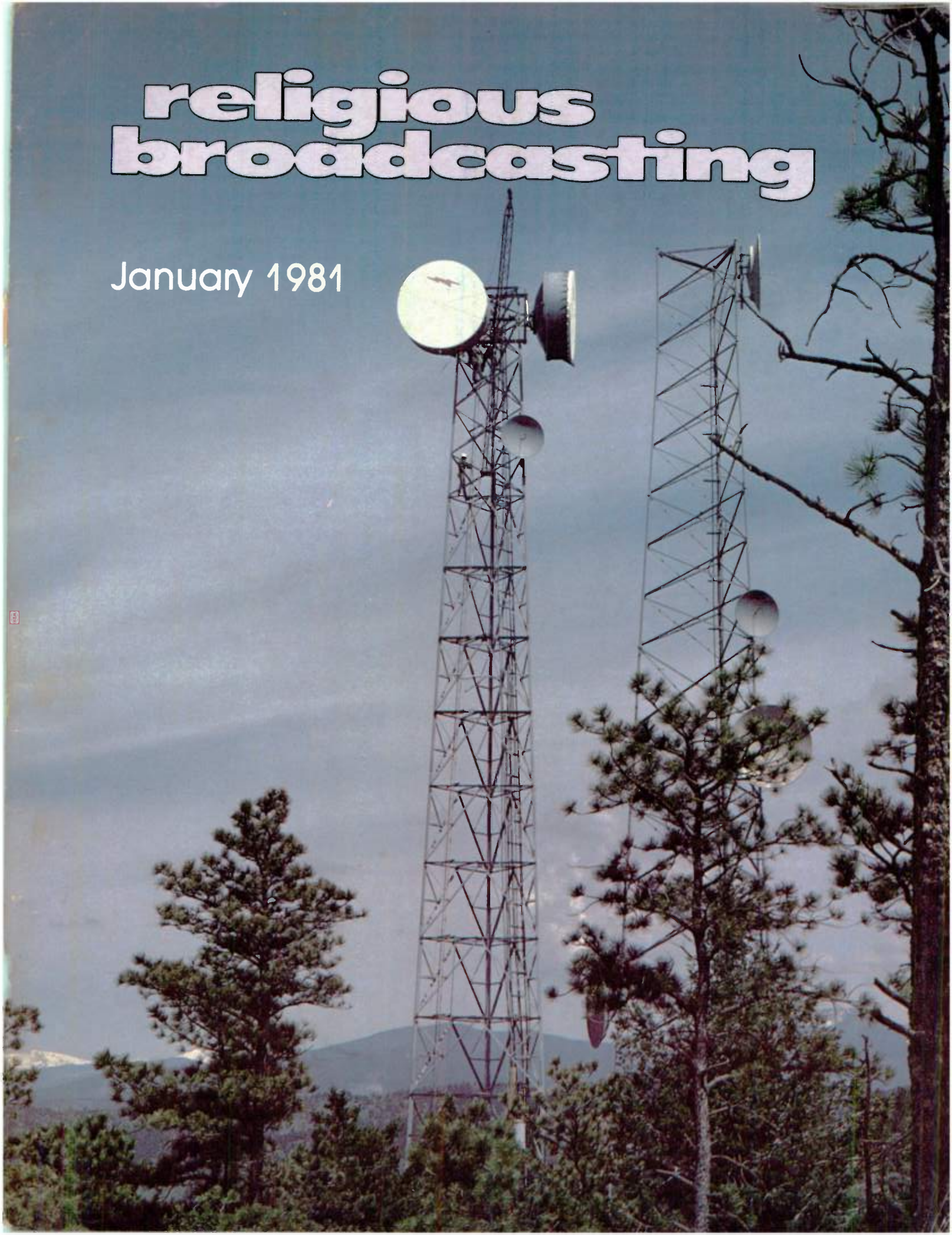


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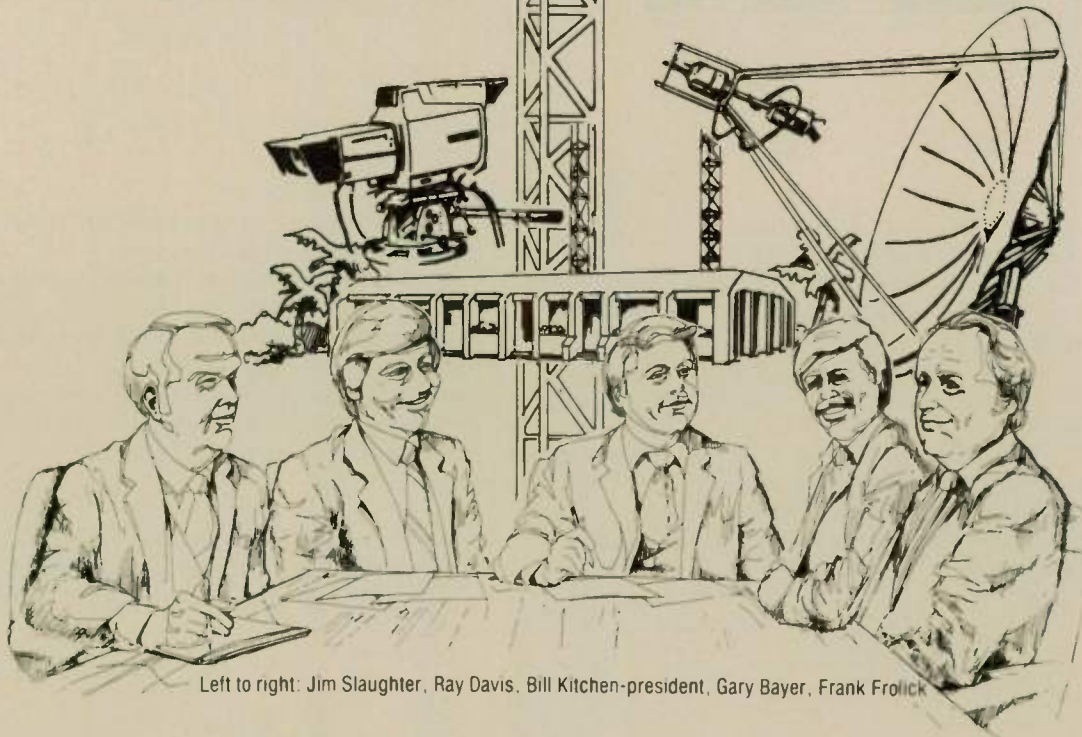
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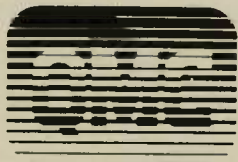
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- c. His goal was the prize of the high calling of God in Christ
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By Dr. Ben Armstrong

The 1980 Presidential election gave evangelicals a new image. The news media, which first discovered born-again Christians in 1976, saw evangelicals as an emerging political power in 1980. The barrage of media attention helped to arouse the latent fears of secular humanists, a group which had long opposed religious broadcasting.

Alarmed by the political activism of a few religious broadcasters, 61 secular humanists took action in October, issuing "A Secular Humanist Declaration." Perceiving a resurgence of "religious absolutists," the group of scholars and writers reiterated the philosophical base undergirding their position.

Secular humanism is the twentieth century offspring of the rationalist philosophy which made man the measure of excellence, displacing the God of the Bible. As Francis Schaeffer has shown in his book "How Shall We Then Live," the anti-Biblical, humanist approach had infiltrated almost every aspect of Western civilization by the start of the present century. The upheavals of World War I speeded its ascendancy in America, climaxing with the Scopes trial in 1925. According to Jeffrey Hadden, the Scopes trial pushed evangelicals to the sidelines of American society:

For a long time, perhaps since the Scopes trial in 1925, the Eastern secular and liberal Protestant establishments treated evangelical religion as if it were an archaic religious form, peculiarly persistent in some regions of the country, but not a significant factor in American culture.

A new generation of educated, cosmopolitan people disdained the personal piety, evangelistic fervor and Biblical emphasis of evangelicalism. They found the denominations associated with the council of churches movement more suited to their tastes.

Unchallenged by Bible-believing scholars, secular humanists took over the universities. In 1933 "The New Humanist Journal" published the "Humanist Manifesto." A brief summary of it comes from H. Richard Rowe:

This document boldly denied the creatorship of God, stating that man has "emerged as the result of a continuous process." Man's religious culture and civilization are the product of "a gradual development due to his interaction with his natural environment and with his social heritage." Modern science "... makes unacceptable any supernatural or cosmic guarantees of human values."

According to the "Manifesto," the time has passed for belief in God. The purposes of man's life is "the complete realization of human personality." All associations and institutions "exist for the fulfillment of human life." A better life for man can only be found through "a socialized and cooperative economic order," which must be established "to the end that the equitable distribution of the means of life" will be assured. Humanists, says the "Manifesto," "demand a shared life in a shared world."

Forty years later, in 1973, "Humanist Manifesto II" appeared. Addressing the evils of Nazism, war, police states, poverty, racism and other modern evils, the 1973 document called for "affirmative and hopeful vision." It contained a much stronger attack against religious belief and attributed many of the world's ills to religion. Stating that promises of "immortal salvation or fear of eternal damnation" are "illusory and harmful," the manifesto insisted there is "no credible

evidence that life survives the death of the body."

More than 100 scholars, educators and clergymen endorsed the document. It codified the philosophical base of modern education, communications and government. The humanist ideal of man as basically good, capable of constructing his own destiny, has shaped our laws and guided government policy for decades. Almost every American who has attended grade school, high school or college has been taught humanist values. Since the 1930's the public school system has followed the humanist methodology of Dewey. Humanism has molded the outlook of journalists, entertainers, physicians and businessmen, as well as teachers, lawyers and public officials.

Most tragically, humanism has influenced the thinking of many clergymen and lay leaders. Captivated by the academic credentials and prestige of the signers of Human Manifesto I and II, professors of religion and theology began applying humanist standards to the teaching of their disciplines — and to the detriment of their students. By stressing scholarship and skepticism rather than faith and belief, seminary professors diluted the effectiveness of the church. Weak sermons, teaching materials with little Bible content, faltering mission efforts and ineffective evangelism were the inevitable results. At the same time there was greater interest in "struggles to eliminate injustices in jobs, housing, health care and the like," or

where from here?

do we go

what generally is called the "social Gospel."

Emphasis on the social Gospel brought an openness to socialist and communist ideologies and introduced an anti-capitalist bias into liberal theology, according to Carl Henry, one of the outstanding evangelical theologians of our time. This bias made it possible for religious liberals to cooperate with secular humanists on a wide range of common causes.

One of the common causes in the 1930's was broadcasting, which dismayed some academics and liberal churchmen by prospering as a profit-making enterprise. Insisting that radio in the United States pandered to the lowest level of audience taste while government controlled radio in Great Britain uplifted the educational and cultural level of the public, a group of academics formed a watchdog organization in 1933, the Institute for Education by Radio. The aim of the Institute was to reshape American radio into the BBC model. While that goal proved to be elusive, the Institute left its imprint upon the Communications Act of 1934, noticeably in the concepts of the airwaves as a public trust and broadcasting in the public interest. This rhetoric and point of view still flourish in liberal church circles today.

The Institute for Education by Radio was a natural meeting ground for liberal Christians and secular humanists. Eventually they joined forces to use it as a forum to eliminate a phenomenon that was irritating both groups. Their common enemy, of course, was Biblical Christianity, which was spreading across the airwaves into homes and hearts throughout the nation. Broadcasters like Walter A. Maier of "The Lutheran Hour," Donald Grey Barnhouse, Charles E. Fuller and others were communicating the age-old message of the Bible with clarity and persuasiveness, stemming the inroads of liberalism and humanism.

The Institute's maneuvers to curb evangelical broadcasters happened to coincide with the economic self-interests of the radio networks. When the Mutual Network refused to renew the contract for Charles E. Fuller's "Old Fashioned Revival Hour" in 1941, evangelical leaders met together to consider a course of action. From their discussions and

prayers, the National Association of Evangelicals was formed in 1942. One of the first decisions of the NAE was to send J. Elwin Wright to the annual meeting of the Institute for Education by Radio, where he successfully defended the right to purchase air time for religious programs. Another key decision at the opening NAE meeting was to initiate steps toward the formation of National Religious Broadcasters in 1943.

"Old Fashioned Revival Hour" continued on the air until 1967, leading thousands of people every year to know Jesus Christ. One of the people changed by the radio messages of Dr. Fuller was a college student in Lynchburg, Virginia, by the name of Jerry Falwell.

The historical link between Dr. Fuller and Dr. Falwell seems most appropriate. It serves to remind us that secular humanist pronouncements in the past set off a chain of events which almost succeeded in removing evangelical broadcasts. The latest Secular Humanist Declaration could trigger a repetition of history.

The scholars behind the 1980 document are a formidable group of sponsors. Their names are well known to most college graduates. Although there are several evangelical thinkers of equal stature, the sad fact seems to be that their names are not likely to be recognized among non-evangelicals.

One of the signers is the philosopher, Sidney Hook, whose brilliance I admire even though I disagree thoroughly with his basic premises. During my days as a graduate student I studied the philosophy of naturalism under Professor Hook at New York University. My next class, 20 minutes away on the subway, was at Columbia University. The teacher was Paul Tillich and the subject was mysticism. It often struck me that the distance between the two great teachers could not be expressed in terms of travel time or miles. They belonged to two different universes.

Sidney Hook, now professor emeritus at NYU, is a fellow of the Hoover Institute. Continued on page 68



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Sacred Music Must Be Biblical

by Lenny Seidel

As a concert pianist and choral seminar director I have an opportunity to hear the opinions of people across the country about what is happening in the sacred music field.

There is a general discontent with local Christian broadcasting because some stations play music that is almost the same as the music on the local "Top 40" station. Many people say they listen to secular FM stations because the music is more beautiful.

As part of the same trend pastors are increasingly cautious of any unknown music group for fear that their style is not going to glorify the Lord. As one midwest pastor put it, "We've let the nose of the camel in the tent."

There are some who say that music itself is not Christian, that only the words make the music Christian or religious. This is simply not true! Music has within itself the power to trigger certain emotions. For example, the Muzak Corporation has built its success on providing background music to bring about certain behavior in people, without the use of words. Major Records, a company which provides background music for TV and movies, also categorizes its recordings according to the emotion to be portrayed.

It has always been possible to tell the culture or degree of spirituality of a nation by the music they perform. The pulsating, chanting rhythms of Africa reflect the restless heathen heart. The winding melodies of India are indicative of religions designed to blind and deceive.

The jazz of Basin Street shows degenerate man bent on living in sin. Modern classical music with its atonal lack of direction in relation to pitch is certainly characteristic of today's society.

It is exciting to know that God's people have always had their music too. I was tracing the word "new" throughout the Word of God. Two of the verses are familiar to all: II Corinthians 5:17 and Galatians 6:15 which talk about man being a new creation in Christ Jesus. By far the greatest use of "new" was in reference to music! To be exact, there are nine references: Psalm 33:3, 40:3, 96:1, 98:1, 144:9, 149:1, Isaiah 42:10, Revelation 5:9 and 14:3.

In every one of these the reference was to a new song as a result of salvation, redemption or deliverance. This is a clear indication that there was an old song outside of God and a new song decidedly different when one is redeemed. God's people have always had music that was distinctive.

My contention is that we've allowed the old song to penetrate our churches, our Christian radio and television so that there is no line of distinction between them and the world.

It's unfortunate that a handful of writers, arrangers and publishers are able to dictate what we hear on Christian radio, perform in our churches and buy in Christian bookstores.

For me, it's back to sacred music which is sacred and music where melody is foremost, harmony is in a supporting role and rhythm is a vehicle to carry it along.

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from
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Christian Broadcasting Representatives



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Convocation 81 attracts top broadcasters

More than 120 religious broadcasting professionals are on the roster of workshop speakers at Convocation 81, the NAE/NRB joint convention in Washington, D. C., January 25-28. These top experts from Christian radio, television and allied fields join a distinguished array of plenary session speakers and musicians at an unprecedented gathering of evangelical leaders.

Broadcasters Billy Graham, George Sweeting of "Moody Presents," Jerry Falwell of "Old Time Gospel Hour," D. James Kennedy of "Coral Ridge Ministries," Bill Bright of Campus Crusade for Christ, Jim Bakker of PTL Television, Jack Van Impe and NRB president David Hofer are among the major speakers at plenary session.

"Convocation 81 offers something for everyone who cares about world evangelization. Not only religious broadcasters and church leaders, but practically every member of the Christian radio-TV audience will find new and abundant inspiration at the joint convention of NAE and NRB," declares NRB program chairman E. Brandt Gustavson of Moody Radio Network. He urges broadcasters to bring their staff members and families for "an unforgettable time of renewal and rededication."

Adrian Rogers of Memphis, Tennessee, is the featured speaker at the opening event, Sunday evening, January 25, when President Ronald Reagan is the special invited guest. As the new President's first major appearance after the inauguration, his anticipated participation in Convocation 81 and his remarks to the evangelical communicators and church

leaders are expected to attract nationwide attention.

Monday night the featured speaker is the dynamic pastor of one of the nation's largest Black evangelical churches, S. M. Lockeridge of Calvary Baptist Church in San Diego, California. Tuesday night, the pastor of the largest church in the world, Paul Y. Cho of Seoul, Korea, is the principal speaker. Wednesday night, the outstanding evangelist of our era, broadcaster Billy Graham, brings Convocation 81 to a close with the Anniversary Address.

Tuesday's Congressional Breakfast and FCC Luncheon are expected to draw many government officials. At the Annual Congressional Breakfast Jerry Falwell brings the message and the Northwestern College Ensemble and Orchestra provide rousing choral music.

At the annual FCC Luncheon Commissioner Tyrone Brown is the speaker and the other members of the Commission are the special guests. Division and bureau chiefs participate Monday afternoon in the annual FCC plenary panel moderated by NRB counsel Richard E. Wiley, former chairman of the FCC. Mr. Wiley appears again Tuesday as a speaker in a plenary panel dealing with ethics. Wednesday's panel on "TV in an X-Rated World" includes Jimmy Allen of the Southern Baptist Radio-TV Commission.

Recording artists and gospel musicians bring joyous sounds to the plenary session, workshops and seminars. Sunday's opening session features soloist Christine Wyrzten and Men of Melody from the "Words of the Gospel" radio program. Monday night the soloist is Kim Wickes and a special attraction is the Blackwood Brothers, the nation's number one male gospel group. Tuesday night John and Mary Giger join in sacred duets. At the Anniversary Banquet, Wednesday evening, the musical stars

are pianist Dino Kartsonakis and soloists Steve and Barbara Musto. Repeating their acclaimed roles at the 1979 convention, Steve Musto is again the convention song leader and his gifted wife Barbara is convention pianist. The convention organist is Patricia Macauley, a perennial favorite.

Former Miss America Cheryl Prewitt, Walter Arties of "Breath of Life" and The Living Sacrifice Band from "Marge & Friends" bring their special musical styles to the Seminars for Christian Leaders, a popular series of workshops for non-broadcasters.

"This year's workshops for broadcasters are outstanding," observes Robert Ball of Inspirational Broadcasting Corporation. A member of the NRB executive committee, Mr. Ball coordinated the planning by workshop convenors Elliot Cole of "Thru the Bible," Tom Wallace of KFIA/Carmichael, (CA), Wayne Pederson of Northwestern College Radio, David Lawrence of FEBC, David Clark of CBN University, Ray Wilson of "Black Buffalo Trails," consulting engineer Harold Munn, Jr. and Edna Edwards of Blue Ridge Broadcasting.

Workshop topics range from how to get started in religious broadcasting to advance technology for the satellite age. Complete details on workshops appear elsewhere in this issue.

Hotel rooms are available at the nearby Shoreham, Washington Hilton, Normandy Inn and Connecticut Inn. Reservations should be made immediately by telephone. To arrange low-cost accommodations for students and others at the International Hostel, call the NRB headquarters office in Morristown, NJ 201/540-8500.



Dr. Charles Stanley, pastor of First Baptist Atlanta, reaches out into the homes of millions of Americans each week with solid Biblical expository teaching and preaching.

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religious broadcasting broadcasters

Dr. Oswald Hoffman, speaker on the Lutheran Hour for 25 years, has received two national awards: The Secretary of Defense Award for Outstanding Service — one of the highest military awards for civilians — from the United States Department of Defense, and the 1980 Gutenberg Award from the Chicago Bible Society. Both were given to Dr. Hoffman at the Chase-Park Plaza Hotel in St. Louis, Mo., at a banquet celebrating his 25 years as Lutheran Hour speaker.

The Benson Company, a Christian communications conglomerate specializing in Christian recording, has added **Mr. Phil Kouwe** to their field sales staff. Mr. Kouwe is a former employee of Christian radio stations WBRI in Indianapolis and KUXL in Minneapolis. The Benson Company represents 15 recording labels and nearly 100 recording artists.

Former NBC executive **Robert Aaron** has joined CBN Continental Broadcasting Network, Inc., as Executive Vice President. Aaron, who during his 17½ years with NBC worked in different programming, operations, and sales executive positions, is developing and producing new programming for CBN and is in charge of operating its four UHF television stations.

Aaron resigned from NBC in 1966 and formed his own television production and consulting firm in 1968. He has acted as creative consultant to many leading TV station groups and U.S. companies and has produced over 1,000 hours of network and syndicated programming.

The only Assyrian evangelistic radio program in the world is broadcast weekly in Chicago by **George Shahbaz**, a native of Iraq who is also pastor of the only Assyrian Southern Baptist congregation in the United States. Shahbaz's ministry, supported by the Southern Baptist Home Mission Board and the Illinois Baptist State Association, covers the suburban and metropolitan regions of Chicago. Shahbaz estimates that 200,000 people from Middle East countries live near the Chicago area.

NRB MILESTONE AWARD

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Bible Fellowship Hour

Howard W. Ferrin

HCJB — Quito, Ecuador

Charles M. Leaming

The Lutheran Hour

Dr. Theodore Baehr of New York City has succeeded Dr. Caroline Rakestraw as the new Executive Director of the Episcopal Radio/TV Foundation in Atlanta, effective January 1, 1981. Dr. Baehr was formerly Executive Director of Television Center of City University of New York at Brooklyn College. He was active in television and radio work for the Trinity Episcopal Church in New York.

The Episcopal Radio/TV Foundation is an unofficial branch of the Episcopal Church seeking to share the Gospel through the electronic media.

The Religious Heritage of America Special Faith and Freedom Award was given to **John B. Heyman**, founder and managing director of The Genesis Project, in St. Louis for his work with the Genesis Project in production of The New Media Bible and the movie "Jesus." In accepting the award, Heyman said that The New Media Bible is "making Scripture more accessible to people — both literate and illiterate."

FCC vice chairman **Robert E. Lee**, who has been a member of the Commission longer than anyone in history, will be awarded the Distinguished Communications Medal at the Southern Baptist Radio and Television Commission's 12th National Abe Lincoln Awards at Tarrant County Convention Center in Fort Worth on February 12. The Distinguished Communications Medal, the highest award given by the Radio and Television Commission, is going to a man who has completed 27 years with the FCC and who has made a considerable impact on American Communications.

Former "700 Club" news editor/correspondent **Bill Freeman** has returned to the television program as a senior correspondent after an absence of two-and-a-half years. Freeman left his position of vice president and general manager of WPCB-TV, Channel 40, in Pittsburgh to rejoin "The 700 Club" on Dec. 1.



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Television

Trinity Broadcasting Network — Tustin, California

Frank Pollard, Pastor of First Baptist Church of Jackson, Mississippi and host of two well-known Baptist programs, one radio and the other television, has been called to pastor the First Baptist Church of San Antonio, Texas. Pollard was host of "The Baptist Hour," heard weekly on 431 U.S. radio stations, and of the national television program "At Home with the Bible," recognized as the best Christian television program of 1979 by the National Broadcasters Association. The former pastor of First Baptist in San Antonio, Jimmy Allen, resigned to become president of the Southern Baptist Radio and Television Commission in January.

Mr. Roger Morrow, the son of Ord L. Morrow, associate radio minister of "Back to the Bible Broadcast," is the new emcee for the weekly "Back to the Bible" youth program and is one of the speakers for the daily five-minute "Pause for Good News." Morrow is experienced in radio and youth work, and has pastored churches in Minnesota, Texas, and California.

Mr. Jack Bliffen, former president of Mid South Christian College, Senatobia, Mississippi, has joined Project Look Up as Staff Manager of Program Development. Mr. Bliffen has wide experience in Bible education, having served as professor, administrator, and public relations director for two other Bible colleges. He has also been a church pastor for 12 years.

Mr. Bliffen's work consists mainly of developing "The Bible School of the Air" for the education of local pastors worldwide.

KVMV-FM of McAllen, Texas has hired **Bob Beukema** as English program director and **Herman Meneses** as head of the Spanish Department.

Paragon/Benson Publishing of Nashville, Tennessee has hired a full-time staff writer — **Michael W. Smith**. Smith is an in-house writer and co-writer, writing songs of his own and co-writing with such authors as Bill Gaither and Amy Grant. He is also involved in the daily activities of Paragon/Benson, such as keyboard and vocal demo work for the company.



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A Do-It-Yourself Kit For Creating Fund Raising Letters

by Jerry Huntsinger

My column this month is written for executives in small non-profit organizations. They write the *majority* of all fund raising letters that go out here in America.

They are not professional writers. In fact, they don't even want to create fund raising materials. But they don't have much choice. They can't afford a staff writer, or outside services.

And they have to raise money by direct mail. So they do their best...

A few years ago, I taught a formula to help the non-professional develop fund raising materials. Then, I became worried that the mailing pieces might become uniform and stereotyped, so I advised people to stop using a formula.

Now, I've changed my mind again. A formula is better than no system at all! So let's start with the principle that undergirds the formula I'm going to suggest: *Writing about a person is easier than writing about an idea.*

And safer. Ideas are tough to handle. They slip out of focus, become argumentative, defensive—and often simply boring.

Writing about an individual gives you a living illustration, and the "ideas" or principles of your organization tag along. Words come easy when you hang them on a real, live person.

This is a secret every professional writer thoroughly understands. Another secret is the fact that readership and response jump dramatically when you write about people. Your donors rarely care about *why* you help people. They want to know *how*.

And they want living illustrations.

Instead, you often give them detailed statistics on world hunger—rather than telling about a mother watching her daughter slowly starve to death.

Or your college appeal cries for the \$50,000 you desperately need to balance the budget, instead of telling how \$100 will help young Dick Jones

finish the semester.

Or your hospital appeal tries to impress your community with numbers of broken arms, in-patients and out-patients and big toe transplants, instead of telling how a mother found her greatest happiness in giving birth to her son.

People is what charity is all about.

A Formula

Here is a simple paragraph outline to help you tell the story about an individual, in a fund raising letter.

Each paragraph should be three or four lines long, with a couple of one or two line paragraphs, and never more than six lines.

1. Tell the story of an individual: establish geography, sex, relative age, etc.
2. Tell about an incident illustrating need.
3. Tell how the problem could be solved, leaving the "if" factor dangling.
4. Show how your organization can come to the rescue by illustrating one program that would solve this particular problem.
5. Universalize: here's the place for

a few facts and figures about how your organization is helping such people.

6. Tell how the contributor can have a share in this great work: Illustrate how a specific dollar amount will help the person you used in the opening illustration.

7. Build in a hook. This can be an irresistible offer: a wonderful premium. Or the hook can be emotional—the person will be dead in two weeks unless help arrives.

The hook can offer various levels of emotional and intellectual satisfaction, according to the nature of your mailing list.

8. Give exact instructions for sending in money: explain how to use the reply device, the reply envelope, and how to receive the premium, if there is one.

9. Brag on the donor: *Most* Americans do not respond to charity appeals. Thank goodness for the ones who do.

10. Add a P.S., repeating instructions on how to use the reply devices, and repeating the irresistible offer.

Some More Suggestions

For most non-professionals, a two page letter is a good compromise. One page letters are too short, unless you build in a highly productive response vehicle. Four page letters have to move along at a fast pace, and this is sometimes difficult to sustain.

Print the letter on two separate sheets, unless you have bulky enclosures. In that case, use both sides of a single sheet. Never print on both

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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sides if the letter is personalized.

You can design your letter yourself, using two basic layout patterns. First, you can put a picture of the individual you are writing about in the upper righthand corner, and put the basic letterhead data on the bottom of the last page of the letter.

Second, you can put a ruled line down the left-hand side of the page, and insert the letterhead information. Or you can add variation by putting pictures down the lefthand side, or pictures across the bottom of the last page.

Don't worry about using a uniform layout for all your appeals. Your donors don't identify you by your letter layout. Each letter should be designed to convey the spirit of the actual appeal.

The best size package for the non-professional is the number 10 envelope, with the letter 8 $\frac{1}{2}$ × 11. Later, you can move on to other formats.

Keep the carrier envelope simple. Remember that teaser copy can get you in trouble. For a reply card, use a simple 3 × 5 tag stock and standard reply envelope, rather than a wallet flap reply envelope.

Use an 8 $\frac{1}{2}$ × 11 flyer, and title it, "Special Report," or "News From the Field," or "Mission News-letter."

Use a lot of pictures and large headlines. Keep the copy short. You can have one philosophical article, to keep your boss happy.

Don't worry about design. That's the least important element of fund raising, as long as you use horizontal and vertical lines. Don't attempt circles or slash lines.

Also, type face and logos are rather unimportant. Your printer can usually recommend a type face that won't embarrass you when the Board examines your mailings. The logo is simply one of the myths of the trade. A logo is a bit like going to your cousin's house for dinner with everybody wearing name tags.

After you try a formula approach, you can move up to the "analytical analysis of current media." This, in plain language, is the technique of searching for ideas in mailing packages other people have created.

Become a collector of non-profit appeals. Many of the packages you can throw away because they are too complicated—or too much like your own efforts! But a few pieces will grab you.

Usually, they will be simple formats, just the sort of thing you can produce with your own limited resources.

religious broadcasting news



Philippine TV

The only Christian television station outside of North America is soon to begin broadcasting. Mr. Narciso Padilla of Manila, Philippines, has been making plans during the past two years for a station that would reach the Filipinos with the Good News of salvation.

Ciso, as his friends call him, dedicated his life to Jesus Christ as a result of watching "The 700 Club" on television, and he wants others to learn of the Saviour through the same medium.

There have been several obstacles to overcome, the biggest of which was obtaining permission from the Philippine government to go on the air as a non-commercial station. In 1972 martial law was declared, all television and radio stations were closed, and ever since the media has been subject to strict government control and all new station proposals are carefully scrutinized. Permission was granted after a six-month delay, on December 21, 1978, in answer to much prayer.

However, there were several other government permits to secure. A transmitter, cameras and equipment, a tower and studios all had to be obtained through the slow channels of

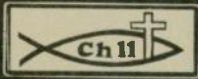
government bureaucracy. Purchase of equipment from Germany was dependent on getting an "International Letter of Credit" from the Central Bank of the Philippines. The bank turned this down when it found that the station was to be financed by donations; yet at this point a man stepped out of nowhere and offered to be the creditor. There are still problems to be solved, but one by one prayer requests are being answered.

Mr. Padilla has donated the entire fifteenth floor of the new Strata 100 Building in Manila for the offices and studios for Channel 11, and on top of this building a five hundred fifty foot tower has been constructed — sufficient to cover Manila's urban populace of 8 million people. He has also ordered new equipment by faith from Germany and hired a staff of technicians and workers. The station has been organized into the Hallelujah Foundation Broadcasting Corporation, and was dedicated April 15, 1979 in a service held in the new studios; the dedication address was given by Fred Magbanua, Filipino Director for Far East Broadcasting Company.

Prayer has been requested worldwide for this TV ministry, which may become the "Largest pulpit in Southeast Asia."

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Billy Graham 1981 R.B. Hall of Famer

Billy Graham, whose radio program and televised crusades have helped to change lives around the world, is the 1981 recipient of the Religious Broadcasting Hall of Fame Award, the highest honor bestowed by National Religious Broadcasters. The famed Gospel broadcaster and crusade evangelist will receive the Hall of Fame trophy at Convocation 81 in Washington, D. C.

The Hall of Fame presentation will be a highlight of the gala Anniversary Banquet, Wednesday, January 28, at the Sheraton Washington Hotel. Mr. Graham will bring the Anniversary Address.

Sharing the awards spotlight at the Anniversary Banquet will be J. Vernon McGee of "Thru the Bible." Regarded as one of the foremost Bible teachers of our time, Dr. McGee will receive the

Religious Broadcasting Hall of Fame

In appreciation of outstanding achievement and lasting contributions to religious broadcasting, the Hall of Fame is the highest recognition presented by National Religious Broadcasters.

- | | |
|------|---|
| 1975 | Clarence W. Jones, HCJB/Quito, Ecuador
John Zoller, "Christ for Everyone"
Walter A. Maier, "The Lutheran Hour"
Charles E. Fuller, "Old Fashioned Revival Hour" |
| 1976 | R. R. Brown, "Radio Chapel Service"
George Palmer, "Morning Cheer Broadcast"
Paul Rader, Radio Evangelist |
| 1977 | Miss Lois Crawford, KFGQ/Boone, Iowa
"First Mate Bob" Paul Myers, "Haven of Rest" |
| 1978 | William Ward Ayer, First President of NRB
Donald Grey Barnhouse, "Bible Study Hour" |
| 1979 | Herman Gockel, "This Is the Life" |
| 1980 | Myron F. Boyd, "Light and Life Hour" |
| 1981 | Billy Graham, "Hour of Decision" |

Distinguished Service Award for his "distinguished contributions to the cause of religious broadcasting."

NRB awards for excellence in station operation and the NRB Milestone Awards will be presented at the Monday evening plenary session. Radio stations from North Carolina and Pennsylvania and a television network based in California will receive the prestigious NRB Award of Merit. General manager Edna Edwards of WFGW/Black Mountain (NC), general manager Paul R. Hollinger of WDAC/Lancaster (PA) and Paul Crouch, president of Trinity Television Network, will accept the awards for their stations.

Milestone Awards will honor a remarkable group of religious broadcasters. "Bible Fellowship Hour," "The Lutheran Hour," international radio station HCJB, program speaker Howard Ferrin and program speaker Charles M. Leaming will receive awards for a half century of leadership in Gospel radio.

Howard Ferrin, who combines his radio ministry with the presidency of Barrington College (Providence, RI), and Charles Leaming of Faith Gospel Broadcast were among the founders of NRB and served on the association's first executive committee. The founders of "Bible Fellowship Hour" and "The Lutheran Hour" also played key roles in the founding of NRB. Dr. Ferrin and Dr. Leaming will be at Convocation 81 to accept their Milestone Awards. Mrs. Celia Webb, who continues the ministry of her late husband T. Myron Webb, will accept the award on behalf of "Bible Fellowship Hour." Accepting the award for "The Lutheran Hour" will be Oswald Hoffmann, who succeeded Walter A. Maier as program speaker.

Representing HCJB at the Convocation 81 awards presentation will be Clarence Jones, co-founder of the world's first missionary radio station, in Quito, Ecuador.

Hall of Fame Award

As the newest entry in the Religious Broadcasting Hall of Fame, Billy Graham will join an elite group of 12 men and one woman who have earned the highest accolade of their peers. The honor roll of previous winners includes Clarence Jones of HCJB and Walter Maier of "The Lutheran Hour."

Mr. Graham, who consistently heads the list of the most admired men in the nation, has been the pacesetter in world evangelization. In addition to crusades around the world, where he has delivered the Gospel face-to-face to more people



than any evangelist in history, he reaches millions more through his weekly radio program, "Hour of Decision," and his televised crusades. The quarterly televised specials, filmed at crusades in major cities, attract more than 50 million viewers a night.

Mr. Graham, who is a member of the NRB board of directors, credits radio and television with playing an essential role in his ministry. His earliest broadcasting experiences came about through the influence of two NRB founders, Torrey Johnson and Theodore Elsner. In 1943 Dr. Johnson asked Mr. Graham to take over his local radio program, "Songs in the Night" and later recruited him to become a traveling evangelist. In 1949 Billy Graham attracted national attention with a historic crusade in Los Angeles. His dynamic style led Theodore Elsner, who was then serving as president of NRB, to consider him as a potential broadcasting leader in the mold of Walter A. Maier.

Dr. Elsner, aided by Walter F. Bennett and Fred Dienert, finally convinced the crusade evangelist to launch a nationwide radio ministry in 1950. From the first, the radio program ministered to a wide, responsive audience. The telecasts began in 1957.

"Hour of Decision" was the first winner of the NRB Award of Merit, presented in 1959. Consistently, Billy Graham is the natural choice of the NRB program committee to address the annual convention banquet. In his 1977 Anniversary Address, the famed broadcaster told his fellow NRB members, "I thank God for NRB and your faithfulness to the Gospel and your faithfulness in declaring it through the media."

Awards chairman Robert A. Cook of "The King's Hour" observes, "It will be a memorable night January 28 when NRB installs Billy Graham into the Hall of Fame. We eagerly await hearing his address on this happy occasion."

What is that radio station really worth.



by David Eshleman of DME Associates,
Media Broker and Consultant

The pricing of a radio station is often a complex process. It is dangerous to try to arrive at a price by just applying a standard measurement of gross billing or profit, because every facility is different and must be evaluated on an individual basis. When a station is being considered for a religious format or is religious already, other factors should also be considered.

With many of my clients, population coverage is the first consideration. This is because with **any** specialized format, a station must have enough coverage in order to end up with a potential audience of sufficient size to ensure success.

With the large number of Christian format stations that have recently gone on the air it is indicative to analyze a potential market for competition before jumping into that market. Questions that should be asked include: What religious taped programs does the competition carry? Does the competition have an exclusivity policy by which they will not permit other broadcasters to air the same programs they do. What is their music format? How does this compare to your plans? Though the FCC does not dictate format, a buyer should be aware that if the station they are seeking to acquire fills a unique niche in that market, there may well be listener opposition to that change that could mean problems in getting the license transferred.

The type of facility greatly affects the price. With both AM and FM, the lower frequencies and higher power normally mean better coverage and higher price. Tower height with FM is very critical and will have a great affect on coverage. A buyer should look carefully at the potential for upgrading the facility and what this improvement will cost. These changes can be very time consuming and expensive.

The hours of operation will also affect potential listeners, revenue and price. And yet to show you how variable factors can affect price — a high power, low frequency AM daytime station could be worth much more than a low power, high frequency full timer, because of the vast difference in potential coverage.

Gross billing figures for the past three to five years should be examined to determine any positive or negative trends. Net profit needs to be examined cautiously because it does not necessarily show the real potential of the station. If a complete format change is planned, gross billing may mean very little since the sources of revenue will likely completely change. Also, many

Continued on page 24

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Continued from page 22

stations show a good gross, and yet little net, because of poor management or large stockholder dividends.

A station's potential should also be examined closely. Some questions that need to be asked include: What are the radio advertising dollars in the entire market? What percentage of those dollars can the particular station account for? What is the station's potential? From a commercial standpoint, a station that is doing \$500,000 gross billing per year in a three-station, one million dollar per year market may not be worth as much as another station doing the same amount of business in a four-station, two million dollar market. This is because the potential for growth is greater in the second case.

From the religious standpoint, there are no figures available, to my knowledge, that indicate when a market reaches a saturation point in the number of religious formatted stations. However, a market analysis should be done to determine a station's potential in a particular market.

With today's high cost of money, the financing cost of a station needs to be taken into consideration. Unfortunately, few local banks have the expertise and willingness to finance broadcasting facilities. There are a number of major city banks that do make broadcasting loans; however, in most cases, they will not consider a loan application of less than one million dollars. In some cases, the seller may be willing to take back a portion of the loan at an interest rate that is normally lower than the market rate.

Real estate involved with a radio station may at times greatly inflate the price and yet have little or no affect on the potential operation of the facility.

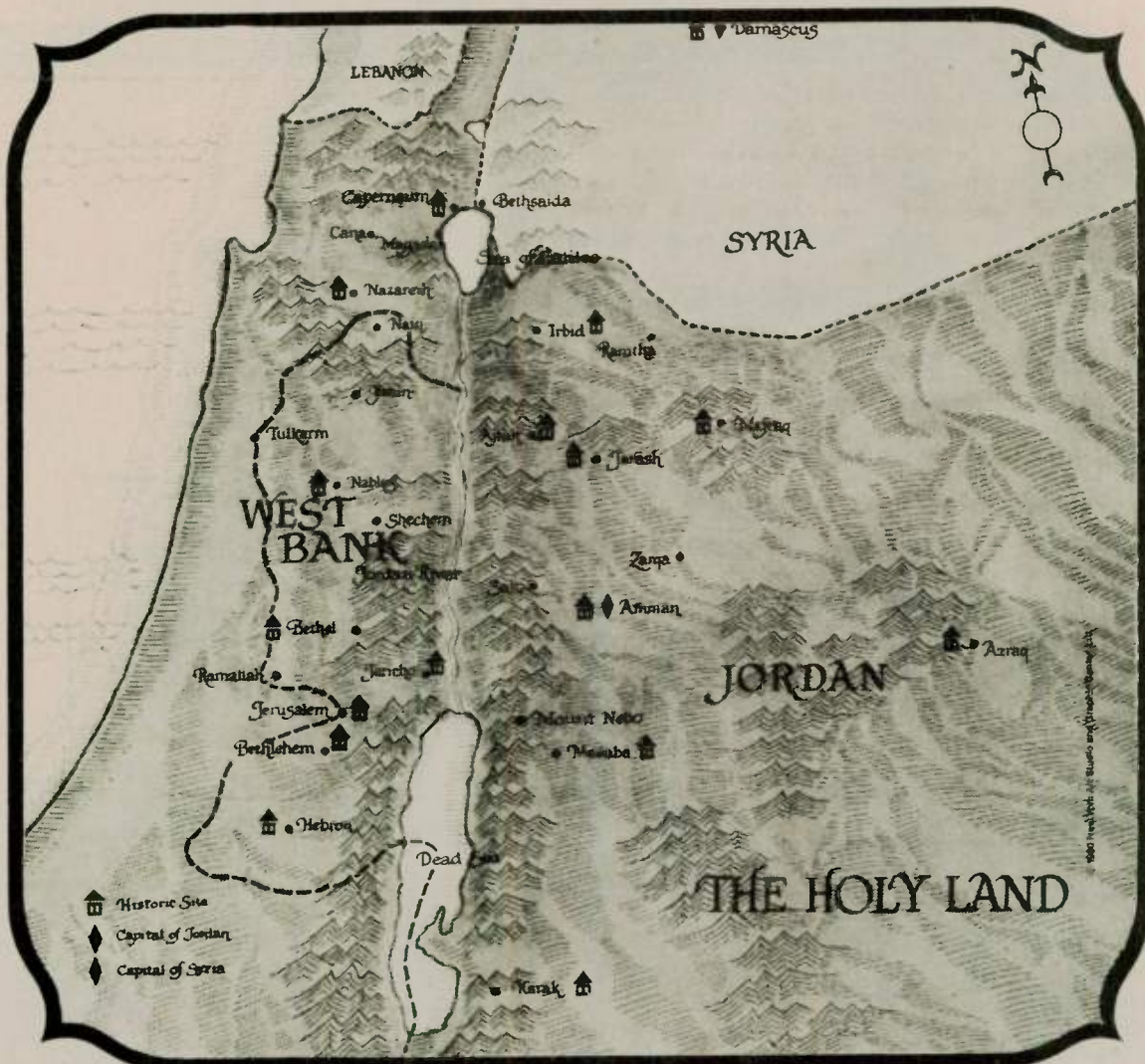
The equipment should be examined by a competent engineer to determine its condition and value.

Current management of the station should be considered closely, unless the new owner plans to install his own staff. Of course, management at any time can mean the difference between success and failure of a station, particularly if it is owned by someone across country.

Some seller hesitate to use the services of a broker, and yet, in doing so they forget one of the most important factors in selling a facility — finding the **right** buyer who is willing to pay the right price.

Whether you are using a broker or not, take your time and evaluate carefully all the factors when moving into a new market.

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alia
THE ROYAL JORDANIAN AIRLINE

Promoting Fellowship or Fostering Freelancing

what is the effect of your radio
ministry on the local church?

by Courtland G. Newton, Jr.

Court Newton is a former advertising media buyer, journalist and radio talk show moderator. He is president of Courtland G. Newton, Inc., a public relations and marketing communications firm, in Hartsdale, New York, which he established.

The success of a radio station is often measured by financial results, letter from listeners and the fulfillment of goals set by management. But an even more critical yardstick is too often overlooked: how effective is the station in supporting the growth of God's church? Or, to express the point more specifically, "Is our radio ministry promoting Christian fellowship or fostering 'free lancing'?"

All of us recognize the Christian freelancers. Insufficiently tied in with any church in their community, they float in and out of this meeting and that meeting without being committed to any one group of God's people. They fit the dictionary definition of the term freelancer: "one who pursues a profession without long-term contractual commitments to any one employer."

Numerous are the believers today who immerse themselves in study Bibles, 'round-the-clock radio and television, taped sermons, recorded music and inspirational books rather than acknow-

ledge Jesus' command that we be sanctified through a covenant commitment with His sheep.

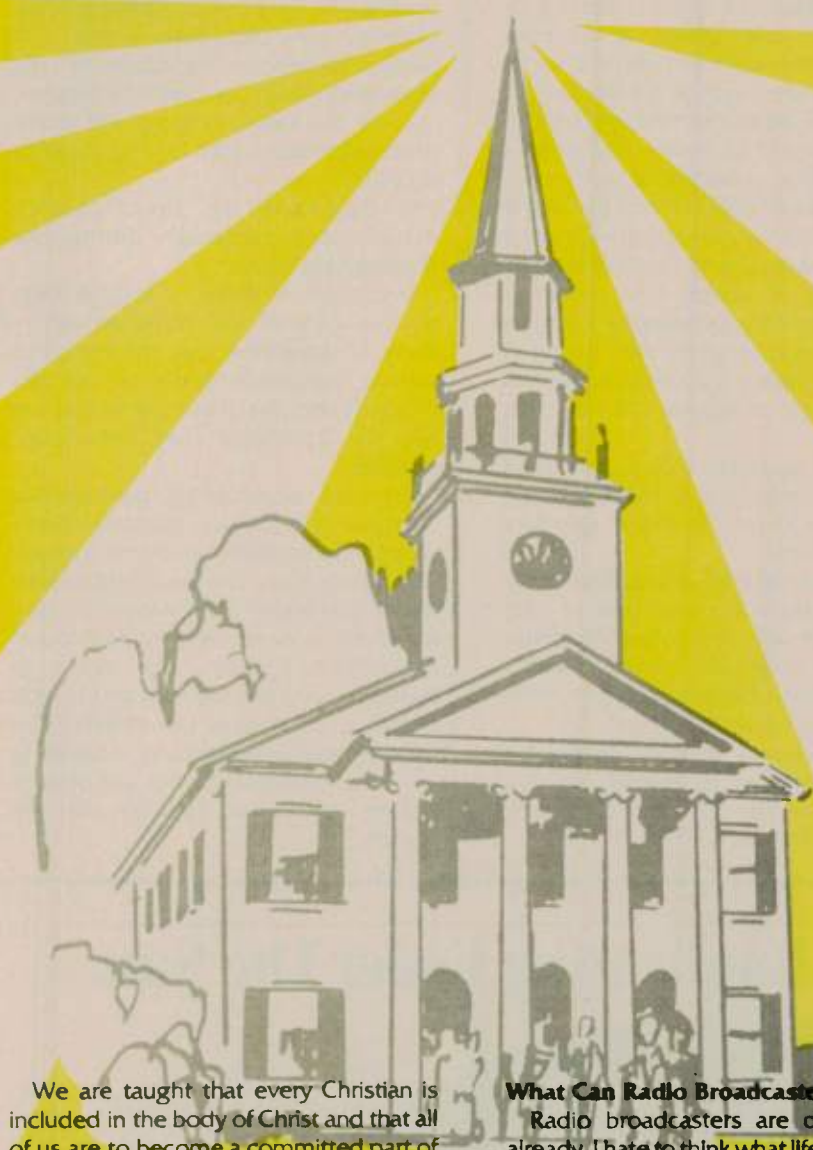
Unfortunately, America's spirit of individualism sometimes mitigates against long-term commitments of any kind, whether to a mate or to a local church. In a nation whose folk hero is the proverbial lone rider, it is easy to fall into a "me and Jesus" syndrome. Our modern, self-service society continually tempts us to move on or to withdraw to our "good listening" and private Bible reading if the intimacy of a church becomes too demanding.

Freelancing, as I use the term here, may be the result of a lack of Spirit-filled worship, fellowship and Bible teaching and study in the church; e.g., weak pastoring. Or the problem may be evangelism without follow-up, which happens all too frequently in our highly mobile society.

Upon receiving Christ, the key to one's Christian growth and sanctification is the covenant relationship. This means Jesus'

earthly administration of pastoring, feeding and loving. Christ calls us to fellowship — deep, intimate, sharing fellowship in which wounds are healed, rough edges are smoothed and spiritual sinews strengthened. The process is often a painful one. But seeking Christ without fellowship with His body is like signing up for the football team without engaging in scrimmage or even being on a team. Christianity, like football, is a team thing.

The Word is clear. The church is God's "pillar and support of the truth" (1 Tim. 3:15). Paul tells us in Ephesians that God put all things in subjection under the feet of Christ and gave Christ as "head over all things to the church, which is His body, the fullness of Him who fills all in all" (1:22,23 NASB). In 1 Corinthians we are admonished, "For by one Spirit we were all baptized into one body" (12:13). The entire Bible tells how God began to build His corporate earthly body under His old covenant and how, in Christ, He moves on to perfect it under the new covenant.



We are taught that every Christian is included in the body of Christ and that all of us are to become a committed part of its local expression, a church.

How is this related to the programming of your radio station?

Some would lay the blame for the widespread practice of freelancing at the door of the broadcaster. The rapid growth of electronic ministries is widely considered to be a response to the church's failure to draw and meld believers warmly and tenderly into the body of Christ. Concurrent with the development of electronic ministry has been the decline of established churches, particularly those ecclesiastically and liturgically structured. Yet it is hard to make a case that Christian radio is a cause of emptying pews. Church leaders have had as much access to the airwaves as has anyone else. It is much more reasonable to ask if broadcasters are doing all they can to aid embattled pastors.

What Can Radio Broadcasters Do?

Radio broadcasters are doing a lot already. I hate to think what life in America would be like without Christian radio. But what can be done to assure that individuals will not end up frantically busy, listening to tapes and attending seminars without spiritual covering or covenant relationship?

The first step probably is to recognize that there is a problem. Make the burden of the freelancer your station burden. Put it on the agenda. For many, it is there already. Of course it goes without saying that station personnel will themselves be regular worshipers and active participants in the life of a local church.

Next, your radio station can tell local congregations over the air and by letter that helping to build the body of Christ is as much a matter of policy for your station as is evangelism and teaching.

A frequent fear expressed by pastors is that parachurch ministries may siphon away tithes and love offerings from the

local bodies. A different and perhaps sounder theory is that God has endowed the world with sufficient wealth to support every church, ministry, outreach and station operating within His will. One way to build bridges to local bodies is to help the leadership educate members about tithes and love offerings. This topic almost seems to have been swept under the rug by much of the modern church. Thus millions of Christians are not taught that unless they give over and above their regular tithes at the storehouse — the local church where they feed spiritually — they are not giving at all but robbing God (Malachi 3:8-10). These Christians — and by implication those with prime responsibility for instructing them — are out of His will.

If all believers made even a half-hearted effort to tithe, the church could not spend all the money it would take in. Covenant mentality is the best hope of building a faithful support base for all of God's ministries.

Christian broadcasters can make sure that programming truly supports God's desire to build His church by knitting together the hearts of believers. I receive wonderful edification from Christian radio ministries. But I do not recall ever hearing a radio teaching on the importance of body ministry (doubtless there have been some). Similarly, I have yet to hear a pastor or Bible teacher urge his congregation to listen to a given broadcast ministry. Is this a classic case of missed opportunity for both sectors?

Some Ways to Support the Local Church

Christian radio derives its legitimacy from the body of Christ and must be integral to it. Here are some things that your station might do to support local body ministries.

1. Invite local church congregations, fellowships, and women's groups to visit the station and learn what is being done to support the local church.

Continued on page 28

2. Invite pastors and elders to sit down periodically with your station personnel so you can learn their viewpoints about local needs. Share these insights with your program developers. Be sure to include new, local expressions of the body of Christ as well as established mainline churches. Both will prove to be good sources of ideas.

3. Provide questionnaires to listeners by mail and at concerts and at all promotional events. These will give you input from your listeners while showing that the station cares.

4. Communicate your local needs to national and regional radio ministries.

5. Encourage national program planners to devote part of teaching time to building up the local body.

6. Prepare materials teaching advertisers and agencies that the covenant commitment of the local body of Christ represents a cohesive, loyal and financially dependable family audience of great potential for many marketing categories.

7. Shape and fashion your programming to reach that part of your

audience that remains unexposed to the gospel. Without a certain amount of music and talk aimed at younger listeners, millions of them will continue to be programmed out of the blessing of feeding on God's Word through Christian radio. We need to realize that while a number of young people of high school and college age will become a part of the body because they belong to a Christian family, the vast majority are untouched by the church. A station that promotes concerts that bring outstanding Christian artists to the community can "gather in the net" by playing a good portion of that type of music at regular intervals in its schedule.

8. Invite pastors, elders and their families to receptions to meet Christian entertainers whom the station sponsors for local events.

9. Sponsor an inter-church Bible study to draw freelancers into contact with pastors and with each other. Distribute Bible study notebooks imprinted with a message about the central place of the body in God's holy order.

10. Sponsor an annual "Meet the Pastors" breakfast or tea to acquaint newcomers to the city with the churches and their ministers.

11. Develop a promotion built on dealing with local civic problems in which Christian principles play a role. Get pastors to support the cause, or help them lead it with your station's support.

12. Do the same thing for the larger, nationwide issues such as drug abuse or abortion.

13. Sponsor an inter-church thankfulness campaign during the Thanksgiving season.

In addition to these — and the ideas your own station can come up with — there is something that the ministries with a nationwide audience can do. Programmers for these ministries can help by addressing the "freelancing" problem.

Christian broadcasting professionals have access to priceless resources: God's Word and the creative intervening power of the Holy Spirit. The mix of professionalism, Spirit power and the Word can be a great vehicle in moving the unsettled and unchurched Christian free agent or freelancer back into the body life of a local church. It can inspire and motivate the uncommitted believer to ever deepening covenant relationships that will breathe healing, revival and new life into His church.

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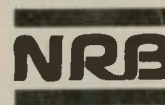
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0356-7	<input type="checkbox"/> Audio Control Handbook	6.50
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461	<input type="checkbox"/> Managing Today's Radio Station	12.95
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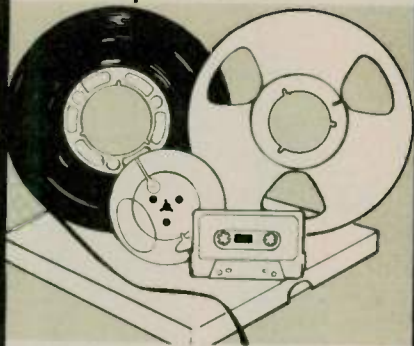
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religious broadcasting convention news

Evening of Inspiration

The New Benson Company has announced the plans for the presentation of "The Benson Company Showcase. An Evening of Inspirational Music," to be presented in Washington, D.C. at the National Religious Broadcasters Convention. The "Evening of Inspirational Music" will be a special feature of the opening night of the Convention on Jan. 25. The Host for the evening will be Gary McSpadden, the featured soloist of the Bill Gaither Trio. Artist that will be featured with Mr. McSpadden are Gary Dunham, Sandi Patti, Glenn Garrett, and The Brothers. All Persons attending the 1981 session of the National Religious Broadcasters Convention, are invited to attend. There will be no admission charge.

SECOND ANNUAL IRB JOB FAIR

One of the highlights of last year's NRB Convention was the IRB Job Fair which attracted a wide interest among not only students but also NRB members seeking broadcast positions. This year the Job Fair will be back bigger and better than ever. Efforts will be made to get employers to list more entry-level positions designed for college students. The Job Fair itself will be located where it will get maximum traffic from both students and employers. Elaine Brock is heading up this year's Fair and will see that IRB members get maximum assistance in making contacts with prospective employers while at convention. Be sure to leave your name and Washington area phone and/or address (including room number) so you can be quickly contacted by an employer while he's in Washington. The Job Fair is the **only** economical way to meet a wide variety of employers in a few days at one location. The 1981 Job Fair is just another benefit of your IRB membership — use it!

Convocation 81

NRB WORKSHOPS FOR BROADCASTERS

Jan. 25-28, 1981 — Sheraton Hotel — Washington, DC

PROGRAM PRODUCERS

Coordinator: Elliott Cole, Thru the Bible

I The Basics of Broadcasting

Moderator: Thomas "Ed" Steele, Creative Communications Associates; Jon Campbell, Ambassador Advertising Agency; Vernon Friesen, Back to the Bible Broadcast; Richard Parrish, Michael R. Ellison Advertising; Jeffrey Smith, The Word for Today; Norman Sper, Grace to You.

II Audience Research

Moderator: J. Russell Killman, Heaven and Home Hour; Val Hellikson, Haven of Rest; Paul Hollinger, WDAC; David R. Mains, The Chapel of the Air; Carolyn Wilson, Management Applied Programming; Ray Wilson, Christian Service Agency.

III Satellites, Cables, Earth Stations and the Program Producer

Moderator: Ray Kassis, National Christian Network; Carl Auel, KEBR-FM; Tom Moffit, Jr., WTLN-AM/FM; John S. Tyler, Satellite Radio Network.

IV Program Producers and Station Owners Come Together

Moderator: Jimmy Waters, Jimmy Waters Ministries; Gary Arnold, WBRI; Edward G. Atsinger, KDAR-FM; Carl (Kelly) Bihl, John Brown University Hour; Jamie Clark, Forus Communications; B. Sam Hart, Grand Old Gospel Fellowship; Dick Marsh, Universal Broadcasting; Norman C. Nelson, Morning Chapel Hour and Faith That Sings; David Webber, Southwest Radio Church of the Air.

V Ethical Responsibility and Financial Accountability

Moderator: E. Brandt Gustavson, Moody Radio Network; Paul Evans, Haven of Rest; Olan Hendrix, Evangelical Council for Financial Accountability.

VI Looking Ahead — Programming Trends for the '80's

Moderator: Robert A. Cook, The Kings College; David W. Breese, Christian Destiny; Bruce Dunn, Grace Worship Hour; Howard O. Jones, Hour of Freedom; R. B. "Jack" Turney, Christian Duplications; George Vandeman, It Is Written.

COMMERCIAL STATION OWNERS AND OPERATORS

Coordinator: Tom Wallace, KFIA

I Research

Moderator: John Boyd, Creative Communications Associates; Rich Germaine, American Research Corp.; Bill McKay, American Research Corp.; Rick McIntosh, KPRZ.

II Music Programming

Moderator: Rick McIntosh, KPRZ; John Boyd, Creative Communications Associates; Jamie Clark, Forus Communications; John Maddex, WCRF.

III Commercial Sales

Moderator: Gary Arnold, WBRI; Joe Vincent, Radio Advertising Bureau.

IV Computer Logging and Bookkeeping

Moderator: Tom Wallace, KFIA; Steve Kenagy, Custom Business Systems.

V EEO and Other Headaches

Moderator: Tom Wallace, KFIA; B. Jay Baraff, Attorney.

VI Station Management

Moderator: Paul Hollinger, WDAC; Robert Ball, Inspirational Broadcasting Corporation; Dennis Worden, KCFO-FM; Nevin Larson, WDCX.

INTERNATIONAL BROADCASTERS

Coordinator: David Lawrence, Far East Broadcasting Company

I The Latin American Challenge

Moderator: Paul Finkenbinder, Hermano Pablo; Roger Stubbe, HCJB; Gabriel Otero, Family Radio; Elmer Bueno, Buenos Amigo.

II Reaching Europe and the USSR

Moderator: Horst Marquardt, Evangeliums Rundfunk; Jack Koziol, FEBC; Bert Dorenbos, Evangelische Omroep.

III The Challenge of Africa and the Mid-East

Moderator: John Wheatley, FEBA/Seychelles; Lee Baas, New Life for All/Nigeria; Ron Frazee, ELWA/Liberia; Dale G. Hooper, Baptist Communications/Kenya.

IV The Open Doors of Asia

Moderator: David Adeney, Pray For China; David Adams, TWR, Hong Kong; Dr. Chow Lein-Hwa, China Radio Corp.

V What International Programs Want From Stations and What International Stations Want From Programs

Moderator: Rick Quintana, CBN; Bill McClure, Gospel Broadcasting Mission; Lee Baas, New Life for All; John Wheatley, FEBA.

VI New Technology and Trends for International Broadcasting

Moderator: Robert Bowman, FEBC; Craig Hudson, CBN; Jeffrey Wiebe, Project Look Up; James Buswell, William Carey University.

NON-COMMERCIAL STATION OWNERS AND OPERATORS

Coordinator: Wayne Pederson

I How to Succeed in Fund Raising Without Really Crying

Moderator: Wayne Pederson, KTIS; Tom Sommerville, Moody Radio; Mel Johnson, Northwestern College Radio; Ed Hales, First Baptist Church, Wheaton, IL.

II Setting Up a News Department At a Christian Station

Moderator: Jim Schweikart, WBCL; Forrest Boyd, International Media Service.

III "The Quality Goes In Before His Name Goes On: or When I Say No I Feel Guilty"

Moderator: Glen Velker, WMCU.

IV Time Management for the Christian Station Manager

Moderator: Wayne Pederson, KTIS; Robert Jones, World Vision; Jerry Krellwitz, World Vision.

V The FCC and Thee

Moderator: Wayne Pederson, KTIS; Larry Perry, Broadcasting And The Law.

VI Brainstorming Promotion Ideas for Non-Commercial Christian Radio

Moderator: Ward Childerson, KWBI.

TELEVISION

Coordinator: David Clark — CBN University

I TV Ministry in the 80's

Moderator: David Clark, Chairman NRB TV Committee; Jack Hayford, Church on the Way — "What the Church Can Do". Music: Walter Arties, Breath of Life.

II Concurrent Workshops

Emerging Opportunities: Moderator: Jerry Rose, Channel 38/Chicago. Gary

Arlen, Arlen Communications: David Clark, CBN School of Communications; Tom Sine, Futurist.

Sales, Advertising and Promotion: Moderator: Jim Moss, Ted Dienert, Walter F. Bennett Advertising; Dick Dean, WFMZ TV; Gary McColman; Al Nader, Charlton-Perrin.

Satellite Communication and Information: Moderator: William Hull, Alex Blomerth, Satellite Technology for Christ; Lawrence Driscoll, RCA Amer. Comm. Broadcast Serv.; Ray Kassis, National Christian Network; Polly Rash, Public Service Satellite Consortium.

Open Dialogue Between Station Managers and Program Producers: Moderator: Keith Houser, WFTI-TV, Harold Wheat, Channel 38; Daniel Matthews, Program Producer.

III Repeat of Series II

IV Concurrent Workshops

Time Buying to Survive the 80's: Host: Ray Wilson, Black Buffalo Trails. Moderator: Mike Nason, Hour of Power. Shirley Cooke, Jimmy Swaggert Ministries; Peggy George, Traco, Oral Roberts; Connie LaJoie, It Is Written; Gary Taylor, Hour of Power; Eldon Wyant, 700 Club.

Fund-Raising and Data Management: Moderator: John Gilman, America for Jesus. John Groman, Epsilon Data, Dennis

Hunting.

Producing and Marketing a Program: Moderator: Irvin Yeaworth, Valley Forge Films. Ken Curtis, Gateway Films; William Hull, Faith For Today.

Advanced Video Production Techniques: Director: Roger Flessing, PTL Network.

V Repeat of Series IV

VI TV Wrap-Up

Moderator: William Hull, Faith for Today. NRB TV Committee: Jerry Rose, Channel 38/Chicago; Paul Gaehring; PTL; David Clark, CBN University; Ray Wilson, Black Buffalo Trails.

CABLE TELEVISION

Coordinator: Ray Wilson, Black Buffalo Trails

I With TV Workshop

II Concurrent Workshops

Basic Camera Use and Lighting: Coordinator: Ray Wilson, Black Buffalo Trails.

Cable as a Local Outreach: Speaker: Sam Wagner, Video ID.

Creative Ideas and Simple Productions: Speaker: Ted Baehr, Good News Communications.

Sharing of Programs and Programming

Ethics: Speakers: John Hendershot; Gospel Graphics Television Network; Larry Secrest, Kirkland and Ellis.

III Repeat of Series II

IV Concurrent Workshops

Equipment: Speaker: Larry Teffeteller
What The Cable Owner Expects: Speaker: Ted Baehr, Good News Communications.

TV as a Nonbroadcasting Ministry

V Repeat of Series IV

VI TV Wrap Up

ENGINEERING

Coordinator: Harold Munn, Jr., Consulting Engineer

II Modernizing AM Antennas for Stereo

Moderator: E. Harold Munn, Jr. J. Dane Jubera, Harris Corporation.

III New Approaches to Practical Program Automation. Moderator: J. Dane Jubera, Harris Corporation.

IV New Audio Tape Recording Techniques and Applications. Speaker: Steve Kramps, Otari Corporation.

NRB Seminars For Christian Leaders

For Non-Broadcasters

Coordinator: Edna Edwards, Blue Ridge Broadcasting

I 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.

II 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 Brittin Adams.

III 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.

IV Attaining Family Unity

Tim and Beverly LaHaye of Family Life Seminars match notes with Mel Johnson of Tips for Teens. Music by The Living Sacrifice Band.

V Think About Writing . . . for a Wider Ministry

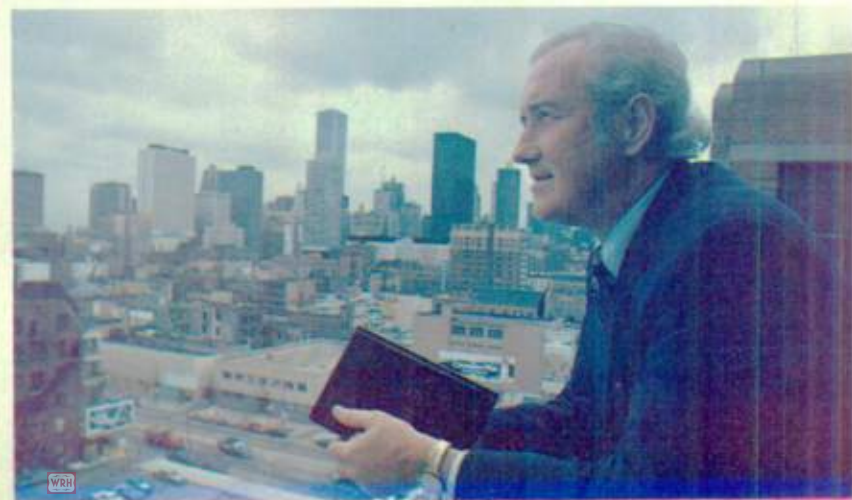
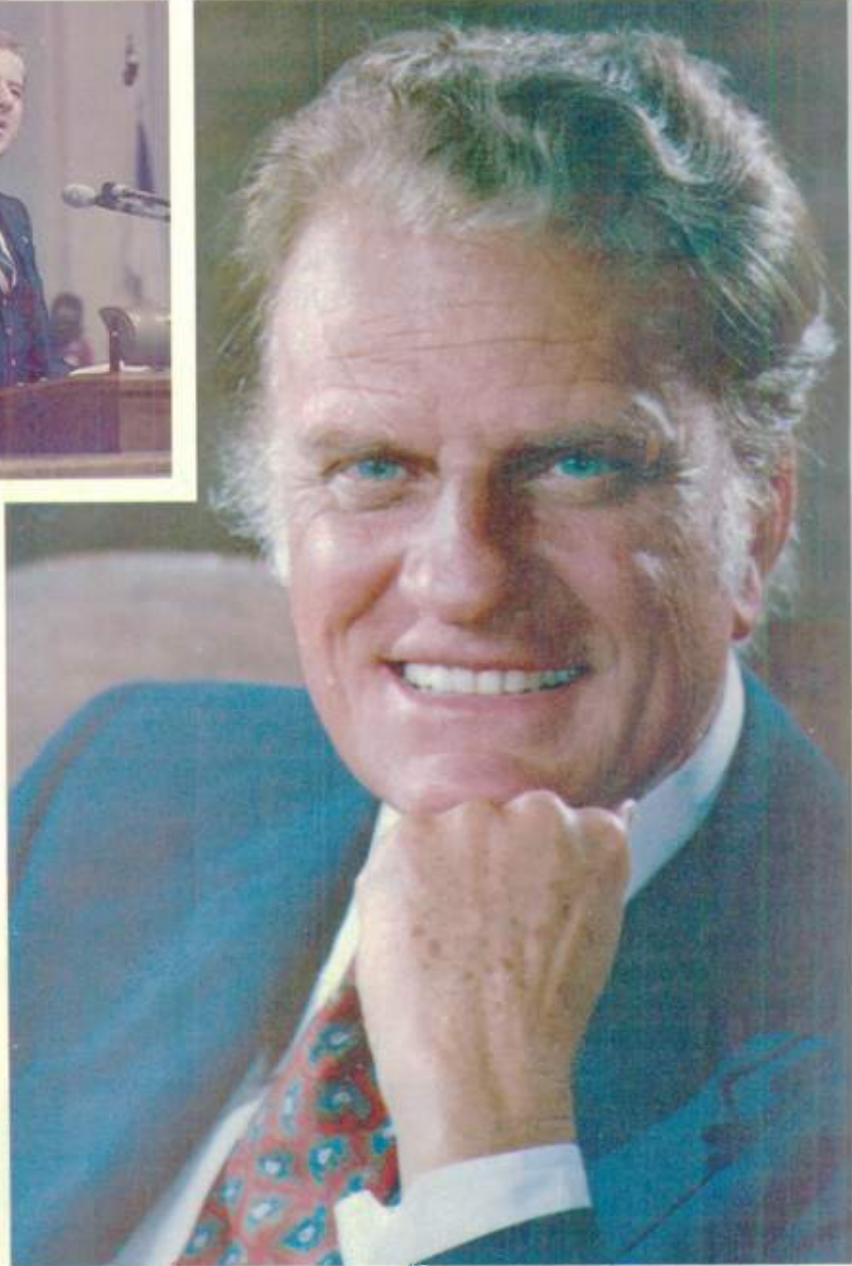
Editor Roger Palms of Decision magazine tells why and how. Pastor Bill Ellis hosts and Cheryl Prewitt sings.

VI 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 is host. Music by Rexella Van Impe.

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

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



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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 Account-
ability/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 Tech-
niques/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 Flessing.



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

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.

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.

Cheryl Prewitt

Mel Johnson



Edna Edwards



Beverly and Tim LaHaye



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



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.

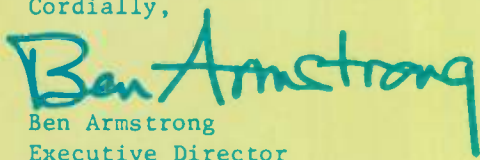
A highlight of the NAE-NRB joint convention is expected to be a visit from the newly-inaugurated President of the United States, Sunday evening. Some of the outstanding people taking part in the plenary sessions are:

- 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 CONVOCAATION 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

Street _____ Telephone: Office: _____

City/State/Zip _____ Home: _____

Number of years attending NRB Convention (including 1981) _____

Please send free subscription forms for "Religious Broadcasting"

For Presidential Security Clearance: (Social Security No.) _____ Mo/Day/Yr of Birth _____

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 ■ Washing-
ton, 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 ■ Washing-
ton, 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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Be part of this
historic event in
the nation's capital



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.



1981

Church & Media Exposition

PREVIEW

**who's
showing
what**

January 25 - 28, 1981

**National Association of Evangelicals
National Religious Broadcasters**

Quality Media Corporation

Booth A

Representatives: Bill Kitchen, Gary Bayer
Exhibiting: Complete studio and transmitting equipment for low power and broadcast television. Radio & television broadcast consulting.

Heritage School of Evangelism

Booth B

Representative: Eric Aucoin
Exhibiting: Courses of study offered by PTL's Heritage School, including broadcast technology, TV production, announcing, music, graphic arts, drama.

Jimmy Swaggart Ministries

Booth C

Representatives: Howard "Bud" Fisher, David Hail, Shirley Cooke, Ted Sauceman
Exhibiting: A complete overview of our worldwide outreach including TV, radio, missions, Jim records, Starcom, and Sonlife radio.

Panasonic Co., Video Systems Division

Booth E

Representatives: M. Washington, J. Blackmer, R. Parker, E. Matthews, J. McGinnis, J. Merrick
Exhibiting: Color broadcast cameras (studio & ENG), color monitors, 3/4" professional VCRs, 3/4" editing systems, special effects generator, broadcast quality production system, portable color camera systems.

Toshiba Broadcast Electronics

Booth F

Representatives: Arie Landrum
Exhibiting: Television studio cameras, monitors, etc. Spot announcements will be videotaped free of charge (except for tape cost) for any NAE-NRB delegate.

Russ Reid Company

Booths 1 & 2

Representatives: Russ Reid, Keith Jespersen, Tom Johnson, Joe Little, Jerry McClun
Exhibiting: Donor management system, telephone marketing, list brokerage and management, creative services.

TCI

Booth 6

Representatives: Jack and Ouida Rehbarg
Exhibiting: Lowest-cost quality TV production as low as \$100 for 30 minutes. State of Art 1" Mastering. Production in Detroit, Atlanta, Washington, D.C. studios or mobile on-location.

Royal Publishers

Booths 11 & 12

Representatives: Art Hammers, Kirt Salisbury, Ron Rowden, Bob Glass, Tommy Smith, Duke Westover, Bob Armstrong, Helen Hosier
Exhibiting: Direct mail programs, bounce-back promotional reply envelopes, customized premium offers, fund raising banquet training.

The Exxel Company

Booth 13

Representatives: Bill Kottcamp, Ruth Clenace, Steve Wadholm
Exhibiting: Cassette duplication, blank cassettes, reel duplication, complete packaging and mailing service.

WGCB TV

Booth 14

Representatives: Mr. John H. Norris, Pres., Mr. Dario D. Shoff, V.P., Gen. Mgr.
Exhibiting: International shortwave radio station, AM radio station, FM radio station, TV station.

KGER

Booth 16

Representative: Clinton Fowler
Exhibiting: Ministry of KGER radio serving Long Beach, Ca. and northern California.

East/West News Service

Booth 17

Representative: Jeffrey A. Collins
Exhibiting: News Service spotlighting the Church in Communist nations.

EFT Management Systems, Inc.

Booth 18

Representatives: Willits H. Sawyer, Vice President, Marketing; Dale Cors, Vice President, Operations; Beverly Kempf, Director, Client Services
Exhibiting: Collection of gifts to not-for-profit organizations by electronic funds transfer (EFT). EFT enables donors to preauthorize regular, automatic transfers of gifts from their checking accounts directly to their designated school, church, or charity.

Epsilon Data Management, Inc.

Booths 19 & 20

Representatives: Roger Travis, John Groman, Charles Carey, James Lavin, Ashleigh Groce and John Donahue.
Exhibiting: Direct mail fund raising and computerized data management services. Demonstrating a microcomputer for your office for word processing, data entry, in-office editing, fulfillment, and statistical reporting.

Sonrise Video

Booth 21

Representative: Russ Valvo
Exhibiting: 3/4" videocassettes — used video tape guaranteed like new at greatly reduced prices.

Moody Press

Booths 22 & 23

Exhibiting: Books and Christian literature for churches and broadcast ministries.

PF Communications, Inc.

Booth 25

Representatives: Jack Burk, Roy Isom, Dennis Thompson
Exhibiting: Peoples Church Worship Hour; Video Production Services; "The Good Life" custom "spot commercial" service.

Peoples Foundation

Booth 26

Representatives: Wes Burroughs, Director of Consulting Services; D. H. Mapson, President; Jack Burk, Director of Business Affairs
Exhibiting: Administrative consulting, church financing assistance; Will Clinic Seminar — available in person, or on videotape.

Broadcast Audio Corporation

Booths 27 & 28

Representatives: David W. Evans, Rosell Heinen
Exhibiting: System 8/12/16/20 Stereo Audio Consoles for broadcast stations.

Gospel Films

Booth 29

Representatives: Billy Zeoli, Don Cramer
Exhibiting: A wide selection of religious films available for rental to churches, youth groups and other outreach ministries.

Management Applied Programming, Inc.

Booth 30

Representatives: Carolyn Wilson, Vice President Marketing; Shirley O. Mills-Hanson, Vice President Public Relations; Robin Riley, Account Representative
Exhibiting: A data processing service to non-profit organizations. We provide Mailing List Maintenance, Donation Accounting, Receipting, Statistical Reports, and Computer Letters.

Evangel College

Booth 31

Representative: Neil Eskelin
Exhibiting: Continuous showing of "Evangel Football," nationally syndicated TV show featuring football play-by-play plus interviews with outstanding Christian athletes.

Emcee

Booth 32

Representatives: James DeStefano, Bill Price, Bob Luka
Exhibiting: UHF television transmitters and translators.

NLT Computer Services

Booths 33 & 34

Representatives: Herb Bell, Bob Feucht, Linda Litrides, Jim Barr, Gail Hunter, and Wayne Gurley
Exhibiting: A full-service agency that offers fund-raising consulting, marketing planning and creative services, computer record keeping, mail production and lettershop services to Christian and other nonprofit organizations nationwide.

Moral Majority

Booth 21

Representative: Sam Pate
Exhibiting: Information about organizing groups to influence legislation to reflect moral concerns of the Christian community.

Crossroads Christian Communications, Inc.

Booths 36 & 37

Representatives: Gary Colman, Robert Simpson, Lee Neuen, Jay Rawlings, Jonathan Gottlieb, Cindy Doan, Faith Frew
Exhibiting: Television and film productions; "100 Huntley Street," "Circle Square," "Crossroads," "Inside Track," "Signs of the Times" (for the deaf), "Souls Set Free," Christian multi-lingual programming in six languages, and "Apples of Gold."

Forward in Faith

Booth 38

Representatives: C. Jerry Noble, H. Bud Robinson
Exhibiting: Blank cassette tapes, New Testament on cassette and other products.

Ford Philpot Evangelistic Association

Booths 45 & 46

Representatives: Daniel Philpot and Howard Whitmore
Exhibiting: Religious material regarding our ministry of evangelism, missions, our TV program, "The Story."

Magnefax, Inc.

Booth 47

Representative: Wendell Tallakson
Exhibiting: High speed tape duplicators and degaussers.

King Instrument Corporation

Booths 48 & 49

Representatives: William E. Cline, James L. King, Jr., Paul Ballard, William Ross
Exhibiting: The world's leading audio and video cassette loaders. Selection includes the Basic One Manual loader, semiautomatic Model 680, fully automatic Model 780 and the Model 580 1/2" VHS/Beta video cassette loader.

Christian Legal Society

Booth 50

Representatives: Heidi Entrekin, Lynn Buzzard
Exhibiting: Publications and brochures relating to Christian legal matters.

Precious Products, Inc.

Booth 51

Representatives: Ed Stupell, Leah Stupell, Ruth Edley
Exhibiting: Samples of emblematic jewelry, corporate logos, broadcasters identification pins, microphone clips (flags), religious lapel pins and other fund raising items for evangelistic organizations.

Scott Computing Systems

Booths 56 & 57

Representatives: C. Ryland Scott — President, Ward Irvin — Chief Systems Engineer, Perry McCarty — National Sales Director, Kathy Baxley — Training Director
Exhibiting: The Scott Data-King, a data-processing/word-processing system designed for the Christian organization. The system includes computer, programs and training for mailing list, donor records, general ledger and powerful word processing all interfaced together. Another system will be displayed which has been designed for the local church. Systems are priced under \$20,000 and are also available for rental.

Missionaries In Action/Priority One

Booth 58

Representatives: Pastor Maurice Mosley, Marty Mosley, Keith Mosley
Exhibiting: Video tape programs, brochure and slides relating to their worldwide ministry.

Regal Books

Booth 67

Representatives: Mark Maddox, National Account Representative; David Malme, Publisher; Paul Clemow, Eastern Regional Sales Representative
Exhibiting: Books, including *Emotions: Can You Trust Them?* by Dr. James Dobson and *Michelle* by Carolyn Phillips. Authors available for on-air interviews. Books at premium discounts — special printings.

Crown International

Booth 69

Representatives: Dennis Badke, Howard King
Exhibiting: Pressure Zone Microphone TM Crown Audio Power Amplifiers

Philadelphia Resins Corp

Booth 78

Representative: Rosely N. Stronski
Exhibiting: Dielectric tower insulators.

Christian Resource Development Int'l.

Booth 105

Representatives: Carl Hosch, Gary Bream, Hal Smith
Exhibiting: A development support system consisting of an on-line microprocessor for non-profit and membership fund raising, and direct mail ministry.

TFT Inc.

Booth 108

Representative: Tom Creighton
Exhibiting: AM & FM modulation monitors, digital remote control.

PRC Recording Company

Booth 109

Representatives: Hugh Landy, David Grant, Erin Costello
Exhibiting: Record and tape manufacturing and shipping services.

World Wide Pictures

Booth 110

Representatives: Paul Kurtz, Garry Toavs
Exhibiting: Billy Graham Evangelistic Films.

Broadcast Music, Inc.

Booths 111 & 112

Representatives: Robert Warner, Jr., Joseph Moscheo, John Alves
Exhibiting: Gospel Music for the world's largest licensing organization.

3-M

Booth 113

Representatives: Mike Beetum, Karen Costello
Exhibiting: "Scotch" audio and video recording tapes.

Bogner Broadcast Equipment Corporation

Booth 120

Representative: Leonard King
Exhibiting: Antenna models and literature.

Clear Light, Inc.

Booths 121 & 122

Representative: Richard DeBourke
Exhibiting: Programmable dissolve units for slide presentations.

City Gates Productions

Booth 124

Representative: Craig Bishop

Exhibiting: "Kingdom Kids," a television program for children.

Emerge Ministries, Inc.

Booth 128

Representatives: Rev. Ed Decker, Dr. T.F. Zimmerman

Exhibiting: Audio cassette tape libraries; "Totally Alive" radio program.

World Relief

Booths 131, 132 & 133

Representatives: Jerry Ballard, William Hewlett, Richard Burow

Exhibiting: World Relief Corporation is an international Christian relief and development organization of evangelical tradition. As a subsidiary of the National Association of Evangelicals, it is the church-controlled humanitarian agency serving more than 900,000 churches and 21,000 missionaries throughout the world in association with the Evangelical Foreign Missions Association, the Interdenominational Foreign Mission Association, and the World Evangelical Fellowship.

American Festival of Evangelism

Booths 136 & 143

Representatives: Bob Hart, Dick Hamilton

Exhibiting: Information on the American Festival of Evangelism to be held July, 1981, in Kansas City, Mo.

In Touch Ministries

Booths 144-147

Representative: Norman Plunkett

Exhibiting: The television ministry of the First Baptist Church of Atlanta, Ga.

CBN University

Booth 152

Representatives: Dr. David Gyertson, Paul Smith, Teryl Todd

Exhibiting: CBN University Graduate Schools of Communication and Education.

The Video Tape Company

Booth 153

Representatives: Keith Austin, President; Tim Kitchen, Syndication Manager; Dick Millais, Marketing Director

Exhibiting: Videotape and duplication/distribution services in all formats — 2", 1", ¾", and Beta/VHS; also, the latest technology in film to tape transfer.

Automated Broadcast Controls

Booth 154

Representatives: Tom Kitaguchi, Terry Trump, Gary Flynn

Exhibiting: Live assist automation systems; multiple cartridge playback machines; tone generators and tone detectors.

Automated Broadcast Controls

Booth 154

Representatives: Tom Kitaguchi, Terry Trump, Gary Flynn

Exhibiting: Live assist automation systems; multiple cartridge playback machines; tone generators and tone detectors; notch filters; logging systems.

Terra Sancta Guild

Booth 155

Representatives: I. A. Serot, Arlyne Serot, Ilana Vogel

Exhibiting: Custom design and manufacture of products for TV and radio ministries. Items available include lapel pins, pendants, door-signs, key chains, plaques in a variety of finishes. A wide range of quality items also available from stock.

A. J. Holman Company

Booth 156

Representatives: Odell Crowe, C. E. Andrews, John Nehlig

Exhibiting: Full line of Bibles and New Testaments in New American Standard, King James, and Revised Standard Versions. Other translations including Lamsa, Beck, and Darby will also be offered. Bible reference works including the **New American Standard Exhaustive Concordance of the Bible**, and other famous reference titles will also be displayed.

The Office Manager, Inc.

Booth 158

Representatives: John Harris, Mary Deming
Exhibiting: Not-For-Profit Management System which is a computerized record-keeping system comprised of individual modules for contribution accounting, general ledger, accounts payable, accounts receivable, fixed asset accounting, payroll and word processing. These modules can be combined to meet the needs of specific congregations.

Image Transform, Inc.

Booth 160

Representatives: Warren Rosenberg, Toni Roth, Dick Lebre

Exhibiting: Videotape to film transfers; standards conversions; film to videotape transfers.

RKO Tape Corp.

Booth 161

Representatives: Don MacClean, Lee H. Gray
Exhibiting: Reel to reel and cassette duplicating; blank audio cassettes and tape.

RKO Tape Corp.

Booth Number 161

Representatives: Don MacClean, Lee H. Gray
Exhibiting: Reel to reel and cassette duplicating blank audio cassettes and tape.

Word Books

Booths 163-165

Representative: Chris Hayward

Exhibiting: A large selection of books, pamphlets, etc. for personal, church or premium use.

Cablewave Systems, Incorporated

Booth 171

Representatives: William P. Meola, Marjorie Barneschi

Exhibiting: Wellflex, copper corrugated, foam and air dielectric transmission line systems, elliptical waveguide systems. Parabolic antennas, R. F. connectors, pressurization equipment. Mounting hardware and accessories.

Christian Witness Creations

Booth 173

Representative: Maude Smith

Exhibiting: Custom designed jewelry and premiums.

Far East Broadcasting

Booth 178

Representatives: David and Judy Lawrence
Exhibiting: World wide ministry of FEBC.

Continental Tower Co.

Booth 181

Representative: Ken Van Polen

Exhibiting: Towers for all types of radio and TV antennas.

Toccoa Falls College

Booth 183

Representatives: Paul Carpenter, Paul Alford, Ruth Megill

Exhibiting: Information about Toccoa Falls College including its Bible and broadcasting courses, and radio station WRAF.

Christian Duplications, Inc.

Booths 184-186

Representatives: Marilyn Kubrick, Jack Turney
Exhibiting: Tape duplication and packaging, cassette and reel-to-reel tapes at discount prices.

Moody Bible Institute

Booths 188 & 189

Representatives: Perry Straw, Eric Fellman, Peter Margosian, Tom Sommerville
Exhibiting: MBI's large selection of radio programs and the Moody radio network. Information on Moody Bible Institute and Moody films.

Intercristo

Booth 195

Representative: R.A. Harlan
Exhibiting: Radio spots and related materials on how an individual can find jobs with Christian organizations in the U. S. or overseas and how a Christian organization can find people to fill jobs.

Satellite Technology for Christ

Booth 196 & 197

Representatives: Alex Blomerth, Pete Warren
Exhibiting: Satellite communications equipment, broadcast television transmitters, translators, microwave and television equipment.

Creative Concepts, Division of Roman, Inc.

Booth 205

Representatives: Ronald Jedlinski, Robert Edenderg, Dennis Sowk
Exhibiting: Comprehensive line of religious articles and gifts. Limited editions figurines and plates by Frances Hook. Nativities by Fontanini of Italy. Plaques, jewelry, statues and Christmas ornaments and religious pins. Specializing in products that can be personalized for your organization.

Northwestern College & Radio

Booths 206 & 207

Representatives: Dave Kersey, Jan Kersey, Kathy Hirth, Wayne Pederson, Norma Pederson, Paul Ramseyer
Exhibiting: Northwestern College, its five station radio network, and religious radio productions.

Black Buffalo Trails

Booth 211

Representative: Ray Wilson
Exhibiting: A children's TV program, "Black Buffalo Pow Wow," as well as consultation on how to get a CATV channel for your church.

BAC and Associates

Booth 212

Representative: Woody Wojdylak
Exhibiting: Bible covers, Bible tabs and many other gifts.

Telescript

Booth 214

Representative: Bob Swanson
Exhibiting: A low-cost teleprompting system that can be used by production studios and TV stations.

Audico, Inc.

Booth 217

Representatives: Bill Hinkle, Milt Sherman, Norm Deletzke
Exhibiting: Video Tape loaders for Umatic and 1/2" formats; audio tape loaders for cassettes, broadcast carts and reels; tape splicers for video tape; cassette timers and rewinders; impulsers; cassette labels — 12 colors and 2 whites.

World Vision, Northeast Regional Office

Booth 219

Representatives: Robert H. Jones, Director; Jerry Krellwitz, Associate Director; Rev. Richard R. Hamilton, Jr., Church Relations Associate
Exhibiting: Literature on hunger program, films, Mission's Advance Research and Communications materials and *Managing Your Time* Seminars for Christian leaders. Table display with pictures, magazines and display copies of Dr. Mooneyham's and Dr. Engstrom's books.

Fujinon Optical, Inc.

Booth 223

Representatives: F. Nakajima, President; J. Dawson, J. Newton, R. Russin
Exhibiting: A full line of television lenses from the biggest in broadcast to the smallest closed circuit models. You'll find lenses for just about every application, covering lenses from an incredible 3.5mm wide angle up to 1240mm (30X with built-in 2X extender) telephoto zooms. Motorized, manual, automatic, plus accessories.

Tyndale House Publishers

Booth 226

Representatives: Robert G. Bolinder — Vice President of Sales and Marketing; Wendell Hawley — Vice President Editor-in-Chief
Exhibiting: Living Bibles, Quality Christian Books, Living Bible Cassette tapes.

Jubilee Housing/World Peacemakers

Booth 230

Representatives: Hank Dunn, Rich Schuurman, Marilyn McDonald
Exhibiting: Resources for Churches and Christian organizations involved in low-income housing for the poor and also information and resources for those concerned about the escalating arms race and our response to it as believers.

NavPress

Booth 231

Representatives: Carl Camp and Don Simpson
Exhibiting: The publishing ministry of The Navigators; books, Bible studies and discipleship tools available for use as premium offers.

Portable Recording Ministries, Inc.

Booth 232

Representatives: Sales and technical personnel
Exhibiting: Cassette recorders, players, duplicators and associated equipment mixers, amplifiers, microphones.

The World Record and Music Group

Booths 233 & 234

Representatives: Daniel Hickling, Dan Johnson
Exhibiting: A large assortment of traditional records on sale at the special NRB convention price of \$2.00 each.

Audio Distributors, Inc.

Booth 246

Representatives: David E. Veldsma, Phyllis J. Freeman
Exhibiting: Broadcast and recording equipment.

That Certain Sound

Booth 248

Representative: Paul DeSaegher
Exhibiting: Music programming available to radio stations via daily playlists.

Thomson CSF Broadcast Inc.

Booths 251 & 252

Representatives: Richard Sanford, Al Audick, Frank Shufelt, Abbey Miller
Exhibiting: Digital Video Processor 9100; Microcam 701 color camera; Vidifont Mark IV A.

Citizen's Cable — "The Christian Channel"

Booth 262

Representatives: Richard J. Hayes, Kay Mosure
Exhibiting: Literature and programming shown on "The Christian Channel," selling program time on the only Christian channel in all of Northeastern Indiana.

The Barry Moore Ministries

Booth 265

Representatives: Stan Ratcliffe, Howard Brenneman
Exhibiting: Materials and services pertaining to planning and conducting city and community-wide evangelistic crusades.

UNI-SET Corporation

Booth 266

Representatives: Ronald D. Kniffin, Gordon Harvey, Karl Wittie
Exhibiting: UNI-SET Modular Studio Staging System. Modules can be easily and quickly organized to design steps, risers, desks, backdrops etc.

Otari**Booths 271 & 272**

Representatives: Steven Krampf, Michael Bernard, Michael Pappas, Phil Sun, Rick Wright, Phil Walter

Exhibiting: Otari's full product line: reel-to-reel recorders, tape duplicators, equipment.

**"TCC Easy List"-Thrust Communications, Inc.
Booth 275**

Representatives: William and Kanita Bray, Judi Sanford, Ivy Sanchez

Exhibiting: Mailing list maintenance service for religious broadcasters and special ministries, complete public relations and agency services from time buying to appeal letters.

Geneva College**Booth 278**

Representatives: W. Lee Troup, Dr. Bruce Stewart, Dr. Jack White

Exhibiting: Christian Liberal Arts College and Seminary.

American Bible Society**Booth 279**

Representatives: Alice E. Ball, David W. Virtue
Exhibiting: Literature describing the programs and work of the American Bible Society; an assortment of Scriptures in various formats and versions bringing the Scriptures without doctrinal note or comment to people everywhere.

Boy Scouts of America**Religious Relationships Service****Booth 280**

Representatives: Rev. William A. McCleery III, National Director Protestant Relationships
Exhibiting: Program resources for ministry to children, youth, families.

Slavic Gospel Association**Booth 284**

Representatives: Peter Deyneka, Jr., C. Richard Shumaker, Orest Holovaty

Exhibiting: A mission to Eastern Europe and Russia — The arm of the local church for the evangelization of the communist world.

Nytone Electronics Corporation**Booth 285**

Representative: George H. Balding

Exhibiting: Model TSC-1 Sequential Flying Spot Scanner System; TSC-2 Random Access Flying Spot Scanner System; TSC-3 Fade Between Slides Random Access Flying Spot Scanner System.

D-B Electronics, Inc.**Booth 287**

Representatives: David R. Durst, Clifford D. Ratliff, Mary S. DeSimone

Exhibiting: Professional audio tape cartridge recorder/reproducers — one and two-deck machines; Turntable Preamplifier (Stereo).

Stony Brook School**Booth 302**

Representatives: Bruce and Carolyn Dodd
Exhibiting: Various pieces of informational literature and color slides of the school; books by D. Bruce Lockerbie, Dean of Faculty, Stony Brook School

Athans Communications, Inc.**Booth 306**

Representatives: Tom Athans, Bill Kessel, Sandra Anderson

Exhibiting: Towers for radio & TV broadcasters.

Scripture Union**Booth 307**

Representatives: Clifford L. Swanson, Whitney Kuniholm, Roland Kuniholm

Exhibiting: A 100-year old internationally known evangelical Bible reading society; will provide customized DISCOVERY BIBLE READING GUIDES for program producers and station networks, an excellent Christ-centered reading guide for the use of spiritual nurture, public relations and fund raising for your organization.

Baptist Sunday School Board**Booth 308**

Representative: Vernon Camp

Exhibiting: Information on Glorieta Conference Center — 20 miles east of Santa Fe, New Mexico; Ridgecrest Conference Center — 20 miles east of Asheville, North Carolina.

Faith Films Ltd.**Booth 310**

Representative: Dr. Peter P. Allinger

Exhibiting: 16mm Christian motion pictures for use on television and library rental; 450 dramatic Bible stories for use on radio stations on either records or magnetic tape cassettes; Equipment for sale: 16mm sound projectors; Galaxy sound motion systems; overhead projectors; slide programs on China; Micro Fiche Research Systems.

God's Ark of Safety**Booth 311**

Representatives: Dick and Lottie Greene

Exhibiting: Literature and various articles which represent the ministry of God's Ark of Safety.

Kenneth Jay International**Booth 314**

Representative: Kenneth Jay Burrett
Exhibiting: His ministry consisting of inspirational religious music, poetry, dramatic readings, juggling, twirling, fire twirling, comedy and Biblical analogies.

"Shepherds" Tours & Cruises, Inc.**Booth 315**

Representatives: Raji E. Khoury, Chief Executive Officer; George M. Lauer, Executive Vice President; Basem Y. Khoury, President
Exhibiting: Worldwide Christian-Oriented Tours; Individual Air Tickets for Christian Organizations.

Christian Action Council**Booth 322**

Representatives: Norman B. Bendroth, Susan A. Fellerman, W. Douglas Badger

Exhibiting: Literature and radio spots reflecting the purpose that law and public policy in our country should be in harmony with the fundamental Biblical principles of Judeo-Christian civilization.

New World Pro Audio Equipment**Booth 337**

Representatives: Jim Scott and Jim Scott
Exhibiting: Audio equipment, tape editing equipment, recording products, bulk cassettes, duplication service and custom record production.

Pioneer Ministries**Booth 344**

Representative: Judy Bryson

Exhibiting: Christ-centered and Bible-based Weekday club ministry for the local church. Summer camping program for grades 1-12. Leader training material for lay people of the local church. Products include: handbooks for boys and girls in club, leader resources for weekly programs; camp Bible study materials.

Whitaker House**Booths 346, 347 & 348**

Representatives: Earl Whitaker, Robert Whitaker, Carol Thomas

Exhibiting: Paperback and hardback inspirational books at closeout prices for the NRB Convention. Best sellers suitable for premiums. All at great savings with discounts up to 90 percent off.

National Christian Network**Booth D**

Representative: Ray Kassib

Exhibiting: Television satellite distribution network for Christian programming.

**Trinity Evangelical Divinity School
Booth 210**

Representatives: Al Bishop, Bob Christensen
Exhibiting: Graduate theological education; training pastors, missionaries and Christian educators; free Bible Study Guide on Philipians given away at booth.

**Encounter Ministries, Inc.
Booth 243**

Representative: Ed Freeman
Exhibiting: ENCOUNTER; radio and TV programs; tapes and books by Stephen F. Olford.

**Bibles For The World
Booth 242**

Representatives: Rochunga Pudaite, Mawii Pudaite, Paul Bechtel
Exhibiting: Bibles distributed free in 26 countries; descriptive literature.

**Christian Nationals
Booth 208**

Representatives: Rev. Fred J. Simmonds, Rev. Bill Boerop
Exhibiting: Photographs and information regarding Christian Nationals' ministry; 4½ minute radio programs containing interviews with national Christian leaders from Third World countries; free literature for distribution.

**Intercristo
Booth 195**

Representatives: Dick Staub, Debbie Frederick, Dave Carlstrom, R. A. Harlan
Exhibiting: We will have information and be available to answer questions about: our job matching service for individuals looking for work in a Christian organization; our job filing service for Christian organizations looking for personnel; our public service announcements available to radio stations, about Intercristo's ministry.

**Toccoa Falls College
Booth 183**

Representatives: Paul L. Alford, Paul E. Carpenter, Joanne Bowen, Virgil and Ruth Megill
Exhibiting: College catalogs and literature; radio station logs.

**William B. Tanner Co., Inc.
Booth 81**

Representatives: Dick Denham, Bob Dumais
Exhibiting: Syndicated programming services; station IDs; production and sales libraries.

**Christian Fellowship Tours
Booth 77**

Representatives: Wayne Campbell, President; Al Braun, Vice President; Agatha Braun, Manager; Ruth Hisey, Sales Representative
Exhibiting: Tours and travel.

**Harry Klitzner Company
Booth 61**

Representatives: Robert A. Klitzner, Justin Benharris, Selma Klitzner, Elaine Benharris
Exhibiting: Full line of custom designed emblematic jewelry and award items: lapel emblems, ladies' pins, men's and women's jewelry items, lucite gift items, wood awards.

**NET Television, Inc.
Booth 52**

Representatives: Peter Polakowski, John O'Leary, Dick Parker, Giff Cummings, Lynda Carlson, Diane Rydzewski
Exhibiting: Television remote units, video-tape post-production services, duplication and distribution, syndicated programs.

**Precious Products Corp.
Booth 51**

Representatives: Edward Stupell, Leah Stupell, Ruth Edley
Exhibiting: Prime manufacturers fund raising emblematic jewelry; word lapel pins; medallions; mike clips; logo key chains; broadcasters identification pins; promotional items.

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religious broadcasting news

KFMJ Tulsa

KFMJ-AM in Tulsa, Oklahoma has been converted to a total contemporary format, targeted to the 20-35 age group audience. Jim Lawson, who became the new program director last August, is responsible for the change that he says young adults in Tulsa have been waiting for.

The format also features complete news, weather, sports and interesting air personalities. Many 15 and 30-minute programs have been dropped to provide more time for music. KFMJ now has the largest contemporary Christian music library in the nation; all music is transferred to master tape and subsequently played from "Cart."

"The Amigos"

"The Amigos," a new TV series done in "Spinglish" — a combination of English and Spanish conversation along with music in both languages — is being produced by WCLF TV, Channel 22 in Clearwater, Florida. This program is intended to reach Hispanic viewers in the U.S., Mexico, Central and South America. Producer Jim Boyer said that the series "should have wide acceptance in areas populated with Cubans, Puerto Ricans, and Mexicans, and others of Latin origin since this bi-lingual type of conversation is common in many Hispanic areas."

The musical group The Amigos are well versed in television, having been staff musicians on the PTL Club for almost two years. They also appeared on The 700 Club, 100 Huntly Street, and several other TV programs, and they have performed in over 20 countries.

But doing the half hour program will be something new. "It's not the same as doing a guest spot on someone else's program," said Amigos leader David Velasquez. "Now the Lord has given us an opportunity to minister at our own pace and in our own style and language to our

Radios Distributed In India

Financial gifts from Christians of the German Branch of Trans World Radio in Wetzlar, Germany were used to distribute forty-six radios to evangelists, pastors, and Christian workers in India.

The recipients took the radios into isolated villages where the inhabitants gather together to listen to Gospel programs broadcast from the Trans World Radio station in Sri Lanka. This is the only way that many Indians hear about Jesus Christ.

India is a main target area of Trans World Radio's Sri Lanka broadcasts. The station received approximately 33,000 letters during its first year of operation.

own people."

WCLF TV is one of the newest super-power 5 million watt Christian TV stations, having been on the air just over a year. The station also produces a children's program, "Lugar Secreto" (Secret Place), and "Nueva Vita (New Life), both in Spanish, and "Bernard Johnson" done in Portuguese. These programs are seen in the U.S. and in several South American countries — some even on government owned stations.

In addition, Channel 22 has a new remote production truck to be used in missions-related spot and program production. The Ford truck is capable of remote production as far away as Mexico and Central America, making possible on-location taping in Latin American settings.

"The Amigos" is a half hour program available for syndication on one inch class "C" 3/4 inch video-cassette, or 2 inch quad tape. Station operators should contact Mathre Communications at 813-527-6434 in St. Petersburg. The program is directed toward Christians and non-Christians in either English or Spanish speaking areas.

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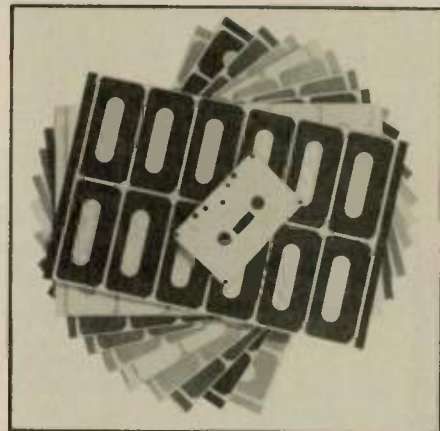
PRODUCT INFORMATION

Audio and Design Recording, Inc. has marketed the SCAMP S25 De-Esser module, a dual mono or stereo processor. Working on a band splitting principle, the S25 De-Esser takes the incoming signal and splits it into two components: the "main" band and the "ess" band. The side chain has a variable filter which can be swept over the 5kHz to 15kHz range. Three controls are provided: frequency, variable from 5 to 15 kHz; threshold, variable from -30dBm to completely insensitive; and depth, (of the notch and the shelf) variable from 0-20dB. The SCAMP S25 De-Esser module attenuates only the ess frequencies selected by the user (within certain parameters) unlike de-essers that use limiters and pre-emphasis network and consequently lower the gain overall. The two channels may be used separately, in stereo, or in series, offering the advantage of sensing at two frequencies. An In/Out switch provides A-B comparison. The S25 uses the Variable Neper Generator, which generates attenuation in a logarithmically controlled fashion. The VNG provides a dynamic range of 96dB predictable control law and the ability to handle high level signals without pre-attenuation. Retail at \$480.00. Contact Audio and Design Recording, Inc., P.O. Box 786, Bremerton, Wa. 98310; 206-275-5009.

religious broadcasting what's new

Audico, Inc. has expanded the color selection of its line of pressure sensitive cassette labels. Five parchment colors, 6 solid colors, glossy white and matte white are now available. The labels come 12 up on a 7¼" x 11¼" sheet ready for printing, typing, or duplicating. Each package contains 100 sheets providing 1,200 labels. Packages of mixed color are available, and quantity price discounts start at 5 or more packages. Contact Audico, Inc., 219 Crossen, Elk Grove, Ill. 60007; 312-640-1030.

3M has announced the availability of its heavy duty AVC cassette tape, upgraded to offer improved voice and music capabilities, in a compact storage chest at the same price as cassettes in the standard packaging. The AVC File-Pak houses 160 new "Scotch" AVC cassettes in four covered, removable drawers, complete with labels and index sheets. The cassettes are available in 60 or 90 minute lengths. The unit may be obtained from authorized "Scotch" audio recording tape dealers and distributors.



Continued on page 64

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LOW-POWER TELEVISION

the coming revolution!

It may still be too early to tell what effect the ruling will have, but experts are predicting the new stations will make a profound impact on current broadcasting — particularly religious and minority programming.

What is Low-Power TV?

What is a low-power television station? It may operate on channels 2 through 80, just as present day stations do. Its signal can be received on any TV set. No alterations are required. The only real difference between a low-power station and the ones we know today will be the area of coverage. The lower power stations can reach a radius of up to ten to fifteen miles.

Technically, a low-power station is a translator station — a station which rebroadcasts signals from distant stations. But it has the added ability to originate its own programming. Until now, translators were prohibited from originating any local programming, except for emergency warnings and fund raising announcements limited to thirty seconds per hour.

“Low-power TV will be the most significant event in the history of religious television broadcasting.”

by Gary C. Bayer

It has a coverage radius of ten to fifteen miles.

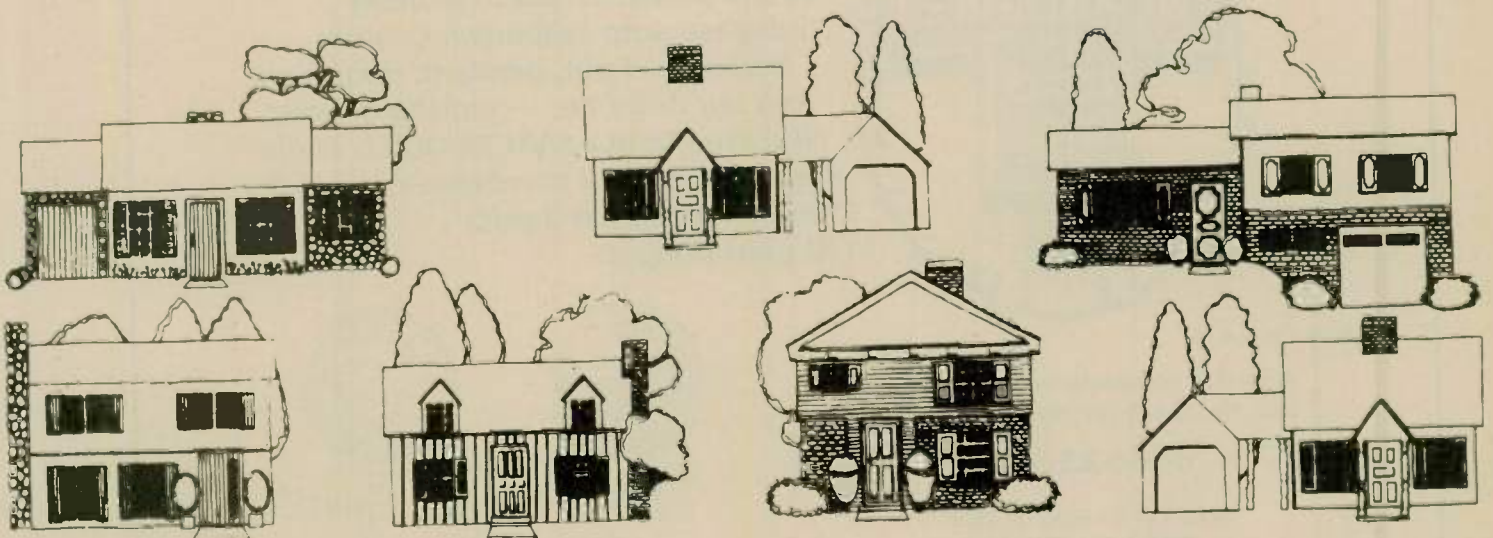
There are few government regulations to worry about.

The price tag for this television station is **one-tenth** the usual cost.

It will be the most significant advance in the history of religious TV broadcasting and will revolutionize Christian broadcasting at several levels.

Just wishful thinking? Not any more. Because of recent rulings by the Federal Communications Commission (FCC), low-power TV is now on the horizon. Since the ruling in September 1980, the

FCC has been flooded with applications. In early November, 1980, there were approximately 180 applications before the Commission. Sears' Allstate Division had submitted 120 of them, as part of its plan to operate Neighborhood TV Company. Other organizations showing interest are Bogner Broadcast Equipment Corporation of New York and two Georgia companies, Turning Broadcasting System and Quality Media Corporation. And there are rumors that some cable and subscription TV companies are going to file up to several hundred applications for low-power stations across the country.



N

The technology for translator stations is not new. Translators first came on the scene in the late 1940s, being used to reach homes in areas too remote or sparsely populated to be served by cable systems. By the late 1950s approximately 1,000 of these stations were operating, mostly in the West. At first they were loosely regulated but by the mid-1950s the FCC became concerned that the stations would begin to cause interference to other stations' signals. Consequently, the FCC took steps to ensure protection from interference for the full service stations.

Initially, translators were limited to the less congested (and less desirable) UHF channels 70-83 with a maximum power of ten watts. Later, the rules were changed to allow translators to use the VHF band (channels 2-13) and the remaining UHF channels (14-69). Power levels were also increased.

Under the currently proposed rule changes, VHF translators would be allowed to increase their transmission power from one watt to ten watts. If VHF translators chose to operate in a location

where they could comply with the full service co-channel and adjacent-channel mileage separations, the stations could increase their transmitting power to 100 watts. UHF translators would be permitted with up to 1,000 watts if they are outside of the table of assignments. (UHF stations are allowed greater power than VHF stations because UHF translators need more power to reproduce a similar signal strength. In 1952 the FCC assigned frequencies to various areas of the United States in an effort to give the public maximum television service while causing as little interference as possible. This has become known as the table of assignments.)

The FCC has given wide latitude for the operation of low-power TV. Stations may remain as simple translators, rebroadcasting the transmission of another station or they may create 100 percent of their own programming. In addition, stations can use any combination of rebroadcasting of distant signals and original local programming.

The rules have placed a ceiling only on the maximum power capabilities of these stations. There is a great advantage to this in that less powerful stations can be "squeezed into" more congested areas where more powerful stations would not be permitted.

Since only the transmitter output power is limited, the effective radiated power (total output or broadcasting power of a station) can be increased by use of high gain antennae. These can multiply the power output up to 20 times. Also, the higher the antenna, the greater the broadcast radius. Finally,

additional signal strength and radius contour (shape of the area covered by broadcasting) can be achieved by the use of directional antennae. With these technical freedoms, stations will be able to customize signals to their unique coverage areas as never before.

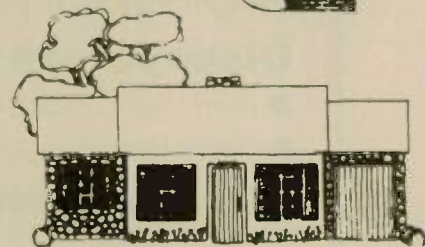
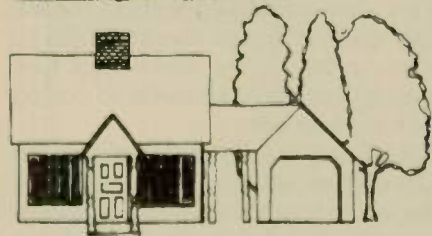
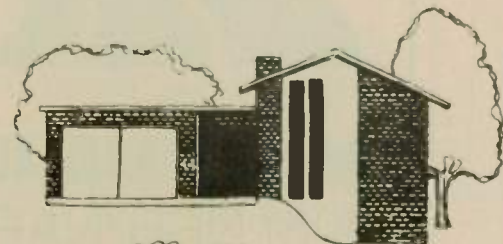
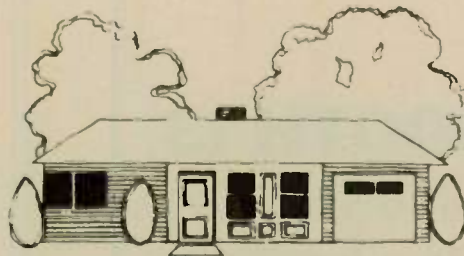
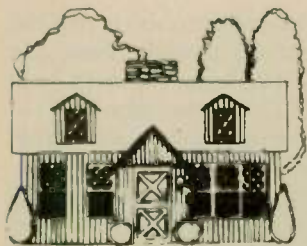
In effect, the rules are creating a completely new type of broadcast service — the first new broadcast service since FM began 20 years ago.

Proposed Rule Changes

A staff report to the Commission proposes the following changes which would allow simplified application procedures and make the operating of such stations simple also.

1. Application Hearing. A less complex process of granting the licenses is proposed. Currently, when two or more different groups apply for the same channel in the same area, a hearing is conducted to select the "best" qualified applicant, based on financial and legal qualifications. These hearings are often lengthy, requiring up to five years or more. In heavily contested cases, between \$60,000 and \$100,000 in legal fees may be expended.

The proposed rules will expedite this process by a "paper hearing." After an application is accepted on a technical basis (an application must be technically correct because no amendments will be allowed after the application is submitted), three preference points will be granted. These points will be cumulative and go to those filing first, then non-commercial applicants and finally to minority applicants. Minority



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applicants are Blacks, Spanish surnamed and American Indians who have more than 50 percent ownership and control of the station. If a situation arises where there is a tie of preference points, the tie will be broken by lottery.

2. **Secondary Status.** Low-power stations would be granted a "secondary status," that is, the stations could not cause any interference to full-power stations. They must be willing to receive interference from full-power stations, however.

In addition, if a full-power station wanted to use the frequency of a low-power station, the low-power station would have to give way to the full-power station. This could be a point of concern for those investing in low-power stations in some areas, especially in less congested areas of the country where full-power stations could fit. There is a possibility of being forced off the frequency.

However, the low-power stations could "protect" themselves simply by finding a frequency where a full-power

However, the low-power stations could "protect" themselves simply by finding a frequency where a full-power station could not comply with distance requirements. In addition, in the less congested areas those who want a full-power station already have them. The possibility of moving to another frequency in those areas is greater.

3. **Financing.** Low-power stations will be allowed to finance themselves by various means: over-the-air service, subscription TV and, in some areas, support by taxes will be allowed. The thinking of the FCC is that if the television station is providing service to the community, then the community should support it.

What must be understood is that the FCC has proposed to make these rule changes (the FCC uses the term "rule making"). FCC Commissioners are considering the suggestions of their staff based on an extensive study of low-power stations. At the same time, groups are allowed to apply for these stations as if the rules were already in effect. The final rules may be different from the proposed rules. If this occurs, those who have already filed could be made to comply with the new rules.

It is theoretically possible that the Commission could decide to abandon the whole concept and make no further changes. But the likelihood of this is extremely remote for the following reasons:



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1. Such a decision would go against the current political trends of deregulation, e. g., the oil, trucking and airline industries.

2. Minorities would be the ones most adversely affected. It has been the policy of the FCC to encourage greater participation by minorities in the field of broadcasting. Presently, numerous laws and regulations support this policy. If minority stations ever become a reality, it will be through such legislation. To return to the past would be opposed to the active policy of affirmative action pursued by the FCC for many years.

3. The capital investment by so many companies who are entering into low-power broadcasting at the encouragement of the government is too large to ignore. To publicly encourage such investment, and then to drop the project would be politically difficult.

4. Although not all the commissioners are in complete agreement with the rules as they are now proposed (e.g., the ownership of an unlimited number of stations), they are committed to the basic concept of low-power television and are enthusiastic about the new service it will bring to the public.

5. Finally, current applications are being processed on an ad hoc basis, as translators with a waiver to originate programming. If the concept of low-

power television is refused, these stations will most likely be allowed to continue to operate as licensed translator stations with original broadcast capabilities.

Who Likes Low-Power TV — and Who Doesn't

Obviously, equipment manufacturers and broadcast consultants favor low-power stations because of the increased business potential. As expected, critics of the stations are those who are already in the business and see them as competition. Most of the criticism is from full-service stations and cable companies.

Full-service stations contend that, because of the limited broadcast area, low-power TV would be unprofitable.

One cable system executive stated concerning low-power: "We (cable systems) will blow them out." (If that is the case, one wonders why they put up so much resistance during the initial hearings.)

The FCC report speculates that cable systems may be best suited to bring many channels to densely populated areas, while low-power stations could better serve more remote areas or heavily populated areas where it may be too expensive to lay down cable.

Another major potential market would be specific population segments, similar to what radio station audiences do today.

Obviously, religious groups, youth and minorities would be the most significant segments.

What It Will Do to Christian Broadcasting

Low-power TV will be the most significant advance in religious broadcasting, I am convinced. Here are just some of the opportunities I foresee.

1. The low-power station will move Christian broadcasting from Phase 1, primarily devoted to evangelism, to Phase 2, primarily devoted to discipleship.

The difference between the two is represented by these verses: "You shall be My witness both in Jerusalem, and in all Judea and Samaria, and even to the remotest part of the earth" (Acts 1:8NASB) and "for the equipping of the saints for the work of service, to the building up of the body of Christ" (Eph. 4:12NASB).

In Phase I the appeal was to go and be a witness for Christ. By and large, both Christian television and radio have done this.

In Phase II the opportunity is to begin to disciple believers as never before. Radio has already done much more of this with in-depth teaching type ministries. However, television is a

Continued on page 58

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Has Traditional Christian Music Had It?

By Dr. Harold E. Richards, Jr.

Recent comments from some religious leaders and broadcasters lead me to believe that some people have given up on the old hymns and gospel songs, and believe God can only work through contemporary music to reach sinners. Some who once condemned rock music now extol its virtues if it is used by Christians to reach the world.

I feel that everyone is entitled to his opinion on matters on which God has not stated His opinion. Music, however, is one matter on which God has stated His opinion very clearly. This is the reason we use conservative, traditional Christian hymns and gospel songs. God has seen fit to bless it abundantly. We are reaching the unsaved and ministering to the saved. We have grown from one station in 1971 to four now, with number five in the process of transfer of ownership and number six applied for before the FCC.

Many times in the Bible we are told to sing unto the Lord a new song, implying that it is to be a different song, unlike the music of the world. (Psalm 96:1, 98:1, 144:9, 149:1, Isaiah 42:10). This fits with the idea expressed in II Corinthians 5:17, that this is a change in every area of a person's life when he comes to Jesus Christ and experiences salvation in Him.

It is also interesting to note the One to Whom the song is to be addressed. It is not sung unto the Lord. To address a song to a sinner to try to attract him to the Lord is not a scriptural idea. Adopting the music of the world to get them to listen to the Gospel makes as

much sense as drinking with the drunkard to win him, or dancing with the harlot to win her.

God is more concerned for the lost than we can ever be, and He has put bounds on the ways to approach sinners, and He has given direction for the music that is to be used by His people. We violate His rules at our own peril.

The lyrical content must be true to the Bible as well. It should extol God's attributes and it should tell His story, not the experiences of the song writer or singer. If one removes all the first and second person personal pronouns from much of the contemporary music, the singers would be humming most of the time.

In addition to being addressed to the Lord, the music should minister to the soul and heart, not the flesh of the listener. The rhythm of much contemporary music is designed to move the body, not the soul. It is deliberately composed in rhythms that are out of harmony with the normal body rhythms, and thus they cause the individual to be in conflict within himself. This is one reason for so many drug addicts and suicides among secular rock stars and fans. For a Christian, it presents a further conflict, because he is trying to fit Christian words to worldly music that is out of harmony with his body rhythm, and he loses out, being outnumbered by the other factors.

Perhaps the most interesting passage in the Bible on music is in II Chronicles 29, which speaks of the music of the revival under Hezekiah. All of the elements of music are in this passage, and we are told to use only

those types which God, by His servant David, has ordained.

Music is made up of words, melody (tune and rhythm), and singers or instruments. The words are prescribed in II Chronicles 29:30, the melody in verse 27, and the singers and instruments in verses 25 - 27. They are also mentioned in II Chronicles 20:21.

We have found that in each market where we have a station, there has been at least one station that has programmed contemporary Christian music. In some cases, they have changed their format because they are not reaching enough people with the contemporary music. Our station in High Point, NC was listed in a recent station survey as one of America's top 500 stations. It was listed by the rating service as number 9 among adults 25 - 49 from 6:00 a.m. to midnight every day, and number 7 weekdays from 6:00 a.m. to 10:00 a.m. It was also rated as number 10 among the 18 - 49 age group from 7:00 p.m. to midnight weekdays.

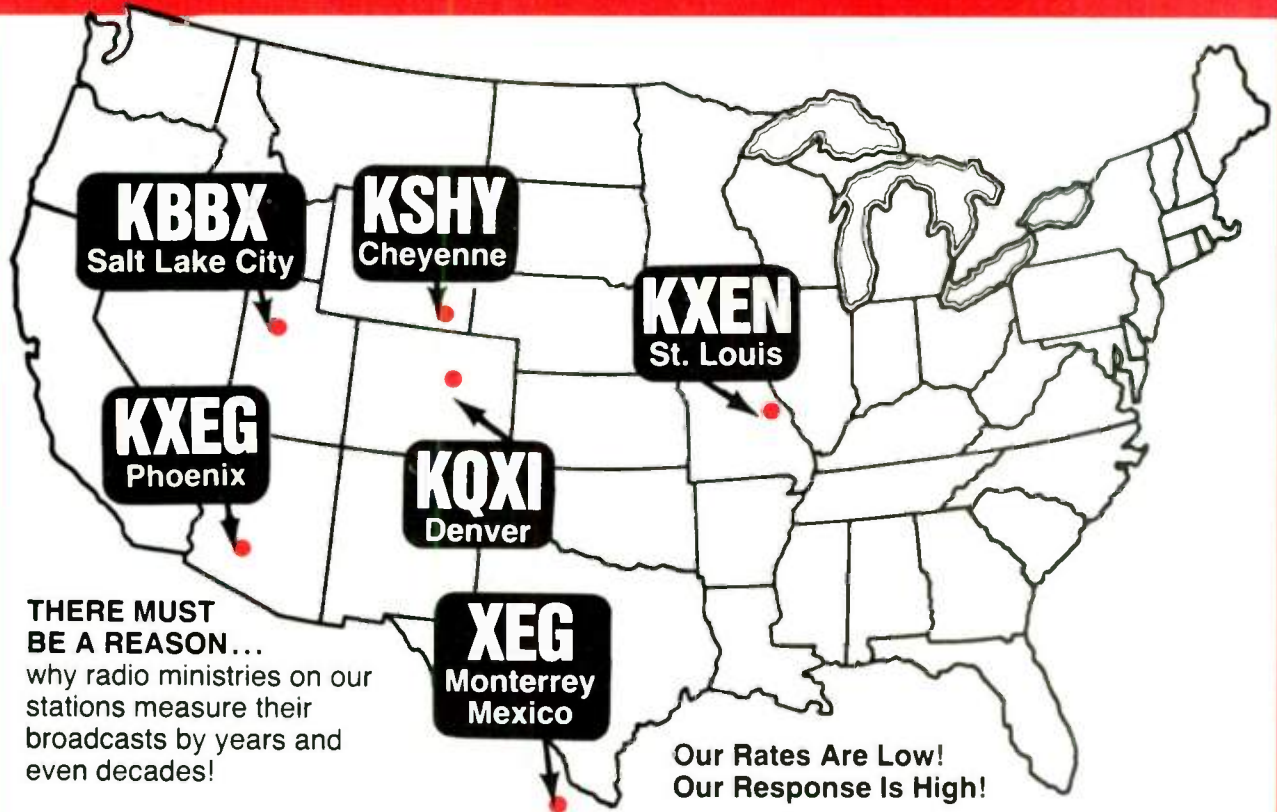
We have had many people tell us that it is nice to be able to move across the dial in a new area and immediately tell which station is the Christian one because of the music. We advertise our stations as "An oasis in the middle of a desert of sound." We do not want our sound to match the sand of the desert. The sound of the oasis is so much more refreshing.

Dr. Harold E. Richards, Jr. is the network operations manager of the Bible Broadcasting Network, Inc. in Norfolk, Virginia.

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Continued from page 55

superior medium for educational purposes simply because it has the added dimension of a visual component. Consequently, the efficiency and impact of the teaching ministries will greatly be improved.

These stations should be able to experiment with new types of programming. For example, it would now be possible to televise the best Sunday School teacher during prime time or have the best seminary professor presenting a weekly study on the New Testament. In addition, new types of programming, such as Christian game shows, or "soap operas" could be developed.

The ultimate impact of this, I believe, will be that the Biblical example of preparing converts by individual evangelism and discipleship, rather than mass evangelism, will be followed. The disciplined believers will then make a more significant impact on their communities by affecting the people who surround them. Thus, there will be a geometric progression of evangelism rather than a linear progression.

2. Because of the reduced cost of a low-power station, it will not have to appeal to a wide audience to maintain a sufficient financial base upon which to operate. Therefore, it can remain distinctive in character and theology. It is widely known that the greater the audience one is attempting to reach, the more one is apt to "water down" the theology. This is evident in many ecumenical creeds where the theology has been reduced to a lowest common denominator. I am a firm believer in the unity of the body, but this type station will allow for the diversity of the body's individual parts.

3. A low-power station will be especially responsive to local needs. Controlled locally, with a more limited broadcast radius than a full power station, it can concentrate its efforts for the good of the immediate area. Consequently the outreach will be more sensitive to the pulse of the community.

4. A much greater use of extension courses by Christian colleges and seminaries is expected, giving an opportunity to those who have never had the chance to receive the benefits of such an education.

It will also provide the schools producing the programming with a higher profile. In turn, this will result in greater interest in that school by prospective students and donors.

5. Because of the relatively low price of program time on such a station, events can be covered that have not been feasible before. For example, a Youth for Christ/Campus Life Saturday night rally, or Young Life meetings. This would benefit the para-church organization and indirectly the church. New avenues for evangelism will also be possible. For example, coverage of a high school football or basketball game. Following the game, a program with one of athletes or a professional athlete giving his testimony would be possible.

6. Greater coverage of significant religious events will also be possible. By this, I mean comprehensive coverage of conferences and workshops. This would be true at national as well as state and regional levels.

7. With improved technology, the station will go the direction of calculators and digital watches and become less expensive, as well as more simple to operate.

8. Because it is relatively inexpensive, the low-power station will bring hundreds of new broadcasters into the field. For the price of building an auditorium for 250 people, a church or group could reach an entire community. This will allow for an evangelistic outreach as never before.

9. Economically, the religious low-power stations should have a greater future than one which is exclusively minority-oriented. There is typically a greater financial base in the religious community than among minorities. Notice the frequency of Christian bookstores compared to minority-type bookstores. One could safely assume that to be true of these stations.

It must be remembered that when the FM radio band became available, it was largely ignored as a second-rate service. Now more people listen to FM radio than AM radio. The vast majority of Christian TV stations are on the UHF band, making them significantly less effective; Christians delayed too long to take advantage of the VHF channels.

It is imperative for Christians to take advantage of the opportunity while frequencies are still available for low-power television. Only a limited number of them are permitted. It would be tragic for Christians not to claim their fair share, allowing these frequencies to go for predominately secular or commercial uses. If history is any indicator of the future, we are now on the verge of a tremendous development, whose parameters are not fully recognized.

The Day Christian Radio Died in San Diego . . . almost!

by E. L. "Bud" Chase

By now, most everyone in Christian radio has heard or read about the demise of religious broadcasting in Mexico. For the benefit of those who wish to know more about this unfortunate situation, the following is a brief summary of what happened and an actual case history of one station that got caught in this (political?) "trap."

Simply stated, the move was brought about by a decision of the government of Mexico to enforce a section of the Mexican constitution dealing with the separation of church and state. A provision written into the constitution before the advent of radio and television maintained that religion was a private matter and had to be separate from government affairs.

The decision to enforce the section meant that radio and TV stations in Mexico must cease all religious broadcasting, whether in English or Spanish.

On Sunday, September 14, 1980, two days before the deadline, the J.C. Gates & Company, station representatives for XEMO Radio, was scheduled to host a buffet dinner in Los Angeles for members and guests of the Western Regional Conference of the National Religious Broadcasters. Only two days prior to the Conference, Jim Gates of XEMO had received word from Mexican authorities that the station would not be permitted to operate. For Jim, it looked as if 22 years of hard work in building the "Christian Voice" in Southern California had suddenly gone down the drain.

The Gates & Company dinner then became the last "hurrah" for all intents and purposes. The chances of finding a San Diego station to carry on a full roster and XEMO's "sold-out" schedule of broadcasters were very slim — perhaps zilch!

With his staff in formal attire for the occasion (Jim had told his people, "If we have to go under, let's go with class!") at the Marriott Hotel, he approached the dais following dinner and addressed a room full of guests. With emotion he announced to a stunned, misty-eyed audience the fate of XEMO.

"Dear friends," he said, "it is with deep regret that I must inform you that as of midnight tomorrow XEMO Christian Radio will no longer exist. I ask you for your prayers."

Gates continued to explain the dilemma, expressing hope that the Mexican government would allow a grace period of sixty to ninety days in order to notify broadcasters and make plans for the next move. But this became wishful thinking.

Practically numb with concern, all Gates could think of was the terrible loss resulting from the mandate in "killing" San Diego's **only** Christian station. Thousands of listeners and scores of broadcasters would be affected, not to mention his own staff of people whose jobs were now in jeopardy. Had Christian Radio **really** died in California's second largest city?

By the middle of the following week, XEMO's Mexican attorneys obtained a two-week extension, moving the final deadline to September 30. The station resumed broadcasting on Wednesday, Sept. 17, with only 13 days left to negotiate a possible arrangement with

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one of San Diego's 18 radio stations. The question, of course, was finding a station ready and willing to relinquish its present format and go full-time into Christian programming.

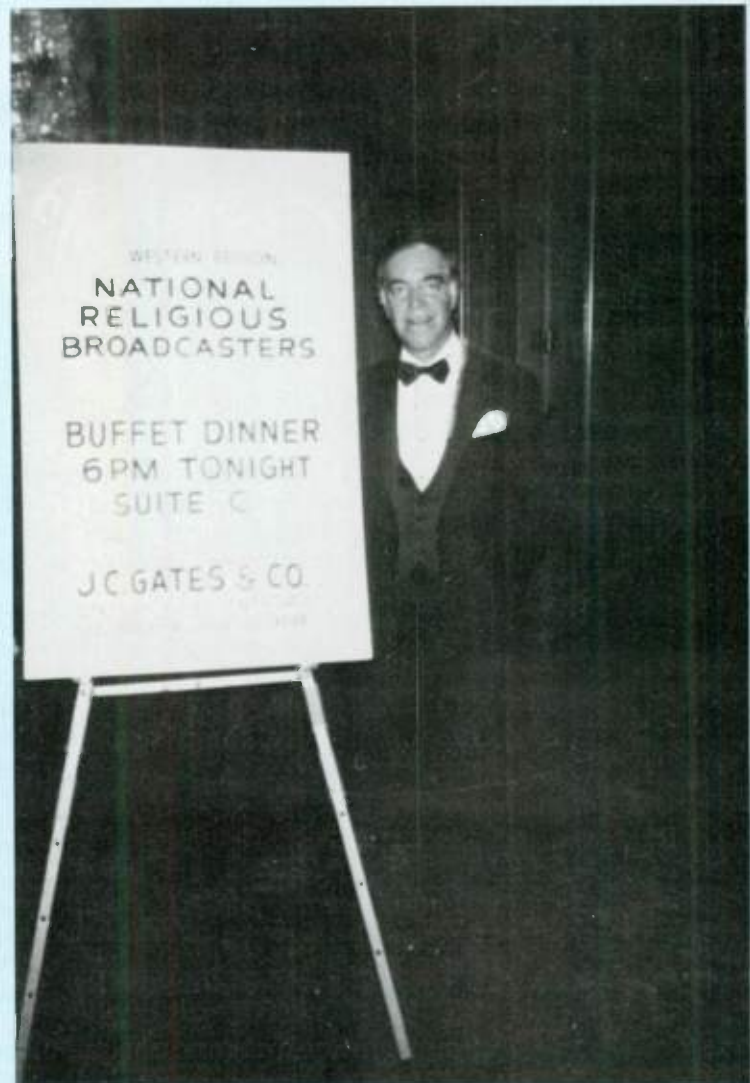
The pressure was on. By a process of elimination, station by station was contacted. Gates was soon to learn that his only "bait" was XEMO's sizable monthly billing and the loyalty of his many broadcasters over the previous 22 years. Finally, on Friday, Sept. 26, contracts were signed between the J.C. Gates and Company and the owners of Radio Station KMJC-AM ("King & Master - Jesus Christ"). Quite by chance the station was already in the process of a format change, awaiting final approval for a power increase to 5,000 watts full time. Its dial position: 910.

Both parties agreed to a complete change-over, including personnel shifts and programming, to be effective by air time 5:30 a.m., Wednesday, Oct. 1. They had only 90 hours to perform this monumental task.

Subsequently, an around-the-clock operation began and at the appointed hour the new "Home for Christian Radio in the San Diego Market" was born again! How can anyone deny the power of prayer?

Since the article was written, Mexico reversed its decision again, allowing Christian broadcasting to resume in that country at the end of October 1980.

In all things God works for the good of those who love Him, who have been called according to His purpose!



JIM GATES PUTS OUT THE "WELCOME" SIGN ON THE FATEFUL SUNDAY, SEPT. 14TH.



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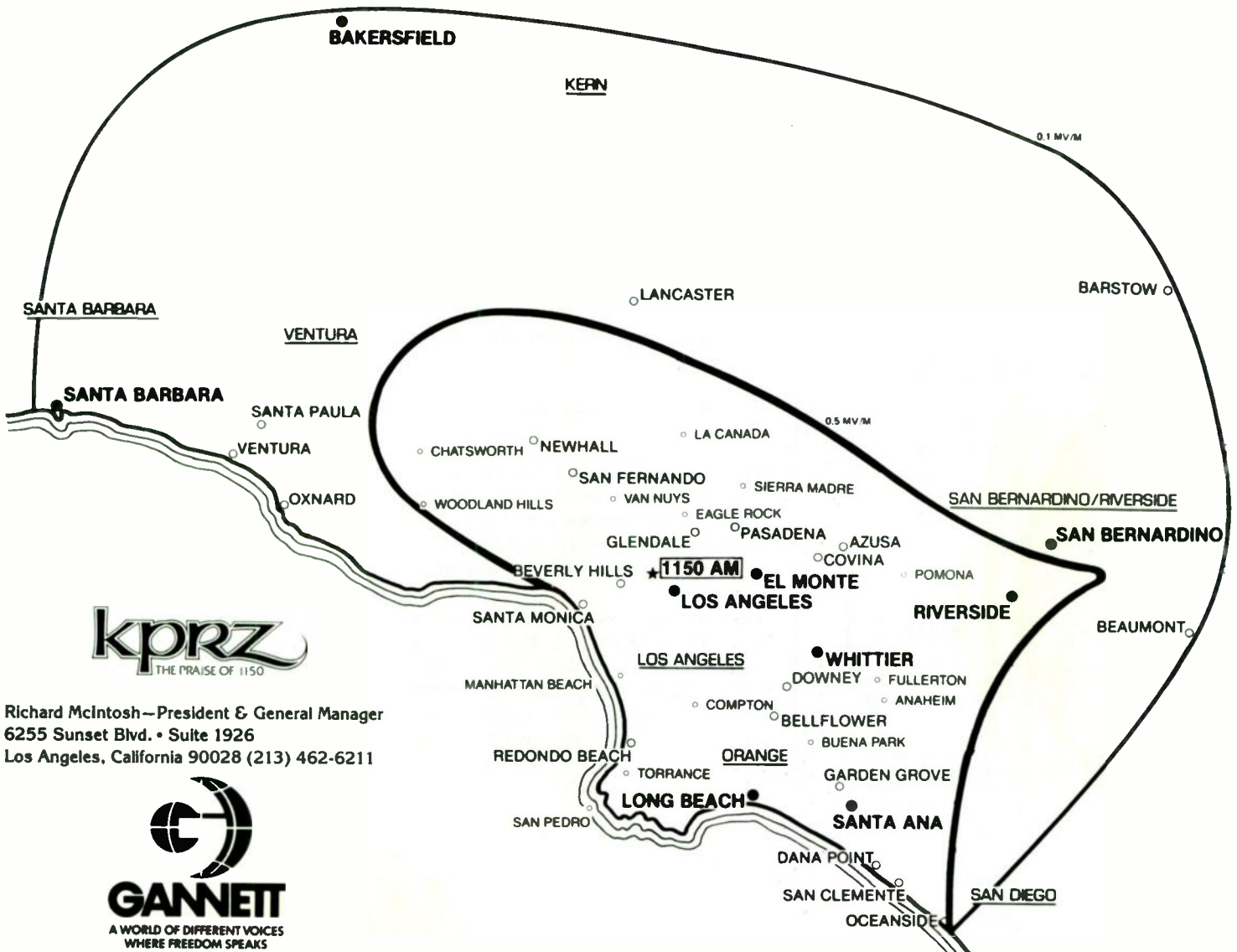
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"A.D. — The Time for Our Lord" film

International Film Productions, Inc., has signed Italian film producer Vincenzo Labella for its 1982 production of a \$25 million motion picture and TV mini-series, "A.D. — The Time for Our Lord."

This film effort will continue the story of Christianity that was begun in Labella's highly acclaimed "Jesus of Nazareth," the TV mini-series that was first aired on NBC in April, 1977, and which achieved an estimated 90 million viewers for the first of four presentations in the United States.

"A.D." features an all-star cast and will begin with a two-hour theatrical film on the life of Paul the Apostle which will be released for international distribution in 1982. This film will then premiere on television as part of a larger ten-hour series covering the period after Paul's death, the persecution of the early martyrs, the rise of Christianity and the fall of Rome.

International Film Production, Inc., plans to make the theatrical film available to underdeveloped parts of the world, translating it into over 60 languages for free showing to people who have no access to commercial film theaters.

An advisory committee has been selected to assist in the "A.D." production. It consists of Dr. Bill Bright, Chairman, San Bernardino; Mr. Nelson Bunker Hunt, Dallas; Mrs. Joanne King Herring, Houston; Mr. Edward L. Johnson, Los Angeles; and Mr. Clint Murchison, Dallas.

American Video Library Association

The great increase of video software availability has resulted in insufficient standardization, classification and cataloguing of video software handling techniques.

To aid in the development of standard video library techniques, the American Video Library Association, Inc., a non-profit association incorporated under the laws of the state of Pennsylvania, has been formed and will assist in the communication and coordination of video tape/disc activities.

Libel/First Amendment Insurance

The National Association of Broadcasters is sponsoring and endorsing a libel insurance plan for broadcasters that includes a First Amendment legal expense option never before available to most station operators. NAB President Vincent Wasilewski has said that "Increasingly broadcasters have become targets for those who use the courts in attempts to drain our resources and mute our messages. I believe this Plan will become an important tool as we work toward greater programming freedom."

Under the Libel/First Amendment Insurance Plan broad libel and related risks protection for both legal defense and money damages will be available to broadcasters who might not have been able to afford such coverage in the past.

Covered are libel suits resulting from a deliberate statement — a mistake or any comment on or off the air. Also covered are trespass by broadcasters and employees, omissions and errors in advertising and self-promotional copy, rate card publication, program listings, guides and news releases.

The plan also contains First Amendment legal expense insurance. Wasilewski said that this coverage "is fast becoming a necessity to help broadcasters resist efforts to restrain their programming and journalistic freedom, to protect reporters' confidential sources in criminal cases, to repel subpoenas and to assist in gaining access to places and information."

The Libel/First Amendment Insurance Plan has been underwritten by CNA Insurance. Their libel and claims supervisor is Media/Professional Insurance.

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Modular Audio Products has introduced the Model 3550 Channel Equalizer, a three range, 21 frequency, reciprocal 12dB boost or attenuate equalizer. The high and low equalization curves may independently be selected as either peaking or shelving. A 50kHz to 15kHz band-pass filter may be inserted exclusive of all other equalizer settings and an In/Out switch with CED indicator silently switches the equalizer networks in or out of the circuit. The three frequency ranges are overlapping and are controlled by the outer knobs of concentric switches, the inner knobs of which set the amount of boost or cut in steps of 2, 4, 6, 9 and 12dB. Model 3550 is a panel mounting unit 5¼" high by 1½" wide and 5¾" behind the panel and requires a bipolar 15 volt dc supply. For more information, contact Modular Audio Products, 50 Orville Drive, Bohemia, NY 11716; 516-567-9620.

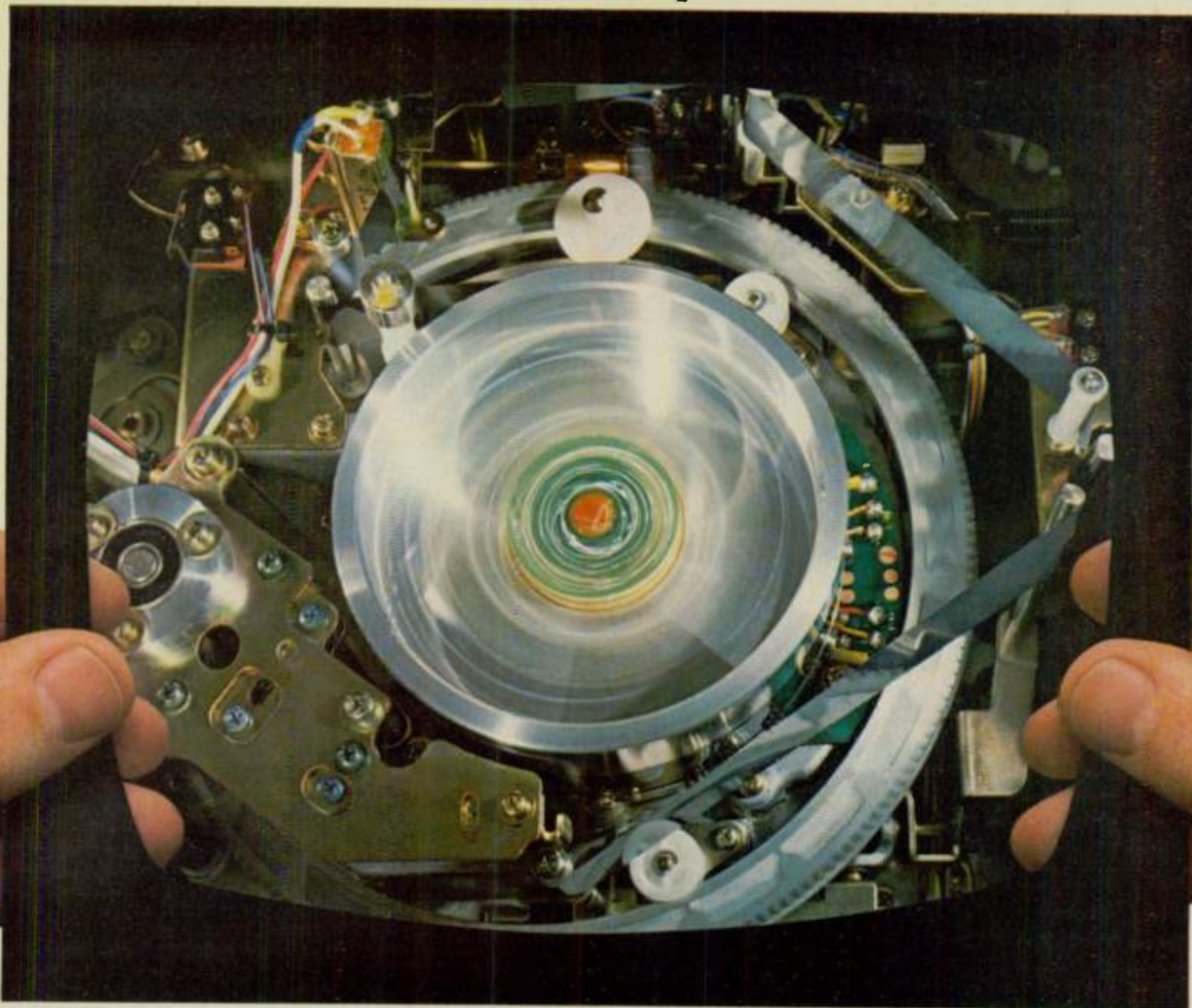


Harris Corporation has introduced the MSG-95 remote SCA generator to handle any SCA requirement. It is designed for use with most exciters or STL links, and is a companion unit to the new Harris MSP-95 FM Audio Composite Processing Unit and Stereo Generator. The MSG-95 is equipped with two input terminals, one an AC coupled input which handles slow scan television. A programmable low pass filter provides bandwidth protection. A selectable pre-emphasis of 150, 75, 50 microseconds or flat response is incor-

porated. It's muting delay can be adjusted from ½ second to 20 seconds, triggered by a drop in audio level, the threshold of which is adjustable from 0 to -30dBm. Color keyed status indicators are positioned adjacent to the "On," "Automatic," and "Off" push button selector switches to help determine the operating mode quickly. The MSG-95 also provides front panel LED indicators. Contact Harris Corporation, Broadcast Products Division, P.O. Box 4290 Quincy, Ill. 62301; 217-222-8200.

Continued on page 70

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FCC DENIES STAY OF SYNDICATED PROGRAM EXCLUSIVITY AND DISTANT SIGNAL CARRIAGE RULES FOR CABLE TELEVISION

On October 22, 1980, the Federal Communications Commission announced that it had denied motions by the National Association of Broadcasters and other broadcast organizations for a stay of the effective date of its decision to eliminate the distant signal carriage and syndicated program exclusivity restrictions applying to cable television. Thus, absent action by the United States Court of Appeals for the Second Circuit where the FCC's Order has been challenged, it appears that the order will be effective as of November 28, 1980.

The decision, announced on July 23, would eliminate two of the major limitations on a cable system's carriage of

non-local television signals. These restrictions were originally designed to preserve the viability of local television stations by limiting distant signals which might drain away local audiences. However, in light of findings reached in several studies of the economic relationships between the broadcasting and cable industries, the Commission concluded in its Report and Order that cable carriage of distant signals will not adversely affect local stations. Assuming that the decision becomes effective as scheduled, it is likely that cable systems will increase the number of non-local television signals which they offer to their subscribers.

The Commission adopted its distant signal carriage and syndicated program exclusivity rules in 1972. While the original rules were amended several times, the basic form remained the same. The distant signal carriage rules principally limited the number of non-local network and independent signals that a cable system could carry based on the size of the television market in which the cable system is located. Systems outside all markets could import any signal. Systems in smaller television markets (below the 100 largest markets) could add distant signals to provide one independent signal and one signal from each of the three major national networks. Cable systems in the 100 largest television markets could carry enough local and distant signals to provide two independent signals and one signal for each network. In addition, systems in the top 100 markets were allowed to import two additional "bonus" distant independent signals; and — in the 50 largest markets — three distant independent signals could be carried if no local independent station was available. Even prior to the recent amendments, cable systems were permitted to carry any



by Richard E. Wiley
Partner, Kirkland & Ellis

number of distant "specialty stations," which include stations whose programming, both overall and in prime time, is at least one-third religious.

The syndicated exclusivity rules — which applied only in the top 100 markets — limited the carriage of individual programs on television signals that a cable system otherwise could carry under the distant signal carriage rules. Upon request by a local television station, cable systems in the largest fifty markets were required to delete from distant signals all programs under contract for exhibition by local television stations. Program owners also had a limited right to require deletion. In the "second-fifty" markets¹ (markets 51 to 100), television stations could also request deletion, but the right would expire after specified events.¹

The syndicated program exclusivity rules generally required that the cable system delete the distant signal programs covered by the rule regardless of when the program was scheduled by the local station. However, in the second fifty markets, the cable system was not required to delete a distant syndicated program broadcast in prime time unless the local station also was going to broadcast the program in prime time.

The new amendments will not alter the existing rules which require a cable system to carry local stations, nor will they affect the existing network non-duplication rules, which generally provide that a cable system may not carry a network program on a distant television signal if a local station is simultaneously carrying the same network program. While the Commission has proposed in a separate proceeding to eliminate the network non-duplication rules for programs shorter than 30 minutes — such as "newsbreak-programs" — it announced on October 16 that those rules would be retained.

The amendments will permit cable systems to import distant signals freely and to carry syndicated programs which are also carried by local television stations. Comments filed by broadcasters and broadcaster groups contended that unrestricted importation of distant signals, particularly from major markets, would harm local broadcasters. Also, some broadcasters asserted that the termination of syndicated program exclusivity protection would lessen the value of their contracts with program suppliers. The National Association of Broadcasters and other objected that the network non-duplication rules — which protect local broadcasters only against

simultaneously broadcast programs on distant signals — would be ineffective if cable systems were permitted to import distant network signals from other time zones. However, the Commission declined to adopt any change in the network program non-duplication rules, which it stated were beyond the scope of the proceeding.

The Commission and the broadcasters differed sharply over a number of lengthy economic studies on the effects of distant signal carriage on local stations in a cable market. The Commission concluded that eliminating the rules would have a negligible effect on local broadcasters but would provide a substantial advantage in additional service for cable subscribers. Commissioner Quello dissented from the decision to eliminate the syndicated program exclusivity rules, but indicated general agreement with the elimination of the distant signal carriage rules. Commissioners Washburn and Lee dissented principally on the grounds that the Commission has not provided enough time for broadcasters and program suppliers to adjust to the effect that elimination of syndicated exclusivity protection would have on their contracts with program suppliers.

The Commission noted in its **Report and Order** that "[t]raditionally, we have been concerned that cable television, by threatening the viability of local stations, could cause a significant reduction in television broadcast service — especially for the poor and rural customers who would not be able to purchase cable services." Based on staff studies, the Commission now has concluded that "cable television is not a major negative force on the financial situation of these stations and poses little or no threat to their continued operation." Whether broadcasters or the Commission proves to be correct about the ultimate effect of distant signal carriage, the new rules have the potential of significantly expanding the choices of broadcast signals available to viewers in television markets served by cable systems. Of course, the validity of these rule changes is now a matter for the courts to decide.

¹For example, for an off-network series, exclusivity commenced with the first show and lasted until the completion of the first run of the series but no longer than one year; for a first run syndicated series, it commenced with the first showing and ran for two years thereafter; and for feature films first run non-series syndicated programs, it commenced with the availability date of the program and extended for two years thereafter.

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tution on War, Revolution and Peace at Stanford, California. Other distinguished professors of philosophy who signed the Secular Humanist Declaration included the late Walter Kaufman of Princeton, V. W. Quine of Harvard, Ernest Nagel of Columbia and Herbert Schneider of Claremont College. A total of 18 professors of philosophy signed the declaration, including Paul Brand Blanshard of Yale, who was instrumental in the drafting of the 1973 Humanist Manifesto II. Paul Kurtz, professor of philosophy at the State University of New York at Buffalo, drafted the latest document.

The science fiction writer Isaac Asimov, the Nobel Laureate Francis Crick, behavioral psychologist B. F. Skinner and the widow of Bertrand Russell are among the signers, along with theologian Joseph Fletcher, religion professor Joseph Blau of Columbia and two clergymen. Other signators include anthropologists, a computer scientist, astronomers, attorneys, authors, a physician, social scientists, editors, association executives and intellectuals in seven foreign nations.

The declaration came about in response to a "rise in fundamentalism," according to the "New York Times." Kenneth A. Briggs, the perceptive religion editor of the "Times," reported:

A group of 61 prominent scholars and writers have attacked the recent rise of Christian fundamentalism by issuing a declaration that denounces absolutist morality and calls for an emphasis on science and reason rather than religion as a means of solving human problems.

Called "A Secular Humanist Declaration," the statement warns that "the reappearance of dogmatic authoritarian religions" threatens intellectual freedom, human rights and scientific progress. It expresses skepticism toward "supernatural claims," doubt about "traditional views of God," and rejection of the "divinity of Jesus."

The group assails "fundamentalist, literalist and doctrinaire Christianity; a rapidly growing and uncompromising Moslem clericalism in the Middle East and Asia; the reassertion of orthodox authority by the Roman Catholic papal hierarchy; nationalistic religious Judaism; and the reversion to obscurantist religions in Asia.

Describing the Declaration as a "counterattack" against religion, the "Times" said that Kurtz had labeled fundamentalism "a vociferous critic of secular humanism" and charged that it had

chosen secular humanism "as a scape-goat."

Offering historical perspective, Briggs wrote:

Secular humanism, as a philosophy that favors exclusion of religion in making moral and political decisions, has been frequently attacked by many Roman Catholics and Protestants as the chief factor in what they see as a sharp decline in the nation's morals. According to this view, the secular humanists have succeeded in removing God from schools and government deliberations and among the results has been a tendency to regard morals as man-made, subjective and without solid foundation.

The attack on humanism has been a key element in the effort by conservative evangelicals to gain political influence in the present American election campaign. Preachers on the stump and on television repeatedly attack what they see as an atheistic plot to stamp out religion. Most are working for causes and candidates who espouse moral positions that are believed to be grounded in the divine authority of the Bible. These morals, which include opposition to homosexuality, pre-marital sex, abortion and divorce, are viewed by the evangelicals as immutable and those who do not heed them are seen as subject to God's judgment.

Highlights of the Declaration, reported in the "Times," stressed the familiar humanist argument that "men and women are free and are responsible for their own destinies and that they cannot look toward some transcendent Being for salvation."

In the same vein, the Secular Humanist statement upheld science and reason:

Although not so naive as to believe that reason and science can easily solve all human problems, we nonetheless contend that they can make a major contribution to human knowledge and can be of benefit to mankind. We know of no better substitute for the cultivation of human intelligence. We believe the scientific method, though imperfect, is still the most reliable way of understanding the world.

Secular humanism places trust in human intelligence rather than in divine guidance. Skeptical of theories of redemption, damnation, and reincarnation, secular humanists attempt to approach the human

situation in realistic terms; human beings are responsible for their own destinies.

Hook and Kurtz, in a later letter to the editor of the "Times," maintained that "the declaration seeks to make it clear that there is a noble and historic tradition in Western civilization, one that develops ethics, cultivates moral excellence and encourages reason independent of religious grounds."

The humanist spokesman repeated the basic themes of the declaration:

The declaration is thus not "a hysterical attack" against those who believe in a Supreme Being . . . but a defense of free conscience and pluralistic democracy against those who would seek to undermine it — whether totalitarian Communists or religious fanatics. . . .

We wish to emphasize the validity of moral education that seeks to cultivate critical intelligence and some tolerance for the views of others. The goal of education should be to develop autonomous and responsible individuals capable of making their own choices, not so wedded to faith and dogma that they lack respect for the freedom not only of those who believe but of those who disbelieve.

The declaration is committed to the use of the method of scientific inquiry, logic and evidence. We are not so naive as to believe that reason and science can easily solve all problems, but we know of no more effective alternative method of dealing with the problems that beset the human condition.

The last point may be the principal area of attack. The October 15, 1980, article by Kenneth Briggs pointed out:

"Though empirical, rational methods appear to be the most common means of exploring human problems, the declaration complains that secular humanists do not have sufficient opportunity to explain their views. It says the media are "inordinately dominated by a pro-religious bias" and that the "views of preachers, faith healers, and religious hucksters go largely unchallenged."

Hook, Kurtz and their colleagues have sounded the challenge. Evangelicals must be prepared to defend our beliefs with vigor, conviction and compassion. Failure could mean the loss of our rights not only to broadcast the Gospel but to bring up our children "in the fear and admonition of the Lord." For the sake of the Gospel, we must not fail.

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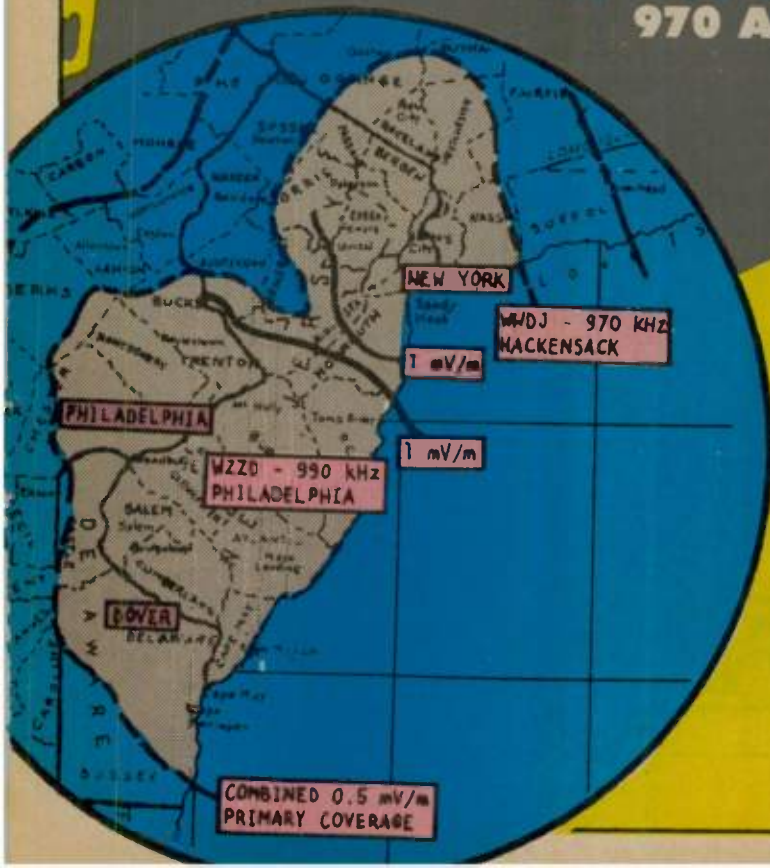
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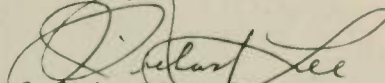
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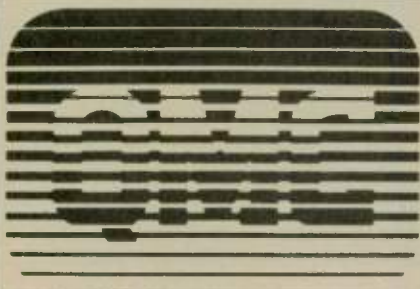


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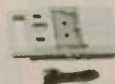
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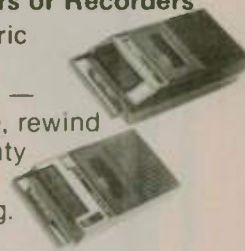
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