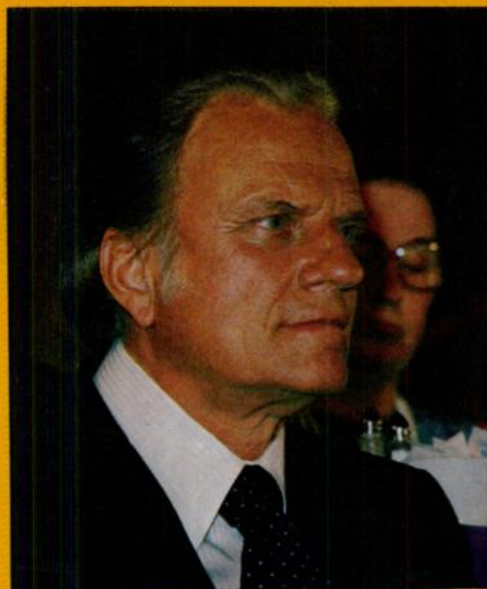


religious broadcasting

March 1981

Convocation 81 Highlights

- Graham
- Falwell
- NRB Awards
and More






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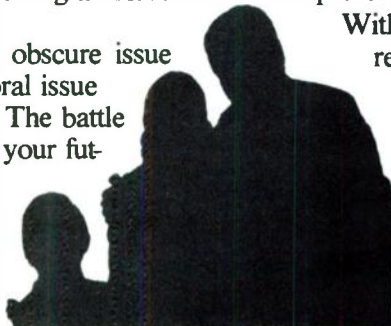
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march 1981

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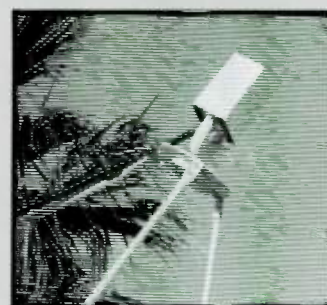
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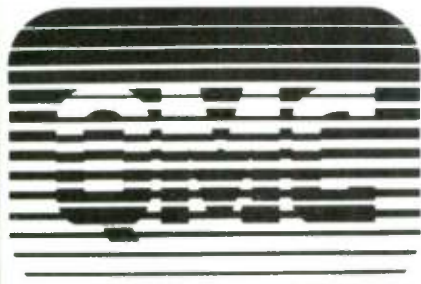


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religious broadcasting

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religious broadcasting speaking out



The Psalmist wrote in Psalm 105, "Oh, give thanks unto the Lord; call upon his name; make known his deeds among the peoples."

As we have just experienced one of our finest conventions, we must properly give praise to Almighty God who led in the planning, prayer and carrying through of each responsibility of the convention. We also want to thank each participant who helped make this year's convention a great blessing.

I want to express my appreciation:

- a. To the National Association of Evangelicals for its wonderful cooperation in planning and executing the convention plans and program.*
- b. To our program committee who worked so harmoniously with the N.A.E. committees for a well-planned program.*
- c. To each participant who came and helped make this convention an inspiration to the delegates. Many came great distances and at great costs.*
- d. To our headquarters staff under the direction of Executive Director, Dr. Ben Armstrong. They gave unselfish service, beyond call of duty, to make sure the convention progressed smoothly.*
- e. To our Executive Committee with its various committees, who have been a work team in our effort and the Board of Directors for their excellent spirit of unity and dedicated service.*
- f. To our members for their wonderful cooperation, prayers and suggestions.*
- g. And finally to my wife Sylvia for her faithfulness through the year. Her prayers, her hours of spending time alone in the evenings while I was answering mail, writing articles and traveling to committee meetings and regional conventions.*

To all of you, thank you and God bless you richly for your dedicated time and effort.

Sincerely in Christ,

David L. Hofer
President
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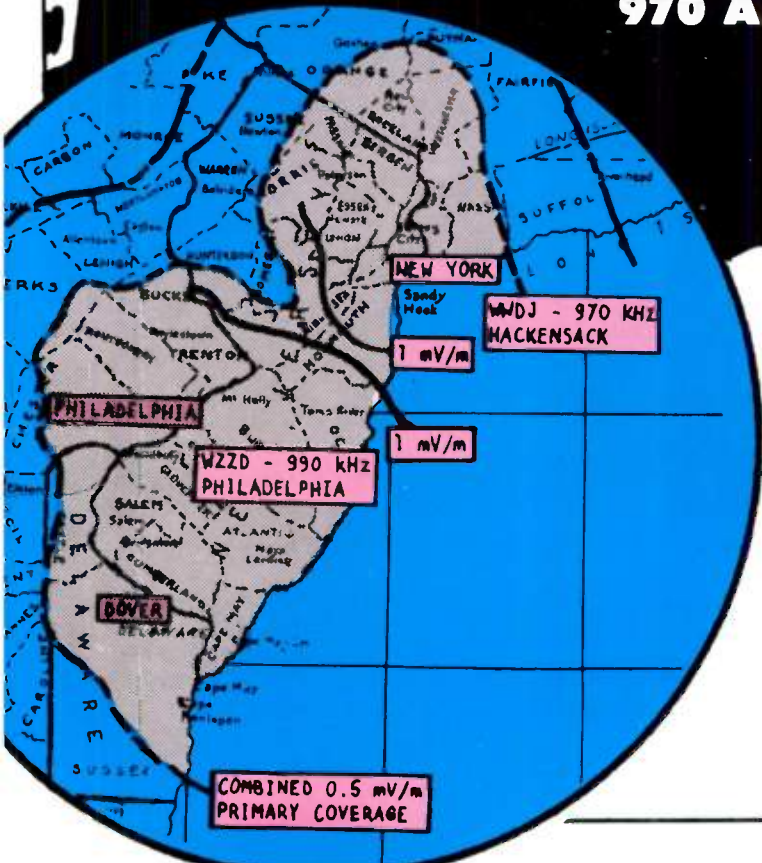
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Convocation 81 was a singing convention. Steve and Barbara Musto led the assembly in praising God and they blessed attendees with their own solo and duet selections. Enriching the convention were the musical selections of the Men of Melody, Christine Wyrzen, Kim Wickes, the Blackwood Brothers, the Northwestern College Ensemble and Orchestra, John and Mary Giger, Cheryl Prewitt, Dino and Debbie Kartsonakis, the Living Sacrifice Band, Patricia Macaulay and others.

— (Prepared by Carey Moore with Michael Hernandez of Caleb Communications and Eric Zehnder.)

From the opening keynote on January 25 to the concluding benediction January 28, hope was the predominant note of Convocation 81, the joint convention of National Religious Broadcasters and the National Association of Evangelicals.

How could it have been otherwise? Five days before the assembly met for the opening prayer in the Sheraton Washington Ballroom, 52 American hostages regained their freedom from Iran and a new President took office in Washington calling America to a "new beginning."

"I believe that we have never, ever, had a better time to preach the Gospel of our Lord and Savior than these days in which we are living," said Dr. Adrian Rogers, pastor of the 12,000-member Bellevue Baptist Church in Memphis, Tennessee and past president of the Southern Baptist Convention. "We are on the threshold of a mighty spiritual awakening if we will believe God for it."

At the annual Congressional Breakfast, Dr. Jerry Falwell noted the "mood of optimism sensed by many" on inauguration day and said that he envisioned the "greatest advance of biblical Christianity that has ever been seen in any ten-year period." As pastor of Thomas Road Baptist Church in Lynchburg, Virginia, and speaker on the weekly television program, *The Old Time Gospel Hour*, Dr. Falwell symbolized the theme that had been chosen for Convocation 81, "Church and Media: Partners in World Evangelization."

Meeting together for the second time in five years, the two organizations drew

CONVOCATION

NAE/NRB CONVENTION

more than 2,700 Christian broadcasters, pastors, mission executives, Christian educators and leaders — and students — for the three and a half inspiration-filled days. The 1,600 registrants for NRB set a new record, plus 700 registered for NAE's convention and another 240 in the Washington Seminar on Communications sponsored by the intercollegiate chapter of NRB. More than 150 members of the working press — TV, radio and print media — and some 1,000 representatives of convention exhibits, brought the total attendance to almost 3,700.

Amid the celebrative atmosphere of Convocation 81 hard work was going on. Program committees for the two organizations had organized seminars and workshop sessions which filled the morning and afternoon of each convention day. Broadcasters and churchmen alike were reminded that they needed one another — that the task

of presenting the Gospel of Christ to the masses must be done in teamwork utilizing the best of technology and depending upon the Holy Spirit for power and ability. Again and again the Scripture theme — "We are God's fellow workers" (1 Cor. 3:9) — echoed through Convocation 81.

A time to hear the call of God

Dr. George Sweeting, president of Moody Bible Institute and speaker on *Moody Presents*, lauded the contributions of broadcasters to world evangelization, citing the international radio coverage of Far East Broadcasting Company, Trans World Radio and HCJB. Speaking of the potential of television, he affirmed the belief shared by many Christian communicators that the electronic media were vital for carrying out the great commission in the twentieth century.

The noted educator-broadcaster-executive emphasized that "establishing and building local churches" was the "Bible way of evangelization." He reminded parachurch groups and media practitioners that they must have strong ties to the local church.

Media ministries face four dangers, observed Dr. Sweeting: adding to or subtracting from the Gospel, substituting entertainment for the Word of God, promoting bigness at the expense of individuality and spending money extravagantly.

The plight of a hungry world was one of the important parts of God's call to Convocation 81 attendees. At least one workshop each day was devoted to world relief. In one session Dr. Larry Ward of Food for the Hungry emphasized the grim reality of at least 12,000 people starving daily.

Following the presidential address by NRB President David L. Hofer, calling for recommitment to the goals of the association, the NRB convention heard another call of God, this time from Dr. D. James Kennedy. The pastor of Coral



CLARENCE WULF

Dr. S. M. Lockridge — "The word 'Lord' is not to be taken lightly."

SPARKLED WITH HOPE

Ridge Presbyterian Church (Ft. Lauderdale, Florida) warned that many forces are actively promoting secular humanism. He challenged his listeners "to bring all of man and all his concerns, political, artistic, economic and scientific, under the Lordship of Christ." Dr. Kennedy described this challenge as "the cultural mandate."

Senator Roger W. Jepsen (Iowa) gave expression to another of the divine mandates when he summoned a luncheon audience to help "recapture America's vision." He declared, "All of you here today have a special responsibility, for you will have daily impact on millions of Americans through the spoken word and the print and electronic media in the years ahead. God can use you to reach the hearts and shape the attitudes of millions. . . . We must remember as we are told by the words of Jesus in Luke 12:48 — 'To whom much is given, much is required.' I especially like

the phrase from the Living Bible which adds, 'For their responsibility is greater.' Our responsibility is greater, yours and mine."

The call to evangelize

One overriding concern exceeded the summons to alleviate human suffering or to overcome secular humanism. It was the call to evangelize. It was sounded by leaders known around the world — Pastor Paul Yonggi Cho of Seoul, Korea and Dr. William Bright of Campus Crusade for Christ International. It was the challenge laid down by Pastor S. M. Lockridge of San Diego's Calvary Baptist Church. It was the reason behind every workshop and convention event. And it was exemplified most dramatically in the person whose message to the Anniversary Banquet formed the convention climax, evangelist Billy Graham.

Reporting "a whole new atmosphere of openness to the Gospel" Graham



Dr. Paul Y. Cho, pastor of the Full Gospel Central Church in Seoul.

cautioned evangelicals not to pat themselves on the back for their successes.

"Around the world people are willing to listen to the Gospel on a scale never before known," he said. "But along with the great opportunities facing us as evangelicals today, there are many dangers."

The dangers Graham warned against were pride, dependence on "worldly and carnal methods," reliance on old methods, perpetuating an organization and complacency.

(See p. 32 for an edited text of Dr. Graham's address.)

A time to minister more effectively

Convocation 81 will be remembered by attendees as a time for learning.

More than 65 NRB workshops and 36 sessions planned by NAE's eight affiliates and commissions provided a smorgasbord for improving broadcast effectiveness, fundraising, audience research and scores of other subjects.

Always a successful and significant part of the NRB convention, the Church and Media Exposition proved a "bonanza of ideas and information for people in every phase of religious broadcasting, from engineers and purchasing managers to fund raisers, promotion managers, program speakers and chief executives," said Mark Bainer, manager of the exposition. The gigantic Church & Media Exposition boasted more than 300 exhibitors, almost double the number of the 1980 NRB convention, and occupied more than 100,000 square feet.



Dr. Adrian Rogers, pastor of Memphis's Bellevue Baptist Church.

Continued on page 40
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NRB Applauds FCC Decision

The latest FCC action on deregulation is winning applause from religious broadcasters. Both station owners and program producers praise the federal agency for eliminating "a mountain of paperwork."

The Commission, in a six to one vote, approved Docket 79-219, outlining the principle of radio deregulation, at its January 15 meeting. Docket 79-219 proposed steps to eliminate the requirements for keeping records of day-to-day operation. Shortly after the deregulation proposal was announced about one year ago, NRB adopted a resolution urging its passage.

"Radio deregulation frees station owners from preparing unnecessary reports," declares NRB president David Hofer, who is the owner of station KRDU in Dinuba, California. "Research by the FCC staff clearly proved that stations were willing to provide adequate programming without being required to fill out voluminous reports. This research was the basis for Docket 79-219."

NRB legal counsel Richard E. Wiley describes the easing of regulations on radio stations as an advance for religious broadcasters. He points out that the preparation of report forms drained away resources from the communication of the Gospel.

NRB TO CONDUCT TWO TRAINING INSTITUTES

Pastors, church leaders, college students and others entering the field of religious communications will have an opportunity this summer to enroll in an intensive one-week training program organized by National Religious Broadcasters.

Under the direction of NRB executive Ben Armstrong, the Summer Institute of Communications for 1981 will be available at two locations: Nyack College (New York), June 1-5, and Toccoa Falls College (Georgia), June 22-26.

"The Summer Institute of Communications presents a practical overview of Christian media. In addition to people who are just entering the communications ministry, broadcasting professionals who are moving from a specialized area such as sales or engineering into management, or moving from radio into television say that this training program gives them irreplaceable preparation," reports Mark Bainer, coordinator of the 1981 Institute.

Lecturers at previous sessions of the Summer Institute in Communications included former FCC chairman Richard E. Wiley, Trans World Radio president Paul Freed, CATV expert Ray Wilson, religious TV authority Keith Houser, author and broadcaster Leslie B. Flynn, marketing expert Robert Straton, Donald Luttrell of WIW, broadcast executive Eugene R. Bertermann, music publisher Kurt Jadassohn, Religious Broadcasting editor Audrey Langdon and others.

Supplementing the lectures by communications professionals, the NRB program emphasizes "hands-on" experience. Students will complete a wide variety of special projects, including demo tapes, applications for a station license, scripts and promotional materials. Field trips to stations and studios will round out the program.

College credit is available for participants in the Summer Institute. Students may earn one credit for successful completion of the program and additional credit for the completion of a special project.

Complete information about college credit, housing, costs, etc. is available from Mark Bainer at NRB headquarters in Morristown (New Jersey) — 201/540-8500.

ELECTED TO THE NRB BOARD OF DIRECTORS

Class of 1984

Robert F. Andrews — Light and Life Hour, Winona Lake (IN)

Robert Ball — Inspirational Broadcasting Corp., Portland (OR)

James Birkitt — WIVE, Ashland (VA)

Robert A. Cook — The King's Hour, Briarcliff Manor (NY)

Bruce Dunn — Grace Worship Hour, Peoria (IL)

Edna Edwards — WFGW, Black Mountain (NC)

Carl Ferwerda — Radio Bible Class, Grand Rapids (MI)

Clinton Fowler — KGER, Long Beach (CA)

Paul Hollinger — WDAC, Lancaster (PA)

Stuart Johnson — Wheaton College, Wheaton (IL)

Russell Killman — Heaven and Home Hour, Glendale (CA)

Tim LaHaye — Family Life Seminar, El Cajon (CA)

Charles Learning — Faith Gospel Broadcast, St. Petersburg (FL)

Donald Luttrell — WIW, San Juan (Puerto Rico)

Wilbur Nelson - Moming Chapel Hour, Paramount (CA)

John G. Olson — Trans World Missions, Glendale (CA)

Kathy Osbeck — Christian Broadcasting Network, Virginia Beach (VA)

Paul Ramseyer — Northwestern College Radio Network, Roseville (MN)

Jack Willis — KHEP, Phoenix (AZ)

Thomas F. Zimmerman — Revival-time, Springfield (MO)

NRB 1981 REGIONAL MEETINGS

Eastern	June 10-12	Philadelphia College of the Bible David Eshleman, WBTX/Broadway (VA)
Southeast	August 5-7	Atlanta — First Baptist Church Dean Sippel, WMBW/Chattanooga (TN)
Western	September 20-22	Los Angeles — Airport Marriott Paul Evans, Haven of Rest/Hollywood (CA)
Midwest	September 24-25	Milwaukee Vic Elason, WVCY/Milwaukee (WI)
Southwest	October 5-6	Dallas — First Baptist Church Carl Singer KCBI/Dallas (TX)

NRB ELECTS HOFER FOR THIRD TERM AS PRESIDENT

David L. Hofer, president of National Religious Broadcasters since 1979, heads a new slate of officers for 1981. Re-elected for his third consecutive one-year term, Dr. Hofer leads a group of officers which includes first vice president Robert Ball of Inspirational Broadcasting (Portland, Oregon), second vice president Jerry Rose of WCFC-TV/Chicago, treasurer Paul Ramseyer of Northwestern College Radio Network (Roseville, Minnesota) and secretary Eugene R. Bertermann of Lutheran Bible Translators (Orange, California).

Both first vice president Robert Ball and secretary Eugene R. Bertermann won re-election to a second one-year term. Treasurer Paul Ramseyer replaces Robert F. Andrews of *Light and Life Hour* who had completed three terms in office and was ineligible for re-election.

Voting at the 38th annual business meeting in Washington, D.C., the membership selected five broadcasters for the executive committee. The five officers also serve on the executive committee, which oversees the affairs of the association between meetings of the board of directors and the annual meeting of the membership. The additional executive committee members include E. Brandt Gustavson of Moody Radio Network, Howard Jones of *Hour of Freedom*, Abe C. Van Der Puy of HCJB/Quito (Ecuador), Tom Wallace of KFIA/Carmichael (California) and Thomas F. Zimmerman of *Revivaltime*.

Experienced president

David Hofer's achievements as a Christian leader have earned him a place in *Who's Who in America* and *Who's Who in the World*. One admirer has said that "the list of his accomplishments is as long as the list of 'time-tested Gospel programs' aired on KRDU," the Dinuba (California) station he founded in 1946.

At the top of the list since January 1979 has been his responsibility as president of National Religious Broadcasters.

"When my wife and I were beginning our service, we prayed to the Lord that whatever door he would open to us, we would enter," he recalls. He attributes his call to leadership positions to this declaration of availability.

Dr. Hofer, who received an honorary doctoral degree from his alma mater Biola, became one of the pioneers in the operation of commercially licensed religious radio stations when he founded KRDU.

In 1976 station KRDU received the NRB Award of Merit for excellence in station operation and for exemplary commitment to the association's code of ethics and statement of faith.

The year before, Dr. Hofer and his wife Sylvia, the sole owners of the station, had expanded their Radio Dinuba Company with the purchase of an FM outlet, KLTA, which operates with its own distinctive programming.

Dr. Hofer emphasizes the community service goals of KRDU, which airs 85



David Hofer sets a "shirt sleeves" style for the NRB executive committee.

hours of religious programs per week. "We believe in local community programming, and present 14 newscasts daily, along with local sports and the best of secular music," he explains.

A long-time member of the NRB executive committee, Dr. Hofer has held office as second vice president and as president of the western chapter. He is the co-founder of the Fellowship Bible Stores and of the Hume Lake Christian Camps.

The NRB president has served as president of The Gideons International, and as chairman of its extension committee, with an outreach into 118 countries. In addition, he has been a director of the Gospel Music Association and the National Association of Evangelicals.

First vice president

Robert Ball, who was re-elected to a second one-year term as first vice president, is a veteran member of the executive committee. He filled three terms as secretary of NRB.

Continued on page 10

Scenes below are from January 25 meeting.



Hofer conducts executive committee meeting



Abe C. Van Der Puy (far left)



Dick Bott (near left)



Howard Jones, Robert Ball, E. Brandt Gustavson



Cook and Zimmerman (above)



Andrews and Bertermann (above, right)



Executive director Armstrong and his secretary Anne Dunlap were staff aides.

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Continued from page 9



He is vice president of Inspirational Broadcasting Corporation which operates stations KPDQ-AM and KPDQ-FM, Portland (Oregon) and KBMC-FM in Eugene (Oregon). As general manager of the three stations, Robert Ball was the recipient of the 1979 Award of Merit for excellence in station operation.

A graduate of Bob Jones University, Mr. Ball has extensive experience as general manager of radio stations in various parts of the country. He is a trustee of Multnomah School of the Bible and past president of the Western chapter of National Religious Broadcasters.

Second vice president

The newly elected second vice president is Jerry Rose, the president and chairman of the board of Channel 38/WCFC-TV in Chicago.

Now the host of **Chicago**, a daily talk and variety program on Channel 38, Jerry Rose spent eleven years in commercial broadcasting. Beginning as a cameraman, he became program manager of a CBS station, then entered Christian television in 1972 as general manager of a CBN station, Channel 39/Dallas (Texas). From there he moved to the CBN headquarters in Virginia Beach (Virginia) as network operations manager.

In November 1975 he joined WCFC-TV as vice president-general manager. His first assignment was to get the station on the air. In 1979 he was named president and chairman of the board.

An ordained minister in the Assemblies of God and chairman of the NRB television committee, Jerry Rose is an active board member of Teen Challenge/Chicago, Evangel Bible Translators and The National Academy of TV Arts and Sciences. He is a consultant to the International Correspondence Institute in Brussels, Belgium, and teaches in the Wheaton College Graduate School of Communications (Wheaton, Illinois).

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New treasurer

Paul Ramseyer, the newly elected treasurer of NRB, recently became director of broadcasting for the Northwestern College Radio Network, a chain of nine AM and FM stations in five states.

A graduate of Northwestern University, Paul Ramseyer has made Christian radio his life work. He came to Northwestern College in 1953 to attend seminary and became a part-time announcer on KTIS. He became program director in 1955 and manager in 1967. With more than a quarter century of experience in all phases of station operation, Paul Ramseyer is the producer of several radio programs released by Northwestern College Radio Network.

Distinguished secretary

Elected to a second one-year term as secretary is Eugene R. Bertermann, who served for eighteen years (1957 to 1975) as president of National Religious Broadcasters. He is associate director of Lutheran Bible Translators.

Dr. Bertermann's distinguished career in broadcasting began in 1935 during his training at Concordia Seminary (St. Louis, Missouri). His first assignment was answering letters sent to **The Lutheran Hour**. He was an assistant to the late Walter Maier, founder of **The Lutheran Hour**, for several years. Associated with the radio program for almost 25 years, Dr. Bertermann was influential in taking the broadcast to Europe, Central and South America, Australia, Africa, the Middle East, and Asia.

In 1959 he became executive secretary of Lutheran Television and executive director of the Lutheran Church-Missouri Synod Foundation. In 1971 he was named executive director of the Far East Broadcasting Company, then in Whittier, California. He continues to serve on the FEBC board.

One of the founding members of NRB, Dr. Bertermann was honored by the association with the Distinguished Service Award in 1974. Known for his courtly and gracious manners, as well as his photographic memory and meticulous accuracy, he holds a PhD degree from Washington University.

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.

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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.

**Christian
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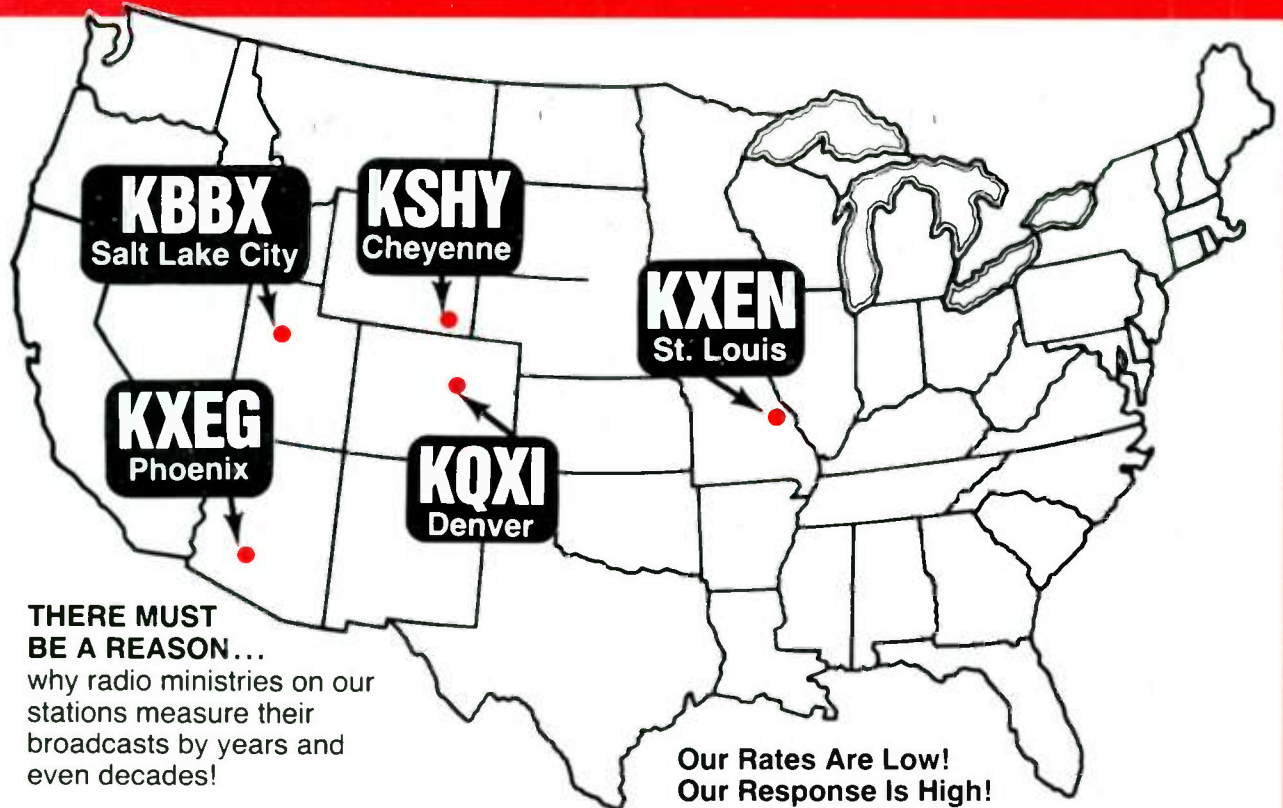
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SPORTS on a Christian Radio Station?



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“The sports world is changing and the opportunity for hero-worship may not exist a few years from now as it does today, so we need to use sports as long as we can to get our message across.”

— Tom Landry
Head coach of the
Dallas Cowboys

by Scott Hatch

It seems that Christian radio is growing up, maturing. It has not been an easy adolescence, but the transition into becoming a responsible adult never is.

In what I have to say here I don't wish to become involved in the “are-we-to-be-evangelistic-or-minister-to-the-body?” dilemma that Christian broadcasters seem to have debated since before Noah got off the ark. But I would qualify my remarks about sports by saying two things:

First, radio is radio. We should consider ourselves a radio station first, then secondly a **Christian** radio station. There are basic principles of good radio that must be followed; sadly, in our circle, too often they are not followed. We find this basic spiritual principle in 1 Corinthians 15 — first the natural, then the spiritual.

Second, a person's musical tastes, his interests, the way he spends his leisure time do not change that drastically just because he becomes a Christian. Certain things will be altered, of course, but on the whole he still has the same interests. A lot of Christians still love baseball, hot dogs, apple pie and Chevrolet. We still eat at McDonald's and for the most part, hope that we can get 40,000 miles out of a set of tires. On top of all this, we **enjoy** doing it!

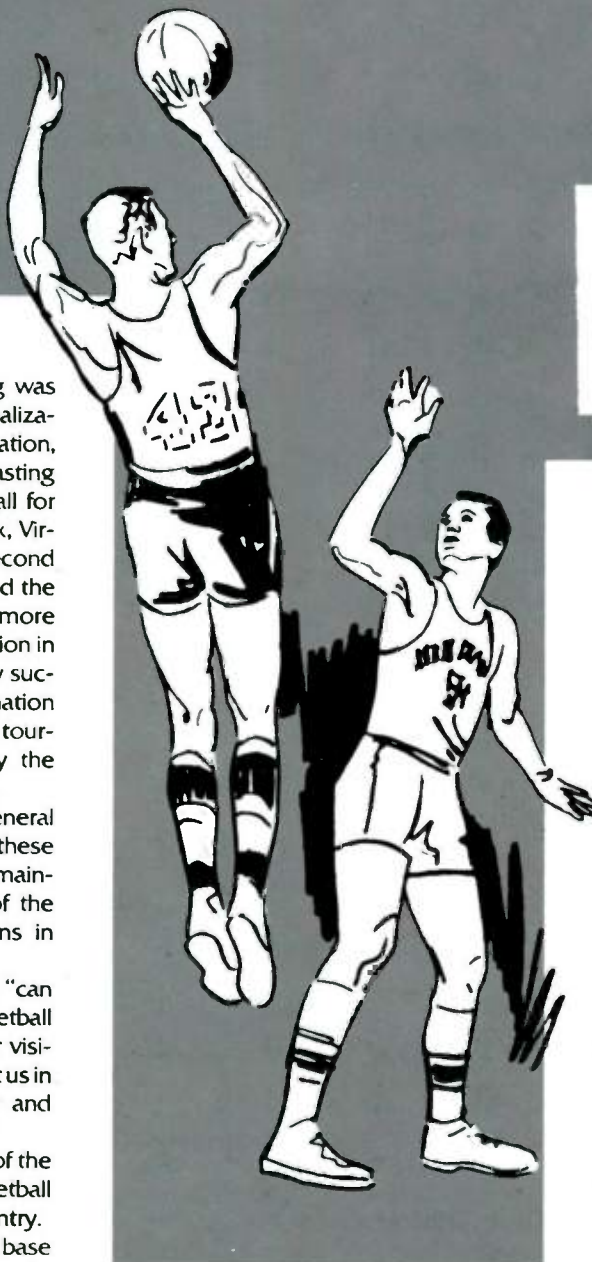
So, if we as Christian broadcasters hope to meet the listening and ministering needs of the contemporary Christian, we must realize that things unheard of even five years ago on Christian radio need now to be looked at with great care and prayer.

One of these areas that holds great promise is sports.

The quote by Tom Landry, which appears above, has been a barb in my soul for some time. No one needs to tell us how important sports is to the American people. Not to consider sports as a viable programming element is to shut the door on an excellent evangelistic tool and audience builder.

We at WXRI-FM have committed ourselves to this more than any Christian station we know of in the country. Our efforts have met with a great deal of success financially and we believe that our commitment also has done wonders for our image as a station.

Continued on page 14



Scott Hatch handles the sports scene WXRI-FM and WYAH-TV, the flagship radio and television stations for the Christian Broadcasting Network (CBN) in Virginia Beach, Virginia. He does the play by play for Old Dominion University.

The idea of sports programming was conceived in prayer and with the realization that our sister television station, WYAH, had been successful in telecasting both men's and women's basketball for Old Dominion University in Norfolk, Virginia. The women's team won its second national title in a row and WYAH had the distinction in 1979 of televising more women's games than any other station in America. The men also had a highly successful year, ranked as No. 12 in the nation at one time; they reached the NCAA tournament, only to be eliminated by the eventual national runner-up, UCLA.

Tom Smith, vice president and general manager of WYAH, flatly states that these games have been a major part in maintaining WYAH's standing as one of the top independent television stations in America.

"Where we are now," Smith says, "can be greatly attributed to the basketball games. It has greatly enhanced our visibility in the national marketplace, put us in better touch with the community and proved to be financially profitable."

This winter WYAH again had one of the most aggressive major college basketball schedules of any station in the country.

Using the success of WYAH as a base and hoping to translate that success to radio, we at WXRI began seriously to consider including sports in our program lineup. We felt that from the beginning we had to offer solid programming from top to bottom, not a sporadic, hit or miss schedule with the station covering an occasional event here and there. A highly visible, appealing and consistent posture had to be established. How the Lord worked in enabling us to attain those goals still has us shaking our heads in amazement.

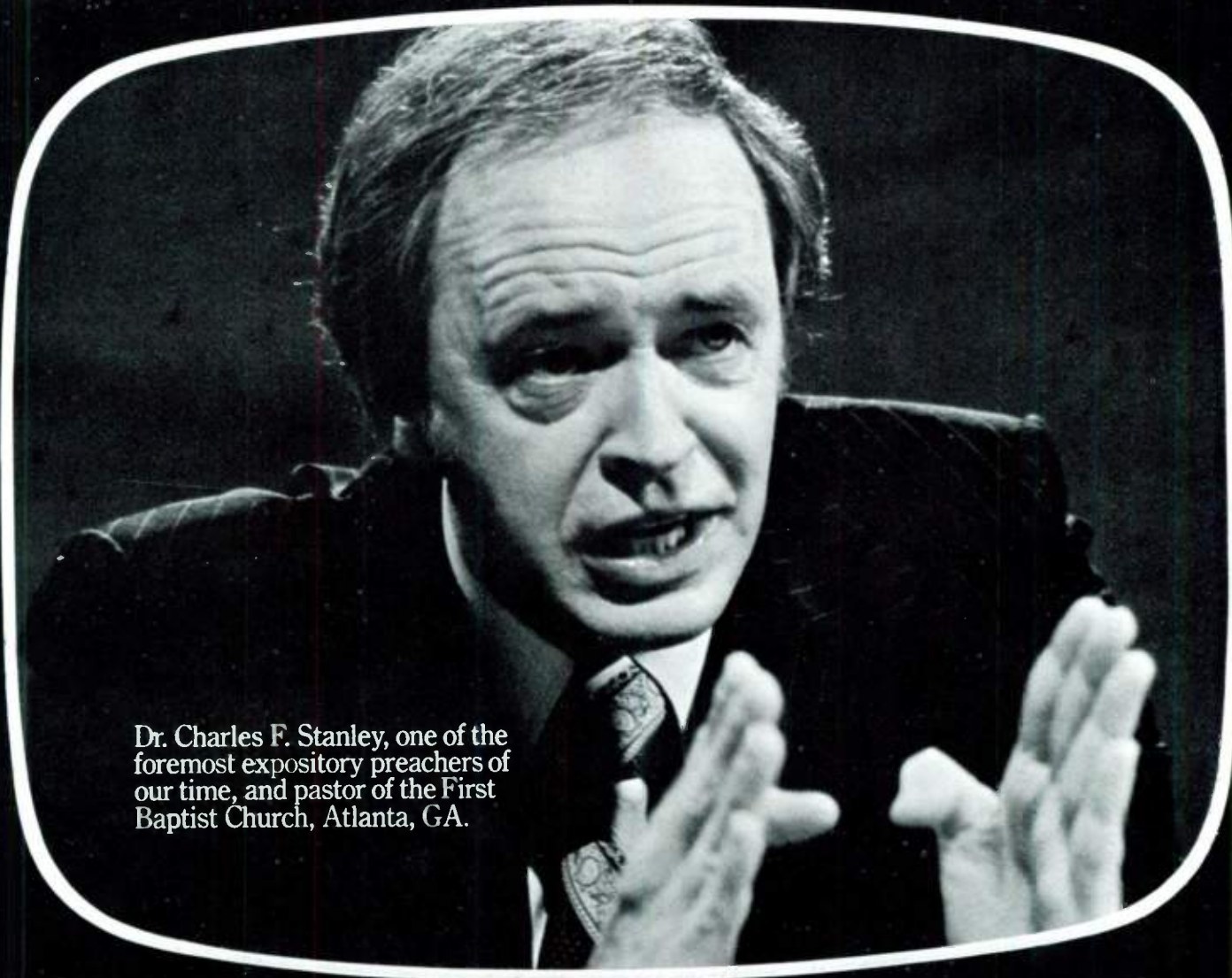
Well over a million people reside in the eight cities which make up what is called Tidewater, Virginia. It is listed as the 31st largest metro area in the U.S. (The existence of 34 radio signals in the market put us right behind New York City in that category.)

At first glance one might assume that every sporting event of any consequence was covered somewhere on those 34 stations. But that was not the case.

For instance, one area I found to be lacking was high school football. The tidewater region is one of the top five areas for recruiting the nation's college ballplayers, I am told. High school football is a hotbed here. One team, for example, played before 55,000 people in only three games in 1979. It is not uncommon for 15,000 fans to attend a high school game. Yet very little was being done on the air; none of the games was being broadcast.

After two months of negotiating with 44 Triple-A high schools, four districts and the state school board, we received permission for WXRI to broadcast the "High School Game of the Week." After only three games the venture paid for itself. Aside from money, some other equally qualifying results have been obvious. WXRI has received a great deal of exposure from its coverage. The response from our peers has been superb; we have found greater acceptance and respect from our peers because for the first time a Christian radio station has become a viable media vehicle in the community.

Plus, we believe that our programming made an impact for Christ. At halftime we featured some of the top sports figures who are Christians — Terry Bradshaw of the Pittsburgh Steelers, Dave Diles of ABC Sports, Fritz Peterson, and others. In this way the message of Christ was presented in a fresh and natural context that was interesting to the listener who may not be committed to Christ.



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Continued from page 14

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Talk Shows:

The Do's and the Don'ts

"I tell you one thing about talk shows. Keep a bottle of Roll-Aids handy!"

by Vic Eliason



Any station that hopes to produce a good talk show must try to stay informed on current issues. Actually the listening audience can keep the broadcaster informed. We are constantly being asked by our listeners if we saw a particular story and we often have to say, "No, but if you'll send us a clipping we will research it for you."

Not long ago a movie allegedly about the sex life of Jesus was causing a lot of discussion and we were being asked about it. One of our listeners sent us a mimeographed petition that had been circulated by a news agency in the South. On it was the name of a lady whom we could contact. So, the next time someone phoned in about this I called the woman whose name was on the petition and asked about the movie. She informed me and our listening audience that the issue had been dead for three years. Well, when we finished our conversation our phones began ringing. Pastors and others began telling us how much they appreciated an up-to-date answer. But we never could have helped our listeners had they not kept us informed.

Q. What if you start a talk show and no one calls you?

Eliason: When we first began, that was my greatest fear. It does take a while to establish a listening audience. But once that is done, you'll find that you need never fear that no one will call. Now, 45 seconds after I invite calls, the lines start filling up.

When you start, there is one hazard to watch for. Don't answer all the questions. It's so easy for us to come on the air and say, "Today we're going to talk about the evils of the homosexual invasion in our moral society. The Bible says such-and-such. And people are saying this. Now, what do you think?" If no one calls it just may be that you've answered all the questions.

You have to create a vacuum and bring the issue to the fore. On WCY we had a pastor who sat in for me and did the show one day a week. He would begin the program with a ten-minute introduction and then wait for the calls. Finally he said, "Vic, I don't understand it. I come on the

air with very explosive issues but the calls drop off."

My answer to him was, "Don't answer all the questions. Just bring it to the floor and let the people chew on it. That's the key."

Q. What if the people calling you are attacking you from a non-Christian position?

Eliason: We experience non-Christians calling us all the time. If someone assaults me, I don't say, "How come you're so opinionated?" I try to let that man speak. After all, I'm there to present the issue and I know there's going to be flak. The people listening are going to call in and defend you if you need defending. Take your blows.

I remember listening to one particular station when someone called in. The person moderating came on and said, "Well, it's obvious you're not a believer!" That just about knocked the caller off his feet. And I'm sure it didn't do much for the image of that station.





Station WVCY-FM serves greater Milwaukee and southeastern Wisconsin, a potential listening audience of 1.7 million people. Owned by Wisconsin Voice of Christian Youth, Inc., WVCY is a 24-hour noncommercial Christian station. Recently at an NRB regional gathering, WVCY's general manager, Vic Eliason, host of the "Open Line" show, fielded questions from fellow broadcasters on the subject of the talk show. Here Religious Broadcasting presents an edited version of those remarks.

My first couple of weeks on a talk show I was very defensive. Then one day a dear Christian lady called and said, "Vic, I love you in the Lord and have been giving to the station a long time, but let me say, be careful that you don't fight back. Be strong in what you say, but I'm praying that God will give you the grace to give kind answers." The dangerous thing is to become caustic. We may gain attention, but that is not our purpose. We are to be a mediator for public discussion.

Q. Does another person act as producer of the "Open Line" show?

Eliason: I used to have someone else intercept the calls, but soon I got the hang of it and I haven't used a producer since. It doesn't take long for you to recognize the troublemakers. If you have somebody on the air who's going to cuss at you and you recognize them, you can say, "Hello, you're on the air. Hello? Hello? . . . Next line please." You are not being deceptive. If they are filling one ear with garbage, you just shut the faucet off.

However, for one show, hosted by a Christian attorney, John J. McLario, we do use a producer. He has political figures, important legislative people and supreme court judges as his guests to discuss legal issues, and he prefers to use a producer.

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Continued from page 19

Q. What are the mechanics of your operation? What equipment do you use?
Eliason: We used to employ the typical telephone beeper. But the sound was horrid. When we were on the air it sounded like we were talking down a drain pipe. Some voices were too low and others were too high. Then we acquired a system which would adjust the gain automatically and it helped. But after observing the set-up at another station, where I had been invited to appear as a guest on one of their talk shows, we went to a speaker phone with an audio output from the speaker. We use a standard console, a KKG 1000d mike with the speaker phone coupled through another input.

When we contacted the telephone company they said they didn't know how to rig the system. When we told them how they said the charge would be \$125 fo each time we did it. But because we went to the top man in the phone company and told him we could offer the engineering knowledge, they charged us only a one-time fee.

Q. Since Bell Telephone has to get out of this field by 1984 and a lot of companies are manufacturing in-house systems similar to what you describe, isn't now a good time to choose the kind of system you want?

Eliason: That's right. We've never had a problem. I think any type system of speaker phone that allows you to speak into the microphone and has muting capabilities is good. If you do have poor quality of voice reproduction, a simple pultic or graphic equalizer can be put in line with your audio to get rid of the "garden hose" sound. It will sound like a million bucks.

Q. What if someone wants to use the air time to present non-Christian views?

Eliason: We give everyone who calls in the chance to speak, whether they are atheists or whatever. All it does is polarize the community more and cause many people to stand up and be counted.

One day we received a call from a member of the Latter-Day Saints who said someone on our station had referred to Mormonism as a cult and he demanded equal time.

After first calling the FCC and learning that the FCC does not consider religion a controversial issue and therefore does

not warrant equal time, I phoned the man. After explaining that we were not required to give him equal time, in fairness we would invite him to appear with me in one week for a full hour on the air to explore the beliefs of the Latter-Day Saints. He accepted.

Earlier an airline pilot living in Deerfield, Illinois, one of our listeners, had told me that he could supply me with all the information on Mormonism I could ever need. So, I called him and the following day he brought over volumes of material. He showed me photostatic copies of pages from the original Book of Mormon. For the first time I learned that after the first edition was printed in 1830 a second edition came out in 1833 with over 400 words deleted from it. And he left with me much more information.

On the day we were to go on the air I welcomed the guest into our studio. He must have thought that I didn't have any notes for all our information was filed in a drawer in the desk which houses the console. In that drawer were file folders, each with an outline of the subject written on the front, for ready reference. We were on the air for an hour and 45 minutes.

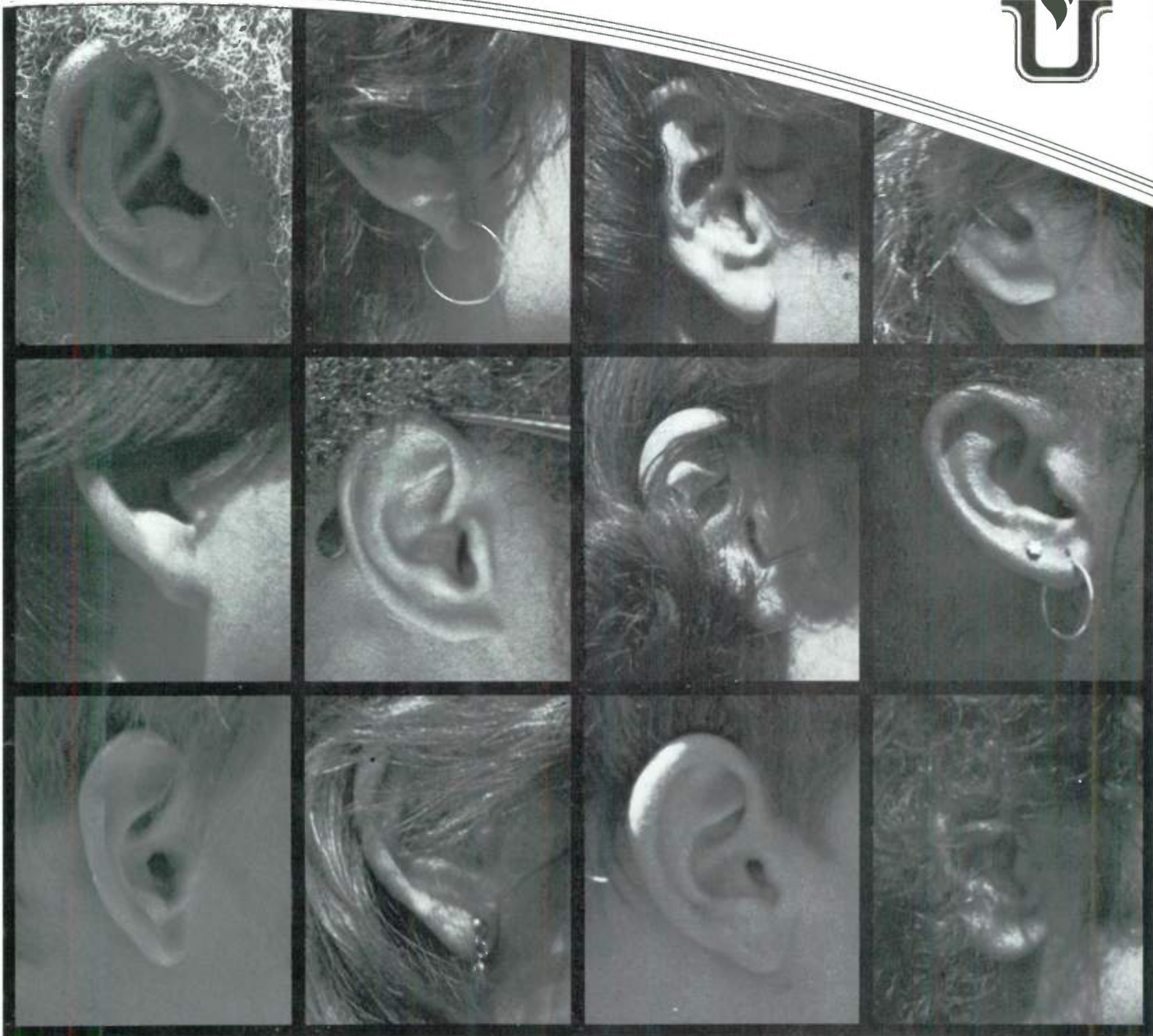
I introduced the program by saying, "Today we have with us a gentleman from the Church of the Latter-Day Saints who thought his religion was not treated fairly because of a comment made on this station the other day. Though we do not have to do this, in all fairness we have invited him today to discuss with us the differences between Mormonism and Christianity."

To begin with I said I did not want so much to discuss deep doctrine as to talk about the founders and teachers of Mormonism. One by one, we discussed these things. After a while the man literally began to panic. But the program was live; he couldn't leave the studio. Finally, he said, "Where did you find that information?" I was bringing up things he didn't know about, such as the Jupiter talisman, an occult symbol which Joseph Smith wore around his neck. I had a photostatic copy of it from the archives in Salt Lake City.

By the end of the program he was apologizing and saying he was not prepared to answer my questions. And he admitted on the air that we had found areas of real conflict between the claims

Continued on page 22

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of Christianity and of the Latter-Day Saints. Then I concluded the program in prayer. Immediately our phones were jammed. Among those calling was the airline pilot who talked for almost an hour with this gentleman and shared Jesus Christ with him. Before he left the studio he was weeping. We don't know if he accepted Christ that day, but we praised God for the way a talk show can be used to touch hearts.

Q. Do you invite political questions on your program?

Eliason: I guess it's always hard to draw the line and be able to determine when an issue is political. I'm sure that some of the things we talk about have political ramifications. But I do not get into personalities and politics. Dr. McLario's program does. He's an attorney and a graduate of Bob Jones University, a man who knows his subjects well and also knows his legal boundaries. On one occasion he brought into the studio all three candidates running for a particular public office and fired questions at them from an evangelical position, asking them where they stand. No other station in town did that. These men were there because they knew we were fair; and that the program would not be "stacked" against them.

Q. Do you get into biblical interpretation on the program?

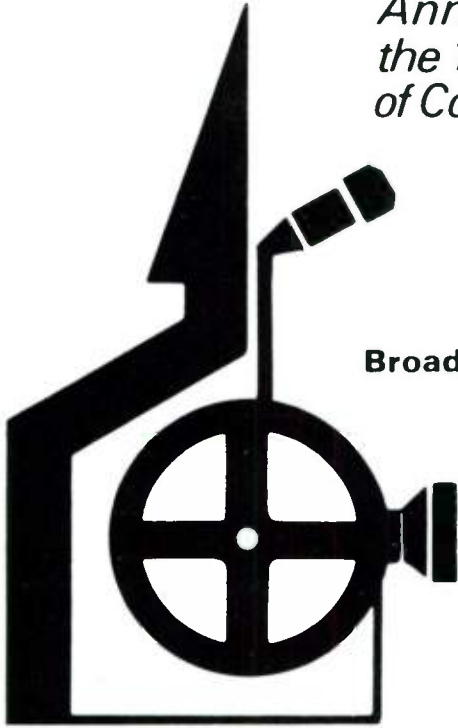
Eliason: I try not to. If I sense that this is happening, I may ask the caller if there is a spiritual need he or she is concerned about. And I usually refer them to our radio pastors who are more than happy to be called and can engage them in theological or spiritual discussion. We avoid biblical interpretations on the air; it only leads to a scrap.

Q. What kind of ground rules do you set for the talk show?

Eliason: I used to be very fussy. Now on some days I will announce the topic and ask that all the calls be kept to that. On other days I declare an open forum and the topics will run from soup to nuts.

I try to limit a person to only one call per day and that is about all they can get in because the phone lines are usually tied up. Once people know that we will only take one call from them during the program, they honor it.

If someone is haranguing about some indefinable issue, or something way out of line, I'll say, "Thank you for sharing your thoughts," and roll it down. But if someone has an issue that needs more exposure, we allow for that.



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We're Going to Lo

Dr. Jerry Falwell addresses pastors, broadcasters and Congress at Convocation 81.

Every one of us here this morning is in serious trouble, particularly the ministers and members of Congress, and probably in that order. As a matter of fact, the Old Testament writer said it this way, "Man who is born of woman, is of few days and full of trouble." And the quicker we learn that we'll never be smart enough to get out of trouble, rich or powerful enough to devise means to circumvent trouble — the sooner we learn how to live in trouble where we are going to stay the rest of our lives, the quicker we will learn how to be successful in life.

Everyone is looking for some magic formula to escape problems and pressures and tensions, disappointments and betrayals and reverses, etc. I'm 47 years old and I've been in the ministry 29 years. I cannot recall two good days back to back. So I want to alert you to the fact that everybody's having it just like you are.

I'd like to speak today from II Corinthians, the Pauline letter to the Corinthian Church which followed his scathing rebuke when he found them living in immorality and dissension. After taking off the hide, putting in some salt, really wounding their spirit (necessary at the time) he then writes a second letter to pick them up again. You never spank a child without later embracing that same child. And Paul, as he began that second letter, said, "Blessed be God even the Father of our Lord Jesus Christ, the Father of mercies and the God of all encouragement who encourages us in all our troubles . . ."

D. L. Moody, the great evangelist of the last century, said, "I have never known God to use a discouraged person." When you're discouraged, you are of no value to God, to your family, to your employer, to society or to yourself. I often tel the young people at Liberty that you don't determine a man's greatness by his talent or by his wealth as the world does, rather by what it takes to discourage him.

My friend Jack Kyle says there are two words that should not be in the Christian vocabulary — **quilt** and **cannot**. We need to learn how to be not problem conscious but power conscious. The President of our College, who is now in heaven, Dr. G. B. Vick, used to tell us, "It isn't a matter of whether the rabbit can climb the tree,

sometimes he must." And we have a situation in America today that demands people who will say, "We must, we can, we will."

I'm optimistic about America. I want to say very quickly that I believe the 1980s will be a decade of rebirth for this country. If I'm wrong I'll apologize later but I won't do it this morning. To me it was a touch of sovereignty that on the same day of that magnificent, beautiful inauguration, because of the efforts of President Carter, his very dedicated staff and all others who invested time and talent, the hostages were released.

And on that same day I heard Efreim Zimbalist, who was sitting near us where many members of Congress who came by and said, "You know, Doctor, there is a sense of optimism here I haven't felt in America in a long time. I don't think it has anything to do with politics, I think it had to do with the fact that God isn't finished with us yet."

We still have a place in God's work and God's Kingdom and God's plan for the world. It is my estimation that God is not interested in America more than Russia or China or Latin America; God so loved the world that he gave his son Jesus to die. America is only important to God as we fit into God's priorities. And at the very top of God's priorities is that America should bless the world.

Pastor Don Moomaa, in his beautiful inaugural prayer, mentioned the loneliness of leadership, and I think that all these members of Congress know something about that. It seems impossible that you could have done what you've done and taken the stand you've taken when we have disagreed with you, and the people in your constituency have disagreed with you. But you've done what you've done because you believed it was right. And you know very well, as we in the ministry know, when our congregations and friends stand against us, there are times when we must do what we do. If it costs us everything we still must do it.

There is a loneliness in leadership; and if it isn't loneliness then it's betrayal. If it isn't loneliness and betrayal it's financial reverses and problems. By the way, don't consider yourself unspiritual if you're out of money. Most of God's people have

had problems like that for thousands of years. And if it isn't financial distress or loneliness or betrayal or disappointment with people it's sickness, it's loss of health — it's visiting the cemetery and leaving someone out there who means more to you than anything in this world. Senator Percy knows all about that.

And if that isn't enough, God will send the press.

And, whatever it takes, God knows how to keep us where we belong. So God uses everything. Even Satan is just the unwilling servant of Jehovah. When he comes around within the boundaries that God circumscribes for him, he is really sent by the Lord for sovereign purpose.

When do troubles come to us? Sometimes when everything is going beautifully. There's a verse in the twenty-seventh chapter of Acts. That chapter records Paul's journey to Rome. He was in chains, en route to Rome where he appealed his case. His only crime was preaching the gospel. On that day they arrived at Fair Havens, a place the scripture only describes as unsuitable for sailors to spend the winter. They decided to take a majority vote and that can get you in trouble. The majority decided to set sail in spite of the fact that it was the time of the year when the real terrible storms on the high seas were prevalent.

Paul gave a message from God saying, "We mustn't do this. I have a definite message from God — if we do it we're going to get in trouble." But the majority, again, prevailed and they set sail. There's a verse which says, "When the south winds blew softly," they supposed they had obtained their purpose, but all hell broke out. That tempestuous wind called Euroclydon came, and they neither saw the sun nor the stars until all hope was lost. They had thrown everything overboard except people. They'd given up hope and in despair again God appeared to Paul and gave them a message of hope. As you know they all came to shore safely.

But, sometimes when the south winds are blowing softly — you've got money in the bank, as far as you know you're in perfect health, everything is going your way — the bottom falls out. And your world caves in and everything goes wrong. As I said earlier all of us here are in trouble. Some of us know about it, others

ok Like Jesus

have not received the phone call yet, but we will. And so we need to learn that when the south winds are blowing, that isn't security, that isn't a time to be cocky, that's a time to be conscious that I am the Lord's; He is with me and I have one purpose on the earth, that is to please and honor Him. Sometimes troubles come when you're doing the will of God the best way you know how.

You know I used to listen to, and became a Christian through, Charles E. Fuller of the Old Fashioned Revival Hour broadcast. I had a good mother who, on Sunday mornings when she went to church, would leave the radio on knowing full well that I would not get up to cut it off. And I heard Dr. Fuller and I heard the message of the burial and the resurrection of Jesus Christ on my behalf week after week through high school and the first two years of college. I didn't know what was wrong — I know now that was Holy Spirit conviction; but I became miserable.

As an eighteen-year-old college sophomore studying mechanical engineering, I began looking for a church that preached what I heard Dr. Fuller preach. I walked inside a little Baptist church in my home town. My wife Macille was playing the piano that night. That had nothing to do with my conversion, I want to say that. And that night, when the invitation was given, I didn't know what to do. An old white-haired man behind me knew I was a lost ball in the high weeds, and put his hand on my shoulder and said, "Son, would you like to go down there and accept Christ?" I said, "More than anything else."

"Would you like me to go with you?"

I said I surely would. He was God's man on the spot.

We went right down and knelt. I can't recall the verses he read to me because I came to church to become a Christian and I just acknowledged to the Lord that I'm a lost sinner and if I get what I deserve I'll go to hell.

"But I'm asking you because of your death on the cross and because I've heard that your blood was shed to pay for all my sins in full. I'm just asking you accept one more sinner in the family."

And I didn't own a Bible, didn't know a verse of scripture but when I walked out

of that building that night, January 20, 1952, my whole life was turned around and nothing has been the same since.

I began to listen to everybody. I listened to Billy Graham, Hour of Decision, anything that was religious, I wanted to hear it. And every so often I'd tap into somebody who was saying some things that bothered me. I heard a preacher healer say once that it's never the will of God for you to be sick. If you are physically ill that's an indication that you're out of the will of God, there's sin in your life. That bothered me. And it was quite a while before I really came to know the Bible and to understand that that man was wrong. He indicated that when things are going wrong and you're having a bad day it means there is something wrong in your life.

Once when I preached the message I made the statement that sometimes when you're doing God's will the best way you know how everything goes bad. And a young businessman came down after the service and said, "Pastor, I've got to see you."

We talked. He said, "You know, I have for the last 15 months been frustrated. Fifteen months ago everything was going beautifully for me. My precious young bride and I had started a new business, my two boys were fine, everything was great. My wife became ill. In a matter of 3 months she was dead. I had a business that was floundering because the particular industry I was involved in went sour, also. To make a long story short, I've gone bankrupt. I was a deacon in church, I am a Sunday school teacher. I said to myself that surely God is angry with me. And I prayed and I sought the Lord and counseled with everyone possible. Finally, I came to the conclusion that something hidden in my life needs to come out. I went to the pastor and asked that he accept my resignation as a deacon, I wasn't fit."

He said, "Tonight when you said that sometimes when you're doing God's will the best way you know how everything goes wrong. It lifted a burden from my heart."

You see troubles come to us sometimes for chastisement. Whom the Lord loveth he chastiseth. He's a good heavenly Father and when we need a



spanking He knows where to apply it and when and how much. But most of the problems that come to us are not related to punishment. Ofttimes, according to the book of Deuteronomy, God sends these things to humble us, to prove us, to show us what is in our hearts. God brings me to the awareness of who I am and what is wrong in me.

The ultimate purpose of trouble in our life (Romans 8:29) is to conform us to the image of God's dear Son. You see, God has made up His mind, you're going to look like Jesus. When you decided to take on the name of "Christ-ian," God made up His mind you're going to look like Him. And if you're not willing and you constantly rebel (1 John 5:16), God will take you home prematurely so that you will look like Him since you are refusing to submit to that sanctifying process. He will take you into His presence where instantaneously you're conformed.

Romans 8:28, everybody knows. We know that all things work for good for them that love God, to them who are the called according to His purpose. You should never quote verse 28 without verse 29: "For whom He did foreknow He also did predestinate to be conformed to the image of His Son that He might be the firstborn among many brethren."

God's made up His mind that we're all going to look like Jesus one way or another. And He beats us into submission. (It pleased the Lord, Isaiah 53, to bruise His Son.) Sometimes we must be powdered and bruised and hurt. That's all in God's plan.

If it is a fact that we're never going to get out of trouble, how then should we live in trouble? First of all, we need to learn

Continued on page 27

religious broadcasting 25

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how to recognize the source of our troubles. Satan gets credit for a lot of things he has nothing to do with. Every time something bad happens, "Oh, the old devil attacked me." Did you know in the life of a believer, nothing happens by chance, by fate, by fortune? It is my conviction that everything comes either directly or indirectly from the hand of the Almighty God. Satan may deliver the message, but he was sent.

Everybody knows the story of Job. He was somebody special and he loved God and hated evil. And one day Satan marched into Heaven. And he accused the brethren. You see Satan is the prosecuting attorney. It is his business to convict us every day before the Almighty Judge. He read all of his list but Job's name was significantly absent. God isn't sarcastic, but almost with sanctified sarcasm He asked, "Have you considered my servant Job? I noticed you left his name off the list." (By the way, we have a defense attorney at the right hand of the Father. He's on retainer all the time — Jesus Christ our Advocate. And fortunately, He never lost a case.)

When there at the throne God said, "What about Job?" Satan replied, "Of course Job serves you. Who wouldn't serve you? He's the wealthiest man on the earth."

"Oh, in that case," He turned to the clerk of the court and said, "Give Lucifer permission to go down and bankrupt Job in one day." In one day Job lost everything including his children. And the Scripture says that Job looked up to Heaven saying, "The Lord hath given and the Lord hath taken away. Blessed be the name of the Lord."

Well, the next day Satan was right back on the job again accusing all the brethren, missing nobody but Job. And in that moment God looked down with a little wider smile this time and said, "Hey, you left Job out."

"Of course," Satan said, "Job serves you. Do you realize he's never had a sick day in his life. Never been inside a hospital as a patient. He's never had a physical problem. Of course he serves you in perfect health. Who wouldn't?" And again through the clerk in the court Satan was given permission to see Job.

You see, Satan can only go within the boundaries of the will of God in our lives. I think he had a little session with his cohorts to decide what to do worst to him. They thought of everything and

finally wrapped him up in boils, so placed that he couldn't sit down, couldn't lie down, couldn't walk. And while Job was in sack cloths and ashes and horrible pain, three fundamentalist preacher brethren came by and said, "Job, you have done something that you haven't told us about. This wouldn't have happened to you if you had not some unconfessed sin in your life."

And then his precious wife came by. (I never have figured out why God didn't take care of her when he got the rest of them.) She said, "Why don't you curse God and die, Job."

There he was, lonely, forsaken, hurting, broke, despised. Job 13:15 is a classic verse. The day I saw it I needed to read it. It was one of those days, after so many of those days back to back. Job said, "Though [the Lord] slay me, yet will I trust him." And with that statement he set the pace for all of us.

We need to recognize where the troubles come from. You say, "What difference does it make? It still hurts even if it comes from God." Yes, but when you know who's administering the spanking, it sure does give comfort beneath the hurt.

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STUDENT MINI-CONVENTION DRAWS 240; LAUNCHES AWARDS

While some 2,300 broadcasters and church leaders were scurrying from meeting to meeting in a very full Convocation 81 schedule, the student chapter of NRB — Intercollegiate Religious Broadcasters (IRB) — undoubtedly held its most successful convention ever. IRB's ninth annual Washington Seminar in Communications, held concurrent with the NRB event each year, drew 240 students from a dozen colleges to a work-study program that is bound to affect religious broadcasting in the future.

"We have had five times as many students at this convention as last year," said Norma Champion, professor in communications at Evangel College, who with Paul Gaehring directed the Washington Seminar. Mr. Gaehring is on the faculty of Heritage School of Evangelism and Communications.

The work-study program took students behind the scenes and made them a vital part of the operation of Convocation 81. Several students served on the staff of a convention in-house TV "station" (WNRB-TV), bringing convention features and taped

inspirational programs to the guests in the Sheraton-Washington Hotel. Others worked on the daily convention newspaper, assisted in audio taping and helped coordinate Convocation 81 workshops. All attended special workshops designed exclusively for the collegiate group.

Five student winners were named in the first annual Student Achievement Awards Competition sponsored by IRB. Dr. Carl Windsor of Liberty Baptist College, originator of IRB, initiated the Achievement Awards and announced winners in four categories:

George Lutz of CBN University, first place in the film category for "The Good Samaritan," an animated film.

Wayne Hammond of Heritage School of Evangelism and Communications, first place in the dramatic script category for "The Three Little Pigs."

Raul Justiniano of Toccoa Falls College, first place in the audio category for a documentary, "The Time Bomb of Poverty and Starvation."

Roger Jones and Chris Skala of Heritage School, first place in the video category for coproduction of a dramatic television entry, "A Gift of Love."

Although the awards contest was not

launched until October 1980, twelve entries from six colleges (five Christian schools and one state college) met the December deadline.

Judging the awards were Jerry Rose, president of WCFC-TV, Chicago; H. Whitney Bailey, publisher of Filmmakers magazine; and Tom Sommerville, administrator of program production for the Moody Radio Network.

All entrants received a certificate of commendation signed by NRB executive director Ben Armstrong. Dr. Windsor expressed the hope that the Achievement Awards would become the "Super Bowl" of Christian student communicators in the years ahead and would create a friendly rivalry among the various schools. A deadline of December 31, 1981 was established for the 1982 Achievement Awards. For entry forms and information, individuals are asked to contact Mrs. Elaine Brock, IRB Liaison, at the NRB offices in Morristown (New Jersey).

For a second year, IRB operated a Job Fair for the convenience of students and prospective employers. With many broadcast-related positions open at entry and advanced levels in religious broadcasting, the students came to Washington armed with their resumes and tapes for employers to review. The IRB motto is "Communicating Christ."

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Convocation 81 Awards



Dr. Oswald C. J. Hoffmann of The Lutheran Hour listens as President Hofer reads Milestone Award citations for The Lutheran Hour broadcast.



Charles Leaming receives the Milestone Award for 50 years in gospel broadcasting.



Howard Ferrin was awarded NRB's Milestone Award for the Mountain Top Hour.

Milestone Awards



Mrs. Celia Webb receives Milestone Award for Bible Fellowship Hour.



Clarence Jones, left, pioneer missionary broadcaster now retired, receives HCJB's Milestone Award. Eugene Bertermann listens as President Hofer reads the citation.



At Convocation 81 Dr. Billy Graham was inducted into the NRB Hall of Fame.

Hall of Fame

Awards of Merit



Edna Edwards receives NRB Award of Merit for station WFGW from President Hofer.



Paul Crouch, founder/president of Trinity Broadcasting Network, receives NRB Award of Merit.

Distinguished Service



Thru the Bible speaker J. Vernon McGee addresses Anniversary Banquet after receiving distinguished service award from NRB.



Paul Hollinger receives Award of Merit for WDAC Lancaster, Pennsylvania. Mr. Hollinger announced at Convocation 81 that he has become part owner of WDAC.

THE DANGERS OUR SUCCESSES

As I look over this large crowd here tonight, I am reminded of the tremendous growth of evangelicalism and religious broadcasting during the past 40 years. Along with the explosion of technology in our world, there has been an explosion in the visibility and influence of evangelical Christianity.

I wish to speak to you tonight from the Old Testament book of Judges, chapter eight, verses 22-27. The polls say that today there are 50 million adults in America who profess to be born again. In a society that seems intent on doing everything "by the numbers," we need to remember that God doesn't need a crowd to accomplish His purposes.

Some of you may be serving where the laborers are few. You may be working in discouraging circumstances. Remember that in any situation, God plus one equals a majority. Like Gideon, you may be the one God is calling to turn things around right where you are.

In I Corinthians, chapter one, Paul reminds the early believers that since we are involved in God's work, and since it can be done only by God's power working through us, we have no reason to accept glory for ourselves.

As we look at Gideon's life, we see that he had great opportunities for God and he met with great success. During the early part of his life, Gideon took God at His Word, trusted Him, obeyed Him and God gave him mighty victories. The people wanted to make Gideon king. Perhaps his motives were good, but he made a golden ephod. The people began to worship this object and no more victories are recorded in Gideon's life after he made the ephod. Israel "went a whoring after it" and it became a snare to Gideon. He took many wives and fathered 70 sons.

In many ways Gideon's early life mirrors the success of the evangelical movement in America during the past 40 years. **Time**

magazine called 1976 "The Year of the Evangelical." Some people have even labeled the 1980s as possibly the decade of the evangelicals. Newspapers, magazines, and television have devoted a great deal of coverage to evangelicals. Much also has been written about Christian broadcasting.

In the last three or four decades evangelicals have grown from an almost unrecognized group to a major force in the life of this country. I believe a number of factors are involved in this growth.

Spiritual Vacuum The first is the spiritual vacuum which faced this nation following World War II. In 1945 when I joined the staff of Youth for Christ, theological liberalism and secularism held sway. Theological liberals dominated the religious scene. You seldom heard an evangelical on the radio or saw one quoted in a newspaper or magazine. But liberalism and secularism didn't present a message of hope for people.

As evangelicals, we must never forget that our distinctive characteristic is faithfulness to the Word of God and the Lord Jesus Christ. Our focus must be the good news of who Jesus is, why He came and what He can do in the lives of those who choose to follow Him.

William Booth, the founder of the Salvation Army, said "the chief dangers of the 20th century would be religion without the Holy Spirit, Christianity without Christ, forgiveness without repentance, salvation without regeneration, politics without God and heaven without hell." In talking with his students he said, "In making preachers, I would not send them to seminary for five years. If I could I would send them to hell for five minutes. That would make them preachers."

Failure of Materialism The second factor in the evangelical resurgence is the failure of materialism to satisfy the deep needs of people. During the Great Depression we did without a lot of things.

When the economy finally began to turn around, a lot of people gave themselves to achieving financial security for themselves and for their families. Money and possessions, rather than God, became the most important things in their lives.

We have read in the press and seen on our television screens of scores of young stars who have either committed suicide or died an early death because materialism did not satisfy. Possessions are never enough to satisfy the heart of man. People are still searching for peace and satisfaction and where the Gospel of Christ is proclaimed in power and lived in love, they will find it.

Hard Work A third factor in the growing evangelical influence has been hard work. In order to train men and women to carry the Gospel around the world, evangelicals have built great seminaries. Many evangelical Bible schools, colleges and universities have also taken their places in the training of young people for the cause of Christ.

Evangelicals have also made great strides in broadcasting, and in magazine and book publishing. I'm told there are some 1,100 Christian radio stations in the United States and that their number is growing at the rate of one a week, and that there are some 25 Christian TV stations. An increasing number of program producers are supplying material of a Christian nature to both secular and religious television stations. There is CBN, PTL, Trinity and now the Southern Baptists have just announced a television network.

Evangelical Presence in Politics There is a more visible evangelical presence today in America's politics. I believe this began with the election of President Eisenhower. Five days before he was inaugurated as President he asked me to come to see him at the Commodore Hotel in New York. I went. He walked over to the window during the conversation and he

OF

Delivered at the Anniversary Banquet
at Convocation 81 in Washington, D.C.,
January 28, 1981
by Billy Graham



said, "Billy, I think there's a possibility I've been elected to help lead this country in a spiritual awakening. I want to do what I can. I would like to do something in my inaugural speech that would indicate that." I gave him two or three verses of Scripture, one of which he used (II Chronicles 7:14). However, the prayer that he prayed in his inauguration that touched the nation, was, as far as I can tell, his own idea.

Last year, all three candidates for president claimed to be born-again Christians. Among members of Congress, Bible study and prayer groups meet every week. On state and local levels, Christians are becoming personally involved in the political process of our country. At this point we should be careful — we could fall into a "snare" like Gideon.

The Charismatic Movement Another factor in the evangelical resurgence has been the charismatic movement. For thousands of people, it has taken faith out of the cold storage of intellectual doctrine alone and brought it into the warm kitchen of experience. It has moved across racial, economic and denominational lines to bring Christians together in fellowship and love.

Commitment to Social Action A further reason for the evangelical resurgence is, I believe, the renewed commitment of evangelicals to social action. Historically evangelicals have had a deep social conscience.

In recent years we have been rediscovering the need for balance between our evangelism and social action. And I believe God has used that to open the hearts of many to the love of God in Christ, as they have seen our love in action.

That is one reason why I have spoken out recently about the arms race. It is a complex issue and I do not believe in unilateral disarmament. But how can we be indifferent to the millions and millions

who live on the brink of starvation each year while the nations of the world spend \$550 billion annually on armament? I am glad to hear President Reagan talk about SALT III. I am hopeful that the Soviet response will be positive. But I wish they would start discussing SALT 10 — the destruction of all nuclear weapons and biochemical weapons which could destroy the world overnight.

All of these factors and more have brought evangelicalism to a place of high visibility in the United States today. With heightened visibility has come great opportunity — opportunity such as we have never had before and may never have again.

Around the world, people are willing to listen to the Gospel on a scale never before known. The stories that many of us could relate about what is happening in China would stagger our faith. The stories that I personally have encountered of what God is doing in Central and Eastern Europe would encourage us all to shout hallelujah.

But along with the great opportunities facing us as evangelicals today, there are many dangers. It may be hard to deal with failure, but I believe history and the Bible tell us that the most difficult thing to handle in life is success.

In the book of Deuteronomy, Moses gave the children of Israel this warning: "When you have eaten and are satisfied, praise the Lord your God for the good land He has given you. Be careful that you do not forget the Lord your God, failing to observe His commands, His laws and His decrees that I am giving you this day. Otherwise, when you eat and are satis-

fied, when you build fine houses and settle down, and when your herds and flocks grow large and your silver and gold increase, and all you have is multiplied, then your heart will become proud and you will forget the Lord your God, who brought you out of Egypt, out of the land of slavery" (Deut. 8:10-14 NIV).

The first danger of success is to give in to pride and say to ourselves, "We have done it!"

We do well to remember that God shares his glory with no man. He took Gideon's army and pared it down from 32,000 to 300 men specifically so that Israel would know that it was God, not themselves, who gained victory over the Midianites.

At any time when we look around and begin congratulating ourselves for the great job we have done and all that we are still doing, then we've taken the first step down the road that leads away from God's blessing.

The second danger of success is that we begin to rely on worldly and carnal methods to continue it.

When success becomes the goal, then we may fall into the trap of using any means to attain it. Instead of trusting God to supply our financial needs, we may rely on a sophisticated financial campaign, gimmicks or something else. We can have the latest broadcasting equipment and employ the most up-to-date technology and production methods, but unless God's Spirit is speaking through us, convicting the world of sin and righteousness and judgment, we might as well be talking to the wall.

Continued on page 35

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|--------------------------|---|---------|
| <input type="checkbox"/> | Religious Broadcasting Sourcebook | \$15.00 |
| <input type="checkbox"/> | 1980-81 Directory of Religious Broadcasting | 15.00 |

Continued from page 33

What evangelicalism does **not** need is a "state of the art" idol such as Gideon provided for Israel.

Another danger we face in the midst of success is **reliance on old methods** because they have been effective in the past. I'm sure you're familiar with the so-called "seven last words of the church" which are:

"BUT WE'VE ALWAYS DONE IT THIS WAY."

If people in the evangelical community had not been willing to try new methods, at least half the people in this audience wouldn't be sitting here tonight!

I'm speaking of Christian broadcasters. When people first began talking about using radio and television to spread the Gospel, there were many dissenting voices. It took some innovators, some people who were open to new ideas to break the ice and get things moving.

Today Christian broadcasting is sharing the message of Christ with people around the world. In early January I was in Budapest, Hungary, and late at night I tuned in my shortwave radio and heard the Gospel clearly from HCJB.

A fourth danger of success is that we **may become preoccupied with perpetuating an organization.**

One of the greatest criticisms leveled at Christian broadcasting today is directed at the amount of time spent on the air trying to raise funds to stay on the air. And one of the most difficult things we all face is being sensitive to God's leading in our own lives and in our organizations. I can't tell you how you should or shouldn't raise money for your broadcast or organization. But God can tell you, and He will if you're willing to listen and follow His leading.

I do believe the time has come for us to have full financial disclosure. Last year the Internal Revenue spent ten months in a routine audit of our accounts, which we welcomed. When they had finished they gave us their letter in which they did not have a single suggestion, indicating that our board of trustees had done a magnificent job in keeping absolute integrity.

A lack of financial integrity on the part of one of us can hurt the whole evangelical cause. Or if a Christian leader is caught in a compromising moral position it hurts all of us.

Finally, a danger of success is that we **may become complacent** thinking that the battle has been won. History is full of examples of military commanders who won a battle and then relaxed. They could have won a decisive victory or perhaps the war if they had only pressed their advantage from that first battle.

We dare not sit around patting ourselves on the back when the world's despair without Christ is becoming increasingly evident around us. A glance backward to see where we've come from is helpful, but we must fix our eyes on what lies ahead.

An attitude of complacency can also lead to the self-destruction of the evangelical movement. I believe that more great works for God have been destroyed by internal factions, pride, and selfishness than have ever been stopped by external opposition.

When people speak of the evangelical movement may it be or our willingness to serve one another in love.

I am excited about the challenges that face us in the days ahead. I'm grateful for the way God has blessed us up to this point. But I also sense a great need to seek His guidance and wisdom for us as evangelicals as we move forward in sharing the good news of Christ with a needy world.

In the beginning, Gideon used the phrase, "The sword of the Lord and of Gideon," but at the end of his life he was saying, "The sword of Gideon and of the Lord."

If we are to move forward in God's service, it must be in His power not in our own strength. "Not by might, nor by power, but by my Spirit saith the Lord of hosts" (Zech. 4:6).

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PROGRAMMING, TALENT TOP CONCERNS OF TV WORKSHOPS

By Michael Hernandez



Roger Flessing, executive vice president of PTL Television Network, addresses TV Plenary session. Jimmy Allen, Southern Baptist Radio/TV and David Clark, CBN University, also spoke.

Convocation 81 offered more television workshops and attracted more television professionals than any previous National Religious Broadcasters convention according to Dr. David Clark, past president of the NRB television committee.

"This year for the first time, we had people come to the convention who had not been associated with NRB but have been working in television," said Clark.

"We offered some programs of interest to television executives and provided the professionals an opportunity for growth."

The dean of the CBN University School of Communication said he saw television station owners and managers emerging as a power force within the National Religious Broadcasters.

This interest group joins the already existing radio program producers and ministries, radio station owners and managers, and television program producers and ministries that already comprise the NRB membership said Clark.

"It stands to reason that Christian television stations that employ large staffs will become influential within the NRB. NRB is flexible enough to encompass all groups — this is a sign of NRB's health and vitality — a credit to its leadership."

Clark cites two major issues that emerged throughout the 15 television workshops and two general television plenaries held at Convocation 81.

"We need to give recognition to the great technological changes happening in television (such as low-power television) and also recognize the non-broadcast use of television (home video-recorder and video discs).

"We, in Christian television, are no longer worried about access. The issue today is what will we do with the air-time after we get it.

"We need to ask, can we achieve a 'cross-over' — can we create a programming product that incorporates enough of the Gospel to witness and still sell it?"

"The day we meet this challenge, the very nature of Christian television will dramatically change because we will have the ability to finance major programs. When this happens, we will be using whole new vehicles never utilized to reach people with the Gospel of Christ."

Issuing a challenge to develop and nurture media talent was Jimmy Allen, president of the Southern Baptist Radio/Television Committee.

"Christians need to put together community theaters — a place where people can fail without becoming failures," said Allen during the NRB plenary entitled TV Ministry in an X-Rated World. "Let's find ways to give young people the mechanism to learn the craft.

"We also need to create the fellowships of support, koinonia support, for the folks who are in the media industry, who need to discover where their brothers and sisters are."

Other television broadcasting needs identified at Convocation 81 included qualified Christian writers, independent Christian production companies, and capital formation to finance media ventures.

"Television sets the agenda for most of what people will think," said Clark. "The agenda-setting function is so crucial that Christians must participate. We as Christians, through television, can participate in determining what the nation will think."

Michael Hernandez, a graduate of Pepperdine University and CBN University School of Communication, is president of Caleb Communications Company in Virginia Beach, Virginia.

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- o Monday 8:30 a.m.
- o Monday 9:30 a.m.
- o Monday 11:00 a.m.
- o Monday 2:00 p.m.
- o Monday 7:00 p.m.
- o Tuesday 7:30 a.m.
- o Tuesday 12:30 p.m.
- o Tuesday 2:30 p.m.
- o Tuesday 7:00 p.m.
- o Wednesday 12:30 p.m.
- o Wednesday 2:30 p.m.
- o Wednesday 6:30 p.m.

Keynote Plenary Session
Opening Plenary Session
TV Plenary Session
NRB Plenary Session
FCC Panel Plenary Session
Evening Plenary Session
Annual Congressional Breakfast
FCC Luncheon
NRB Plenary Session
Evening Plenary Session
NAE Luncheon
NRB Plenary Session
Convocation '81 Banquet

A. Rogers, Men of Melody, C. Wyrzten
G. Sweeting, Men of Melody
J. Hayford, W. Arties, Breath of Life
D. J. Kennedy, D. L. Hofer, C. Wyrzten
R. E. Wiley
S. M. Lockridge, Blackwood Bros., K. Wickes
J. Falwell, Northwestern Col. Ensemble & Orch.
T. Brown, J. & M. Giger
R. Wiley, B. Bright, O. Hendrix, Liv. Sac. Band
P. Cho, J. & M. Giger, Northwestern Ensemble
R. W. Jepsen, R.P. Dugan, S. Musto
Allen, Robison, Vandeman, Prewitt
Billy Graham, D. Kartsonakis, S. & B. Musto

NAE Workshops

Evangelism and Home Missions Association

- o Tuesday 11:00 a.m. Radio and Local Church Evangelism
- o Tuesday 2:30 p.m. Television and Local Church Evangelism
- o Wednesday 11:00 a.m. Radio and Television-What They Can and Cannot Do For Your Local Church
- o Wednesday 2:30 p.m. Radio and Television-What They Can and Cannot Do For Your Local Church

Evangelical Churchmen Commission

- o Tuesday 11:00 a.m. Fundamentals of Counseling I
- o Tuesday 2:30 p.m. Fundamentals of Counseling II
- o Wednesday 11:00 a.m. Fundamentals of Counseling III
- o Wednesday 2:30 p.m. Training Program in Biblical Counseling

Evangelical Foreign Missions Association

- o Tuesday 11:00 a.m. The Impact of World Economics on Missions
- o Tuesday 2:30 p.m. Lifestyle with a Purpose
- o Wednesday 11:00 a.m. The Role of Tentmakers in Modern Missions
- o Wednesday 2:30 p.m. From Mission Commitment to Mission Service

NRB Workshops

Engineering

- o Monday 3:45 p.m. Modernizing AM Antennas for Stereo
- o Tuesday 9:30 a.m. New Approaches to Practical Program Automation
- o Tuesday 4:00 p.m. New Audio Tape Recording Techniques and Applications

International Broadcasters

- o Monday 9:30 a.m. The Latin American Challenge of Today and Tomorrow
- o Monday 3:45 p.m. Reaching Europe and the USSR
- o Tuesday 9:30 a.m. The Challenge of Africa and the Mid East
- o Tuesday 4:00 p.m. The Open Doors of Asia
- o Wednesday 9:30 a.m. What International Programs Want from Stations and What International Stations Want From Programs
- o Wednesday 4:00 p.m. New Technology and Trends for International Broadcasting

Owners and Operators - Commercial

- o Monday 9:30 a.m. The Basics of Research
- o Monday 3:45 p.m. Music Programming
- o Tuesday 9:30 a.m. RAB Commercial Sales
- o Tuesday 4:00 p.m. Computer Logging and Bookkeeping
- o Wednesday 9:30 a.m. EEO and other Headaches
- o Wednesday 4:00 p.m. Station Management

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NAE Workshops Cont'd.

Evangelical Social Action Commission

- o Tuesday 11:00 a.m. Christian Privilege to Diversity Military Spending
- o Tuesday 2:30 p.m. Basics in Christian Citizenship
- o Wednesday 11:00 a.m. Civil Responsibility or Civil Religion
- o Wednesday 2:30 p.m. Ministering to Public Servants

Higher Education Commission

- o Tuesday 11:00 a.m. Developing a World View for Christian Higher Education
- o Tuesday 2:30 p.m. Promoting Christian Higher Education
- o Wednesday 11:00 a.m. Christian Higher Education and The Church
- o Wednesday 2:30 p.m. Christian Higher Education and Public Policy

National Christian Education Association

- o Tuesday 11:00 a.m. Reviewing the 80's for Christian Education Opportunities
- o Tuesday 2:30 p.m. The Adult Boom-Let's Get Ready
- o Wednesday 11:00 a.m. Teaching Morals in an Amoral Society
- o Wednesday 2:30 p.m. Media Possibilities in the Classroom

Stewardship Commission

- o Tuesday 11:00 a.m. The Minister and His Income Tax
- o Tuesday 2:30 p.m. The Minister and His Retirement Planning
- o Wednesday 11:00 a.m. Stewardship Emphasis in the Local Church
- o Wednesday 2:30 p.m. How to Organize a Building Fund Drive for the Local Church

Women's Fellowship Commission

- o Tuesday 11:00 a.m. Reshaping Our Life Styles
- o Tuesday 2:30 p.m. Make My Life A Miracle
- o Wednesday 11:00 a.m. Putting It All Together
- o Wednesday 2:30 p.m. Overcoming Obstacles

World Relief Corporation

- o Tuesday 11:00 a.m. The Refugee Heart Cry
- o Tuesday 2:30 p.m. The Incredible Journey A Search for Durable Solutions
- o Wednesday 11:00 a.m. The World View-Key to Church Renewal
- o Wednesday 2:30 p.m. "60 Minutes" with WRC

Church Leaders Seminar

- o Monday 9:30 a.m. NAE Church Leaders Seminar I
- o Tuesday 4:00 p.m. NAE Church Leaders Seminar II
- o Wednesday 4:00 p.m. NAE Church Leaders Seminar III

Cable Television

- o Monday 3:45 p.m.
- o Monday 3:45 p.m.
- o Tuesday 4:00 p.m.
- o Tuesday 4:00 p.m.
- o Tuesday 4:00 p.m.
- o Tuesday 9:30 a.m.
- o Tuesday 9:30 a.m.
- o Tuesday 9:30 a.m.
- o Wednesday 9:30 a.m.
- o Wednesday 9:30 a.m.
- o Wednesday 9:30 a.m.

Television

- o Monday 3:45 p.m.
- o Monday 3:45 p.m.
- o Monday 3:45 p.m.
- o Monday 3:45 p.m.
- o Tuesday 4:00 p.m.
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- o Wednesday 9:30 a.m.
- o Wednesday 9:30 a.m.
- o Wednesday 9:30 a.m.

NRB Workshops Cont'd.

Owners and Operators - Non Commercial

- o Monday 9:30 a.m. How to Succeed in Fund Raising Without Really Crying
- o Monday 3:45 p.m. Setting Up a News Department at a Christian Station
- o Tuesday 9:30 a.m. The Quality Goes In Before His Name Goes On
- o Tuesday 4:00 p.m. Time Management for the Christian Station Manager
- o Wednesday 9:30 a.m. The FCC and the Non Commercial Station Owners and Operators
- o Wednesday 4:00 a.m. Brainstorming Session on Promotion Ideas

Program Producers

- o Monday 9:30 a.m. The Basics of Broadcasting
- o Monday 3:45 p.m. Audience Research
- o Tuesday 9:30 a.m. Satellites, Cables, Earth Stations
- o Tuesday 4:00 p.m. Program Producers and Station Owners and Operators Come Together
- o Wednesday 9:30 a.m. Ethical Responsibility and Financial Accountability

Seminar for Christian Leaders

- o Monday 9:30 a.m. Meet Your Audience of Tomorrow. They're on the Campus
- o Monday 3:45 p.m. Sharing A Cup of Cold Water
- o Tuesday 9:30 p.m. Stand Up, America
- o Tuesday 4:00 p.m. Attaining and Maintaining Family Unity
- o Wednesday 9:30 a.m. Think About Writing For A Wider Ministry
- o Wednesday 4:00 p.m. I Am - Because of Christ

Washington Seminar in Communications

- o Tuesday 11:00 a.m. Washington Seminar in Communications I
- o Wednesday 11:00 a.m. Washington Seminar in Communications II

- o 116 Monday America For Jesus
- o 117 Tuesday Falwell Press Conference Awards
- o 118 1/26, 27, 28
- o 77 Monday Kennedy Press Conference
- o 119 Tuesday American Festival of Evangelism

Creative Ideas

- Cable As A Local Outreach
- Sharing of Programs and Programming Ethics
- Equipment
- What the Cable Owner Expects
- TV as a Non-Broadcasting Ministry

- TV Ministry in the 80's - Emerging Opportunities
- Sales, Advertising and Promotion
- Satellite Communication and Information
- Open Dialogue Between Station Managers and Program Producers
- Time Buying - Can Religious Ministries Survive the 80's?
- Fund-raising and Data Management
- Producing and Marketing a Program
- TV Wrap Up

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In step with the call to a more effective ministry, the note of fiscal responsibility was sounded often and urgently throughout sessions of Convocation 81. In an NRB workshop on Economics and Ethics in Christian Broadcasting, Bill Bright observed that "it is utterly important to practice total transparency and total disclosure in financial matters." Dr. Olan Hendrix, director of the Evangelical Council for Financial Accountability, pointed out that not all evangelical agencies were above reproach.

"There was a time when we could be secretive about our affairs," he said. "No longer can we afford that. Full disclosure is a must." He said that the Council currently has 150 members representing a total annual income of three-quarters of a billion dollars.

Pastor Lloyd J. Ogilvie of First Presbyterian Church, Hollywood (California), said that broadcasters need to keep their promises of personal concern. He added, "When we started our TV ministry, I determined that if the time came when I could not take time to read at least a synopsis of all prayer requests, I would stop the ministry."

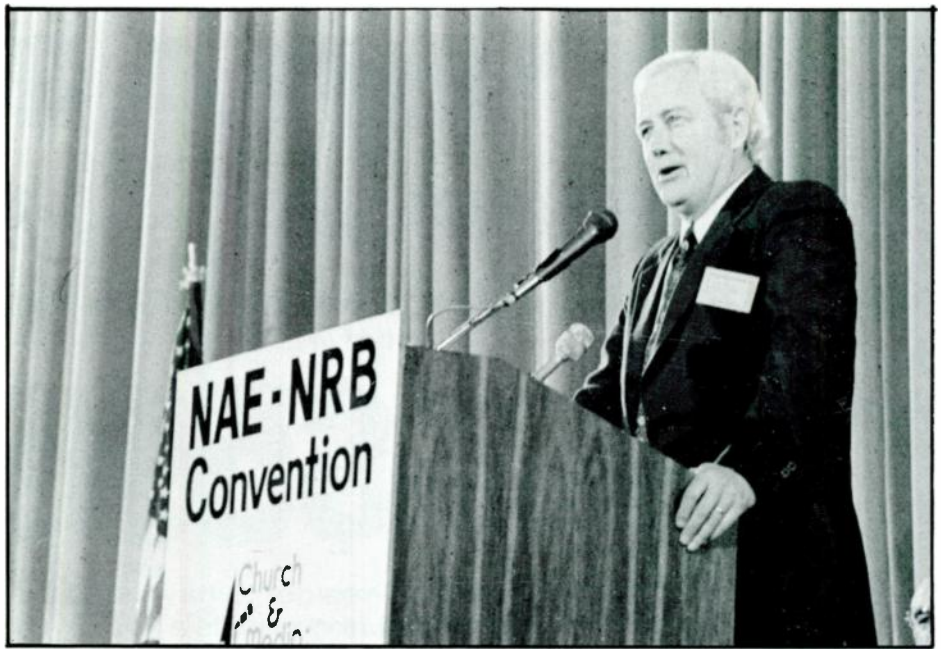
A time to honor colleagues

Convocation 81 was a time for celebrating the gifts given to the Body of Christ. On the closing night, Billy Graham was inducted into the Religious Broadcasting Hall of Fame. The fourteenth member to join this select group, Dr. Graham pledged to continue preaching the Gospel and calling men and women to accept Jesus Christ as Savior. The new Hall of Fame awardee is the speaker on **The Hour of Decision** and on televised evangelistic crusades.

Honored the same night with Graham was Dr. J. Vernon McGee of **Thru the Bible** who received the 1981 Distinguished Service Award. (See pp. 31-32 for complete convention coverage of awards.)

NAE President J. Floyd Williams, bishop of the Pentecostal Holiness Church, presented NAE's annual "Layman of the Year" award to Dr. C. Everett Koop, surgeon-in-chief of the Children's Hospital in Philadelphia. Also recognized by NAE were Everett S. Graffam, who received the World Relief Helping Hand Award for distinguished service on behalf of suffering humanity, and the late Wendell Rockey of the World Relief Corporation.

NRB presented the Milestone Award to three organizations and two individuals: radio station HCJB/Quito



Dr. George Sweeting, president of Moody Bible Institute.

(Ecuador), **The Lutheran Hour**, **Bible Fellowship Hour**; Charles Learning of **Faith Gospel Broadcast**, and Howard W. Ferrin of **The Mountain Top Hour**.

The Milestone Award to HCJB marked the first radio broadcast by the station 50 years ago on Christmas Day 1931. Today more than 400 specialists from Ecuador, Europe and North America, serve on the staff; the Gospel is broadcast in 17 languages. Dr. Clarence Jones, co-founder of HCJB and a founding member of NRB, accepted the award for the pioneer station.

Receiving the award for **The Lutheran Hour**, which originated in October 1930, was the program speaker, the ever-popular Oswald C. J. Hoffmann. Today **The Lutheran Hour** airs over 1,100 stations in North America and is heard overseas via 700 stations in 45 languages. The founder of **The Lutheran Hour**, Dr. Walter A. Maier was one of the founding members of NRB.

Mrs. Celia Webb accepted the award for **The Bible Fellowship Hour**, begun in 1930 by her husband T. Myron Webb. The program airs on 50 stations today from studios in Montrose, California, under the direction of Mrs. Webb and Dr. William Roberts. Dr. Webb, who died in 1965, was one of the original founders of NAE in 1943 and, a year later, of NRB. He encouraged Theodore Epp to start the **Back to the Bible Broadcast**, one of the most influential radio programs, and helped raise funds for Far East Broadcasting Company, one of today's powerful international networks.

Charles Learning received the Milestone Award marking his fifty years in Gospel radio. The **Faith Gospel Broadcast** continues to air weekly from Faith Temple in St. Petersburg, Florida, and Dr. Learning continues to be active in NRB. Now on the board of directors, he participated in the founding of the association.

Dr. Ferrin, with 54 years experience in religious radio, was a member of the first NRB executive committee. Currently the speaker on the weekly program **The Mountain Top Hour**, Dr. Ferrin is chancellor of Barrington College, which he led as president for 40 years.

Three NRB awards for excellence in station operation went to radio stations WDAC/Lancaster (Pennsylvania), WFGW/Black Mountain (North Carolina) and Trinity Television Network of Tustin, California. Paul Hollinger, station manager, received the Award for Merit for WDAC, and announced that he has become part owner of the station. Edna Edwards, general manager, accepted the honor for WFGW. Paul Crouch, founder and president of Trinity Broadcasting Network, received the Award of Merit for his organization.

While Convocation 81 undoubtedly meant something unique to every man and woman who took part, Bill Blount of WARV/Warwick (Rhode Island) seemed to sum up the experience of most. He said he enjoyed the plenary speeches "because they charged my batteries and got me excited once again about religious broadcasting."

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This Spring, Examine The Logic Of Being Illogical

by Jerry Huntsinger

This spring, while you are fighting mosquitoes on a camping trip, or enjoying third degree burns at the beach, or running out of gas 200 miles from home with your car full of kids and the filling stations all closed, you may want to reflect on how you are going to raise more money when you get back to the office.

And what are you going to do about rising postal costs, threats of legislation, increased competition from other agencies similar to yours and more inflation?

Yes — it seems impossible that you will be able to raise more money without decreasing your expendable net income. And if that is your situation, consider the alternative of giving up your conservative philosophies of fund raising and spend some time thinking through *the logic of being illogical*.

Long Letters?

For example, it seems logical that a one-page letter explaining a project in precise terms would get more response than a two-, three- or a four-page letter.

But logical or not, you don't have to be in this business very long before you discover that fund raisers who write short letters are often soon out looking for a new job.

It seems logical that when you thank a person for sending a gift, you should not make an appeal for another gift in the thank-you letter.

But logical or not, many organizations find that up to 30% or 40% of their net income is derived from combining a thank-you letter with an appeal.

It seems logical that after sending out a series of hard-hitting appeal letters, you should give your donors a break and send out a soft, general appeal.

However, logical or not, when this happens, invariably the income for that month falls and the loss is not recaptured the following month.

It seems logical that your donors would appreciate success stories and stories that have a happy ending.

And yet, logical or not, when a success story is tested against a disaster story, the success story almost always turns out second best.

This article is reprinted with permission of Fund Raising Management Magazine, 224 Seventh St., Garden City, N. Y.

Mailing Receipts?

It seems logical that you should omit mailing receipts in order to save the cost of the receipt and the cost of the extra mailing.

But logical or not, donors who regularly receive receipts send more frequent gifts with a higher dollar average.

It seems logical that you should protect your major donors from general appeals and not send them the material that goes out to donors who make smaller contributions.

However, logical or not, if you protect your major donors from the "routine appeals," their interest and giving levels usually decline.

It seems logical that if you can motivate a donor to give one single gift per year and then tell him that "We won't mail you any further appeals during the year," the donor will appreciate your thoughtfulness and your strategy will save you overhead.

Logical or not, organizations that try such a technique rarely raise much money. The real money these days comes from "multiple donors."

Emergency Appeal?

It seems logical that if the donor is committed to a monthly giving program, you should not go to this donor for an emergency appeal because you might upset the delicate balance of sending in a regular monthly gift.

Logical or not, for some strange reason, when an emergency appeal is mailed to general and monthly donors, 50% to 60% of the total income is derived from these individuals!

It seems logical that with all the computer techniques being used today, people would get tired of the "computer look" and the returns would diminish.

Logical or not, donors love to see their name in print and they continue to respond positively to the kind of personalization that can be generated by computer letters.

It seems logical that your donors should be motivated positively by the announcement of a victory.

But logical or not, under almost all circumstances, a "crisis appeal" will out-pull a victory appeal.

It seems logical that in order to educate your donors, you should send them a newsletter from time to time updating the progress that your organization has made.

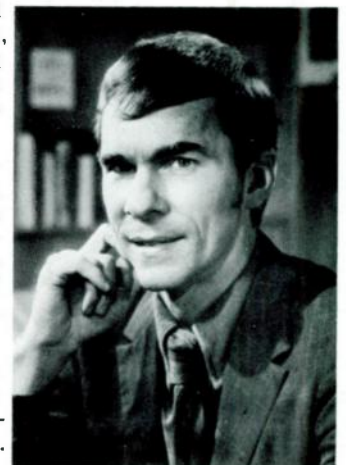
But logical or not, if you don't enclose a reply envelope and some kind of an appeal with a newsletter, you may succeed in educating your donors, but the activity may fail to raise money. There is absolutely no evidence that a newsletter, mailed without an appeal, will have any positive effect on the long-term income of your organization, but there is absolute evidence that a newsletter mailed with an appeal will bring in immediate cash.

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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Larger Gifts?

It seems logical that you should challenge people to give a gift that is in the realm of their economic possibilities.

But logical or not, you almost never make significant increases in the average gift of the donor unless you give him a challenge that seems to be almost out of reason. Many organizations ask their donors to double their gifts and this goes on year after year. How long can this continue? Apparently indefinitely!

So, during the quiet hours of your vacation, examine the logic of your organizational decision-making, and consider that the problems of suffering are rarely solved by logic.

Strangely enough, the major charities of the world are not those organizations that deal with seeds or tools or implements or the development of self-sufficiency; rather, the major charities deal with emergency relief!

That certainly isn't logical, because the work of many relief organizations would become unnecessary if people in the impoverished countries became self-sufficient.

Does Logic Raise Money?

If we could solve the problems of human suffering with logic, this old world might be a decent place in which to live. But history seems to teach us that logic and emotion may never become reconciled.

For fund raisers, this means that you are really not corporate executives exercising the cool, detached logic that will turn a tidy net profit for your corporation.

Rather, as a fund raising executive, you are dealing with the deepest problems of human misery, and since the problems are too much for you to bear alone, you must, somehow, communicate all this misery to your donors so that they can help share the burden with you.

You don't have to be crazy to be a successful fund raiser, and you don't have to be irresponsible, or make unpredictable policy decisions, or even follow Chicken Little around screaming that "The sky is falling in."

Yet, it might be that to write better copy and to do a better job of motivating your donors, you might want to spend a few moments during your vacation simply crying over the misery of human suffering.

Then, go back to your office, unafraid of throwing logic out the window, if being illogical will raise more money.

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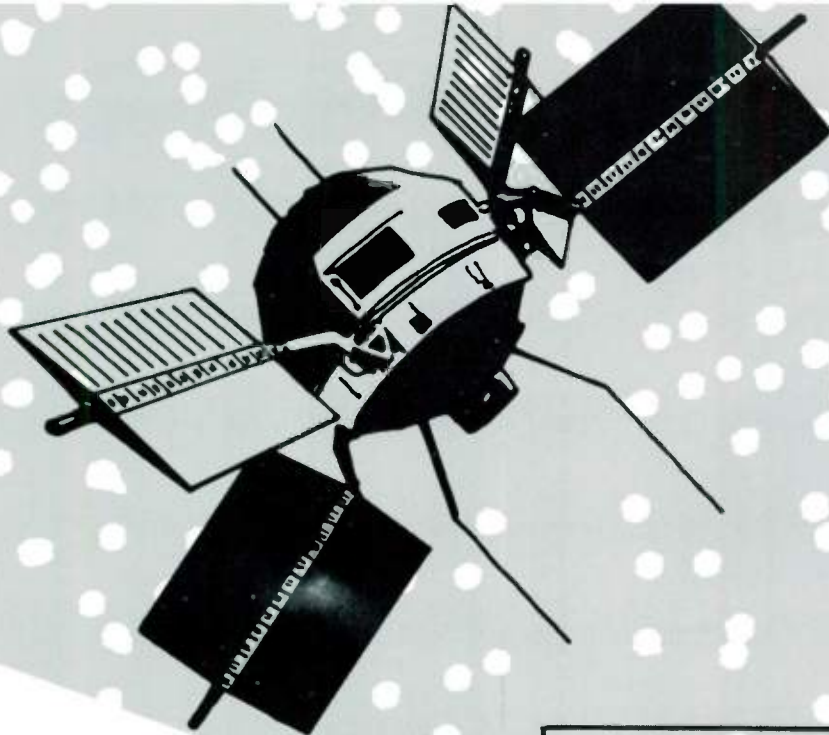
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The Earth and

By. E. Alex Blomerth

Much folklore has sprung up regarding the complexities of the earth station and the need for experts to handle their "complicated installations." Nothing could be farther from the truth.

Several communications satellites serve the North American continent. These satellites are "parked" at a specific longitude along the equator some 23,000 miles above the earth's surface. We may use the term "parked" in the sense that these satellites are designed to be geosynchronous, that is, they travel at the earth's orbital velocity and thus are always in the same position relative to earth.

Aboard each of these communications satellites are several small transmitters and receivers known as transponders which receive an audio, video or audio-visual signal and re-transmit this signal over a broad area of the earth's surface to as many earth stations as are located in that area. All of the transponders of one satellite are aimed toward the same area of the earth's surface. Subject only to its own characteristics, a single ES (earth station) can receive signals from all of the transponders on any satellite simultaneously.

The ES is composed of:

- (1) **The antenna**, which usually consists of a large parabolic dish.
- (2) **The agile mount**, which permits aiming the antenna at any one of the communications satellites.
- (3) **The feed horn**, which takes the collected microwave energy received on the dish and feeds it down to
- (4) **The low noise amplifier (LNA)**, which vastly amplifies this signal without introducing appreciable noise.
- (5) The large **coaxial cable** continues the feed of this amplified microwave signal to a
- (6) **Splitter** (if two or more transponders are to be viewed simultaneously) and then from each part of the splitter to separate
- (7) **Satellite receivers**, which simply demodulate the microwave energy and convert the signal to an audio-visual output, in the case of television.

Much folklore has sprung up regarding

the complexities of the ES and the need for experts to handle their "complicated installations." Nothing could be farther from the truth. The individual components of the ES are complex and need to be carefully evaluated for the intended application. Nevertheless, their assembly is simple.

Today almost all areas in the United States can be adequately served by antennae having a dish 3.0 meters to 5.0m in diameter. Even in areas where satellite signal strength is minimal, a 6.0m diameter dish provides excellent reception. This has simplified installation and made the ES available in locations previously limited by space or aesthetics.

Constructed from aluminum or fiberglass, most dish antennae are light and easy to handle. Yet they are durable and can withstand extremely adverse wind conditions. Frequently the dishes are sectional, in two or more pieces for convenience in shipping, and the sections are easily assembled at the installation site.

Satellite Station Its Potential

Most of the agile mounts on the market today are designed to support a specific dish with excellent stability, even in winds over 100 mph. The 5m dishes require their mounts to be anchored by a minimum of five yards of concrete slab, although a steel structure provides sufficient stability for building installation. The larger dishes naturally require a larger concrete "anchor" due to larger wind loads. Several types of excellent mounts are available to the user, and, since assembly instructions come with most of these mounts, assembly is not difficult.

Orientation of the mount is critical, but generally may be accomplished with a transit, or even a Brunton compass. The main angle of alignment from the selected site will be provided by the company that performs the frequency coordination survey (or an agency such as Satellite Technology for Christ). A normal procedure is to pour the slab, orient and set the anchor plates in the wet concrete, and after a couple of days of hardening, the mount can be assembled, and the

dish bolted into place. Some mounts are designed to raise the dish without other help, but a hydraulic boom truck generally makes this task easier.

Every parabolic dish antenna has a focal point through which the energy coming from a satellite and striking the dish surface is reflected. At this focal point the antenna manufacturer has placed a collection system. All types of collection systems are designed to assemble the focused energy reflecting off the dish surface.

The RCA SATCOM satellites carry 24 transponders on board, each transmitting at frequencies in the same band. The satellite designers make double use of the satellite band authorizations without interference, by employing standard horizontal polarization to the even-numbered transponders and vertical polarization to the odd-numbered transponders. The feed horn, or collector, is normally designed to pick up only one of these polarizations at a time. Dual polariz-

Continued on page 46



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Continued from page 45

ation collectors are now being offered by many suppliers. The dual system sometimes requires two LNAs and two coaxial feed lines.

The low-noise amplifier or LNA has been the major technological breakthrough in satellite communications in recent years. This little box is critical to the entire ES and to a large degree determines the overall system efficiency. The transponder on the satellite has a relatively low power. The transmitted signal reaching the ES is very weak, only slightly greater than the background noise from the solar system. The LNA must be able to amplify this weak satellite signal and make it sufficiently strong for the receiver to recover the program information it contains.

Typical LNA's have gains of approximately 50 db (voltage). But, like all amplifiers, this also produces its own internal noise. This internal noise figure is generally expressed in degrees Kelvin. The colder the noise temperature, the better the LNA. Thus a 100-degree K LNA will do far more for the earth station's end-product than a 150-degree K LNA. The price of these units increases appreciably as the noise temperature is decreased.

After the above components are assembled and interconnected, it is then necessary to channel the microwave energy via an interconnecting coaxial cable to the ES receiver. An antenna location as close to the receiver location as possible should be selected, due to the huge cost of this 7/8" air- or foam-filled cable, and the signal attenuation experienced in the longer lines. In most instances, the less expensive foam-filled cable is adequate, and the approximate loss experienced in this type of line is about 5 db per 100 feet. For lines over 300 feet, special techniques such as a line amplifier or an inexpensive low power

microwave feed should be evaluated.

The most common splitter used today takes a single input from the 7/8" coaxial feed line and feeds four outputs for receivers, or a four-way splitter. This permits the simultaneous use of four separate channels, or transponders, with four receivers. A four-way splitter employed with each earth station is strongly recommended, since the cost is minimal and future programming expansion on the satellite may outpace the current interest in only one or two transponders.

The receiver, an expensive little item, is the workhorse of the entire ES. Like the LNA, it is designed for long-term low maintenance operation. Many receivers are equipped to provide a power supply for the LNA. The receiver is actually a "demodulator" converting the microwave energy into an excellent reproduction of the original audio and video signals as they were fed into the uplink. Many good receivers are on the market today.

"... a change in FCC regulations dramatically increased the potential for ES usage."

Variable frequency receivers have many advantages. An outstanding example of this is in the area of Christian programming. Transponders 2, 8 and 13 of SATCOM 1 all carry Christian programming 24 hours a day. Variable frequency receivers permit rapid choices among these transponders for the best of the programs for the audience served by the ES, where such uses are permitted by the Federal Communications Commission (FCC).

Uses of Earth Stations

Until now, cable systems have, by far, been the largest and most effective users of the ES. The wide variety of programming provided by satellite communications has been a major factor in the recent boom in cable TV. And this has come about at low or no cost to many cable systems.

In some cases, Christian ministry groups have agreed to build an ES for the cable system in their local area in exchange for a cable channel (which frequently is not being utilized). This also has provided the cable system additional manpower at no cost, as the ministries supply the personnel to monitor and select the programs and often generate sufficient local support to meet the requirement for local origination.

Also, a number of small private organizations and individuals have installed earth stations. This sort of private usage is generally limited to people who are highly competent in electronics and who can easily afford the fairly large expense. Some churches have also established private, very small distribution systems for the excellent Christian programming available.

The PTL Television Network, Christian Broadcasting Network (CBN) and the Trinity Broadcasting Network (TBN) are also using the ES for program distribution, not only to cable systems but also to wholly owned and operated television stations. Apart from these, many Christian television stations are springing up which take much of their programming via satellite.

In January 1978 a change in the FCC regulations dramatically increased the potential for ES usage, by permitting television station translators to be fed via microwave. Satellite communications are indeed microwave. Then in September of 1980 they adopted interim processing of low power television applications that

permit the addition of local programming. This interim processing of up to 15 per owner will apparently continue until final rule making is complete.

The Earth Station/ Translator Combination

The earth station/translator (Xlator) combination has caught the vision of many evangelistic groups, but much of the information being circulated about it is erroneous.

The Xlator is actually a small broadcast station designed to receive and retransmit an audio-visual signal from a TV station. This has generally been done for outlying areas beyond the direct reach of the station's transmitter, or in areas where natural obstructions hinder the direct signal. Now, with the proposed FCC ruling, it appears that television stations can have a nationwide outreach via satellite. Theoretically, a Xlator can rebroadcast the received signal of an ES and cover a major population center adequately. The potential impact on rural communities where low population density prohibits cable is obvious.

"Check with several sources before making commitments."

All of the above must be formally applied for and approved by the FCC. Well prepared engineering and "community needs" documentation must be prepared and submitted. At this point I wish to strongly caution the potential applicant for ES/Xlator service. Those who would go into this field should check with several sources before they make commitments. We at STC are aware that it is possible even for technical suppliers

Continued on page 48

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Continued from page 47

to be less than totally informed, so rapidly is the state of the art changing.

To date, not one Low Power Television Station has been authorized by the FCC due to the cutoff time and processing involved although many applications have excellent FCC legal counsel behind them. The Low Power applicant should use caution in this recent boom. Prices for engineering should probably not exceed about \$2,000 for preparation of an excellent FCC package. Potential applicants may check with STC to verify whether or not their arrangements are optimum.

The ES/Cable System Combination

Generally, the ES can be located sufficiently close to either the cable studio or transmission facility to permit direct connection from the output of the satellite receiver to the input of a specific cable channel modulation. In these instances, the quality of the picture on the home TV set is limited only by the transmission characteristics of the system itself. This assumes that all electronic good housekeeping has been done — such as grounding, elimination of humbars, etc.

Where population centers are fairly close and where good line-of-sight pathways can be installed between the ES and two or more cable systems, these systems can be linked by microwave. The problem here has not been one of technology, but rather that competing cable systems often refuse to cooperate regardless of the advantages.

Cable is still a very effective method of reaching large groups of people. Unfortunately most cable systems are generally unavailable in rural and sparsely settled areas. An advantage that exists for evangelical groups interested in this tool is the ability to interrupt programming from the ES. This contrasts with translator programming which permits virtually no

interruptions. If interested individuals or groups are curious about how this works, they may observe such a system operated by International Christian Television (ICT) in El Paso, Texas.*

The ES/Broadcast Station Combination

This use of the ES is at once the most effective and the most expensive. The wide area coverage of the television station permits broad dissemination of ES programming into most homes. Many broadcast stations throughout this hemisphere have the capability for satellite reception and more are being added.

Those contemplating this superior way of distributing audio-visual information from the satellites should understand that construction permits can be obtained from the FCC, but the cost of building and completing a broadcast facility generally runs into millions of dollars. Some evangelical groups have started on cable and built with the concept of a full broadcast station clearly in mind. As the cable operation flourished, they applied for and constructed a television station. The ICT effort in El Paso is an example of such an approach.

The Xlator, broadcast station and interconnections via microwave are all under careful control of the FCC. Until recently the ES was also in this category, but deregulation within the FCC has greatly reduced control in this area. In order to protect ES installations from future frequency interference, we still recommend that a license be applied for and frequency coordination and interference measurements placed on file. Earth stations can now be established without formal FCC approval. This is leading to many private "home" installations which provide outstanding television in remote rural areas.

* Contact Alex Blomerth, Jr., KCIK Channel 14, (915) 533-2911.

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Womach, an internationally-known gospel singer, has even performed many concerts with the Port-A-P.A. as the only source of sound. Four built-in speakers assure high quality sound and

the system can be operated for a minimum of eight hours before recharging is necessary. For more information, write Womach Products, P.O. Box 5378, Spokane, Washington 99205 or call (800) 541-1565.

Otari has announced the introduction of the MTR-20 Series of production/mastering professional tape recorders: MTR-10-2, a two channel, 1/4" machine; and MTR-10-4, a four channel, 1/2" machine which also is convertible to 1/2", two channel.

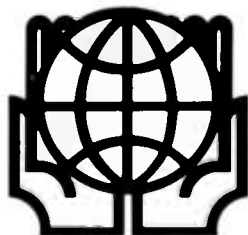
The features of the new MTR Series machines include:

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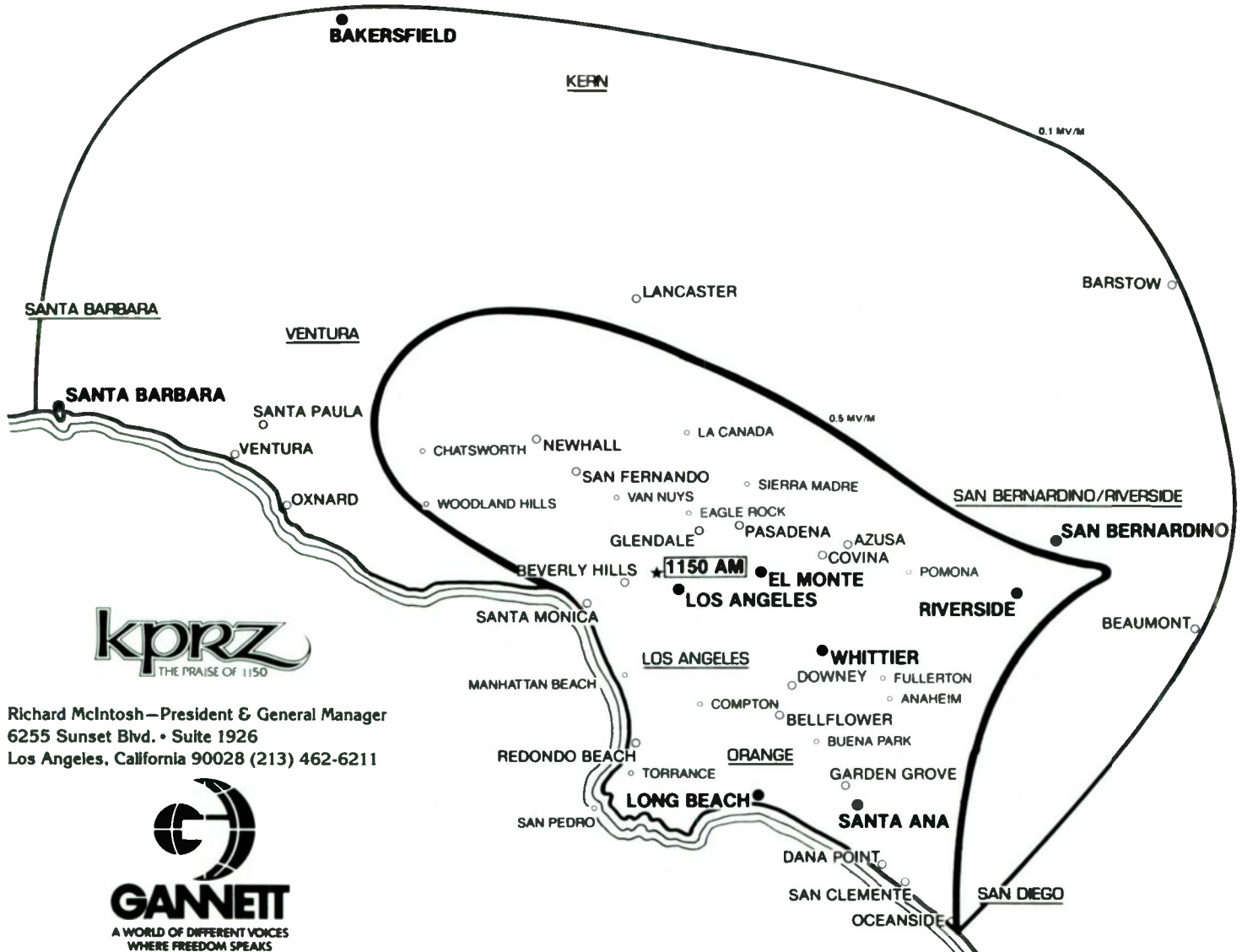
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The schedule of a station should be viewed as a mosaic. No one program alone represents that station's image. Each program is a part of the total picture — the station image. The pieces of the mosaic should be varied enough to offer an exciting image with much variety. A well-balanced schedule will provide a program range extending from public affairs to musical variety, including news and weather, teaching, drama, women's programming and — **children's programming.**

Children's television has been all but neglected in Christian broadcasting. There have been notable exceptions, but in spite of all the research that has been done on the negative effects of television on children, little effective children's television has been produced for the Christian station.

In recent years much criticism has been leveled at the commercial TV industry for what is considered a lack of responsible children's programming. It seems, based on research, that this criticism is justified. This is especially true considering the amount of time children watch TV. According to a Nielsen survey, pre-schoolers watch an average of 23.5 hours of television each week. Today's teenagers will have had 15,000 hours of TV viewing by the time they graduate from high school. This is compared with 12,000 hours spent in the classroom. Does this steady dose of television have any effect on our children? Research shows that it does, and much of the effect is not good.

However, television is not limited to having negative effects on children. It has been shown that children also learn positive social behavior from TV. In one experiment a dramatic scene which modeled helping behavior was shown. It stimulated a high level of helping behavior in the children who saw the program. In another experiment children exhibited more self control after watching a series of episodes from "Mr. Rogers' Neighborhood" which promoted that kind of behavior.

Responsibility

This creates a heavy responsibility for both the commercial and Christian broadcaster. Unfortunately, neither has handled the responsibility well. A tremendous amount of criticism is being leveled at commercial television for what is considered exploitation of children. The basic cause stems from an intense profit motive in the TV industry. It appears that rather than taking the responsibility seriously, commercial broadcasting has used children as a vehicle for more sales.

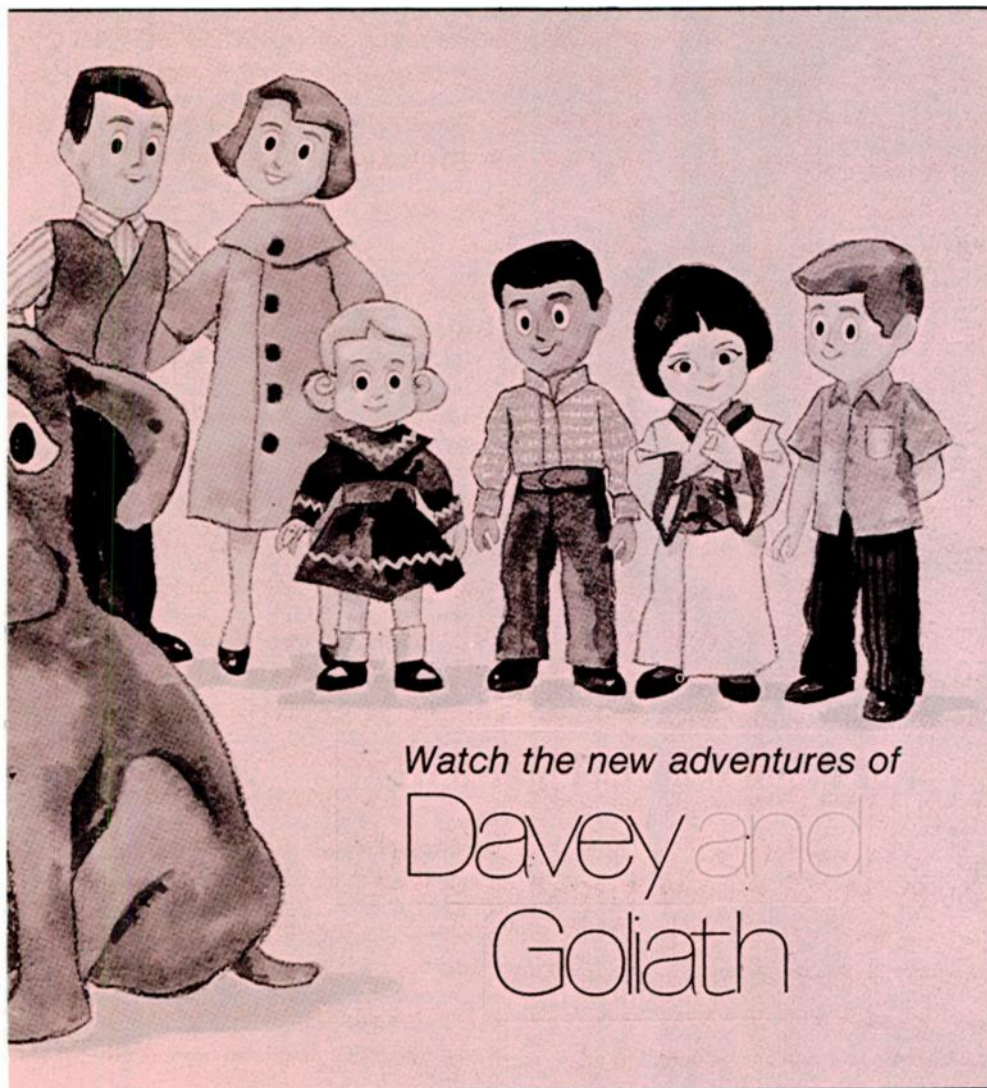
In his book on children's TV, William Melody explains in detail the psychological research that goes into child exploitation and manipulation for the purpose of advertising aimed at our youngsters. The children have been the innocent victims of this prevailing network philosophy. Melody points out — and who needs to be told — that most children's programs are not broadcast at the most convenient hours to children. At least that does not appear to be the first consideration. The prime consideration seems to be — when will a program produce the most commercial income?

When children's programs are in production, the producer apparently gives little thought to content. The feeling is that is the network's responsibility. One producer, whose programs reach a large audience of children under ten, said, "Kids don't know anything. They are not discerning. As long as we are on the air, I don't care."⁴



Christian TV the Kids

by Jerry K. Rose



This is obviously not the attitude of all children's producers, but the fact is, it does reflect the feelings of some who are in the mainstream of children's TV.

Though Christian broadcasters have not exploited children, we have been at fault because of our silence. Far too little effort has been exerted to produce effective children's programs for Christian television. Christian broadcasters have fallen short of meeting the need. Public Broadcasting has made excellent progress in this area, and, in fact, has set the pace for the entire TV industry. Among the ministries that are producing good children's television are The Lutheran Church Missouri Synod ("Davy and Goliath"); Child Evangelism Fellowship ("The Treehouse Club"); Mission American Youth ("Backyard"); 100 Huntley Street in Canada ("Circle Square" and "Inside Track").

The Christian broadcaster must accept the responsibility of assisting in the development of children. After all, we believe Proverbs 22:6 — "Train up a child in the way he should go: and when he is old, he will not depart from it." The local Christian station must become an alternative viewing source for kids. Programming should be developed that will not only attract children, but will include the parents in the TV experience.

Continued on page 54
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Continued from page 53



Susan Harvey, writing in **Television: Awareness Training**, says that evidence shows that when a child understands the negative consequences of an aggressive act, he or she may not spontaneously imitate the behavior he or she has viewed. But they may store the knowledge for later use. This was confirmed in an experiment in which children who did not immediately imitate the action later did so for a prize.¹

Another concern is the potential harm to children's socialization process. In a National Science Foundation study it was learned that:

One effect in which television commercials are clearly implicated is children's satisfaction with choices they have made in favor of specific advertised products. Television commercials presumably generate expectations about the product and its attributes. Therefore, if children experience greater dissatisfaction with television-advertised products as they grow older, it could be contended that commercials contribute negatively to children's consumer socialization.²

Gloria Kirshner, editor of *Teacher's Guide to Television*, suggests that television should be a family affair. It should be more than a babysitter. It should provide a learning experience with the parents as a guide. She says, "Parents can share the TV-viewing experience to help their children discover for themselves their values, to find meaning in their lives, and hope for their future."⁵

Opportunity

It is easy to criticize the children's programming offered by Christian television. But it is short-sighted to look at our shortcomings alone. One only needs to be reminded of public broadcasting to see the potential. Having begun with National Educational Television in 1963, I am familiar with the pioneering days that preceded what is currently PBS. That was long before the days of "Sesame Street" and "Electric Company." "The Friendly Giant" along with a multitude of free fill films were the daily fare of the NET viewers. Like PBS 18 years ago, Christian television is in its pioneering stage and only now is developing the financial resources and creative talent to begin producing new, innovative programs. I believe the future is bright for children's Christian television.

The Christian broadcaster cannot ignore his responsibility to the child



Continued on page 56

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viewer. Time, effort, talent and money must be invested in children's programming. At Channel 38 in Chicago we have established a children's television department headed by a young minister who is exclusively involved in children's ministry. His task is to develop programming, Bible clubs, rallies and children's specials for the station. Hopefully, other Christian stations will begin to move more seriously into this vital area of ministry.

Obviously, the key to any station's success is its programming. The Christian station is no exception. Simply to fill time is unacceptable. If the station is to become an effective voice in the community, constant thought must be given to new program concepts that will minister to the needs of the audience. Don't our children rate as the number one priority?

Notes

¹Susan Harvey, "Television and Children," *Television: Awareness Training*, (New York: Media Action Research Center, 1977), p. 91.

²The National Science Foundation, *Research on the Effects of Television Advertising on Children: A Review of the Literature and Recommendations for Future Research*.

³William Melody, *Children's Television: The Economics of Exploitation*, (New Haven, Conn.: Yale University Press, 1973), p. 15.

⁴United States Department of Health, Education and Welfare, *Television and Social Behavior*, p. 273.

⁵Gloria Kirshner, "Positive Uses of Television," *Television: Awareness Training*, pp. 183, 184.

Jerry K. Rose is the President of Channel 38 WCFC-Television of Chicago, Illinois. His television career, which began with C.B.N. in 1972, has been parallel with an active local church ministry where he served as teacher, missions secretary, youth director, choir member and soloist.

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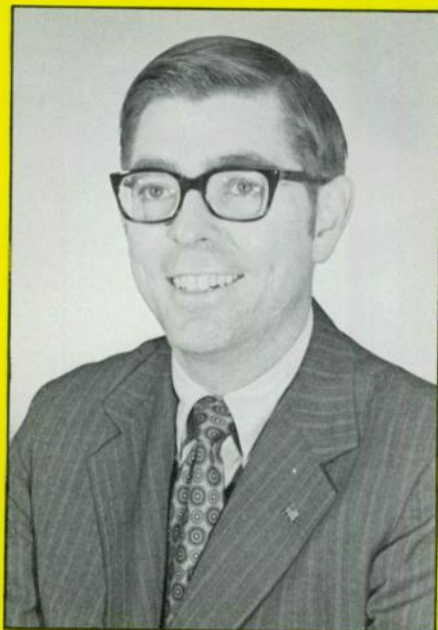
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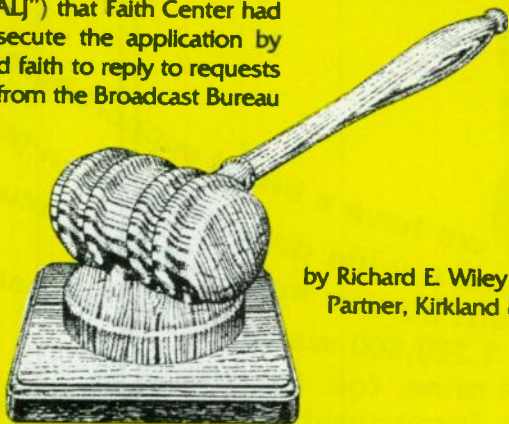


FCC DISMISSES RENEWAL APPLICATION FOR "FAILURE TO PROSECUTE"

A recent decision by the Federal Communications Commission demonstrates that continued refusals to turn over records in a renewal proceeding may have dire consequences for a broadcast licensee. **Memorandum Opinion and Order in BC Docket No. 78-326**, F.C.C. 2d (released November 3, 1980). In that decision, the Commission affirmed the dismissal with prejudice of the renewal application of Faith Center, Inc., for Television Station KHOF-TV in San Bernardino, California. The decision was based on a finding by the Administrative Law Judge ("ALJ") that Faith Center had failed to prosecute the application by refusing in bad faith to reply to requests for discovery from the Broadcast Bureau

during the proceeding. Faith Center resisted discovery in part on the grounds that it viewed the discovery requests as inquiries into religious affairs which should be prohibited by the First Amendment. The decision provides some insight on the Commission's view of the First Amendment limitations on its regulatory oversight of religious-affiliated broadcasters.

Faith Center's KHOF-TV renewal application was designated for hearing in October 1978 on issues concerning alleged fraud by broadcast and failure to



by Richard E. Wiley
Partner, Kirkland & Ellis

provide information to the FCC. The Broadcast Bureau alleged that the licensee had refused to permit inspection of records of fund solicitations and had denied access to videotapes of programs on which fundraising appeals allegedly had been made. According to the Commission's opinion, the FCC had sought this information because of allegations about Faith Center's fund raising practices; namely, that Faith Center had raised money for specific projects which were never carried out, that some funds obtained from over-the-air solicitations were used for other organizations in which the president of Faith Center had an interest, and that fund raising appeals had been accompanied by false statements that Faith Center's president contributed his own funds to the church and received only one dollar per year.

The Commission's opinion focused on Faith Center's alleged refusal to answer discovery requests by the Broadcast Bureau during the course of the renewal proceedings before the ALJ. Faith Center had argued that the First Amendment prevented the Commission from inquiring into how funds collected through over-the-air solicitations were spent because it prohibits an entanglement of church and state. A similar objective was raised to inquiries directed at the expense records of Faith Center's president. However, before the ALJ issued his decision dismissing the application, Faith Center appealed to the Court of Appeals for the D.C. Circuit and sought a stay of the FCC's action based on its constitutional arguments. The court dismissed that appeal on July 13, 1979.

Subsequently, in a March 12, 1980 decision, the ALJ dismissed Faith Center's renewal application for failure to prosecute. According to the Commission, that dismissal resulted from "inadequate 'piecemeal, partial and minimal' " response to discovery by Faith Center, despite multiple extensions of time and several orders mandating full compliance. Furthermore, according to the Commission's opinion, "[a]n examination of several of Faith Center's responses to interrogatories convinced the ALJ that Faith's answers were contrived to avoid full and candid disclosure to the commission, and represented a studied effort to avoid producing any information which could be at all harmful to its case."

The Commission, on review, generally agreed with the ALJ's negative assessment of Faith Center's constitutional arguments. The Commission drew a

distinction between freedom to believe, which is absolute, and the freedom to act. According to the decision, conduct may be subject to regulation even if an indirect burden on religious practices may result. The Commission characterized the Broadcast Bureau's inquiry into Faith Center's qualifications as involving not matters of religious belief, but questions of secular fact: whether the funds donated by listeners were used for the purposes for which they were solicited and whether alleged statements relating to the compensation and pledges of Faith Center's president — supposedly made to induce contributions — were in fact true. Recognizing limits on its power to investigate, the Commission said that its examination of Faith Center's affairs was "only in response to allegations of specific fraudulent acts, which we must examine in order to make a determination whether to renew Faith's license."

The Commission found no improper entanglement of church and state because the inquiry focused on a narrow and legitimate governmental interest — the qualifications of Faith Center to remain a licensee in light of allegations of fraud. The decision stressed that the concern with contributions to Faith Center and the compensation of its president arose from charges that these matters were misrepresented in Faith Center's broadcasts. According to the Commission, Faith Center, by conducting fund raising through broadcasting, elected to occupy a public forum and one of a limited number of such forums. Thus, Faith Center subjected itself to public interest obligations, and its exercise of First Amendment rights must be balanced against injury to the public. The Commission concluded that even-handed inquiry into allegations of misconduct by both religious and secular licensees places the government in a less objectionable posture than special treatment for religious broadcasters.

Having found that Faith Center's constitutional claims were groundless, the Commission concluded that Faith Center was without justification for failing to respond to discovery. The Commission agreed in general that the Broadcast Bureau's discovery requests were legitimate and sought relevant evidence. According to the decision, Faith Center's performance during discovery "display[ed] bad faith" and its "consistent refusals to respond during the discovery phase of this proceeding so obstructed the orderly conduct of these proceedings that Faith has failed to

prosecute its application." The Commission pointed in particular to Faith Center's alleged continued failure to respond following an adverse decision by the Court of Appeals on its motion to stay the FCC proceedings.

The Commission also affirmed the ALJ's refusal to permit a distress sale of KHOF-TV. According to the decision, Faith Center's conduct raised more serious questions than merely a dilatory election for a distress sale. The Commission believed that approval of a distress sale would shield Faith Center from the consequences of bad faith obstruction of Commission proceedings. In short, the Commission held that, while a distress sale petition filed early in a proceeding carried a presumption of validity, a licensee is not entitled to this extraordinary relief if his filing is delayed until just prior to hearing.

The principal significance of the decision on Faith Center's renewal application lies in demonstrating that the Commission is willing to impose a harsh sanction — dismissing a renewal application with prejudice and denying distress sale relief — for a licensee's refusal in renewal proceedings to provide information on its broadcast-related activities. However, the decision suggests that sanctions like this will be applied only for repeated refusals to cooperate following explicit warnings.

Leaving aside the accuracy of the facts relied upon by the Commission, the Commission's First Amendment analysis does not substantially depart from past decisions in which the Commission has asserted that religious organizations cannot become exempt from Commission regulations by merging their licensed franchises into their ecclesiastical structures. The decision does stress, however, the FCC's view that factual representations, unrelated to faith and doctrine and made in a religious broadcast to induce donations, fall within its regulatory purview and may be investigated where fraud is alleged. While the Commission did not indicate that a shifting of funds from the purpose for which they were solicited to some other use would necessarily bear on a licensee's character qualifications, it appears clear that the Commission would take a dim view of such practices absent a **bona fide** reason.

Faith Center's petition for rehearing is now pending before the Commission. Ultimately, the result in this lengthy proceeding may well be in the hands of the Court of Appeals.

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religious broadcasting news

TWR adds Transmitter in Monaco

Trans World Radio has just made a step of progress. After several years of negotiations, the French Government has approved the request to add a 500,000 watt shortwave transmitter to the two present transmitters already in operation. The addition of two modern antenna systems will enable this superpower transmitter to more thoroughly saturate some of the key areas of Europe.



Radio Impacts Russia and China

Millions in the Soviet Union and mainland China have heard the Gospel from Far East Broadcasting Company's station on Cheju Island. The 250,000 watt medium wave station went on the air in 1973.

One Russian believer in Siberia recently spoke of the impact of the transmissions. He reported that all strata of Russian society, including government officials, university professors, and soldiers tune in to these broadcasts, which at night can be heard across the entire country. He also said that great numbers of people have come to know the Lord through these broadcasts.

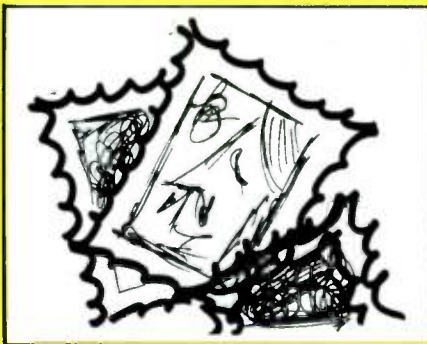
Reverend Kenneth Lo, FEBC's Hong Kong Director, reports that nearly half of the mail response from Mainland China is generated by the three hours of Mandarin programming that is broadcast only from the South Korea station.

FEBC expands ministry to Burmese

Far East Broadcasting Company has added another Burmese tribal language, Palaung, to its daily broadcast schedule from the Philippines.

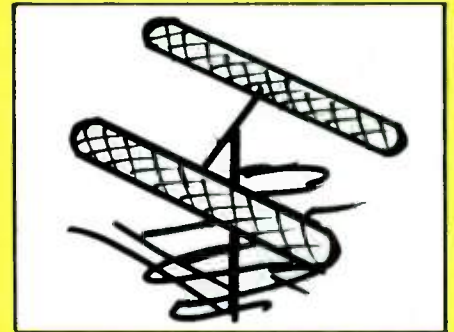
For many years the animist Palaung people, bound by superstition and the occult, have been untouched by the Gospel. Ten years ago a converted Buddhist monk, with Bible training, was commissioned to become their first missionary. His work resulted in a handful of believers.

Since that time, the number of believers has grown, but the church has lacked trained leadership for any teaching ministry. FEBC plans to fill this need with their programming.



Chinese Stamp Campaign

Trans World Radio-Guam recently promoted a stamp-exchange campaign for its Chinese listeners. As a result of this project, mail response has increased and several hundred letters a month are arriving at TWR's Hong Kong office. Many of the 100 letters received per day are new listeners. Trans World Radio-Guam beams more than 340 programs to more than 900 million Chinese in Mandarin, Cantonese, and English.



Religious Spots on Canadian TV

Two new TV spots on prejudice and equality have been accepted by the three major television networks in Canada. The two spots — one 30 seconds, the other 60 seconds — were produced by the Mennonite Radio and Television, the Inter-Mennonite Media Group in Canada. The message of the spots is "God created us all equal, so why don't we treat each other that way?"

New TV Station in Ohio

The FCC has given permission to American Christian Television Service Inc. to build a new non-commercial TV station which should begin broadcasting by the Fall of 1981. The new TV station will be located at an old airport outside of Lima. No call letters have been selected yet although the station will use channel 44 UHF.

The cost of the project is between \$1-1.5 million. Thus far, \$547,000 has been raised. Construction is expected to begin sometime after January 1, 1981.

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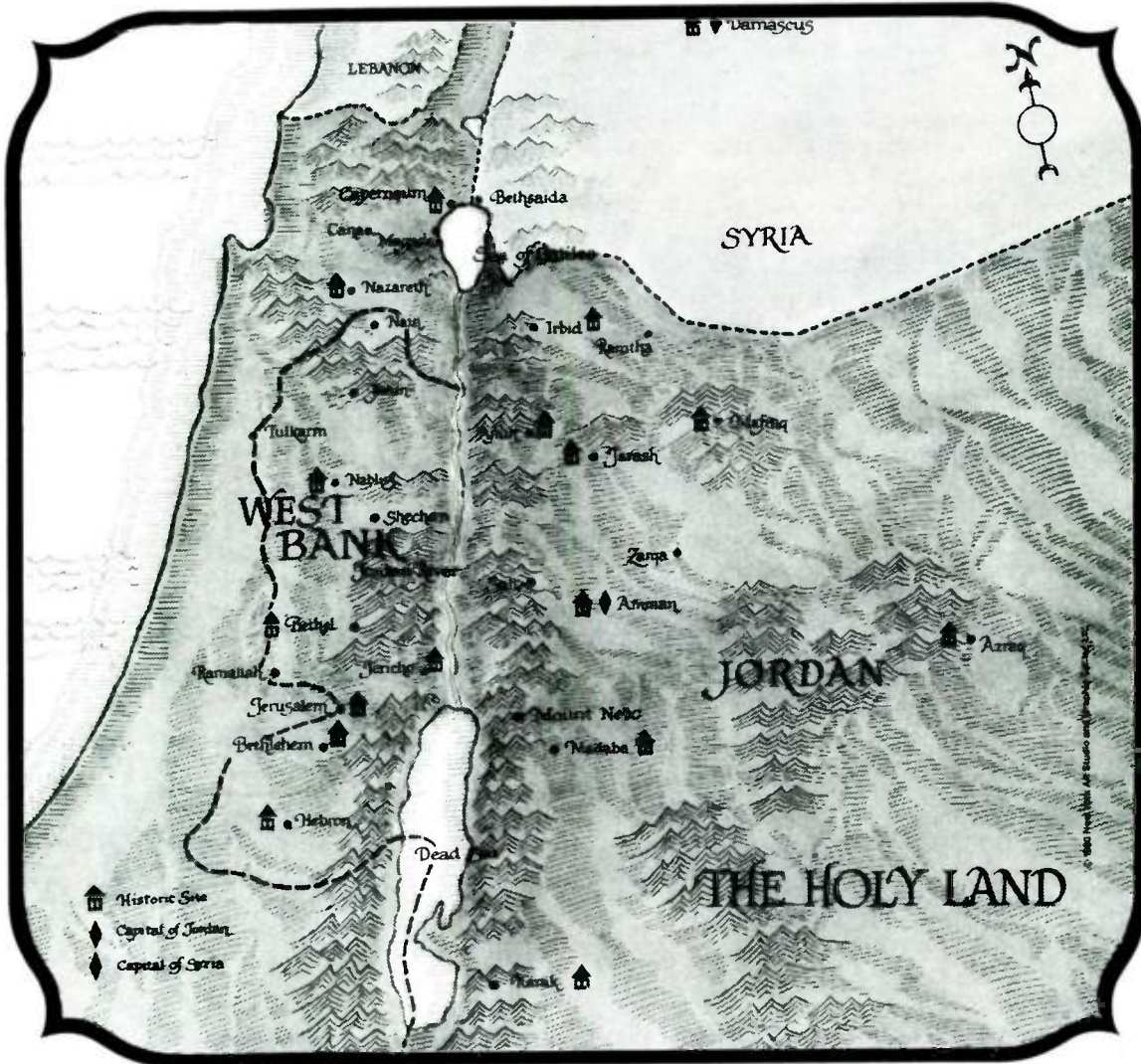
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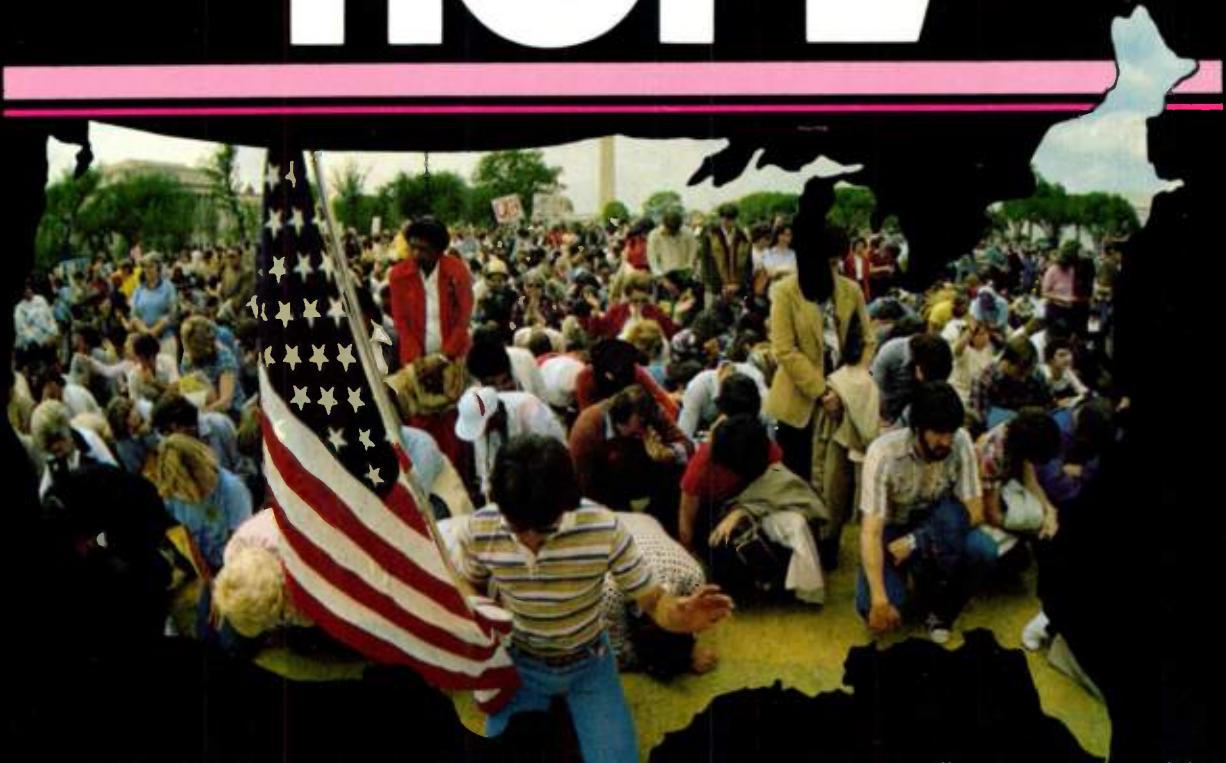
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