

# religious broadcasting

JUNE 1982

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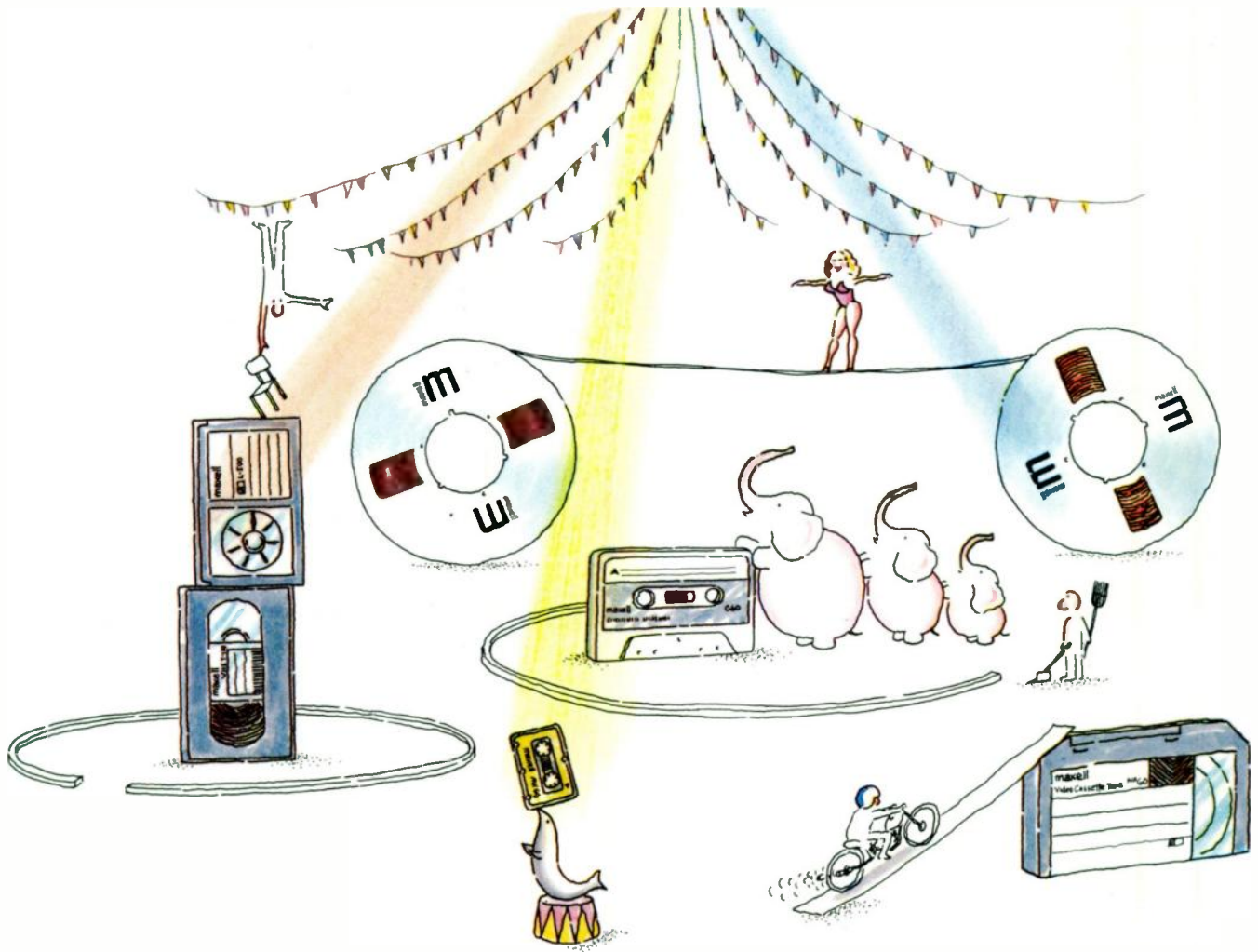


## RELIGIOUS RADIO

## WHEN A DISASTER



## HITS TOWN

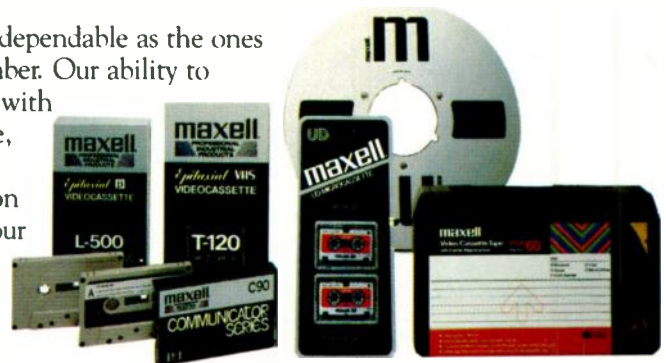


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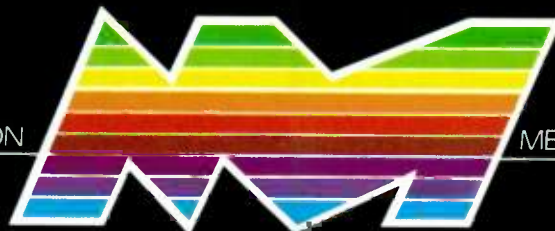
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22

## FEATURES

### 22 Christian Radio Amid Disaster / *Char Binkley*

When Fort Wayne reeled under the impact of the worst flood in decades, Radio WBCL became a rallying point for the churches and the community

### 28 Which Site is Right? / *T. C. Durfey and R. J. Krausfeldt*

Applicants for low-power TV sites should understand some of the basic engineering trade-offs before they take the first step to apply

### 32 Tips for Sharathons / *Mel Johnson*

A broadcaster has come up with a creative approach to help noncommercial stations meet their ever-present need for financial support

### 36 Christian Broadcasting in Canada / *Ian J. Stanley*

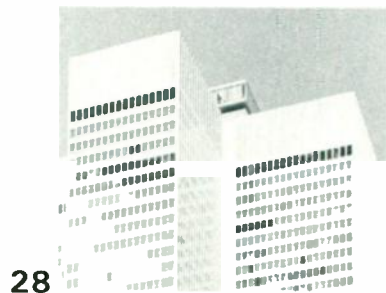
With one of the world's most advanced communications systems, Canada offers unusual opportunities to the church

### 40 The Extra Advantage of Belonging to NRB / *Ben Armstrong*

Pending congressional legislation that is potentially harmful to religious broadcasting has prompted NRB to seek legal safeguards

### 47 Internal Station Communications / *Wayne Pederson*

The more useful information that can be shared with station personnel, the more they will feel part of the ministry



28



32



36

## DEPARTMENTS

### 5 Speaking Out

Comments by the president of National Religious Broadcasters

### 8 Washington Watch

Trends and decisions of the Federal Communications Commission

### 14 News

Pertinent items of national and international interest to communicators

### 18 NRB News

Coverage of media events and people related to NRB

### 48 Media Books

Publications of direct interest to professionals in the electronic media

### 50 Broadcasters

Experiences and accomplishments of NRB family members

### 52 Classifieds

NRB bulletin board for individual and group needs or services

**Cover Story:** When flood waters threatened to inundate large sections of Fort Wayne, volunteers filled over one million sandbags and built a network of dikes that saved hundreds of homes and businesses. Radio station WBCL acted as a coordinating center during the emergency (see page 22).

Photos by courtesy of the Fort Wayne News Sentinel



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religious broadcasting

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# Speaking Out \_\_\_\_\_



## A Particular Place and Service

Many like to think they are in charge of their own lives, but that belief is modified by the fact that they are part of a great universe. Mr. Satterthwaite summed this up in Agatha Christie's stories about "The Mysterious Mr. Quinn":

You say your life is your own, but can you dare to ignore the chance that you are taking part in a gigantic drama under the orders of a divine Producer? Your cue may not come 'til the end of the play—it may be totally unimportant, a mere walking-on part, but upon it may hang the issue of the play. If you do not give the cue to another player the whole edifice may crumble. You, as you, may not matter to anyone in the world, but you as a person in a particular place may matter unimaginably.

Everyone is a person in a particular place with an opportunity to contribute his or her part to the emerging pattern of Christian service. You and I have been given a particular place in which to serve; and to not take full advantage of the opportunity by striving for excellence is wrong. It is deadly dull to be mediocre.

In business, it is the person with the big view, comprehending not only his own job but all the surrounding jobs that contribute to it and stem from it, who becomes a superior person. One must be a dreamer to think of the destination, a planner to map out a path, and a drummer to set the marching time.

What can a person do? The first thing is to try to do something. It is only by trying that you will find out the stuff you are made of and become aware of your possibilities. Performance is what counts. The person who is satisfied with paper plans does not attain success. Someone is always offering in an advertisement an easier way of getting on in the world than by study and work; but the people who make their way from obscurity to "Who's Who" do so by using intelligence, initiative and energy.

Ella Wheeler Wilcox remarked in one of her poems: "The fault of the age is a mad endeavor to leap to heights that were made to climb."

In our kind of work we need to control the fretfulness that arises when our projects are delayed, thrown off the track or botched. A big-souled person knows that anyone is only as good as his performance proves him to be. Some day your hometown may erect a statue of you, but as Aunt Em said to the farm hand in the Wizard of Oz, "Don't start posing for it now!"

*E. Brandt Gustavson*  
*President*  
*National Religious Broadcasters*





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The precision of direct drive.



Check out the excellent stability and precision of the AU-700's direct-drive video head cylinder and capstan servo motor. The superb performance and durability of our crystal-oriented HPF™ heads. All combine to produce an outstanding picture with horizontal resolution of 260 lines color, 330 lines

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The speed of microprocessors.



Another touch of ingenuity is the AU-700's

microprocessor controls. Designed to work perfectly with the AU-A70 editing controller, they give you the speed, accuracy and versatility of full-logic, mode-to-mode switching. The AU-700 will accept SMPTE time code on a separate track or on audio track one as well as standard CTL pulses. And its electronic





Shown from left AU-700 editing recorder, AU-A70 programmable editing controller.

digital tape counter displays LED readouts of CTL pulses in minutes and seconds—even in fast forward and rewind.

#### Multiple source versatility.

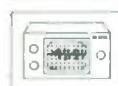


With our AU-A70 editing controller not only can you generate and read time code pulses, microprocessors let it perform up to 20 time code edits automatically. Add an AU-J10 multiple source adapter and it will accept inputs

from two source decks and one live line plus perform A/B rolls. Microprocessors also let you automatically go to specific tape locations. You can also search both ways at speeds of 1/20X, 1/5X, 1X, 2X, 5X plus pause with picture. Other features include program check, program exchange, insert programming and overflow indication. For editing convenience, separate address time and lap time indicators are included. The AU-A70's error codes pinpoint any procedural

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## New Bill Threatens Religious Television Stations

The Committee on Energy and Commerce of the U.S. House of Representatives is now considering a new bill—H.R. 5949—which may have a profound and devastating effect on many religious television stations. At the present time, it appears that the Telecommunications Subcommittee of the House Energy and Commerce Committee may hold hearings on the bill at the end of May. Thus far, H.R. 5949 has been a matter of great concern to licensees of religious television stations and program producers who rely on religious television stations as an outlet for their program ministries.

For the most part, H.R. 5949 deals with questions of copyright liability for cable systems. Tucked into the complex provisions of the bill, however, is a clause which would deny

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**HR 5949 has a clause that would deny many religious stations the right to be carried on cable systems within their service area**

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many religious stations the right to be carried on cable systems located within their service areas.

The Federal Communications Commission requires that all cable systems carry local television broadcast stations. Unless it is amended, H.R. 5949 would change this rule so that cable systems with 36 or fewer activated channels could delete local stations which failed to meet certain audience ratings thresholds in the county in

by **Richard E. Wiley**

which the cable system is located.

### The Problem of Ratings

At first glance, the ratings requirements appear fairly easy to meet. Under H.R. 5949, a television station would retain its right to be carried on a local cable system only if it maintained an audience share in excess of two percent of the cable television households or one percent of all television households in the county where the cable system is located. On closer examination, however, it is apparent that this new rule would present serious problems for many religious television stations.

County-by-county ratings have little significance for most broadcasters who usually are concerned only with market-wide data. Indeed, some religious broadcasters do not now subscribe to any rating services. Outside of major urban areas, audience ratings surveys may rely on a sample of the weekly viewing of only a few dozen television households within a given county. Thus, county-by-county ratings may have a reasonably wide margin of error. However, unless H.R. 5949 is amended, the accuracy of the ratings could be critical to religious broadcasters, particularly where as many as 36 other program services may be competing for viewers.

The potential for error in surveying the audience of religious stations is compounded by the pattern of viewership for these stations. While many persons view religious stations almost exclusively, others do not watch at all. With a limited sample, the intense viewing preferences of a relatively small

portion of the audience may not be reflected in the final rating. At present, H.R. 5949 contains no provisions whatsoever to ensure that the audience ratings used to delete local stations will be fair and accurate.

Once a religious station is deleted from a local cable system—which could happen on the basis of even a single audience survey—its carriage rights would be lost forever, regardless of the station's future ratings. Restoration of the signal would be required only if the cable system were rebuilt to an activated channel capacity in excess of 36 channels.

### The Loss of Viewers

Loss of local cable carriage would have a very serious effect on a religious station. Particularly in heavily-cabled areas, television viewers have

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**Once a religious station is deleted from a local cable system, its carriage rights would be lost forever**

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disconnected or never installed rooftop antennas. As a result, many religious stations which lose local cable carriage no longer will be able to reach their audiences or obtain the financial support necessary to stay on the air.

During its hearings and deliberations on H.R. 5949, the Telecommunications Subcommittee will be considering an amendment, supported by several NRB television licensees, which would exempt religious



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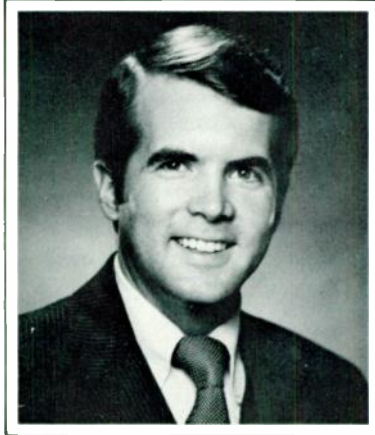
AM-800  
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# WFCV

AM-1090  
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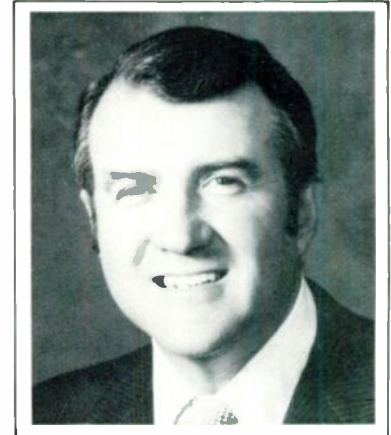
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At **BBC** We believe that "show business" is not our business and entertainment is not our purpose. With this in mind our music policy is in keeping with the **ministry** of the Christian program we carry. Anything less would be a violation of the 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".

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and other substantially non-entertainment stations from loss of cable carriage rights on the basis of audience ratings surveys. A major factor in the Subcommittee's decision on whether to adopt the amendment probably will be the response of the public to this serious threat to religious television. Accordingly, religious

**A major factor in the Subcommittee's decision on whether to adopt the amendment probably will be the response of the public**

broadcasters concerned about this issue may wish to bring it to the attention of their congressional representatives.

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

## **Capital Comments by Ken Beachboard**

### *Deregulation Passes Senate*

Broadcast deregulation, now an administrative procedure, has moved closer to becoming a matter of law. Recently the Senate approved S-1629, the Broadcast Deregulation Act of 1981. Introduced in September by Senator Howard Cannon of Nevada, S-1629 calls for codification of the FCC's Radio Deregulation Report & Order and elimination of comparative renewals. The bill directs the commission to encourage new and additional services and provides for the allocation of VHF-TV channels so that each state has one. Furthermore, it allows the commission to approve a five-year VHF license to states which have none. The Senate bill sets the cost of annual fees from \$150 to \$1,000 and hearing fees at \$5,000 plus a \$300-\$500 application fee.

### *AM Stereo*

After five years of debate, the Federal Communications Commission has authorized AM stereo broadcasting. The March 4 ruling permits broadcasters to choose any AM stereo system they desire. Major contenders include Magnavox, Harris

Corporation, Belar Electronic Laboratories, Kahn Communications and Motorola.

### *FCC Simplifies Radio License Exam*

Significant changes in the General Radio Telephone Operator License exam resulted from an FCC decision made in April. The exam required for technical maintenance personnel and/or those servicing radio transmitters now combines three tests into a single one. Noting that the first exam was the most difficult test and that 99 percent of those who passed it also passed the subsequent tests, the commission decided that a combination of all three would foster more efficient service.

### *Fowler Speech*

FCC chairman Mark Fowler recently urged broadcasters to make decisions in regard to their position in the marketplace and their first amendment rights. Addressing the National Association of Broadcasters convention in Dallas April 7, Fowler called the equal time and fairness doctrine rules "censorship for the electronic media." Pointing out that the rules were based on the scarcity of television and radio stations, he said that scarcity no longer exists.

### *School Prayer*

President Reagan chose the National Day of Prayer, May 6, to make a dramatic announcement about voluntary prayer in the public schools.

Addressing religious leaders he had invited to the White House, the President declared, "I'm particularly pleased to be able to tell you today that this Administration will soon submit to the United States Congress a proposal to amend our Constitution to allow our children to pray in school."

Prayer in the classroom is a cause which National Religious Broadcasters has championed for some years. Most recently, our 37th annual convention in January 1980 passed a resolution in favor of voluntary school prayer.

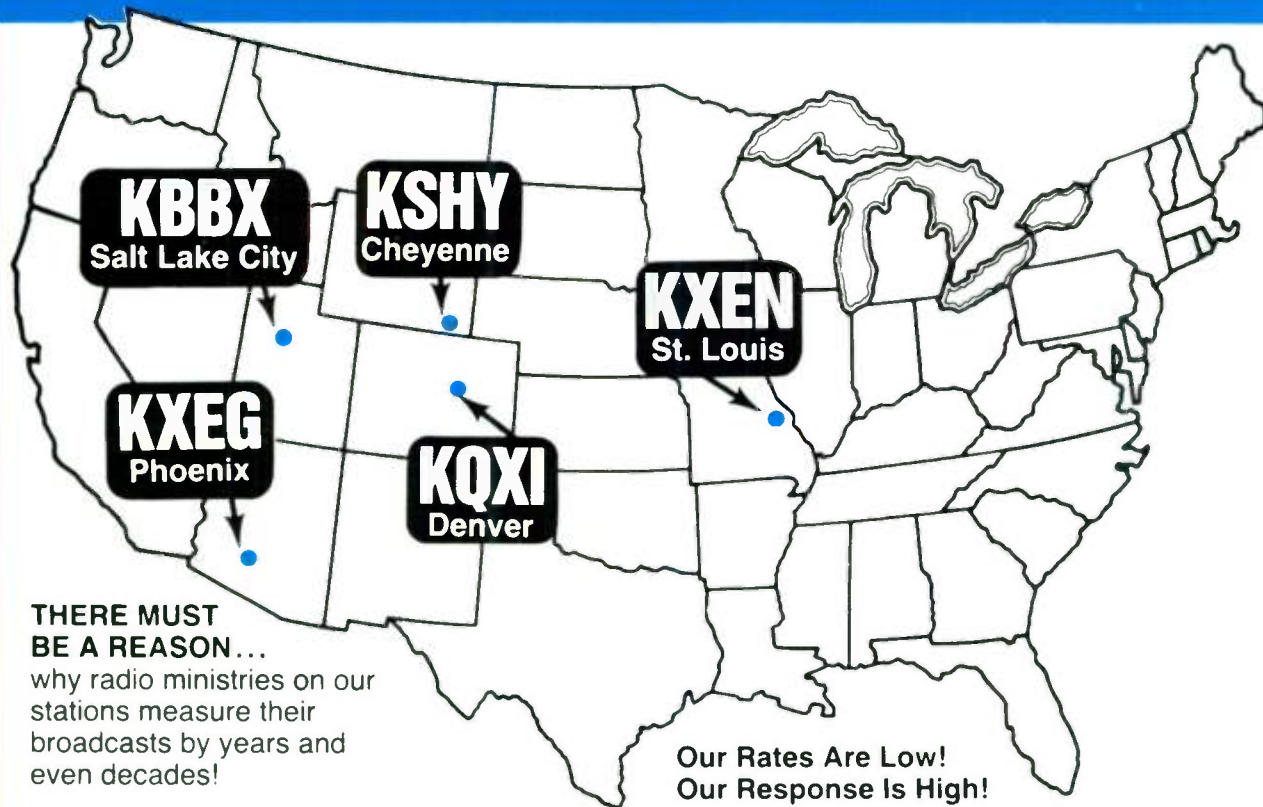
Religious broadcasters who have been ardent advocates were among the guests at President Reagan's historic proclamation. They included Jerry Falwell of *Old Time Gospel Hour*, Robert Grant of *Christian Voice*, Tim and Beverly LaHaye of *Family Life Seminars*, and Cecil Todd of *Revival Fires*.

National Day of Prayer climaxed with an evening meeting at Constitution Hall, with messages by Senate chaplain Richard Halverson and businessman Clement Stone.



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

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

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**Our Response Is High!**

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### **KXEN** (Licensed to Festus-St. Louis)

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

### **KXAK\*** (Licensed to Corrales)

Another Golden Gospel Giant is well on its way! Soon, KXAK will serve over 3/4 of a million people in New Mexico. The brand-new facility will blanket Albuquerque, one of the fast growing Sun-Belt cities, and the heart of New Mexico from suburban Corrales. Watch for more news and the grand opening soon.

Make your reservation for your program now.  
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To experience the full potential, and thus the value of any product you purposely put it to the test. After a few hours in the studio or on location, you can become painfully aware of the differences between a professional machine and those with a Hi-Fi heritage. Because Otari's only business is to serve the dedicated audio professional, you won't find cosmetic facelifts every couple of years; or, dredged-up product from another era that's labeled "Pro." At Otari we improve each product by subtle engineering refinements that make the basic product that much better — without fanfare and expensive model changes that you end up paying for. And the "B" is the embodiment of this philosophy. It's been around for three years (5050 Series, 6 years) and we plan you'll keep it around a lot longer. If you're a knowledgeable audio person who already owns an Otari you'll know what we're talking about. If you're not, then it is well worth your time to review the Performance and Feature facts we've

detailed in this ad. If you're in the market for a fully professional, super-reliable two-track, the time you spend to acquaint yourself with the "B" just might mean the difference between spending your money on a machine that will do for now — or deciding to make the investment in a basic creative tool that will pay you back handsomely in the years to come.



### THE FACTS: PERFORMANCE.

Overall Signal-to-Noise: 66 dB unweighted @ 520 nWb/m, 30 Hz to 18kHz.

Dynamic Range: 72 dB unweighted: 30 Hz to 18 kHz.

Headroom: +24 dB. Maximum output: +28 dBm.

Overall Frequency Response: 30 Hz to 22 kHz  $\pm 2.0$  dB (15 ips @ +4 dBm).

Playback Frequency Response: 31.5 Hz to 20 kHz  $\pm 2.0$  dB (15 ips @ +4 dBm).

Distortion: less than 0.7%, 1 kHz @ 250 nWb/m.

Crosstalk: greater than 55 dB, 1 kHz, adjacent tracks.

Wow and Flutter: less than 0.05% (15 ips).

Rewind Time: 90 seconds for 2500 feet.

### THE FACTS: FEATURES.

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THE NEW  
WORLDHORSE

## Coalition Backs Copyright Bill

ASHLAND, VA (NRB)—More than 65 radio and television stations have joined the Coalition for Copyright Action, an educational and lobbying organization supporting the Religious Freedom Copyright Bill HR-3392.

"Passage of HR-3392," declares James N. Birkitt, Jr., vice president of WIVE/Ashland, and founder of the coalition, "will protect religious broadcasting freedom and save broadcasters thousands of dollars per year in music license fees."

"Current copyright laws exempt religious worship, which the law defines as activities inside a church building during a worship service," explains coalition chairman Philip Bennett of WIVE. "HR-3392 gives religious worship programming on broadcast stations the same rights as religious worship in the church."

Congressman Bill Young of Florida introduced HR-3392 over a year ago. The Coalition has gathered other congressmen as co-sponsors of the bill.

A copyright kit, containing background information, is available free from Bennett at WIVE.

## Noted Broadcasters Affirm Sanctity of Human Life

WASHINGTON, DC (NRB)—Religious broadcasters were among the 200 religious leaders who recently issued a statement affirming the sanctity of human life.

James Boice of *Bible Study Hour*, Joel Nederhood of *The Back to God Hour*, Adrian Rogers of Bellevue Baptist Church, James Dobson of *Focus on the Family*, Leighton Ford of *The Hour of Decision* and Malcolm Muggeridge were among the score of broadcasters who

signed the affirmation.

Challenging the "growing tendency of some to value human life only if they deem it 'meaningful,'" the resolution emphasizes "the sanctity of each human life regardless of intelligence level, physical appearance, stage of development or degree of dependency."

Prominent evangelicals who signed the document prepared by the Christian Action Council include: Francis Schaeffer, Carl Henry, Ron Sider, Eric Fellman of *Moody Monthly*, Elisabeth Elliott, Robert Walker, John Walvoord, Robert Webber, Harold Ockenga, Jacob Preus, Richard John Neuhaus, Bruce Metzger, Robert Dugan, Walter A. Maier, Lynn Buzzard, John Warwick Montgomery and others.

## Trans World Radio Expands in U.S. and Abroad

CHATHAM, NJ (NRB)—Broadcasting the Gospel internationally for 30 years, Trans World Radio continues to expand its facilities and outreach.

In the U.S., Trans World Radio recently acquired a new 14-acre site for its international headquarters in Chatham, New Jersey. TWR plans to build a three-story facility which will centralize the headquarters staff, now operating from three separate locations. Administrative offices will be set up in one of the existing buildings on the new property. Other buildings will have accommodations for overseas visitors.

In Europe, TWR is installing a new 500,000-watt shortwave

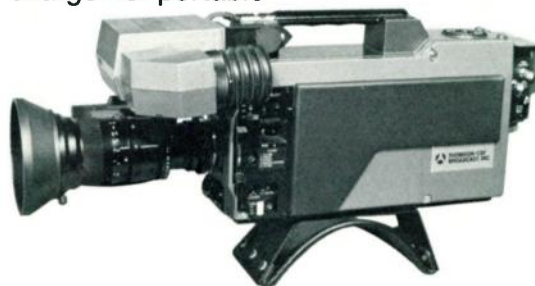
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transmitter which will expand its Polish broadcasts from Monte Carlo to Poland. TWR airs daily shortwave broadcasts in Polish and twice weekly medium wave (AM) broadcasts. The new installation will be completed this summer.

"Despite the changing political situation in Poland, our Polish programs continue to operate normally," observes Tom Streeter, TWR program director in Monte Carlo. "Most of our Polish programs are recorded in Warsaw, then mailed to Monte Carlo for transmitting. The responses, sent to a local address in Poland, reveal the deep spiritual hunger that exists among Poles."

In India, Christian leaders credit the TWR broadcasters from Sri Lanka for helping to bring thousands of new believers into established churches and house churches.

At a recent meeting in Hyderabad with TWR founder and president Paul E. Freed, 45 broadcasters who prepare programs for the Sri Lanka facility reported "an overwhelming response to the broadcasts." Dr. Freed was told that "the biggest problem for evangelical churches in India is how to accommodate all the new converts."

## TV Spots for Children

ASHEVILLE, NC (NRB)—A new production group, Children's Christian Television Company, is producing 60-second spots to tell children about the Lord.

Created by Barbara Ray of Asheville, the idea for the campaign started 5 years ago when she was unable to find a Christian children's program for her daughter. After three weeks of prayer, she heard the Lord directing her to "tell the children that I am the most powerful Space Being ever."

The school teacher and her husband Henry Ray founded the

TV company in 1979. Using the facilities of the local cable company and the help of 50 volunteers, they produced a twenty-seven minute promotional tape. It included puppets, a ventriloquist, drama, slides, singing, news, spots, and a science segment.

CCTV plans to offer a weekly

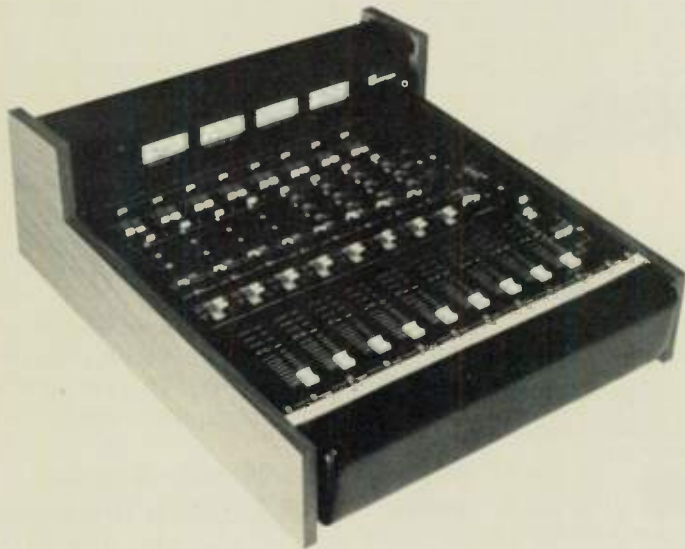
half-hour program for children in the future.

## Broadcasters at Leadership Conference

WASHINGTON, DC (NRB)—Religious broadcasters were prominent at the Washington for Jesus Leadership Conference

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PHONE \_\_\_\_\_

# News

April 28 and 29.

Speakers included Bill Bright of Campus Crusade for Christ International, Pat Robertson of Christian Broadcasting Network, Virginia Beach, Va.; E. V. Hill of Mt. Zion Missionary Baptist Church, Los Angeles, Calif.; and John Gimenez of *Rock Church Proclaims*.

## Multimedia Campaign Says Aging is Good News

ST. LOUIS, MO (NRB)—Spots on radio and TV, special features on *The Lutheran Hour* and *This Is the Life*, and print ministries are presenting a Biblical view of the aging process.

The multimedia campaign, "The Miracle of Aging," is sponsored by the International Lutheran Laymen's League, the Lutheran Church Missouri Synod agency responsible for *The Lutheran Hour* on radio and *This Is the Life* on television.

The broadcasts and spot announcements offer the booklet "The Miracle of Aging." The booklet points out that "the message of physical aging is Good News in that we have been redeemed by a resurrected Lord who enables us to look forward to the resurrection of our bodies."

Eight episodes of *This Is the Life* deal with concerns of the elderly. The series is available for public service telecasts.

## Moody Begins Satellite Broadcasts

CHICAGO, IL (NRB)—Moody Radio Network inaugurated around-the-clock satellite broadcasts May 1, utilizing Satcom III-R.

Originating at WMBI/Chicago, the flagship station of the Moody Radio Network, the 24-hour-a-day service includes newscasts from International Media Service, live features from Moody Bible Institute, *Moody Presents* and other religious programs.

The program material is available throughout the United States, Canada, Puerto Rico and parts of Mexico, according to Robert Neff, Moody director of broadcasting.

## Media Congress Shows Evangelical Leadership

BOBLINGEN, W. GERMANY—Attracting more than 900 registrants, Germany's First Evangelical Media Congress made evangelicals "aware of their strength in the media," according to the German Evangelical Alliance.

Organized by the Association of Evangelical Communicators, the media arm of the Alliance, the congress marked the first joint meeting of evangelical broadcasters, publishers, film makers and journalists. The planners originally expected 300 registrants.

Horst Marquardt of Evangeliums Rundfunk, Bert Dorenbos of Evangelische Omroep, and NRB executive Ben Armstrong were speakers at the broadcast seminars.

Marquardt, who was instrumental in planning the congress, advocated more time for the Gospel on the state radio-TV system. He emphasized that "the Gospel is of interest to the public."

Data released at the meeting, held in March, revealed that German evangelicals finance and produce missionary radio programs which reach more than 1 million listeners in German-speaking areas, plus radio programs in other languages. Evangelical publishers account for more than half of the religious books on the West German market and evangelical magazines have an annual circulation of 30 million.

In April, at a meeting of communicators associated with the state church, evangelical representatives were told they would receive air time on the state system in the near future.



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## NRB Expands Employment Services

MORRISTOWN, NJ (NRB)—In response to a growing demand among NRB members and other religious media organizations, NRB is introducing a new, expanded, personnel service for employers and employees.

The new NRB Employment Services match potential employees with prospective employers in communications ministries across the country.

Noting that "traditionally NRB has been a source of information about qualified people and openings," NRB executive Ben Armstrong points out that the new services go beyond previous capabilities. A major advance is the use of computers, enabling NRB to keep pace with "the explosive growth in religious media."

Two levels of assistance are available to job seekers:

● *The General Employment Search* gives an applicant a classified ad in two issues of "Religious Broadcasting" and distribution of resumes (supplied by the applicant) to as many as 20 prospective employers.

Pinpointing the intermatch of applicant and employer are current data printouts from a nationwide survey of Christian organizations. The fee for applicants is \$50 (less discount to NRB and IRB members).

● *The Executive Employment Search* is a comprehensive, growth-oriented program. The applicant receives the objective results of a battery of diagnostic tests and an interview at NRB headquarters, plus personal recommendations to potential employers and resume development. The fee for the

Executive Employment Search is \$1,000 (less member discount).

"Fees are not the sole qualification for acceptance into the employment program," Dr. Armstrong emphasizes.

According to Marge Stevens of NRB Marketing Services, applicants should send in comprehensive resumes when they apply for the services. She notes, "Your resume will be the foundation from which the whole program works."

More information on NRB Employment Services is available from Marge Stevens, 201/575-4000.

## Western Convention Attracting Top Names

LOS ANGELES, CA (NRB)—Prominent political figures, major recording artists, leaders of two of California's largest churches and experts in religious broadcasting are on the program for the action-packed NRB Western convention, September 19-21.

NRB Western president Ed Steele of Creative Communications Associates anticipates an unprecedented turnout for the event at the Los Angeles Airport Marriott.

"With names like E. V. Hill, John MacArthur, Mayor Tom Bradley of Los Angeles, Joni Eareckson and Dick Curd—the recording company executive who is a candidate for the governorship—our plenary sessions have tremendous appeal," Steele notes. "Response to our advance promotion indicates that many local broadcasters plan to attend for the first time."

One of the unique features of this year's convention is a seminar designed specifically for the local church with a broadcast ministry. The seminar assembles veteran program producers and station executives to share their expertise with the church-based ministries. The objective is to help local broadcasters attain technical excellence and maximize their



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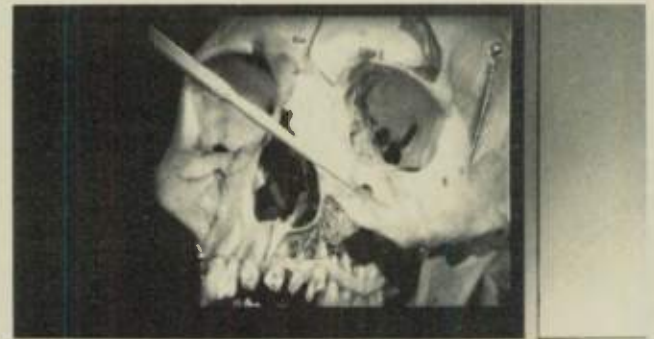
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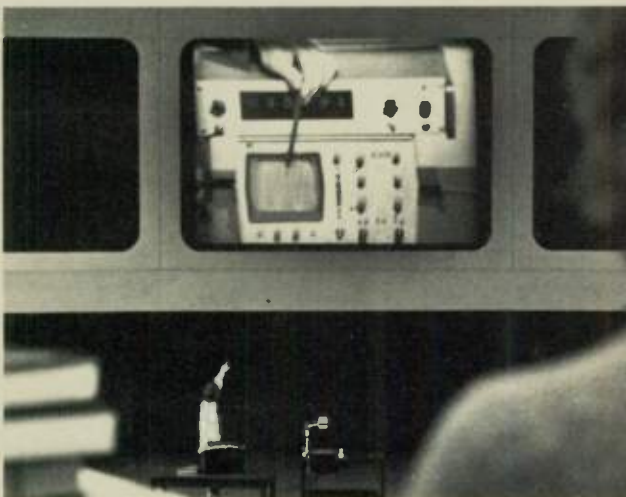
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effectiveness in communicating the Gospel.

Drawing on the wealth of talent in the West, plenary sessions feature music by vocalists Johnny Hall, Kathie Sullivan, Johnny Mann and his wife Lynn, and other popular Christian artists.

Exhibits by major national companies are a new feature at the Los Angeles convention. NRB exposition manager Mike Glenn predicts the Western NRB Media Expo "will be second only to the national exposition." Sales for the regional expositions are being coordinated by Glenn at NRB headquarters in Morristown, New Jersey.

Workshops for station managers and program producers cover developments in radio, TV, cable, promotion and fund raising.

## WESTERN NRB CONVENTION SPEAKERS



E. V. Hill



Joni Eareckson



John MacArthur

## Innovations Abound at NRB Midwest Convention

CHICAGO, IL (NRB)—Opening with an informal reception, the Midwest Regional Convention, September 23-24, at the Holiday Inn O'Hare-Kennedy, abounds

with new ideas.

For the Wednesday evening gathering, 7:30-9:30 pm, September 22, the convention committee plans to include music and refreshments.

An array of program treats for Thursday and Friday promises to make this year's event the greatest Midwest convention yet, according to chapter president Joseph Springer of Moody Church.

The 1982 program features outstanding plenary speakers and musicians. Bruce Dunn of *Grace Worship Hour*, winner of the 1978 NRB Award of Merit, is among the major speakers. A member of the NRB executive board, Dunn was named Pastor of the Year in 1979 by Moody Bible Institute of Chicago.

Two platform favorites, Stephen Olford of *Encounter* and author Elisabeth Elliot, are slated to address the regional convention. NRB president E. Brandt Gustavson of Moody Bible Institute and NRB executive Ben Armstrong are among the speakers. Vocalist Johnny Hall, trombonist Bill Pearce and the piano-organ duo of John Innes and Bill Fasig are adding their famed talents to the plenary sessions.

Seminars focus on FM translators, low-power television stations, studio production techniques, computer management and operation possibilities, (continued on page 49)

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**Leonard Gross, Custom Duplication Inc., Los Angeles:**

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When Fort Wayne reeled  
under the impact of  
the worst flood in decades  
WBCL became a rallying point

# Christian Radio Amid

by Char Binkley

**T**HE JUNCTION of three rivers greatly benefited the trade of the early Fort Wayne settlers but when a record snowfall melts rapidly, the rivers present a great threat.

Flood waters were nothing new to WBCL Radio in Fort Wayne, Indiana. During the spring flood of 1978, just two years after WBCL's beginning, the transmitter site was knee-deep in water and the station was off the air for several days.

One flood was enough! A year ago, WBCL's transmitter site was moved to higher ground so floods would present no further challenge to our 50,000 watt non-commercial station.

But on Saturday, March 13 of this year, the challenge came. Activity moved into high gear as over 900 women attended the "Day Away" seminar, sponsored semi-annually by the station. With Jim Schweickart, station manager, in California on vacation, it was my duty as second in command to wear two hats: chairwoman of "Day Away" and manager of WBCL.

While the seminar attendees were enjoying lunch, I was contacted by WBCL's news director about the impending emergency. Word had come from the National Weather Service that a flood surpassing that of 1978 would soon hit Fort Wayne. The mayor had already issued an emergency request for volunteers to begin sandbagging.

Plans were required immediately as to how WBCL would serve its listening audience during this

crisis. Questions needed to be answered quickly in a manner that would benefit the community and give Christian radio a credible place in the media in handling a crisis.

Our philosophy at WBCL has always been to maintain a quality spiritual format that ministers to people of all denominations and backgrounds. This aspect is combined with a commitment to broadcast quality news, weather, and local information so that our listeners need not tune to other stations for vital reports. Monthly volumes of mail prove that this policy works. We definitely wanted it to continue at this critical time.

Perhaps a review of our story will assist other religious stations in being prepared for floods, tornados, hurricanes, earthquakes or other natural disasters that threaten lives, destroy property and bring devastation to a community. Although WBCL had a snow emergency policy, we did not have a plan for handling such a disaster as a flood. We learned as we proceeded and, hopefully, our learning will benefit other stations. These are some of the questions we asked ourselves.

**What should be our prime focus as we awaited the flood?**

We wanted simultaneously to keep listeners informed with up-to-the-minute news and information about the rising flood waters while still maintaining our reputation for bringing joy and

blessing into the lives of listeners. We felt that both goals were of utmost importance and we went into action to achieve them.

Normally being off the air from Saturday midnight until 6 a.m. Sunday morning, we immediately decided to stay on the air overnight. We knew that regular night listeners would be joined by those who could not sleep due to the pending crisis. We made plans to give continued updates on the water levels, precipitation expectations, and temperature (which was important due to rapid melting of snow). We made connections to receive vital information dispensed continually from the City-County Building in downtown Fort Wayne. This information would be interspersed throughout the night with musical selections bringing promises of hope from God's Word.

Priorities for announcements were made. WBCL is known as the station where cancellations of religious events and church services are aired. We placed flood evacuation and volunteer announcements as top priority, dispensing with our usual cancellation service. We did not want to clutter the air with non-essentials and risk being tuned out by people needing the vital emergency information we broadcast.

We encouraged the Christian community to get involved. Listeners were challenged to help fill sandbags, prepare soup for the volunteers, even to babysit free-of-charge for those who wanted to go sandbagging.





# Disaster



Photos Courtesy of the Fort Wayne News Sentinel



By Sunday morning, the potential crisis turned into an actual flood which was to be Fort Wayne's worst in almost 70 years. Now other questions needed to be answered.

**What unique ministry could WBCL have during this crisis—an outreach that no other station would have in Fort Wayne?**

This question was asked out of a desire to serve, not in hopes of being honored later or beating the competition. We all agreed that our task was to help unite the Body of Christ to meet the challenge of the crisis.

Through Fort Wayne Bible College (the owner of WBCL and on whose campus the station is located), a command center was

established. This was a designated collection point on campus for food, clothing, furniture and other items needed for both the flood victims and the thousands of volunteer workers who needed to be fed around the clock. Once the news was out, items poured in and loaded trucks left every half-hour for the Salvation Army in downtown Fort Wayne.

Within three hours of the announcement about the collection point, 30 churches within a 60-mile radius of Fort Wayne called WBCL, asking to be designated as official "drop sites" for the collection of items that they would then deliver to Fort Wayne Bible College for transport to the Salvation Army. The list of "drop sites" was aired hourly so that

*President Reagan's visit encouraged workers who filled over a million sandbags and saved hundreds of homes and businesses in the Fort Wayne area*

WBCL listeners could participate in helping the flood victims.

Frequent contact was made with the Salvation Army, with live reports and voice cuts of the captain informing listeners of the most urgent items. Tea bags and hot chocolate packets headed the list and were used to keep the sandbaggers warm, but as the flood waters became more destructive, evacuated citizens needed clothing and bedding.

As the need for more sandbags grew, an announcement was aired for shovels so that FWBC students could participate in filling the



bags. Within one hour, dozens of shovels were delivered to WBCL—more shovels than could be used. People were getting involved in big and little ways as they became aware of the needs.

*Mid-Morning*, WBL's daily 55-minute interview program gave listeners an inside look at the activity surrounding the flood and encouraged them to pray. FWBC students, some who had been out all night shoring up the dikes, shared freely the joy of ministry they felt as they worked alongside other city residents. This was an opportunity to translate their classroom knowledge of the Scriptures into practical life actions.

Local pastors joined me on the air to share thoughts from the Bible about God's help in time of trouble. We prayed together, inviting our listeners to join us as we brought to the Lord the needs of those who had lost every earthly possession, of those who were weary from hours of sandbagging,

and of those who needed hope in this difficult hour.

**How can a small staff of eight be best utilized when action is heavy, time at a premium, and ministry so vital?**

We determined that the ministry aspect should remain predominant.

The news director was assigned to cover all of the mayor's news conferences, President Reagan's press conference and all vital updates fed continually from many city sources.

We decided not to utilize valuable hours by assigning someone to do live reporting from the flood sites, but to concentrate on newscasts that included voice cuts from the various conferences and agencies.

The office staff was inundated with phone calls. They answered questions as to what donated items were currently most crucial, what streets were now closed and a myriad of other questions which listeners needed to know. Others called with prayer requests or praise notes. The staff tried to stay cheerful and patient in answering questions and listening when people needed to talk.

Announcers were assigned to keep the information flowing, but with integrity and certainty. No hearsay was to be reported, only thoroughly checked reports, using actual voice cuts as often as possible. An announcer can either give the listener a great degree of confidence or cause panic and fear, depending on his choice of words, phrasing and source of information.

Various staff members were assigned special projects to inform Christian stations across the nation about the local situation. Calls came from several states and Canada requesting live reports on the Fort Wayne crisis. Several feeds were sent to International Media Service. The *700 Club* sent a crew to tape a segment with myself and a member of the Fort Wayne Bible College faculty whose home had been devastated by the flood.

Staff members rearranged their work schedules so that sleep could

be gotten whenever possible. Flexibility and dedication were the two most prominent qualities that everyone needed and did display.

**What did we learn through our involvement in this crisis?**

We learned that denominationalism did not matter in time of crisis. The response of the entire Christian community was beautiful to behold.

We learned that the support of each other within the WBCL staff was vital. Personal plans and schedules gave way to what was most beneficial for the whole. Compliments, a cold coke, a pat on the back, prayer abounded as we kept each other going.

We learned that Christian brothers and sisters around the world cared. (Phone calls from as far away as Africa and Japan expressed concern for our safety.)

We learned that Christian radio can be vital and strategic in time of community crisis.

Fort Wayne will be a long time in recovering. Thousands of sandbags are still visible in some areas; deep holes in the roads show where the heavy trucks took their toll; houses are still being repaired and repainted.

We believe that because the dedicated body of believers that constitutes the WBCL listening audience got involved, the community saw Christ's love in action. We hope that this love lessened the emotional scars of the flood victims and gave renewed strength more quickly to those volunteers who spent countless hours on the river banks.

We pray that a flood crisis will never again face WBCL, but if it should, we will accept the challenge and serve the community as God leads. NRB



*Char Binkley, assistant manager of WBCL/Fort Wayne, hosts several of the stations regular feature programs.*

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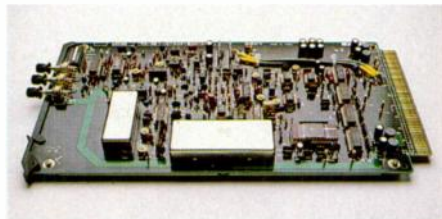
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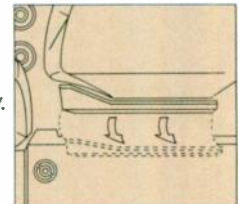
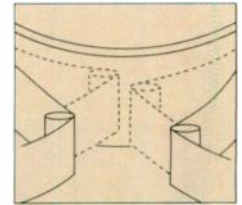
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And because the best way to simplify maintenance



To simplify threading, guide posts automatically move away from drum, and audio head cover opens

is by lessening the need for it, the Sony BVH-2000 has been designed to be virtually maintenance-free down to the last detail. For example, only brushless DC motors are used, and all incandescent lamps have been replaced with high-brightness LED's.

Other welcome advances include a greatly expanded dynamic tracking range (from reverse at normal speed to forward at 3 times normal); programmed play (allowing you to vary playback speed across a range of  $\pm 20\%$  of normal speed); and video and audio confidence.

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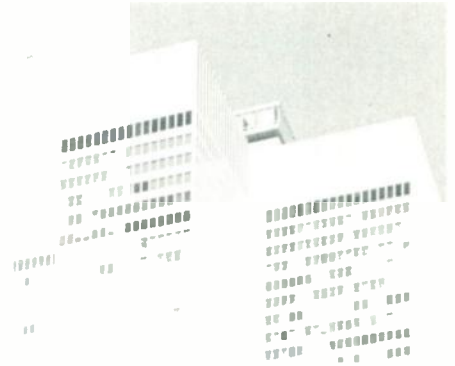
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should understand  
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trade-offs**



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The temporary freeze imposed on new low-power applications in April 1981 is still effective, but it is indeed temporary, and the Federal Communications Commission is under increasing pressure to lift the freeze order. For those considering entering the low-power arena, it is not too late to examine some of the technical concerns necessary to complete an FCC application for a low-power television station.



**Frequency Study**

The first step in planning such a facility is a mandatory engineering frequency study. This study determines which television frequencies have no critically spaced stations, assignments, or authorizations likely to receive interference from the proposed facilities. Any channel determined not to be critical with respect to these criteria is thus available for filing. The nature and complexity of the frequency study often dictates retention of a consulting engineer to determine the available television frequencies.

**by Dr. Thomas C. Durfey and Russell J. Krausfeldt**

An alternative method involves submitting the latitude/longitude coordinates of the proposed community to be served to a computer search service. "Dataworld" in Washington, D.C., is one such agency. Once the available frequencies have been located, many interrelated factors complicate selection of a single frequency.

For example, should an engineering study demonstrate that an acceptable vacant channel exists on both the UHF and VHF bands, the applicant immediately faces a crucial choice. Since the FCC allows translator facilities on either frequency band, the engineer and applicant must jointly determine which frequency

band will best fit the applicant's overall objectives.

Generally, VHF channels require less powerful transmitters and larger, more expensive transmitting antennas than those required by UHF stations. However, since VHF channels are limited to 100 watts of power (as compared with 1,000 watts allowable on UHF channels), the signal of a VHF low-power station will not ordinarily propagate as well as the signal of a UHF station because it is more susceptible to man-made interference.

On the other hand, a 1,000-watt UHF transmitter can cost up to three times as much as a 100-watt VHF unit. In addition, the low-power applicant electing to serve a



VHF-dominated market with a UHF station may face strong resistance based upon a traditional acceptance of the VHF service only.

### Tower Facilities

An equally important task confronting the potential low-power applicant is the selection of broadcast-tower facilities. While the applicant's first impulse may be to construct a new tower specifically for the mounting of the new transmitting antenna, such policy has several drawbacks.

Of particular concern to new low-power applicants is the need to include extensive data relating the cost, location, and physical dimensions of the proposed construction. In addition, the entire proposal may be subject to indefinite delays as the mandatory "environmental impact statement" is studied by the governmental agencies.

The use of existing tower facilities through rental agreements is thus usually preferable. Existing tower facilities are abundant in most areas of the country with rental possibilities and costs based upon the height of the proposed antenna and the demand for these facilities. Agreements for the rental of existing tower facilities are especially suitable for UHF low-power stations owing to the moderate tower space, height requirements, and compact size of UHF broadcast antennas.

### Broadcast Antenna

The critical companion to the broadcast tower is the broadcast antenna. Properly selected, an antenna can increase the primary coverage area of the low-power station while simultaneously including or excluding other areas from possible reception. This is made possible owing to a lack of effective radiated power (ERP) restrictions on low-power stations.

Thus, while a UHF low-power station may use a transmitter of 1,000 watts or less, a high-gain directional antenna mounted at an advantageous HAAT (Height Above Average Terrain) could

raise the ERP of the station to 25,000 watts or above. The only practical limits are the installation's cost.

Equally important in the selection of a broadcast antenna is the height at which the antenna will be mounted on the tower. Consideration must be given the electrical loss characteristics of the transmission line used to connect the antenna array to the transmitter. This is one area in which the trade-offs relating to different components must be carefully weighed. Signal strength gets lost in the transmission line or cable used to connect the transmitter to the antenna. Some of this signal loss can be reduced by keeping the transmitter-to-antenna distance short or by using a more expensive, longer cable type with a good efficiency factor (low loss of signal per unit length).

As an example, if an applicant were to select an antenna with a

**As with any system, there is a point of diminishing returns, where the expense of more sophisticated equipment buys only a negligible increase**

power gain of 21.3, using a transmission line with a length efficiency factor of .40 (to reach a height of 600 feet), and a transmitter of 1,000 watts, the effective radiated power would equal transmission line length efficiency X antenna power gain X transmitter output or ERP = .40 X 1.00 (8,250 watts, about average in



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this case). If the same applicant were to halve the antenna height, substitute a more expensive transmission line with a length efficiency factor of .75 (to reach a height of 300 feet, a very good line indeed), select a less-expensive antenna with a power gain of only 13.0, and retain the same 1,000-watt transmitter, the ERP would equal  $.75 \times 12.0 \times 1.00$  or 9,000 watts (a similar, although slightly better, figure).

While halving the antenna height would have some impact on the coverage area not indicated by the ERP, this example demonstrates the trade-offs involved in the selection of a transmission system. In the case of these examples, the cost of the length of gas-filled line necessary to achieve the line efficiency cited in the second case may prove to be twice the saving from the substitution of a cheaper antenna. As with any system, there is a point of diminishing returns where the expense of a more sophisticated antenna or transmission line buys only a negligible increase in the anticipated coverage area.

Ideally, the most advantageous tower location for a low-power UHF transmitting antenna is atop a tall building that has been built on a mountain or overlook directly above the community to be served. This ideal situation is improved if a high-gain antenna is used and is connected to a transmitter located but a few feet away, inside the top floor of the building.

Such prime locations are not always available. Instances may occur in which the tower location and antenna height must be compromised in order to avoid possible interference from a short-spaced co-channel or adjacent channel station. Costs and relative advantages need to be studied carefully before making final decisions in this critical area.

#### Basic Understanding Needed

The possibilities of low-power television are exciting indeed. Hundreds of religious broadcasters with low-power applications are already on file with the FCC in Washington. Undoubtedly

hundreds more have felt unwilling or underqualified to venture into this new medium.

It can safely be concluded that while the actual preparation of the low-power application is best reserved for the professional consulting engineer, the principles and approaches used to prepare the low-power proposal can and should be understood by the willing applicant.



*Dr. Thomas C. Durfey is chairman of the Dept. of Communication Arts at Oral Roberts University. Mr. Russell J. Krausfeldt is a communications major at the university.*

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**Tips**

**for**

by Mel Johnson

# Sharathons

**T**HE SHARATHON concept was born out of the conviction that in order for people to give, they need to know why. A simple, straightforward declaration of needs is the most effective route to having those needs fulfilled.

We first had the inspiration to start our Sharathons at Northwestern College Radio in 1966. We analyzed that 1) our needs had to be declared, 2) people should be invited to participate, and 3) the reward for giving was the continuous availability of Christian radio in the home.

We adopted the slogan, "We want to be there when we are needed." But in order to make this slogan a reality, without commercials, someone had to pay the bills.

We found that setting aside three days for fund-raising was the most efficient approach, although some successful Sharathons have gone two days and others as long as five.

In relating our heart's desire to listeners, we emphasize three points: 1) how we used their contributions last year, 2) why we need their support this year, and 3) what we plan to do with their money in the future.

## Secrets of Listener Appeal

A oneness of sound is critically important. Every person at the

microphone must be going in the same direction. The secret is organized voices and continuity with no lengthy interruptions of unrelated material.

We break at the top of the hour for the news but preempt all other programs on the schedule. This is necessary because if you carry one program, listeners will wonder why you are not carrying their favorite one too.

According to the time of day, a mood should be set to encourage individuals to become a part of your family. For example, the morning sessions should have a bright sound of "get-going" while toward the late hours of the evening a settled tone of quiet invitation should predominate the format.

Since people respond to people, they must be acquainted with the voice of the leading person, whom we call the anchorperson.

The accent is on good inspirational music. People report to us that they feel the Sharathons are a highlight of their year because they hear more music in one day than they do normally in one month.

In the past 15 years I have participated in 141 Sharathons. I have discovered that people respond best to marching band music, up-tempo inspirational music and old hymns played and sung well.

The first day of a Sharathon is

Get-Acquainted Day. Many listeners, of course, will have already heard of the three-day Sharathon from their station manager, who has invited them to make their pre-Sharathon pledge, which many do. One station I know of has nearly half its goal fulfilled before they start.

The second day is called Church Appreciation Day. On this day we salute the pastor and staff of local churches. Listeners are invited to call in and share with us any special events or revivals in their church.

They give the name of their pastor and church so we can recognize them on the air. In the "Thanks Drive" of Family Life Radio in Michigan over 300 pastors were recognized by the listeners.

During the course of the broadcast day, we set time aside for pastors and pastors' wives only. The entire approach is one of positive encouragement to the church.

The final day is Family Day. On this day, of course, we underscore togetherness. Many people call in to present a gift or pledge in honor of children or parents or grandchildren.

All throughout the three days, without pre-announcement, we present 15 minutes or half-hour segments dedicated to nurses, mothers, policemen, janitors, teachers and others. During this



time, we discuss related material, such as a poem or essay. None of these are long discussions, always keeping in mind the predominant invitation to participate by giving.

A verse for the day is always accented. The Sharathon Prayer Room is always open and listeners are invited to call in their prayer requests. Teams of workers meet to talk to the Lord about these prayer requests every hour on the hour.

Intermediate targets are announced and, depending on the goal of the Sharathon, a devotional chat may follow each announcement. For example, following every \$1,000, we play Otis Skilling's "We Thank You," and at \$5,000, the Doxology. The devotional talk, usually not more than two minutes, is either live or taped in advance by a pastor or Christian leader.

#### Guest Participants

On Church Appreciation Day we invite pastors and leaders of various Christian organizations to join us for a half-hour segment. During this time, they do the reporting. (There are two people at the microphone at all times—the anchorperson, who leads the way and controls the pace of the music, and the reporter, who gives the report of money coming in, including any special remarks or comments that people have made.)

At WNWC/Madison (Wisconsin), station manager Carl Ramsey had a different pastor or Christian leader every hour from 8:00 am until 6:00 pm. It was one of our most successful Sharathons.

Personal interviews must not be lengthy. The anchorperson should identify the guest reporter and his calling, salute him for coming and then put him to work giving the reports. A long detour talking about the reporter's work or specialties only leads listeners off the track, detracting from the Sharathon's main purpose.

An organized schedule of participants will maximize voice efficiency. I have found over the years that one hour is long enough for one anchorperson. He may need only a half-hour rest, but the

## One Network's Experience

Sharathon '81 concluded another season in the Upper Midwest with 15,783 listeners pledging over 1.6 million dollars in faith promises. It is through the Fall Sharathons that the stations of the Northwestern College Radio Network raise approximately 75% of the budget for the upcoming year. Income from broadcasters on a cost-of-service basis covers the other 25%.

The Network, headquartered in Roseville, Minnesota, has been raising the budget by this approach for more than ten years. The initial idea began in June 1967 with a Tower Power Project of \$50,000 for KTIS. At first only the local programming was preempted, but by the fourth and final day there was not time to do

anything except praise the Lord, verbally and musically, over the air. By 7:00 pm, Thursday, June 29, the pledges had gone over the top with \$51,734.

Today the Sharathons are 3-day packages of live radio with all regular programming suspended. Pledges come in by mail and phone and each one is reported on the air. No names are given, just the amount and general address. The average gift comes to \$10 per month.

The Northwestern College Radio Network and its listeners have discovered that raising the budget can be a time of great joy and praise. The Network is owned and operated by Northwestern College in Roseville, Minnesota.

—Dave Kersey

change gives him relief and also brings in others to let the listening audience know that there are a lot of folks on the team.

Broadcasters are invited in advance to call in. These are not promos for their programs, but short one-and-a-half to two-minute invitations to people to help support the station. It makes the broadcasters a part of what is going on as well as making listeners aware of their concern and interest for the success of the Sharathon.

Testimonies from listeners, not more than one minute, are also secured in advance. Sometimes testimonies are given live right on the spot. For example, a woman in Minneapolis called in wanting to be saved. The telephone operator led her to Christ, and a few minutes later we followed through with her testimony.

The telephone operators are very key people, hence they must be well-informed and have pleasant voices. Most are invited to come for a three-hour shift. If the phones are ringing, most are willing to stay right on, but if we permit them to stay longer, they become weary, either for lack of calls or too many.

The caller reports his pledge and is invited to make any comments about the station, the programming or his favorite program. A few people who call in will ask heart-searching questions about the "whys" and "wherefores" of money. Others will want to have their say about programming, i.e., programs they would like to have put on or taken off. Such calls should be referred by the telephone operator to the station manager, who will call the person back at his first convenience.

#### Motivating Listeners to Give

Sharathons are not begging but inviting. Programmed to the interest of the listener, they must generate continuous excitement and enthusiasm. Every gift is important, whether it is ten cents from a boy or a girl or a thousand dollars from a businessman. The anchorperson at the microphone must demonstrate unflagging optimism at all times.

A Sharathon is not an auction sale nor a hard sell, but simply an invitation to share in something that will benefit everyone.

Religious broadcasting is a kind of "spiritual invasion" that can



penetrate any household, reaching people of any age. When people become aware of this, they realize how important it is to make sure it is there when they need it.

Various approaches to giving which the anchorperson might suggest include "family togetherness giving"—setting aside a dollar per week out of the grocery budget to help supply spiritual food—or underwriting one full day of broadcasting in honor of a birthday or anniversary or as a memorial gift. Such a gift is recognized on the air on the day that is underwritten, naming the benefactor and the individual being honored.

Asking people to compare what they give elsewhere in relation to their everyday needs is another good approach. Most people spend five dollars per month, for

instance, just to have their garbage hauled away. How much is spent on coffee breaks? What about the newspaper? How about the magazines coming into the house? We believe that all of this is good, but we encourage people to do as much for their Christian radio station.

If possible, listeners should be invited to visit the studios for an open house so that they can see what we look like and what we do. A fringe benefit is that such visitors (as well as other listeners) usually keep the Sharathon workers well supplied with food.

An appreciation gift is always recommended, such as a calendar or a book that will be of spiritual guidance. The most effective appreciation gifts are books or booklets identifying the person on the microphone.

As a Sharathon progresses, the excitement builds and builds. One young man in Iowa told me that he gets up at 6:00 am and stays right on through the day and evening. He is only sorry that the Sharathon has to wind up at midnight.

Many listeners report that once they get into the flow of excitement, they don't want to leave their radios, so enveloped are they in the spirit of prayer and giving for a total success. **NRE**



*Mel Johnson of Young World Radio (Roseville, Minnesota) conducts a nationwide ministry to youth. He is speaker on the daily Tips for Teens and Action Four.*

# 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?

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"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."

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"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.**

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**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."

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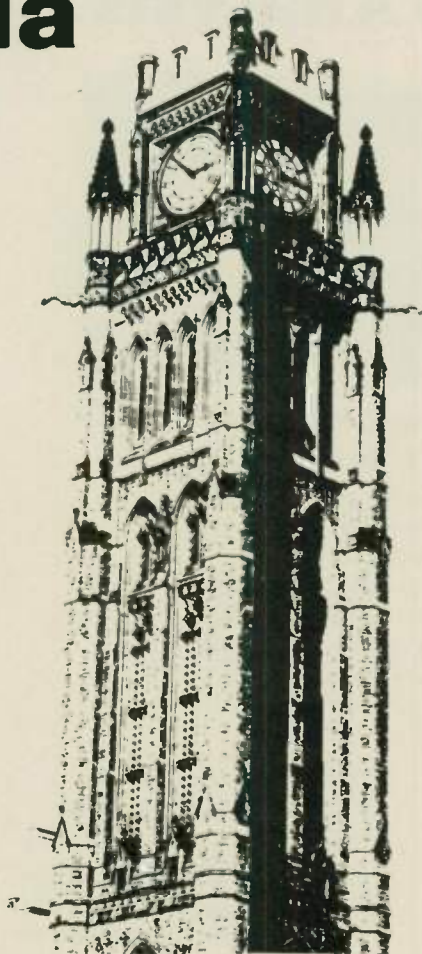
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# Christian Broadcasting in Canada

With one of the world's most advanced communications systems, Canada offers unusual opportunities to the church

by Ian J. Stanley



**W**HILE Canada is a vast country, its population totals only 24 million. Most of its people are located along its border with the United States. Because Canada's population is only one-tenth that of the United States, tariffs and regulations have been necessary to protect manufacturing and telecommunications, including radio and television.

The enormous size has forced Canada to develop railway, waterway and highway systems and a communications network to secure its existence as a unified nation. These factors are major reasons why Canada has become one of the world leaders in the technical development of communications systems.

Today, with more than 800 satellites hovering over the earth's equator, of which Canada has four domestic and three international satellites, regulations governing their use have become crucial to Canada's survival in television distribution.

## Religious Broadcasting

In the early days of radio a handful of Christians pioneered Christian broadcasting in Canada. At that time, secular radio stations welcomed and promoted these "live" Christian broadcasts. As broadcasting developed across

Canada, especially after World War II, the federal government established guidelines to control transmission quality and the number of stations licensed to broadcast.

During this crucial period of development the traditional denominations including the United Presbyterian and Anglican churches, together with the Roman Catholic Church, approached the Canadian government, requesting that the church be given free broadcast time on the basis that news and religion were within the public domain.

Christians who were already in broadcasting were few in number

and represented evangelical minorities. Any thought of organizing themselves into an association may have been considered, but nothing materialized, either due to a lack in numbers, a shortage of financial backing, or a weakness in leadership.

Without such association, the evangelical broadcasters had no voice within government circles. Because free transmission time was being made available to them the thought of establishing Christian broadcast stations did not receive a high priority. Whatever the reasons that hindered this important development, the passing of the 1968 Broadcast Act made it virtually impossible for such stations to receive a license and approval. Religious broadcasting was interpreted to be narrow and sectarian in its appeal and therefore unacceptable within the terms of "balanced" programming.

The mainline churches of Canada with their swing to liberal theology and religious humanism formed an Inter-Church Communications Committee (ICC). This became an influential lobbying force with the Canadian Radio-Television and Telecommunications Commission (CRTC) which had been established by the 1968 Act. The ICC maintained sus-



tained broadcast time for religious programming being developed within its own groups, but sustained time was not available to the small independent and evangelical denominational groups.

With the tremendous growth in evangelical radio and TV broadcasting in the United States during the past ten to fifteen years, Canadian evangelicals have become more aggressive in the use of the broadcast media. However, because there are no Christian broadcast stations, evangelicals are at the mercy of station owners when it comes to time availability and purchasing.

It is not possible to purchase time on stations owned by the Canadian Broadcasting Corporation (CBC). Independent radio stations, CBC-TV affiliate stations and stations affiliated with the CTV network, global network and cable systems are available for religious programming.

As evangelicals began offering to purchase broadcast time at going rates, station owners became more reluctant to make free time available to mainline denominations. This turn of events virtually eliminated all such free broadcasts, and mainline denominations have now taken a back seat in terms of Christian programming. However, they are still insisting through the ICC that the Canadian government hold public hearings which hopefully would result in the blocking of purchased air time for religious programming and would reinstate sustained air time across the country.

This is unlikely, as evangelical broadcasting, especially on television, has been greatly strengthened by Canada's pioneer, David Mainse, who broadcasts daily across Canada with his 90-minute morning program, *100 Huntley Street*. Canadian organizations such as World Vision of Canada, Youth for Christ, Youth With A Mission, The Peoples Church (Toronto), and many others are broadcasting regularly throughout the year in most major TV market areas.

Added to this is American Christian TV programming now being beamed into Canada—which can be received in 80 percent of Canadian homes with TV, together with the scores of American Christian radio broadcasts aired in Canada.

#### **Spiritual State of Canada**

Overall church membership in Canada during the past decade declined. General church attendance declined from 65 percent of the population in 1965, to 41 percent in 1975 and 35 percent in 1978. This decline is reflected in all major church groups except evangelicals. From 1971 to 1977, evangelicals grew a phenomenal 44 percent in

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### **The Broadcast Act is currently under review by the Canadian Parliament. The Canadian Association of Christian Broadcasters has presented a brief in favor of deregulation of the industry**

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membership. They now represent 10 percent of total church membership, up from 6.8 percent.

Evangelical churches have led in increases in per capita contributions, 238 percent for the 1971-77 period, compared with an average Protestant per capita increase of 158 percent for the same period.

#### **Broadcasters Organize**

The Canadian Association of Christian Broadcasters (CACB) was formed seven years ago as an arm within the Evangelical Fellowship of Canada. After a shaky beginning the CACB has grown rapidly, with over 100 members. Approximately 50

percent of all active broadcasters are represented.

The association retains a fraternal relationship with the Evangelical Fellowship of Canada and is now recognized by the government of Canada and the CRTC. It is becoming a powerful voice for evangelicals, as it truly represents the church active in religious broadcasting.

Christians in Canada are traditionally conservative in nature and outreach. Their attitude to the "electronic church" phenomenon of the past ten years has split their ranks. Those that are being helped through teaching and ministry and those that are being won to Christ are generally in favor of Christian television, while those who believe that the local church is the best way for the Christian to hear God's Word are not so favorable.

Because of the conservatism of Christians, members are reluctant to share personal needs and problems with their pastor. One organization in Toronto, The Christian Clinic, reports that of the 25,000 telephone calls it has received in the last five years, 70 percent have been from professing Christians sharing deep spiritual problems.

Many of those who are opposed to the electronic church see evangelicals as "merchandisers of Christ." It must be admitted that many secular marketing techniques have crept into religious broadcasting as part of the overall strategy to raise funds. Much has yet to be done in raising the quality of programming and in assuring the integrity of the financial appeals being made. The CACB desires, through its membership and code of ethics, to bring this to fruition.

#### **Cable and Satellite Systems**

Opportunity abounds for Christians and especially local community churches to enter the broadcast field. Canada has the most advanced cable system network of any nation in the world today. Over half of Canada's total population receives cable TV service.



Of the 7.5 million TV households in Canada, four million, or 53 percent are now served by cable TV. A large potential market base remains, with 5.8 million homes which could eventually be reached by cable. This figure includes present cable TV homes and those in communities already serviced by cable TV, but which do not yet subscribe. For Christian broadcasters working through cable television, this would mean a potential market base of 18 million people, or about three-quarters of the Canadian population.

Approximately one-fifth of Canada's total population is in rural and remote communities beyond the reach of cable service. Evangelical Christian broadcasters have a vital concern for those five million Canadians and recent developments in satellite technology and telecommunications should show the way to reach them.

Canada's first communications satellite, Anik A I, was launched in 1972. This introduced efficient, reliable communications, including radio, television and telephone service, to remote regions. Anik A II and Anik A III were subsequently launched in 1973 and 1975. One hundred transmitting and receiving stations were built across Canada to accommodate the satellite transmissions. As an outcome of this achievement, Canada hosted the 1976 Olympics from Montreal and delivered radio and TV coverage to 2.8 billion people worldwide.

In 1978, Anik B was launched, which includes one dual band with six channels in the more powerful 14/12 Ghz frequency range. Two additional high power satellites, Anik C & D are to be launched in 1982. Each channel of Anik C satellite will be able to carry two television video signals and two associated audio circuits with each video.

Previous to the 14/12 Ghz band, a microwave beam transmitted from a satellite could only be received by a huge dish antenna.

With the higher frequency of the Anik B satellite, large dish antennae are no longer needed. Small dish antennae are now efficient and can be produced and marketed to be installed on a rooftop, in an attic or in a backyard at a fraction of the cost of large dish antennae.

These developments would mean the opening up of a significant market base for Christian broadcasters. By the end of 1982, a total of 36 channels will be available in the 6/4 Ghz range and 16 on the 14/12 Ghz band.

Satellite communications have already been used to some extent by Christian broadcasters in Canada. Starsat Canada, Inc., a private corporation founded in 1979, has a comprehensive five-year plan for the development and utilization of advanced communications satellite technology.

Starsat has already leased a transponder from Anik B which receives signals from Ottawa and transmits them to the 100 satellite receivers between Victoria and St. John's. Starsat also broadcasts by radio from Langley, British Columbia via satellite to 4,500 FM radio outlets in the U.S., Canada and Mexico. International broadcasts are transmitted from Langley to the Pacific Ocean satellite and the Indian Ocean satellite using the global Intelsat network.

#### Assessment of Results

In the summer of 1979, the Canadian Association of Christian Broadcasters aired a live three-hour documentary on the Vietnamese Boat People from the studios of *Crossroads Telecast* in Toronto. The program was beamed to satellite through the courtesy and cooperation of CBC and transmitted to stations across Canada. No secular broadcasting agency in North America had ever attempted telecasting a documentary of this kind via satellite. The telethon raised \$635,000 and can be considered a major achievement for Christian broadcasters in North America.

As Canadians, we can be pleased

with the progress in communications technology within the past two decades. We can also become excited about the use of this technology in the 1980s. Yet, if we are willing to assess the results of all this mass communication, we might ask, "Has Canada become a better place to live in, a more moralistic society, a society that preserves biblical standards?" The answer is no!

The Christian evangelical communicator in broadcasting, especially via television, has shown enthusiasm in proclaiming the Good News, but too little thought has been given to the end result. The majority of Gospel programs are aired in the Sunday morning ghetto between 7:00 am and 12:00 noon, which in effect is evangelizing the evangelized.

Another question that must be addressed by the Christian broadcaster is the relationship of the Christian program to the local church. The appetite for television programming is causing a shift of its financial resources within the church in Canada. This is due primarily to the personal charisma demanded by TV for those personalities appearing on the screen. The status and influence that is associated with such personalities within the TV industry should cause us to ask whether this is of the Spirit or of the flesh. Such inherent dangers cannot be ignored.

Christian broadcasters have a responsibility to their viewer or listener and are accountable before God for what they do, how they do it and why they do it. The urgency of the day in which we live dictates that, with the Apostle Paul, we must have the mind of Christ, for it is His work and it is Jesus whom we serve. NRB



Ian J. Stanley is chairman of the Canadian Association of Christian Broadcasters.



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# The Extra Advantage

by Ben Armstrong

**Members who do not have a direct stake in television or cable have rallied to the cause with equal warmth**

**A** RECENT series of events underscores the crucial role of National Religious Broadcasters in protecting the interests of Gospel radio and television.

The specific events center around proposed legislation affecting cable television. It would be logical to expect that the Cable Copyright and Carriage Bill, HR 5949, would concern NRB members owning and operating television stations. (See page 8.)

Surprisingly, members who do not have a direct stake in television or cable have rallied to the cause with equal warmth. In fact, it was through the cooperation of two radio executives that NRB was able to arrange the sponsorship of an amendment to protect religious TV stations from the likelihood of being dropped from local cable systems.

Radio station managers, program producers, agencies and associate members showed they were ready to swing into action on behalf of their TV station colleagues. In contacting members from key areas, I found without exception that they perceived any threat against religious broadcasting as a threat against their own ministries. All agreed to bring the NRB amendment to the attention of their representatives in Congress.

The willingness of NRB members to undertake a special effort on behalf of a problem which did not concern them directly was most encouraging to me and went beyond my fondest expectations. Even more gratifying was the high respect members expressed for NRB.

Some of the most esteemed broadcast ministries in the nation happened to be on the list of 40 members I called, seeking support for the NRB-Collins amendment to HR 5949. The top executives in

these ministries agreed immediately to cooperate. Quite unexpectedly, many went on to express their admiration for NRB.

One nationally known speaker declared it was a privilege to be part of the association. The head of a huge organization emphasized that he had confidence in the ability of NRB to stand up against opposing forces. Several indicated that being identified with NRB had increased their organization's prestige.

Members from all sections of the Gospel broadcasting spectrum seemed to share the sentiments of a program producer who said "If NRB is for it, so are we."

## Opposing Forces

While it's premature to predict that the NRB-Collins amendment will be enacted into law and protect religious TV stations from being displaced by pay TV, the Cable Copyright and Carriage Bill is likely to occupy NRB attention for some time to come.

As originally introduced by Congressman Robert Kastenmeier of Wisconsin, the Cable Copyright and Carriage Bill reflected a compromise agreement among associations representing cable systems, commercial TV stations, motion picture producers and sports. It provided standards for determining whether or not local TV stations would be carried, mandatorily, on a local cable system. The standards, based on ratings, would exclude most religious stations from the "must carry" category and guarantee additional channels for pay TV and other services specializing in pornographic material. NRB requests for changes in the bill were rejected by Kastenmeier.

After winning the approval of the House Judiciary Committee, the Kastenmeier bill went to the



# of Belonging to NRB

House subcommittee on Telecommunications. At this point, NRB had a second opportunity to propose an amendment protecting religious TV stations. One member of the subcommittee agreed to study the proposed amendment on the basis of his respect for NRB counsel Richard Wiley, former chairman of the FCC.

Other supporters of the bill have withstood pressure from other groups because of their admiration for certain religious broadcasters. Significantly, supporters of the amendment come from both political parties and from a range of religious affiliations.

Obviously, the framers of the original Cable Copyright and Carriage Bill did not consider religious TV stations very important. By the commercial entertainment industry's yardstick of ratings and earnings, religious stations, admittedly, are small.

With many bidders vying for channels on local cable systems, religious television easily could become a victim of a fierce struggle for higher profits. It seems highly unlikely that religious stations could survive without the legal protection of the NRB-Collins amendment.

It seems equally unlikely that any one station, or group of stations, could have brought the amendment to the point where it now stands.

## Basic Benefit

According to Richard Wiley, the Cable Copyright and Carriage Bill represents "the greatest threat to religious broadcasting in over a decade." The amendment demonstrates what an association can do in the face of threatening legislation.

At the same time it points up the basic benefit of belonging to an association. Acting together we can accomplish things which are

beyond the capability of any single organization acting alone.

The founders of NRB spoke about being "banded together for strength." The cause which united them 40 years ago was the decision by key radio stations to limit Gospel programs. Galvanized by this threat, religious broadcasters—and other evangelical organizations—realized that cooperative action would marshal their resources more effectively than individual action. As a result, two national associations were formed—National Association of Evangelicals, in 1943, bringing together churches and religious groups—and National Religious Broadcasters in 1944.

From the first, NRB had two objectives: (1) access to the airwaves for the communication of the Gospel, and (2) excellence in religious broadcasting.

The first objective, gaining access to the airwaves, demands strength, in numbers and in determination, to counter the commercial, political and other secular interests which compete with the Gospel for radio, television and cable time.

In dealing with networks, stations, legislators and regulators, the strength of NRB stems from our size. As an association of 950 organizations we gain a hearing which otherwise would be open to only a few of our largest, best known members. Even these members find that the impact of the association transcends what they can accomplish individually.

In addition to impressing outsiders, the size of our association has a positive effect upon member organizations. Each member gains assurance from being part of a larger effort. In the current threat against religious TV stations, the support of NRB has given meaningful encouragement to many members. This type of mutual assistance is one of the

*(continued on page 46)*

**Acting together  
we can accomplish  
things which are  
beyond the capability  
of any single  
organization alone**



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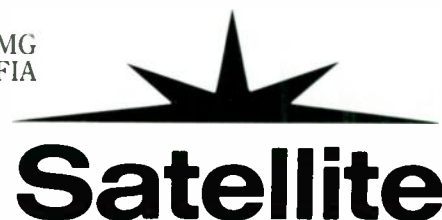
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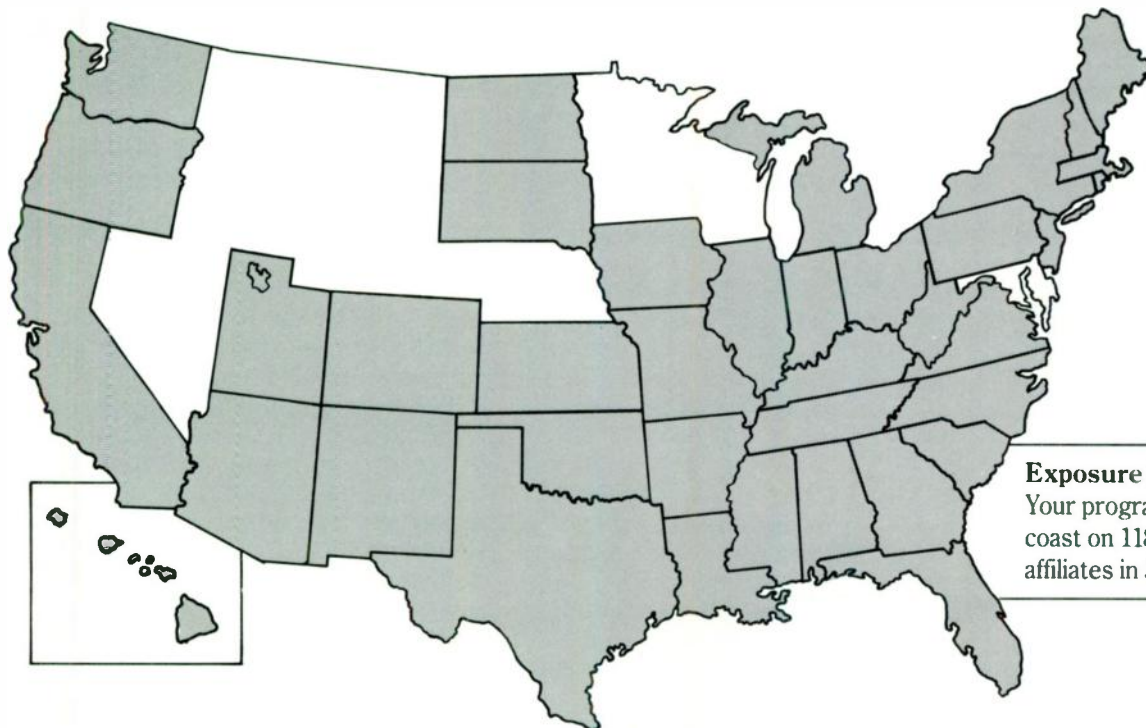
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Raleigh WPJL  
Wilson WLLY  
Beaufort WBMA

### North Dakota

Mandan KNDR

### Ohio

Bellvue WNRR  
Dayton WGIC

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Oklahoma City KBYE  
Tulsa KAKC

### Oregon

Portland KLIQ  
Springfield KORE

### Pennsylvania

Altoona WHGM  
Apollo WAVL  
Martinsburg WJSM  
Philadelphia WZZD  
Pittsburgh WPIT  
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Rapid City KVSR

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**Representing both programs and stations, radio and television, satellite and cable, NRB does not reflect the position of any special interest group. Rather, we reflect a consensus of people united for the cause of the Gospel.**

**Many believe that the explosive growth of Christian radio and television has been propelled by prayer. One of the intangible benefits of belonging to NRB is the prayer support from other members.**

*(continued from page 41)*

basic benefits of association membership.

Enhancing our advantage as an association of 950 member organizations, NRB has a unique claim. Not only the size, but the range and diversity of our membership gives NRB extra stature. Representing both programs and stations, radio and television, satellite and cable, NRB does not reflect the position of any special interest group. Rather, we reflect a consensus of people united for the cause of the Gospel. This dedication to religious principle rather than self interest has been a distinct asset in our relationships with legislators, regulators, the White House, the news media and the broadcast industry.

#### **Added dimension**

The religious character of NRB gives our association an even greater depth than size and diversity would indicate.

Drawing together leaders from every aspect of communications and church life, our conventions become the scene for great spiritual moments. Everyone who has attended an NRB convention has a favorite. For myself, I find that each convention brings at least one mountain top moment.

Many refer to the plenary sessions as "worship services," expressing the reverence they feel under the inspiration of outstanding speakers and musicians. Often from my seat on the platform I am aware of row after row of faces transformed by the presence of the Holy Spirit and I am overawed by the spiritual power assembled.

NRB was born in prayer. Glenn Tingley recalls how some of the founders gathered in 1942 to seek God's guidance. In a Chicago hotel room, they sank to their knees and prayed. In the midst of war, the need for the Gospel was great, but religious broadcasters faced the loss of their most effective outlets. At the end of the prayer meeting, a telephone call came from Walter A. Maier, one of the most respected religious broadcasters of the day, affirming his willingness to join a

united effort on behalf of Gospel programs. To those present in the hotel room, the telephone call was the confirmation they had sought.

For four decades prayer has been essential to the continuation of religious broadcasting. Many believe that the explosive growth of Christian radio and television has been propelled by prayer. One of the intangible benefits of belonging to NRB is the prayer support from other members.

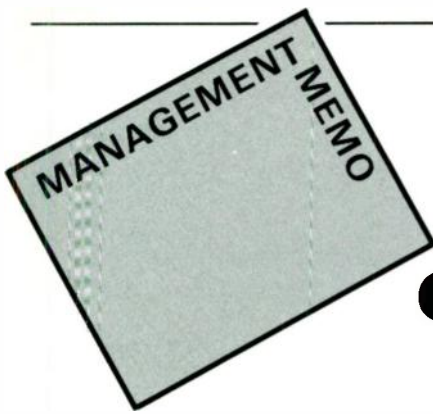
We need one another's prayers. We need opportunities to meet together and to share our hopes and our disappointments. We need the fellowship of being with people who are as devoted to the cause of the Gospel as we are. Such fellowship is rare for most religious broadcasters.

There is a tendency for us to work in isolation. Our stations and programs are scattered across the country, in a pattern appropriate to salt. With our intense dedication to our own ministries we may be unaware of dangers threatening some other aspect of Gospel broadcasting. Equally important, we may be unaware of other opportunities to broadcast the Gospel more widely.

Becoming part of NRB dispels the tendency to isolation. It forms the framework for fellowship, for sharing ideas and information, for communicating a cry for help. How else would radio executives and program producers know about the plight of Christian TV stations? How else would the resources and prayers of Gospel broadcasters across the country come to the assistance of stations struggling for survival?

Each organization in NRB is responsible for an important ministry. By joining together and seeing the sum total of our varied ministries we acquire a broader vision of Gospel broadcasting. Through mutual support and assistance each ministry grows in effectiveness. Together the 950 member organizations of NRB can withstand the forces opposing the spread of the Gospel. Together we can proceed to the challenge of winning the world for Christ. **NRB**





# Internal Station Communications

**The more useful  
information we give  
people, the more  
they will feel  
part of the  
ministry**

by Wayne Pederson

**W**HEN it comes to managing our Christian stations we communicators are most often the worst communicators. Of the complaints I hear from employees in Christian stations the most common is "management doesn't communicate with us." Here are some ideas I have found helpful.

1. Listening is an important, but overlooked element of communication. As managers, particularly as communication managers, we tend to talk a lot. It is good discipline to hold our own speaking and really listen to what an employee is saying without formulating our response or getting defensive.

A staff member can tell by our eyes and other non-verbal messages whether or not we are really listening. It will take them less time to deliver their thoughts if we really listen and will give them a sense that we have really heard them.

An open-door policy, a quarterly staff brainstorming session, a casual walk down the hall are good listening devices. Taking an

employee out to lunch on his birthday on a one-to-one basis is excellent for getting the pulse of an employee.

If you really listen, you will be amazed at the great program, promotion, or management ideas your people come up with.

Do not forget the informal listening posts such as coffee breaks and the grapevine.

2. A Monday memo is a good tool for conveying nitty-gritty information. This is especially important in a radio station operation, where many staff who work nights and weekends do not get in on the normal 9-to-5, Monday-through-Friday flow of information.

Putting information in writing provides a permanent record of station activities.

3. Staff meetings are a time for feedback and questions from staff. If management-to-staff information is conveyed in writing, this frees up staff meeting time for staff comments. We schedule staff meetings for specific brainstorming on programming, operations, long-range planning. This is a morale booster in that it gives staff a feeling that they have input into station policies.

4. A staff handbook or policy manual is a good way to convey basic policy and philosophy of station operation. If employees understand the philosophical base from which we operate, they will more easily understand the why's of station ministry and operation.

Really, we cannot give too much information. Of course, there are items that are confidential. But being overly secretive breeds

suspicion and mistrust. People want a bigger piece of the action; and the more useful information we give them, the more they will feel a part of the ministry and the more motivated they will be to perform for optimal results. **NRS**



*Mr. Wayne Pederson is station manager of KTIS AM/FM, radio station of Northwestern College, Roseville, Minnesota.*

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## A Critical Link

Television and Radio Announcing, 3rd edition, by Stuart W. Hyde. Houghton Mifflin Co., 1979, 467 pages.

"On radio, the announcer is the clarifying link between the audience and otherwise incomprehensible sound, noise, or silence. On television, the announcer is the presenter, the communicator, and the interpreter. The announcer is thus as important to the broadcast media as any person can be. Without such performers, both radio and television as we know them would be impossible. Because announcers usually make direct presentations to their audiences, they represent economy as well. No other means of disseminating information is as swift or need be as brief as the word spoken directly to the listener. Small wonder, then, that radio and television announcers must be equipped with native talent, undergo intensive training, possess broad educational backgrounds, and work diligently at practicing the skill. After all, the function is important, and the responsibility is considerable."

So writes author Hyde in a style and perspective that qualifies him to produce an authoritative volume in this vital area of broadcasting. He divides this standard text into 13 chapters: electronic communication, the announcer as communicator, the International Phonetic Alphabet, voice and diction, foreign pronunciation, the technical side, American English usage, the New Language, interviewing, commercial announcements, broadcast journalism, music announcing, and sports announcing.

While there is no formula for automatically producing successful radio and television announcers, this standard book

attempts to set down as much material in as many areas of announcing as possible. It offers a wealth of information that should be invaluable to anyone earning his living behind a microphone.

## Radio Reporting

Writing and Reporting Broadcast News by E. Joseph Broussard and Jack F. Holgate. Macmillan Publishing Co., 1982, 191 pages.

The number of all-news radio stations continues to grow, and so does the importance of news on most other stations, regardless of format. A number of fine manuals are on the market which do an excellent job of training staff members who may not have had the opportunity to study the subject formally.

The Broussard and Holgate volume is the newest of these and, in some ways, the best. Unlike most such manuals that jump immediately into style and technique, "Writing and Reporting Broadcast News" takes a look at the history of broadcast news and devotes a second chapter as to why news can be difficult to understand.

Almost one third of this manual considers the matter of broadcast news style, grammar and sentence construction, and common errors to avoid. Another third is devoted to organizing, writing and achieving accuracy and balance. Other chapters deal with interviewing, evaluating news sources and how to avoid libel and invasion of privacy while maintaining good taste and high ethics.

Finally, there is an excellent list of 50 items that should be hallmarks of a competent broadcast journalist.

One special feature of "Writing and Reporting Broadcast News" is the inclusion of exercises at the end of each chapter, both to check on knowledge of the text and to

serve as guides to developing better writing techniques.

The two weaknesses of Broussard and Holgate's book are that it omits the area of television reporting and has nothing to say about how news should be delivered. Even so, this is a fine introductory text.

## A Balanced Book

Modern Radio Practices, 2nd edition, by Joseph S. Johnson and Kenneth K. Jones. Wadsworth Publishing Co., 1978, 418 pages.

San Diego State University professors Johnson and Jones present an excellent balance between theory and practicality in their book which approaches programming from a management point of view. They intend it both for beginning broadcasting students and for experienced broadcasters.

That is a broad goal, but the authors accomplish it well. The table of contents is as extensive as the indices of most books. As an indication of breadth, this volume covers in a single chapter—such as production, news, promotion and sales—what could constitute entire books.

What makes a program interesting? In a fascinating chapter, Johnson and Jones say it is continuity, variety, economy, grace, novelty, human interest, humor, involvement and participation, buildup, using spoken language, and personality.

The authors also profile 15 stations around the country and add a number of helpful appendices.

"Modern Radio Practices" should be on the shelf and on the mind of every station owner and operator.

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



(Continued from page 20)

cable TV for the church and automation of the Christian station.

Exhibit space and tours of Chicago's influential Christian stations round out the event.

## Eastern NRB Gives Percy Award to Elsner

PHILADELPHIA, PA (NRB)—The Percy Award, given annually by the Eastern Chapter of NRB, has been presented posthumously to Theodore H. Elsner of Philadelphia.

One of the founders of NRB, Dr. Elsner served twice as the association's president. During his first term he was influential in encouraging Billy Graham to begin a broadcast ministry.

An enthusiastic communicator of the Gospel, Elsner went into broadcasting in 1931, starting the first daily religious radio program in Philadelphia.

In 1977, in recognition of his continuing excellence and achievement in religious broadcasting, NRB presented the Milestone Award to Dr. Elsner. His brief acceptance speech captured the evangelistic challenge of his thousands of radio messages and became one of the spiritual high points of NRB's 34th annual convention.

The Percy Award presentation took place at the 39th annual convention, February 7-10, 1982, in Washington, D.C. Accepting the award for the late pioneer broadcaster was his daughter, Mrs. Millie Dienert, a leader in Christian women's programs and a board member of the Billy Graham Association.

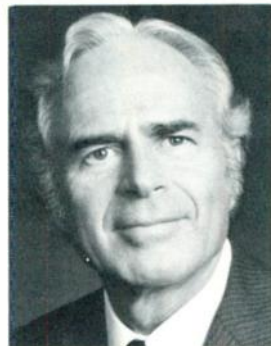
Describing her father as a man of intense faith, Mrs. Dienert noted that he had never drawn a salary from the churches and broadcasts he had founded, but had relied on God to supply all his needs.

The Percy Award was established in honor of Gospel broadcaster Percy Crawford by

## MIDWEST NRB CONVENTION SPEAKERS



Bruce Dunn



Stephen Olford



Joseph Springer

the Eastern chapter in 1978. The award expresses appreciation for significant contributions to religious broadcasting in the Eastern states.

The first Percy Award was given posthumously to Percy Crawford, founder of religious radio and TV stations and the first nationwide religious TV program.

In 1982 NRB honored the late Dr. Crawford by naming him to the Religious Broadcasting Hall of Fame, the highest award bestowed by the national association. Officers of the Eastern chapter chose to combine the presentation of the third Percy Award with the installation of Dr. Crawford into the Hall of Fame during the recent national convention.

Presentation of the fifth Percy Award will take place at the Eastern convention in Parsippany, New Jersey, October 15-16. The recipient is to be announced. The second Percy awardee was George Palmer and the third was Jack Wyrzten.

## Latest Directory Reflects Growth In Religious Broadcasting

MORRISTOWN, NJ (NRB)—Changes in the 1982-83 Directory of Religious Broadcasting reflect the continuing growth of religious broadcasting in the United

States and abroad. Published by National Religious Broadcasters, the tenth official edition of the Directory of Religious Broadcasting contains nearly 500 pages of information and contrasts sharply with the original 1972 publication of 14 pages.

Data was compiled from questionnaires returned by broadcast stations, program producers, NRB members, organizations listed in previous NRB directories, agencies, advertisers, exhibitors at NRB conventions, schools and other sources. Months of researching, editing, cross-referencing and verifying of information went into the publication.

New features in the 1982-83 edition are extensive. A new section on station ownership lists organizations owning three or more broadcast stations of which at least one has 15 or more hours of religious broadcasting. While previous editions had general divisions for major entries, the 1982-83 directory subdivides each major section for ease in reference. For the first time there are separate sections for television programs and radio programs.

The Directory of Religious Broadcasting sells for \$39. To order, send your check and mailing information to NRB, Morristown, NJ 07960. For first class postage, add \$4.00.

# Broadcasters



Graham



Battaglia

**Billy Graham**, NRB Hall of Fame awardee, is completing a demanding 2-month schedule which included New England, Russia and Great Britain.

Invited to visit the U.S.S.R. by Patriarch Pimen of Moscow, the renowned broadcaster spoke at the Orthodox Cathedral in Moscow, the Moscow Baptist Church and a conference of international religious leaders from May 9-11. He then went to London to receive the prestigious Templeton Foundation Prize for Progress in Religion from Prince Philip at Buckingham Palace, May 17-18. At the end of May, Graham conducted a series of New England rallies and lectures, to culminate in a crusade in Boston, May 30-June 6.

In June Graham goes to New Orleans and the largest evangelistic rally ever attempted by the Southern Baptist Convention. The huge SBC rally at New Orleans' Superdome will be on June 13.

**Joseph P. Battaglia** has been named general manager of radio station WWDJ/Hackensack (NJ), which serves the New York metro area. Battaglia, who had been general sales manager since joining the station in 1974, succeeds **Inge Rauchbach**, now president of Communicom Corporation of America, parent company to WWDJ.

**David Mainse**, **Jerry Rose** and **Michael Little** led television workshops at the fourth annual Communications Seminar March 25-26 at Evangel College.

Mainse, host of *100 Huntley*



Mainse



Rose

*Street*, said many TV programs typify the "religions" of humanism, materialism, and hedonism. Citing the new surge of special interest broadcasting, he concluded, "Christian TV can win in the ratings. We must learn to strip our programs of the cultural 'fat' that turns people from the Gospel."

Rose, president of WCFC-TV/Chicago and second vice president of NRB, stressed the importance of a positive, quality image. "Your community will make a judgement of your church from . . . your video," he cautioned. "Don't mistreat it, even if it is only a 10-second spot."

Little, executive producer of *The 700 Club*, advised allotting 20-30 percent of a budget to advertising and promotion. He advised, "If you're not promoting your show, you're wasting your time. People must know about you to tune you in."

Television minister **Lloyd John Ogilvie** of Hollywood's First Presbyterian Church is general editor of the *Communicator's Commentary*, a new 12-volume series. Word Publishers recently released the first volume, a study of the Gospel of Matthew, written by **Myron Augsburg** of Mennonite Broadcasts.

**Harold J. Ockenga**, broadcaster, educator and scholar, filled the Percy B. Crawford Chair of Religion this spring at The King's College in Briarcliff Manor, NY. Keeping alive the legacy of the pioneer religious broadcaster who founded the college, the chair



Ogilvie



Ockenga

was made possible by gifts from Crawford's widow, Ruth Crawford Porter, and the family. Current president of the liberal arts college is NRB second vice president **Robert A. Cook** of *The King's Hour*.

NRB named Crawford to the Religious Broadcasting Hall of Fame during the annual convention, February 1982.

**Cecil Todd** of *Revival Fires* recently delivered one million "prayer petitions" to the White House. The petitions advocating the return of voluntary prayer in the public schools were packed in fifty mailbags, each representing the state where they had been gathered. Todd reports, "A White House aide stated that it was the first time for one person to generate one million petitions on this issue. The mailbags are in a special room in the White House as a constant reminder to the President."

**Richard Parrish**, formerly executive media director for the radio division, has been named account manager for Michael R. Ellison, Inc., Phoenix (Arizona).

**Jill Briscoe**, director of *Telling the Truth*, has published her seventh book, "How to Fail Successfully," a Scriptural-based look at turning personal failure into victory.

**Mel Torre** is the new program director at WLIX/Bay Shore (NY). Torre was previously news director for the station which he joined in 1979.



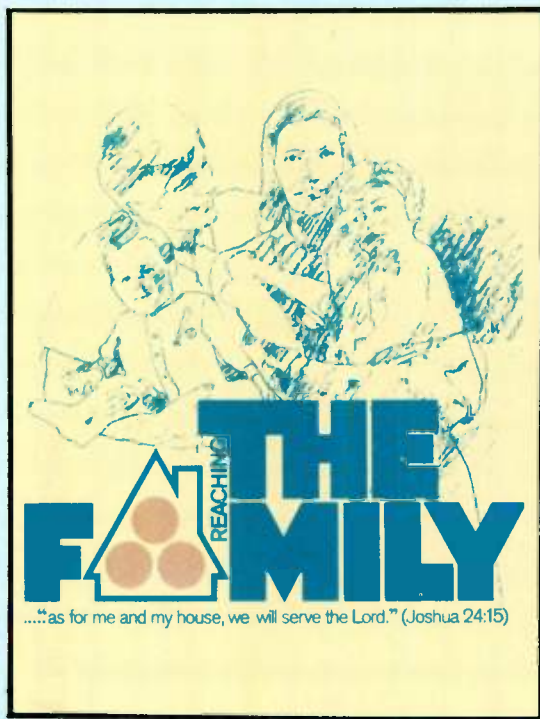
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Camera Mart .....	18	NRB Family .....	51	Peter Popov Ministries .....	bc	Sony .....	26, 27
GE Video .....	19	NRB Media Expo .....	42	Polyline Corp .....	24	That Certain Sound .....	20
Hitachi .....	bc	NRB Radio Market Analysis .....	35	Producers Color Service .....	31	Thomson CSF .....	14
J.C. Gates/KMJC .....	1	NRB Regional .....	43	Quantum Audio Labs .....	15	TOA .....	25
Maxell .....	ifc	NRB Tapes .....	45, 46	Royal/Thomas Nelson .....	34	Universal Broadcasting .....	17
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