



religious broadcasting

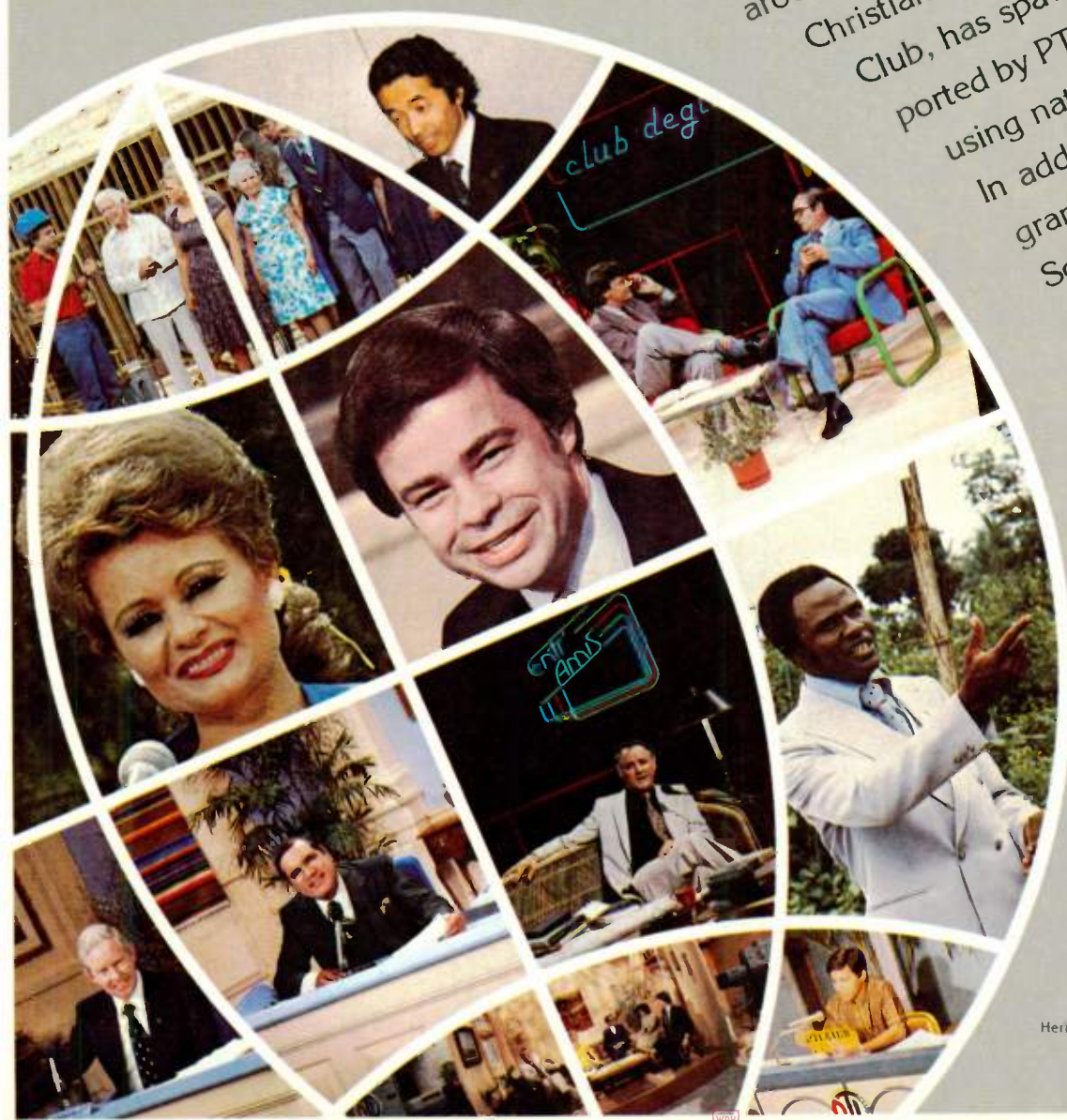
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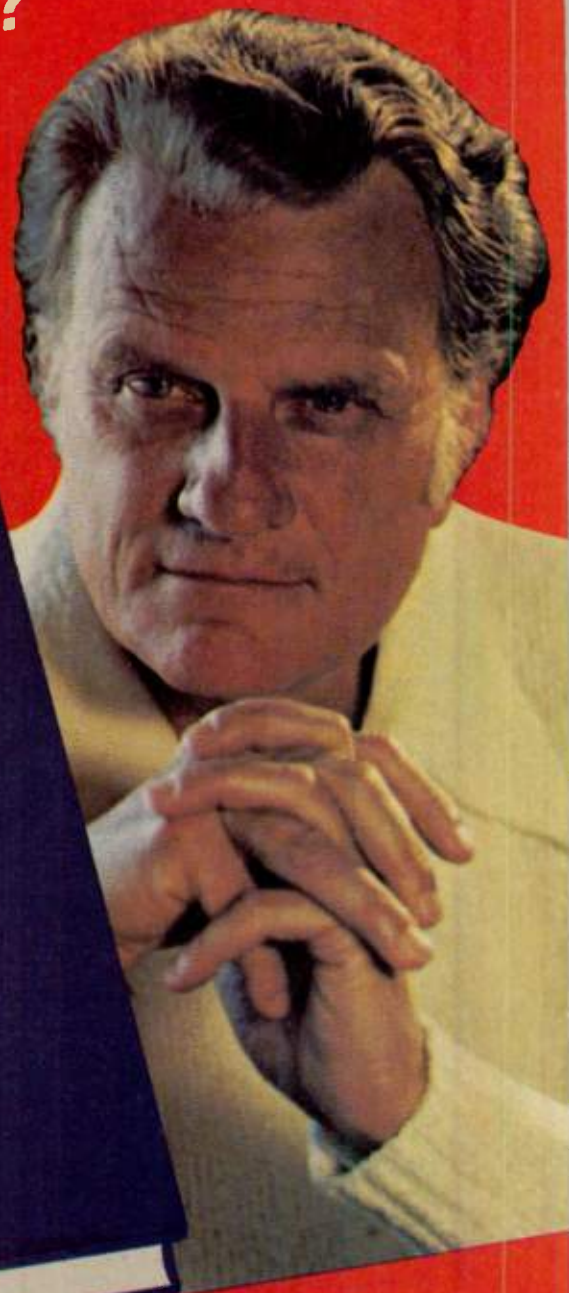
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religious broadcasting

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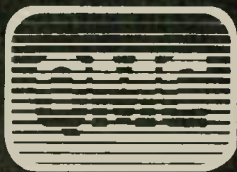
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religious broadcasting speaking out



What a partnership . . .
what an opportunity

The church, the Body of Christ, made up of believers, ministers, missionaries, church leaders, musicians, broadcasters, engineers, managers and owners joining together for World Evangelization, is one of the greatest spiritual forces in the world today.

Almost two thousand years ago Christ gave the command, "Go into all the world and preach the Gospel to every creature." The apostles and disciples making up the early church met in homes, by the riverside, and other meeting places for evangelization, instruction and fellowship. Their means of communication were word of mouth and individual written letters for the purpose of evangelization and churches were born.

Years later the printing press was invented which allowed for even greater distribution of the Word. The churches used the print media to disseminate the Gospel of Christ and more churches were established.

Then in 1921 the first full-fledged radio station, KDKA in Pittsburg, Pennsylvania was started and the following year the first church service was broadcast from the Calvary Apostolic church in the same city and more people were evangelized. That was the beginning of church and the electronic media in a partnership for evangelization. That was sixty years ago. This partnership has grown year after year, but not without struggles. As more churches and individuals began using radio to proclaim the gospel, opposition grew from some church groups and some commercial concerns. The opposition became so strong that church leaders and Christian broadcasters met to solve some of their common problems which resulted in the forming of National Association of Evangelicals and National Religious Broadcasters as partners in World Evangelization some thirty-six years ago. What a partnership . . . what an opportunity.

As the church continued to grow it found the electric media as an effective means of reaching the people of their own communities by simply broadcasting the church services without much additional work and a very little cost. The church could bring its message into the homes, businesses and automobiles. It brought daily inspiration and blessing to those who listened to the broadcasts. It invited listeners to join and participate in the fellowship of the church.

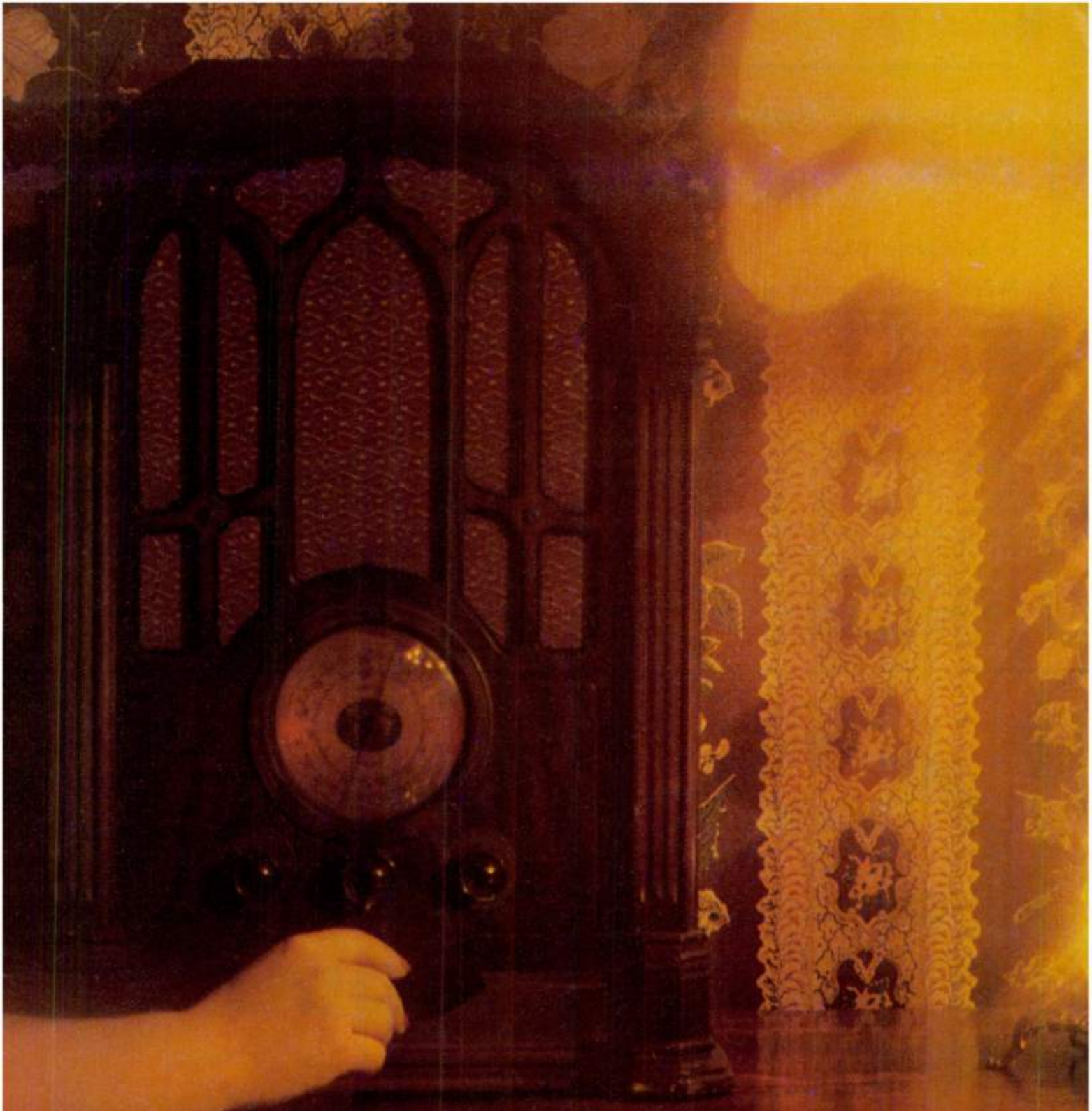
As the electronic media also continued to grow, it found it could be of real service to the church. The church and its members with a message to proclaim could use the media to beam the gospel message to its own community, nation and around the world.

Today, we, as members of the National Association of Evangelicals and members of National Religious Broadcasters, can be God's Fellow Workers to glorify God; reach, teach and train the lost; send forth and support the missionaries who have a message to share to the lost who need a savior.

May we rededicate ourselves to minister together. . . Church and Media: Partners in World Evangelization.

A handwritten signature in dark ink that reads "David L. Hofer". The signature is written in a cursive style with a large, sweeping "D" and "H".

David L. Hofer
President
National Religious Broadcasters



**Remember . . . the most important
controls are on their end.**



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religious broadcasting news

FM Radio Stations in Spain

MECOVAN, a new Spanish evangelical organization dedicated to the "media," is actively involved in the production of radio programs, cassettes, audiovisuals and all that the future holds for the proclamation of the Gospel by means of the media. It is also the representative of TWR in Spain. Recently the Spanish Government has offered concessions for a limited number of FM stations in all of Spain. MECOVAN has solicited permission to install two of the new stations in the two most important cities of the country: Madrid and Barcelona. If the permission is granted and the necessary finances are provided for this undertaking, the two stations would cover an area with more than 10 million

inhabitants, nearly a third of the whole population of Spain.

Light and Life Hour expands overseas ministry

WINONA LAKE, INDIANA — More than 36 years after its initial broadcast, the Light and Life Hour, the oldest denominationally sponsored radio broadcast in America, moves into a new era of ministry. On December 31, 1980, the domestic broadcast of the Light and Life Hour, which was heard on more than 80 radio stations in the United States and Canada, was discontinued as the Free Methodist Church increases its efforts in foreign broadcasting, evangelistic spots,

and television specials.

"It is hoped that many Free Methodist pastors and churches will consider beginning their own radio and television outreach over local stations..." said Dr. Donald E. Riggs, director of Communications for the Free Methodist Church. "Some congregations already broadcast their Sunday morning services while others sponsor their pastors on a daily basis."

The denomination's leaders aim through increased emphasis on overseas programming to reach unbelievers in countries where religious broadcasting is often forbidden. Strategic high-powered missionary radio transmitters of Far East Broadcasting Company and Transworld Radio broadcast many of the foreign language Light and Life Hour programs.



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and
Toshiba
present**

TV Promo Spots . . .

The NRB Convention, January 25-28, 1981, will provide opportunity for local pastors to take home with them a promotional tape for their local church. A promo spot tape that regularly would cost several hundreds of dollars will be available for them at approximately \$15.00 for tape cost. The Toshiba exhibit booth will provide the equipment for editing in the pastor into the pre-prepared spot. The money saved from having to individually prepare such a spot will more than offset any expense for attending the convention. We hope churches will encourage their pastors to attend in order to bring home a promotional spot for their local television stations.

JOIN THE HUMAN RACE.

Under current United States laws, 1.5 million unborn children per year are aborted. In fact, in the time it takes you to read this ad, two more children will be destroyed by abortion — that's one every 30 seconds. Do you know that the United States has the most permissive abortion laws in the world?

The destruction of human life is being sanctioned on an ever increasing scale by the courts, by parents . . . and by silent Christians. Why are Christians sitting on their hands? We at the Christian Action Council believe that it is due to a lack of information. We want to bridge that gap.

Several tapes are now available from our office on these vital life science issues that your listening public should hear. We'll send you one free of charge at your request.

Since its inception in the living room of Billy Graham in 1975 the Christian Action Council has grown to be largest Protestant pro-life organization in the country. We have programs in education, legislation, and practical service to women with crisis pregnancies. We stand upon the belief that human life bears the image of God — a mark which makes all life sacred and inviolable.

Write to us and find out what it means to be pro-life . . . in the most consistent way possible. We want to be at your service.

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Workers Together



By J. Russell Killman

Recently a worker in a gold mine in India wrote saying that he had just come up out of the largest, deepest gold mine in the world, a mine more than one mile below the surface. He had taken a shower and lain in his cot. Pulling the mosquito netting over him, he turned on the radio and listened to the "Heaven and Home Hour." It was a blessing to him, he said. This miner put it this way: "While I am not mining gold I am mining the hearts of men."

Another letter came from a man in the

hills of Thailand, a lumberjack taking out the mahogany trees. As he sat down to rest on a knoll and turned on his transoceanic radio, he heard our program from FEBC (Far East Broadcasting Company) in Manila. This man was not being reached by his home church, but Christian radio was spanning the miles to bring him sustenance from the living Word of God.

What a privilege to be "workers together" in the vineyard of the Lord. The church without walls — the "electronic

Continued on page 10

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Continued from page 8

church" — and the church visible on the corner in your town are partners in world evangelization. Since 1922, the birth of broadcasting, the church of Jesus Christ, His body, has extended its influence across the whole world.

However, there are many who feel that Christian radio is in competition with the local church. Having served in the pastorate I can understand this fear. But I do not believe it is true for one moment. Paul said in Phillipians 1:27 that we should be "striving together for the faith of the gospel." I see the radio broadcast and the local church as **workers together with God.**

As a pastor I could see my people once, maybe twice on Sundays, and perhaps again on Wednesday evening. But Christian radio visits people 365 days a year. It is "line upon line" and "precept upon precept" that the Word of God is laid down in the lives of individuals. When figures show us that less than ten percent of evangelical Christians take time to read

their Bibles daily, I thank God that radio brings the Word of God to people everywhere, as they drive their cars or are in their homes. Few people can take time out each day to visit their church each morning for a service, but by radio we can have the Word of God implanted in our hearts.

And what of the cost of radio? The church to which I belong has a budget equivalent to the budget of the "Heaven and Home Hour." It costs us \$15 a week to service each of the 1,600 members of our church. I have no way of knowing how many people tune in to the radio program from each station, but if there were no more than 10,000 per station the cost per person per week to minister to them is but .0003¢.

Yet no radio program or television ministry can ever be a substitute for the church. We cannot overlook the injunction given in Hebrews 10:25 to "not forsake the assembling of ourselves together."

Every child of God needs the fellowship of other believers. We study the Word of God for ourselves and pray to the Lord in dialogue and these give us strength. But we gather together to worship the Lord as a body of believers.

With our stateside mall we have always urged people who come to Christ through the program to become involved in the church in their community. I sometimes wish that we had a toll-free telephone number so that we could do more contact work with various churches and pastors in cities across America. We encourage people to seek a pastor in their area for personal counselling and teaching.

If the great apostle, Paul, were alive today, I believe he would be using every means available to preach and teach Christ. Thank God that men and women are being won to Christ through the foolishness of preaching, not only in the churches, but also by means of the electronic pulpit.

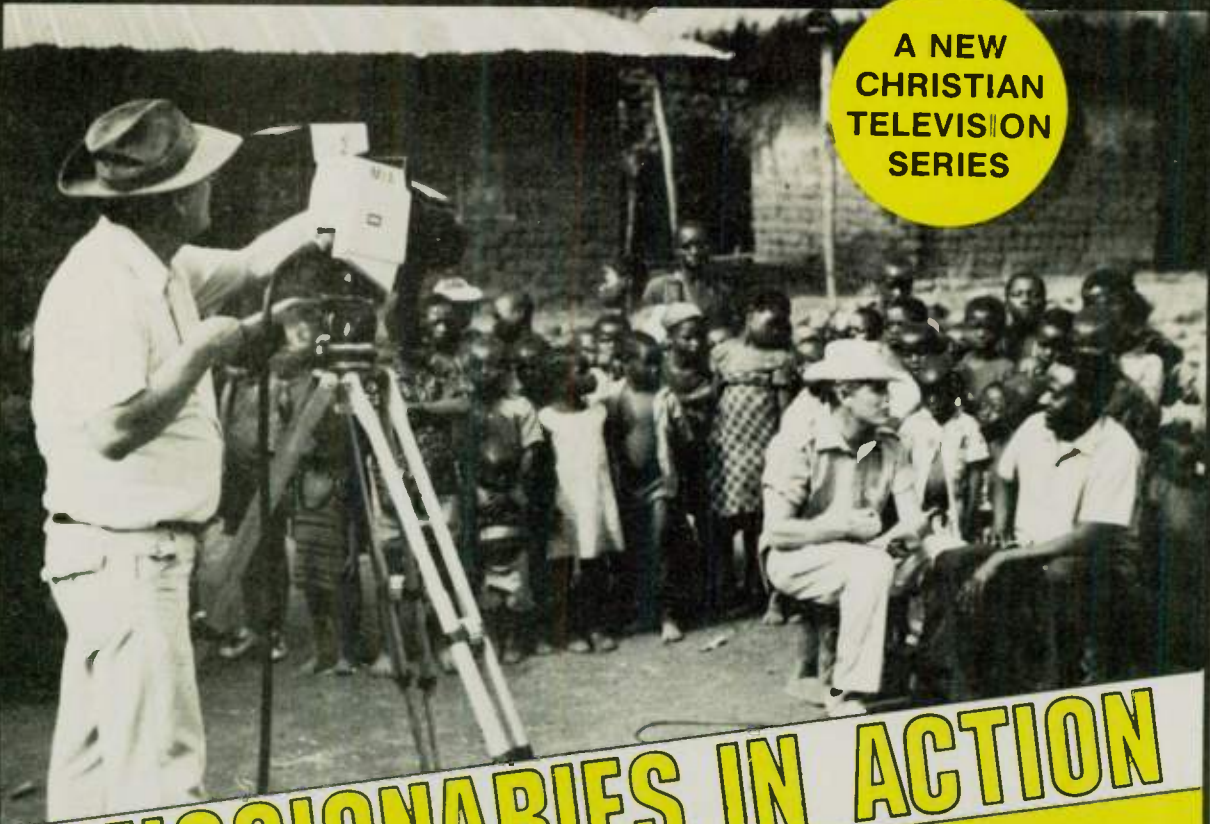


Dr. J. Russell Killman is a veteran missionary, having had two pastorates in the Orient, one in Taiwan. He is a radio speaker, evangelist and world traveler. Today, he is the director of the "Heaven and Home Hour," a broadcast heard nation-wide and overseas, since 1933. He serves on the NRB Board of Directors

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Let all modern convert men to Christ!

By Bill Bright

A number of years ago, the renowned film maker Cecil B. De Mille told me personally how he had gone to Hollywood for the express purpose of producing Christian films. His father had been converted as an actor and wanted to become an evangelist. De Mille's mother, however, advised her husband differently, saying, "You should use your influence for Christ on Broadway." De Mille shared how his father read a chapter from the Old and New Testaments to the children daily, along with a chapter of American history. Interestingly, Cecil B. De Mille went on to produce some of the greatest films ever produced, including such movies as "The Ten Commandments" and "King of Kings." Though both films were made years ago, they are still shown all over the world.

I also recall how Fulton Oursler's "The Greatest Story Ever Told" was sponsored nationwide every Sunday by Goodyear Tire & Rubber Company. Although I was

not a Christian at the time, I frequently enjoyed listening to that weekly presentation of some event in the life of Jesus.

These two examples represent only "the tip of the iceberg" of how the media can be used creatively for God's kingdom. All too often, however, we see "the media" as only radio and television. I do not wish to underrate the importance of the electronic church, for which I have a great appreciation, but I would broaden the definition of media to include films, audiovisuals and other communication forms.

Before we consider the media's applications, though, we should reflect on the top priority of the church: to help fulfill the Great Commission by making disciples of all nations and preaching the gospel to all people. How is the church to take the gospel to the world's some 4.5 billion people? Ephesians 4 gives a clue. We are to strengthen believers by

reaching and motivating them. In turn, trained Christians will tell other people about the Lord and what He has done for them, as an expression of their love for Him.

To communicate the most joyful news ever announced, we must first train men and women to be able spokesmen. Second, we must consider available technology. In preparation for the Here's Life, America "I found It!" campaigns, pastors and laymen from more than 15,000 churches in 250 major cities used Campus Crusade for Christ mediated training. Evangelism and discipleship training involved more than 325,000 people. During those campaigns, some 179 million Americans were exposed to the gospel, according to marketing experts. Millions reportedly received Christ, though a definite figure cannot be documented. Some have even suggested that it was not mere coincidence that the FBI Uniform Crime

media

Index showed no change in 1976 and even a three-percent **decrease** during 1977 — years when the Here's Life campaigns occurred, whereas crime increased 9.7 percent in 1975 and 9.1 percent after 1978, before and following the Here's Life thrust.

As an International ministry, Campus Crusade for Christ has also been privileged to help train several million Christians overseas because of innovative media usage. The results were dramatically illustrated when more than 90 percent of South Korea's 20,000 Protestant churches participated in late August's 1980 World Evangelization Crusade/Here's Life, Korea. Through the cooperation of thousands of pastors, such as Dr. Kyung Chik Han and Dr. Cho Choon Park of the Young Nak Presbyterian Church of Seoul, and Dr. Paul Yonggi Cho of the 150,000-member Full Gospel Central Church of Seoul, two of the largest churches in the world, and our

South Korean staff, more than one million Christian workers received Here's Life mediated instruction. This laid the groundwork for meetings that later attracted 10.5 million people to five massive Christian rallies. Apart from the media, only an equally miraculous provision by God would have enabled so many people to have been trained.

Media plays a key role, too, in Here's Life Training Centers which are being established in more than 2,000 cities of 50,000 or more people throughout the free world. American churches adopt one or more of these centers. Thus, they creatively multiply their influence for the Savior and expand their vision for the world. Some of the finest media technology available is used in these centers to help establish and maintain ongoing movements of discipleship and evangelism.

The movie, "Jesus," produced by Here's Life, World in conjunction with the

Genesis Project (a strategy to put the entire Bible on film), is being shown to millions. The ultimate goal is for at least two billion people to view the film during the next ten years. Approximately 500 specially trained teams take the film to large metropolitan areas and out into the thousands of rural areas where an average of 3,000 persons see it nightly. More than one million people view the film each night, and more than 50 percent of these indicate their desire to receive Christ.

Experiences in the past and expectations for the future tell us that the church and the media must share the best of each other's creativity. Those who serve the Lord must fully understand not only the gospel they wish to impart, but also **how** they can most effectively communicate history's greatest message.

Continued on page 15

PROBLEM SOLVERS

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Dr. William R. Bright is the founder and president of Campus Crusade for Christ International. The Campus Crusade staff of more than 6,000 have trained and disciplined hundreds of thousands and through them minister to millions of students and laymen in 97 countries and pastorates throughout the world. Dr. Bright is the recipient of several honorary degrees. His ministry has been evaluated in this way by the Los Angeles Times: "No movement of our time is likely to have a more healthy effect upon the life of the nation than this movement founded and headed by Bill Bright."

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Walter Bennett Dies

CHICAGO — In a memorial service held here for Walter F. Bennett, Evangelist Billy Graham recounted how the late advertising executive and his partner, Fred Dienert, pressured him to begin a radio ministry that was to carry the Gospel around the world.

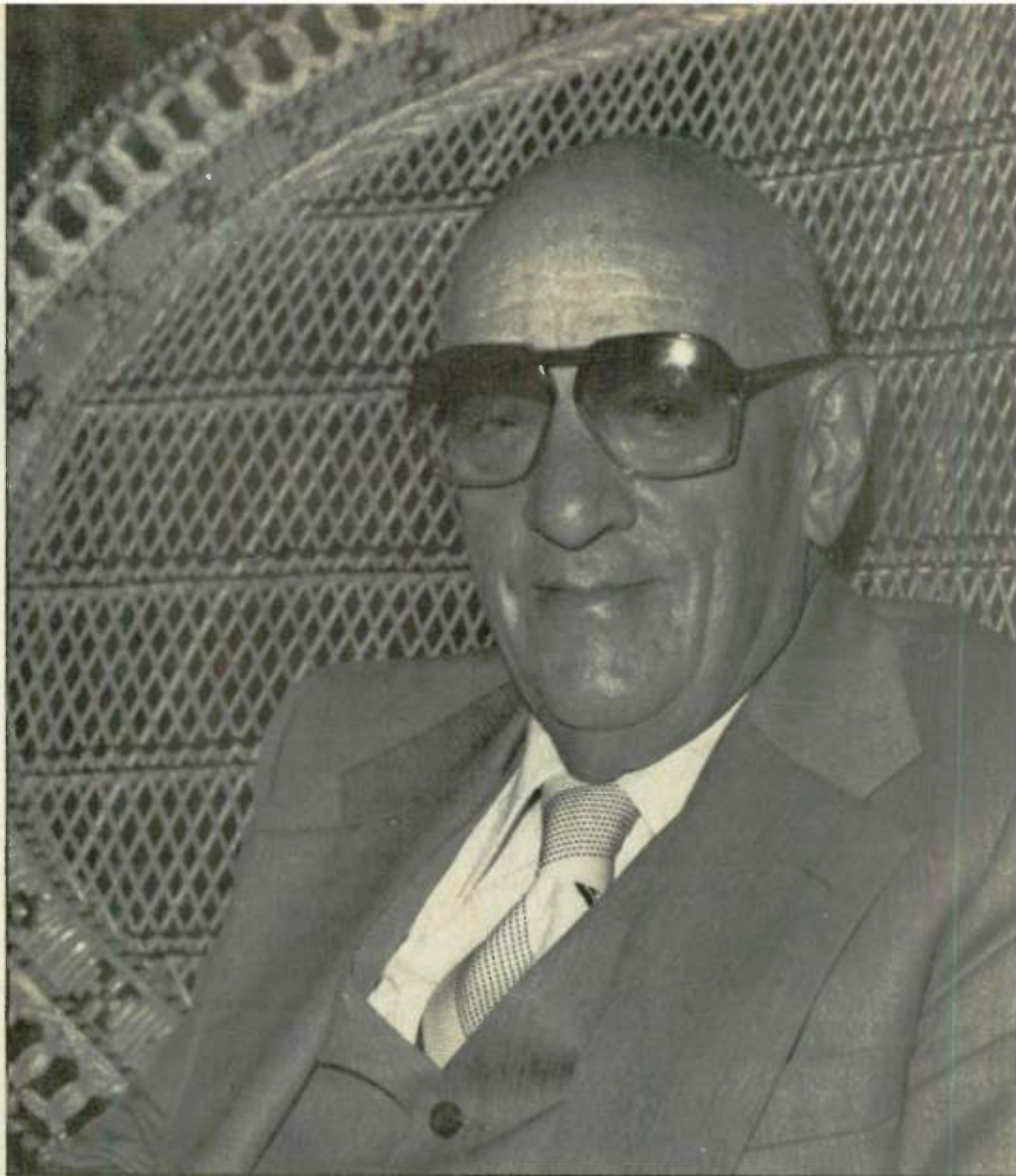
Mr. Bennett died on December 5, in Rush-Presbyterian-St. Luke's Hospital of a heart attack. He was 65. He and Dienert were partners in Walter F. Bennett & Co., Advertising.

In a taped message made especially for the memorial service held on December 10 in Torrey-Grey Auditorium of Moody Bible Institute, Dr. Graham told the gathering: "God used these men . . . to start us in a great evangelistic venture, that in turn affected the lives of millions of people . . . New Christian organizations have sprung up directly or indirectly, as a result."

In 1950, Graham noted, there were only two or three national evangelistic radio programs and little or no television. The evangelist added:

"Walter and Fred began to pressure us from coast to coast (to go on the air)." He said he and his evangelistic team members, songleader Cliff Barrows, soloist George Beverly Shea, and associate evangelist Grady Wilson, "spent a great deal of time trying to avoid them. We were determined that we had far too much to do . . . to go to radio evangelism. They would not give up. Through a series of miracles God allowed us to start live on the American Broadcasting Company in 1950 in Atlanta.

"This was largely a result of the vision and persuasion of Walter Bennett and Fred Dienert. From that small beginning on 56 stations, the rest of our ministry and



work grew, spreading into many methods of evangelism and many countries of the world. Walter Bennett and Fred Dienert has given us the vision of this ministry."

Bennett's firm was responsible also for first putting Graham on television, and he and Dienert down through the years have aired telecasts of crusades all over the world, in addition to producing special programs such as the recent "A Christmas to Remember." The first of the crusade telecasting screened in 1949 was a run of 17 weeks in Madison Square Garden, New York City.

Guests at the memorial service, all of whom gave brief eulogies, included Cliff Barrows, Graham's crusade songleader; the Rev. T. F. Zimmerman, general superintendent of the Assemblies of God, Springfield, Mo.; Dr. Stephen Olford, of

Encounter Ministries, Wheaton, Ill.; and Mrs. Mildred Dienert, wife of Bennett's partner, Fred Dienert, and a well-known speaker active in the Graham crusades. Dr. George Sweeting, President of Moody Bible Institute, delivered a special memorial message.

Mr. Bennett made his home in Culver, Ind., and was a member of Immanuel Lutheran Church in Donaldson, Ind., where he was buried.

Mr. Bennett is survived by his wife, Charlotte Ivy; two sons, William, 28, a graduate of Moody Bible Institute who is now studying at Grace Theological Seminary, Winona Lake, Indiana; and Paul, 25; and one grandson.

The advertising agency which bears his name has offices in Los Angeles, Philadelphia, and Dallas, in addition to Chicago.

MOVE UP TO FRESH

AIRWAVES

by Kathleen M. Osbeck

If you and I had no message to share and no compulsion to proclaim it, we would have no use for mass communication. However, with the world winding down around us and billions of people still unaware of the transforming love of Christ, the church cannot afford to treat broadcasting as a mere novelty or a gimmick.

The time is too short. Prophecy is being fulfilled before our eyes. It's time for the church to put into use all the evangelistic tools at its disposal to point people to Christ. And I believe broadcasting is the most dynamic way, second only to personal witnessing and example, for the church to carry out the Great Commission in the 1980s.

That doesn't mean that radio and television should try to replace the local church. In fact, statistics now show that the broadcast media are reinforcing the church's ministry — preparing the soil, planting new seeds and keeping our hearts fertile and tender toward God between Sundays.

As I travel around the country for Christian Broadcasting Network I'm continually amazed at the direct and personal ways radio and television can impact people's lives. I've been in homes that were completely closed to the Gospel and talked with people whose minds and hearts seemed unreachable by any conventional means. Yet they've told me how the televised message of God's love broke through to them, intimately and dramatically changing their lives while they watched in the privacy of their homes.

I've met scores of young people across the country who feel the same sense of calling and urgency I feel. Experienced professionals in many areas of broadcasting are coming to know Jesus Christ. Some are giving up high-paying jobs to pursue full-time media ministries. It seems God is raising up an army of talented believers whose single-minded

purpose is to use creative Christian broadcasting to reach those who have never been confronted with the life-changing power of Jesus Christ.

The church must encourage its members to recognize the inherent potential of radio and television and to use these media in innovative ways. This new wave of Christian broadcasting can utilize the two-way cable systems already being tried in several markets. The church can use satellite TV to simultaneously reach into millions of homes with alternative family programming, and it can spearhead new avenues of technology that have not even been explored by the secular industry.

In the days to come, I think we will see more joint efforts in Christian broadcasting, such as the "Washington for Jesus" rally in the nation's capital last year. Not only was this a harmonious "coming together" of God's people on behalf of our country, it was also an unprecedented cooperative effort by numerous Christian television groups. The spirit of mutual dependence and appreciation there was tremendous. We don't need a new ecumenism today, but we do need a unity within the true body of Christ to accomplish the goals that He has set before us.

Perhaps together we can loose Satan's hold on the television industry by producing programs that are truly competitive with what the three networks have to offer. Our programs must be deeper in content, more original in their story lines and thoroughly fascinating in every aspect of their production. They must be equal to or better than the world's product in professionalism and technical expertise.


That goal is not out of our grasp. Statistics from a recent rating period showed several Christian programs drawing as large a percentage of the

Continued on page 117


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The Harvest Concept:

A Personal View

By Herb Bell, NLT Computer Services Corporation

Someone said all Americans were either raised on farms or wish they were. The idea of life close to the land appeals to us. Farming, especially the idea of the harvest, is a deep dream of all Americans, because this was a new land that would accept our labor and give back abundance. "The land was ours before we were the land's," wrote Robert Frost, and indeed it was true.

But food is not our only harvest. The harvest of American generosity, expressed through philanthropy, demonstrates a caring spirit that is our greatest strength. This partly explains why, when we came to share our fund-raising experiences with you, the "harvest concept" came to mind.

And there's another reason. Many direct mail companies use business analogies in their work with non-profit organizations. These comparisons are correct, as far as they go. Development work must be business-like, oriented to marketing, to investment for growth, to sound planning, and to using the best techniques available.

Fund-raising isn't a business, however, and business analogies don't talk to the crucial point: donors are human beings, as complicated, emotional, rational, impulsive, direct and roundabout in their thinking as we are. Paraphrasing Walt Kelly: "We have met the donor, and they are us."

So you can't just make fund-raising a business deal. It isn't that. But you can instructively compare it to



Herb Bell is the National Sales Manager of NLT Computer Services, a direct mail fund-raising company that ranks in the top five percent of the nation's computer service companies and is affiliated with the \$4.4-billion NLT Corporation. He has written articles on fund-raising and participated in seminars, direct mail days, and panel discussions throughout the United States.

another human enterprise, also conducted on businesslike lines: the American farm.

Our new booklet, "The Harvest Concept," looks at fund-raising and agri-

culture side-by-side to provide a novel way of teaching all the things direct mail fundraisers can do today.

We compared every major aspect of direct mail fund-raising - from donor acquisition to formats to testing to renewal to multi-media and many other topics.

I'll tell you something interesting - the more we extended the comparisons, the more they illuminated our own activities as fund-raisers and helped us get to the heart of the questions fund-raisers must answer every day.

We found that in fund-raising, as in agriculture, there is a time to prepare the soil, a seed-time, a harvest-time, and a time to plan for growth. We found that in modern agriculture, just as in fund-raising, the computer's impact is just now beginning to be fully felt, with much more to come.

The result is "The Harvest Concept," a booklet that is the end product of a year of thought and discussion, with many years of collective fund-raising experience backing that up. We have done our best to treat an extraordinarily complicated subject in a sensible, intelligible way that will be useful to beginners and experts.

If you'd like a copy of "The Harvest Concept," complete the order form and I'll see that you are sent one by return mail. There is no charge, but please do send me your comments and questions. "The Harvest Concept" has worked very well for our clients, but what it will do for you is really the question, isn't it?

TO: Mr. Herb Bell
NLT Computer Services Corporation
National Life Center
Nashville, Tennessee 37250

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RB281

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A look at the economics of donor prospecting;



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Position _____

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(area)

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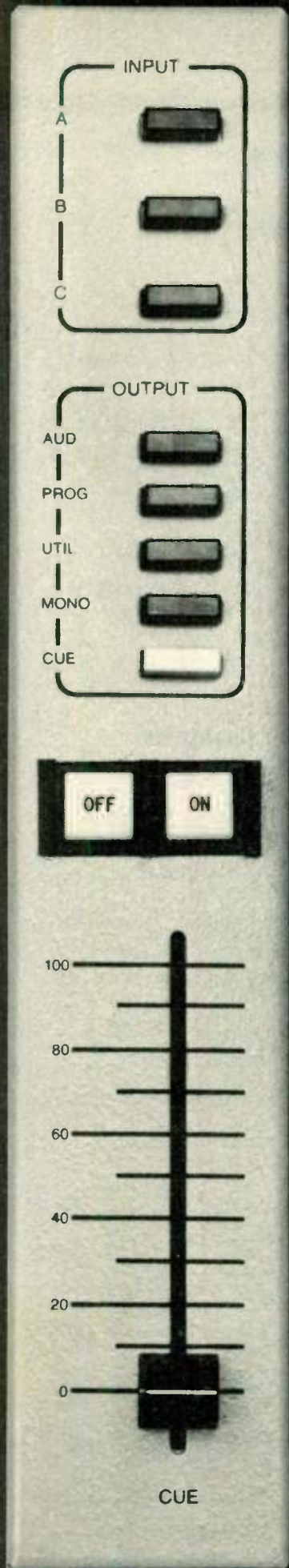
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the vital partnership of the local church and media

By Clinton H. Fowler

Now that research has shown that Christian television and radio does not have a depressive effect on evangelical giving to the local church (according to the American Research Bureau), it is time to get on with the important consideration of how the local church and media can work together in evangelism, church planting and church growth.

Within the range of programming that serves the interests of the community-minded, Great Commission-oriented church, there exist many diverse elements. Religious formats include ministries in teaching, healing and prophecy, programs targeted to children, youth, adults, senior citizens, women, minorities, the handicapped and special interest groups, Christian sports programs, news commentaries and even Christian cooking shows. Endless is the list — there are dramas, Bible readings, poetry and, of course, religious music to delight God's people of every musical interest.

There is a role to be played by the religious format in the life and development of the local church. We must not overlook the critical fact that all but a few of the religious formatted stations have the ear of the evangelical segment of the community. As much as 55 percent of the evangelical Christians in some areas reportedly listen regularly to

religious stations, making radio the most cost effective way of communicating with the Christian public. Because of this significant listening audience, religious radio is also an effective avenue for fund raising on behalf of local ministries as well as world missions.

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Clinton H. Fowler, vice president and general manager of station KGER in Long Beach, California, began his career in broadcasting while a student at John Brown University. He is a member of the National Association of Broadcasters, California Broadcaster Association, Southern California Broadcasters Association, and Western Religious Broadcasters. He serves also on NRB's Board of Directors and recently became a lifetime member of Broadcast Pioneers.



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Continued from page 23

As a means of evangelism and church growth, religious radio offers in many communities a workable substitute to door-to-door visitation. By means of radio, the local church can develop visibility, making the community aware of its presence and attracting new people.

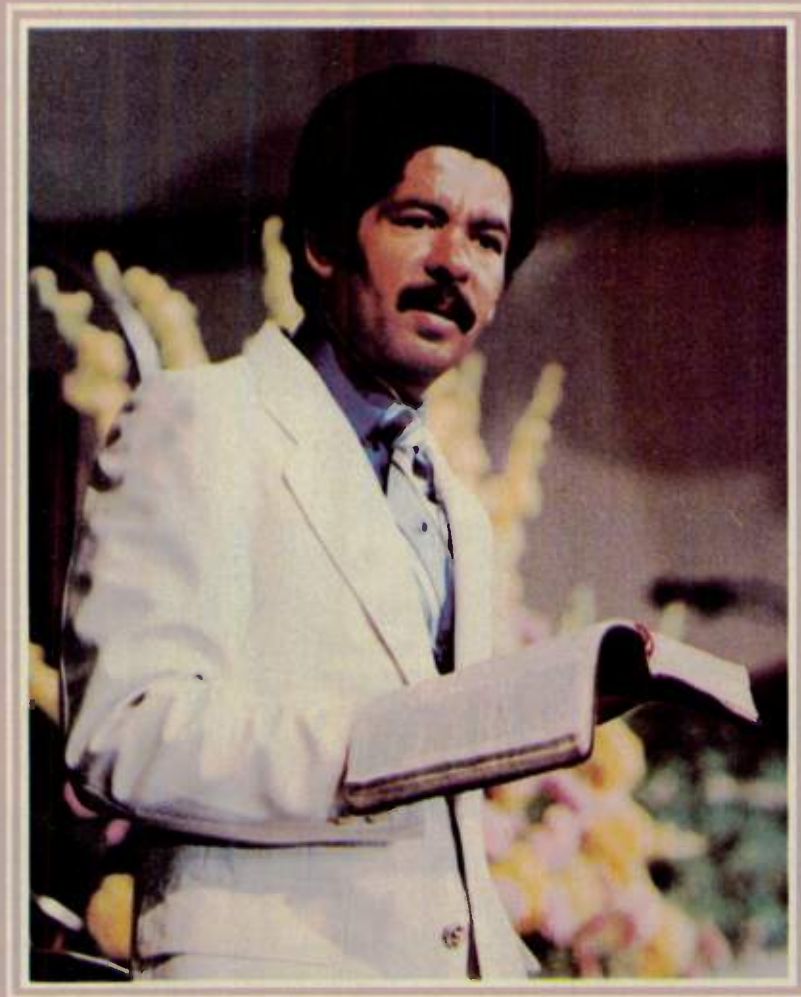
Granted, the average local pastor is not prepared to minister with a quarter-hour or half-hour studio-type program. The hours of preparation, and the weight of other priorities make this option less and less attractive, though it is still popular in many communities.

However, many churches with adequate recording facilities have for several years preserved the messages of their pastors and now find themselves with a reservoir of material which may be very useful in a broadcast ministry. With a little creative help from a station's production department an acceptable program can emerge. This method has been successful with several key national ministries, such as "Insight for Living" with Dr. Charles Swindoll, "Grace to You," with Dr. John MacArthur, and Dr. David Hocking's program "The Sounds of Grace." The "Grace Worship Hour" with Dr. Bruce Dunn was one of the pioneers in the use of this unique "track" approach. The concept was also used as early as the late 1950's in southern California by aggressive local churches, such as the First Baptist Church of West Los Angeles, Van Nuys First Baptist, and the North Long Beach Brethren Church.

Short features (five minutes or less) are in common use across the country by progressive and innovative churches. Churches in several cities are sponsoring newscasts, sports events, and using spots to good effect.

Few pastors still view the local Christian station as competitive for their dollars or the interest of their people. Most regard the Christian station as a tool to be used for the ministry with which they have been entrusted. Christian radio station is a means of carrying out the injunction found in Ephesians 4:12: "the building up of the saints for the work of the ministry," and as an extension of their own interests and efforts for Christ in their community.

Many of us who have been involved in Christian communications for some time welcome the creative thinking, the innovation, and the mutual interest which is becoming increasingly evident in our areas of service.



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Whither Denominational Programming?

By Robert F. Andrews

On December 31, 1980, the oldest denominationally-sponsored, international broadcast officially shut down its North American operation. Launched by the Free Methodist Church of North America in October 1944 over an international network of 28 stations, the "Light and Life Hour" maintained basically a half-hour music/message format for more than 35 years. Dr. Leroy M. Lowell was the original speaker, but after only a year gave way to Dr. Myron F. Boyd, a charter broadcaster in NRB. Since 1965 I have served as the director and speaker of the broadcast, including the past year of dual responsibility as a bishop of the Free Methodist Church.

Since January 1, 1981, the radio emphasis of the Free Methodist Church has been focusing on the overseas outreach of the "Light and Life Hour." Presently this involves broadcasts in Chinese Mandarin, Russian, Cebuano, three African languages — Shangaan, Sheetswa, and Xhosa — and European English. The desire is to add additional languages for outreach in areas of the world where Free Methodist missionaries serve.

What prompts a denomination to discontinue a media ministry of more than 35 years? Naturally, the decision was not unanimous but three factors played a rather decisive part.

1. **A unified financial plan for the denomination.** Early difficulties in the plan forced the broadcast to relinquish key stations in the largest North American markets since funds received directly became part of the denominational budget.
2. **A change of policy for purchasing air time.** With the loss of power stations in major markets, the policy of central purchasing of radio time was discontinued in favor of local or area church sponsorship.
3. **Sharpening priorities in the areas of evangelism and church growth.** Survey results revealed changing attitudes on the part of both general and local leaders toward mass evangelism efforts. The desire was for a more locally-focused evangelistic outreach in North America while calling for increased overseas use of radio.

In making the decision to discontinue a regular weekly broadcast to the North American continent, the Free Methodist Church recognized that with the proliferation of Christian radio and TV stations across America many pastors and churches have their own local radio or TV outreach. Many congregations broadcast their Sunday morning services while others sponsor their pastors daily or weekly. The FMC Department of Communications encourages local involvement in media through training workshops and seminars as well as production assistance through taped pre-evangelism spots and local announcements.

Not surprisingly for a denomination which allocates more than 50 percent of its total World Mission budget for

overseas mission outreach, the governing board approved increased foreign broadcasting with opportunity to raise the necessary funds directly from the people. The Department of Communications was given the green light in the production of denominational television specials.

In the eighties, Christian broadcasting is caught in the inflationary pressures of world economics. But the squeeze may have serious impact upon denominationally-sponsored broadcasts which compete entirely or in part with other budgetary commitments of a denomination for money. The predictable result may well be more and more locally-sponsored and independent broadcasts. My prayer is that over all it may be for the greater furtherance of the gospel.



Dr. Robert F. Andrews of Winona Lake, Indiana, was elected to the office of bishop of the Free Methodist Church of North America at its 1979 General Conference in Indianapolis, Indiana. Bishop Andrews began his ministry in the Free Methodist Church in 1952 as pastor in Caldwell, Kansas, after which he served as northern regional director of the Free Methodist Youth (1955-60) and president of Wessington Springs College and Academy (1960-65). In 1965, he became the director and speaker of the "Light and Life Hour."

A collection of Bishop Andrews' radio sermons, entitled "When you need a Friend," has recently been published.

He has served on the Board of Directors of NRB since 1966 and currently serves on its executive committee as treasurer.

Partners In World

By Dr. Paul E. Freed

Since 1954, Trans World Radio has sought to reach the unreached for Christ through radio. More than half of the world's four billion people live in areas that restrict the propagation of the Gospel through conventional means of personal evangelism and discipleship. As a result, several missionary organizations and church groups have turned to Trans World Radio and other Christian radio stations to meet the need of bringing the Gospel to a lost world.

Radio was invented around the turn of the century and by the 1920's had developed into a widely accepted mode of communication. During the same time period, a worldwide population explosion occurred, partly a result of advances in medicine and technology. God's timing for the invention of radio was appropriate for reaching these masses.

When we began broadcasting from Tangier, Morocco over 25 years ago, we never envisioned that the work would grow to the proportion it has today. At that time, we were broadcasting using only a 2,500 watt shortwave transmitter. When the Lord opened the way for us to broadcast from Monte Carlo, we were able to increase the number of languages as well as the target area.

Today, Trans World Radio reaches a large percentage of the world with Gospel programming in over 70 languages. This is possible because we broadcast from 17 transmitters at six different locations and utilize a total of five million watts of power.

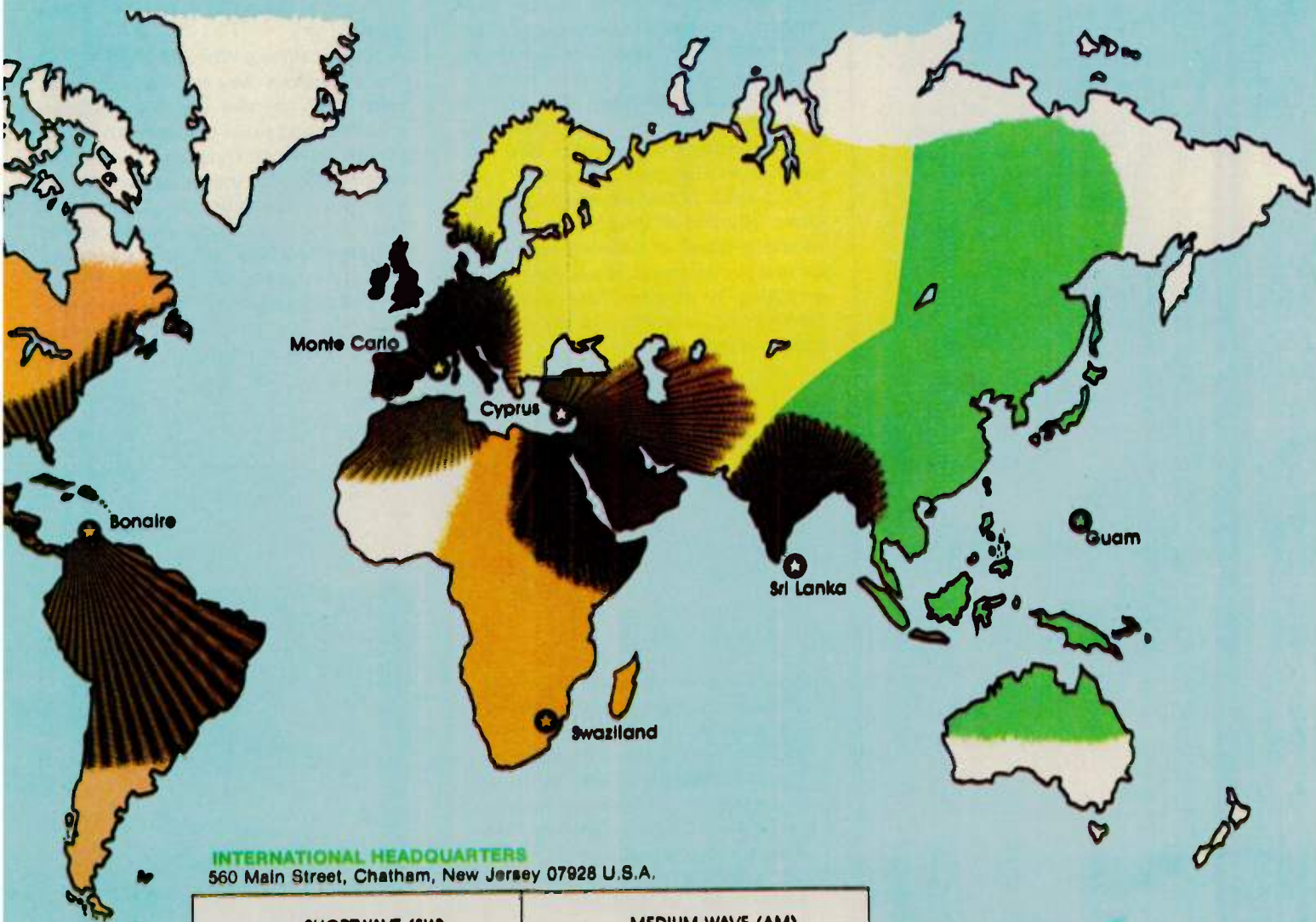
Not only is radio a means of fulfilling the Great Commission, it also is a means of church planting. We have had several examples of this in South America. In response to one of our programs aired from our transmitter site on Bonaire, a listener in Colombia wrote and requested someone to come and help in the forming of a church. The letter reported

Continued on page 30



Evangelization

WORLD COVERAGE MAP



SHORTWAVE (SW)		MEDIUM WAVE (AM)	
Bonaire	Swaziland	Bonaire	Cyprus
Monte Carlo	Guam	Monte Carlo	Sri Lanka

Paul E. Freed, Ph.D., President

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Continued from page 28

that there were 15 believers who had come to know the Lord as their Saviour through Trans World Radio. Since then, we have received another request to come to an area which is also ripe for the establishing of a local church.

Another example of how God is using radio to establish the national church comes from Africa. The Gospel is broadcast in more than 20 languages from our transmitter site in Swaziland. One of the countries receiving these transmissions is Zaire. Two broadcasters who visited what is known as the "Copper Belt" in the southern tip of Zaire have reported the results of these programs in the lives of the Africans. They found more than five thousand believers, many of whom were converted through the broadcasts. More than one thousand of these Christians expressed a desire to establish an evangelical church.

As a result of our broadcasts from Sri Lanka, 20 miles off the coast of India, 39 "house groups" of believers have been formed in one region alone, each group averaging 30 people. These small local meetings of Christians demonstrate the impact of radio.

Not only does Gospel broadcasting encourage church growth, it also enables local pastors in some countries to reach out to those outside of church influence. Such was the case reported to us from our Hungarian Department in Monte Carlo. A mother from the northern part of Hungary wrote to us terribly distressed because her daughter had just committed suicide. We were able to get in touch with a pastor from the area and he consoled her in this difficult situation. In the case of Hungarian listeners in Yugoslavia, every unsaved listener who writes in is visited by a local Hungarian pastor.

Yes, we at Trans World Radio have seen the miraculous way in which God has used radio to raise up believers, form churches, and assist the outreach efforts of the national churches around the world. God is using the media to accomplish His purposes. I personally feel that the church has a responsibility to use every available tool to reach out to those who have never heard the Gospel . . . and radio is one of the most valuable tools that God has given to our generation to spread the Gospel.

Dr. Paul E. Freed is president and founder of Trans World Radio, an international missionary broadcasting organization sending out the gospel in over 70 languages. He is a graduate of Wheaton College and earned his doctorate from New York University in the field of mass communications. Formerly he served as a member of the Executive Committee of NRB, and currently serves on the NRB Board of Directors.



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Alternatives For The 80's

By Paul Hollinger

When Evangelist Percy Crawford was cancelled from a Lancaster, Pennsylvania station for criticizing a particular religious group, he decided to offer that community an alternative by establishing the first full-time Christian radio station there. Twenty years later, the WDAC coverage area is home for 36 radio stations which air daily Christian programs as an alternative to the secular format heard on other channels. Today, 1,500 radio stations give Americans everywhere an alternative to secular radio.

Fifty years ago there were no Bible churches or evangelical alternatives to the mainline denominations in Lancaster County. Today dozens of evangelical churches are there.

Thirty years ago there were no Protestant Christian schools in this county of 350,000 citizens; today 30 elementary and secondary schools serve the community.

Each decade brings on the American scene new alternatives for believing Christians. Many fundamental Bible schools were begun in the '30s; evangelical associations such as NAE and NRB had their start in the '40s; Bible colleges came in the '50s, Christian FM radio in the '60s and Christian TV and Christian schools in the '70s.

Have we arrived? Has apparent evangelical success at the polls caused us to believe that the future well being of the church or of individual Christians is to be found in the presidency, the halls of Congress or the Supreme Court?

The recently completed poll by the

American Research Corporation's Profile of the Christian Marketplace has shown that for the first time in our history a majority (54 percent) of Americans identify themselves as born again, or people who have made a commitment to Jesus Christ as personal Savior. That same poll indicated that 86 percent of the American people listen to the radio every day. With 1,500 stations broadcasting the gospel daily, we have reason to believe that Christian radio has contributed in no small part to the rise of evangelicalism in America during the '70s. But what should be our goals for the 1980s?

CHRISTIAN TV

One alternative for the '80s as Christian broadcasters must be the coming of age of Christian television.

The 1980 poll referred to earlier indicated that **96 percent** of the American people watch television and that their first preference in TV programming is news. Although Christian radio, and to a lesser extent, Christian TV, has provided the medium for broadcasting the gospel and sacred music, we have provided no theistic of Christian alternative to our communities in reporting the news.

The focus of attention on political and social issues by the Moral Majority, Christian Voice, Round Table and other evangelical political action committees demonstrated a degree of political power in the recent elections. However, only the viewers who were able to view or hear such evangelicals as Jerry Falwell, Tim LaHaye, John Conlan or James Robison

Continued on page 34

Paul R. Hollinger serves as a manager of WDAC-FM, the voice of Christian Radio in Lancaster, Pa., and has been at that post since 1961. He is a graduate of Moody Bible Institute and teaches at the evening Institute of Lancaster Bible College. Mr. Hollinger is a member of the board of National Religious Broadcasters. Formerly he served as president of the Eastern Chapter of NRB.

directly had a clear understanding of this movement. The secular-humanistic based wire services and television networks presented a wildly distorted impression of the intent, purpose and effect of the "New Right."

CHRISTIAN WIRE SERVICE

There is a desperate need in the '80s for a Christian wire service and a Christian news network for radio, television and the printed press. As manager of a Christian radio station, it is infuriating to me to hear wire service reporters who are, most likely, not believers expressing views diametrically opposed to that which we believe and wish to convey to our listeners. And they do it at our cost too!

CHRISTIAN NEWSPAPERS

A second alternative for the '80s must be Christian newspapers in every major community and a national Christian news magazine like TIME or NEWSWEEK. THE CHRISTIAN INQUIRER and ALL-CHURCH PRESS, a specialized newspaper to be distributed in conjunction with Christian stations, are a start. The increasing attention given to news and the interpretation of the news by CHRISTIANITY TODAY (particularly its investigative reporting of religious news), MOODY MONTHLY, THE GOOD NEWS BROADCASTER and RELIGIOUS BROADCASTING are a step in the right direction. But they are necessarily confined to a Christian view of the organized church rather than a theistic view of the nation.

POLITICAL EDUCATION

A third alternative for the '80s must be a commitment by every pastor, Christian station manager and Christian home to pray as earnestly for their sons and daughters to become ordained servants of God in government as for them to serve in the pastorate or the mission field or in church education. Christian candidates are needed who are willing to do the hard work and learn the process of becoming party committeemen, committeewomen, school directors, planning commissioners, township supervisors, mayors, state representatives and senators before they begin to consider service in the federal Congress. Few if any practical and theistically-based educational programs exist in any level of the Christian school to prepare our young people for that kind of ordained government service.

Christian broadcasters have a unique opportunity to promote, encourage, inform and elect Christian candidates at every level in both parties so that voters have an alternative.

In many election races, other than the presidential races, Christian voters have been given little positive choice between candidates since both party choices held to permissive views of government, tolerance of pornography, abortion and other evils and supported ERA. Where the people were given a choice they took it and put out of office many U.S. senators who held important chairmanships, replacing them with men and women who subscribe to the biblical absolutes as they touch on political issues.

THEISTIC LAW

A fourth alternative for the '80s must be the establishment of theistic law schools where the absolutes of good and evil and the biblical view of the role and purpose of human government are taught. There are dangers in the establishment of "Christian laws" or "sectarian mandates." Two hundred years ago the German-speaking Mennonites, Amish, Brethren and the English-speaking Quakers settled in Penn's Woods to escape the "Christian" government of Luther, the "Christian" government of Calvin, the "Christian" government of the papacy and the Church of England. We must not forget that America was established to give to Christians of Northern Europe freedom from any prescribed religious exercise or denominational control over the lives and consciences of its citizens.

INFILTRATE, NOT ISOLATE

I do not suggest that we all become isolationists like my Amish neighbors. We must indeed be activists in our communities, the salt of the earth which yields a great influence in the community. We must preach separation from sin and worldliness, but never from sinners nor from this world's system, which was created and ordained by God for us to influence and infiltrate.

Recent successes of the evangelical movement have precipitated attacks from humanists. If we follow the course God has called us to, we will encounter real persecution. But persecution is to be preferred to our becoming worldly. It must forever be our mission to present Christ to the world, not to promote worldly Christianity.

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The Urgency of



Someone reported recently that the 1980's promise to be the decade of electronic communications. I agree. It is imperative, then, that the Church and media join together as partners in world evangelism.

The media today offer churches unlimited opportunities for proclaiming the Gospel throughout the world. In this fascinating age of modern technology the Church is commanded by the Lord to "go into the world and preach the gospel to every creature." (Mark 16:15.)

For years courageous and committed missionaries have journeyed to the ends of the earth in obedience to the Great Commission. They continue to minister to the spiritual, physical, educational and other needs of the Christless masses. We praise God for the great work they have done and are doing with the cooperation

and help of national Christians.

However, it is absolutely impossible for foreign missionaries alone to evangelize the whole world. Churches must send them forth to the regions beyond as God issues the call, but the task of world evangelism is so enormous! Unless more churches catch the vision for using the media in their evangelistic outreach, we can not hope to effectively evangelize the world for Christ and hasten His return.

The question of finances always surfaces. Many Christians argue that the employment of the media in evangelism is very costly. This is true. But it is also true that the financial giving among evangelical Christians in America appears to be on the increase, in spite of the current inflation. For this reason our stewardship of the Lord's money should support, first of all, the ministry of soul

Broadcasting

By Howard O. Jones

Howard Jones served in the pastorate in the Bronx, New York and Cleveland, Ohio from 1944-1958. In 1957, he joined the Bible Graham Evangelistic Association as an associate evangelist and still serves in that capacity. He is one of the first black evangelists to conduct crusades in West Africa. Dr. Jones is a member of the board of directors of Baseball Chapel, Inc., and the National Religious Broadcasters, where he serves on the executive committee, and serves on the board of managers of the Christian and Missionary Alliance.

winning, both home and abroad.

The business people of the world consider it a very wise and profitable investment to buy prime time on radio and television to sell their products to the masses. How much more should churches be willing to spend money to present the Gospel of the Living Christ to sin-weary, helpless and hopeless people in the radio and TV audience?

Today, some people object to the church's use of electronic media. They consider it a threat to the local churches since it draws people away from the houses of worship. I disagree. The electronic church rather complements the ministry of churches, and helps to stimulate growth in them. Churches on the air today prove this to be true. They experience phenomenal growth and expansion.

The electronic church can never take the place of the local churches. I heartily agree with Dr. Ben Armstrong when he says:

When people substitute the electric church for a commitment to involvement locally, it is not the fault of the broadcast medium, it becomes the personal accountability of the individual with the One he is professing to follow. That One states in the Book of Hebrews that we are not to forsake the assembling of ourselves together. (Heb. 10:25.)

Evangelical radio and TV programs prove effective in reaching masses of unsaved and unchurched people. How encouraging it is to see these people converted and desire fellowship in local churches. Religious programs also supply the necessary spiritual inspiration, help and comfort to the sick and handicapped Christians who find it impossible to attend their own church.

The present world crises should motivate churches to a greater dedication for the spread of the gospel throughout the world while there is still time. We desperately need a sense of urgency as we face the task of evangelism and world missions. Why? Because untold multitudes of people around the world perish in their sins, and go out into a Christless eternity without God and hope.

Our Lord expresses a sense of urgency during His ministry of seeking and saving people. He declared: "I must work the works of him that sent me, while it is day: the night cometh, when no man can work." (John 9:14.)

Let evangelical churches, therefore, rise to their God-given responsibility of reaching a world in need of Christ. Let more of them use the electronic media and other modern means of communication to reach as many people as possible. (Time is running out on us!) Only then will the church help to bring a spiritual awakening to our nation, which will be felt around the world. God grant that such an awakening might begin in our hearts during convocation 81.

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MEDIA EXPLOSION!

By Al Sanders

Throughout the country there is clearly evident a tremendous hunger for a knowledge of God's Word. With the development of Christian radio and television, coupled with church ministries which follow an expositional study of Scripture, a rapid media explosion has taken place. Earnest preachers of the gospel, who spend from twenty-five to fifty hours a week in their studies, have the opportunity to proclaim a message which, through broadcasting, can be multiplied many times over.

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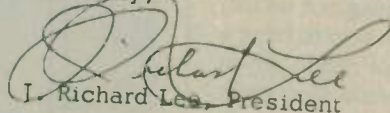
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Al Sanders, executive producer-director for the weekly television series "Day of Discovery," has been in the field of radio and television communications for more than 35 years. "Day of Discovery" is produced at Cypress Gardens, Florida and released throughout the United States, Canada, the Philippines, Australia, and other countries. Mr. Sanders is also president of Ambassador Advertising Agency representing and producing such programs as "The Biola Hour," "Insight for Living," "Family Life Seminars," and "Word of Life."

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Val Hellikson is president of the World-Wide Haven of Rest radio broadcast ministry, serving in this capacity since 1969. In addition to his responsibilities as president of Haven of Rest he serves on the boards of Far East Broadcasting Company, African Enterprise and National Religious Broadcasters.

We are members of one body

By Val Hellikson

Partners in world evangelization? Is that true, Lord? Is it really true?

It is a profound and yet simple fact: we are members of one body. We really do need each other. In harmony we are so much more effective.

Yet is our goal to truly edify one another and build our Lord's church in this world? In doing so we will glorify our Lord. In showing genuine love and appreciation toward one another, we will also validate our own ministries.

Right now the decks are being cleared, so to speak, for an all-out assault on the forces of darkness. How can those "in the world," who do not obey our Lord, whose hearts are falling them for fear, be drawn to the Saviour when there is noticeable tension within the body of Christ?

Most of us are aware of this danger, I believe. I pray that we will listen to the voice of the Holy Spirit as He goes about the "fine tuning" of our lives for His service. Certainly, this joint NAE/NRB Convention should be a time of deep soul-searching for each one of us.

The prophet Jeremiah complained of the prosperity of the wicked. He talked to the Lord of false profession, of hypocrisy. "Thou art near in their mouth, and far from their reins," he said (Jer. 12:2). Would it not be most appropriate if sometime during this convention each of us would spend a quiet time with the Lord, asking Him to reveal any "reins" in our lives which are not in His loving hands? We will rise up off our knees, humbled and yet far more powerful "partners in world evangelization."

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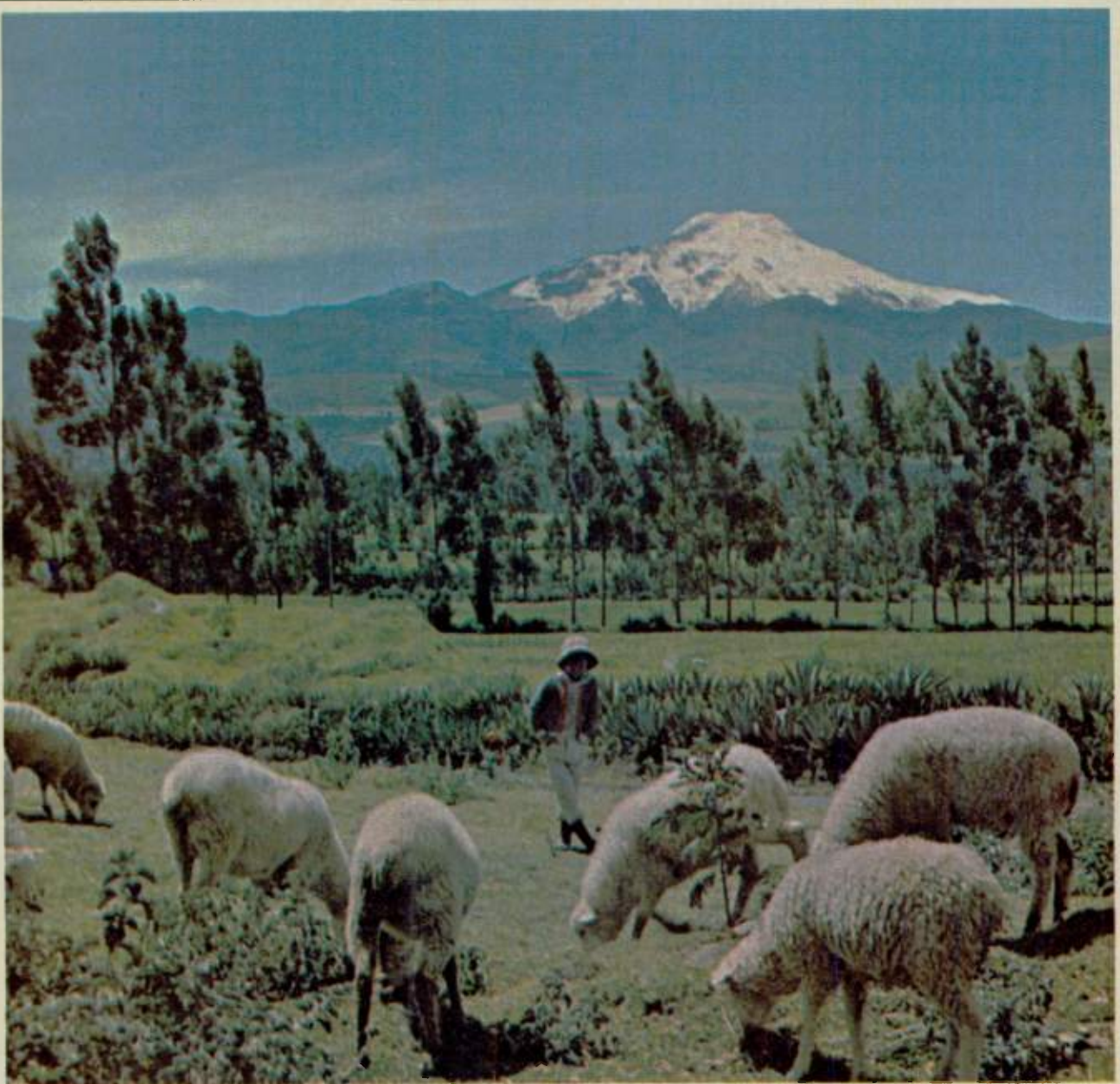
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let's defuse the tension

Church And Religious Media

By James N. Birkitt

Something needs to be done to defuse the tension between the local church and media evangelism. That such tension exists is all too evident today. From the viewpoint of a pastor who produces a daily radio program and as an owner-operator of a Christian station, I want to suggest positive steps which can and must be taken.

The supposed dichotomy, I believe, is not as great as some would have us believe. Such articles as the ones by the eager reporter for THE CHARLOTTE OBSERVER, on Billy Graham's finances, and in the WALL STREET JOURNAL on electronic evangelists, have contributed to this supposed dichotomy. TV GUIDE featured an article in the fall of 1980 about TV evangelists being unable to pastor their "flock" of listeners nationwide. Whoever said the media evangelist even wished to attempt pastoring or shepherding a flock?

It is true that churches and pastors who do not use radio or television have likewise misunderstood those who do. If criticism is really a "request for more information," then we in the media should be forthcoming with prompt answers.

I encourage local churches and pastors to use radio and television to "get outside the four walls of the church." As a true

home missions budgetary item, the media can extend a local minister's influence for Christ and the Bible. He can touch thousands of lives, rather than hundreds, and perhaps reach some of his own people on a daily basis rather than just weekly.

Also, radio and television ministers might go the second mile and urge their listeners and viewers to be loyal and faithful to their Bible-believing churches. Many of them are doing this. We should encourage loyalty to the pastor, faithfulness in attending worship and the giving of tithes mainly to maintain their own local church. Media ministries not connected with a local church or which have grown beyond the church's ability to sustain them should encourage over and above offerings for radio and TV. Some of the larger media ministries are seeking and gaining approval of the Evangelical Financial Accountability Agency to establish credibility in the minds of some, and that is good. In many cases, these larger ministries are building colleges, hospitals, communications schools and doing missionary work!

For years there has been an integral relationship between my church and the media. I have been a pastor of a Southern Baptist church for 30 years and my daily

"Radio Bible Institute" has been heard in Charlotte, North Carolina for 17 of those years. Concurrently for 15 years I have directed station WIVE in Ashland and for a number of years had the morning worship service broadcast live over the air.

Who can say that the church and Christian radio have not mutually benefited each other? For example, the late Dr. Oliver Greene was a radio evangelist who was not attached to a church as sponsor. But just recently a 71-year-old church member told of how she had been saved through Dr. Greene's ministry on the Christian radio station I operate. And in Carmel Baptist Church, my home church, a dear, faithful lady used to tell how she knelt beside her radio and accepted Jesus Christ as the late Charles E. Fuller preached. The same is said of nationally-telecast programs. So, those who serve strictly as media evangelists have blessed our churches.

There need be no tension or dichotomy between the local church and media evangelists. A good dose of Golden Rule Christian ethics will cause the media evangelist to support the local church and the local pastor to welcome the media evangelist. And both can combine together for world evangelization.

James N. Birkitt has been in the pastorate for the past 29 years, 18 of which have been at the historic Carmel Baptist Church in Ashland, Va. Mr. Birkitt is founder and a director of WIVE-FM and WKDH-AM Christian Radio, and was last year's recipient of the National Religious Broadcasters' award of merit. He also is a member of the NRB Board.



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Dualing for Christ in the Blue Ridge Mountains

By Edna Edwards

The dual Christian radio ministry of WFGW/WMIT-FM in Black Mountain, North Carolina is involved in a series of rallies held in churches in its listening area. The opening words of our audio-visual presentation are "Beauty surrounds us, especially in the mountains of Western North Carolina." The track continues with "praise strings" while the screen shows the beauty of the Carolina Mountain in which nestle the transmitter and antennas of WFGW. WMIT-FM appears perching on the stark mountain top of Clingmans Peak, Mt. Mitchell.

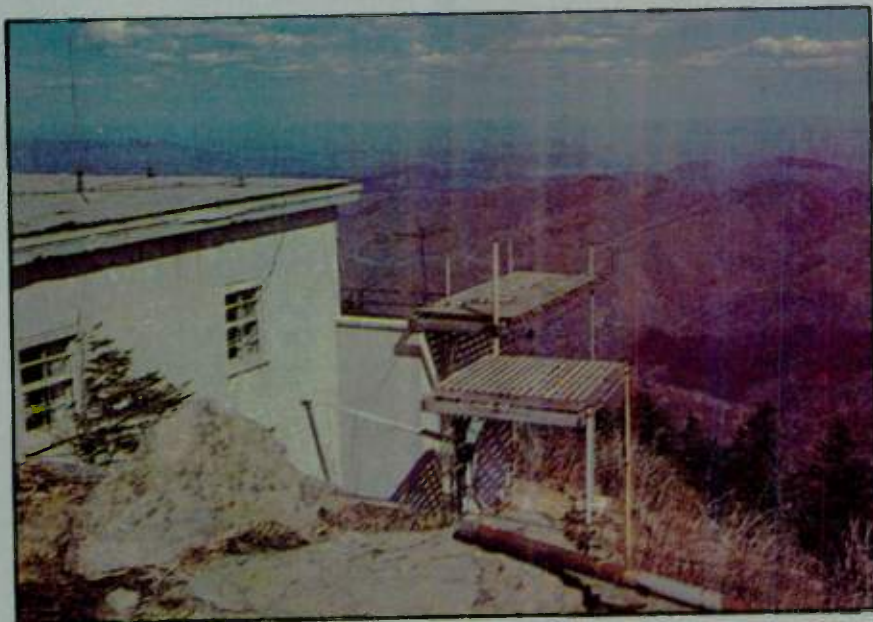
The response of God's people to this multimedia presentation is positive. They react with every imaginable comment . . .

"Well, I never knew Christian Radio could do so much"

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WFGW studios in the valley



WMIT building and mountain view

The Blue Ridge Broadcasting Board has always believed in the local church. Management through the 18 years of its existence has communicated that concern in various ways. The most recent way was in simply sharing with local congregations throughout our seven state listening area at our radio rallies. Many of our talented staff go to the local churches twice each month. The evening consists of music, testimonies, congregational participation and a slide show. We are there to assure our listeners on a person-to-person basis that not only do we believe in their local ministry but we also see the value of a supplemental ministry, which provides benefits to a congregation after the service concludes and the church doors are closed. In other words, we share a dual ministry throughout the entire week.

Continued on page 46

religious broadcasting 45



Edna Edwards is general manager of the Blue Ridge Broadcasting Corporation, Black Mountain, N.C. (WFGW/WMIT-FM) and has served on the board of the Christian Writers Conference (Blue Ridge), Mass Communications Church of God (Anderson, Ind.) and National Religious Broadcasters where she is a member of the Board of Directors.

Continued on page 47



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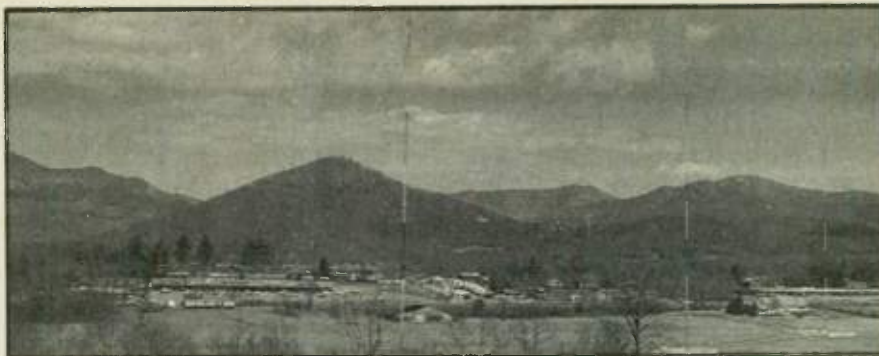
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Continued from page 46

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Continued on page 48



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Continued from page 47

To round out the evening, we share stories of lonely hearts encouraged, of whole families nurtured, of people with very special needs met, of downtrodden, hurting Christians finding new direction, of sinners converted and brought into the Church through Christian Radio and a caring staff "family" at WFGW and WMIT-FM.

By the time we leave the church the congregation is convinced of our partnership in ministry. The staff returns encouraged to continue the good fight, more determined than ever that they keep attuned to the leadership of God's Holy Spirit in their individual lives.

As long as we are led by the Holy Spirit, we can be assured of continuing a wholesome partnership, a dual ministry, with God's Church, reaching out through seven states in the Southeast, drawing multitudes into the Family of God.

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NAE

WORLD DAY OF PRAYER • MARCH 6, 1981

World Evangelism — Great Opportunities

By Abe C. Van Der Puy

I see two great areas of partnership for church and media in the task of world evangelization.

First, God can use Christian broadcasting as a great instrument to call the church to revival. Many people have been led into a closer walk with God through radio or television programs. We need to strive to impact more Christians in this manner. Broadcasters need to have a revival message. This calls for the broadcasters to have a fresh and powerful spiritual experience. A revived church becomes a great channel for world evangelization.

Second, broadcasters can and should urge their listeners to become active participants in local churches. Churches in turn should follow up on the people who have been brought to belief in Christ through radio or television presentations. Such a partnership has unlimited potential for good and for God's glory.

Dr. Abe C. Van Der Puy is president of the World Missionary Radio Fellowship, Inc. which operates station HCJB, "The voice of the Andes," in Quito, Ecuador. HCJB broadcasts on shortwave in 15 languages. Dr. Van Der Puy is also the voice of missions for the "Back to the Bible Broadcast" in Lincoln, Nebraska, and served four years as president of National Religious Broadcasters.



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Radio is reaching the masses!

By Robert Bowman

I fear that, in the main, the body of Christ has not yet awakened to the implications of the electronic age for the evangelization of our world before Christ returns.

For example, one of the chief men in the British Broadcasting Company was quoted in the Los Angeles Times in 1979 as saying: "Even in the age of television, radio receiving sets are increasing more rapidly than television sets . . . particularly in the developing areas of our world."

We might paraphrase his words, "particularly in the **unevangelized** areas

of our world. . . ." That's where the gospel is to be preached, before our Lord returns.

This International broadcaster said that at that time the world's people owned over one billion radio sets, one for every four people on earth.

Over 1,500 International broadcasting stations are operated by governments and a few missionary organizations. George Jacobs, president of the Board for International Broadcasting, recently said concerning this method of communication: "It is the only broadcast medium capable of direct, universal, personal and immediate communication between peoples of the world. . . . All signs point to its continued growth and importance for the foreseeable future and at least through the remainder of this century."

And Garrick Utley reporting on the nightly NBC news in February 1979 said, "In the West . . . we may be living in the television age, but in other parts of the world it is still radio that is reaching the masses."

Take for instance what has happened in China.

One quarter of the human race is Chinese. Thirty years ago a systematic effort began to eliminate God from that land. Christians of the West sorrowed and many said, "China is closed to the gospel."

But God said, "No, not closed. Today I will use the radio wave."

A vast electronic industry was built in China and today there is at least one transistor radio in more than 80 percent of the 135 million homes.

God in His wisdom saw that the first feeble voice of the Far East Broadcasting Company should begin transmitting the gospel to China the very year the Communists occupied the land, 1949.

The history of mail returns to our FEBC offices from the Chinese mainland is interesting. From late 1949 until 1952, letters came from every part of China. For the next ten years approximately, not a single letter was received because of the increased censorship. During the Cultural Revolution, from 1966 to 1969, about six to eight letters per month came to us.

Robert H. Bowman is co-founder and president of the Far East Broadcasting Company which operates 27 international radio stations and has its headquarters in Whittier, California. Dr. Bowman, who received the degree of Sc.D. from Pacific State University in 1972, is a board member of International Christian Broadcasters, a fellowship of 75 missionary broadcasting organizations around the world.



From 1969 until the beginning of 1979 we averaged eighteen letters per year. In December 1978, 22 letters came to the Hong Kong office. In January 1979, 58 letters were received. In February, 899, and in March, 3,071 letters came in! And the flow continues.

One letter said:

"I have young children . . . who have never heard the gospel before. I really thank you that this is now made possible through your broadcasts."

Another: "You are leading many to know the one true God. Many believers about to go under . . . are given fresh courage. God will surely bless you for this work."

For 30 years the seed of the gospel has been sown in China by international radio. Now God is allowing us to see that much of it has taken root. And the persecuted body of Christ within that nation has continued to grow.

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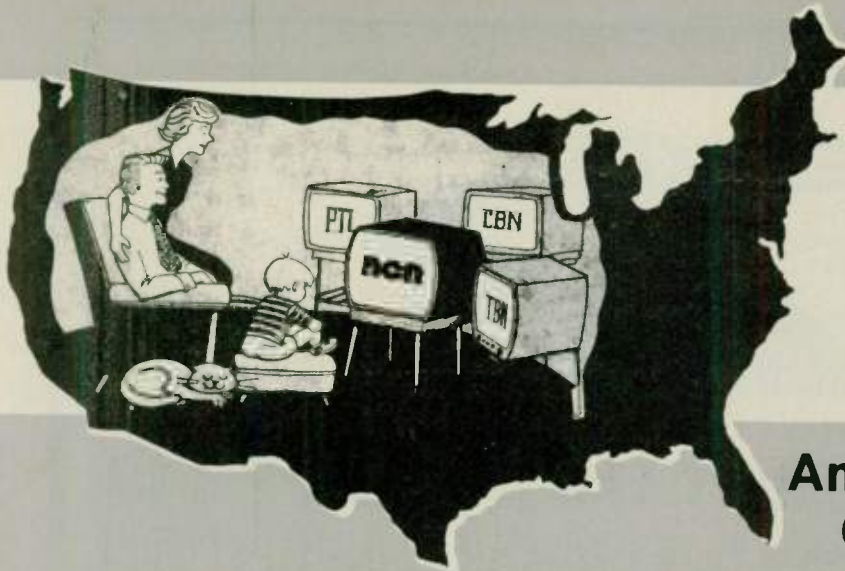


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Church and Media: the vital partnership must be understood

By Jerry Falwell

It is essential that the vital partnership between the broadcast media and the church be clearly understood by every servant of God who desires to propagate the Gospel to the fullest extent possible. In the Great Commission we are commanded to go into all the world and preach the Gospel to every creature. We are living in a day when God has made this possible through the broadcast media.

There can be no doubt that television and radio are among the most powerful mediums in the world today. I believe that God has given us the choice today of using these powerful mediums for good or for ill. It is clearly evident that television molds attitudes, behavior, and taste. Since it is the church's responsibility to propagate the Gospel to the world, it follows that it is the church's responsibility to use every available and effective tool of communication.

It Christians are to shake this world for God, they must do it through great local churches. It is vital that every Christian align himself with a local church that provides fellowship, strength, encouragement, edification, and Christian growth for God's people so that they can participate in the ministry of our Lord.

Continued on page 56

religious broadcasting 55

The New Testament Church is God's design. In the Book of Acts we see the church of Antioch born in persecution. We see that through prayer and strong preaching of the Word of God, the ministry of the church was able to penetrate that region, and an entire city, almost, was won to the Lord. People from that local church went out planting churches, preaching the Gospel, and winning people to Jesus Christ.

It is my belief that the local church is God's agency for world evangelization, although I do not discount para-church agencies. Because I believe this, and because I am committed to the Great Commission, I am automatically linked to the use of the broadcast media. Thomas Road Baptist Church, of which I am pastor, is the fulcrum, the central point from which all of our broadcast and educational ministries extend.

Using the media for the propagation of the Gospel is utilizing the media to its greatest potential. It is an indictment against the church that we have allowed industry to monopolize the media almost totally.

Our broadcast ministries receive 30,000 letters each year telling us of decisions for Christ. We follow-up with literature and encourage each person to attend a Bible-believing, local church. We advise them to be baptized and then to share their testimony with the church. Any Christian who fails to become actively and Scripturally involved in a good, Bible-believing, and soul-winning local church will never develop to his fullest for the Lord. It is impossible to ignore Hebrews 10:25, "Not forsaking the assembling of ourselves together, as the manner of some is; but exhorting one another: and so much the more, as ye see the day approaching."

There are some who because of illness, disability, or old age cannot attend a local church. Our television broadcast format is that of the Sunday morning worship service of the Thomas Road Baptist Church. Those who cannot attend church can feel that they are a part of our local church when they view our program.



Dr. Jerry Falwell is pastor of the Thomas Road Baptist Church (membership 17,000) which he founded in 1956 with an original membership of 35. He is also founder and chancellor of four Christian institutions of learning: Liberty Baptist College (enrollment 4,000); Liberty Home Bible Institute (10,000 students), and Lynchburg Christian Academy (enrollment 1200). Dr. Falwell is founder of the Old-Time Gospel Hour television and radio network. He broadcasts a one-hour weekly television program which is seen over 373 stations and a daily radio program of 30 minutes which is broadcast over 300 stations.

We have a golden opportunity and a responsibility today to improve the moral fiber of our nation. We can help do this through the effective use of the media. We can use the media to bring about a moral revolution in this country that could bring divine healing to America. Our major problem today deals not with the high cost of air time or the availability of air time, as critical as these problems, are, but with making sure that the content of the time we spend on the air is so effective that we can see our nation turned around and people come to Christ because of the message that we proclaim.

It is my obligation as a minister of the Gospel to reach as many people as I can, in every way that I can, in the lifetime which God has entrusted to me. God has given us gifts today to reach the world, and He has ordered that we use those gifts for His glory. I will not put the gift of the broadcast media aside because there are charlatans and phonies in Christendom. There are fakes in every profession in existence. There are dishonest people in every clientele of society. It is my opinion that the hottest place in hell belongs to those men who use religion for a cloak to deceive and defraud people.

I thank God for the many radio and television preachers who through the years have been doing a great work for God. We will continue to use the means God has made available to us to take the Gospel into homes and convalescent centers, into jails and detention homes, into taverns and night clubs every day and every week over hundreds of stations which reach millions of people. We will continue to refer the 30,000 people who respond to our broadcasts each year to Bible-believing local churches. We will continue to effectively proclaim throughout the world that Jesus Christ died for our sins according to the Scriptures, that He was buried, and that He rose again the third day in glory.

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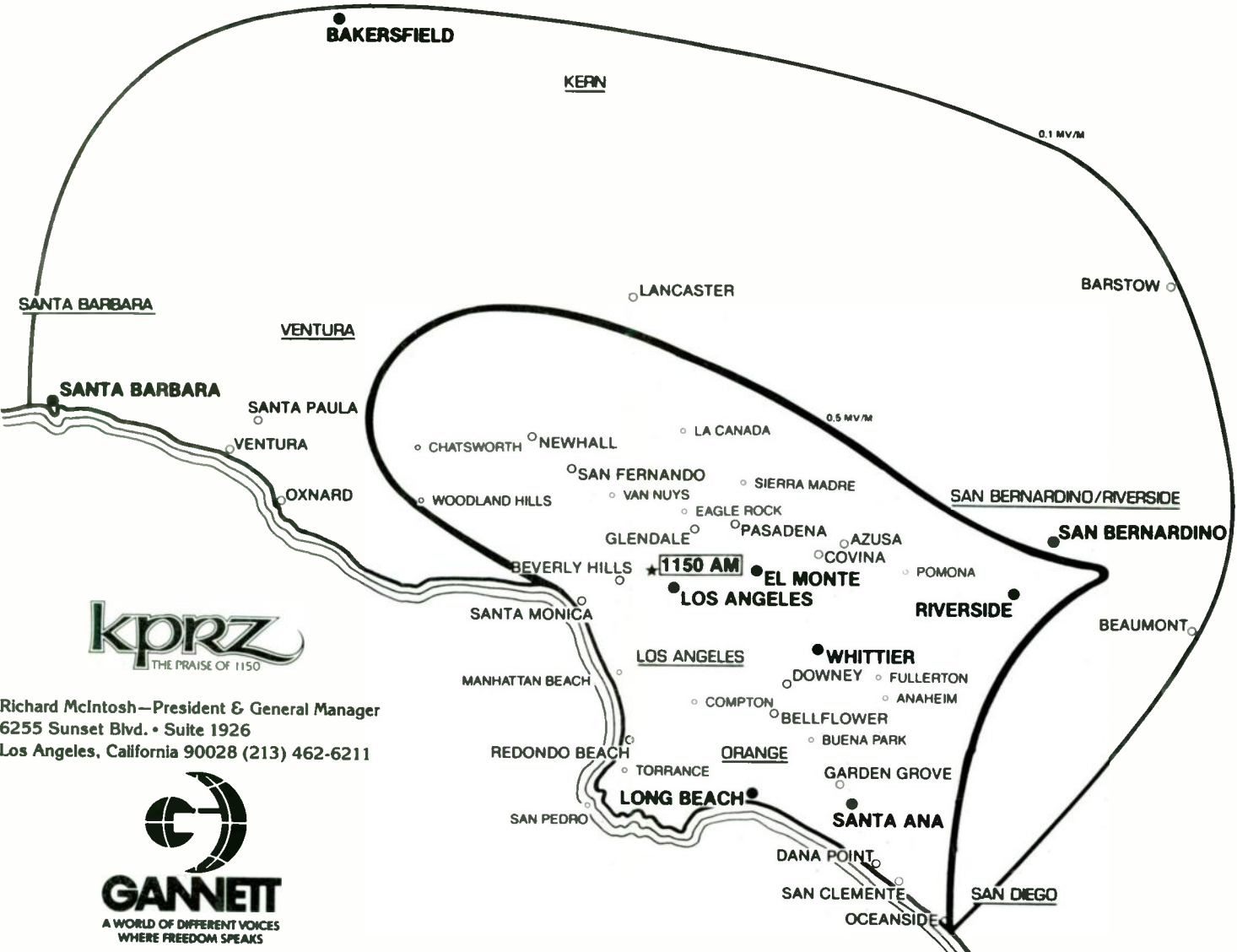
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Spiritual Journey

WHEATON, IL 60187 — October 1980. Will listeners take major spiritual steps as a result of listening to a radio broadcast? David Mains, director of THE CHAPEL OF THE AIR, says yes, and nearly 5000 listeners prove him to be right.

In June, Mains and his wife Karen began talking about a six-point commitment called a 40-DAY SPIRITUAL JOURNEY and they asked their listeners to "register" before July 5th, the day after America's birthday. The date signified that a national spiritual revival begins in the lives of **Individuals.**

Before the specified date, nearly 5000 had responded. These Individuals accepted the challenge to:

- 1) Invest one hour per week in the study of Scripture.
- 2) Spend one extended weekly prayer period of at least 30 minutes.
- 3) Make an all-out effort to overcome a particular temptation.
- 4) Take one radical step to lessen Satan's influence in their lives.
- 5) Target an area of ministry representing a major involvement in Christ's Kingdom.
- 6) Establish an accountability relationship with another believer to review spiritual progress.

These six areas, Mains felt, were applicable to believers of all ages. "Prayer, Bible study and resisting temptation are extremely basic to spiritual growth," he stated. For some, these disciplines were already in action, but the vast number of participants had never prayed continuously for 30 minutes or studied the Bible for an entire hour at a time.

As the journey ended, hundreds and hundreds of letters arrived at the Chapel office, reporting varying degrees of success. Along with the extended periods of Bible study and prayer, listeners battled procrastination, laziness, critical attitudes, overspending, overeating. Many worked to control sharp tones and to correct bad relationships. Credit cards were discarded, TV sets unplugged, stolen items returned, difficult letters written and delayed projects completed.

For many the 40 days were only the beginning of changes they hope will be permanent. When asked if he considered the venture a success, Mains replied: "The journey made a tremendous difference in many lives and we are planning a similar 50-day program centered around the book of Luke for next spring."

THE CHAPEL OF THE AIR was founded in 1939 by David Mains' uncle, John D. Jess, whose conversational, Biblical approach attracted a large following over the years. Jess continues to share the broadcast responsibilities with Mains. Recently, the program format has been enlarged to encompass spirited dialogues, original drama and interviews with guest speakers.

THE CHAPEL OF THE AIR is represented by Domain Agency of Wheaton, Illinois.

Revive Us Again!

"If . . . my people, who are called by My name, humble themselves and pray, and seek My face and turn from their wicked ways, then will I hear from heaven, will forgive their sin, and will heal their land."
II Chron. 7:14

The 1981 World Day of Prayer worship guide from the National Association of Evangelicals
For information, write or call NAE at P.O. Box 28, Wheaton, IL 60187; (312) 665-0500.






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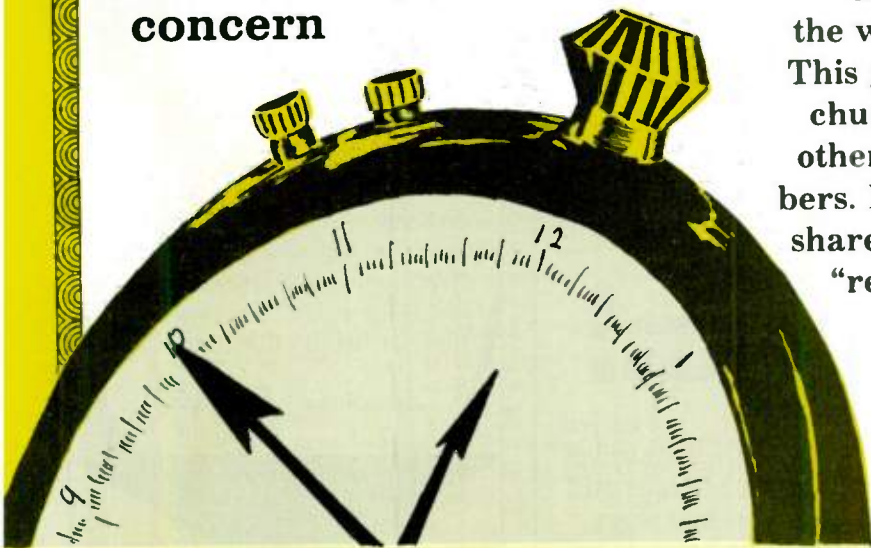
Listeners, viewers, church leaders, Bible students, pastors - everyone who benefits from religious broadcasts has a stake in keeping the airwaves open for the Gospel. Many forces opposed to the Gospel would like to see Christian radio and television curtailed - or even abolished. Their challenge threatens the rights of all believers - not just the rights of religious broadcasters. To safeguard complete access to the broadcast media, a group of evangelical pioneers met together almost four decades ago and founded National Religious Broadcasters.

Freedom to broadcast the Gospel is everyone's concern

God has blessed their vision and has given unprecedented growth both to religious radio-TV and to NRB. Today, through the programs and stations of our 900 member organizations, people around the world hear about God's love for them. This great outreach is open to individuals, churches, prayer groups, companies and other organizations as well as NRB members. Both members and non-members can share in NRB 81, a bold new campaign to "redeem the time for the days are evil."

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NRB member organizations benefit from a wide spectrum of staff services and cooperative efforts:

- Encouraging the growth of religious broadcasting by assisting people who are interested in starting stations or programs.
- Fostering high professional standards through the implementation of the NRB code of ethics, the sponsorship of national and regional meetings, and college-level training programs.
- Gathering data on audiences, programs and communications effectiveness.
- Cultivating spiritual depth through the messages of convention speakers and the ministry of prayer.
- Promoting liaison with legislative, regulatory and administrative bodies.

Services to the public

As a central source of information about Christian radio and television, NRB seeks to keep the public informed about Gospel broadcasting.

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Apples of Gold is a major film about the history and struggles of the Jewish people from the time of the early Zionist Movement to the present. Israeli Statesman Abba Eban, U.S. Senator Henry Jackson, Commander of the Exodus, Yosi Harel and General Uzi Narkiss speak about the key roles they played in the return of the Jewish people, the formation of the state of Israel and the reunification of Jerusalem. A survivor of a terrorist attack relates his story through which the horror of terrorism is exposed.

"This film is a profoundly moving and sensitive document and tells its story in an honest and exciting fashion. It deserves full support and should be seen by as many Americans as possible."

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"Apples of Gold could be of real assistance in Christian understanding of the significance of the State of Israel, and therefore helpful in fostering positive Christian - Jewish relations."

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If you would like more information give Bob Simpson, Jay Rawlings or Jonathan Gottlieb a call at the Sheraton Washington Hotel during the N.R.B. and N.A.E. Convention.

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religious broadcasting news

Return to freedom, or a story of disillusionment and discovery

FORT WORTH — A "truth is stranger than fiction" drama of two disillusioned cult members who discovered Christ and Christian love was presented nationally over the NBC television network on Nov. 23. "Return to Freedom," a one hour special, is the story of Tommy and Hazel Whitfield — of their involvement in the Black Hebrew Cult, their escape from this cult with the aid of Southern Baptists and their acceptance of Christ as their savior. Whitfield is one of the original members of the rock group "Earth, Wind, and Fire." The documentary was produced by NBC-TV in cooperation with the Southern Baptist Radio and Television Commission and taped in both Israel and the United States.

The Black Hebrew Cult is a group of approximately 3000 Jewish people in Dimona alone, primarily black, who claim to be the rightful heirs to all of Israel. The Whitfields, now living in the United States, were members of the cult for 12 years. In "Return to Freedom," they relate some of the experiences they and their seven children (two of whom died at the cult encampment in Israel) underwent while following "Rabbi Ben Ami Carter." The couple also describe the difficulty of escaping the cult and being accepted back into the USA after they had denounced their American citizenship to follow Carter to Israel.

"Israel didn't want them and the United States refused to take them back — they had nowhere to go," explained Jimmy R. Allen, Southern Baptist Radio and Television Commission president. "So

they turned to missionaries at the Baptist Village in Petah-Tikvah, Israel. The missionaries listened to the Whitfields' story and promised to help them."

Allen learned about the Whitfields while president of the Southern Baptist Convention. Through negotiations with the U.S. Government he helped obtain permission for their readmittance into this country.

"Even with the Guyana tragedy still fresh in our memories, it's hard for many of us to realize that cults like the Black Hebrews really exist," said Allen. "One purpose of 'Return to Freedom' is to show how normal people can be taken in by cults. It's also a story of Christian devotion and redemption on the part of both the Whitfields and the many Baptists who were responsible for their return to this country." During filming, Whitfield told a Radio-Television Commission staff member the couple's reasons for telling their story on national television. "We want to tell how we were brainwashed so the same thing doesn't happen to other people. Plus, we want to share our Christian testimony to show how Christ can help change lives like he did ours."



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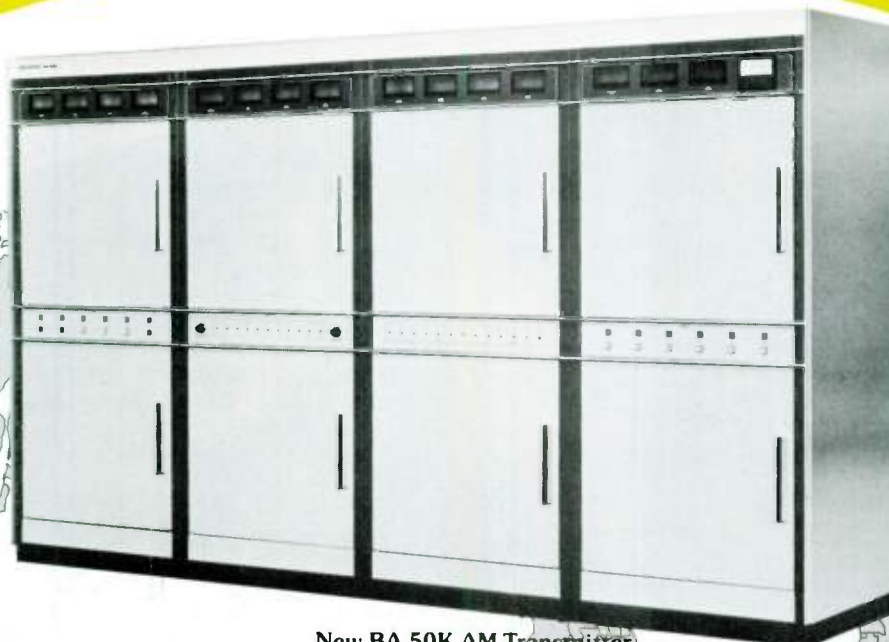
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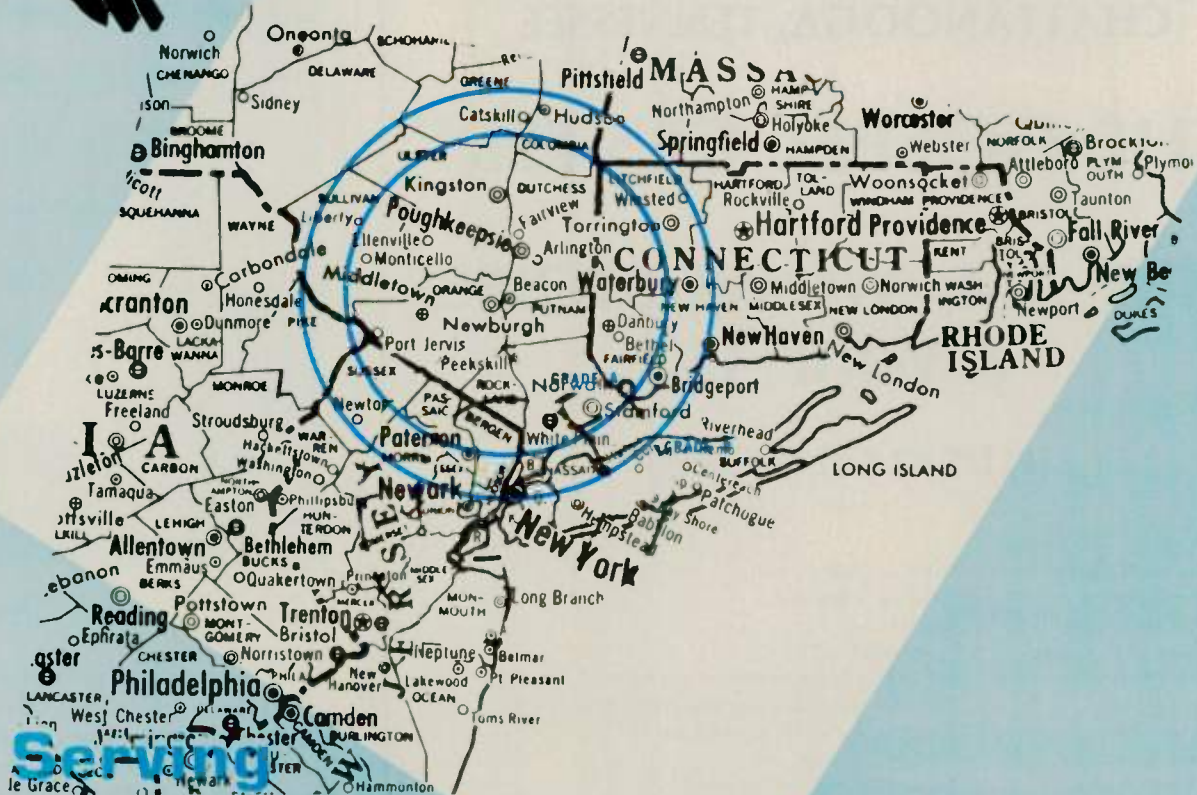
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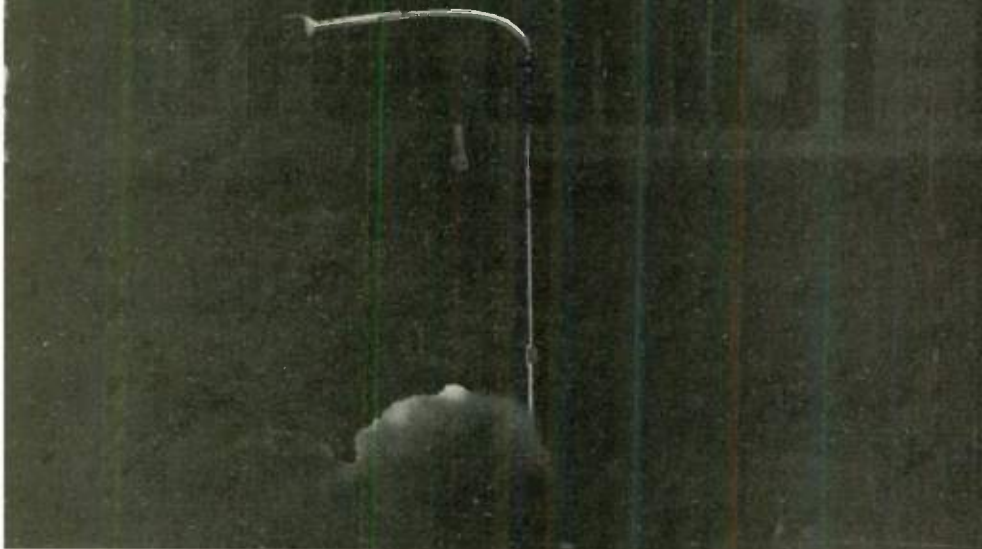
The leaders of the nationally syndicated Christian television program, **The King Is Coming**, celebrated their 40th anniversary November 2, 1980. Dr. and Mrs. Howard C. Estep commemorated four decades of ministry the same day that marked their 40th wedding anniversary.

During the historic celebration, producer/director Dr. J. Richard Lee read congratulatory notes from both President Carter and former California Governor Ronald Reagan (now President-Elect).

In his “warmest congratulations,” Carter commended their dedication and effective ministry. The President’s letter read, “Through your efforts, many people have been encouraged to grow in their faith and in concern for others. I am pleased to send you my best wishes as you continue to serve God and your fellowman.”

Reagan’s commendation read, “It must be gratifying for you to be associated with the Ministry — particularly Broadcast Ministry and I know your dedication to this must be appreciated by all within your reach. Nancy joins me in sending our warmest personal regards and congratulations.”

The King Is Coming Anniversary



Dr. and Mrs. Lee's daughter, 16-year-old Jane Allison Lee, paid personal tribute to the Estep's friendship by giving an original poetic chronology of her life-long relationship with them.

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NAME	NAME AND ADDRESS	CITY	STATE	ZIP	CATEGORY	CONTACT
0001	JAMES F. BARKER	1000	CA	92111	GENERAL	1000
0002	JAMES F. BARKER	1000	CA	92111	GENERAL	1000

CONTRIBUTION REPORT

CONTRIBUTOR	NAME	DATE	AMOUNT
00001	JAMES F. BARKER	01/01/79	50.00
00002	JAMES F. BARKER	01/01/79	50.00

OUTSTANDING PLEDGES REPORT

CONTRIBUTOR	NAME	RECEIVED DATE	AMOUNT	PAID	STATEMENT
001	Annual Pledge - General				
0001	Robert A. Kennedy	01/01/79	100.00	75.00	25.00

CONTRIBUTION REPORT (BY FUND)

CONTRIBUTOR	NAME	DATE	AMOUNT
001	Annual Pledge - General		
0001	Robert A. Kennedy	01/01/79	100.00
0002	Mr. and Mrs. J. B. Barker	01/01/79	100.00
0003	Mr. and Mrs. J. B. Barker	01/01/79	100.00
0004	Mr. and Mrs. J. B. Barker	01/01/79	100.00
0005	Mr. and Mrs. J. B. Barker	01/01/79	100.00
0006	Mr. and Mrs. J. B. Barker	01/01/79	100.00
0007	Mr. and Mrs. J. B. Barker	01/01/79	100.00
0008	Mr. and Mrs. J. B. Barker	01/01/79	100.00
0009	Mr. and Mrs. J. B. Barker	01/01/79	100.00
0010	Mr. and Mrs. J. B. Barker	01/01/79	100.00
TOTAL			1,000.00

CONTRIBUTIONS STATEMENT

DATE	DEDICATED TO	AMOUNT
01/01/79	Endowment Fund	50.00
01/01/79	Annual Pledge - General	50.00
01/01/79	Annual Pledge - General	50.00
01/01/79	Annual Pledge - General	50.00
TOTAL GIVEN FIRST QUARTER		150.00
01/01/79	Annual Pledge - General	50.00
01/01/79	Annual Pledge - General	50.00
01/01/79	Annual Pledge - General	50.00
TOTAL GIVEN SECOND QUARTER		150.00
TOTAL GIVEN THIS YEAR		300.00

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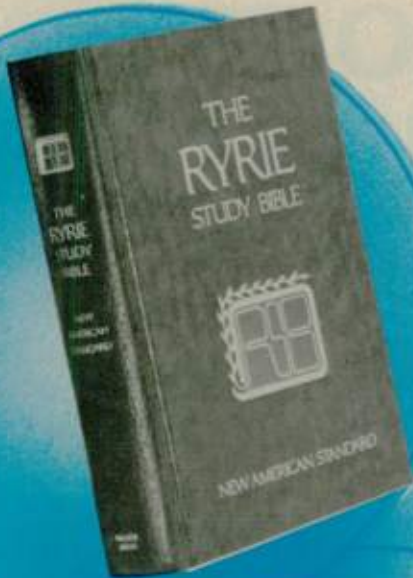


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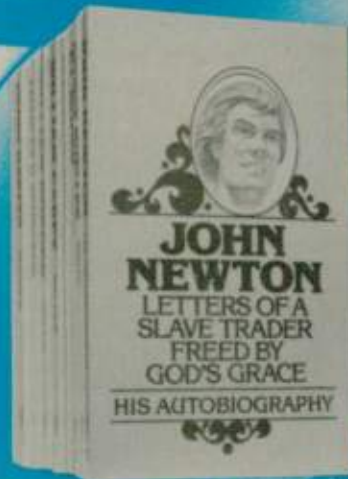
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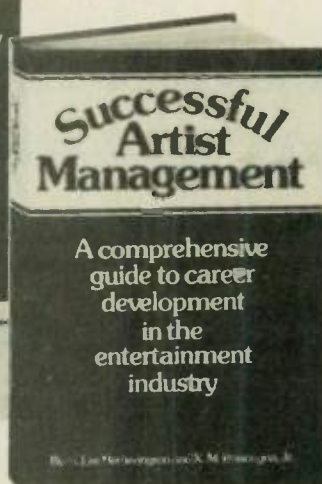
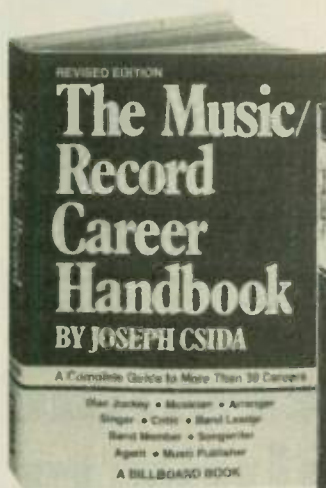
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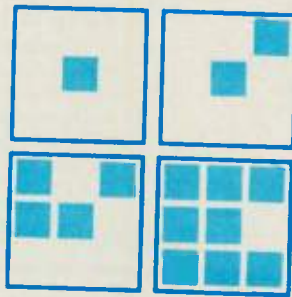
It all began when—after years of experience with some of America's most productive ministries—we at the Russ Reid Company became convinced that a new kind of donor management system needed to be created. SYSTEM 80 is the result. It's designed by people who understand both the capabilities of a computer, as well as the kinds of marketing questions that are unique to Christian organizations.

First

SYSTEM 80 is a MODULAR SYSTEM. That means it can adapt to your needs—and budget—today... and your future growth!

Look at these SYSTEM 80 options:

- You can use SYSTEM 80 as your service bureau—and send all documents and controls to us. We will key, process and return the finished output to you. No hardware is necessary in your office.



MODULAR SYSTEM

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- You can have your own computer in your office—connected to our computer. You process your own data. We process only the work your system is too small to handle.
- You can have a complete SYSTEM 80 in your office—and we can provide consultation and training to ensure that you and your staff fully utilize the system. You will have the capability to add other applications to the system as needed.

Second

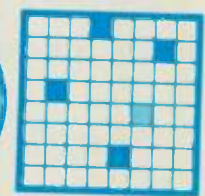
SYSTEM 80 understands your DONOR COMMUNICATION needs!

If you are like many organizations, you want to send out special letters to unique segments of your donor file from time to time. SYSTEM 80 is designed to give you this flexibility. You can communicate to your constituency in the most effective manner—in several ways:

- SYSTEM 80's exclusive "cell code" system can provide a complete anatomy of your file in a way never before possible. That means you can easily identify certain list segments that require a special consideration.



CELL CODE



REACTIVE PROCESS

- SYSTEM 80's "reactive processing" can automatically identify individuals based on their giving record. For example, you can

respond to donors who double their largest gift, or give two months in a row. Or you can pinpoint donors who change designations, or have not given in a period of time when they normally give.

- **SYSTEM 80's linkage to both computer and Word Processing printers** gives you virtually unlimited flexibility in communicating to your donors. Your only limitation will be your own creativity and imagination.

Third

SYSTEM 80 gives you MARKETING INFORMATION that will increase your fund raising effectiveness—and your ministry potential.

It's not unusual for computer systems to generate reports that show a wide range of response data. However, as fund raisers, we've spent years wading through computer printouts to manually construct needed facts. So in order to more efficiently gather and retrieve the *right* information, we built into SYSTEM 80 some unique capabilities:

- **You can measure donor movement and giving trends—early!** SYSTEM 80 reports are designed to assist you in spotting donor trends in their formative stages when you have time to do something about them—rather than when they become either a missed opportunity or an unfortunate reality.



TRENDS

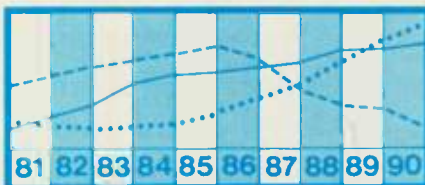


PROFITS

- **You can measure cost-effectiveness—as often as you like!** SYSTEM 80 not only monitors the accumulation of income for all your sources, but the *costs as well!* Whenever you need it, a detailed report of a source can be printed showing all donor acquisition costs and income—plus house

mailing costs and income—creating an overall cost-effectiveness report. The system monitors income and expense data at six-month and year-periods to help calculate half-lives of donor sources and to quickly ascertain the trends.

- **You can isolate and track a project or strategy—long term!** With key analysis reports, we are all familiar with measuring the results of any one campaign. However, a long-term relationship requires more than short-term reporting devices. That's why we built a unique tracking code into the SYSTEM 80. Now you can measure the long-term values of a strategy—of such things as non-appeal communications (such as magazines and newsletters), of more frequent or less frequent appeals, or of any concept you wish. No more questioning, no more operating on hunch and intuition. Now you can act on facts!



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And when you call with a problem or

a request, you'll be talking directly to the people who work with your file on a day-to-day basis.

Fifth

We believe SYSTEM 80 was made for you...

... and we'd be more than happy to talk to you personally about just how it can work for your ministry. For more information please fill out the coupon below or call and ask for Joe Little.



Joe Little is vice-president of the Marketing Services Division of the Russ Reid Company. His 20 years' experience in the specialized field of systems design and direct response has given him a unique understanding of how computer technology can be successfully used by Christian ministries.

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A significant share of contributions is slipping away from NRB members: not individual donations, these are contributions from businesses. Which ones? Cable system operating companies.

A Short History

In 1976 after more than a decade of work on the issue, the 94th Congress revised the U.S. Copyright Law, to account for copyright liabilities of operating cable systems. If an individual or company uses materials created by another for profit, copyright law protects the creator who must give permission for use and may charge for the use. Prior to 1978, a cable system could use materials owned by another party without liability, permission or fee.

Now, payments for "compulsory retransmission licenses" have been set whereby each cable system is responsible for reporting use and paying a "license fee" based on a percentage of the company's gross. These contributions by cable systems are growing at a rapid rate due to the expansion of the entire cable industry as more systems are being approved and built. Also, a rise in the percentage rate is under consideration. These millions of dollars go to the U.S. Treasury where they are to be **paid out to the claiming copyright owners.**

By Roger Wagner

Not a Tax

These collected moneys are not a tax; they have nothing to do with the Internal Revenue Service, nor any local or state tax collections agency or authority. The license fee is precisely that: a "license fee." The money is paid directly to the U.S. Treasury only as a "place of trust" until distribution to the rightful claimants.

Not an Individual Bill

The license fee paid is based on the carriage of all television stations on each individual cable system. It is only during the distribution that individual copyright owners are considered. The cable system has nothing to do with this distribution process, they are required only to purchase the total rights to rebroadcast programming to their customers.

Continued on page 78

religious broadcasting 75



"Our Sony video recorders have not only traveled the equivalent of fifteen times the circumference of the earth, but they've logged more than 2,500 hours of taping time," says Martin McAndrew, Vice President of Operations for Continental Colour Recording.

"Not one of these machines has ever broken down," McAndrew adds. "What makes that even more impressive is that they're constantly being used by different people with different ideas about how carefully to handle equipment.

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used by ABC and NBC, but we also rent it to local television stations and production companies."

Continental Colour, the country's largest video equipment rental company, has specially built trucks and trailer trucks that are virtually television stations on wheels. Two of these trucks are equipped with one-inch equipment, including a total of two BVH-1100 and four BVH-1000 one-inch high-band video recorders. Continental has also purchased additional Sony recorders for its brand-new post-production facility.

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Martin McAndrew, Continental Colour Recording

“much better than its main competitor. And the slow-motion capability of the BVH-1100's means that each can do the work of two separate machines, in less space, at less expense. No one else's equipment can match these 1100's.

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Who benefits?

The Copyright Revision states: "The royalty fees deposited shall . . . be distributed to those among the following copyright owners who claim their works were the subject of secondary transmissions by cable systems during the relevant semi-annual period:

(A) any such owner whose work was included in . . . non-network television program . . . beyond the local service area of the primary transmitter.

(B) any such owner whose work was identified in a special statement of account deposited . . .

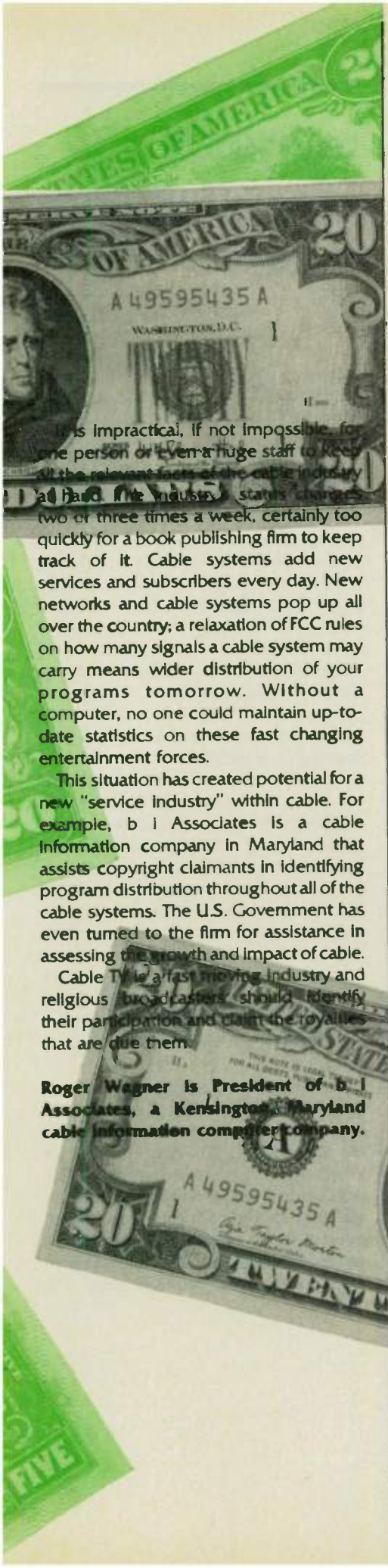
(C) any such owner whose work was included in non-network programming consisting exclusively of aural signals . . ."

Every individual item outlined is a "matter of public record" freely available at the U.S. Copyright Office. Unfortunately all of the records are on forms filled out by the cable systems, in "hard copy" form, file cabinet after file cabinet. This entire system hinges on a proper claim being made before the Copyright Royalty Tribunal. Money collected is not distributed to holders of copyright unless a proper claim is made "in a timely fashion" for each accounting period.

Of the potential 3,000 claims during the first two years of this system, members of the National Religious Broadcasters and the National Association of Evangelicals are conspicuous by their absence from the list of "claims received."

Making a claim

If distributed or syndicated, the program stations list is obvious, and can be matched to the data on file at the Copyright Office. If the program is distributed by satellite, or other free distribution system, matching response to the program through zipcoding will positively identify the community and therefore the cable system. The drawback in making such proper filings is the fact that all of the information required is on paper at the Copyright Office. Thus, a potential claimant must go to these records and literally survey a mountain of paper page by page. For a complete analysis of distribution and audience, he must identify each station carried, determine if each cable system is carrying each of those stations on a "local" or "distant" basis, or match communities to zip codes, then check each of the cable system reports.



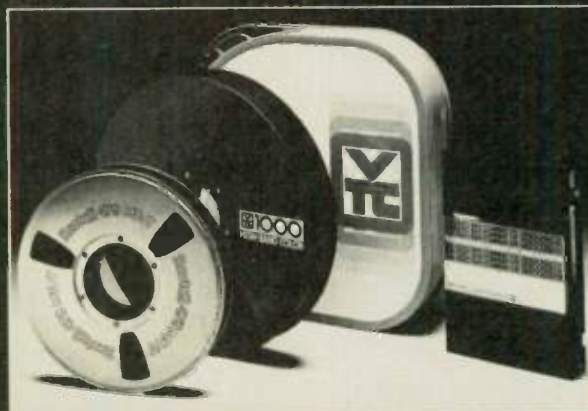
is impractical, if not impossible, for one person or even a huge staff to keep all the relevant facts of the cable industry at hand. The industry's status changes two or three times a week, certainly too quickly for a book publishing firm to keep track of it. Cable systems add new services and subscribers every day. New networks and cable systems pop up all over the country; a relaxation of FCC rules on how many signals a cable system may carry means wider distribution of your programs tomorrow. Without a computer, no one could maintain up-to-date statistics on these fast changing entertainment forces.

This situation has created potential for a new "service industry" within cable. For example, b i Associates is a cable information company in Maryland that assists copyright claimants in identifying program distribution throughout all of the cable systems. The U.S. Government has even turned to the firm for assistance in assessing the growth and impact of cable.

Cable TV is a fast moving industry and religious broadcasters should identify their participation and claim the royalties that are due them.

Roger Wagner is President of b i Associates, a Kensington, Maryland cable information computer company.

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Keys To Better Living
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Women Alive
Morning Cheer
Glad Tidings
Thru the Bible
Haven Of Rest
Chaplain Ray

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programs which replaced
7 cancelled by the listener
survey:*

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10:00 a.m. Songtime
2:00 p.m. Art Of
Family Living
2:15 p.m. Reflections
8:00 p.m. Focus On
The Family
8:15 p.m. Radio Bible
Class
9:30 p.m. Grace To You



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**religious
broadcasting
news**

COLUMBUS, GEORGIA — **William J. Kitchen**, President of Quality Media Corporation, has announced the formation of a new television network: **The International Family Network**. The purpose of the new network is to affiliate the new low-power TV stations as they come into being. Provided to the affiliates will be up to twelve hours per day of family-oriented programs, and a full range of additional services including sales representation, technical consultation, facilities planning, equipment procurement service, and management training.

"It's an enormous undertaking," said Ray Davis, the President of the spawning organization. "We intend to supply several hours of daily entertainment programming, as well as quality religious broadcasts which have been carefully screened for content." Target date for the first day's programming is September 1, 1981. Initially, the programs will be supplied to the affiliates via Beta Cassettes. However, the company is investigating the switch to satellite distribution when the network has signed 100 affiliates.

Funding and facilities are being arranged for by Jim Slaughter, the organization's executive Vice President. Mr. Bary Bayee, the Vice President of Programming, stated that, "The International Family Network will be an excellent opportunity for new Christian ministries to achieve international exposure as time can be purchased for minimum rates, considering the outreach."

Christians Are Winners, Again!


We're overwhelmed!



And we're praising God for the privilege of sharing His Good News through quality award-winning television programs.

WCFC-TV, Chicago's Christian station, recently won a second National Academy of Television Arts and Sciences Chicago-Chapter Emmy Award. This time, "THE NEW BIBLE BAFFLE," our market's only locally produced TV game show was honored.

Earlier, two news-oriented programs won coveted "Angels" from Religion in Media; three others received RIM Awards of Excellence. And in January, the National Religious Broadcasters presented Channel 38 with the Award of Merit—honoring for the first time ever—excellence at a Christian TV station. Praise God! Christian television, committed to Chicago, ministers to the whole person. Everyday.

WE'RE MAKING A DIFFERENCE  JUST FOR YOU

For program information contact:

Harold Wheat, 20 N. Wacker Drive, Suite 1345
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WCFC-TV



Experience

1931:

WMBI's first Program Director, Wendell P. Loweless, discusses details of a music program with announcer Ralph Stewart.



1981:

Tom Sommerville, Administrator of Program Production, works with Spot Writer/Producer Jon Gauger in Moody Broadcasting's main production control room.

When radio station WMBI first went on the air in 1926, it established the Moody Bible Institute as a pioneer in Christian broadcasting. Now, 55 years later, MOODY BROADCASTING continues as a leader in the field, providing over 250,000 quality Christian programs each year to over 340 stations worldwide, including its own network of eleven stations.

In everything we produce—Bible teaching, music, drama, public affairs, and programs for women and children—we stay close to the Word of God.

We do our best to *minister* to your listeners, not just to entertain them.

And in every step in the production process, we strive for the best in technical, as well as spiritual, quality.

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religious broadcasting news

"God's News Behind the News" Marks 25th

In December of 1955, "God's News Behind the News," originated and hosted by Ray Brubaker of St. Petersburg, Florida, went on the air over three radio stations. Within ten years, the number of radio stations carrying the program grew to 32, and now, as the program celebrates its 25th anniversary, the broadcasts are heard regularly on nearly 1,000 stations across the country. The 15-minute program is structured as a commentary on current news events and their relationship to Bible prophecy.

As the popularity of the program increased, Brubaker felt he could use the "God's News Behind the News" programs to expand this ministerial outreach still further if he also produced them for television. This he did, reinforcing the production style by using visual information from various news sources around the country, and making the program a half-hour in length. It is now telecast on select stations in the country and on the CBN, PTL and National Christian Satellite Networks.

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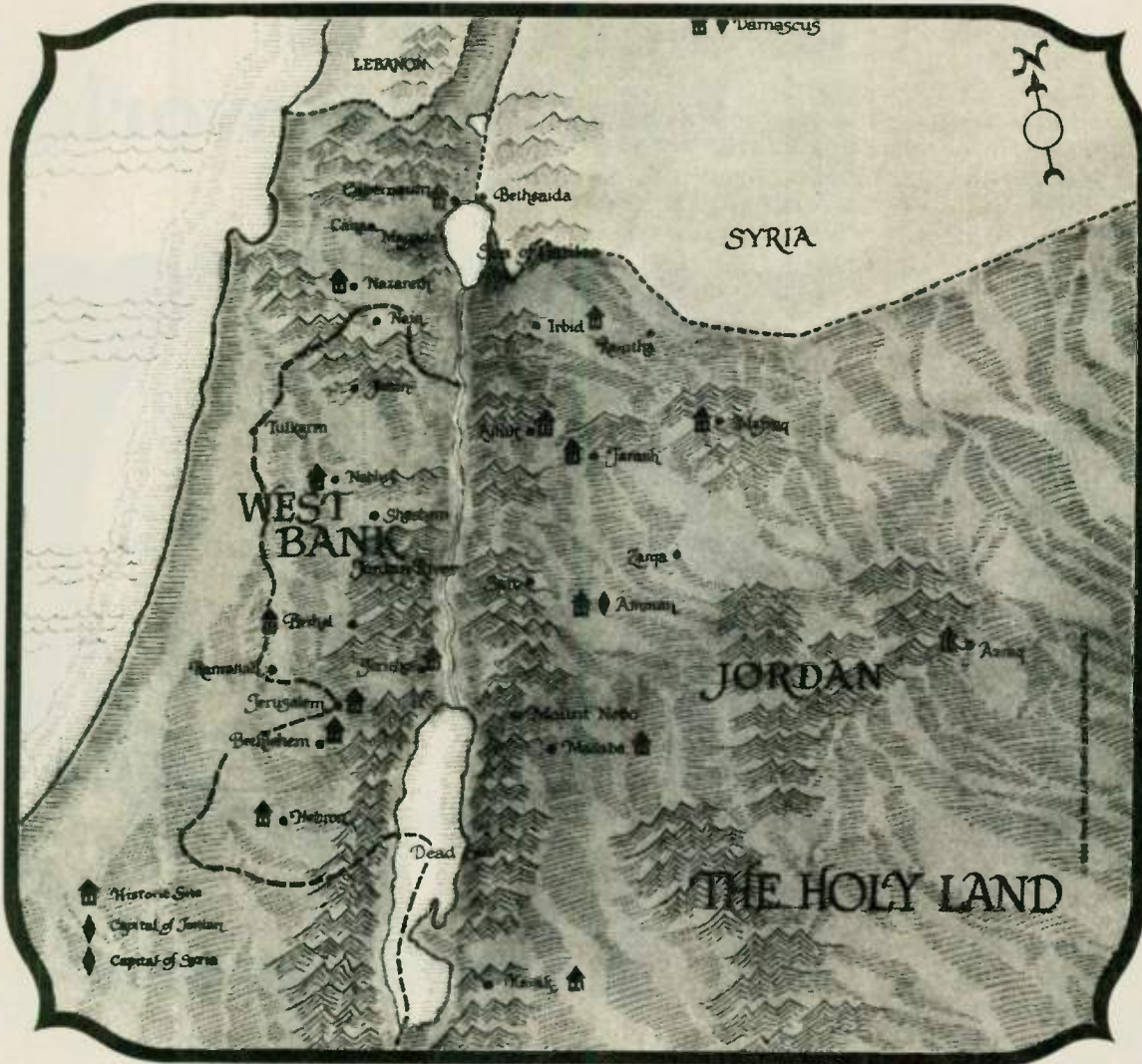
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America for Jesus



By John Gilman, National Coordinator

Have you looked at prime time lately? If ever there was a day for Christian broadcasters, it has got to be now!

Recent TV network programs have shocked decent Americans who care about the future of the family, and especially their own children. Night after night, our homes are being assaulted with scenes of adultery, homosexuality, incest, and every imaginable portrayal of immorality, unfaithfulness, lust and sensuality.

There is no question that mass media, especially radio and television, are opinion-makers, image formers and cultural disseminators. But the wholesale portrayal of immoral conduct in prime time is unpardonable.

This problem does not go away because a few of us no longer tune in. Tens of millions of our innocent youth drink at this cesspool nightly. There is an epidemic of venereal disease, drug addiction, alcoholism, and adultery, and the broadcast industry has to take quite a bit of the blame. Immorality is reinforced not only in the program content, but in many of the sponsors' messages. Commercials call upon every vain imagination to fulfill one's fantasies.

If TV network programming is a measure of our moral health — America is very sick!

Continued on page 88

religious broadcasting 87



Pictured are Rev. John Gilman, left, and Pastor John Gimenez of Rock Church, Virginia Beach

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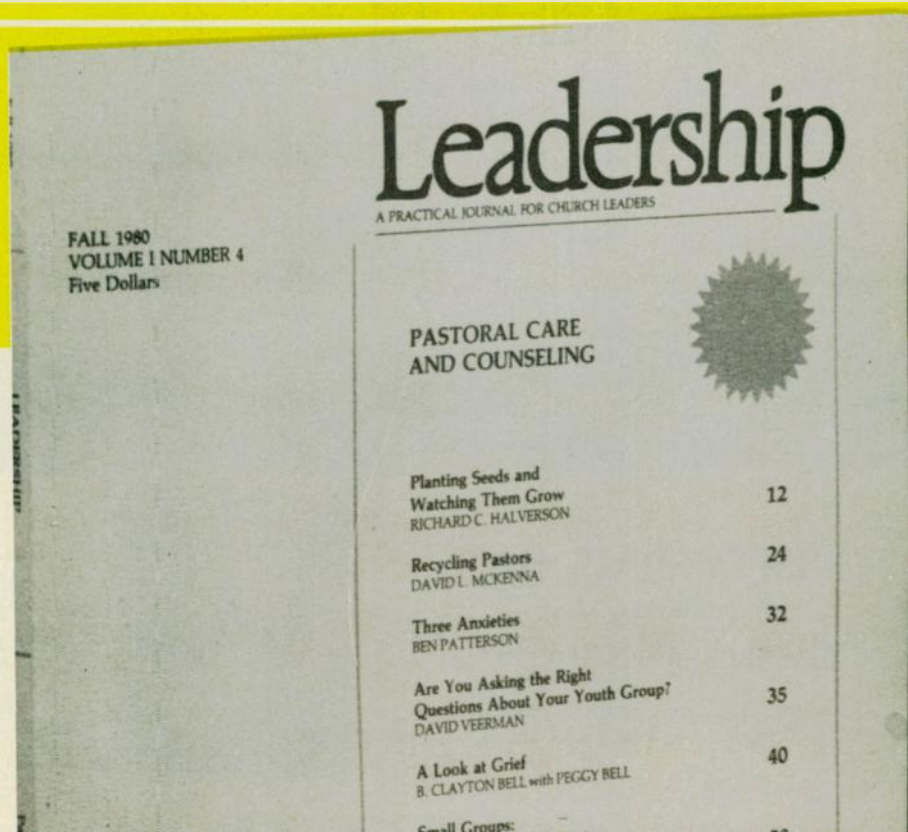
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We could cite hundreds of additional letters. But why not find out for yourself? Let me send, at no risk to you, our current issue on "Pastoral Care and Counseling." Read this latest issue of LEADERSHIP for yourself without spending a cent and decide if

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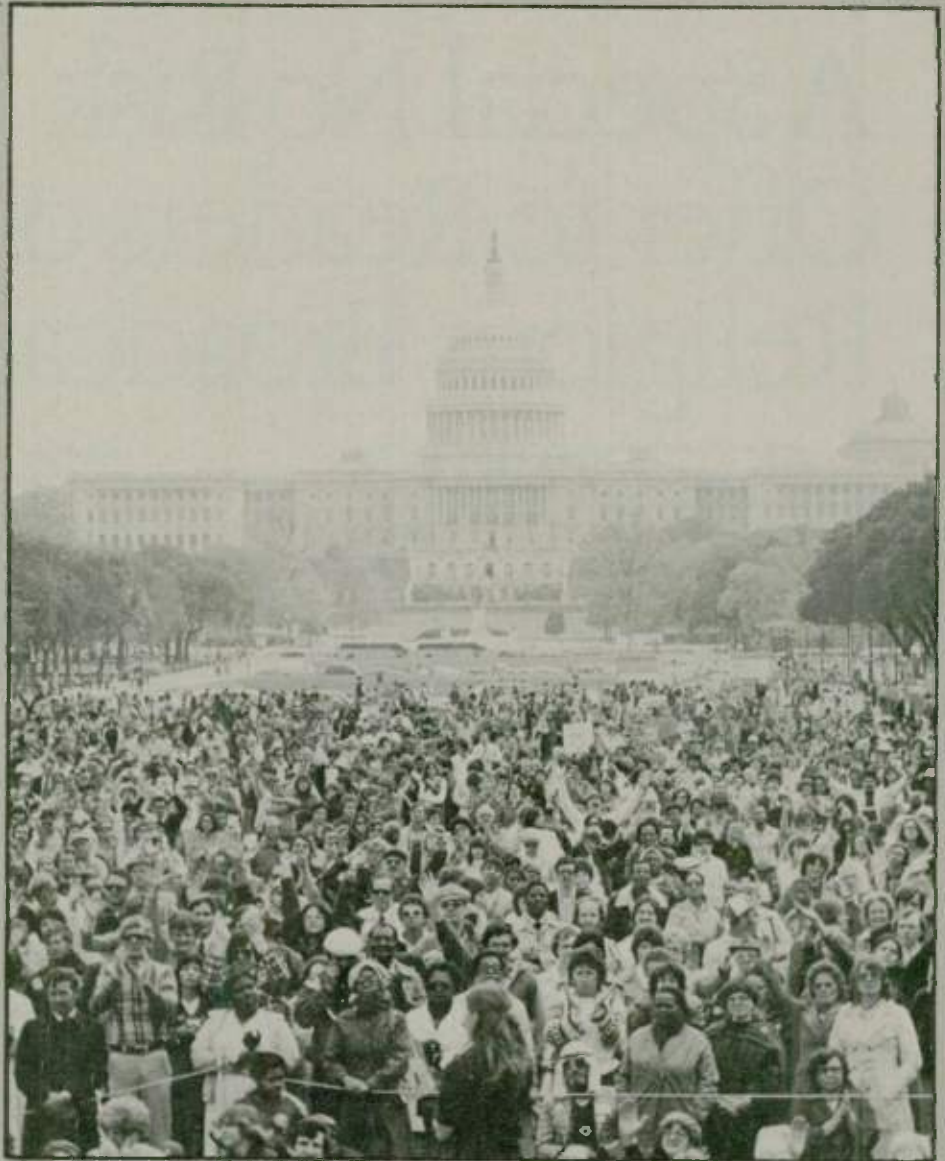
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FOURTH CLASS — BOOK RATE



One program, "Apartment 96," deals almost exclusively in gratuitous sex with the thinnest hint of story line. Decency, faithfulness, loyalty and true love is ridiculed and violated.

The mass media communications industry in the United States is deeply rooted in the economic system. Perhaps boycotting the sponsors of such programs as "96" by the 50 to 75 million Christians in this country would send the message of our objection effectively. The very fact, however, that little protest has gone up since this avalanche of filth was put on the air would indicate that there aren't many Christians who know what to do, or who really care.

The awesome burden to wake America up, to warn America, now falls in the hands of those who can reach the masses — the Christian broadcasters. Forty million women are beguiled daily by soap operas featuring constant insidious attacks on Christian conduct, while nearly the entire country waits breathlessly to discover "who shot JR." We have no promise that this type of programming will decrease. The irony is that we were forewarned several years ago that prime time television would change its focus from violence to sex. We were told it would get this bad, but we did little to stop it.

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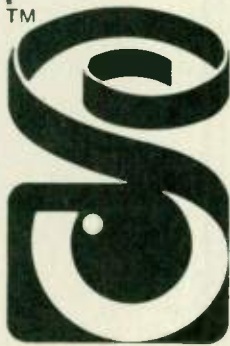
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However, It is not too late; God certainly has a plan. The instruments of radio and television are His! The first message broadcast through the air waves, "What hath God wrought?", was repeated upon the launching of the first communications satellite. Is it not God's plan to place these powerful mass communications tools into the hands of men and women of vision that they might take the Gospel of Jesus Christ throughout the world?

Like His message to Jeremiah, the Lord exhorts us today to "Proclaim (broadcast, in the Living Bible) this message." (Jeremiah 11:6.) What message? The message that God has made covenants with man that have been broken; the message of repentance; the message of deliverance; the message of salvation in Christ Jesus.

The greatest day for Christian broadcasting is just ahead. While evil is getting worse, there has never been a more glorious opportunity to proclaim the "Good News." Better technology, more skilled people, bold preachers and evangelists, will facilitate the fulfillment of the Great Commission.

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Yet there is one more ingredient in this powerful formula for world evangelism — **the unity of the body of Christ**. It is this unity for which Jesus prayed as recorded in John, Chapter 17. It is unity in the body for which He has been interceding for 2,000 years.

"That they all may be one; as thou, Father, art in me, and I in thee, that they also may be one in us: that the world may believe that thou hast sent me."

On April 29, 1980, in an unheralded but significant way, a partial answer to Jesus' prayer was manifested. Over 500,000 concerned Christians from every denomination, background, and race gathered on the Mall of our nation's capital for a national day of humility, prayer and repentance. This event was described by Dr. Bill Bright, President of Campus Crusade for Christ, as "the single most important day in the history of America since the signing of the Declaration of Independence."

Why did Dr. Bright feel so moved by this event called "Washington For Jesus"? Was it because it represented an unprecedented gathering of Christians, who would not have dared to consider such a thing 10 years before? Or was it the fact that this country was on the verge of collapse both morally and spiritually, and that he knew only divine intervention through united prayer could save us?

Continued on page 96

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Hundreds of thousands of Christians from every state in the union, led by scores of key Christian leaders like Adrian Rogers, James Kennedy, Pat Robertson, E. V. Hill, James Robison, Bill Bright and Jim Bakker, prayed on the Mall. Millions more gathered in towns and cities, in homes, factories, shops, churches and offices throughout this land to intercede for the nation.

Long before the event of Washington For Jesus was conceived, the foundation was laid through years of prayer, preaching, teaching, and a genuine concern for the future of America. Washington For Jesus had a single most important effect. It was the assembling of the body of Christ. They were there in one accord, in one place, from hundreds of denominations, backgrounds, and races; not seeking power from the government, but asking that God's Holy Spirit, which is the power, would fall on all afresh and anew.

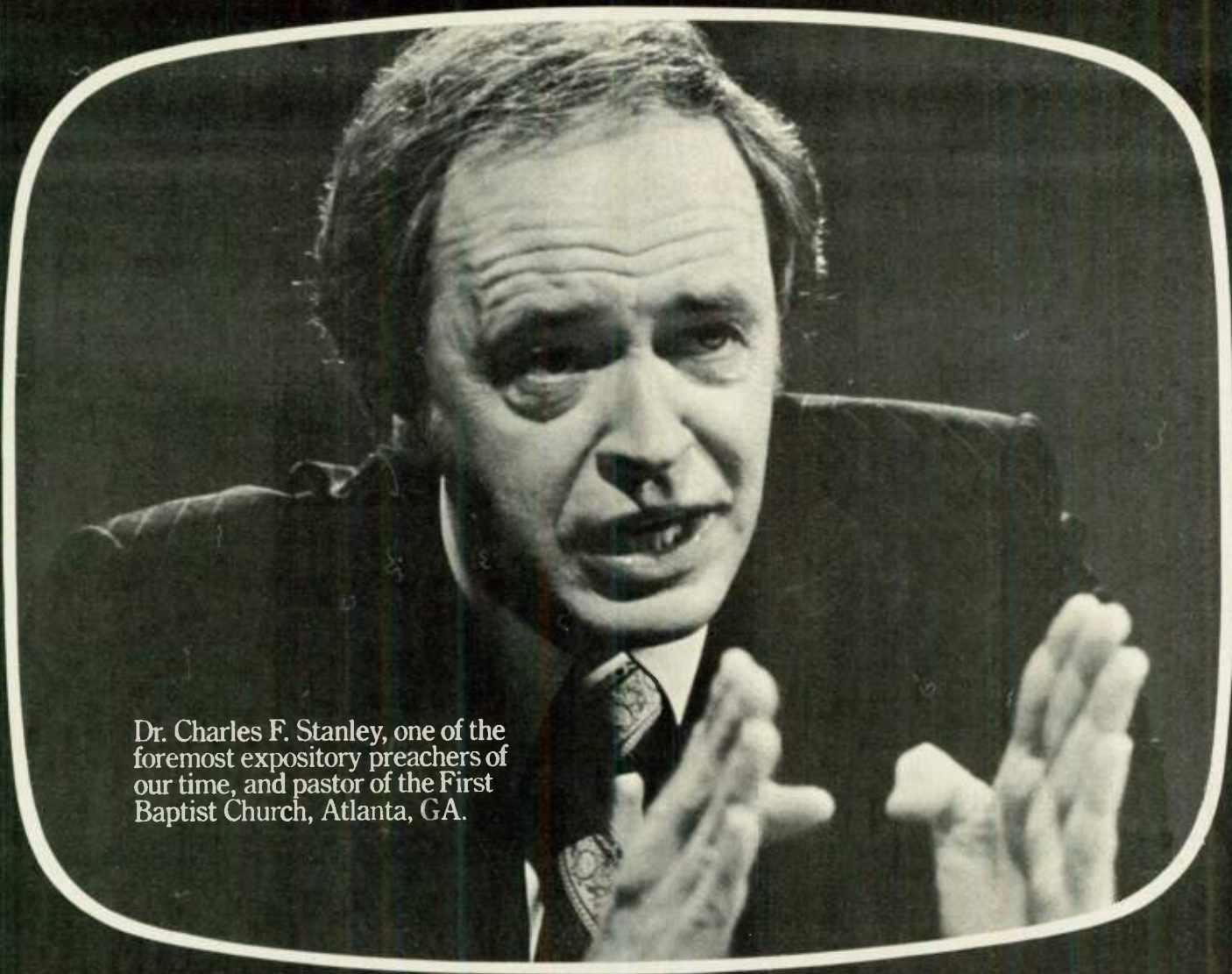
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Continued on page 98



Dr. Charles F. Stanley, one of the foremost expository preachers of our time, and pastor of the First Baptist Church, Atlanta, GA.

How to help God's light reach a world out of touch.

Ours is a world grossly out of touch with the redeeming love of Jesus Christ. Homes torn apart as husband and wife scoff at marriage vows. Children ignorant to the gospel because parents never gave them opportunity to believe. And others saturated with years of "religion," yet void of the saving grace of Christ.

In Touch Ministries, an outreach of First Baptist Atlanta, is penetrating that world by touching millions of lives every week through its unique Bible teaching program.

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are all used to draw the viewer to a deeper understanding of God.

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Washington For Jesus became a great historical event as Christian TV networks and independent stations joined together to form a special Washington For Jesus network. Included were PTL, CBN, Lesea Broadcasting, TBN, Channel 38 in Chicago, Channel 22 In Clearwater, Pittsburgh's Channel 40, El Paso's Channel 14 and D.C.'s Channel 66. Hundreds of Christian radio stations carried portions or special reports.

The motivation for an event like Washington For Jesus is a growing awareness of the power of prayer. For too long this power has been ignored; the focus of many has been, it seems, on dynamic personalities, incredible testimonies, and spirited services — but not enough prayer.

As the days become increasingly difficult and evil, the church is like John Bunyan's Pilgrim in the valley of death, remembering the secret weapon called promise — the covenant God has made with His people. The covenant recorded in II Chronicles 7:14 is becoming as frequently quoted, and as well known, as John 3:16. This new emphasis is good because when people who know God begin to seek His face, then all of Heaven will work to bring about revival, and especially healing, in the land.

Jesus prayed that His followers might be one. There must be diversity (even in union!) for life to function and flourish, but when the eye is separate from the body, it ceases to be an operating eye. Similarly, the separation of the Body of Christ into groups that consider themselves to be "the" body comes dangerously close to being inoperative in God's plan. Before all else, we need healing in the Body of Christ; then we'll have healing in the land.

What a vital role Christian broadcasters have; people in broadcasting the Gospel are men and women of vision! The fraternity of those who have given their lives to "spreading the Word abroad" has grown at a rapid rate. Yet is there a greater day coming for Christian broadcasters?

Bishop J. O. Patterson said, "I believe God has begun the process of healing America now and today!" There are many who still look to government to save us, but there are now many in the government who say it is the nation's God-fearing people who must do something to save this country.

THE JOYFUL SOUND

In churches consecrated to God, and under His sky; in auditoriums, concert halls and schools; on radio and television, and in other places where Americans have traditionally gathered since first they set foot on this continent, both in public and in private, to obey the Psalmist's injunction, we raise our voices in singing worship.

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Continued on page 103

Wollensak

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Photo: Sunset over San Diego's Famous Cabrillo Lighthouse Monument-Point Loma by: Larry Futrell

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"WTI," the largest, oldest and most experienced Christian Tour Company celebrating its twentieth anniversary will be again making available to you our best program, **The Bible Land Complete**, a great seller and a quality tour of \$975.00 to \$1468.00 for only **\$595, EVEN IF PRICES INCREASE!** It is a limited offer, so **ACT NOW!**

WTI, over the next few months, will be offering you an additional 120 seats at reduced special prices in appreciation of your support and loyalty. This special offer is for ministers only residing in the North East—Mid West—and South East.

WTI has a rich history in service. During these past years, more than 35,000 ministers and some 500,000 Christian laymen have travelled with us. WTI has thus helped change their lives. We are proud of our record, efforts and performance! This, therefore, is our 20th anniversary love gift for you, our valued clients.

Our President's Educational Committee will make up the difference in price so that **many ministers and seminary students** in their last year of studies can afford to visit and tour where Jesus walked and ministered.

As a **minister**, the qualifying conditions in order to travel are few, but the demand for the below-cost seats will be great, so send in a \$90 deposit NOW!

By the way, there will be only twenty seats per departure at the special prices good for Pastors only! All other bookings after the limited subsidized seats are filled will pay the low regular prices of \$975 to \$1,468 depending on the time of travel.

- Tour price includes all of the important biblical sites. First class hotels, all meals, meeting services, transfers, sightseeing, entrance fees and guides. (Yes, round trip jet air transportation is included.)
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L. John Wheatley has been appointed the first General Director of FEBA RADIO, with effect from 1 January 1981. Mr. Wheatley becomes chief executive of the mission, directing its operations in Seychelles, Pakistan, Lebanon and Kenya. John Wheatley has been involved with FEBA RADIO since its earliest days. He negotiated permission to build the International shortwave radio station in Seychelles in the late 1960s and was Field Director there in the period of construction and development up to 1977. During the past three years, Mr. Wheatley has been Overseas Director, responsible for FEBA's reception area operations.

NEW YORK (EP) — A non-stop TV reading of the entire Bible on cable TV in Amarillo, Texas, was the highlight of numerous local observances which transpired during the 40th Interfaith National Bible Week, November 23-30, 1980. Mayor Jerry Hodge kicked-off the "Amarillo Reads the Bible" marathon Friday, November 21, by issuing a proclamation, reading a message from National Bible Week Chairman Howard C. Kauffman, President of Exxon, and reading the first chapter of Genesis. Nearly 200 readers from many faiths participated, according to Bob Watson, general chairman of the marathon. The reading covered portions of four days and concluded on the morning of November 25.

PTL Television Network President Jim Bakker has named **Pastor Aubrey Sara** of Melbourne, Florida, as the new Associate Pastor of PTL's Heritage Village Church. On Sunday, November 2, Mr. Sara began his responsibilities, which include officiating at worship services in Mr. Bakker's absence, making hospital visits, and providing in-depth counseling to PTL visitors and staff.

Mr. Sara is president and founder of "Happy Landings Homes for Boys and Girls," a home for the rehabilitation of troubled youth. A native of Canada, Aubrey was born into a Christian family, and began ministering as a youth. Later he attended Bible college for three years in Canada, and attended Holmes seminary in Greenville, S.C.

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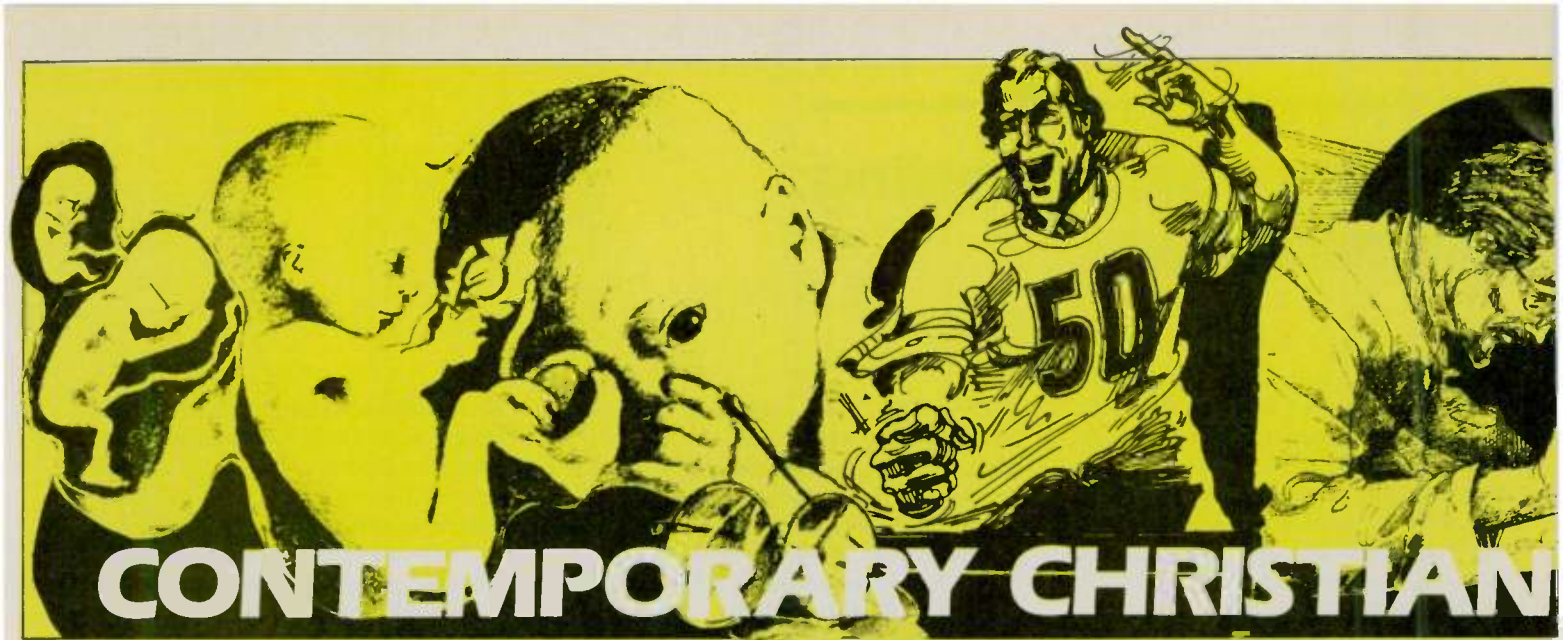


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- Operation Rescue (Hundreds of women rescued from prostitution and trained for new life in Christ)
- Rice Kitchens
- Children's Homes in India and Mexico
- Project N.A.M.E. (Newspaper and Magazine Evangelism in 11 languages)
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A New Choice for Adult Sunday School

For those looking for something new in adult electives, **CONTEMPORARY CHRISTIAN ISSUES** may be the most significant news in Sunday School curriculum this year!

THE CONCEPT

How do you encourage Christians to think biblically about contemporary issues . . . to evaluate what they are reading in light of Scripture? In preparing **CONTEMPORARY CHRISTIAN ISSUES**, we want to meet this need for high quality, thought-provoking, relevant adult elective materials.

Each issue of *Christianity Today* will be used as the basis for class discussion on a wide range of topics under the general umbrella—**CONTEMPORARY CHRISTIAN ISSUES**. A carefully written Leader's Guide and thought-provoking Student Outline guide class discussion.

HOW IT STARTED

Early last year our Executive Vice-President, Paul Robbins, was invited to teach a 13-week adult elective class on issues facing



the evangelical church today. He felt *Christianity Today* was an ideal resource for such a class. As a forum for current thought, it represented an excellent basis for discussion and class involvement.

The first Sunday of the "experiment" 8 people were present; the second Sunday 16

people came; the third Sunday the class doubled again, and had to be limited to 40 participants for the remainder of the quarter!

His comment, "In my own experience, as well as those in other test areas, the biggest problem was not to induce discussion but to control it! Members came to class prepared to discuss the topic."

THE TEST EXPANDS

During the next six months 30 other churches around the country were selected to test the concept. Churches of many different sizes and denominations were represented. Comments of class leaders and participants confirmed the need for a curriculum grappling with the important issues of today.

"I enjoyed the scope, the depth, the thoughtfulness of the articles."

"It seems everyone in class has something to add to the discussions."

"I've noticed the discussions don't stop when the Sunday school is over. What we've discussed that hour is discussed after church, in our families, at church socials, and so on."

"An excellent magazine. Good to know that there are thinking Christians commenting on today's issues."

"I never realized the wealth of good information available to us as Christians."

"Typically there is a great deal of fluctuation in attendance during the summer months, but the average attendance for this class was 40 adults. The instructor reported that the adults came prepared and readily participated."

HERE'S HOW IT WORKS

Simply indicate on the order form the number of students you expect to have in your class. You will receive copies of *Christianity Today* and Student Outlines to be distributed the week before the discussion is scheduled. The leader will assign the feature or articles for reading during the week. Each week, one principal article will provide the backbone for discussion. Additional discussion starters for significant editorials, news stories and other features will allow the leader to tailor the study to your class' needs. A new Leader's Guide will arrive prior to

each issue with a complete discussion outline, questions, format suggestions, illustrations, and related biblical references. You'll also receive one Student Outline for each class member to help get participants into the magazine and structure their thoughts before Sunday morning.



You'll soon discover that the **CONTEMPORARY CHRISTIAN ISSUES** curriculum . . .

- *ENCOURAGES meaningful discussion rather than a reciting of mere facts
- *ADAPTS readily to your group's size, age span and interest
- *EMPHASIZES an active Christian response rather than the passive accumulation of knowledge
- *KEEPS student interest and involvement high . . . because you are talking about issues that concern all of us

THOUGHT-PROVOKING DISCUSSION TOPICS

Each weekly lesson will be built around the timely yet profound topics that have become the hallmark of *Christianity Today*. Topics like:

- Politics and Faith
- Biblical Inerrancy
- Pornography
- The Charismatic Renewal
- Prophecy and the End Times



ISSUES

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Curriculum from Christianity Today

- Abortion
- Divorce and Marriage
- Iran and the Middle East
- The Pros and Cons of Christian Schools
- Homosexuality
- Facism vs Just War

- The Electronic Church
- Cults
- The Separation of Church and State
- Situational Ethics
- The Fractured Family
- Nuclear Power

And here are just a few of the topics tentatively scheduled for the 1981 spring quarter. You'll be tackling these critical issues and many more when you sign up for our CONTEMPORARY CHRISTIAN ISSUES elective:

- *To Ordain or not to Ordain? The Role of Women in the Church.
- *Should Science "Tinker" with Human Life? The Blessings and Curses of Genetic Engineering
- *Quality versus Quantity. The Pros and Cons of Mass-Evangelism.
- *A Shifting Political and Economic Arena for the Asian Church. The New China.
- *Unequally Yoked Together. Help for Struggling Spouses.
- *What Is Johnny Really Learning? The Impact of Humanism, Permissiveness, and Situational Ethics in Our Public Schools.
- *Which Direction Evangelicals? Politics. Culture. Theology. An Interview with Carl F. H. Henry.
- *What Should We Do with Grandma? A Christian Response to the Elderly and Aging
- *I Tried It and It Didn't Work! Legalism, Self-Effort, and the Crushing Effect of Missed Expectations.

NO RISK GUARANTEE

Put *Christianity Today* to work in your class this quarter. If at the end of the three months you are not completely satisfied with the results, we will send you a full refund upon request.

33% SAVINGS . . . FREE DISCUSSION GUIDES

The cost of the complete curriculum package—*Christianity Today*, Student Outlines, and Leader's Guide—is only \$2.95 per student per quarter. That's 33% less than the cost of the magazine by subscription, with the student and leader's guides provided FREE!

We're so confident you'll love CONTEMPORARY CHRISTIAN ISSUES that we're

also offering a no-risk guarantee. If at the end of the quarter you are not completely satisfied with the results, we will send you a full refund of every cent you paid. All we ask is that you write and let us know why the concept failed in your church.

Complete the order form below and mail it today. Orders must be received before February 6 to ensure delivery by February 28. Last minute orders may be called in to 312-260-6200.

CURRICULUM ORDER FORM

- Yes, please sign our church up for the CONTEMPORARY CHRISTIAN ISSUES adult elective during the 1981 Spring quarter. (March, April, May) I understand the program includes the following materials:

- *Copies of *Christianity Today* for each class member
- *Free Student Discussion Outlines for each class member
- *Free Leader's Guide for every issue

We accept your unconditional guarantee. If we are not fully satisfied after the quarter is over, we can receive a full refund upon request.

SHIP THE ABOVE MATERIALS TO:

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Send _____ copies of *Christianity Today* each issue (minimum 10 copies)

- Payment enclosed (\$2.95 per student per quarter). _____ x \$2.95 = \$ _____
- Please bill to the above address.
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Four "Public Enemies" and one nationally known Gospel Singer, at Attica Prison. Left to right, Floyd Hamilton, Ted Jefferson, George Meyers, Roger McDuff and Jerry Graham.



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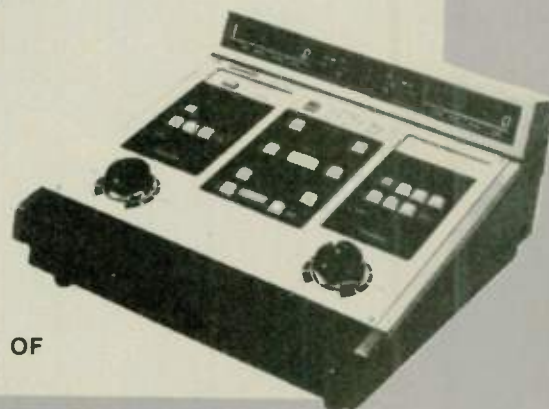
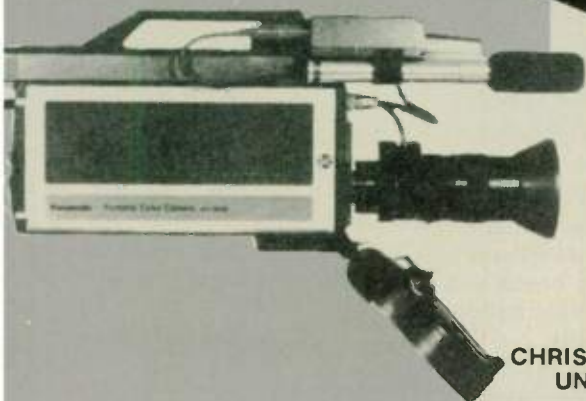
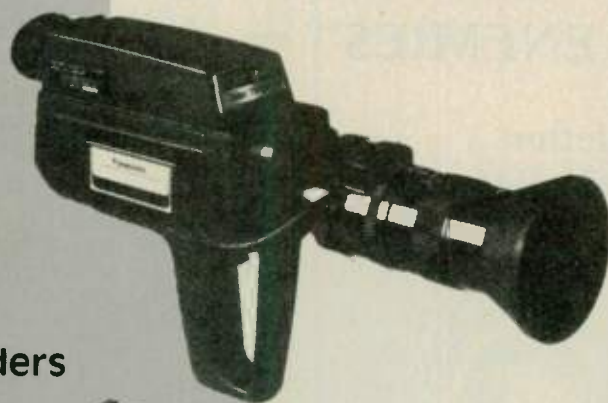
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Using the standard Bogner slot array module, the units, which are 5½-8 feet long, handle 1,000 watts and have a maximum gain of 12.2 dBi. Also standard on the antennas are null fill and beam tilt.

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The LPS models are available on 90 days delivery.

For further information contact Len King, President, Bogner Broadcast Equipment Corporation, Westbury, NY 11590, (516) 997-7800.

Panasonic's Professional Audio Division has marketed a line of cardioid, directional microphones; Models WM-8000 and WM-8050, designed for vocal use, and Model WM-8150 for instrument miking. Model WM-8000 and WM-8050 are unidirectional, dynamic microphones designed for professional vocal use, and are equipped with a floating microphone capsule to eliminate shock noise and triple wind screens to eliminate pops. Model WM-8150 is a slim-styled, hand-calibrated, unidirectional, back-electret, condenser microphone designed for miking instruments. It operates on batteries or connects to a phantom power source. For further information, contact Panasonic, 1 Panasonic Way, Secaucus, New Jersey 07094.

Continued on page 112

Hello There!

I'm J. D. Carlson

*On daily radio it is my joy to share the Bible's wonderful news that God loves you this very moment. Whatever your need or problem or question, **Christ Is Your Answer** today.*

*It is also my joy to report that children in seventeen countries are loved and helped by The Mission To Children Radio Family. Benefits to the children are many and varied. **FOOD. CLOTHING. HOUSING. EDUCATION. MEDICAL.** And the most important, **SPIRITUAL.** We do it ALL in the NAME of the Lord Jesus.*

The Mission To Children Radio Family resides in both the United States and Canada. Our offices are in Calgary, Alberta and Glendale, California. To the media we are represented by J. RICHARD LEE INC. 5670 Wilshire Boulevard, Los Angeles/ One Penn Plaza, New York City.

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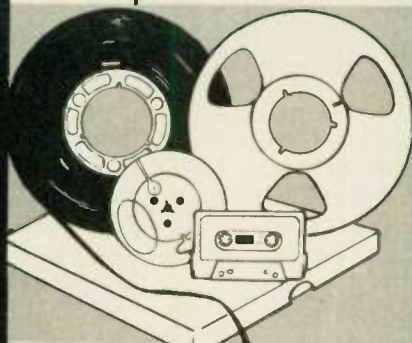
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The Microcam 601, a low-power, shoulder-mount ENG camera, has been introduced by Thomson-CSF. The ENG camera is provided with an easy-to-mount 12AH battery that allows over six hours of continuous use on a single charge. All controls are located on the lens or front end of the camera for easy operation. The Microcam plays double-duty as an EFP. Additional features offered in the Microcam line include a 4½" modular viewfinder for precise framing and focus, and a remote control system. For further information, contact Thomson-CSF Broadcast, Inc., 37 Brownhouse Road, Stamford, Conn. 06902.

A portable, field production, color broadcast camera has been introduced by the Ampex Corporation. The BCC-20 has a microprocessor and memory mounted in the camera head for camera control which allows one master set-up panel to control up to eight BCC-20s. A digital automated set-up control accessory is available for completely automatic set-up of up to eight cameras. The full-remote control of Ampex portable offers fiber optic RGB interconnections, resulting in low signal loss, low cable weight (45 lbs. per 1000 feet) and a flat frequency response without complex equalization. Known as "Special Error Correction System" (SECS), the BCC-20's digital electronics adjust registration point-by-point over the entire picture to provide registration accuracy of .05% in all three zones. Contact Ampex Corporation, 401 Broadway, Redwood City, California 94063.

Continued on page 118

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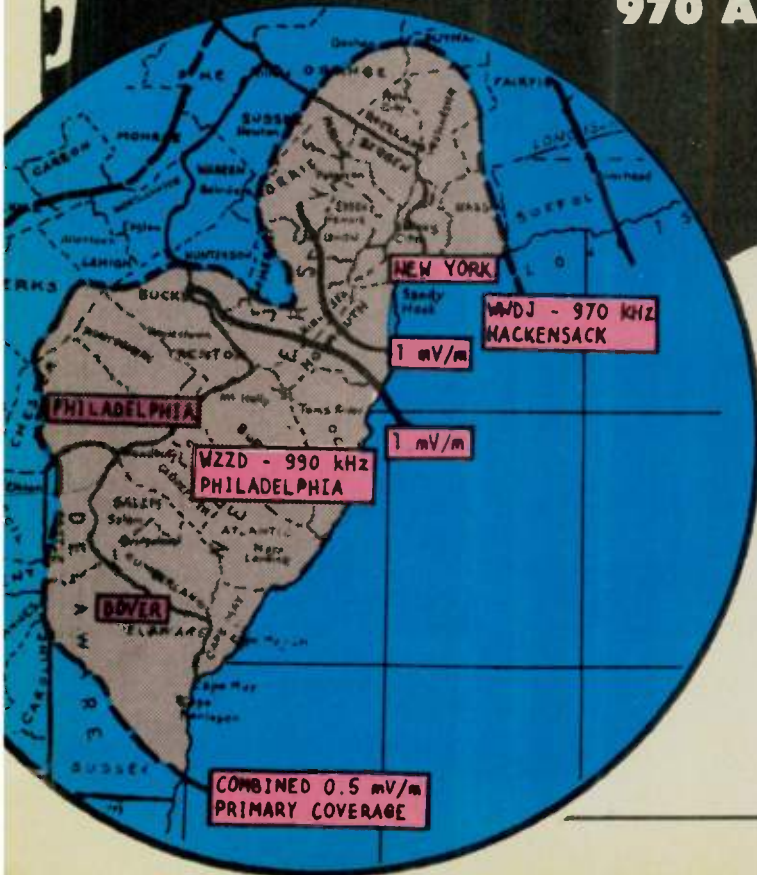


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FCC ISSUES NEW POLICY STATEMENT ENCOURAGING TIME BROKERAGE ARRANGEMENTS

The Federal Communications Commission (FCC) has adopted a new policy of encouraging time brokerage arrangements in broadcasting. In time brokerage, a broadcast licensee sells discrete blocks of air time to brokers, who then provide both programming and commercial messages to support it.

In the past, the Commission has been ambivalent toward time brokerage and has cautioned against abuse of brokerage arrangements. However, the Commission's November 13, 1980 policy statement concludes that time brokerage can offer "diversified programming, improved minority employment

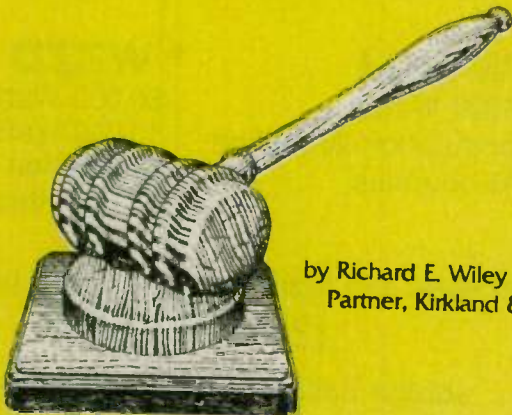
opportunities, and the acquisition of operational experience by minority entrepreneurs." This reconsideration and clarification of policy was prompted by a petition submitted by the National Telecommunications and Information Administration, a branch of the Department of Commerce.

The Commission issued its new policy statement because it believed that the absence of a clear policy had discouraged many brokerage arrangements which could advance the public interest. As the Commission observed, many licensees may not have brokered time because of the Commission's past suggestions that

time brokerage could interfere with the licensee's exercise of its ultimate responsibility for the station's programming. This concern became more pronounced in 1976, when the Commission denied renewal of a license because of the licensee's abdication of his responsibility to maintain control over the station's programming. These developments had suggested to many licensees that the Commission generally disapproved of time brokerage.

In the new policy statement, the Commission expressly encouraged time brokerage and pointed out several instances in which the practice has made possible specialized minority programming, particularly foreign language programming. In the Commission's view, time brokerage arrangements can increase the diversity of broadcast programming because many brokers seek to program for specialized audiences not otherwise served by a station's general format. Additionally, the Commission believes time brokerage will provide new opportunities for minority participation in broadcasting since minority program suppliers can operate through time brokerage with far less capital than would be required to establish a broadcasting station.

The Commission declined to impose extensive controls over time brokerage arrangements: "[so] long as licensees and brokers generally comply with otherwise applicable regulations affecting all stations, we see no need to impose any screening process or to intrude into the negotiation or termination of brokerage arrangements." Independent program production contracts will have to be filed locally and will be subject to Commission review; but they need not be routinely filed with the Commission. However, the licensee remains ultimately responsible for his station's programming and compliance with FCC regulations. The broadcaster cannot shift these



by Richard E. Wiley
Partner, Kirkland & Ellis

responsibilities to a time broker.

Under some circumstances, licensees may receive credit for affirmative action efforts undertaken through brokerage operations. The Commission declined to require reporting of employment in connection with brokerage arrangements because mandatory employment reporting requirements might operate as a disincentive to time brokerage operations (which generally are not especially profitable). In some situations, however, it may be "reasonable to consider the time brokers employment profile and practices and judging the licensee's affirmative action efforts." The Commission also stated that it would welcome the voluntary submission of supplemental equal employment opportunity information from licensees to report affirmative action efforts in connection with time brokerage arrangements.

The Commission also clarified the application of the political advertising rules to time brokerage. Section 315 of the Communications Act requires a licensee to offer advertising time to all candidates at the lowest unit rate at which the same class and quantity of time has been sold. Generally, the Commission has disregarded the rates charged by time brokers to their commercial advertisers in establishing the station's lowest unit charge for political time. In this way, a time broker can set his commercial rates at a level commensurate with his often smaller and more specialized audience, yet not restrict the station's political rate for its general format. However, when a time broker itself sells political advertising time, the broker's rate would affect his station's lowest unit rate charge. Licensees thus have an incentive to restrict the rates at which time brokers can sell political time. Accordingly, political candidates in the past have often avoided purchasing time on brokered programs because the advertising rate they must pay is out of line with the often-limited audience to which the program is directed.

In the policy statement, the Commission recognized that under Section 315 of the Communications Act, time brokerage can be considered as a separate "class" of advertising subject to different lowest unit charge structures. However, not all time brokerage programming will be in a different class from all other brokered time or from a station's regular format. Therefore, a licensee must make a reasonable and informed judgment on the basis of the programs themselves. As an example, the

Commission commented that a licensee carrying one general audience format and brokering time for another general audience format could not establish a different lowest unit charge for each of the two formats. However, if a general format station brokered time for specialized minority or foreign language programming, the licensee might be able to show that establishment of different lowest unit rate charges would be reasonable because of the audience differences. Ultimately, the Commission said that such judgments must be left to the "good faith discretion of the licensee. . . subject to review by the Commission in considering complaints brought under Section 315."

The FCC rejected a request from Radio Foundation, Inc., to extend the statutory prohibition against censorship to licensees engaged in time brokerage and to hold independent producers directly responsible for their deficiencies in their programs. Radio Foundation, a non-profit organization which often engages in fund raising on brokered time, complained that stations frequently refuse to broker time because the time broker's fund raising efforts might directly compete with the station's own fund solicitations. The Commission concluded that enforcing its broadcast rules against time brokers themselves would be inadequate because the agency would not have the enforcement power against a broker that it would have against a licensee. In addition, the Commission stated that it would not interfere with a licensee's judgment that fund raising for its own station was more important than fund raising for a prospective time broker. Thus, the FCC concluded that it would not require licensees to yield fund raising time to independent producers.

The Commission decided that a change in its regulatory approach to time brokerage was appropriate because of the changing nature of broadcast communications. Originally, the agency encouraged licensees to develop formats of broad, general interest and specifically discouraged highly specialized formats because of the limited number of broadcast outlets available. Given the huge expansion in the number of broadcast outlets available, the Commission now believes that greater specialization and diversity in programming is in the public interest. It also is convinced that increased use of time brokerage will advance this objective and, at the same time, encourage greater minority participation in broadcasting.

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Here's How Small Organizations Create Successful Appeals

by Jerry Huntsinger

I often receive telephone calls from executives of small organizations and they express a high level of frustration because they urgently need to develop more income from their small mailing lists.

But they cannot afford, or do not have access to an adequate computer service, printing press, lettershop or other production facility. They usually cannot afford to hire professional consultants or even a staff person trained in fund raising.

Quite often the top executive plans the mailing program and writes the appeal letters in his "spare time," and he feels that the techniques reported in the various seminars and professional publications often do not apply to his problems.

However, I have observed that some small organizations have successful mailing programs, and by successful, I mean that they are able to generate enough income to meet their needs and acceptable fund raising costs. I don't necessarily mean that they are on their way to becoming a twenty million dollar operation.

Here are a few techniques that seem to work for these small organizations.

1. First of all, they follow the basic fund raising principles that apply to any marketing situation, large or small. They plan and execute a systematic mailing program that gives the donor adequate opportunity to respond to their appeals.

They segment their mailing lists, they use suggested dollar amount challenges and they slant their copy according to the status of the individual on the mailing lists. In other words, they do their best to use all the techniques that major organizations have found to be successful.

2. The individual who runs the organization works to develop a strong image and the organization communicates that strong image to the donors. Since this image is developed

in a consistent way through the mailings, you almost never see a successful small organization sending out a letter cosigned by two board members!

The image they communicate is that the organization is not the work of a committee, but the burden of an individual.

3. They take great pains to avoid looking like an institution. They avoid institutional-looking logos. They talk more about the needs of the people they help, than the meetings of their board of directors.

4. Their mailings often use small, intimate, personalized formats. Many times they avoid a #10 carrier envelope simply because so many organizations use that size. They will often use the personal letterhead of the chief executive rather than an organizational letterhead.

5. And combined with this, they change format many times during the course of a year to communicate to their donors that they are a vibrant, dynamic organization, not stuck in a rut.

6. They use personalization as often as possible. Many times this includes handtyped letters to their major donors. The smaller the mailing list, the more important person-

(Advertisement)
alization becomes. They try to avoid the "computer look" that is so common among major organizations.

7. They use a great deal of first class postage and they often put a live postage stamp on the reply envelope.

8. They take advantage of their smallness by playing the role of the underdog and talking about how small they are and what a good job they are doing with the money they receive and how they must struggle to stay alive, etc.

9. For the portions of the lists they don't mail first class, they almost always use a postal meter for their non-profit indicia. This gives the look of first class mail and often in a limited geographical area, non-profit mail is delivered almost as fast as first class.

10. They give their major donors tender loving care and this often includes visits to their home, telephone calls, special dinners and events where the major donors are honored, etc. They have an advantage over the large organization in that they can often be closer to their major donors and communicate with them on a more personal level.

Combined with this, they often have strong local committees who are assigned to make personal calls on major donors. In a way, their fund raising program is a combination of direct mail and personal contact techniques, because if they rely wholly upon direct mail, they simply won't generate sufficient income to keep their operation afloat.

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.

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11. They often develop annual giving programs and try to concentrate their energy in one major thrust, and then for the rest of the year, work as hard as possible to collect the pledges and commitments made during the annual appeal. However, they do not stop soliciting donors simply because the donor has made a gift to the annual appeal. They continue sending out giving challenges throughout the course of the year.

12. They often use the "challenge gift" technique because with their smaller budgets, it is not as difficult to find an individual who will provide a significant challenge gift for the donors to match.

13. They find that a pace-setting gift by a major donor often helps generate income during the annual giving campaign.

14. They find that telethons, as a follow-up to the annual giving program, are quite effective and it is possible for a small organization to contact every donor by telephone at least once a year.

15. The recruitment of new donors is always a problem in a small organization because they often cannot afford the high cost of prospect mailings in the limited volume that their budget provides.

However, if their work is confined to a small geographical area, they can effectively use census tracts, automobile registrant lists, and other means of identifying potential donors whose lifestyles are similar to the donors that presently exist on their list. Also, because they are small, they can communicate this problem to their donors and ask for donors to help them find individuals who might want to support their type of charity.

16. They almost never mail out a "routine appeal." Instead, every appeal is for a very specific project.

They have an advantage over the major organizations here because with their limited overhead, they have less worry about receiving too many gifts that are restricted to specific projects.

In summary, the successful small organization utilizes every technique available to the large organization and the head man, instead of saying, "That stuff won't work for us," says, "Let's make it work for us because we don't have any other choice!"

Continued from page 18

viewing audience in some markets as leading network shows. Certainly the great Creator who gave us a measure of His own creativity can fully equip us to meet this challenge.

He can direct our minds and talents to conceptualize and produce programs that we can't even comprehend right now. He can teach us to use these vehicles He has created to proclaim His message in ways that exceed our highest hopes and dreams.

The question is not whether the media have the potential. It is whether you and I will beseech God on our knees for new and gripping ways to touch and change this world while there is still time. Lee de Forest recognized broadcasting years ago as "the grandest medium which has yet been given to man to help upward his struggling spirit." Let's pray for the wisdom to touch this spirit, so that through the Christian media, man's struggles might be turned into strengths.



Kathleen M. Osbeck is an on-camera reporter and television producer of feature stories for "The 700 Club." She has been with the Christian Broadcasting Network in Virginia Beach for the past two and a half years. Before that time, Kathy hosted and produced the "World Religious News" international radio service, first at NRB headquarters, then for the Walter F. Bennett Co. in Philadelphia.

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For further information, contact Otari Corporation, 1559 Industrial Road, San Carlos, California 94070 (415) 592-8311.



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coverage. And, although in an unjustifiably played-down way, the event was covered by all of the secular networks.

The impact of "Washington for Jesus" on our country has proved to be far more important than almost anyone even dared to hope. Early promotional material described it as a "one-time celebration of the Lordship of Jesus Christ." But the spirit behind the gathering was the spirit of revival, and it could not be satisfied in one event. Now, through twenty nationally co-ordinated rallies and scores of state and local events *America for Jesus* will bring the spirit of "Washington for Jesus" into every major city in our nation. Then, in 1982, hundreds of thousands of concerned Christians will again gather in Washington D.C. to intercede for America and the world. *America for Jesus* will be a truly significant religious media event. It deserves your total support. *Call or write today for your press kit and other material.*

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The year was 1956. In the defunct Donald Duck Bottling Company building on Thomas Road in Lynchburg, Virginia, 35 charter members labored alongside a 22-year-old pastor, named Jerry Falwell, to scrape cola syrup off the floor and prepare the structure for the first service of a new church. Neighborhood kids called it the "Donald Duck Baptist Church."

At that time, neither the young pastor nor the church members could imagine the limitless blessings that God



Jerry Falwell

would pour out on this ministry in the years to come.

Since its beginning, Thomas Road Baptist Church has been dedicated to carrying out the Great Commission. Because of this, the Church is the foundation of a growing number of outreach ministries including those of the Old-Time Gospel Hour and the Liberty Baptist College and Schools.

Today, the Church is among the largest in the nation with the membership exceeding 17,000. In this Silver Anniversary year, members and friends of the ministry are celebrating 25 years of miracles.



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