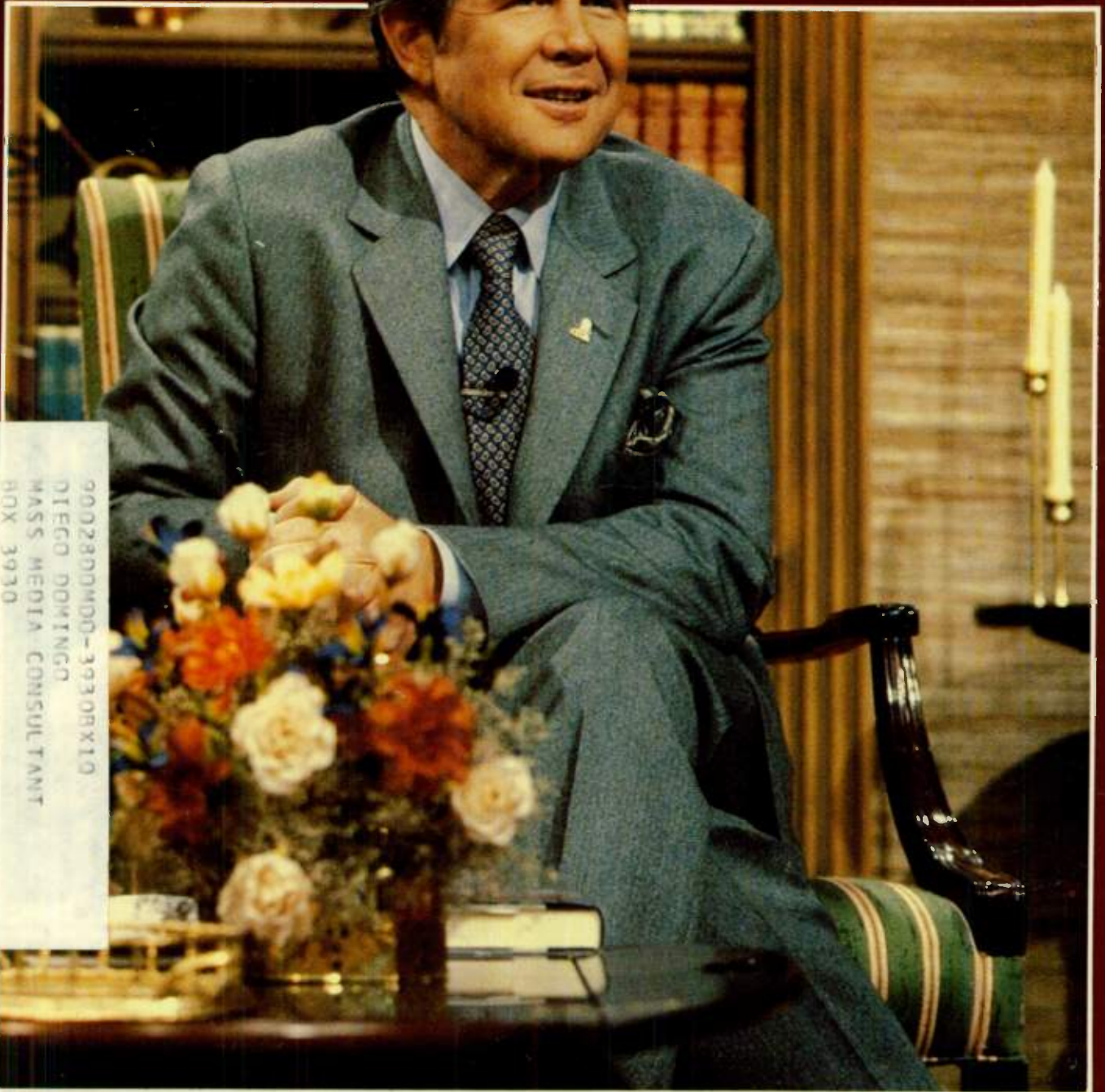


religious broadcasting

MAY 1982



9002890000-3930RX19
DIEGO DOMINGO
MASS MEDIA CONSULTANT
BOX 3930
HOLLYWOOD CA 90028

A Network Where the Family Is Winner
Facing the Winds of Change
The Eternal Message in the Age of Television II
Preview of NRB Regional Conventions



Richard Hogue

WEEKDAYS

Innovative... Bold... Informative... Hard-Hitting... Honest... Refreshing... These are some of the ways people are describing **RICHARD HOGUE WEEKDAYS**.

Originating from Oklahoma City, this daily one hour program is seen live, via satellite, nationwide on broadcast stations and cable systems, and in some cities on video tape.

RICHARD HOGUE WEEKDAYS is a format designed to speak to this emerging generation of Americans... and Richard Hogue is the man. Every day we address real life, gut level issues with clarity and understanding.

RICHARD HOGUE WEEKDAYS goes beyond just talking about issues and asking questions... we provide answers. Answers and information designed to help people.

Broadcasting live allows **RICHARD HOGUE WEEKDAYS** viewers the unique ability to call in and talk directly to our guests.

Being live also gives us the capability to break away when news happens as recently demonstrated with the assassination of Anwar Sadat, the Poland Crisis, and developments in our nation's capital.

RICHARD HOGUE WEEKDAYS has recently featured live

reports from major cities, including Chicago, Hollywood, Washington, D.C., Rome, London, and Paris. And an exclusive video tape coverage, by our own crew, inside Poland during martial law.

Richard Hogue is also Senior Pastor at **METROCHURCH**, a nondenominational, evangelical church in the Oklahoma City suburb of Edmond, which has experienced one of the greatest beginnings of any American church. Founded by Richard Hogue in October of 1975, **METROCHURCH** has grown to over 4,000 members in just six years. From an inauspicious beginning in a local high school cafeteria, the congregation Dr. Hogue pastors now ministers across the greater Oklahoma City area from a beautifully wooded 61 acre complex on Interstate 35.

"When you combine a powerful communicator like Richard Hogue with a medium so powerful as live television, the result is one-on-one personal interaction with the masses."

David Murphy, V.P. & General Mgr.
KOKH TV, Oklahoma City
Blair Broadcasting, New York

*For information about having **RICHARD HOGUE WEEKDAYS** in your area contact Ron Beardmore at P.O. Box 3000, Oklahoma City, Oklahoma 73113, 405/348-8250*

J.C. GATES & COMPANY

Celebrating 23 years serving the spiritual needs of
San Diego County's ever-growing population !
Now reaching nearly 2 million !

California's Second Largest City ! America's 5th Market in Growth !

...is it any wonder more and more broadcasters are pointing
their radio ministries to this vital, responsive
San Diego market.

**SATELLITE RECEPTION
IS NOW RECEIVED
EXCLUSIVELY ON
KMJC CHRISTIAN
RADIO FOR
SAN DIEGO COUNTY!**

**INQUIRE NOW FOR TIME
AVAILABILITIES**

THE CHRISTIAN BEACON

KMJC
KING MASTER JESUS CHRIST

910 on the Dial † 5000 Watts

Represented Nationally by J.C. GATES & CO.

SAN DIEGO

General Offices and Studios:

Contact: Jim Lucas, Sales Manager
P.O. Box 2908, San Diego, Ca. 92112
Telephone: (714) 579-0910

LOS ANGELES:

National Sales:

Contact: Juanita Haddy Landon
6255 Sunset Blvd., Suite 120
Hollywood, Ca. 90028
Telephone: (213) 462-6839

20 Years of Innovative Christian Broadcasting



CBN 

CBN Center, Virginia Beach, Virginia 23463

WRN



24

FEATURES

24 A Network Where the Family Is Winner

The nation's second largest cable television program service operates on the basis that general interest, family-oriented programming is viable



28

28 Facing the Winds of Change / *E. Brandt Gustavson*

Religious broadcasters have much to learn and much to gain through new electronic technology that is rapidly changing the nature of broadcasting

34 The Eternal Message in the Age of Television II

Cable television has reinvented television and ushered in a new era that has numerous options for ministry by the local church



34

38 Music Agreement Means a Fair Deal / *Larry Perry*

Block program licensing by a major music licensing agency could mean big savings for stations using pre-recorded programs without music

42 From Phone to Faith / *Henry Bruinooge*

A denominational program producer stumbled into a fruitful ministry by targeting the early morning viewing audience and manning the phones

46 Do You Have Something to Say? / *Ben Armstrong*

The spirit of Christian radio and television is summed up in the phrase, "religious broadcasters have something they desperately want to say"



38

DEPARTMENTS

7 Speaking Out

Comments by the president of National Religious Broadcasters

10 Washington Watch

Trends and decisions of the Federal Communications Commission

15 News

Pertinent items of national and international interest to communicators

19 NRB News

Coverage of media events and people related to NRB

52 Media Books

Publications of direct interest to professionals in the electronic media

54 Broadcasters

Experiences and accomplishments of NRB family members

56 Classifieds

NRB bulletin board for individual and group needs or services



42

Cover story: Dr. M. G. (Pat) Robertson, founder and director of Christian Broadcasting Network, the nation's second largest CATV program service, is pioneering in the field of wholesome television programming and proving that it can hold its own against all comers. Photos by John Loizides.

JVC'S NEW KY-1900U A 3-TUBE CAMERA WITHIN EVERYONE'S REACH



The first family of three-tube video cameras has a value-packed new member—the JVC KY-1900U Color Video Camera.

JVC's KY-series has taken the video world by storm... over 2500 sold to date.

The top-of-the-line KY-2700 has features and specifications previously

found only in expensive, giant broadcast cameras.

Now, JVC introduces the light-weight KY-1900U.

Look at the valuable features. Automatic Beam Control (ABC). Automatic White Balance with 8-bit digital memory. Built-in color temperature correction. Built-in color bar generator. Built-in gen lock. +9dB gain switch. Auto-iris circuit. 500 lines resolution. 52 dB s/n ratio. Lots more.

You can get either a 6:1 manual zoom or a 10:1 servo zoom lens for your KY-1900U, and a full range of accessories for both portable and studio use. Your JVC KY-series Professional Video Dealer has the KY-1900U NOW!

For more information, write
US JVC Corp., Dept. RB 5/82,
41 Slater Drive, Elmwood Park, NJ 07407.
Available in Canada from JVC
Canada, Inc., Ontario. © 1981 US JVC Corp

For faster action, call toll-free
800-821-7700, Ext. 7005.
(In Missouri: 800-892-7655, Ext. 7005.)



JVC®

US JVC CORP

WRB





national religious broadcasters

E. Brandt Gustavson, *President*, Moody Bible Institute, 820 North La Salle St., Chicago, IL 60610. Dr. Robert A. Cook, *First Vice President*, The King's College, Briarcliff Manor, NY 10510. Jerry K. Rose, *Second Vice President*, Channel 38 WCFC-TV, 20 North Wacker Dr., Chicago, IL 60606. Mike Maddex, *Secretary*, WEEC, 2348 Troy Road, Springfield, OH 45504. Paul Ramseyer, *Treasurer*, Northwestern College Radio Network, 3003 Snelling Ave. North, Roseville, MN 55113. Dr. Ben Armstrong, *Executive Director*, NRB, CN 1926, Morristown, NJ 07960.

religious broadcasting

Executive Editor Dr. Ben Armstrong
Editor Audrey Langdon
Managing Editor Robert L. Niklaus
Editorial Assistant Susan Kubick
Advertising Manager Max McLean
Advertising Assistant Jennifer Crum
Washington Correspondent
Kenneth Beachboard

Editorial and Advertising Offices:
NRB, 101 New Maple Avenue, Pine Brook, NJ 07058, 201/575-4000.

RELIGIOUS BROADCASTING is distributed monthly except July and August to qualified subscribers in the U.S. and Canada involved in religious broadcasting activities. To receive a subscription fill out the qualification form in this issue or contact the Circulation Department, CN 1926, Morristown, NJ 07960. Other subscriptions for one year \$18, foreign airmail \$23, singles copies \$2.

Application to mail at second-class postage rates is pending at Pine Brook, NJ with additional entry at Philipsburg, NJ.

Printed in the USA © 1982 by National Religious Broadcasters. Contents of this magazine may not be reproduced, in whole or in part, unless expressly authorized in writing by NRB. All editorial and production correspondence should be sent to RELIGIOUS BROADCASTING, CN 1926, Morristown, NJ 07960. RELIGIOUS BROADCASTING assumes no responsibility for return of unsolicited manuscripts, photographs and cartoons, and reserves the right to accept or reject any editorial and advertising material.

Advertising in RELIGIOUS BROADCASTING does not necessarily imply editorial endorsement or approval by National Religious Broadcasters. Authors' views are not necessarily those of National Religious Broadcasters, its officers, board or membership.



Member Evangelical Press Association



POSTMASTER: Please send change of address to RELIGIOUS BROADCASTING, CN 1926, Morristown, NJ 07960.

Speaking Out



The Imperative of Relating

One of the more rewarding facets of NRB fellowship is the opportunity to rub shoulders with and talk to people in various phases of the media. If we were all commercial radio station owners or managers, all television program producers, or all Christian advertising agents, it would make our contacts far less stimulating. As it is, the Lord has enabled us to have representation in our ranks from all these segments of broadcasting, and many more.

We Christians are encouraged to look on the fields which are white to harvest. As primarily United States broadcasters banded together to reach our nation with the Gospel, it does us good to have foreign missionary broadcasters in our ranks.

At our last convention, I was very happy that we placed emphasis on reaching China with the Gospel. I am again encouraging the convention program committee to consider exposure for other areas of the world. Participation in prayer is also urged, that our Lord will work in an unusual way throughout the world.

Yes, we are concerned about our country; and we will continue to serve here to the best of our ability. But as believers, we also want to look on the world and see the vast and pressing need for Christ in other countries. We *are* in a world community.

Not only do we have good representation in our membership of foreign missionary broadcasters, but the host of foreign national broadcasters and friends at our convention is growing rapidly. I understand that nearly 100 of our convention participants this year were from other countries. Let us give ourselves to learning about how the Lord is working in their countries and seek ways we can help in their work. Let us seek ideas from them too.

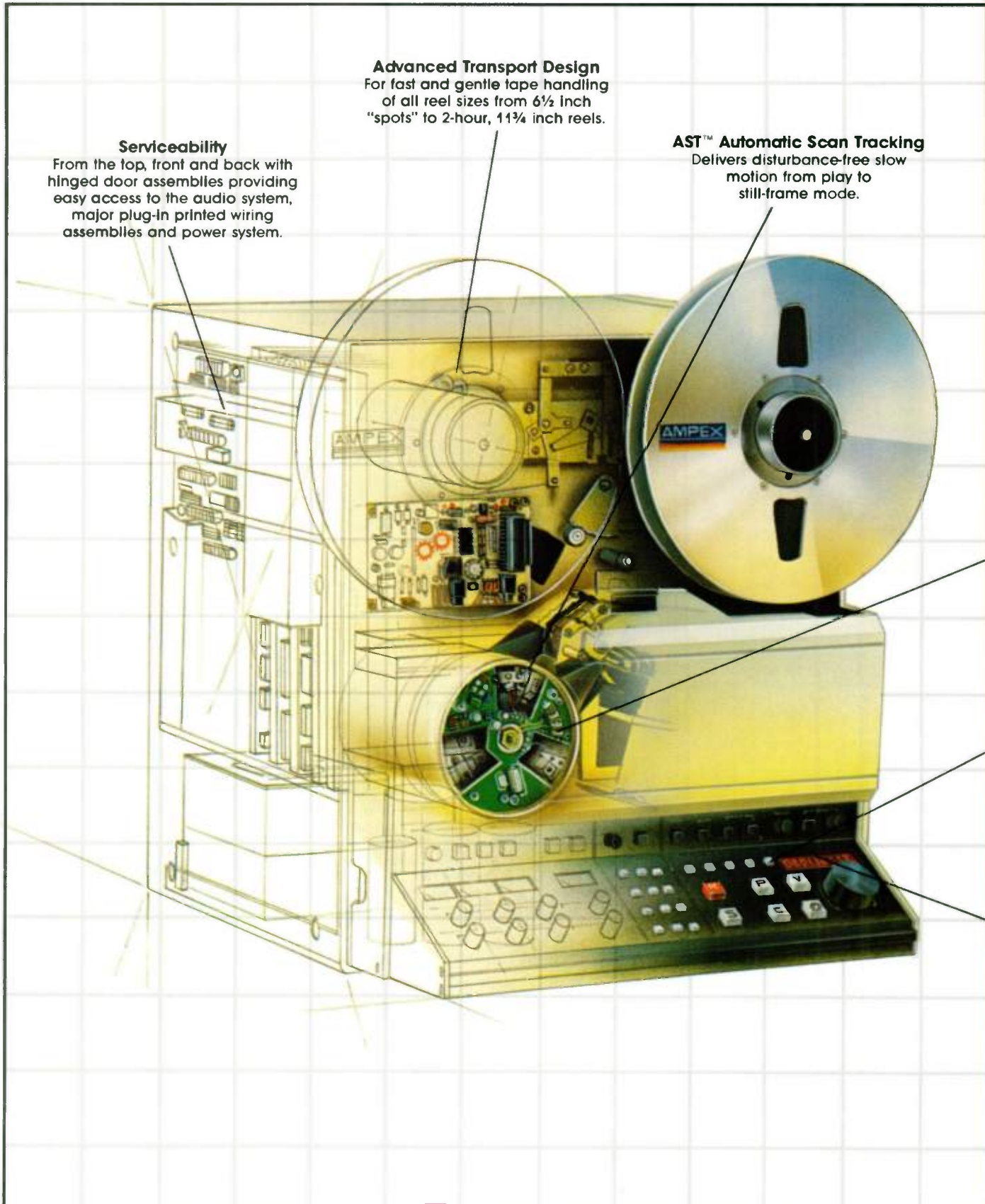
How we need to interact with each other, because everybody has some good ideas which we have never considered before. The New Testament makes it abundantly clear that the worker is always more important than the work. It is also interesting to note that the Bible has a great deal to say about how we are to relate to each other as Christians and as workers; but it has relatively little to say about the ultimate purpose—that is, the accomplishment of results through our work.

What I understand from that is that it is all important how we relate to each other. The fellowship of believers is a fellowship of friends. May our friendships grow as we fellowship and help each other in this association.

E. Brandt Gustavson
President
National Religious Broadcasters



AFFORDABLE



Serviceability
From the top, front and back with hinged door assemblies providing easy access to the audio system, major plug-in printed wiring assemblies and power system.

Advanced Transport Design
For fast and gentle tape handling of all reel sizes from 6½ inch "spots" to 2-hour, 11¾ inch reels.

AST™ Automatic Scan Tracking
Delivers disturbance-free slow motion from play to still-frame mode.

E ONE-INCH

Introducing the Ampex VPR-80. Type "C" broadcast quality on a budget.

Excellent picture quality and low cost. That's what you get with the VPR-80, the new professional video recorder from Ampex. Whether you're adding to your present facility, or moving into the professional video market, you'll find the VPR-80 to be a totally new concept. Yet, it incorporates the most demanded features of the world's most popular one-inch Type "C" VTR, the VPR-2, plus several new and advanced capabilities.

The VPR-80 provides the latest in recording technology. You get a transport designed for superior tape handling of all reel sizes from 6½ inch "spots" to 2-hour, 11¾ inch reels. It has dual microprocessors to control all VTR functions and servo systems, a universal power supply, built-in audio monitoring and a power-down feature that remembers the control panel setup even when the power's off. Plus built-in diagnostics to keep

operation and maintenance costs to a minimum. But there's more.

You also get as standard the Ampex exclusive AST™ automatic scan tracking for perfect slow motion and still frame pictures, plus frame-accurate editing with simple, operator-oriented controls. Not to mention table-top or rack-mount versatility and compatibility with the entire family of Ampex VPR accessories. With the VPR-80, everything from setup to servicing can be accomplished with a minimum of effort and time.

The VPR-80 was truly designed for the operator. And it's backed by the unique world-wide service and support that

Ampex is known for. To find out how the VPR-80 fits into your application contact your Ampex representative or write Ampex Corporation, Audio-Video Systems Division, 401 Broadway, Redwood City, CA 94063 (415) 367-2011.



Individual Head Replacement
Quickly with only a screwdriver.
No mechanical adjustment or drum change required.

Frame-Accurate Editing
Results from the VPR-80's precise tape timer and search system, AST™ and simple edit controls.

Fault And Non-Standard Operation Detection
Performed as part of the power-up sequence. If detected, the specific condition appears as a unique code in the timer display.

AMPEX TOOLS FOR TOMORROW

Ampex Corporation • One of The Signal Companies 

Washington watch

FCC Approves Short-term Use of Auxiliary Broadcast Frequencies Without Specific FCC Authorization

by Richard E. Wiley

In its *Report and Order in BC Docket No. 81-497*,¹ the Federal Communications Commission has adopted new rules that permit licensed broadcasters to operate for up to 30 days on auxiliary broadcast frequencies without specific authorization by the commission. Under the new rules, the license for a broadcast station, in most cases, will be considered sufficient authority for short-term operation on auxiliary frequencies. As the commission has made clear, however, broadcasters will be required to coordinate their use of these frequencies with other potential users to avoid interference.

Auxiliary services eligible for short-term use under the new rules include remote pickup broadcast stations, aural broadcast studio transmitter links, inter-city relay stations, and television auxiliary broadcast stations. These services are generally used to transmit program material from one location to another prior to broadcast. Some auxiliary services, such as studio-transmitter links, are in constant use. Others are used only occasionally for remote broadcasts.

Often, broadcasters have unanticipated needs for particular auxiliary services on a temporary or emergency basis. For example, a remote pickup might be necessary to relay special event programming to the station or to provide full on-the-spot coverage during floods or other disasters. Prior to the *Report*, a broadcaster who did not already have a license for a particular auxiliary service was required to seek a Special

Temporary Authorization ("STA") from the FCC. Obtaining this authority could entail considerable delay and might prevent a broadcaster from being able to use the service when it was needed. In the *Report*, the Commission determined that this procedure was unnecessarily burdensome.

Automatic Authority

Under the new rules, the holder of a regular broadcast license automatically has authority for short-term operation on auxiliary frequencies in most situations. Broadcasters will be expected, however, to cooperate with each other to coordinate the short-term use of auxiliary

**Under the new rules,
the license for
a broadcast station,
in most cases,
will be considered
sufficient authority
for short-term
operation on
auxiliary frequencies**

frequencies.

The FCC anticipates that local and regional coordination committees will be created voluntarily by broadcasters to facilitate short-term operations. At a minimum, a short-term operator must contact in advance any local frequency coordination committee or a licensee assigned any frequency on which he proposes to operate to verify that the frequency, in fact, will be available for use.

The 30-day per year limitation for short-term operation applies to continuous operation. In other words, a broadcaster is limited to 720 hours of short-term operation per year. The 720 hours may be distributed in any way that a broadcaster sees fit,

subject to the requirement to coordinate with other users. Accordingly, broadcasters who use auxiliary services for fewer than 720 hours per year may be able to have their needs met without seeking a Part 74 license in the auxiliary broadcast service.

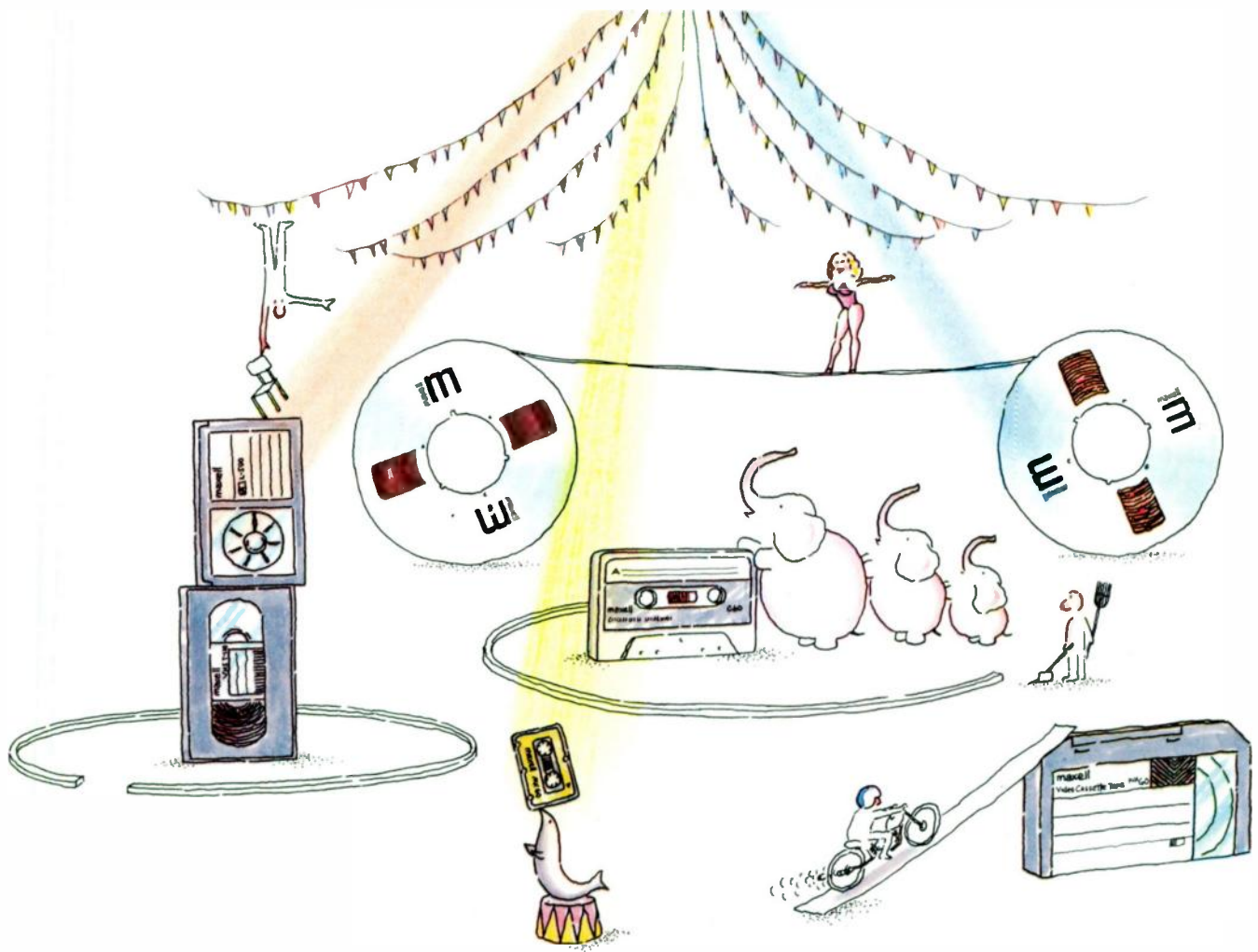
Broadcasters with regular auxiliary licenses will have priority over short-term "unlicensed" users of allocated frequencies. Thus, broadcast stations which depend upon the regular availability of a particular auxiliary service would obtain a Part 74 license rather than rely upon the new rules permitting short-term use.

Requirements Sustained

The new rules will not lessen the eligibility requirements for auxiliary services. Broadcasters engaging in short-term operation on auxiliary frequencies will have to meet the same technical standards required for a Part 74 license, in addition to the special restrictions on short-term operation. Short-term operations within 75 miles of the Canadian border are subject to a series of technical limitations designed to ensure compliance with United States treaty obligations. Special notification procedures apply to short-term operations in the vicinity of "quiet zones" or FCC monitoring stations. During short-term operation, a broadcaster must transmit the call sign of his licensed broadcast station so that anyone experiencing interference or desiring to use the frequency will be able to get in touch with him.

In addition, the new rules provide that the antenna height of a station operated on a short-term basis "shall not increase the height of any man-made antenna supporting structure, or increase by more than 20 feet the height of any other type of

¹ *Report and Order in BC Docket No. 81-497* (Amendment of Part 74, Subparts D, E, F, and H of the Commission's Rules to Provide for Short Term Operation Without Prior Approval), FCC Mimeo No. 82-87, released February 23, 1982.



Maxell. The greatest show on tape.

Ladies and gentlemen and tape users of all ages, Maxell is the answer to all of your tape needs in audio and video recording. Our quality makes your quality look even better. Our performance standards are high enough to stand up to your requirements, no matter how tough they are. Our consistency is outstanding.

The Maxell micro-cassettes, audio cassettes, open reel tapes, Beta, VHS and U-Matic video cassettes you order in May will be just

as outstanding and dependable as the ones you order in December. Our ability to provide full service with a broad product line, in quantities that keep your production moving, is among our greatest accomplishments.

Would we clown around with you? No, and neither will your closest Maxell representative. Contact us for the details.



maxell®

PROFESSIONAL/INDUSTRIAL DIVISION

Our success is magnetic.

Maxell Corporation of America, 60 Oxford Dr., Moonachie, N.J. 07074 (201) 440-8020

Washington watch

man-made structure or natural formation."

The FCC's new rules on short-term operation of auxiliary broadcast stations should reduce substantially the problems associated with obtaining temporary auxiliary authorizations on an expedited basis. Broadcasters should be aware,

however, that the effectiveness of the new rules is heavily dependent on voluntary efforts by users to avoid interference and to coordinate spectrum usage.

The FCC has indicated clearly that broadcasters themselves are responsible for careful use of this new authority. Prior to using

this new authority, broadcasters should obtain a copy of the amended rules and review them carefully.

Richard E. Wiley, former FCC chairman, is NRB communications counsel and partner in Kirkland & Ellis law firm, Washington, D.C.

NRB Leads Fight for Legislation Protecting Religious TV on Cable

WASHINGTON, DC (NRB)—Acting to assure access to cable TV systems, National Religious Broadcasters is leading a drive to amend the proposed Cable Carriage Bill (HR 5949). The NRB amendment, sponsored by Congressman James Collins of Texas, exempts religious television stations from the audience-size requirements which under the new legislation would determine the "must carry" status of TV stations.

Urging "everyone concerned with religious broadcasting" to support the amendment, Kenneth Beachboard of the NRB Washington office points out, "Not only religious TV stations, but religious program producers and the religious audience as well, have a stake in the NRB-Collins amendment. Without this amendment, the status of religious television on cable systems across the country would be endangered, and as more communities go into cable in the years ahead religious TV would face the inevitable likelihood of extinction."

Basically the Cable Carriage Bill (HR 5949) sponsored by Congressman Robert W. Kastenmeier of Wisconsin incorporates a compromise worked out between representatives of commercial TV stations, the national association of cable TV system operators, and motion picture producers. The bill, which affects copyright royalties as well as station carriage, was drafted originally

by the House subcommittee dealing with copyright matters in 1981 and was revised before being released to the House subcommittee on telecommunications.

According to NRB counsel Richard E. Wiley, the proposed amendment would not impose a burden on cable system operators. He explains, "This change will not significantly increase the number of television stations entitled to cable carriage. The bill already contains a provision granting limited protection to non-commercial educational stations. The NRB-Collins amendment covers religious and other non-entertainment stations."

It is believed that most religious television stations would qualify as "non-entertainment commercial television stations" under the definition contained in the amendment. Qualifying stations are stations which devote 40 percent of their broadcast time overall and 40 percent of their evening time (6:00-11:00 pm) to non-entertainment programming.

tainment programming.

As defined by the Federal Communications Commission "non-entertainment programming" includes news, public affairs, religious programs and instructional programs.

"Protection for primarily non-entertainment stations is appropriate to the Communications Act of 1934 and the concept of public service. As interpreted by the FCC, public service is closely linked to providing non-entertainment programming to educate and inform," observes Wiley, former chairman of the FCC.

The amendment exempts religious stations from meeting the ratings requirements of HR 5949.

"Ratings would be an unreliable basis for determining quality of service which our stations provide," adds NRB first vice president Jerry Rose, who chairs the TV committee. He is president of WCFC-TV Channel 38/Chicago. Rose urges NRB members to express their support of the amendment.

House Subcommittee on Telecommunications

Representative

Timothy Wirth (CO) - Chairman
Thomas Bliley (VA)
James Broyhill (NC)
Cardiss Collins (IL)
James Collins (TX)
Thomas Luken (OH)
Edward Markey (MA)
Marc L. Marks (PA)
Carlos Moorhead (CA)
Ronald Mottl (OH)
Matthew Rinaldo (NJ)
James Scheuer (NY)
Allan Swift (WA)
Thomas Tauke (IO)
W. J. Tauzin (LA)
Henry Waxman (CA)

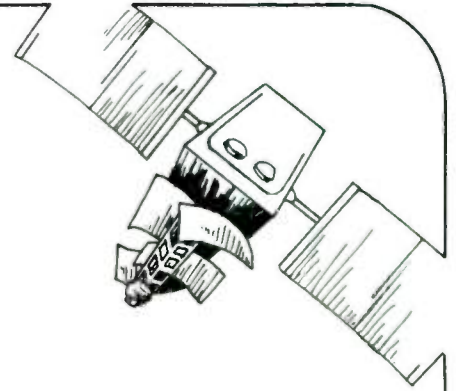
Washington Office

2454 Rayburn Bldg.
214 Cannon Bldg.
2340 Rayburn Bldg.
2438 Rayburn Bldg.
2419 Rayburn Bldg.
240 Cannon Bldg.
403 Cannon Bldg.
1424 Longworth Bldg.
2346 Rayburn Bldg.
2459 Rayburn Bldg.
2338 Rayburn Bldg.
2402 Rayburn Bldg.
1502 Longworth Bldg.
319 Cannon Bldg.
222 Cannon Bldg.
2418 Rayburn Bldg.

MBN
CAN HELP YOU
PENETRATE YOUR FRANCHISE



MOODY BROADCASTING NETWORK



SPECIAL FEATURES WITH AUDIENCE APPEAL...

- **GREAT BIBLE TEACHING**—with nationally known speakers—Warren Wiersbe, J. Vernon McGee, Charles Swindoll, George Sweeting, and John MacArthur.
- **MUSIC**—large segments of inspirational music. Late night listeners will enjoy "MUSIC THROUGH THE NIGHT"—a live, hosted format of music, thoughtful comments and timely programs.
- **"OPEN LINE"**—a weeknight, nationwide call-in program featuring many men and women well-known in your Christian community.
- **EDUCATIONAL PROGRAMS**—"RADIO SCHOOL OF THE BIBLE"—where listeners can receive credit for courses completed.
- **AND MUCH, MUCH MORE...** all delivered **LIVE** via SATCOM IIIIR to your headend as a stereo subcarrier of WGN-TV, the Chicago Superchannel.

WHAT OTHERS ARE SAYING...

Clarkston, WA—"...when I lived in Deary, ID and had the privilege of listening for free, I enjoyed all the programs, including the children's programs. Cable TV is very expensive, but I would gladly give up my telephone and use that for TV if it meant being able to listen to KMBI (our network station in Spokane, WA)."

A Cable Operator from Montana—"...there's a group among our subscribers that do want that kind of service (MBN) and it's to our advantage to carry it."

PUT MBN TO WORK FOR YOU!

CALL US AT 800/621-7031 TOLL FREE
IN ILLINOIS 312/329-4433



A BROADCAST MINISTRY OF MOODY BIBLE INSTITUTE, 820 N. LA SALLE DR., CHICAGO, IL 60610

VAD 5318

Ampex Announces the Practical End of Video Jitters.



Video Jitters can drive you up a wall.

It happens when you've repeated an edit over and over. You want it perfect. Now, everything's cued up just right. You hit the edit button, and what do you get? A glitch. A shaky picture. A sour stomach. Video Jitters.

The culprit is stiction—friction build-up so bad that the tape actually jerks across the heads and scanner. Humid conditions can make it worse.

But not if you use Ampex 196 One-Inch Broadcast Video Tape.

Every batch of Ampex 196 has to pass the toughest test in the industry—stiction-free operation at the extreme environments of 90% RH and 90° F, to guarantee that you have consistent stiction-free operation under all conditions. Ampex 196. Less friction, because who needs it?

Ampex 196 One-Inch Video Tape.

AMPEX

Ampex Corporation • One of The Signal Companies 

SPECIAL OFFER FREE \$400 1" REFERENCE TAPE

Send me the details on how to get my free \$400 reference tape for buying 10 hours of Ampex 196 One-Inch Broadcast Video Tape.

NAME _____
TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE (____) _____

Offer expires May 31, 1982.

Send to: Ampex Corporation, Magnetic Tape Division,
401 Broadway MS 22-02, Redwood City, CA 94063

RB

Radio-TV Spots Encourage Christians to Speak Out

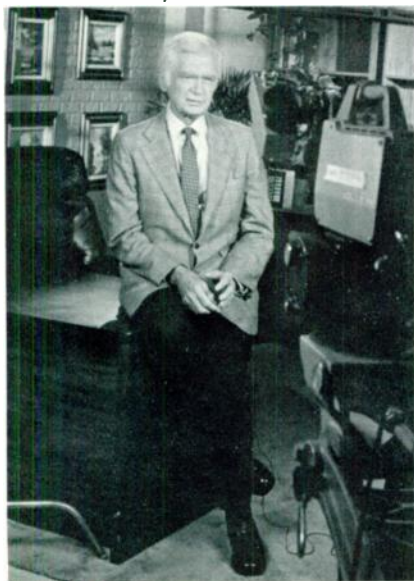
PACIFIC GROVE, CA (NRB)— Buddy Ebsen of *Barnaby Jones*, television actor Efreim Zimbalist, Jr. and Robert Grant of Christian Voice are the speakers in a new series of public service announcements encouraging Christians to participate in public affairs.

The 30-second and 60-second radio and television spots are the first productions in a national campaign sponsored by Christian Voice. A political action group, Christian Voice includes congressmen, pastors, attorneys, physicians and business executives in its membership. David Breese of Christian Destiny, Steuart McBirnie of *Voice of Americanism*, Donald Wildmon of National Federation of Decency and radio veteran Rudy Vallee are some of the broadcasters on the national advisory board.

"Response from the Christian media to the first five spots is very positive," reports Dr. Robert Grant, chairman of Christian Voice. "They appreciate the fact that the messages are non-partisan and uplifting."

Using the theme "That's What

TV actor Buddy Ebsen



Made America Great," the announcements point out that Christians have an obligation to take part in the current debates on prayer in the public schools, pornography, abortion, tax exemptions, and other vital issues.

Religious CATV Networks Lose in Transponder Game

NEW YORK, NY (NRB)— Christian Media Network and Episcopal Television Network, which leased time on Satcom I, were the losers in a game of musical chairs for the satellite's transponder 16.

Showtime, the nationwide subscription TV programmer, holds the rights to transponder 16, leasing unused time to Compact Video. The shifts started when Home Theater Network, a Westinghouse subsidiary, outgrew transponder 21. Seeking additional time, HTN turned to Showtime, in which Westinghouse had a half-interest. Showtime cancelled the lease with Compact Video, which was subleasing time to Christian Media Network and Episcopal Television Network.

The move was particularly inauspicious for CMN, which had entered into a sub-leasing agreement with a Canadian-based programmer, Globecom International. Caught between payments from Globecom and payments to Compact Video, along with the loss of transponder time, CMN filed for voluntary bankruptcy, asking for a grace period in which to reorganize.

According to CMN president Joseph Wilkerson, the advertiser-supported program service is looking for a new satellite berth to continue its showing of local and syndicated religious programs. The studio and production facilities in Bloomington, Minnesota, have not been affected by the financial squeeze.

Episcopal Television Network similarly is looking for time on another transponder. A third religious service, National Jewish Television Network, remains on transponder 16, since its time slots were not affected by the HTN moves.

Birkitt Announces Growth Plan for WIVE

ASHLAND, VA (NRB)— Celebrating the 20th anniversary of WIVE-AM, founder James N. Birkitt, Sr. unveiled a comprehensive plan for growth and expansion during the station's third decade.

The WIVE timetable includes a 500 percent increase in operating power, expanded broadcasting hours, additional studio and office space, and the installation of satellite receiving equipment for national news and programming. Concurrently, WIVE management plans to establish a network of 14 Christian television stations stretching across Virginia, North Carolina and South Carolina.

"We launched our expansion last month with the installation of \$8,000 in new equipment—audio console, cartridge equipment, and audio processor," announces general manager James N. Birkitt, Jr. "Listeners report a clearer and louder signal as a result of the new installation."

Birkitt points out, "The first goal of The Decade of the 80's Growth and Expansion Plan is to increase our signal to 5,000 watts directional across Richmond. According to our attorneys, FCC approval appears to be imminent. Our engineers report that the directional signal will give WIVE-AM the equivalent of 12,000 watts over the capital city."

WIVE-AM is an affiliate of the Associated Press and Mutual Broadcasting System. Executive director James N. Birkitt, Sr. is a member of the NRB board of directors.

KCCV

AM-1510
KANSAS CITY, MO.

KQCV

AM-800
OKLAHOMA CITY

WFCV

AM-1090
FT. WAYNE, IND.

KSIV

AM-1320
ST. LOUIS, MO.



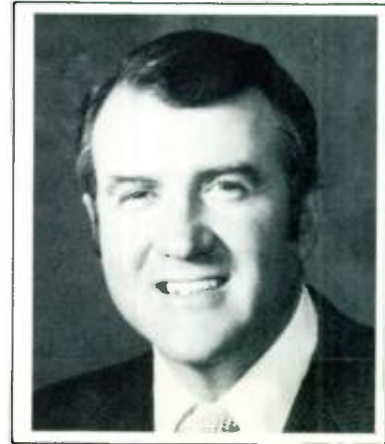
Richard "Rich" Bott, II
Vice President and General Manager

THE FOLLOWING

FACTS

ARE NOT

FICTION



Richard "Dick" Bott
President

AT

Bott Broadcasting Company

FACT

At **BBC** the Preaching of the Cross is our First Priority.

FACT

At **BBC** we believe our Christian programs should be of excellent technical quality and of exemplary ethical reputation. Further, we believe our greatest service, as a **Christian** broadcasting company is to feature programs that point men and women to Him "whom to know aright is life eternal."

FACT

At **BBC** we believe a Christian staff should be dedicated to the Lord and consecrated to His purpose; but we also believe it takes people who have the training and possess the talent to be really **good** at what they do. It takes people who regard excellence as an **absolute must** and will not settle for less.

FACT

At **BBC** We believe that "show business" is **not** our business and entertainment is **not** our purpose. With this in mind our music policy is in keeping with the **ministry** of the Christian program we carry. Anything less would be a violation of the trust our program producers place in us when they become a part of our stations' programming. And most of all we regard our music as an opportunity to serve the Lord by reminding people that He is in fact **God** and not just the "man upstairs".

FOR COMPLETE INFORMATION WRITE US AND FIND OUT WHY BOTT BROADCASTING COMPANY STATIONS REPRESENT THE VERY BEST IN QUALITY CHRISTIAN BROADCASTING



Quality Christian Programming...

All Day... Every Day

BOTT BROADCASTING COMPANY 10841 EAST 28th STREET INDEPENDENCE, MISSOURI 64052 (816) 252-5050

TV Revival Services Garner Ratings, Responses

FORT WORTH, TX (NRB)—Prime-time showings of revival services demonstrated the impact of a pilot series produced by the Southern Baptist Radio-TV Commission.

Invitation to Life, a series of four telecasts featuring pastor John Bisagno of Houston, attracted Atlanta viewers away from highly-rated entertainment programs on CBS and ABC. Aired over NBC affiliate WSIA, the religious program scored an Arbitron rating of 19 shares. Arbitrons in other test cities averaged about 10 shares, giving *Invitation to Life* third place in most markets.

Observing that the program gained new viewers during the four-week run, Radio-TV Commission president Jimmy Allen says the pilot test proved "there are opportunities for the church to use TV in evangelism" and that the new program is "on the right track." He emphasizes that the Commission's purpose is "not simply to produce a high quality television program" but "to communicate the truth of Christ and the context of the local church experience."

Telephone response in the five test cities brought more than 1,500 calls to counseling centers. Most callers made decisions for Christ. In addition, local pastors reported a number of people returning to the church and renewing their spiritual commitments.

CBN Acquires Holy Land TV Station

FREE LEBANON (NRB)—Ownership of the Star of Hope television station, beaming Gospel programs to the holy land, passed from High Adventure Ministries to the Christian Broadcasting Network, April 10.

George Otis, president of High

Adventure Broadcasting Network, gave the 50,000-watt color TV facility to CBN free of charge. Otis told High Adventure supporters, "God had called us to build the TV station, then early in 1982 I sensed the Spirit's urging to place the station into CBN's hands. Now he is calling CBN to expand it according to His plan."

CBN president Pat Robertson responded, "George Otis has taken one of the most statesmanlike actions in recent Christian history. High Adventure could have sold the station to CBN. Instead, George Otis asked nothing for it."

Robertson added that the station was transferred to CBN debt free, with no mortgage. "That is a great tribute to High Adventure and its supporters."

High Adventure, which has

headquarters in Van Nuys, California, and operates three radio stations in Free Lebanon, had raised more than \$1.2 million to put Channel 12/Star of Hope on the air last year.

Licensed by Free Lebanon, Channel 12 covers Beirut, Tel Aviv, Haifa and Jerusalem.

Otis emphasized that the transfer of the TV station would permit the High Adventure staff to concentrate their efforts in saturating the Middle East with Gospel radio. The ministry's second AM station went on the air in March. Its shortwave station reaches Russia, central and south Africa, most of Asia, and parts of Europe.

Expansion of the King of Hope shortwave station, as well as the Voice of Hope AM stations, is the next priority for High Adventure.

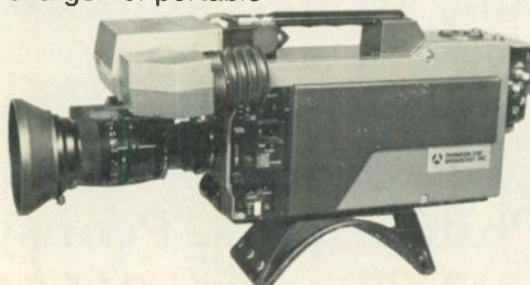
Now there's a color camera for less than \$8,000. Hallelujah!

MC 301. When it comes to spreading the word of God, it's a small miracle. The low-budget portable camera with the near-studio performance.

Small in size, big in features. Standard accessories include a 14:1 zoom lens, AC power adapters and rugged shipping case. Plus optional accessories like batteries, battery adapter and battery charger for portable operation.

The MC 301. Contact us for literature and the name of the sales representative in your area. And ask about the free accessories offer (worth \$660.00) for religious broadcasters and local churches.

 **THOMSON-CSF BROADCAST, INC.**
37 Brownhouse Road, Stamford, CT 06902
Tel. (203) 327-7700. TWX 474-3346.



The **NRB** Group Insurance Plan:

Underwritten by Presbyterian Ministers' Fund

DEADLINE EXTENDED TO JUNE 1, 1982



Application Deadline: ~~MAY 1, 1982~~

We've extended our deadline to accommodate those who are interested in establishing a group plan—but need more time. Take advantage of this opportunity to start your own plan.

Write or call Al O'Shields, Special Client Services, Presbyterian Ministers' Fund, 1809 Walnut Street, Philadelphia, Pennsylvania 19103.

Call COLLECT today! 215/ 568-5935, Extension 270.

President Reagan Tells NRB Leaders About New Plan

WASHINGTON, DC (NRB)—Participating in a White House meeting, March 24, NRB president E. Brandt Gustavson and NRB executive director Ben Armstrong heard President Ronald Reagan and other administration officials describe their goals for the President's Task Force on Private Sector Initiatives.

Part of a plan to strengthen the participation of individuals and private groups in local community affairs, the Task Force on Private Sector Initiatives was one of the subjects which President Reagan had covered in his speech to the NRB convention. Addressing the 3,000 NRB attendees, President Reagan had cited the CBN project Operation Blessing and similar projects by churches as the precedent for his plan and the reason for his confidence in the ability of religious, civic, business, and professional organizations to meet the needs of people in trouble.

At the White House meeting March 24, presidential assistant Elizabeth Dole underscored the importance of communicating to the public what can be done by the private sector to provide emergency care, services for the aged, youth training programs, health care, recreation facilities and other social services formerly underwritten by federal funds.

"Much is happening at the local level, but it's getting little coverage from the secular media," observes NRB president Gustavson. "Religious broadcasters may be more aware of the efforts by churches, schools, hospitals and voluntary organizations."

A veteran broadcaster and a leader in one of the nation's major churches, Gustavson points out. "Religious broadcasters can render an important service by telling their audiences about the many opportunities to help the

people around them."

The President's Task Force on Private Sector Initiatives seeks to encourage private contributions of time, talent and money for the development of America's communities. Led by a bipartisan board of 44 members which includes E. V. Hill of Los Angeles, Dee Jepsen of Iowa, corporate executives and public officials, the Task Force is mobilizing the private sector to take an active role in solving community problems.

Objectives of the Task Force include programs to stimulate volunteerism, to recognize successful partnerships between the private sector and the community, and to promote similar projects in communities facing similar challenges.

Major Speakers, Musicians to Headline Western NRB Convention

LOS ANGELES, CA (NRB)—The dynamic E. V. Hill, John MacArthur of *Grace to You*, author Joni Eareckson, L. A. Deputy Police Chief Bernom and L. A. Mayor Bradley head the roster of outstanding speakers for the NRB Western convention September 19-21 at the Los Angeles Airport Marriott.

Musical talent for the 1982 Western convention spotlights nationally known artists Johnny Hall, Kathie Sullivan, Joni Eareckson, and the team of Johnny and Lynn Mann.

"This year's program is designed to help local broadcast ministries," observes NRB Western president Ed Steele of Creative Communications Associates. "We're presenting a seminar specifically for the ministry that's on just one or two stations. We're inviting pastors and local program producers to come and to get the advice of top professionals."

Providing a question and answer period, the seminar takes place before the annual

broadcasters rally and banquet which generally attracts about 500 attendees.

Other features of the Western convention, the largest of the NRB regional meetings, are talks by NRB president E. Brandt Gustavson and NRB executive Ben Armstrong, and workshops on technology, sales, fund raising, promotion, and program production.

Workshop chairmen are Jim Christensen of *Heaven & Home Hour*, Ray Wilson of Christian Service Agency, Dick Marsh of Universal Broadcasting, Norman Sper of *Grace to You*, Paul Evans of *Haven of Rest* and Jim Patterson of KIRV/Fresno.

By popular request, an exhibit area is available for broadcast ministries, suppliers of equipment and services, publishers and others. Exhibit arrangements are being handled by NRB exposition manager Michael Glenn at the Morristown, New Jersey office.

Midwest NRB Plans Biggest Convention Ever

CHICAGO, IL (NRB)—Officers of the Midwest NRB predict the 1982 convention, September 22-24, will set new records, thanks to an exciting program and a convenient location.

The convention site is the Holiday Inn O'Hare-Kennedy, readily accessible to air travellers and automobile commuters.

The program features outstanding speakers and musicians. Stephen Olford of *Encounter*, author Elizabeth Elliot and Bruce Dunn of *Grace Worship Hour* head the list of plenary speakers. Musicians include vocalist Johnny Hall, trombonist Bill Pearce and the piano-organ duo of John Innes and Bill Fasig.

Seminars focus on FM translators, low power television stations, studio production techniques, computer management and operation possibilities, cable TV for the

IS THE NEW YORK METROPOLITAN MARKET IN YOUR BROADCASTING PLANS?



Population 20,000,000

Syndicated Religious
Broadcasts

Inspirational Music

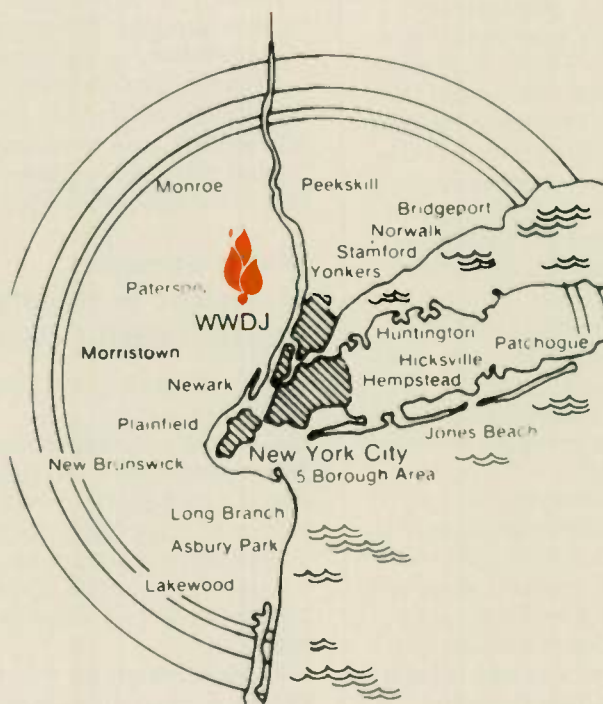
Local & National
News

24 Hours A Day

18 Counties

970 AM

5000 WATTS



FOR AVAILABILITIES AND RATES, CALL OR WRITE:

WWDJ, BOX 970, HACKENSACK, NEW JERSEY, 07602
201-343-5097

President/General Manager: Inge Rauchbach
Program Director: Joe LaZizza

General Sales Manager: Joseph Battaglia
Spot Sales: Ed Abels

Member, Gospel Radio Network

Spot Sales Representation, Nationally Radio Spot Sales, New York



church, and automation of the Christian station.

Exhibit space, tours, addresses by NRB president E. Brandt Gustavson and NRB executive Ben Armstrong, and a pre-convention reception September 21, round out the schedule.

Midwest NRB president Joseph Springer of Moody Church is in charge of the regional event.

Eastern NRB Plans Events for Special Groups

PARSIPPANY, NJ (NRB)—Presenting an array of famous speakers and musicians, the NRB Eastern region is planning a multi-faceted, fast-paced convention, October 15-16. The convention site is the new Parsippany Hilton, in the center of the New York metropolitan area's most prestigious headquarters campus.

"The biggest challenge for religious broadcasters in this heavily populated region is to meet the spiritual needs of people from many backgrounds, nationalities, races, and cultures," observes NRB Eastern president David Eshleman of WBTV Broadway, Virginia.

"Special workshops for Black broadcasters, Spanish broadcasters and women are part of our 1982 convention schedule. They'll focus on specific techniques for specific audiences. The plenary sessions will provide inspiration for everybody who has a stake in broadcasting the Gospel," Eshleman explains.

Plenary speakers include radio-TV ministers from the New York area, such as Roderick R. Caesar of Bethel Gospel Tabernacle, and from other major cities, such as John Gimenez of Virginia Beach and Ross Rhoads of Charlotte, North Carolina.

Communications attorney Jay Baraff of Washington, musicians Steve and Barbara Musto and the Bethel Gospel Tabernacle Choir are other plenary session participants.

Exhibits, luncheons, fellowship breakfasts and workshops on all facets of communications are on the Eastern schedule.

Southeastern Convention Highlights Family Theme

ATLANTA, GA (NRB)—The Southeastern NRB meeting set for September 29-October 1, 1982 at the Biltmore Hotel in Atlanta recaps the national convention theme on the "Family."

Key speakers for the convention include Charles Stanley of *In Touch*, Bruce Wilkinson of *Walk Thru the Bible*, David Mains of *Chapel of the Air* and Larry Burkett of Christian Financial Concepts.

"The nation's greatest need at present is the strengthening of the family," says NRB Southeastern president Dean Sippel of WMBW/Chattanooga.

"The Southeastern NRB officers decided to extend the national convention's family theme as a way of communicating at the grass-roots level. Our regional convention will bring these important ideas on the family to people who were not able to attend the national convention," Sippel explains.

In addition to plenary sessions on the family theme, the Southeastern officers plan to present updates on satellite ministries in TV, cable and radio.

"Satellite communication is the wave of the future for religious broadcasting. We must keep up with its progress," Sippel notes.

The Southeastern Convention includes an exhibit area, expected to be larger than last year's displays. As in 1981, First Baptist Church is hosting the Atlanta convention.

Mains to Keynote Southwestern Meeting

TULSA, OK (NRB)—David Mains of *The Chapel of the Air* is keynote speaker for the NRB Southwestern convention

(continued on page 48)

"No-Stretch"
Phillystran® HPTG

**the only
flexible
FIELD
PROVEN
electrically
transparent
tower-guy system**

1. eliminates EMI and RFI at broadcast sites
2. simplifies installation of AM, FM, AM directional and TV towers. Made with DuPont's Kelvar®. Lightweight, flexible, yet as strong as extra-high-strength galvanized steel . . . negligible creep, negligible elongation with new HPTG* for tension-once and walk-away installations.
3. maintenance free. Non-conducting, non-corroding, nonmetallic. No internal corrosion. No white-noise arcing across insulators. No insulators required.
4. no more expensive re-guying.

*Comparative stress-strain data and information about other physical properties available on request.

**Call/write for:
10 REASONS WHY
YOUR BEST BUY IS
PHILLYSTRAN®
and the new
PHILLYSTRAN® HPTG**



**PHILADELPHIA
RESINS CORP.**

20 Commerce Drive
Montgomeryville, PA 18936
(215) 855-8450

*an uncommon
organization
doing big things worldwide
in a quiet way.*



THE \$250,000 CART MACHINE.

by Ray M. Kohfeld, President, Ramko Research

PhaseMaster, The industry's most advanced broadcast reproduction system.

From the beginning of the PhaseMaster cart machine project more than two years ago, we were convinced there was an electronic solution to the problem of stereo phase stability. Consistent stereo reproduction and machine-to-machine compatibility could be solved. We believed that for many crucial system parameters, performance could be achieved in a cart system that would meet or exceed the best reel-to-reel machines.

What we didn't realize however, is that the development of the "ultimate" cart machine would cost over a quarter of a million dollars and take thousands of man-hours to accomplish. We finally achieved what we were after—no, what you were after—but not without some very trying times.

Early on, the goals were clear.

By employing leading-edge technology throughout each area of the tape system, we felt that the PhaseMaster could out-perform everything in the audio chain. Right on through the transmitter. The signal-to-noise, distortion and wow and flutter performance criteria had to rival reel-to-reel specs while retaining all the conveniences and benefits of the standard plastic tape cart. The major problems of tape skew and guidance had to be overcome in order to deliver a system which would, once and for all, take care of phase problems. This problem was judged by us to be absolutely critical for proper and consistent stereo reproduction. FM now, and AM just around the corner.

The final goal we set for ourselves was to design a cart system that offered automatic machine-to-machine compatibility—an important benefit that to our knowledge no other reel-to-reel, cartridge machine or add-on processing

system offers. We believe that it is a significant factor for the broadcaster to be able to pickup anyone's cart at random, record it on any PhaseMaster; and then play it back on any PhaseMaster; the program material being precisely locked in-phase. Whatever the phasing of the original source, the signals will be automatically and faithfully reproduced. Ultimately, tape skew, chatter or even head misalignments would no longer be a problem.

Side-to-side stereo shift; holes in the mono mix or worse yet, reception; audio modulation due to tape chatter from the cart; major problems that we've lived with for years. You waste valuable time trying to get around it, cart manufacturers would like you to believe that it's solved in their carts, programming and management don't want to hear about it, and your audiences reach for the dial when your station doesn't sound good because of it.

To have introduced another cart ma-

chine that didn't solve all these persistent problems would have been negligent. To say the least, another mouse-trap. As we've stated, the goals were clear from the onset, but not the solution(s).

Our attempts at phase correction: shortcuts aren't our way of doing things.

When we first looked at the problem, there existed only one other means of phase correction. This is an electro-mechanical approach which adjusts head alignment for each cart prior to the initial recording. Although this is certainly an improvement over what had existed (nothing), we felt it had many shortcomings. It can't correct phasing in real-time, the compatibility factor is not high enough, it's overly complex-subject to breakdowns, and it adds valuable, additional time to a producer's already busy schedule of production.

What about stereo matrix?

Another approach which initially offered some technical promise at the outset was stereo matrixing. We went down this road early and discovered that a matrix system not only added unwanted electronic noise (something we were taking great pains to get rid-of) but it did very little to accomplish our goal of machine-to-machine compatibility. These fundamental drawbacks are inherent in this design approach and we eventually discarded it after many attempts to make it do things it just couldn't do.

Cross-correlation and signal injection: not the answers either.

After discarding the stereo matrix approach, we researched the viability of mixing timing signals onto the Left and Right audio tracks. This was closer to what we had in mind but detracted from the end result in that the audio had to be reprocessed which naturally degraded the high quality audio we were aiming for.

The third technique investigated was a cross correlation scheme that is essentially a form of probability theory with user adjustments. This also was eventually dismissed because of its inability to second-guess many complex waveforms and the necessity to readjust for various types of program material.

Although all of these approaches have some merit and have since shown up in the marketplace, the individual shortcomings were too much of a compromise of the promises to ourselves that we could do it better. Much better.

The answer! Perfect phase correction via the Q-track.

The elegantly simple and totally unique answer to the phase-stability problem came because of persistence and, at times, downright obstinance to not accept anything less than what we set out to achieve: picture perfect phase accuracy and stability—an ultimate, real-time correcting solution to the biggest problem the cart system serves up to every broadcaster.

The phasing (or more accurately, time base) correction system in the new PhaseMaster cart machines takes a sample of the upper (Left) audio channel, encodes it and then records it on the cue track without interference to any other information. Upon playback, the encoded signal is reconstructed and compared to its mate on the upper track so that we now have two identical signals to compare with each other. This has been the key. We are now able to compare apples to apples. Dissimilar information normally found in Left and Right audio is no longer a limiting factor. After these two identical signals are compared by a clever signature-determining circuit, a control signal is developed. Any time-base differences between these signals are applied via control signals to timing circuitry in both the Left and Right audio for correction. The result? Phase correction in real-time... measured in microseconds. The heads, the tape or both can be severely out-of-whack and the PhaseMaster's phase compensating electronics don't care. The audio can be complex, sinusoidal or recorded only on one track.

You can record your program material on any PhaseMaster Record/Play machine and rest assured that it will reproduce exactly like the original source no matter it be across the hall or across the world.

Control instrumentation technology helped us find the solution and we're now preparing for patent application.

Compatibility with your present system.

The new PhaseMaster also offers you compatibility with all your present, previously recorded carts. An easy transition can be made at your own pace without having to rerecord your station's entire library. To state it simply, PhaseMaster now gives you a professional R/P system without the drawbacks you've grown accustomed to.

Last, but not least, the best mechanical design you've ever seen.

The deck is a $\frac{5}{8}$ " casting for stability, with a stainless steel cover plate for

wear-resistance and EMI shielding. A crystal-controlled D.C. servo motor insures timing accuracy to within $\pm 0.05\%$ and, practically no heat generation. The speeds are field selectable: $3\frac{3}{4}$, $7\frac{1}{2}$, and 15 ips.

Your carts are securely held in position by the edges to prevent distortion, using spring-loaded rollers. Insertion and withdrawal is smooth and positive-feeling. The machined head stack is rock stable, and we've included internal illumination for periodic inspections and maintenance. There are no microswitches to break or jam—and never any start-up wow because the motor is started by an optical sensor as you begin to insert the cart. To keep damaging heat away from the tape, the capstan is ceramic. And bearings have a longer life because the motor doesn't need to run continuously due to the cart sensing design and the ability of the motor to reach full speed by the time the cart is fully inserted. The pinch roller is engaged by an adjustable air-damped solenoid with a teflon coated plunger for friction-free, quiet operation.

On the PhaseMaster R/P machine you get front panel switch selectable inputs; integral diagnostics for faster, easier maintenance; three cue tones are standard. An automatic $4\frac{1}{2}$ digit timer is standard. Left/Right audio plus phase analysis solid-state meters, motor "out-of-speed" and "already played" indicators are standard, too.

With the kind of performance we didn't compromise.

We've set new standards for wow and flutter: .04-.07%. The amplifier's signal-to-noise is -65dB utilizing dynamic noise reduction without companding or expansion. Frequency Response is $\pm 1.0\text{dB}$. And, of course, there's balanced I/O's and a $+25\text{dBm}$ output capability.

It's been worth the wait.

We call it the \$250,000.00 cart machine. That's what we invested on our bottom line to engineer a system that you can have for less than \$1,400.00*.

Call us collect at (916) 635-3600 or contact your Ramko sales rep for more information and a schedule of when you can have a free, two week trial of PhaseMaster—the industry's most advanced broadcast reproduction system.

*PhaseMaster playback machine. Prices subject to change without notice.

Engineered For Your Bottom Line.

RAMKO

Ramko Research, 11355-A Folsom Blvd., Rancho Cordova, California 95670 (916) 635-3600

A Network Where

One man believed that a family entertainment network

NOWHERE is a Christian influence needed more than in the television industry," says television clergyman Dr. M. G. (Pat) Robertson. "Television dominates the social intellectual life of America as no other force in our history."

That conviction brought him to Tidewater, Virginia, in 1959 with a wife and three children, an old car and \$70. He announced to a skeptical community that he was going to buy a television station "for the Lord."

No one scoffs any longer at Yale Law School-trained Robertson, son of Virginia's late U.S. Senator A. Willis Robertson. He heads the nation's second largest cable television program service. Based in Virginia Beach, the CBN Satellite Network is a 24-hour, general interest, family entertainment network available to more than 35-million television viewers on some 3,618 cable systems nationwide.

Robertson is still educating people as to what religious broadcasting can accomplish. He believes that a wholesome, family-

centered network can stand eye-to-eye with the competition and not blink.

"Many people have the misconception that 'Christian' broadcasting means pulpit-pounding," says Tom Rogeberg, the man Robertson picked to head CBN Satellite Network. "We've refined the definition."

Rogeberg, whose background largely is in public broadcasting, took command of CBN Satellite Network just over a year ago with a mandate to put together a competitive, high-quality TV network. He moved swiftly, first instituting user fees for religious and secular programming alike to help offset the network's approximately \$115,000-per-month transponder costs.

He signed John Fernandez, formerly with ABC, for the network's new sales office in New York. They launched an aggressive search for commercial advertising.

Finally, Rogeberg built a national promotion and support staff who put together a format unique on cable television. The

network's promotional theme became, "We've Got it All!"

Junking the traditional "narrowcasting" philosophy of cable (all-news, all-weather, all-sports, all-movie channels), CBN Satellite Network last fall introduced a 24-hour variety programming mix that network officials insist offers "something for everyone in the family."

"Something for Everyone"

Calling itself "The Family Entertainer," CBN Satellite Network offers original programming—the continuing drama, *Another Life*; an early, early (6-7 a.m.) wakeup show, *USam*; a daily TV magazine, *The 700 Club*; seven news breaks via *Update News*; and sports specials.

Served up with these are children's programs (*Romper Room*, *Space Kidettes*, *Count of Monte Cristo*) and specials (such as Kraft's Emmy award-winning animated special, *The Lion, the Witch, and the Wardrobe*), National Geographic specials, movie packages, classic comedies from television of the 1950s,

Robertson (r.) hosts William Buckley, Jr. on *The 700 Club*



Terry Meeuwsen and Brian Christie co-anchor *USam*



the Family Is Winner

could win out against the competition. Now he is proving it.

Westerns, inspirational Christian programs, "how-to" shows that deal with everything from gardening (*Weekend Gardener*) to cooking (*At Home with Beverly Nye, Fresh Ideas*), financial analysis and Wall Street reports (*This Week on Wall Street, Financial Inquiry*), game shows, (*Bible Bowl, The \$50,000 Pyramid*), news (from Independent Network News, the network's own updates, and news/information segments on the TV magazine and *USam*) and music (from contemporary to country).

The CBN Satellite Network blend of original cable programming with classics from TV's Golden Age, vintage films and live news and sports coverage, inspiration and information programming, and specials is unique on television today. The network says it is doing what it was designed to do: provide quality alternative viewing for the family audience.

Sports coverage and specials are being developed for the network by John Claiborne, most recently general manager of the St. Louis

Cardinals and longtime sports management figure. In his initial outing on behalf of CBN Satellite Network last year, Claiborne came close to inking a prestigious and lucrative regional contract. Only the network's lack of a track record in sports coverage spoiled the day.

The CBN Satellite Network reached a milestone in April when Robertson reached an agreement with NBC Sports that will enable CBN to provide live coverage of the first two rounds of the Nabisco Dinah Shore Invitational golf tournament. It marked the first time that a United States broadcast network has ever shared live coverage of a major sporting event with a cable programmer.

The news division is overseen by Bob Slosser, a former assistant national editor of the "New York Times" and successful author.

Slosser has had a hand as well in revamping the network's 90-minute flagship show, *The 700 Club*, from a talk show to a brisk, news-oriented TV magazine. He also helped put together the slick, 60-minute early morning show, *USam*, designed for the 6-7 a.m.

television ghetto as a lead-in to the traditional network morning shows. *USam* is the first national morning show on cable television, and also is syndicated to broadcast stations.

In reshaping *The 700 Club*, seen three times a day on cable and syndicated to about 150 broadcast stations, CBN brought in such talent as Gilbert Moses, who directed two segments of the television epic, *Roots*, and received an Emmy nomination.

David Freyss, Emmy winner and former producer of *Sesame Street* for the Children's Television Workshop, was brought in to oversee children's programming. He currently wears a second hat as executive producer of *USam*.

Move to Satellite

The network has established its own Washington news bureau, with correspondents who do spot news and in-depth reports for both *The 700 Club* and *USam*. Satellite transmission makes possible live interviews with figures and coverage of breaking news stories.

Always a pioneer, Robertson

Tom Rogeberg, network director



Technician at work in CBN's \$22 million production center



was among the first to grasp the potential of satellite transmission and CBN began broadcasting via satellite in 1977. CBN was the third television broadcaster to lease a transponder for program transmission.

"Although there is considerable good in present-day television, millions of Americans are shocked and dismayed by the rapid degeneration of television programming toward obscenity, brutality, and the glorification of bizarre lifestyles," says Robertson.

And with a poke at the "banality" that characterizes much on the tube today, he adds: "We want to give a viable alternative for those who want it."

There is some hard evidence that the mix is working.

- A national rating survey last November of several pay and basic program services, the first ever for cable, that gave CBN Satellite Network a 26 come for a substantiated weekly viewership of more than 3.5 million.

- A Nielsen telephone coincidental measurement of the cable exclusive, *The Lion, the Witch, and the Wardrobe*, last December 9 and 10 that showed the program earned a 1.5 rating and a 2% audience share the first night (that translates to about 500,000 viewers) and a 1.3 rating the concluding night.

- The attraction of advertising commitments from clients who expect a return on their investments. First to sign on with a multi-year contract was Richardson-Vicks. Among those who have since begun advertising on CBN Satellite Network are General Mills, Kraft, Procter & Gamble, and Sunkist Growers.

Cable Cooperatives

Cable audiences have defied accurate measurement. However, CBN Satellite Network has conducted several research projects to define audience demographics, and found that viewers generally fit the typical cable television viewer profile: their average income is \$20,000-plus and they have higher-than-average education levels.

The network under Rogeberg has become competitive in other ways, as the proliferation of program services continues faster than the expansion of available channels and some program suppliers are forced off basic cable.

Rogeberg's people are offering full program sponsorship to local cable systems with a revenue-sharing program. All 24-hour or full-time affiliates are given commercial time to insert their own spot advertising, and a cooperative advertising program is in the first stages of development and implementation, says Rogeberg.

All the activity at CBN's \$22 million state-of-the-art Virginia Beach production complex has attracted media attention. "Time" magazine recently devoted its video section to the Virginia broadcaster's new ventures; newspapers from coast to coast—from the "New York Times" to the "Los Angeles Times"—have docu-

mented the network's new forays; television writers from the major wire services have moved stories. Both *Entertainment Tonight* and *P.M. Magazine* have done major feature segments on the continuing drama, *Another Life*.

A number of television columnists have taken note of the network's new programs. The headline on a column in the "Memphis Press-Scimitar" is an example: "Changes at CBN Draw New Viewers."

"A lot of unlikely viewers have been tuning in the Christian Broadcasting Network lately," the paper's television reporter wrote. "CBN's new programming really is a refreshing alternative to the sex, violence, and inanity that are so common on the three major networks."

Wholesome family entertainment "doesn't mean no violence, no drama," says Robertson. "We're not going to have everybody speaking Olde English and wearing wings." But violent episodes will not dominate shows or be distorted for the sake of sensation, he adds.

"We like to think of ourselves as professional broadcasters. We're trying to take television and glorify Jesus Christ. I believe that Jesus Christ is part of everything we do in our lives. Our lives shouldn't be compartmentalized. We want to show the relevancy of Christ in our total life."

Not even the most devout Christian "sits in church 24 hours a day," says Robertson. In exalting Christ, CBN is freed to present television of interest and concern to Christians and non-believers alike; programming that Robertson and his staff believe makes a difference in the quality of television and, ultimately, of American life.

Brian Christie, co-host on the new 60-minute wake up show *USam*, has been called by TV host Tom Snyder, "one of the best of the new faces on television today. Stu Levin of *Entertainment Tonight*, described him as "intelligent, colorful, articulate and someone who looks like he belongs on your TV screen."

NBB

22KGP Pins for use as
**PREMIUMS, SALES INCENTIVES,
 GIVE-AWAYS, MEMBERSHIP,
 FUND RAISING, Etc.** **EA. 30c**

"Dove" Clutch Pins "Bible/Cross"

"IXOYE Fish" "Star of David/Cross"

"Try Jesus" "Jesus is Lord"

Plus many "Word Pins" in English and Spanish.

CWC will also custom design a piece for you . . . a new creation, or using your logo.

Samples of illustrated pins \$1 00 ea.

Christian Witness Creations
 P.O. Box 76 - Whiting, N.J. 08759
 • (201) 350-8080
 Ask for Maude Smith



No surprises.

© 1981 Fuji Photo Film U.S.A., Inc., Magnetic Tape Division, 350 Fifth Avenue, N.Y. NY 10118

Available in 2", 1", 3/4" and 1/2" Beta and VHS.



Innovations
in electronic
communications
have bearing on
Gospel broadcasting,
and must be
reckoned with

Facing the Winds of Change

by E. Brandt Gustavson

ABC BOARD Chairman, Leonard Goldensen wrote recently in a media magazine, "The 1980s are going to be a decade of enormous change for all of us who are involved in any aspect of communications. But then change is a characteristic of the communications industry. The difference today is that the changes are of such magnitude and they are coming so fast that the industry is facing a new concept in communications."

When commercial broadcasting began in about 1920, people in the broadcasting field thought that the major advantage would be in the superpower stations. These stations were at one time up to 250,000 watts, some of which still exist in Mexico beaming into the United States.

Broadcasting executives had the idea that very high-power stations was the way to go. Of course, it was. It was very lucrative for commercial broadcasters to have clear channel stations. The idea then was to own these powerful and far-reaching stations, make quality air operations, and charge handsomely for the commercial time.

So it is a very difficult thing for us broadcasters to change our thinking and to think in terms of the new things we are moving to in the broadcast communications or media field.

In about 1942, WDLM-FM at Moody went on the air. It began broadcasting in Chicago as a pioneer FM station. However, as the years went on—the 40s and the 50s—it seemed apparent that FM just would not catch on in the United States. In 1952 the FM transmitter of WDLM-FM was given to Christian Broadcasting Association of Honolulu. Those people wanted to put an FM station on the air in Hawaii. Of course, "wise old" Moody Bible Institute realized that FM would never

catch on, and so we were without an FM signal in Chicago.

In the intervening years, FM did come of age and in 1960 we went back on the air with a high-power FM station. That gives you an idea of the types of changes that have occurred . . . things that were very difficult to predict.

Now we face changes in radio and television communications so enormous that they alter the entire nature of broadcasting.

When I think of our dear broadcasting stations—the way we have known them—undergoing all of this change, it says to me . . . What in all the world are we going to do in the future?

We had to ask that question at Moody. And as I see change in Christian communications organizations, I see that so many are asking those types of questions in their organizations. Many adjustments have had to be realized all along the way.

Many of us remember the early 1950s when television became a commercial reality, and the motion picture and radio industry thought they in turn would be forced out of business. As we are well aware, neither has gone out of business, and some say that radio was enhanced by the coming of television.

Cable Penetration

In recent years a primary emphasis has been in the area of cable television. "Newsweek" in August of 81 reported that in 1968 barely 5% of the nation's TV homes were wired for TV reception. Today that figure has risen to 26%, representing about 21 million homes. Originally a mainly rural and suburban phenomenon, cable is finally coming to town.

It is coming to Chicago at a break-neck speed right now, and everybody, it seems, has his hand in the pot trying to get rich out of bringing cable television and cable radio to a big market like Chicago.

Just a few weeks ago Boston joined the list, awarding an exclusive senior franchise to Cablevision Systems that says that by early 1985 every Boston home will have access to no fewer than

52 channels. Meanwhile, Cleveland, Detroit, Milwaukee, Philadelphia, and Washington are in the process of gathering information for systems of their own.

"Newsweek" went on to say, "With new subscribers coming on line at the rate of 250,000 per month, by the end of the decade, cable penetration nationwide should reach about half the nation's households."

Whether we realize this or not, cable television has tremendous repercussions, a large effect on the preaching of the Gospel of our Lord Jesus Christ. We have been using primarily commercial and non-commercial stations, both radio and television, for the proclamation of the Gospel. Now comes a whole new area of communication-information on line.

Audio services are also coming on line at an ever increasing rate. Not only are there *secular* audio services available, but an ever increasing number of varied *religious* formats, including Family Radio Network of Oakland, the Satellite Radio Network, and now the Moody Broadcasting Network. Many others are either renting satellite space or exploring the possibility of a hookup.

Satellite "Footprints"

When I think of it, it is absolutely mind-boggling to be able to send a radio signal from downtown Chicago to Frankfort, Illinois, up to Satcom III-R, which is 22,300 miles into space, having it come down where the footprint covers the United States, northern Mexico, all of Canada, as well as the islands of the Pacific (particularly the Hawaiian Islands). That is what we call the "footprint" of the satellite. It goes up, comes down, and blankets the entire United States in less than one second of time.

So even the idea of spreading a network by means of telephone lines has changed. We have the opportunity to reach literally millions upon millions of homes with the use of one satellite. If you need to reach the world, you use

three satellites, and you can tie in every continent of the world.

Our old way of thinking in broadcasting of the Gospel was exclusively through the production of programs which would be aired on commercial or non-commercial radio or television stations. That has been done for years, and it has been a very effective union of stations and program producers around the country that have supplied program material to these stations.

However, the days are coming to a close when that will be the primary means of disseminating the Gospel. It could be 10 or 15 or even 20 years before this proven

(continued on page 32)

All the changes now taking place in the mass media communication field can be used to upgrade religious broadcasting and telecasting in a very substantial way

RELIGIOUS RADIO:

A Natural for Cable TV

by Janice Nyquist

As cable operators listen to the diverse demands of those in their communities, they begin to see the rewards it can yield to them, both in terms of satisfied subscribers and in financial gains. The religious community is one such voice they should hear today.

How large is the potential audience for Christian audio services? According to a recent Gallup poll, 3 in 10 Americans classify themselves as born-again Christians. Another report done by the American Research Corporation indicates that 25 percent of these Christians are regular listeners of religious radio—almost one out of ten Americans!

To satisfy this sphere of subscribers, cable operators previously had to rely solely on religious radio stations in the area as their programming source. Now with the advent of satellite communications, cable operators have a much wider source of FM programming through religious networks.

People desiring religious radio programming would hook up to

cable specifically to receive it. Research published in "Cable Marketing" suggests that "25% of people who refuse to subscribe to cable do so because of 'personal objections to program content.'" Thus it appears the potential cable subscriber knows what he wants in programming, and bases his decision whether or not to hook up on what the system offers. There is an audience for conservative religious programming.

FM service has not been regarded as a revenue producer in the past, which is not surprising since the FM programming carried on most cable systems can be heard off-air in subscribers' homes. Now, with the onset of satellite-fed FM networks such as Warner Amex's Music TV and Moody Broadcasting Network, cable operators can be the delivery system for distinct stereo programming.

The not-so-small voice of Christians asking for religious radio programming should not be ignored. It can be answered by cable operators willing to listen and act.



HOW TO LOSE WEIGHT, TAKE BETTER

SONY INTRODUCES THE BETACAM SYSTEM

When we designed the innovative Sony half-inch ENG system, we didn't do it halfway.

So our Betacam™ camera/recorder is 30% lighter than its nearest competitor. And more than 40% smaller. A big difference when you're rushing to cover a story.

But not only have we trimmed pounds and inches, we've saved you dollars and cents. In fact, the entire system is so competitively priced, you might want to buy

two of our camera/recorders rather than one of the heavier, bulkier units around. Then, obviously, you'll be able to cover twice as much news.

The Betacam camera section employs a High-Band SMF Tricon™ single-tube pickup system. As a result, it has a dramatically improved picture, with better resolution and more sensitivity than conventional one-tube cameras.

And since it has 60% fewer components than three-tube cameras, the cost of maintaining it is low.



SAVE MONEY, AND PICTURES.

(Of course, there will always be applications where you prefer a three-tube camera. So you'll be delighted to know that Sony also offers a three-tube Betacam.)

The Betacam recorder also provides superior performance, with better picture clarity and a higher signal-to-noise ratio, even when compared to $\frac{3}{4}$ " machines. It records for 20 minutes on a Beta L-500 cassette, and runs for a full hour on the low-power, rechargeable battery contained in the unit. And both cassettes and batteries are inexpensive and readily available.

A separate playback unit completes the Betacam system. It's the only interface you need for existing post-production equipment. So nothing is made obsolete.

Naturally, there are many other refinements and innovations. So to request more information, call 1-800-526-0890. Or in New Jersey, (201) 256-4512, ext. B1.

Sony Betacam. Like so many other Sony Broadcast products, it seems revolutionary today. And will be indispensable tomorrow.

SONY
Broadcast

Sony is a registered trademark of Sony Corp.

(continued from page 29)

method will fade completely and the new one take over. However, we are in that transition stage.

There has been a tremendous investment in owning radio and television stations. Groups have raised money in various parts of the country to build their own radio stations at costs of from \$200,000 to the millions of dollars. Or they might attempt to purchase a multi-million dollar existing station. Radio stations have been selling in the last number of years for between five and ten million—that would be for an FM station

that would cover a major market. It has become prohibitive for many Christians to successfully own and operate stations that are that costly.

Alternative Means

Now through satellite (called the "bird"), we are able to send these programs through the bird and have them come down all over the footprint area of that particular satellite feed. And then it is important that the people covered by that signal have some way to actually listen to or see these programs. One of the ways is

through the system of cable. I am going to use MBI to give you an idea as to how we have found this works.

We have some people in Pikeville, Kentucky; another group in Naples, Texas; and these people have said, "We want your radio programs here, and we want to put them on the cable system." Now, understand that cables are not only taking television signals or video signals, but also audio. So in these localities, one by one, cable systems are springing up to take this programming. That is one way of disseminating the programming. Homes are wired for these programs. They are able to get the Christian programs in this way.

Another way is to actually apply to the federal government for low-power FM stations, and by the hundreds, groups are doing just that. They then receive from the satellite this programming and put it on the low-power or mini FM station (called a translator) in their locality. Within a 15-mile radius people are able to tune in on their car or home FM radios and receive the programming.

In addition, there are presently high-powered or regular broadcasting stations which would like to have a good news service or other programming available from one of the Christian networks I mentioned by satellite. They can pick it up through a dish and through their system, treating it just like a network and broadcasting it over their stations.

All the changes now taking place in the mass media communication field can be used to upgrade religious broadcasting and telecasting in a very substantial way. I hope that each of us involved in this work will ask, "What are the implications of the changes taking place in communications technology today? How can they be used to enhance the effectiveness of the ministry the Lord has entrusted to us?"

NRB

E. Brandt Gustavson, vice president and administrator of development at Moody Bible Institute, Chicago, is president of NRB. This message was given at the NRB workshop during the 1982 convention of National Association of Evangelicals.

Moody Broadcasting Network is not the only Christian broadcasting organization to take advantage of satellite technology to expand its ministry. There are others. Among these are Family Radio Network (Oakland, California) and Satellite Radio Network (Dallas, Texas).

FAMILY RADIO NETWORK began its nationwide satellite service on June 2, 1980. Using two FM channels from the National Christian Network (Cocoa, Fla.), Family Radio's programming is now beamed across the U.S. via the RCA F-4 satellite.

At its Oakland headquarters the network duplicates its 24-hour programming on eight 3-hour recording tapes and sends them to the uplink facilities in Florida. There the programming is transmitted up to the satellite and instantly re-transmitted back to earth on a broad beam across the nation.

In June 1981, WKDN-FM/Camden (N.J.) became the first Family Radio owned and operated station to broadcast satellite-fed programming on a regular basis. WFME-FM/Newark has also installed the necessary equipment and is now broadcasting by satellite. The network plans to obtain satellite receiving dishes for its other stations as funds become

available for the conversion.

As with other satellite ministries, the largest potential for Family Radio to expand its outreach lies with the cable stations that are proliferating across the country. The network thus places great emphasis on demonstrating how easy it is to make its programming available to individual communities by getting together and requesting that a local cable company carry Family Radio.

SATELLITE RADIO NETWORK began transmitting from its uplink in Charlotte, North Carolina on April 6, 1981, offering 24-hour religious programming. It is currently being carried by cable systems in more than 40 markets nationwide.

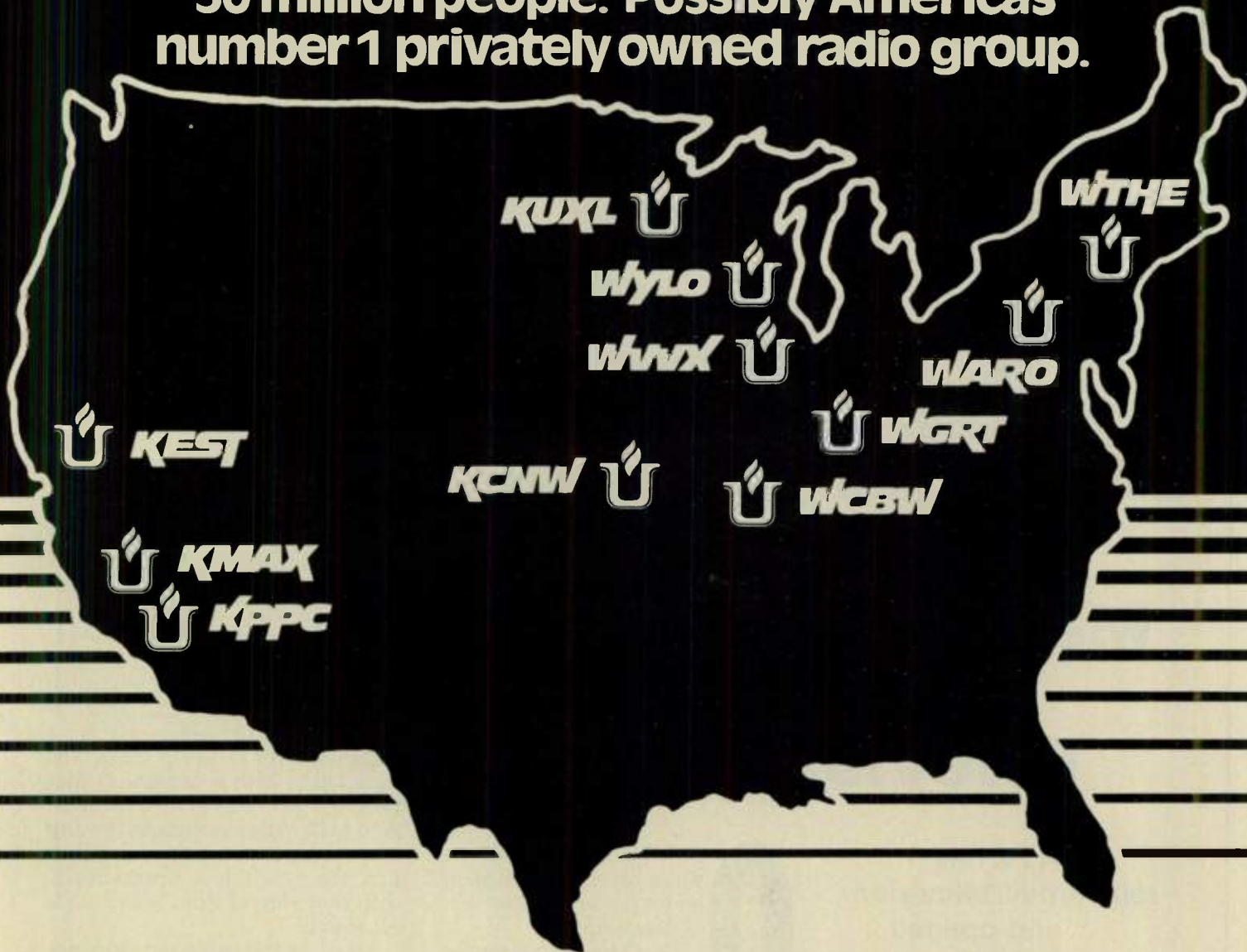
The network is providing earth-receiving stations for radio stations in exchange for one 15-minute program block for 12-hour stations or two 15-minute blocks for 24-hour stations.

Starting with signed agreements from approximately 129 stations, the network plans to expand to 200 stations by the end of the year. The 110 earth stations served by SRN cover approximately 70 percent of the continental United States.

Satellite Radio Network broadcasts programs supplied by 31 ministries representing all denominations.

GREAT NUMBERS

The Universal Stations serve over 50 million people. Possibly America's number 1 privately owned radio group.



GREATER SAN FRANCISCO-OAKLAND

KEST-AM

SAN FRANCISCO, CALIFORNIA

GREATER LOS ANGELES

KMAX-FM

ARCADIA, CALIFORNIA

GREATER LOS ANGELES

KPPC-AM

PASADENA, CALIFORNIA

GREATER MINNEAPOLIS-ST. PAUL

KUXL-AM

GOLDEN VALLEY, MINNESOTA

GREATER KANSAS CITY

KCNW-AM

FAIRWAY, KANSAS

GREATER MILWAUKEE

WYLO-AM

JACKSON, WISCONSIN

GREATER CHICAGO-NORTH SHORE

WWX-FM

HIGHLAND PARK, ILLINOIS

GREATER INDIANAPOLIS

WGR-FM

DANVILLE, INDIANA

GREATER ST. LOUIS

WCBW-FM

COLUMBUS, ILLINOIS

GREATER NEW YORK-LONG ISLAND

WTHE-AM

MINEOLA, NEW YORK

GREATER PITTSBURGH

WARO-AM

CANONSBURG, PENNSYLVANIA



**UNIVERSAL
BROADCASTING
CORPORATION**

FOR MORE INFORMATION CONTACT:
Dick Marsh, Vice-President

3844 EAST FOOTHILL BOULEVARD • PASADENA • CALIFORNIA 91107 • TELEPHONE (213) 577-1224



Christian Broadcasting Network

The Eternal Message in the Age of Television II

CATV has reinvented television and opened new options for ministry by the church

OBSOLETE: *no longer in use or practice; discarded; no longer in fashion; out-of-date; passe.*

That about sums up the status of a formerly useful arrangement of wires and metal rods on rooftops all across North America. The blight of television antennas is giving way to an extra cable coming into the home and to white parabolic dishes known as earth stations.

The forest of antennas will be considerably thinned by the end of this decade. Every acclaimed and self-professed expert suggests that cable TV and satellites will make the rooftop antenna obsolete. And the physical changes on our

skylines will be evidence of profound changes in society, in the home and in our video choices.

It may well be that people will come to long for those "good old days of the 1980s" when things were more simple and choices were fewer. Cable TV is reinventing television. We are passing from the Television I era to that of Television II. The primary ingredient in this shift is that of the American public's perception of TV itself.

Until now, most have considered it to be an entertainment medium. But the television screen is taking on a very practical nature today with the ability to use it to shop, do banking from home, express opinions in polls by sending a response back to the cable system, and see the latest news printed on the screen just as it comes off the news wires. And as home video cameras become smaller, easier to operate and less expensive, the video screen will be a place where personal efforts can be displayed.

All of this liberates TV from the old image of a "we send—you watch" medium. Public access programming will subtly convert viewers into producers and users. Two-way or interactive television is in operation now and there is word of an experiment in a Japanese city to equip those who have cable with a camera so that they can talk back to their screens. Add to this the buying and renting of videocassettes and videodiscs and the result is a dramatically different view of what television is all about.

Many in the cable industry are predicting that home entertainment centers will make going out less appealing. Education can be conducted on specialized two-way channels with a capability of registering students' responses. A continuing rise in the cost of gasoline may make staying at home economically attractive. An unanswered question is, "What will happen to human relations in the home as a result?"

A few years ago Professor Robert Lewis Shayon of the Annenberg School of Communica-

tions, University of Pennsylvania, spelled out two main views on what the future holds. Shayon said there is a utopian scenario which depicts a world in which communications marvels will break down the walls separating people and bring about peace, satisfaction, individual self-realization and creativity.

This conflicts with the demonic scenario which sees a time of totalitarianism, loss of community and destruction of the family—all directly attributable to the perversity of electronic information. This view sees the new technology turning people into passive, isolated beings “living empty, vicarious lives hooked on symbolic violence and porno sex.”

Shayon asked his audience, “What do we have to say to these two scenarios? Exaggerations, extremes? The truth, as always, is somewhere in between.”

Both scenarios need to be addressed by people of faith, the

first because it is overwhelmingly secular and devoid of a religious element. Said Shayon, this utopian scenario, for all its optimism, sees a person as “a replaceable unit in a technological system calculated to satisfy selfish needs and desires.”

The second scenario, he noted, “is without hope and hope is what the Christian nourishes above all.” Such hope cannot be a “mere complaint waiting for the kingdom. Christians have to participate,” he concluded.

There is no doubt that people of religious conviction need to be involved in cable television on the local, regional and continental levels. Public access programming is a financially possible way for congregations, small and large, to reach their neighbors with appropriate programming. The local church, the living family of faith, is best-equipped to speak cogently to the people and needs of their area.

Workshops are being conducted across the United States to alert church people to this new mission tool: cable television. There is confidence that it is an appropriate response to God’s call for faithfulness in sowing the Word. This technological future, now rapidly unfolding, needs a Christian dimension that is broad rather than narrow, loving rather than legalistic, and oriented to local people. That essential dimension is added by the thousands who can be enabled to speak to their neighbors about faith, life and enduring values. In an age of accelerating change there is an exciting possibility and a compelling responsibility to bring the eternal message of Jesus Christ into the homes and hearts of those living in the age of television.

NRB

The above analysis of cable television is taken from the Lutheran Church in America’s newsletter “Viamedia.”

THANKS GIVING



There are people who give sacrificially to your ministry — who take to heart God’s promise that bread cast upon the waters will return. How can you show your appreciation?

You also know there are others whose spiritual lives would deepen as they shared their financial resources. How can you encourage them?

At Royal, we’ve developed a program that combines scriptural principals with sound fund-raising strategy. We call it: **THANKS GIVING.**

THANKS GIVING allows you to thank

your supporters with Bibles and reference books that will strengthen their faith and their desire to support your ministry.

For information on how THANKS GIVING can work for your ministry return the attached coupon or call 800/251-4000.

ROYAL
For Your Thanks Giving Program

I’d like to learn more about Royal’s **THANKS GIVING** program.

Name _____
 Organization _____
 Address _____ Phone _____
 City _____ State _____ Zip _____
 Type of ministry _____ Size of mailing list _____
 Return this coupon to Royal Publishers, Ministry Services
 Dept. — a division of Thomas Nelson, P.O. Box 141000,
 Nashville, TN 37214-1000

-800. SHARP® TAKES OF THE PICTURE.



While everyone else is introducing a mid-priced camera, Sharp introduces a whole new generation.

The Saticon II Generation.

The Sharp XC-800 is the first camera priced under \$13,000 with Saticon II Tubes.

That means it's the first camera in its class that combines Saticon® strengths with a Plumbicon® plus.

So unlike conventional Saticons, you get substantially less highlight sticking, even when you pan across bright lights.

And you still get the higher resolution and depth of modulation Saticons are known for.

But that's just the beginning.

Pound for pound, feature for feature, nothing comes close to the new Sharp XC-800. It's lightweight and perfectly balanced.

And while we're proud of our new on-board computer, and newly designed Remote Operations Panel with serial data transmission and black stretch, the name of our game is more than just features.

It's reliability.

That's what the pros were looking for when we introduced the original XC-700, the first mid-priced camera that didn't perform like a mid-priced camera.

In fact, it performed so well, there are over a thousand of them out in the field today.

And it's been so successful, it's encouraged a rash of new mid-priced cameras.

We encourage you to compare any of them with the new Sharp XC-800.

Between the Saticon II breakthrough and everything else, nobody offers more camera for the money.

For more information, contact your local dealer, or write: Sharp Electronics Corporation, Professional Products, 10 Sharp Plaza, Paramus, New Jersey 07652.



SHARP®

**FROM SHARP MINDS
COME SHARP PRODUCTS**

Music Agreement

The new arrangement will mean savings for stations using pre-recorded programs without music

Block program licensing by a major music licensing agency favors religious formatted stations

Means A Fair Deal

A new BMI Music License agreement has been made for stations that predominantly carry programs pre-recorded and purchase programs as opposed to those that sell spot time. For example, our station is an inspirational formatted station in which most of our time sold is by programs. Would the new agreement affect us?

A — YES . . . the new contract is aimed primarily at religious oriented stations that sell most of their time by 15 minute program segments. The new contract could save you a lot of money if it applies.

How is it different from the "blanket" license that I now have?

A — As you know, most stations in the country have signed a "blanket" license in which all BMI music played on your station is covered by a monthly fee which amounts to about 1.4% of your adjusted annual gross income from sales on the station. Other stations that have "All Talk" or "Talk and News" formats signed "per program" licenses in which they pay about 4% on the income from programs in which BMI music is

by Larry Perry

played. The new BMI license is called a "Block Program/Per Program License." Under the blanket agreement that you now have, you make monthly payments based on your total adjusted gross income for the preceding year whether you play any BMI music or not. Under the new agreement you only pay for the income from the block of time that you sell *and use BMI music* . . . if there is no income for the time, there is no fee. (This will be explained later.) In the past under the "per program license" stations choosing that license had to keep close records of the title of the song played, the author, etc. It was really a headache. (Note: stations using the "per program license" at present still have to make those reports and keep those records.)

How does the new deal work?

A — Under the new agreement, 3 things are required:

(1) A single monthly payment to BMI equal to ½ hour program rate of the station. (If you sell a ½ hour program for \$100, then your regular monthly fee would be \$100.) This fee licenses all music by BMI that appears in any pre-recorded program. (For example: suppose you get a 15 minute

program from *Back-to-the-Bible* and in the middle of the program the choir sings a BMI licensed song—this song would be covered by this fee.) In other words, this fee licenses music inside programs over which the station has no control over the choice of music. Any *incidental music* licensed by BMI such as intros to programs, backgrounds, bridges, themes, jingles, etc. is also covered by this monthly fee.

(2) If any 15 minute segment of the broadcast day features BMI music, then any revenue derived from that segment is subject to a 4% commercial fee to BMI. (For example: suppose you have a 15 minute segment between programs that you fill with music and your sales department has sold \$100 in spot time to local advertisers, you would owe BMI \$4 in addition to the monthly fee for this music. On the other hand, if you just played the BMI music and didn't have any commercials in that segment, then you would not pay BMI any additional money beyond the regular monthly fee.)

The broadcast day is divided into 15 minute segments for each hour that you are on the air and each 15 minute segment stands alone, so that if no BMI music is played in the segment, there is no fee. But, if there is any income derived from a 15 minute segment in which BMI

This material appeared in "Perry's Broadcasting and the Law," a semimonthly newsletter, and is used by permission.

that policy as a result of this new agreement. Of course, you would not be permitted to switch every few months back and forth.

When I assign or transfer my station, can the new owners use the same agreement?

A — Yes . . . this new agreement is fully assignable as are all BMI agreements.

What about back payments due BMI, am I still liable for them?

A — It depends . . . If you signed a BMI contract you are under contract to pay the fees agreed upon in the contract. They are not waived as a result of the new agreement. However, if you did not sign a contract with BMI and were one of the parties involved in the negotiations which resulted in this agreement, BMI has agreed to settle those accounts for \$216 per year for the past 4 years.

What about ASCAP and SESAC agreements, can I treat them in the

same way as I can with the new BMI agreement?

A — No . . . they are not a part of the new agreement and you must pay their music license fees under the terms of your present agreement with them. Negotiations are under way with ASCAP at present for a similar agreement, but that has not been reached as of this time.

I am still not sure as to what is so good about the new arrangement.

A — The central feature is that it is simple and easy to administer compared with the past "per program" agreements and will save you considerable money over the blanket agreement if you use a major portion of pre-recorded programs without music. All you have to do under the new deal is to make a notation on each entry in your books each time you post a bill that either the revenue you received is compensable or not. (It is compensable [you have to pay a fee to BMI] if it meets the above

music is played then you would owe BMI 4% of that income.

(3) Stations using the new agreement are still subject to a BMI audit (as are all BMI licensed stations) of the music played in a 4 week per year period. This is the same as it has been in the past using the blanket license.

Can any station use this new license?

A — Yes . . . any station in the U.S. may convert over to the new agreement at the end of the present license period. For most stations that have signed BMI agreements the agreements expire on January 1. Those stations that have not signed an agreement awaiting the outcome of these negotiations may choose the new license immediately. If your present license expires after January 1, 1982, and you want to change over, you should check with BMI since the new agreement allows any station that desires to do so to switch over as of January 1, 1982.

What if I switch over and find out that it costs me more than the blanket agreement, am I stuck with it or can I switch back to the blanket agreement?

A — In the past BMI has allowed stations to convert to the "blanket" agreement at any time. There doesn't appear to be any change in



Revox PR99.
Not just another pretty faceplate.

Before you buy a compact audio recorder, be sure to compare what you're getting on the inside. Look at the chassis, the headblock, the motors, the switches, the PC boards, and the wiring. When you do, you'll notice a difference between the PR99 and everything else in its price range. The PR99 looks better because it must adhere to stricter standards of quality. Standards that have made Studer Revox the world's most respected name in audio recording.

PR99 features • Balanced and floating line in and line out • Calibrate/uncalibrate switches • Servo controlled capstan motor • Edit mode switch • Tape dump • Self sync • Optional remote control and vari-speed • Cabinet, console, and rack mount versions.

STUDER REVOX
AMERICA INC.

STUDER REVOX OF AMERICA, INC. • 1425 Elm Hill Pike • Nashville, TN 37210 • (615) 254-5651

If the majority of your sales are spot time sales, then the regular "blanket" agreement would be your best bet

mentioned requirements.) You don't have to keep up with the author, title, etc. for each record as you do under the "per program" license. If you are primarily a religious, or possibly a foreign language or perhaps a classical station, you should look into the new agreement immediately . . . it could save you money.

Let me get this straight. If I sell a 15 minute block of time to Jimmy Swaggart who opens with a BMI musical selection intro and closes with a BMI song, but during the rest he gives a spiritual message, I do not have to pay BMI anything other than the regular monthly fee which

consists of an amount equal to my half-hour program rate . . . is that correct?

A — That's right. Let's go one step further. Suppose you sell a 15 minute program but according to standard NAB contractual agreements, the program is only 14½ minutes long. (The station keeps the other half-minute.) If you sell a spot in that half-minute, it is not compensable since it is covered by the monthly fee.

Suppose, during the 15 minute period, I have a 5 minute program and a 10 minute program. Using the NAB standard program

guidelines these programs are actually 4.5 minutes and 9.5 minutes. If I run a 1 minute commercial in this segment between programs, do I have to pay BMI the 4 percent of the income?

A — No, since that minute is covered under the monthly fee.

What if I have a mixed format in which I have inspirational messages and religious music during the day until 6 pm and between 6 pm and sign-off at midnight, I play regular contemporary music and sell spot time during this period? Where is the break-even point of the 4 percent fee and the regular blanket fee?

A — That is a difficult question to answer because it depends on where you placed the commercials. Generally, the rule of thumb appears to be that if you program at least two-thirds of your programming by selling "blocks" of time with the other one-third being spot time sales, the new agreement would be to your benefit. If the majority of your sales are spot time sales, then the regular "blanket" agreement would be your best bet.

Where can I get more information on the new agreement?

A — The attorney that represented the Religious Broadcasters in their negotiations with BMI is Norman Bie, who incidentally owns WSST in Largo, Florida, and can be reached at 1-813-584-8636 or you can contact BMI in New York at 1-212-586-2000.

How much can I save under the new agreement?

A — It depends on many factors, but in one situation a station was paying \$25,000 per year in music license fees to BMI and under the new arrangement the same station is paying only \$2,500. **NAB**



Larry Perry is a professor at the University of Tennessee, an author of books on broadcasting, and a communications attorney specializing in practice before the FCC.

NOW, ONE MICROPHONE CAPTURES IT ALL.

The Sennheiser Telemike Electret Microphone System.

Its unique modular design provides all the flexibility and precision of a collection of separates—from omni to super cardioid, spot to shotgun, telescopic boom to tie-clip lavalier.

All, at a fraction of the price of comparable separates.

And all, with the most advanced electret technology available: our unique back-electret.

See your Sennheiser dealer for details. And capture it all.

All components available separately or as a package.

SENNHEISER

ELECTRONIC CORPORATION
10 West 37th Street, New York, N.Y. 10018
(212) 239-0190

© 1981, Sennheiser Electronic Corporation (N.Y.)

With An Otari Duplicating System, You Can Duplicate The Success Of These Duplicators.

When it comes time to make the decision to expand your business capabilities in high-speed duplicating, it's also time to seriously consider the OTARI DP-7000 High-Speed system. It's an endless loop, 64:1/32:1 system that's specifically engineered for the toughest environments and continuous-duty operation that's demanded in the professional facility.

Here's two testimonials from DP-7000 users that tell this story best:

Frank Gspann, Sound Arts Co., New Jersey:

"We're a recording studio and duplicating company. In the studio we've worked with a pair of Otari 5050's for over four years and they have literally been Workhorses. So, we decided to invest in the DP-7000 High-Speed cassette duplication operation to expand our high-output line. We duplicate a variety of materials from spoken word to computer program cassettes, which are much more demanding than music cassettes. The quality has been so consistently high that we violate all the rules and use the DP-7000 for some of our short runs because we know the product will be better. In this competitive business, you've got to sell a better product or you won't make it. The Otari DP-7000 let's us do that... and profitably."

Leonard Gross, Custom Duplication Inc., Los Angeles:

"Custom has been in the high-speed duplication business for a number of years and we had to add another line. In this business reliability and performance are number one... but, in today's economy, price is a close second. When we checked around, we discovered that our money could buy two OTARI systems for close to the cost of a single system from the nearest competitor. The Otari is already putting-out almost half our total volume of four to five million cassettes a year... and that includes everything from spoken word Bibles to game and program cassettes for one of the largest game/computer manufacturers."

Let Otari's over 15 years of experience as a world leader in tape duplication systems go to work for you as it has for Frank and Leonard. Find out how an Otari DP-7000 can be a profitable, economical addition to your company. Call Michael Pappas at OTARI (415) 592-8311. He'll tell you how you can duplicate the success of the duplicators.

OTARI[®]
The New Workhorse

Otari Corporation
Industrial Products Division
2 Davis Drive Belmont, CA 94002
(415) 592-8311 Telex: 910-376-4890

Please send me more information on the Otari DP-7000

Name _____ State _____

Address _____

City _____

Zip _____

Phone _____

Mail to: Otari
2 Davis Dr., Belmont, CA 94002

MANY CHURCHES open new ministries by moving to geographic areas. But *The Back to God Hour* recently stumbled into a fruitful new mission field by moving through *time*.

The new mission field can be found on WGN-TV/Chicago from 5:30 to 6:00 every morning—one of the worst possible time slots for a television programmer interested in attracting good ratings or numerous viewers. The time period could be called the “Samaria” of religious television land—it attracts people who are not part of the mainstream of

religion or society. They are people who cannot sleep, are caught in the grip of drugs or alcohol, fearful, unloved, burdened with spiritual or social problems, imprisoned, suicidal, and filled with hatred. They watch television because that is realistically all there is for them to do at 5:30 am.

If ever a group of people needed the healing love of Christ, it is the early morning television audience.

The Back to God Hour entered the field last May, almost by accident, when the Continental Broadcasting Company, one of the largest commercial stations in the country with cable affiliates in 1,600 locations, invited it to begin

airing its weekly program, *Faith 20*, on Sunday mornings. It was an exciting offer for *The Back to God Hour* because it came as a result of a series of auditions in which WGN executives reviewed many well known shows.

Faith 20 is often called the “preaching format” television program of *The Back to God Hour*—to distinguish it from the documentaries, spot announcements, and seasonal specials also produced by the organization under the CRC-TV logo. (CRC stands for the name of the supporting denomination, the Christian Reformed Church.) The messages are delivered by Dr. Joel Nederhood, who has become well known in religious broadcast circles over the past decade through his weekly messages on the half-hour *Back to God Hour* radio program. In 1977 Dr. Nederhood was presented the Award of Merit from the National Religious Broadcasters.

Faith 20 is reflective and personal. The emphasis is on the Bible, and messages are always drawn carefully from a passage of Scripture. Special graphic elements, film clips, and musical numbers tie in closely with the messages. Early programs were produced in a set resembling a pastor’s study, and even though a new, expanded set is now used, the emphasis is still on one-to-one contact with the pastor and viewer.

Then WGN went a step further and suggested that *Faith 20* was the kind of program it was looking for to start each broadcast day. Would they be able to produce the half-hour program for release Monday through Friday, as well as Sunday?

Faith vs. Stewardship

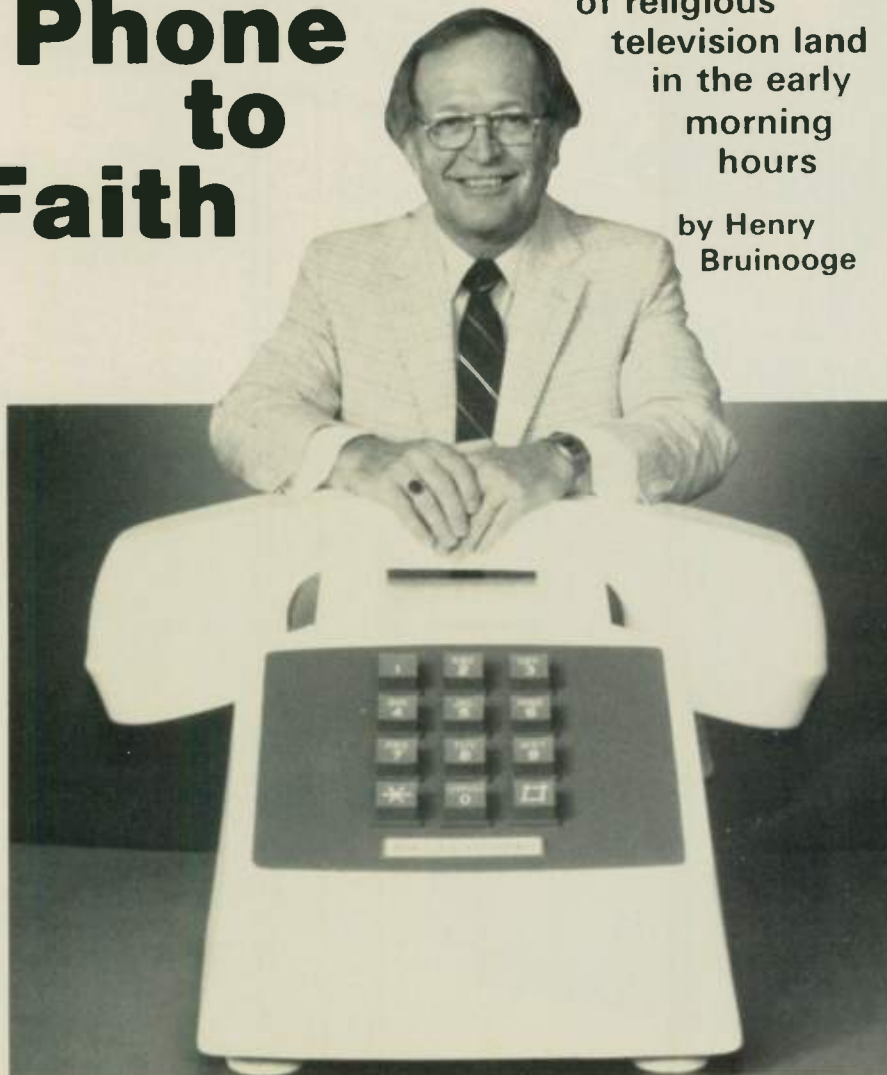
That was when the first movement toward the daily 5:30 am air time was taken. The immediate reaction by those of us at *Back to God Hour* was excitement (and some trepidation). We immediately began taking stock of our resources, our

Left: Henry Bruinooge found the telephone to be a big part of his ministry.

From Phone to Faith

Reaching
the “Samaria”
of religious
television land
in the early
morning
hours

by Henry
Bruinooge



production capabilities, and our other ongoing commitments. In some respects, the question as to whether or not to accept the WGN offer came down to faith versus stewardship.

The decision to go ahead with the project had to be made with our entire Christian Reformed denomination in mind, since as a denominational broadcast, *The Back to God Hour* is directly accountable to its board of trustees and the Synod (General Assembly) of the denomination. And the denomination is relatively small—the financial commitment to the WGN-TV venture would need the wholehearted backing of all 70,000 families in the Christian Reformed Church.

The Back to God Hour studied the proposal carefully, consulted with many people in the denomination and in the broadcast industry, and decided to move ahead. That is when the real benefit of being a denominational broadcast came into play. The main financial backing for the program came from a strong support group other than the viewers—leaving the broadcasts free to become a ministry in themselves.

The telephone counseling division of the new mission field was born at the same time as the *Faith 20* decision. My own background as a missionary in Japan for thirty years had given me some background in the field. I was based in the Tokyo area, working with *The Back to God Hour* and directing a team of Japanese broadcasters, many of whom were pastors of the Reformed Church of Japan.

The telephone also played an important part in our radio follow-up work in Japan, and I had come to the United States a year ago with the idea of organizing some kind of similar follow-up service for *The Back to God Hour* in North America.

The *Faith 20* development came just as a number of people were ready to launch into telephone work, so we were immediately interested in the idea of generating viewer response through the programs. After long discussions,

we settled on the method of using electronically generated letters rolling across the bottom of the screen, providing a viewer with a telephone number to call. The method turned out to be perfect for us, but, again, I must say that part of our reason for selecting it was simply the fact that the visual message would not interrupt the excellent verbal messages delivered by Dr. Joel Nederhood.

To field the calls, we organized teams of volunteers from Christian Reformed churches from the southwest suburbs of Chicago, the home of *The Back to God Hour*. We originally contacted pastors for names, and then used personal

**If ever a group
of people
needed the healing
love of Christ,
it is the
early morning
television audience**

recommendations, word-of-mouth, and letters. The people, we found, were eager to become involved in this kind of ministry.

Each counselor attended two training sessions at which he was given a loose-leaf notebook containing as much up-to-date resource information on counseling services and referral agencies as we could find. We also worked out some of the technical problems of manning a series of phones and assembling coherent reports from each call.

The volunteer counselors, we have found, show an amazing desire to become involved with the people they talk to—in a cautious, clear-headed way. It is not uncommon to have a counselor call

a counselee several times over a period of several weeks to check on his progress in reaching a particular goal.

Follow-up Work

We also find that the denominational ties of the broadcast open the doors to some exciting follow-up work. For example, I took a call one morning from a dying man in Waukegan, Illinois. He had some serious, thoughtful questions about Christianity, and he and his wife both said they would greatly appreciate a visit from a Christian who could tell them more about the Jesus Christ they were hearing about on *Faith 20*.

My approach was to contact the pastor of the nearest Christian Reformed Church and ask him to pay a visit to the man. It turned out that the pastor was on vacation, so I called the chairman of the church's evangelism committee. In talking with that man, I found out that one of the members of the committee lived "just around the corner" from the man with cancer. That person, an attorney and a committed Christian, made several fruitful calls on the man and his wife, and the Lord greatly blessed their time together. When I called recently and learned from his wife that he passed away, she was overjoyed to relate how they both had accepted Christ as Savior and Lord and that her husband was now in heaven in the presence of his Savior!

At another point, we began receiving calls from Chicago's huge Cook County Jail. It turned out that some inmates were given the freedom to move about in common sitting and recreation rooms, where a television set was turned on at all hours of the day. Since *Faith 20* is virtually the only program on the air at 5:30 in the morning, the inmates were watching it and responding from a nearby prison pay phone. It was not long until our contacts in Christian Reformed circles uncovered Rich Verlare, an associate of Charles Colson's Prison Fellowship. Rich had already established a ministry at the Cook County Jail, and we were

Are You Paying Too Much for Professional Audio

Cassettes?

CHECK THESE PRICES

.40¢ .55¢

Whether you are using loaded cassettes or loading your own, this is a SAVINGS THAT YOU CAN'T TURN DOWN!

You'll love the low-noise performance, the outstanding high and low frequency response of our beautifully engineered, precision cassettes. No seconds. The tensilized tape, featuring silicone lubricant impregnation and calendared finish, is made to the industry's highest specifications.

see hear

INDUSTRIES

(DIV. of RJA INC.)

Audio & Video Tape Co. (213) 516-0315
717 E. Artesia Blvd. Carson, CA 90746

Duplicator Quality	C-32	C-62	C-92	C-120
Prices	.37	.40	.55	.75

For all orders less than 100 cassettes, add 20% to price. Contact us for prices on music and mastering quality. We sell and load the following tapes: TDK, BASF, 3M, AGFA.



We are Pioneer
Consultants to
Tape Ministries



Please write for free catalog. California residents add 6% sales tax. Arkansas residents add 3%. Prices subject to change without notice.

Please rush me the following cassette(s) in the quantity I have indicated.

C-32 _____ C-62 _____ C-92 _____ C-120 _____

Add 10% of total for freight & handling.

M/C or VISA No. _____

EXP. DATE _____

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

PHONE _____

able to refer many of the callers to him.

Each of our counselors is able to talk to about five callers during a typical *Faith 20* program. Counselors are instructed to talk as long as necessary to each person, and we find that the calls average about 10 minutes in length. Teams of five counselors are able to handle about 30 calls per day during the hour and a half they are usually on the phone. Currently we have 75 individuals serving as callers. We divide them into teams of five, each with two or three mornings a month on the phone. During the early stages of the work, the counselors all were Christian Reformed Church members but now a few people from other denominations have joined the group. We have no complications about opening up the work to counselors and referral organizations outside the Christian Reformed Church.

Handling Calls

Callers with special problems are often referred to me for callbacks later in the day. We make the calls faithfully, and when necessary refer the callers to a particular agency and then double check to be sure that the agency follows through.

Counselors do not request money and do not charge for any services they render over the phone. Callers often seem surprised to hear that the counselors are not paid and are not soliciting funds.

The system is not without problems, and I should mention a few. The first is the limitation of available telephone lines, which is, in some respects, a limitation imposed by available funds. Currently we have five lines available for calls, and judging from the way the switching panel lights up every morning the lines are literally jammed. We hope soon to add a sixth line.

Another problem is the long-distance factor. The program airs all across the country on WGN's cable affiliates, but to date we receive relatively few calls from areas other than Chicago.

We are trying to maintain the

morale and interest of our 70 volunteers with dinners, mailings, and personal contacts. I think we are still in the "honeymoon stage" of this project, as far as the counselors are concerned though, and I cannot say enough about their commitment and dedication.

Open-ended Ministry

It is still early to assess the success of the *Faith 20* telephone ministry in terms of lives committed to Jesus Christ, numbers of people visiting area churches, or baptisms. We have many occasions each week when counselors will pray with a caller over the phone, asking Jesus to enter a life. We know that many of the personal contacts established between pastors and laymen and callers are fruitful and have resulted in conversion experiences. Beyond that, we are certain that there are many personal decisions made after counseling or in follow-up work with other Christians sought out by the callers themselves.

The future looks bright for this particular television/telephone ministry, and probably for others like it. We are constantly seeking to increase the effectiveness of the follow-up work by referring callers to helpful individuals and organizations. If and when we obtain more lines for incoming calls at *The Back to God Hour*, we will increase the number of contacts.

The challenge of a telephone counseling ministry that is tied in with Christian radio or television is overwhelming. Being able to reach out with immediate help only as far away as the telephone is another of the Lord's enabling blessings to bring the Gospel to the whole world—every sinful, suffering part of it.

NBB



Henry Bruinooge is minister for listener contact on the *Faith 20* television program, a division of *The Back to God Hour*.

THE ELECTRONIC NEWS ROOM BEGINS WITH DATA-PROMPTER™



DATA-PROMPTER:

Full "news room" word processing:

- simplifies writing
- eases rewriting
- speeds editing

A slug line menu allows:

- precise review
- stacking freedom

Data-Prompter generates:

- hard copy script
- character generated prompting
- closed captioning to the hearing impaired

Tools to enhance creativity are a must with the major focus on local news. Data-Prompter simplifies writing and eases rewriting. Take the first modular step towards an electronic news room ...for under \$10,000...with Data-Prompter.

Find out about leasing options and a video-tape demo of Data-Prompter in action. Call Rod Herring, Jim Sherry or Jim Shaw today Toll-free at 1-800-255-6226.



Toll-free 1-800-255-6226
In Kansas 913 764-1900
TWX 910-749-6410
P.O. Box 937 Olathe, Kansas 66061

Religious broadcasters
are people who
"have something they desperately
want to say"

Do You Have Something to Say?

WHAT MAKES religious broadcasting distinctive? For several years I have been trying to formulate a short, comprehensive answer. Recently I came across it in the pages of "Time" magazine.

The answer was not on the religion page, but in a story which dealt with the CBS-TV plan to transmit news from 2 am to 5 am. Specifically, the answer came from Van Gordon Sauter, the president of CBS News, responding to another question: Who would be available at that hour for live interviews? He said that he expected two types of people to be available. First those with "bizarre living patterns"—a logical choice, interesting but not urgent information as far as I was concerned.

The second part of Sauter's reply, however, struck me with force. The other group likely to appear for live interviews at 2 am, he noted, would be those with "something they desperately want to say."

My immediate reaction was,

by Ben Armstrong

"That's it! Religious broadcasters have something they desperately want to say!" There it was—a short, comprehensive description of the people who operate religious stations and produce religious programs.

This definition captures the spirit of Christian radio and television. At the same time, it helps to explain why religious broadcasting today is almost synonymous with evangelical broadcasting. Going back 40 years ago to the formation of National Religious Broadcasters, the situation was not promising for evangelical broadcasters. They were not only a minority, but they were facing the possibility of exclusion from the airwaves. Probably no observer would have predicted that evangelicals would become a major force in broadcasting.

Originally the ecumenical councils of churches were dominant in religious broadcasting. In view of their many advantages, particularly their close alliance with the networks, conciliar councils might have been

expected to develop an effective outreach through radio and television. Now writers and scholars point to the fact that evangelical broadcasters have forged ahead, creating new programs, establishing new stations, pioneering the use of communications satellites, and investing an estimated \$1 billion a year in airtime, equipment, production, and support services.

The growth of "The Electric Church" shows no signs of slowing down, despite recent rumors to the contrary. Some council of churches denominations have slashed their communications budgets to a level of tokenism. In others, lay leaders are pressing the hierarchy to utilize the broadcast media. Eventually this lay movement may bring some mainline church groups back to radio and television. The major presence, however, continues to be evangelical.

A basic difference

What accounts for this shift? Various observers offer a variety of explanations:

- Martin Marty of the University of Chicago School of Theology attributes the differences between evangelical broadcasting and broadcasting by liberal churchmen to differences in levels of taste, intellectual content, and sensitivity to current issues.

- George Gerbner of the University of Pennsylvania Annenberg School of Communications sees a relationship to sociological patterns.

- Jeffrey Hadden of the University of Virginia points to the cultural changes of the past five decades.

- William A. Fore of the National Council of Churches Communications Commission maintains that the differences are theological in origin.

- Robert Liebert of the State of New York University at Stony Brook notes that differences in styles of worship lead to differences in styles of communication.

Each of these analyses provides interesting insights. Even

combining all of the observations, an essential factor is missing. That factor is the intense drive which motivates evangelical broadcasters, making them people with "something they desperately want to say."

This drive to deliver an urgent message was apparent in the pioneering ministries of Paul Rader, Walter Maier, Charles Fuller, Donald Grey Barnhouse, R. R. Brown and M. R. DeHaan. It led Moody Bible Institute to build a religious radio station and inspired Clarence Jones and Reuben Larson to launch the first missionary radio station.

In the 1940s it was the unifying bond which brought together the founders of NRB. A decade later it prompted the Lutheran Laymen's League, Rex Humbard and Percy Crawford to enter television. In the 60s and 70s it brought a multiplication of evangelical radio stations and programs, and in the past few years, an explosion of TV and CATV ministries.

Today's nationally known program speakers—Graham, Falwell, Swaggart, DeHaan, Bakker, Robertson, Robison—share one characteristic. While they differ from one another in style, format, and even some secondary points of theology, each exhibits a determination to convey an urgent, life-changing message.

This urgency to communicate the Gospel is the key, I believe, to the growth of evangelical broadcasting. Obviously, other factors have played a part. The Constitutional guarantees of freedom of religion and freedom of speech, the American system of privately-owned broadcast stations, advances in technology and sociological changes have all contributed to forming an environment in which evangelicals had an opportunity to gain access to radio and television.

An evangelical priority

An emphasis on communicating the Gospel is not peculiar to evangelical broadcasters, preachers and other professional communicators. One of the distinguishing traits of evangeli-

cals, according to pollster George Gallup, Jr. is their "high priority on winning others to faith."

Using the most stringent definition of evangelical, Gallup estimates that one out of five adults in the U.S. qualifies as an evangelical. That projects to 31 million men and women over 18 years of age who meet the exacting definition set up for the Christianity Today/Gallup study. This definition includes an acceptance of such tenets of orthodox Christianity as the divinity of Jesus, salvation through faith alone, Biblical inerrancy and Biblical authority. A larger group—almost 40 million adults—meets the wider definition of "born again" or commitment to Jesus Christ as Lord.


Standards for identifying evangelicals abound, ranging from doctrinal tests to behavioral patterns. Perhaps the clearest statement of evangelical belief is the statement of faith which the

founders of National Religious Broadcasters adopted almost 40 years ago. Acceptance of this statement of faith, which someone once summed up as "an updated Apostles' Creed," is a requirement for membership in NRB. Focusing on the broad precepts of Christianity, it represents the common ground on which we all agree.

Because we do accept His Word as the authority for our lives, and because we have experienced His redemptive power, we have a mandate in Matthew 28:19 to share His good news with everyone we can reach. And what better way is there to reach the earth's burgeoning population than through the broadcast media?

Robert A. Cook of *The King's Hour* points out that "everything a person needs to know for salvation can be communicated by radio or television." He adds, "If that doesn't get you excited, nothing will!"

NRB



Shooting Film?

We've got it all. Cameras, lenses, recorders, lights, grip, editing and accessories. Even three equipped sound stages. Everything to make your job easier. Plus people who make certain you get exactly what you need. And who will work with you to make your budget work.

Camera Mart also gives you service that money can't buy. Film or video, we can help you shoot it. Call us and we'll prove it.

Shooting Video?

The Camera Mart, Inc.
 456 West 55th Street, New York 10019 • (212) 757-6977 / Telex: 1-2078
 Video Department: 800 Tenth Avenue
 Sales • Service • Rental

NRB News

(continued from page 21)

October 10-12 at the Holidome Holiday Inn in Tulsa.

"Speaking at the banquet Monday night, October 11, Mains will help us relate our ministries to what's happening in the family, the church, and the world," says NRB Southwestern president Dennis Worden of KCFO/Tulsa. Workshops will cover topics of

interest to program producers and station operators, with a special emphasis for the commercial Christian radio stations, according to Worden.

MORRISTOWN, NJ (NRB)— "Please assure everyone that the FCC is NOT considering any regulation to restrict religious broadcasting and that Madalyn Murray O'Hair has NOT filed a

petition with the FCC," requests NRB executive Ben Armstrong.

Urging religious communicators to counter the persistent rumors about RM 2493, Armstrong notes, "Historically RM 2493 was a victory for religious stations. The FCC decision in August 1975 rejected this petition filed by Jeremy Lansman and Lorenzo Milam. The FCC declared that religious groups had the same rights as other applicants for station licenses."

The Lansman-Milam petition had sought to restrict the licensing of FM educational channels to religious organizations. The petition's "anti-Biblical attitude" aroused the religious community, Armstrong relates. He adds, "Some saw it as a threat to all religious broadcasting, not just the FM educational band."

The perceived threat set off a record outpouring of letters. By the time of the August 1975 ruling the FCC had received almost 1 million pieces of mail supporting religious stations.

Although the FCC action was the subject of extensive news coverage, letters opposing RM 2493 continued to flood the commission. By 1978 the total count had reached 9 million pieces. According to NRB Washington manager Kenneth Beachboard the total volume now exceeds 10 million.

Noting that RM 2493 forms have surfaced recently in the capital area, Beachboard observes, "They look like they might have come from the same mimeograph machine. The forms, which reappear every spring, may be a prank, intended to annoy the FCC and to damage the credibility of Christians."

Taking the offensive against the RM 2493 forms and rumors, NRB secretary Mike Maddex of WEEC/Springfield (Ohio) is airing a 5-minute summary of the facts. The program is repeated frequently during the broadcast day. Copies of the script are available to stations from Maddex at WEEC.

Video tape-to-film transfers via Laserchrome.

Large studio facilities.

Film-to-tape transfers, negative or positive.

Computerized video tape editing.

Motion picture animation and special effects.

Motion picture release printing.

Mobile video units.

Motion picture processing, work prints and answer prints.

Video tape duplication, all formats.

Distribution with computer assisted dispatching and tracing.

**producers
color
service, inc.**

VIDEO DIVISION

24242 NORTHWESTERN HIGHWAY SOUTHFIELD, MICHIGAN 48075 (313) 352-5353

MOTION PICTURE LABORATORY

2921 E. GRAND BOULEVARD DETROIT, MICHIGAN 48202 (313) 874-1112

HELICAL DUPLICATION SERVICES

16210 MEYERS ROAD DETROIT, MICHIGAN 48235 (313) 345-4868

Why are the smartest managers subscribing to the Religious Radio Analysis?



Tom Wallace, G. M.
KFIA/Carmichael, CA

"Gaining more income from advertising sales is our number one priority. The Religious Radio Analysis will give my sales force the competitive data we've needed. The special report on my market will give me valuable economic data and comparisons with other stations in this market. It's a terrific management tool."

Program producers, media buyers, agencies, networks, researchers, financial executives are subscribing. Sign up now - be eligible for the next exclusive NRB Religious Radio Analysis.



Robert Straton, V. P.
Walter F. Bennett Adv.

"Now my agency can pinpoint which commercial stations have the demographics for specific programs and products. The Religious Radio Analysis shows where the religious consumer can be reached most effectively."

David Reeder, G. M.
WCTN/Potomac, MD

"I appreciate what NRB is doing to make Arbitron data available to Christian stations. Maintaining a viable commercial operation is very important to me and the twice yearly reports will show me how well I'm meeting my goals."



Bob Ball, V. P.
Inspirational Broadcasting Corp.

"The Religious Radio Analysis is the most innovative, helpful source of information I've come across. It gives me priceless audience and market data at a fraction of the cost for Arbitron. This NRB service furnishes expertise at a price religious stations can afford!"

Dick Bott, President
Bott Broadcasting Co.

"Christian broadcasting is a serious business and it requires reliable data. The Religious Radio Analysis is prepared by one of the most respected firms in broadcasting, the Radio Information Center. This new service will help our stations attain excellence, in both programming and sales."

Yes! Tell me more about Spring 1982 Religious Radio Analysis.

Name _____

Organization _____

Address _____

City/State/Zip _____

Telephone _____

NRB member Non-member

SEND TO NRB / MORRISTOWN, NJ 07960
or call NRB Marketing Services - 201/575-4000

Send information about:

Nationwide Analysis

Includes all Arbitron-measured markets in U. S. Stations listed by metropolitan market, giving each station's average audience and share of audience. Markets ranked by amount of listening to religious stations. Data on top 100 religious stations, based on audience share.

Custom Analysis (individual markets)
(Available only as a supplement to National Analysis)

Profile of the market by age groups. Profile of audiences for each religious station in market. Pattern of religious station listening by weekdays, day-part, Saturday, Sunday. Average quarter hour audiences, cumulative audiences per week. Financial and economic trends.

All the Inspiration, the Challenge of the 1982 NRB Convention



- * *Addresses by President Reagan, Schaeffer, Hill*
- * *Memorable music by Oldham, Simpson, Hale & Wilder*
- * *Information seminars, workshops*
- * *Captured on audio cassettes. All cassettes guaranteed by W.R. Wilson Associates, official recording service for 1982 convention.*

PLENARY SESSIONS

- 1. Opening Plenary: Hill
- 3. Keynote Plenary: Hofer, Johnson
- 12. FCC Plenary: Wiley, FCC Bureau Chiefs
- 26. 700 Club Origination: Robertson, Helms, LaHaye, others
- 26A. Choir: First Baptist Church, Atlanta
- 27. Congressional Breakfast: Stanley
- 42. FCC Luncheon: Fowler
- 46. Presidential Speech: President Ronald Reagan
- 48. China Reports: Kauffman, Bowman, Freed, Yeaworth
- 51. Reaching the Minority Family: Jones, Washington, Moore, Kinchlow, Gimenez, Ray Wilson
- 52. Challenge Plenary Session: MacArthur
- 70. Reaching the Family Through Media: Rose, Robison, Wildmon, Dorenbos

- 80. Thirty Ninth Anniversary Banquet: special music; Schaeffer
- 80A. Continuation of 80: Schaeffer Address

SPECIAL EVENTS

- 2. America for Jesus: Gimenez, Patterson, Espinosa
- 11. Chapter Officers & Board of Directors Lunch: Shultz, Lamont
- 43. Falwell Press Conference
- 50. Religious Broadcasters Music License Committee
- 54. Black Broadcasters Breakfast: Washington
- 68. Schaeffer Press Conference
- 69. Siberian Seven Press Conference: Rousch, Mains
- 81. Press Conference - Tax Exempt Organizations: McLario

See other side for workshops and seminars

Please print

NAME _____

ORGANIZATION _____

ADDRESS _____

CITY/STATE/ZIP _____

MAKE CHECKS PAYABLE TO NATIONAL RELIGIOUS BROADCASTERS

TOTAL NUMBER
OF TAPES _____

X \$6 each = _____

PLUS POSTAGE
& HANDLING _____

\$1.00 per order

TOTAL AMT. _____

\$

**SEND THIS FORM AND YOUR CHECK TO:
NRB/MORRISTOWN, NJ 07960**

All the Inspiration, the Challenge of the 1982 NRB Convention

Captured on cassettes —

See other side for complete information

SEMINARS AND WORKSHOPS

Monday, February 8

- 4. Modular Audio Equipment: Pelon, Kabrick
- 5. The Individual's Value: Its Impact on Christian Family: Osbeck, Alderson, Pierce, Dunker
- 6. Staying Spiritually Fresh: Massey
- 7. Cooperation in Int'l Broadcasting: Jordan, Triezenburg, Bowman, Olson, Fulghum
- 7A. Music and Media for Hispanic Programs: Romero, Roman
- 8. Computers for Radio Traffic and Bookkeeping: Hollinger, Vaughn, Hall
- 9. Regulation and Deregulation for Non-Commercial Stations: Pederson, Secrest, Hardy
- 10. Reaching Children Through the TV Media: Rose, Sharapan
- 13. Cassettes for Broadcast: Wilson, Cole
- 14. It's A Family Affair: Jordan, Curry, Colleen Evans
- 15. Helping Your Listener Feel Involved: Betzer, Paul Evans
- 16. Broadcasting to Iron Curtain Countries: Deyneka, Steiner, Festian, Kircum
- 17. Role of Minority Women in Christian Media: Jones, King-Blake, Lim
- 18. Role of Hispanic Women in Radio and Television: Cortese
- 19. Commercial Spot Sales - Fact or Fiction?: Worden, Mahoney, Young
- 20. Satellite Radio - The Voice of the Global Village: Wiebe, Warren, Hightower, Virts, Neff
- 21. Programming the All-Christian Station: Metsker, Rose
- 22A. Beginning A Cable TV Ministry: Ray Wilson
- 22B. Capturing an Audience: Wagner, Baehr
- 23. TV and Reality: Baehr, Slosser, Heinemann, Morse
- 24. Practical Steps to Audience Measurement: Clark, Keeler
- 25. Emerging Legal Problems: Bixler, Baraff, Edmundson, Midlen, Gammon

Tuesday, February 9

- 28. Automation for Religious Broadcasting: Pelon, Zaiser
- 29. Total Health and the Christian Family: Campbell, Heller, Schemmer
- 30. Two Perspectives on Transition: Coming and Going: Nelson, Betzer, Paul Evans, Christensen

- 31. Trends in Latin American Broadcasting: Reinoso, Luttrell, Hatch
- 32. Music and Media: Williams, Morgan, Payton
- 34. Current Legal Problems: Wallace, Baraff, Secrest
- 35. Promotion: The Key to Growth: Sommerville, Hesse, Heuberger
- 37. Cable Roundtable/Time Sales or Contributor Base Cable Operation/How to Program a Cable Station: Ray Wilson, Houpt, Don Wilson
- 38. Starting a TV Station: Blomerth
- 39. The Follow-up Ministry of Television: Hull, Chilcote, Vandeman, Roberts, Grooms
- 40. Satellites in the Future: Durfey, Taylor, Smith Johnson
- 41. Broadcasting Trends: Sharp
- 44. Strategies for Reaching the Family: Parrish, Regier, Bright
- 45. Secular Humanism: Conlan
- 49. Reaching Families Everywhere: Shultz, George Wilson, Sumrall, Johnson

Wednesday, February 10

- 56. Camera Developments for Local TV Origination: Kennedy, Haines
- 57. The Family Protection Act: Maddex, Dugan, Senator Jepsen, Dee Jepsen, Congressman Smith
- 58. An agent - Friend or Foe?: Moegerle, Sper, Norman, Straton, Jordan
- 59. Trends in Far East Broadcasting: Bowman, Adams, Wu, Lawrence
- 60. How to Start and Finance a Hispanic Religious Radio-TV Program: Gimenez, Toirac, Romero, Finkenbinder, Bueno
- 61. Research: Bott, Ridgeway, Birch
- 62. The Grooming and Cultivation of a Radio Announcer: Ramseyer, Bisset, Beattie
- 63. Marketing and Audience Analysis: Clark, Beecher
- 64. Using Religious Video Teaching Tapes: Moss, Tilton, Malone
- 65. Programming Religious/Secular Format: Dean, Sparks
- 66. Public Relations and Community Affairs: Dailey, Harrelson, Wheat, Hadden
- 67. Washington Seminar in Communications II: Windsor, Virts, Lindvall, Baker
- 71. Sound Recording Video 1982: Kennedy, Carey
- 72. Success: Is It Important to the Christian Family?: Moore, Campolo
- 73. The Place of the Electric Church in Revival: Mains, Grant, Sala, Wick, Petersen
- 74. International Communications - A Look at the Future: Neve, Butler
- 75. Music and Media: Williams, Morgan
- 76. How to Own and Operate a Hispanic Religious Station: Finkenbinder, Logan
- 77. National Spot Sales for Christian Stations: Wallace, Savalli, Webster
- 78. Microprocessors in Christian Radio: Kersey, Eliason
- 79. TV Membership Meeting: Hull

See other side for Plenary Sessions, Special Events

Media Books

"Audio in Media" by Stanley R. Alten. Wadsworth Publishing Co., 1981, 428 pages.

Syracuse University professor Alten believes that the sound aspects of radio and records, television and film have been too often overlooked. He writes "to close the gap between the importance of media and its lack of recognition."

That is an ambitious undertaking, but Alten tackles his task with enthusiasm and a very understandable style for a book dealing with technicalities. Hundreds of photographs and drawings illustrate the text that make for ease of learning and comprehension.

He devotes detailed attention to studios, consoles, turntables, microphones, miking speech and music, loudspeakers, tape and film, tape recorders, signal

processing, editing and mixing—and that listing is by no means complete.

Alten also provides an intriguing array of sound effects and how they are produced, together with a useful glossary.

In a volume as technical and as comprehensive as this, the fact that there are only a half-dozen items listed in the errata sheet comes as a welcome surprise. Alten has done a superb job in his field, and his book deserves wide circulation to all who have anything to do with producing better sound.

"Professional Broadcast Announcing" by Lee J. Dudek. Allyn and Bacon, 1982, 378 pages.

Although on a specific subject, this book is intended for the same types of readers as the volume above—for beginning students in radio and television, and for those already working in the field who wish to learn more. "And," says Dudek, a University of South Carolina professor, "it is for the more experienced practitioners who hope to raise themselves to larger stations and bigger markets from plateaus on which their careers are inexplicably stagnated."

The author devotes most of his chapters to looking at specific roles broadcast announcing may take.

Although many of the illustrations are taken from the television medium, only 35 pages are reserved exclusively to television. While it is true that many radio techniques apply equally well to television, those whose work is primarily in the latter medium may find this book disappointing.

"Broadcasting Around the World" by William E. McCavitt. Tab Books, 1981. 336 pages, \$22.95.

American broadcasters, particularly religious broadcasters, often seem to think that

there is only one way to go about the business—that which has evolved in the U.S. over the past 60 years. This book covers broadcasting practices and procedures in 18 different countries, including Western democracies, Iron Curtain nations, and the Third World. It compares commercial vs. non-commercial or state-run broadcasting and shows how various systems deal with political and economic aspects. Anyone curious about how radio and television work in different countries will find this a satisfying introduction to the fascinating world of international broadcasting.

The book reviewer is Dr. Lowell Saunders, professor of communications at Biola University in La Mirada, CA.

*Beautiful
Sunday*



**EXCEPTIONAL
INSPIRATIONAL
TAPED MUSIC . . .
at affordable prices**



INTERESTED?

Call Tom Narwold collect

(312) 469-3462

**MediaSearch
Productions**

PO Box 29
Wheaton, Ill. 60187

Audio Tape for professionals



REEL TO REEL TAPE
Ampex, 3M. All grades.
On reels or hubs.

CASSETTES, C-10—C-90
With Agfa, TDK tape.

LEADER & SPLICING TAPE

EMPTY REELS & BOXES
All widths, sizes.

**Competitive!
Shipped from Stock!**

Ask for our recording supplies catalog.

Polyline Corp. 312/298-5300
1233 Rand Rd. • Des Plaines, IL 60016

15

Bring your message to the most dynamic people in TV/Radio/Cable/Media



The 1983 NRB Media Expo is the ONE SHOW where you can reach the decision makers who are making religious broadcasting one of the fastest-growing, most influential, most innovative areas of modern communications.

More than 3,000 station executives, program executives, religious leaders and top broadcasters - such as Pat Robertson, Jim Bakker, Rex Humbard and Jerry Falwell - were at the 1982 NRB convention.

Almost 300 exhibitors were there to capture their share of the billion dollar religious broadcasting industry.

Big companies - like Agfa-Gevaert, Ampex, Bogner, General Electric, Rupert Neve, Sharp Electronics, JVC, UPI, and 3M - reached buyers who can be found only at the national NRB convention.

Service groups - such as Comsearch Engineers, Epsilon Data Management, KLM Airlines, NET Television, Royal Publishers, Moody Bible Institute, and many others - found NRB attendees were responsive, eager for new ideas, from satellite transmissions to promotions.

That's why the NRB expo has TRIPLED in size just since 1978. And that's just one reason why you should tell your story at the 1983 NRB Media Expo.

There are at least 10 additional, compelling reasons to sign up now for the 1983 NRB Media Expo. To hear about them, call Expo Manager Mike Glenn at NRB headquarters in Morristown, New Jersey, (07960), area code 201/575-4000.

JANUARY 30 - FEBRUARY 2, 1983
Sheraton Washington - Washington, DC
Sponsored by National Religious Broadcasters

media
NRB
expo

Broadcasters



Oswald Hoffmann



Michael York

Oswald C. J. Hoffmann, speaker on *The Lutheran Hour* and president of the United Bible Societies, has been awarded the Doctor of Humane Letters degree by Philippine Christian University, Manila.

The citation recognized Dr. Hoffmann's "worldwide Christian ministry through his weekly radio program," his books and articles, "and especially for the encouragement and support he gives towards interfaith cooperation in the translation, publication and distribution of the Bible."

Dr. Hoffmann, who received his divinity degree from Concordia Seminary, St. Louis, was awarded doctorates previously from Concordia Seminary and Valparaiso University (Valparaiso, Indiana).

Radio messages of the Lutheran clergyman, a broadcast speaker for 27 years, are heard on some 1300 stations in the U.S. and Canada and on more than 100 stations in other English-speaking countries.

Noted British actor **Michael York** recently recorded the works of C. S. Lewis for the Episcopal Radio-TV Foundation. Entitled "The Weight of Glory," the new release presents a selection of addresses which C. S. Lewis originally gave during World War II. The talks have become classics "because they underline a lucid yet profound apologetic," notes Episcopal Radio-TV Foundation president **Theodore Baehr**.

The Atlanta-based Foundation previously recorded the C. S. Lewis classic "Mere

Christianity" and released the TV special of the author's story for children, "The Lion, the Witch, and the Wardrobe."

John D. Jess, founder of *Chapel of the Air*, has joined the board of directors of Family Life Radio. The five noncommercial Family Life Radio stations in Michigan and Arizona broadcast the popular syndicated program six days a week. Jess, who shares the speaker's microphone with David Mains, now resides in Albuquerque, New Mexico.



John Jess



Richard Jensen

Dr. Richard A. Jensen will assume duties as speaker and director for *Lutheran Vespers*, radio ministry of The American Lutheran Church, on June 1.

A Lutheran pastor, author and educator, the Fremont, Nebraska native is a graduate of Dana College and Trinity Seminary, Dubuque, Iowa, with his doctorate from Aquinas Institute of Theology. Dr. Jensen has taught at colleges and seminaries in Ethiopia and the U.S. He is the author of "Touched by the Spirit" and "Telling the Story."

Family Life Radio Network, Jackson, Michigan, has announced several corporate management appointments.

Richard A. Lee, station manager of KFLR/Phoenix since 1978, is now vice president of broadcasting at the corporation's regional office in Tucson, while **Alan B. Cook** moves up to the position of station manager of KFLR. Cook has been network news and public affairs manager since 1980.



Richard Lee



Alan Cook

C. David Young has been named development manager for the network's two Arizona stations, KFLR/Phoenix and KFLT/Tucson, where he is station manager. Named as new assistant manager at KFLT is **Richard A. Livingood**, host of the station's morning "Sunrise Sounds" program.

Family Life Radio operates five non-commercial Christian radio stations in Michigan and Arizona.

Thomas C. Foty is the new Washington manager of the United Press International Audio Network.

Foty, a Hungarian refugee who came to the United States at age 10, has covered the White House, State Department, Congress and federal agencies for UPI since 1977.

He replaces Merrilee Cox, who resigned.

Steve Overstreet is Far East Broadcasting Company's new regional director of development for Northern California and Nevada.

Overstreet was formerly director of public ministries for FEBC's station KGEI in San Francisco.

Lowell Davey, president of Bible Broadcasting Network, Norfolk, Virginia, has named **Leo Galletta, Jr.** general manager of its Decatur affiliate WAVO.

The non-commercial, all-Christian radio station serves the Atlanta metropolitan area. WAVO, one of five BBN stations in the Southeast, joined the BBN in 1976.

Ready for your imprint

POSTER with appealing sketch and dramatic "Family" logo, 3-color.

BROCHURE with sketch and "Family" logo on cover, repeat of sketch and logo inside, 3-color. Available in 4-page or 8-page version. Includes page of symbols showing the family in crisis.

PLUS "FAMILY" presentation folder, envelopes (9" x 12") with "Family" logo, decals, bumper stickers and bulletin covers. Radio-TV scripts (30 sec. and 60 sec.).

LAPEL PIN of "The Family" logo in 22K gold.



Your message goes
here



JUST ADD YOUR NAME

and watch people respond!

Yes, you can use the "Family" poster, brochure, pins and other beautiful materials which NRB developed for the 1982 convention. These appealing materials are ready to be imprinted with your message. Put their impact to work for your ministry...as a public relations campaign for your station, program, organization...or as a promotion for your partners' banquet, sharathon, family night, mis-

sions conference, evangelism, outreach, any special event. You reap the benefits of our investment in original art, professional design, and large-scale production runs. Because NRB produced almost 1 million brochures and posters, these "Family" aids are available to you at exceptionally low prices.* For quick action, use this convenient coupon or call NRB Marketing, 201/575-4000.

** As low as 10¢ each for posters, 8¢ each for 8-page brochures in quantities over 100,000*

Yes! Tell me more. I'm interested in:

Item	Quantity
<input type="checkbox"/> Posters	_____
<input type="checkbox"/> Brochures	_____
<input type="checkbox"/> Lapel pins	_____
<input type="checkbox"/> Envelopes	_____
<input type="checkbox"/> Presentation folders	_____
<input type="checkbox"/> Decals	_____
<input type="checkbox"/> Bumper stickers	_____
<input type="checkbox"/> Scripts	_____

Name _____

Organization _____

Address _____

City/ State/ Zip _____

Telephone _____

NRB Member

Non-Member

Mail to: NRB, CN 1926, Morristown, NJ 07960 or call NRB Marketing Services 201/575-4000.

Classified

Help Wanted

Full-time, TV news opportunity available to male or female. Looking for aggressive, enthusiastic, work-oriented individual spiritually motivated. Should be creative in news, editing, production and features for an aggressive commercial television station. Send resume, picture and voice tape to: WFMZ-TV News, Personnel Director, East Rock Road, Allentown, PA 18103.

MUSIC

FOR EVERY NEED

- * Over 17,000 records in stock, including many hard to find discontinued titles.
- * GOSPEL AND SACRED music of most kinds.
- * SECULAR from light to heavy, and SPECIALTIES.
- * "SOUND EFFECTS" of hundreds covering wide needs.
- * Strictly non-profit.
- * Air ready: Timed; evaluated.

Contact:
Missionary Musical Ministry
236 Hastings Avenue
Havertown, Pa. 19083

HOW TO PLACE A CLASSIFIED AD

1. All classified ads MUST be prepaid.
2. Type all copy or print legibly.
3. Indicate the category: Help Wanted, Professionals Available, For Sale, Services, Equipment Wanted, Business Opportunities, Miscellaneous, etc.
4. Job Wanted and Employment Opportunity ads may be purchased as listings. The rate is \$25 for 35 words including name and address. Additional words are \$20 each.
5. All other classified advertising is \$40 per inch.
6. If you wish to run the ad in more than one issue indicate how many times it is to be repeated.
7. If you wish to have a box number include complete instructions for forwarding replies. Add \$5 per ad.
8. Send copy, mailing instructions and check to

CLASSIFIED DEPARTMENT
RELIGIOUS BROADCASTING
CN 026
MORRISTOWN, NJ 07960

For Sale

Ampex 1200 B, (2) IVC 870's, IVC 2000 TBC, 8 input Audio Mixer. Call Media Group Television (309) 764-6411 or 764-3219. Ask for Curt or Chuck.

Evangelists! Petersburg, Va. area. Large brick church facility, sanctuary intact, suitable for broadcasting. Radio and TV stations near. Write: DeWitt T. Beall, P.O. Box 276, Colonial Heights, Va. 23834. Call: 804/526-1926.

For Sale: clean printing equipment for sale at reasonable prices. A.B. Dick #133 Photomat paper plate maker for low-cost printing plates—supplies included; Phototypesetter with many accessories and type fonts; A.B. Dick 635 copier; + 16 bin electric collator. We moved and don't have enough room, so these items are reasonably priced to make room. Call Mark 201-575-4000.

TAKE-CHARGE CHRISTIAN RADIO MANAGER

We have an outstanding management position with excellent pay for a person who will take charge and assume responsibility for aggressive sales and marketing results in a large midwest market. We are a growing commercial broadcasting company. Our stations feature quality Bible-centered programs and conservative Christian music. The person we are looking for must have exceptional sales track record and be ready to assume overall station responsibility. If you are an aggressive, bottom-line self-starter, this position offers a challenge and a rewarding opportunity with top pay and growth potential. Send your confidential resume to:

Rich Bott

Bott Broadcasting Company
10841 East 28th Street
Independence, Missouri 64052

Kansas City • Ft. Wayne
Oklahoma City

BUMPER STICKERS
DESIGNED & PRINTED
(517) 339-3232
PREMIER SCREEN/DESIGN

Miscellaneous

Professional Available - Planning to build a non-commercial station? I'll work with you to build and manage it. Independent Baptist, degree and seven years experience. Available this fall. Especially would like to hear from Christian schools. Write: Independent Baptist, c/o NRB, CN 1926, Morristown, NJ 07960.

Need information about latest developments on the Protestant scene in Europe? "idea," the information service of the German Evangelical Alliance is the only European news service to publish an English-language newsheet consisting of extracts from its German edition. Write to: "idea," Postfach 1820, D-6330 Wetzlar, West Germany.

BROADCAST CONSULTANTS

For Your New or Updated Broadcast Station
Frequency Searches FCC Applications
Studio/Transmitter Design/Installation

BARKER ELECTRONICS

360 Lightner Street State College, PA 16801
(814) 238-5334

IS GOD CALLING YOU INTO AN OVERSEAS FAITH MINISTRY?

Radio Rhema is a non-commercial inter-denominational Christian radio network committed to communicate Christ to the nations. A member of the National Religious Broadcasters and Australasian Christian Broadcasters, Rhema was the first Christian AM station licensed in the British Commonwealth. It has been described as "New Zealand's most significant Christian outreach" and certainly is one of the country's fastest growing ministries. Rhema has just been granted a license to open another new station, and requires the following sincere Christians for full-time faith work, to join together with the 75 staff who already make up the Rhema family.

Announcers, News Editors, Journalists, Studio Operators, Producers, Printers, Administrators, Accountants, Public Relations Officers, Counselors, Engineers, Mechanics, Technicians, Market Research Officers, etc. For information write:

RICHARD BERRY
BOX 21
CHRISTCHURCH
NEW ZEALAND

Ampex AVSD	8.9	Richard Hogue Ministries	ifc	NRB Media Expo	53	Ramko Research	22, 23
Ampex Tape	14	JVC	6	NRB Tapes	50, 51	See Hear Industries	44
Beston Electronics, Inc.	45	KMJC	3	Otari Corporation	41	Sennheiser	40
Bott Broadcasting	18	Maxell	11	Panasonic	ibc	Sharp Electronics	36, 37
Camera Mart, Inc.	47	Media Search Productions	52	Philadelphia Resins Corp.	21	Sony Broadcast	30, 31
CBN	4	Moody	13	Polyline Corp.	52	Studer Revox	39
Christian Life	58	Nason Media Corporation	bc	Presbyterian Ministers Fund	18	Thomson CSF Broadcast	17
Christian Witness Creations	26	Thomas Nelson Publishers	35	Producers Color Service	48	Universal Broadcasting	33
Fuji	27	NRB Directory	57	Radio Market Analysis	49	WWDJ	20

YOUR ONLY ALTERNATIVE . . .

. . . to time-wasting searches for names, addresses, numbers and other crucial information. That producer. That program. That product or service. That station manager . . . what was his name?

At last! The 1982-83 edition of the Directory of Religious Broadcasting! The book that will save you hours of unproductive time every month. Imagine having at your fingertips information on virtually every station, every program, every producer, every company in religious broadcasting!

Here's what you get in the all-new edition from NRB:

- 468 8½"X11" data-packed pages
- Twenty-five individual sections for easy reference
- New easy-to-read format
- Master address index for products and services
- Index of programs by title
- Index of stations by call letters
- Complete section on cable TV
- Group ownerships by name of owner

Send me my copy of the new 1982-83 Directory!

Number copies ordered _____ X \$39 = \$ _____

Number to be shipped 1st class _____ X \$4 = \$ _____

Check enclosed for total \$ _____

NAME _____

COMPANY _____

ADDRESS _____

CITY, STATE, ZIP _____

LOOK AT THESE SAMPLE ENTRIES:

RADIO

Smyrna

WYNX 1550 AM*
2460 Atlanta St. S.E. Smyrna 30080
404-436-6171

MARKET: Atlanta
OWNER: Jonquil Broadcasting Co. 1966
PRES: L. N. Polk
GEN MGR: L. N. Polk
SALES MGR: Richard Hemphill
CHIEF ENG: Steve Westbrook
CLASS: Commercial 10 kw - D, 500 w - N
paid prgrms.
REP: Savalli & Sebutz Inc
NETWORK: Georgia News
FORMAT: religious fulltime

TV STATIONS

Fontana

KTBN-TV* Channel 40
2442 Michelle Tustin 92680
714-832-2950

MARKET: Los Angeles
OWNER: Trinity Bestg Network
PRES: Paul F. Crouch
GEN MGR: Bernard B. Ridings
CHIEF ENG: David Hall
CLASS: Non-commercial
NETWORK: TBN
FORMAT: religious 164 hrs

PRODUCERS

Calvary Church*
5301 Sardis Rd
Charlotte, NC 28212
704-366-6560

Dr. Ross S. Rhoads, minister
Chet Barnett, prog prod

"The Voice of Calvary"
30 min weekly
preaching
music
audience: gen Christian
non-Christian
paid time

"Something To Think About"
15 min daily
talk
music
audience: gen Christian
paid time

SERVICES

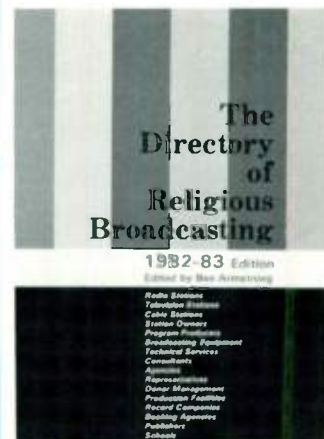
EFT Management Systems, Inc.*
Electronic funds trans system

Electromedia, Inc.
Technical video services

Family Enterprises, Inc.
Computer facility, tape
duplication

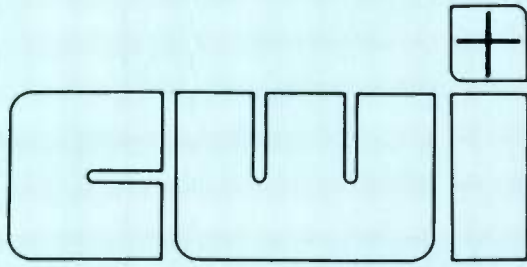
Films for the Humanities, Inc.
Audio visual software, pro-
duction music and sound effects

Gospel Graphics, Inc.*
Program distributor, print and
distribute tracts, record and dup-
licate audio cassette tapes, aid other
ministries in preparing God's Word
for distribution



- Radio Stations
- Campus Radio
- Shortwave Stations
- Foreign Radio
- TV Stations
- Cable TV
- Foreign TV
- Group Ownerships
- Program Producers
- Equipment
- Services
- Agencies
- Reps
- Donor Management
- Recording/Production Facilities
- Ministries
- Schools
- Music Publishers/Record Companies
- Publishers
- Booking Agencies

Return to: National Religious Broadcasters, CN 1926, Morristown, NJ 07960



CHRISTIAN WRITERS INSTITUTE

presents its
34th Annual Conference and Workshop
at the
Billy Graham Center, Wheaton College
Wheaton, Illinois
June 1-4, 1982

Meet the editors who could publish your next book, magazine article or TV/radio script. Also professional writers will share trade secrets they have developed which can help you become a successful author.

- Special workshops for advanced and beginning writers
- Round table discussions, lectures, workshops
- Make sure of a reservation by registering in advance.

For complete information and brochure please call (312) 653-4202 or write:

Christian Writer's Institute
396 E. St. Charles Rd.
Wheaton, Illinois 60187

Some of the more than 25 writers and editors who will be speaking to you and working with you:



Bob Slosser
Executive Vice
President,
Christian
Broadcasting
Network

**Evelyn
Christenson**
bestselling
author



Gregg Lewis
Editor,
Campus Life
magazine

Lilly Knauls
singer,
recording artist



V. Gilbert Beers
well-known
author and
editor

**Marlene
LeFever**
administrative
youth editor,
David C. Cook
Publishing Co.



Les Keylock
editor,
consultant,
free lance writer

Marjorie Miller
director for
new products,
Standard
Publishing





The big news is performance. The good news is price.

Once again Panasonic makes headlines with our newest ENG camera, the AK-710. And the reasons are simple: High performance Saticon® tubes plus prism optics—all for a newsworthy price of \$10,950*.

The AK-710's compact size, light weight and durable die-cast chassis make it a natural for electronic newsgathering. While the performance of a high-index optical system with built-in bias light and three Saticon tubes makes

it a natural for news broadcasting: Performance like horizontal resolution of 500 lines center, a S/N ratio of 52 dB and standard illumination of 200 footcandles at f/3.5. And for even more light-gathering capabilities, there's a 2-position high-gain switch.

You'll also get colors as intense as the action, thanks to the AK-710's automatic white balance circuit and built-in color temperature conversion filter wheel. And for minimal comet tailing,

the AK-710's feedback beam control stabilizes highlights that exceed normal white levels without reducing dynamic range or resolution.

Equally newsworthy is the AK-710's built-in genlock and adjustable horizontal and vertical blanking intervals. With them the AK-710 can double as a system camera. There's also an optional remote control unit, as well as a 5" CRT viewfinder for studio use.

So if news is what you're

after, go after it with the AK-710. A newsmaking camera from Panasonic.

For more information about the line of Panasonic broadcast equipment, call your nearest Panasonic office.

Northeast —(201)348-7620
Southeast —(404)923-9700
Midwest —(312)364-7936
Southwest —(214)258-6400
West Coast —(213)655-1111

*Manufacturer's sugg. price. (Lens not included.)
Saticon is a registered trademark of NHK (Japan Broadcasting Corp.)

Panasonic
VIDEO SYSTEMS DIVISION

Is Television In Your Future?

Nason Media is the answer!

Michael Nason and his staff are producing some of America's most innovative Christian programming. From preplanning — to production — to post production and distribution. Nason Media has one of the most outstanding group of professionals in Religious Broadcasting. We also have departments to serve you in Public Relations and Media Buying. Call us today.

505 City Parkway West, Suite 900
Orange, California 92668
Phone (714) 978-8112

2 Century Plaza
2049 Century Park East, Suite 1200
Los Angeles, California 90067
Phone (213) 203-8067

NASON



MEDIA CORPORATION