C. — More than half-a-million concerned Christians converged on the nation's capital on April 29, 1980.

All denominational barriers were pushed aside and Christians of all races, backgrounds, ages, and from all over the country gathered together in a giant "Washington For Jesus" rally.

The sponsors of this celebration of the Lordship of Jesus Christ were many pastors and heads of leading Christian organizations who were concerned that this nation was in great danger.

Although Christian leaders had been sounding this alarm for a long time...

politicians, educators, scientists and economists all agreed something was wrong, something must be done, and soon.

What many failed to see was that America's problem was a spiritual one.

A dangerous wave of secular humanism had swept our land, attacking our moral fiber, the family, the church, and even our religious heritage.

America had become so tolerant, so permissive, our very will to survive was even questioned.

America's only hope was in those who feared God and would make a stand for righteousness!

Jim Bakker, President of P.T.L., declared, "America has one last choice."

Economically, socially, politically and most of all spiritually, America was in trouble.

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