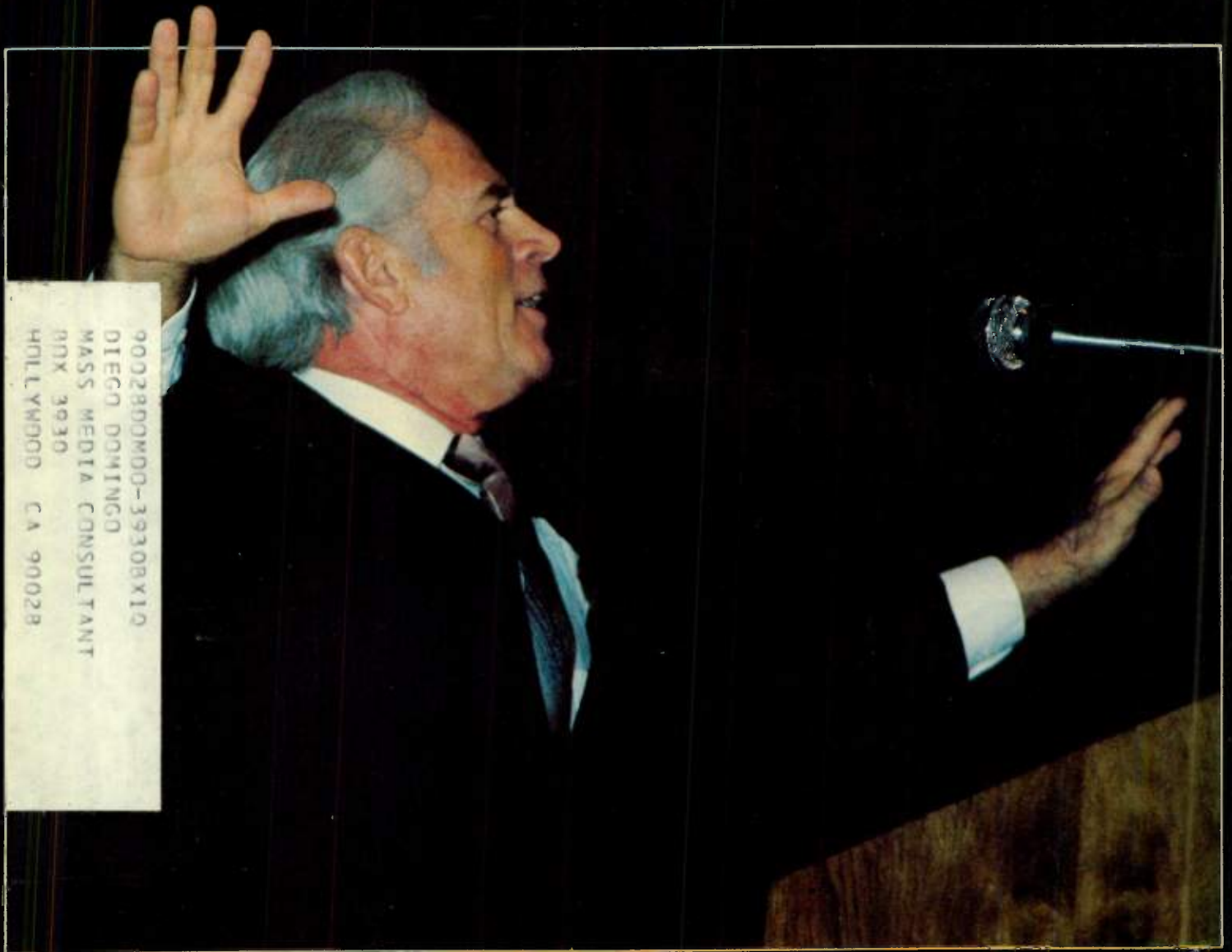


# religious broadcasting

SEPTEMBER 1982



9002800000-39308X10  
DIEGO DOMINGO  
MASS MEDIA CONSULTANT  
RDX 3930  
HOLLYWOOD CA 90028

## Winged Feet / Stephen Olford

---

The Many Faces of Format

---

AM Stereo: Right and Left — or Wrong?

---

A Hospital Where TLC Means CCTV

---

# Congratulations



*Dear Nora...*

I am delighted to send my warm congratulations to you as you celebrate your tenth anniversary of missionary service.

Your life's work has been a response to that special calling which few are privileged to hear. In bringing solace and comfort to the human spirit, you have helped to strengthen the foundation of faith which is mankind's most vital asset. God bless and keep you.

Sincerely,

Ronald Reagan  
President of the United States

Congratulations on your tenth anniversary of missionary service. Your book has become a fine addition to my library, and it certainly possesses the same quality as your good work.

With best wishes for continued success,

Edwin Meese III  
Counsellor to the President

Please accept my warm congratulations on the tenth anniversary of your ministry.

Here in the Republic of China your ministries have been welcomed for a long time, and you soon will be here again with a new crusade. May you have many more years of outstanding success

Sincerely yours,

Sun Yun suan  
Premier - Republic of China

On the happy occasion of the tenth anniversary of your ministry, I would like to extend to you my hearty congratulations.

During the past ten years, you, as a faithful servant of God, have devoted yourself to the spreading of gospels to your fellow men all over the world. It is indeed no wonder that you are loved and respected in many countries, especially in your mother country — the Republic of China. Wishing you continued success.

Sincerely yours,

C.K. Yen  
Republic of China

I want to congratulate you on this special occasion of your 10th anniversary of missionary work. I praise God for your love and burden to reach the wonderful Chinese people for our Lord Jesus Christ.

May God bless you richly.

Pat Robertson  
The Christian Broadcasting Network  
Virginia Beach, VA.

Congratulations on the celebration of your tenth anniversary of ministering the Gospel of Jesus Christ to a world hungry for the Good News.

I pray for you and your ministry that it will continue to go forth in God's power and it will be anointed to achieve His purposes in these last days. May God bless you.

Reverend Rex Humbard

It's a great privilege to be able to join with your thousands of friends in celebrating the tenth anniversary of your missionary service around the world.

God has prepared you for this time in our history. My prayers are with you for an even greater decade of service.

Sincerely,

Herbert E. Ellingwood  
Chairman, Merit Systems  
Protection Board  
Washington, D.C.

Please accept my congratulations on your tenth anniversary of your overseas ministry. It is indeed remarkable to witness the achieved progress. I know many people are grateful for your ministerial efforts. I wish you continued success in your chosen work.

With warm, personal regards, Sincerely,

Howard W. Cannon  
Senator - Nevada

Sponsored by friends of Nora Lam, 300 Sunset Blvd., Los Angeles, CA 90054, Mr. Henry Hwang, Chairman



# Now he is Wilson Advertising Associates.

Christian Service Agency  
has become  
Wilson Advertising Associates

In 1970 Ray Wilson founded Christian Service Agency. Since then he has built one of the largest Christian advertising agencies in the country. . . assembled an impressive list of regional and international clients. . . and become a leading producer of prime time, fund raising television specials.

## *The Creative Team To Help Your Ministry Grow!*

Ray has surrounded himself with a team of creative professional associates—standing behind them is a large staff of expert support personnel. To reflect this, the agency has a new name and a new location to better serve the growing needs of Christian ministries and not-for-profit institutions.

# WILSON

ADVERTISING ASSOCIATES, INC.

1540 West Glenoaks/Glendale, CA 91201  
213/246-2200



# Is Television In Your Future?

## Nason Media is the answer!

When selecting a creative team to make your dream program come alive, select a group of professionals who have a proven track record of success. From pre-planning to production and post production, NASON MEDIA has demonstrated they are one of America's most innovative production companies.

Are you on television today? Why not move up the ladder to the top!

As Dr. Robert Schuller of HOUR OF POWER says:  
"I would have no one but Nason Media producing HOUR OF POWER!"

**Be bold, call us today.**

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

NASON



MEDIA CORPORATION



22

## FEATURES

### 22 **Winged Feet** / *Stephen F. Olford*

Thanks to the utilitarian approach of evangelicals, the mobility and rapidity of electronic technology have put wings on the feet of those who are messengers of the Gospel.

### 24 **The Many Faces of Format** / *Ed Steele, Paul Hollinger, John Davis, Harold Camping*

Though they specialize in biblically-based content, religious radio stations have many ways of getting that message across. Here are some representative program formats.



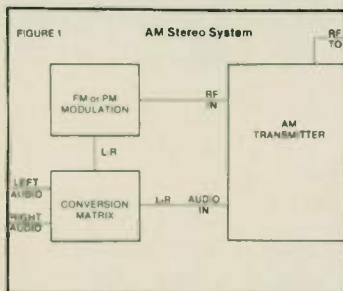
28

### 28 **DJ's Return Sparks Innovation** / *Tamara Mahr*

Hiring out to secular broadcasting stations helped one disk jockey gain a better perspective of his audience and how to fit his format to their needs.

### 32 **AM Stereo: Right and Left — or Wrong?** / *John M. Cummuta*

AM stereo is essentially another gimmick some people consider a messiah for sagging AM station operators, but broadcasters should look hard and long before investing.



32

### 36 **A Hospital Where TLC Means CCTV** / *C. Howard Linton*

A Texas hospital has joined other institutions in discovering closed circuit television is a primetime channel for ministry and information.

### 39 **Letting You Know Where You Stand** / *Maurie Webster*

Never before has such a wide range of data about a particular station format been produced. Only religious stations offer this information to the public.



36

## DEPARTMENTS

#### 5 **Speaking Out**

Comments by the President of National Religious Broadcasters

#### 7 **Update**

Last-minute news of consequence to media people

#### 11 **Washington Watch**

Trends and decisions of the Federal Communications Commission

#### 15 **News**

Pertinent items of national and International scope for broadcasters

#### 18 **NRB News**

Coverage of media events and people related to NRB

#### 48 **Media Books**

Publications of practical import to media professionals

#### 52 **Broadcasters**

Experiences and accomplishments of NRB family members

#### 54 **Classifieds**

NRB bulletin board for individual and group needs or services



39

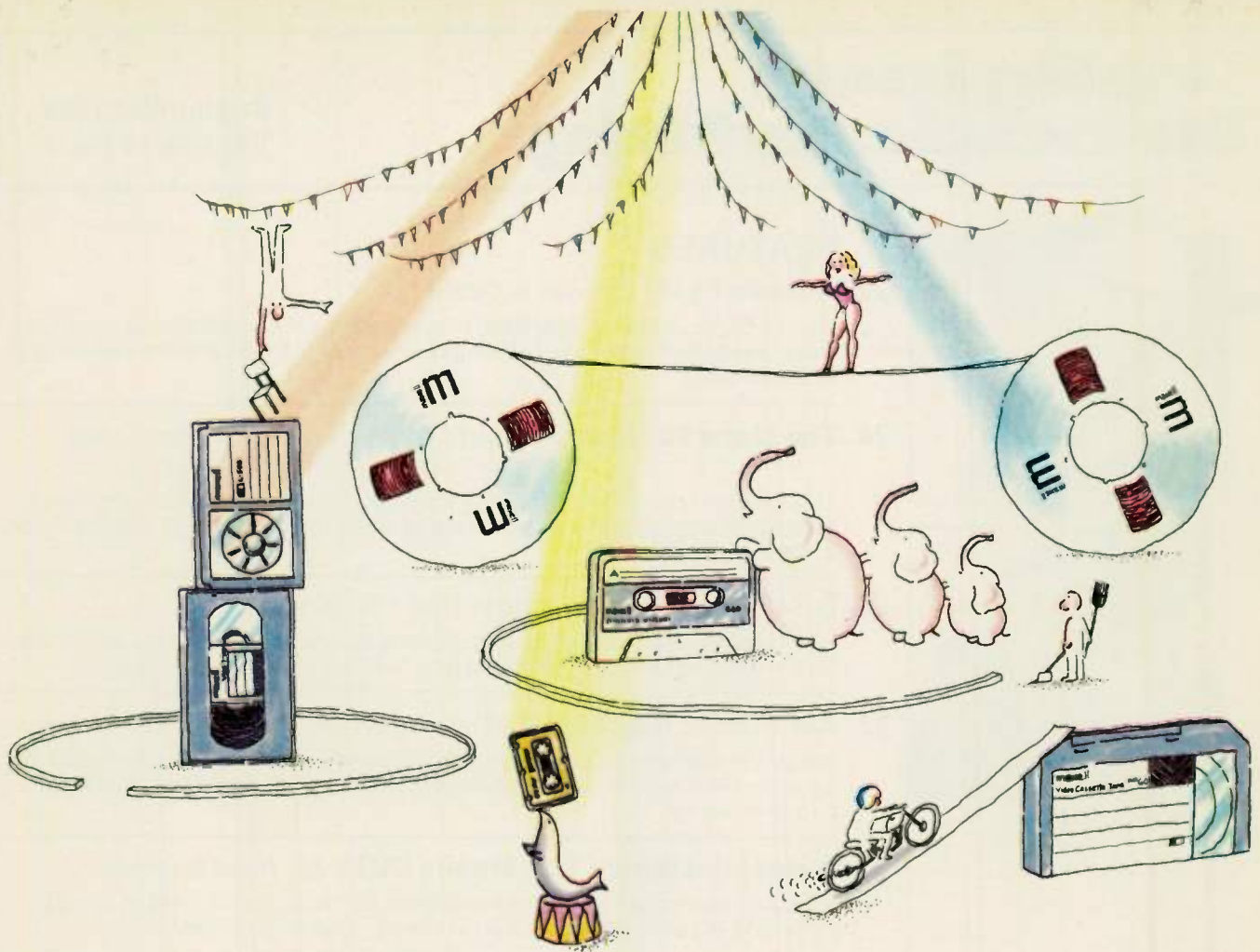
#### 56 **Airing Our View**

Editorial comments on current problems and issues

**Cover Story:** Dr. Stephen F. Olford is founder and president of Encounter Ministries, Inc. (see page 22).

Photo by Clarence Wulf





## Maxell. The greatest show on tape.

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

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

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

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



# maxell®

PROFESSIONAL / INDUSTRIAL DIVISION

Our success is magnetic.

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



national religious broadcasters

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

religious broadcasting

*Executive Editor* Dr. Ben Armstrong  
*Editor* Audrey Langdon  
*Managing Editor* Robert L. Niklaus  
*Editorial Assistants* Susan Kubick,  
Anne Dunlap  
*Advertising Manager* Max McLean  
*Washington Correspondent*  
Kenneth Beachboard

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

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

Second class postage paid at Pine Brook, NJ with additional entry at Philipsburg, NJ.

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

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



Member Evangelical Press Association



POSTMASTER: Please send change of address to RELIGIOUS BROADCASTING, PO Box 3000, Dept. L, Denville, NJ 07834.

# Speaking Out



## So Much for So Little

Radio: To a generation raised on Top 40 and all-news formats, the word "radio" means little more than an appliance used for interrupting silence. But to anyone over 35, it connotes a vast auditorium full of a variety of sounds.

Nothing was impossible on old-time radio. William Conrad could have been the lean, rangy Marshall Dillon of *Guns Smoke*. Midgets walked the earth in those days voicing the roles of children. Babies were enacted by women who specialized in gurgling noises. Fire was a sound-effects man crinkling cellophane; thunder was a copper sheet vigorously shaken; rain was birdseed falling on paper; a galloping horse was two coconut shells rhythmically handled.

Contrast that and all of its creativity with this: Organ music swells to the crescendo of congregational singing. Soon a deep, paternal voice reads the scripture lesson, asks for money, and preaches. A soprano sings. After 20 minutes of forceful preaching, the program closes with a hurried prayer.

C. Benjamin Hill, Jr., in an article in *Christianity Today* sometime ago said, "Religious radio programs like this are as old as broadcasting itself. As Christians in a world of need, we are charged to communicate to the world who Christ is; yet after nearly 60 years of far-reaching technology, we are still trying to preach the world into Heaven using a language and frame of reference non-Christians don't understand."

In the United States according to a recent survey, radio's weekly audience includes 92 percent of all persons 18 and older, 99 percent of all teenagers, and 94 percent of all people from 24-49. Any lack of effectiveness of Christian radio programs cannot be blamed on a dying medium.

What can be limiting the effectiveness of our programs? We must take a look at the programs themselves. What does make a radio program interesting? Johnson and Jones offer several suggestions in their book, *Modern Radio Station Practices*.

They tell us that a successful program relates to the listeners' previous experiences. They also say that a successful program has a comfortable pace, never lagging or pushing too hard. It has a variety of content and pace. A program should be presented with ease, with a smooth flow that creates a positive feeling inside the hearer.

Give some thought to making your own program more interesting, using ideas, techniques and creativity not employed by others. Perhaps no other medium of mass communication requires so little in terms of cost to be so very effective.

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

### A Foreward Look

Beginning this month we will carry a new column entitled "Airing Our View" (page 56). Written by the editors in a style compatible for broadcast over NRB member stations, the editorial will focus on issues and events from the perspective of National Religious Broadcasters.





# ST. LOUIS RESPONDS!

## ...TO QUALITY BIBLE STUDY & CHRISTIAN INFORMATION!

Shortly after sign-on, KSIV listeners began to respond enthusiastically. . .and they continue! People today are hungry for the Quality Bible Study and Christian Information programming featured on Bott Broadcasting Company Stations.

Here are some excerpts from grateful listeners:

*"Your station is an answer to prayer. We have waited so long."*  
Ruth Rosser,  
Wentzville, MO

*"I appreciate your bringing quality Christian radio to St. Louis. It's been long overdue!"*  
Jon Pantolione,  
St. Louis, MO

*"We appreciate the sound Bible teaching and the good music. It's an answer to our prayers."*  
Rev. G.C. Sholtz,  
Truxton, MO

*"Thanks from the bottom of our hearts for this ministry."*

*"We are thanking the Lord for what you are doing in*

*"I can now enjoy good radio programs on my way to work and going home."*

Mrs N.R. Reeder,  
Florissant, MO

*"We lived here 12 years and our prayer has been that St. Louis would have a Christian radio station."*

Mr. & Mrs. Bailey Anderson,  
St. Louis, MO

*"I have lived in the St. Louis area for almost 38 years. . . and I have never been able to get consistent Christian programming."*

James Cooper,  
St. Charles, MO

*"We have needed this ministry for years and have been praying for it."*

Mr. Ray Kerley,  
Hazelwood, MO



ST. LOUIS' INSPIRATIONAL VOICE  
5000 Watts • Non-Directional

We want to thank the "Quality" Christian broadcasters who have joined with us to make "St. Louis Inspirational Voice" possible for the 3 million people of Greater St. Louis. . .(the nation's 12th largest market). KSIV listeners are Responsive. . . to programs that help them grow spiritually and keep them informed.

Divisions of . . .

## Bott Broadcasting Company



"Quality Christian Programming, All Day. . .Every Day"

### KCCV

AM-1510  
KANSAS CITY AREA

### KQCV

AM-800  
OKLAHOMA CITY

### WFCV

AM-1090  
FT. WAYNE, IND.

### KSIV

AM-1320  
ST. LOUIS, MO

EXECUTIVE OFFICES • 10841 EAST 28TH STREET • INDEPENDENCE, MISSOURI 64052 • (816) 252-5050



# Update

---

## Crucial cable bill is again postponed

The subcommittee on Telecommunications in the House of Representatives postponed markup for HR 5949 which was scheduled for a vote on August 19 (see page 18 for more details).

The markup hopefully would have included the NRB/Collins Amendment provisions providing protection for NRB-related Christian television stations. If the bill were not amended to include protection for these stations, religious TV stations as we know them would likely be ended.

The postponement was not due to controversy between NRB and other parties in the bill, but was related to separate non-NRB matters.

The subcommittee will resume consideration of the bill after the Congressional recess, August 29 through September 7.

Markup for the bill could take place and conceivably it may be passed by the House and Senate by October 8, when the present session of Congress is ended.

## Judge bars AT&T from electronic publishing

U.S. District Court Judge Harold Greene recently endorsed the basic agreement between the U.S. Department of Justice and AT&T, but insisted that "Ma Bell" stay out of the electronic publishing field for at least seven years. As a result of this ruling major communications media such as broadcasting, newspaper and cable, were clearly victors. Richard Wiley, NRB counsel, represented the American Newspaper Publishers Association in this huge case.

## New AM station will be beamed toward Cuba

The U.S. House of Representatives passed the Radio Marti Bill, HR 5427. The bill is based on a Reagan administration proposal to establish an AM station in Florida called Radio Marti. It will broadcast information to Cuba about Fidel Castro's policies in Cuban military activities around the world, as well as American news and information.

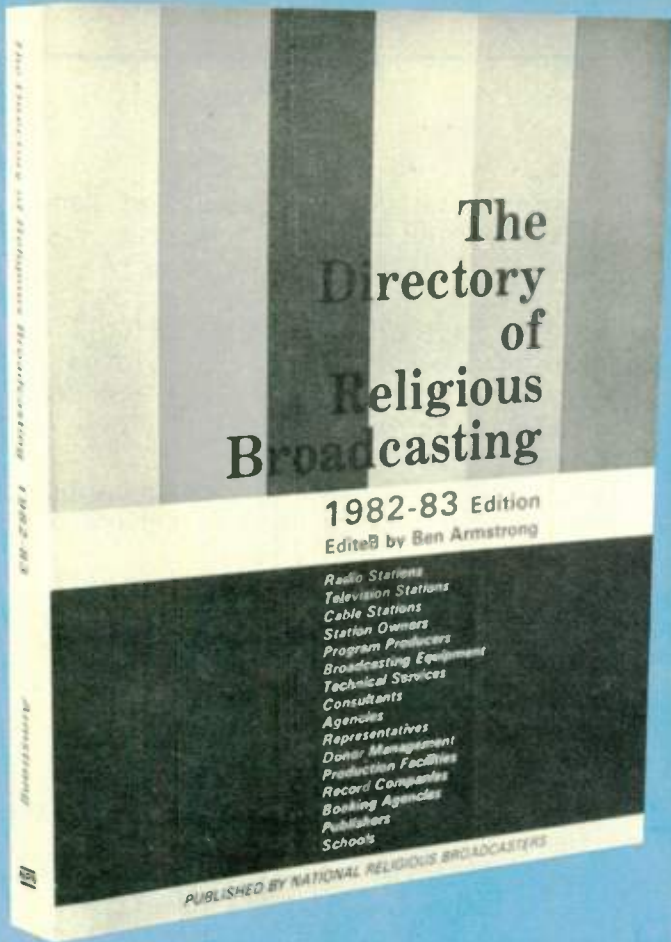
## Noted broadcasting editor dies

NRB award winner Sol Taishoff, chairman of the board of Broadcasting Publications, Inc. and editor of "Broadcasting" magazine, died August 15. Mr. Taishoff was a long-time friend and supporter of National Religious Broadcasters, and a frequent attendee at NRB conventions for over 20 years. He received the Distinguished Service Award in 1977.

## Operations manager is hired for NRB office

Mr. John M. Cummuta of KNEI/Waukon (Iowa) has been appointed operations manager for NRB. He begins work at the Morristown office September 7. He worked previously as quality assurance engineer at Rockwell International and served with Christian Radio Albuquerque, New Mexico, as announcer. Steve Kovach, former consultant for NRB, is developing his own organization, Christian World, at Burke, Virginia.





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

Instant, easy reference to virtually every religious radio station, every program, every producer, every provider of broadcasting services, products and equipment around the globe. The all-new NRB Directory has 468 pages for easy reference, plus helpful cross references for program titles, station call letters, products and services, all at your fingertips! Order today from NRB/Morristown, NJ 07960.

# Complete, Comprehensive, Unique!

Send me the 1982-1983 Directory of Religious Broadcasting, \$39 per copy. (Additional savings for quantity orders.)

	Quantity	
Single copy, \$39	_____ x \$39 = \$	_____
3-9 copies \$35 each	_____ x \$35 = \$	_____
10 or more copies, \$31 each	_____ x \$31 = \$	_____
First class shipping, \$4 each	_____ x \$ 4 = \$	_____

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

MAIL COUPON & CHECK TO NRB/MORRISTOWN, NJ/07960

## Look at these sample entries

Radio	Producers
<p><b>Smyrna</b>  <b>WYNX 1550 AM*</b>            2460 Atlanta St S E Smyrna 30080            404-436-6171</p> <p><b>MARKET</b> Atlanta  <b>OWNER</b> Jonquil Broadcasting Co            1966  <b>PRES</b> L N Polk  <b>GEN MGR</b> L N Polk  <b>SALES MGR</b> Richard Hemphill  <b>CHIEF ENG</b> Steve Westbrook  <b>CLASS</b> Commercial 10 kw D 500w N            paid prgrams</p> <p><b>REP</b> Savalls &amp; Schutz Inc  <b>NETWORK</b> Georgia News  <b>FORMAT</b> religious fulltime</p>	<p>Calvary Church*            5301 Sardis Rd            Charlotte, NC 28212            704-366-6560</p> <p>Dr Ross S Rhoads, minister            Chet Barnett, prog prod</p> <p>"The Voice of Calvary"            30 min weekly            preaching            music            audience: gen Christian            non-Christian            paid time</p> <p>"Something To Think About"            15 min daily            talk            music            audience: gen Christian            paid time</p>
TV Stations	Services
<p><b>Fontana</b>  <b>KTBN-TV* Channel 40</b>            2442 Michelle Tustin 92680            714-832-2960</p> <p><b>MARKET</b> Los Angeles  <b>OWNER</b> Trinity Bestg Network  <b>PRES</b> Paul F Crouch  <b>GEN MGR</b> Bernard B Ridings  <b>CHIEF ENG</b> David Hall  <b>CLASS</b> Non-commercial  <b>NETWORK</b> TBN  <b>FORMAT</b> religious 164 hrs</p>	<p><b>EFT Management Systems, Inc*</b>            Electronic funds trans system</p> <p><b>Electromedia, Inc</b>            Technical video services</p> <p><b>Family Enterprises, Inc</b>            Computer facility, tape            duplication</p>



# #1 IN KANSAS CITY

## KCNW-AM 1380

...AND THAT'S NO BLUE SKY!

What we have known for some time is now documented by the NRB Religious Radio Market Analysis/ARB ratings.

KCNW is the leading full-time religious formatted station in the Kansas City ratings. NO OTHER current full-time religious formatted radio station SHOWED in the "NRB Religious Radio Market Analysis." When you are looking for the number one Christian Voice in Kansas City remember ... the NRB Religious Radio Market Analysis says it's KCNW, and, we agree!

For more complete information on what is happening in Kansas City, St. Louis (Also the #1 religious formatted station ... the RAM Report), Los Angeles, San Francisco, New York, Milwaukee, Minneapolis, Pittsburgh (Increase power coming any day — 400%), Chicago (new tower is complete) or Indianapolis contact: Dick Marsh, Vice-President



**UNIVERSAL BROADCASTING CORPORATION**

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

GREATER NEW YORK-LONG ISLAND **WTHE-AM** MINEOLA NEW YORK • GREATER PITTSBURGH **WURO-AM** CANONSBURG PENNSYLVANIA

GREATER CHICAGO-NORTH SHORE **WHDL-FM** HIGHLAND PARK ILLINOIS • GREATER INDIANAPOLIS **WGRT-FM** DANVILLE INDIANA

GREATER SAN FRANCISCO-OAKLAND **KEST-AM** SAN FRANCISCO CALIFORNIA • GREATER LOS ANGELES **KMAX-FM** ARCADIA CALIFORNIA

GREATER KANSAS CITY **KCNW-AM** FAIRWAY KANSAS • GREATER MILWAUKEE **WYLO-AM** JACKSON WISCONSIN • GREATER ST. LOUIS **WCBW-FM** COLUMBIA ILLINOIS

GREATER LOS ANGELES **Kppc-AM** PASADENA CALIFORNIA • GREATER MINNEAPOLIS-ST. PAUL **KUXL-AM** GOLDEN VALLEY MINNESOTA

SOURCE: Radio Information Center Religious Market Analysis © 1982  
ARBITRON, Fall, 1981





# "WHEN THE GOING GETS TOUGH . . . THE TOUGH GET GOING!"

**MEMO**  
**Memo to :** Broadcasters/Agency Time Buyers  
**From :** Jim Gates, Pres., J.C. Gates & Co.

Traditionally, Christian Ministries "suffer" during the (dog days) of July and August. Where are the listeners? On vacation? Bible retreats? Missionary assignments? . . . Nobody's home? They say this summer was especially tough, due to the worst economic crisis this nation has faced in several years. Some have even compared it to the "Great Depression" years of the '30s. NOT SO! When you THINK and ACT positively!

HERE'S THE GOOD NEWS! . . . KMJC Christian Radio, and the J.C. Gates Company decided to find some realistic answers to the summer "doldrums" with a positive, appealing approach. (After nearly 25 years in the San Diego County market, we KNOW what to look for!) During the months of July and August, we decided to "seed-plant" with (2) major advertising/response campaigns on behalf of our broadcasters!

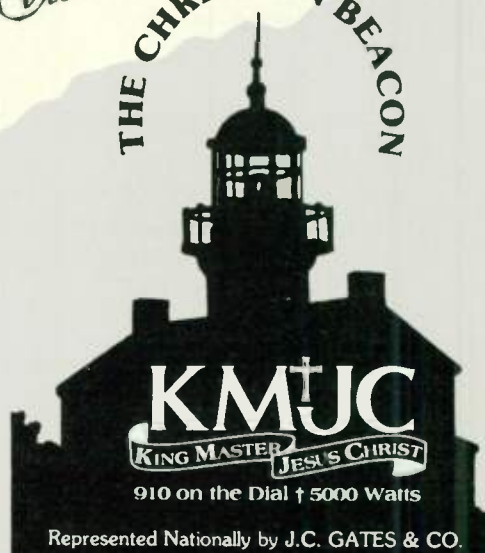
SPENDING APPROXIMATELY \$25,000, "Broadcasters Appreciation Days" was launched . . . TV-Radio-Print-Direct Mail . . . all were used in unison. Having the FAITH of the "Mustard Seed" . . . the harvest was bountiful! Mail and phone calls received, came from nearly all sections of San Diego County! (Response figures available on request)

AS ALWAYS, . . . YOUR MINISTRY INVESTMENT IS WELL PROTECTED AND APPRECIATED, ON KMJC CHRISTIAN RADIO!

*James C. Gates*

THE CHRISTIAN BEACON

JOIN THE GATES COMPANY FOR A JOYFUL PRAYER BREAKFAST . . . during NRB's Western Regional Convention, L.A. . . on Monday, Sept. 20th.



## SAN DIEGO

General Offices and Studios:

Contact: Jim Lucas

P.O. Box 2908, San Diego, Ca. 92112

Telephone: (714) 579-0910

## LOS ANGELES:

National Sales:

Contact: Juanita Haddy Landon

6255 Sunset Blvd., Suite 120

Hollywood, Ca. 90028

Telephone: (213) 462-6839



# Washington watch

## New FCC Regulations for Low Power Television Stations Become Effective

On June 17, 1982, the Federal Communications Commission's new regulations governing low power television (LPTV) service became effective. The new rules are particularly significant for the many religious broadcasters and organizations who already have LPTV applications on file. These applicants now will be required to amend their pending applications to comply with the new rules.

The new low power television service is an outgrowth of the FCC's television translator service. Like television translators, LPTV stations operate at low power and have relatively small coverage areas. Unlike translator stations, however, LPTV stations may do more than just retransmit the signals of the television broadcast station. LPTV stations also may originate programming, carry subscription or pay TV programming, or carry satellite-delivered programming from a variety of program services now becoming available.

### **Processing Applications**

While the commission was developing final rules for the new LPTV service, it allowed the filing of applications for conventional translators with requests for waivers to operate as LPTV stations. More than 6,000 applications were filed under these interim standards. As a result, the commission now has a large backlog of unprocessed applications.

To deal with this problem, the commission is continuing a freeze on the filing of new low power applications. Exceptions to the freeze have been made, however, for (1) applications proposing to locate a transmitter and antenna at a distance of more than 55 miles from the top 212 FCC-ranked markets, (2) existing translator licensees seeking to change frequency on channels 70 through 83, and (3) existing translator licensees seeking to alleviate interference caused to or

received from full service stations.

The commission now plans to keep this freeze in effect until the backlog is reduced, except for the limited purpose of accepting applications which compete with those already on file.

The commission has announced that it will process LPTV applications on a tiered basis. Under this system, the applications proposing to serve the most rural areas will be processed first and those proposing to serve the most urban areas will be processed last.

upon to provide equal time to a candidate for elective office, it will not be obligated to broadcast material which is presented to it in a format which is incompatible with the station's equipment.

The new LPTV rules contain a number of engineering and technical standards and restrictions which should be carefully examined both by prospective applicants and by those with applications now on file. The major provisions fall under the categories of power limitations, equipment and transmission stand-

### **The relatively low cost of constructing and operating LPTV stations has given many organizations the hope of obtaining a video outlet to serve their community**

When the commission first began processing LPTV applications, it gave notice to those filing under the interim standards that their applications would have to meet whatever final regulations eventually were adopted. Those with applications now on file will need to review their proposals to be sure they are in compliance with the new rules.

### **Streamlining Service**

In an effort to streamline the new LPTV service and to encourage its rapid growth, the commission imposed no ownership restrictions and only minimal programming regulations. Factors such as the number of stations owned by an applicant and the applicant's interest in other media only will be considered where there are competing applications.

Insofar as programming is concerned, the principal obligation of LPTV stations will be to adhere to the Fairness Doctrine and the commission's political broadcast rules. The "equal time" obligations of LPTV stations will be geared to their "origination capabilities." Thus, when a LPTV station is called

ards and interference.

Under the new rules, the transmitter output power of LPTV stations in the UHF band may not exceed 1,000 watts. Power limitations for LPTV stations in the VHF band depend upon whether the channel is listed in the FCC's Table of Assignments. Those stations operating on listed channels may use up to 100 watts of power, while other VHF-LPTV stations are limited to 10 watts. Low power operations in border areas will be conditioned upon future agreements with Canada and Mexico.

LPTV stations may design their antennas to multiply the strength of their signal in order to transmit an effective radiated power greater than the transmitter output power—so long as the proposed station does not violate the FCC's interference standards. Circularly polarized antennas may be used and operated at a peak visual output power twice that specified for stations not using such an antenna. These antennas typically provide better service within a station's range. LPTV stations also will be allowed to use directional antennas to con-

# Washington watch

centrate their signals over targeted areas and to avoid causing interference to protected stations.

## Avoiding Interference

Under the new LPTV rules, all transmitting equipment must be a type accepted by the commission. LPTV stations, however, are not governed by every transmission standard applicable to a full service television station.

The new LPTV service is a secondary service and must yield to existing full service stations, changes in existing full service authorizations, and new full service authorizations, and new full service stations.

Although a full service station generally is only protected from interference within its Grade B signal contour, the commission has stated that it will enforce strictly the secondary status of LPTV stations. Thus, an LPTV station may be forced to cease operating because of new or modified full service stations.

LPTV stations also will hold secondary status to land mobile stations which share UHF frequencies with broadcast users. In the future,

the commission may allocate additional channels for land mobile use. The outcome of these determinations could affect existing rules on LPTV interference.

Of particular importance in view of the large number of LPTV applications now on file are the commission's new rules governing interference standards between LPTV stations and existing television translator stations. In general, these standards provide an LPTV station with less protection from other LPTV stations than a full service television station would receive from an LPTV station.

## Licensing Procedures

The license period for the new LPTV service will be five years, with only a short-form application required for license renewal. Contested and comparative renewals will be handled in a manner similar to full service station renewals. The rules governing transfers of LPTV stations are somewhat more liberal than the rules for full service stations. The new rules impose a one-year holding period on low power television and translator licenses where a party obtains the station

through the use of the comparative process because of a preference.

Moreover, the regulations do not permit the sale for profit of a construction permit for an unbuilt low power or translator station. The payment upon transfer of the permit for an unbuilt station cannot exceed reimbursement of the transferer's expenses and prior commission approval is required.

The new LPTV service faces both opportunities and uncertainties. Many have questioned whether a low power television service would prove to be economically viable in light of the relatively small coverage area of this class of stations. On the other hand, the relatively low cost of constructing and operating LPTV stations has given many organizations and individuals the hope of obtaining a video outlet to serve their communities and the opportunity to enter the television industry.

---

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

## Educational Stations Threatened by Proposed Channel 6 Rules

The FCC is now inviting comments on a proposed rule-making (Docket 20735) that would severely limit the growth of educational FM radio stations across the nation. Many such stations are licensed to Christian colleges, schools and educational ministries.

The purpose of the proposed rule-making is to protect channel 6 TV stations from the long-standing problem of interference from FM stations due to the nearness of their frequency assignments.

The proposed rules would place severe limitations on educational FM stations because they would give TV stations the right to lay claim against an FM station if its signal causes interference from 60 to 100 miles beyond the TV station's

Grade B contour. Current regulations protect the TV signal only up to the Grade B contour.

Protecting the channel 6 signal not only affects new FM stations that may want to make changes in their transmission system or increase their power. Under the proposed rules, the likelihood of increasing coverage is improbable. Even maintaining present coverage may be threatened. The docket states "... in some cases, application of the new proposed rules might require such a substantial reduction in the desired FM service that the licensee may decide to terminate operation entirely."

Docket 20735 recognizes that parts of the proposal conflict with the Communications Act of 1934 that encourages the extension of public communications service to as many people as possible. The proposal reads: "Adoption of the

proposed rules would reduce the number of existing FM station upgrades possible and by reducing the potential facilities of new FM stations, would limit diversity of service."

Educational stations are noted for their diversity of service, not only in innovative programming, but also in numbers. Licensed non-commercial FM stations now total 1190, and the number is growing. In contrast channel 6 TV stations that would be protected by the new rules total 59.

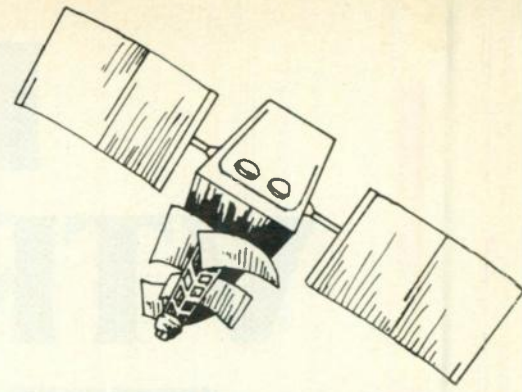
These and other aspects of Docket 20735 should spur NRB members and other supporters of educational broadcasting to express their concerns to the FCC during this open period for comments. Additional information may be obtained from Joe Emert of WTLR/State College (Pennsylvania).

*Mark Bainer*





# MOODY BROADCASTING NETWORK



## UNIQUE PROGRAMMING... MAKES A DIFFERENCE

- **NEWS** ...live, hourly news from FORREST BOYD and the IMS staff in Washington, D.C. PAUL HOLLINGER, WDAC-FM, Lancaster, PA, after comparing IMS and another news service, said:

"Since your news airs at 5 minutes before the hour, I have charted the stories released side-by-side. What a refreshing contrast to have 2 or 3 items of special interest to evangelical Christians instead of the sordid stories of the world's heroes. Your newsmen give two or more sides of government issues without heaping scorn on those whom God has ordained to be ministers in authority over us."

- **OPEN LINE** ...weeknight, nationwide call in program. JAMES DOBSON, "FOCUS ON THE FAMILY," after a recent "OPEN LINE" program dealing with abortion said:

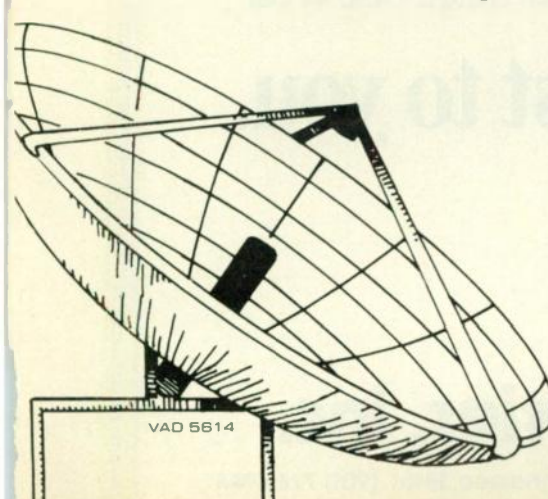
"The Lord was in the studio tonight, Stan. I know He honored our prayers. I called my wife just moments before we went on the air, and asked her to pray for us as we air this vitally important discussion. I just feel so strongly that we're doing what He wants us to do, and that's about the highest honor I can imagine."

- **MUSIC THROUGH THE NIGHT** ...live from Chicago, with your host, MIKE KELLOGG.

"I'm writing to tell you that I'm out here listening to the program "MUSIC THROUGH THE NIGHT." Your program has helped me through some very difficult nights. It's not only the music though, it's your talking to me in between songs, knowing you're one of His children." CHICAGO, IL

## ...AND THE WORD IS SPREADING FAST

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





**IN THE  
VTR TO FILM  
TRANSFER  
BUSINESS,  
"THAT'S  
GOOD  
ENOUGH"  
NEVER  
IS.**

MPL customers are perfectionists about their VTR to film transfers. So are we. Send us any size tape, from 1/2 to 2 inches, and we'll prove that what you thought was "good enough" can be better. We'll transfer a three-minute segment to film, and send you the finished product at no cost to you. You'll be as impressed as we are with the sparkling clarity, brilliance, and color fidelity of MPL Chroma 47. It's better than "good enough." And we can prove it.

**We'll prove it at no cost to you.**



**motion picture laboratories, inc.**

MOTION PICTURE LABORATORIES, INC., 781 South Main Street, Memphis, Tennessee 38101, (901) 774-4944



## **Plane Crash Kills Keith Green, Favorite of Contemporary Stations**

LINDALE, TX (NRB)—Religious radio stations across the country aired tributes in memory of Gospel musician Keith Green, who died in a plane crash July 28.

The fatal accident occurred on the grounds of The Last Days Ministries, founded by Green in 1977. Other fatalities in the crash included Green's 2-year-old daughter and 3-year-old son, plus pilot Don Burmeister and a California family which supported the Lindale (Texas) ministry. The eight members of the Smalley family had joined Keith Green and his children for a sight-seeing flight in which the ministry's Cessna 414 plane failed to clear the trees after take-off.

An accomplished composer and singer, Keith Green had recently released his latest album, "Songs for the Shepherd." Considering his compositions and recordings to be a ministry of evangelism and discipleship, he gave away most of his albums, often at no charge or for a small free-will gift.

Green became a Christian in 1975 and attended Bible school before launching The Last Days Ministries, based initially in Los Angeles. The diversified ministry moved to Texas three years ago. Its activities include a training school for Christians, a newsletter with a worldwide circulation of 250,000, tracts for contemporary readers, and distribution of books, music and records.

Pilot Don Burmeister, one of 80 staff members at the Lindale ministry, was the son of Charles Burmeister, an executive associated with *The Lutheran Hour* and Lutheran Television. His sister Jan Burmeister, a former aide to President Gerald Ford, is in charge of media operations at The Church on the Way.

With the passing of executive director Keith Green, The Last Days Ministries is rededicating its outreach to the post-war generation.

Melody Green, who had been her husband's close associate, and the ministry's leaders intend to continue the work.

## **Atlanta Station Ups Power to 50 KW**

SMYRNA, GA (NRB)—In late July, WNYX-AM/Smyrna, a 24-hour Christian radio station, boosted its daytime operating power from 10,000 to 50,000 watts.

The power boost has increased the station's coverage area by 78 percent. It can now be heard throughout most of northern Georgia as well as portions of Tennessee, Alabama, and the Carolinas. In addition, it makes WYNX one of only three 24-hour radio stations in Georgia operating at 50,000 watts.

With a format featuring quality Christian music and programming, WNYX is targeted at the family audience. "We are trying to reach as broad an audience as possible," said station president Larry Polk.

WYNX will continue to operate at a nighttime power of 500 watts. Polk sought to obtain a 50,000 watt "clear channel" at night, but failed to win FCC approval.

## **CBN Series Tackles Pornography Problem**

VIRGINIA BEACH, VA (NRB)—A five-part series recently released by the Christian Broadcasting Network takes a penetrating look at pornography in America. Entitled "Xpose," the series is a "behind-the-scenes" investigation of the problem, focusing on the participants themselves, both the exploiters and the exploited.

Each program is hosted by a nationally known figure, while other recognized Christian personalities comment on various aspects of the issues covered in that segment. Program hosts include Efrem Zimbalist, Jr., Art Linkletter, Pat Boone and Carol Lawrence.

CBN crews traveled all over the country to film the series, which

has been in production for more than a year.

"We went into all the sex palaces to show the different ways in which obscenity is packaged and sold," said producer/director Charles David McCally. "We went where cameras hadn't been allowed before in order to document the industry and show it to the American public exactly the way it is."

## **HCJB Forms Texas Network for Mexican Outreach**

OPA LOCKA, FL (NRB)—World Radio Missionary Fellowship has decided to set up a network in southern Texas to facilitate the administration of its three affiliated stations in the Rio Grande valley.

The two newest stations, scheduled to be on the air by early 1983, will be full-time Spanish gospel stations. HCJB personnel are now seeking an antenna site for the first of these, station KBNR/Brownsville. In addition, they are cooperating with the Rio Grande Bible Institute to start a station in Edinburg. FCC approval for KOIR/Edinburg was granted earlier this year.

Hardy Hayes, manager of HCJB affiliate KVMV/McAllen, will serve as operations director of the new network. Former World Radio Missionary Fellowship president Dr. Abe Van Der Puy will be the executive director.

## **Holy Land Documentaries for Christian TV**

CARMEL, NY (NRB)—*Israel Review*, a monthly 30-minute feature-news program, is now available for use by Christian television stations around the country. The program is produced by Yale Roe, a former Chicago broadcaster now living in Israel.

Jerry Rose, the first Christian broadcaster to pick up on the new program, uses various feature stories in some of his daily interview programs on WCFC-TV/Chicago. Other Christian TV stations use the program in its entirety.

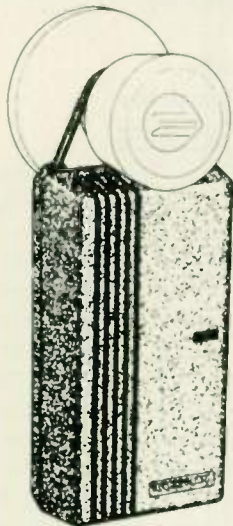


**NOW!**  
**Safety and**  
**Peace of Mind**  
 with



# DOOR-ALERT

**Just \$19.50**



Keep the thieves and rapists out of your home! Protect yourself and your loved ones with DOOR-ALERT. Simply slip DOOR-ALERT over the inside door knob. If anyone touches the door with his hand, with a key, or with a tool, DOOR-ALERT will let out a piercing alarm and send the intruder on his way. And then it turns off automatically so that it won't keep alarming the neighbors. DOOR-ALERT has a 3-second built-in delay.

This has two purposes:

1. So the alarm won't sound if someone just casually touches the door, and
2. To give you time to deactivate the alarm.

Keep DOOR-ALERT on the inside of your front door both while you are at home and while you are away. Nobody will be able to enter your home. And, of course, it is something you should have with you on your travels. DOOR-ALERT is beautifully styled. It measures 4½ x 2 x 1 and takes up almost no room. It works on one 9-volt cell (not included). It costs just \$19.50. (you get two for \$34.50) plus \$2.00 postage and handling — a great investment for PEACE OF MIND.

**GUARANTEE:** Satisfaction is completely guaranteed! Use DOOR-ALERT for 15 days. Not pleased? You owe nothing — not even an explanation. Just return for complete, prompt refund. You have everything to gain, and nothing to lose. In fact you'll wonder how you ever got along without DOOR-ALERT.

Yes! DOOR-ALERT is for me. Please send me \_\_\_\_\_ units at only \$19.50 each, plus \$2.00 postage and handling (California residents please add 6% sales tax).  
 Total \$ \_\_\_\_\_ enclosed.

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
 SEND TO: DOOR-ALERT 6333 Woodman Avenue  
 Van Nuys, CA 91401

# News \_\_\_\_\_

The latest monthly program focuses on the current situation in Lebanon. Other recent programs looked into archeological discoveries that go back to the days of Jesus, scientific breakthroughs, the plight of Christian children in Lebanon and a visit with kibbutz volunteers.

*Israel Review* is sold to commercial TV stations, but is available at no charge to Christian broadcasters.

## Luis Palau Brings Gospel to Paraguay

PORTLAND, OR (NRB)—Luis Palau is in Paraguay this month, holding a nationwide Christian campaign September 13-26. Using radio and television and a team of associate evangelists, Mr. Palau hopes to reach Paraguay's 3.5 million people with the good news of Jesus Christ.

The campaign is based at the capital city of Asuncion, where the Palau team last held a crusade in 1976.

## TWR Broadens Outreach to Muslim Peoples

CHATHAM, NJ (NRB)—In an attempt to reach a group of Muslim peoples living in inaccessible regions of Asia, Trans World Radio is installing powerful new equipment at their broadcasting location atop Mt. Agel in Monaco. These peoples, whose languages are Turkish-related, are known by such names as "Turkmen," "Uzbeks," "Kurds," and "Kirghiz."

TWR reports that more than 50 million such Muslims live in the southern areas of the Soviet Union, with additional numbers in northern Iran, Afghanistan and the western Sinkiang province of China. Because of their isolated condition, they can be reached with the Gospel only by radio.

Dr. Louis M. Muggleton, director of TWR's international wave propagation department, predicts that these remote areas, which lie far to the east of Monaco, will have

clear reception of programs broadcast from Mt. Agel.

TWR also reports a tremendous increase in mail response from listeners in Turkey during the past year. Response has risen 300 percent with more than 100 letters received each month from first-time contacts.

Much of the increase is attributed to a Turkish-language version of J. Vernon McGee's *Thru the Bible* which is broadcast from TWR's Monte Carlo transmitter.

#### **WTLW-TV Now On the Air**

LIMA, OH (NRB)—After seven years of struggle and commitment to bring Christian television to northwest Ohio, WTLW/Channel 44 is now "Witnessing the Living Word" nightly to viewers as far away as Detroit and Kokomo (Indiana). The station signed on the air on Sunday, June 13, 1982.

A fund-raising telethon was held during the first week of August to help defray start-up costs in excess of \$1 million. In addition to financial assistance, station director Ron Mighell is looking for programming suggestions, volunteer help, and prayer support.

#### **WSFJ-TV Ups Power, Moves Station**

PATASKALA, OH (NRB)—A new, more powerful transmitter is now in operation at station WSFJ (Christian Television of Ohio). Transmitter operation began June 29, 1982, following approval by the Federal Communications Commission.

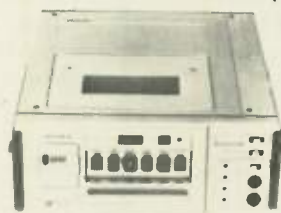
"Our coverage is now extended to include new areas and many viewers who previously could not receive Christian television," observed station president Jean Rodabaugh. "And those now watching us via UHF will receive an even better picture."

The FCC also granted approval for WSFJ to build a new station closer to their transmitter in Newark (Ohio). Ground has been broken a few miles south of Newark.

# Camera Mart: We Understand Your Video Needs.



Religion plays an important role in our society. And we believe that your message *can* make a difference. We also believe that we can help you do a more effective job, whether you're preparing a 30-minute inspirational program or a 30-second announcement.



Camera Mart has everything you need for your video production—including video cameras, lenses and accessories, processing equipment, switchers, video projectors, videocassette recorders, editing systems, etc.

Today, with so many video systems to choose from, we can help you select the system that is best for you.

We understand video because we've worked with it from the beginning.

Our people are experts in the field and will work faithfully to stay within your budget.

*Call or write for free catalogs and let us show you how much we can do for you.*



## **The Camera Mart, Inc.**

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



## **Religious Broadcasters Block Passage of HR 5949 Cable Carriage Bill**

WASHINGTON, DC (NRB)—Deferring action on HR 5949, the House Telecommunications subcommittee is now rewriting the bill on cable TV carriage and copyrights.

"National Religious Broadcasters has made the subcommittee aware of the rights of Christian stations, which were endangered by the original bill," declares NRB executive Ben Armstrong. "Thanks to the strong stance we took, and the support of our people at the grass-roots level, there is good reason to expect that the telecommunications subcommittee staff will incorporate the NRB-Collins amendment in their rewrite."

Drafted originally by the House Judiciary committee, HR 5949 reflected a compromise among the associations representing commercial television, cable system operators and motion picture producers. The original bill, which covered copyright royalties as well as cable carriage rights, eliminated the current FCC regulations requiring cable systems to carry all local TV stations within a 35-mile radius of the city of license.

Instead of the current "must carry" rules, HR 5949 gave cable operators the option of dropping local stations based on county-wide audience ratings.

"The ratings clause would have meant the end of Christian TV," observes Jerry Rose, chairman of the NRB-TV committee. "Congressman Kastenmeier, who heads the Judiciary committee and sponsored the bill, refused to hear our plea. When the bill went to the Telecommunications subcommittee, Congressman Jim Collins was sympathetic to our cause and agreed to sponsor an amendment."

The NRB-Collins amendment protected the "must carry" rights of stations airing significant amounts of non-entertainment programming, including religious, edu-

cational and public affairs programming. The amendment won the support of a majority of the House Telecommunications subcommittee.

"The amendment never came to a vote because of tremendous pressure exerted upon other members of the subcommittee," explains Ken Beachboard of the NRB Washington office. "The industry groups responsible for preparing the original bill declared that they would oppose any deviation from their compromise, including the Collins amendment."

Noting that NRB attempted to negotiate with the commercial TV and cable system operators, Beachboard reports, "Our cause was very ably presented by our legal counsel Richard Wiley. The opposition spurned the gracious offers Mr. Wiley made to adjust the Collins amendment. They insisted that no changes at all were possible."

The subcommittee decision to rewrite the bill, rather than amend it, brought a temporary halt to the months of intense NRB efforts. NRB executive Ben Armstrong visited key members of the subcommittee and appeared on numerous Christian broadcasts to make the evangelical audience aware of the threat to religious stations.

"The response from our members and from the Christian audience has been highly gratifying," Armstrong says. "Your letters, phone calls and prayers have brought us from a hopeless situation to a point where our views are being considered."

Cautioning that the battle for Christian TV is not over yet, the NRB executive adds, "If the rewrite does not protect our rights, we are ready to go back to the grass roots again."

## **TV Special Explains Threat to Christian Stations**

MEMPHIS, TN (NRB)—Aiming to make the general public more aware of the threat to Christian TV, Re-

ligious Roundtable has produced a 60-minute special on HR 5949.

Featuring Congressman Jim Collins of Texas, the sponsor of an amendment which would protect the cable carriage rights of Christian stations, the special was produced at the studios of WGCB-TV/Red Lion (PA) and is available for airing on other stations.

Appearing with Congressman Collins are NRB Washington manager Ken Beachboard and political strategist Dick Dingman.

"It's an in-depth explanation of the issues involved in the cable carriage bill," comments Ed McAteer of the Religious Roundtable. "Collins, Beachboard and Dingman do a good job of relating the problems to the interests of the average viewer."

## **Government Leaders Invite NRB to Historic Meetings**

MORRISTOWN, NJ (NRB)—When President Ronald Reagan announced his support of a constitutional amendment on school prayer, when Prime Minister Menachem Begin of Israel came to the United States during the Lebanon crisis, and when religious leaders met at the White House to seek action against pornography, National Religious Broadcasters played a role.

"Our association has been in the forefront of the drive to restore voluntary prayer in the public schools. The President's announcement was very exciting," says NRB executive Ben Armstrong, who was invited to the historic news conference at the White House Rose Garden. NRB members Jerry Falwell, David Breese and Cecil Todd were among the religious leaders at the May 17 event.

In July, Prime Minister Begin conferred with a select group of evangelicals. Speaking on behalf of the evangelical community, NRB executive Ben Armstrong explained that for "theological, eschatological and humanitarian reasons," American believers have a special concern for



# IF COMMUNICATION IS YOUR MISSION LISTEN CAREFULLY TO THESE WORDS FROM TOA.

You know the importance and urgency of the messages you take to your congregation—how critical it becomes to reach every ear that's listening. For your words, and often the music that surrounds them, it's essential that every last seat in the house hear precisely what your ministry is saying.

That's where we come in. We're TOA Electronics, and we engineer and manufacture the sound equipment that lies at the heart of your communication needs. Like a mixer for sound that is specifically designed to meet the needs of a church. And a series of very flexible, powerful amplifiers that can fill your speaker systems with crystal-clear sound from any pulpit or chancel. From a series of six rugged, high-quality microphones.

Our sound equipment won't upset the budget either. They're dependable and affordable communications solutions—engineered to deliver the words and music with professional sound fidelity.

Our model RX-31C is a perfect eight channel by one channel tabletop or equipment-rack mounting mixer that is compact and loaded with practical and useful features. It contains complete tone controls,

power for microphones, a heavy-duty power supply, a provision for headphones and indicators for proper volume control and balance. The volume controls are professional, slider-type. To keep curious fingers off other settings, the RX-31C has an optional and attractive protective cover. Of course, you can record from the RX-31C to any tape recorder like a cassette or even a reel-to-reel machine.

Add to our mixer our matched and modular amplifier systems called the 900 Series. There are nine different models to choose from to suit any conceivable requirement. Complement the mixer and amplifiers with our microphones for a total system.

An electronics control center from TOA Electronics is easy to install too. Just plug in the microphones (or a tape recorder and tuner) and connect it to your speakers. With a little assistance from us or one of our professional sound installers, next sermon you can be communicating more effectively.

Contact us directly for all the details and the name of your qualified TOA sound contracting firm.

If your mission is communication, TOA Electronics can help make it much more effective.



*Crafted in Japan  
Proven in the States.*

**TOA Electronics, Inc.**  
480 Carlton Court  
South San Francisco, CA 94080  
(415) 588-2538 Telex: 331-332

In Canada:  
**TOA Electronics, Inc.**  
10712-181 Street  
Edmonton, Alberta T5S 1K8  
(403) 489-5511 Telex: 037-43255



the Holy Land.

In a White House meeting with presidential assistant Morton Blackwell, the participants included NRB members Jerry Falwell, Paul Freed, Pat Robertson, James Robison and Adrian Rogers, plus Morton Hill, Donald Wildmon and other religious leaders active in the fight against pornography. According to NRB executive Ben Armstrong, the July 27 conference was "most productive." He adds, "NRB has helped to make people aware of the inroads of pornography into our homes. As broadcasters, we have a special concern about its infiltration into cable TV."

## **Dynamic Convention to Celebrate 40th Anniversary**

MORRISTOWN, NJ (NRB)—Broadcaster Billy Graham, television speaker James Robison and theologian Carl Henry have accepted invitations to address the 1983 annual convention of National Religious Broadcasters.

Marking the 40th anniversary of



Billy Graham



James Robison



Carl Henry

NRB, the national convention in Washington (DC), January 30-February 2, 1983, promises to be "the greatest gathering of Christian media in this century." Leaders from allied fields such as publishing, music, films, home video, church outreach and education will join religious broadcasters at the convention to formulate a comprehensive strategy for communicating the Gospel.

A highlight of the 1983 convention will be the origination of a *PTL Club* telecast, Monday

evening, January 31. Hosted by Jim Bakker, the TV special will be transmitted around the world by satellite.

Billy Graham will address the Congressional Breakfast, Tuesday, February 1. The world-renowned broadcaster, whose accolades include the NRB Hall of Fame Award, is expected to draw a record attendance of Senators and Congressmen. In recent months, Graham has conducted successful crusades in the U.S. and participated in an international conference in the Soviet Union, opening new contacts with Soviet officials and new controversy among his critics at home.

James Robison, whose nationwide rallies and television program center on the spiritual and moral dilemma of our time, will address the FCC Luncheon, Tuesday, February 1.

Carl Henry, founding editor of *Christianity Today* and lecturer at large for World Vision, will present the Anniversary Address at Wednesday night's banquet, closing the convention with a theological perspective. Past president of the American Theological Society, Dr. Henry is "the leading theologian of the nation's growing evangelical flank," according to *Time Magazine*.

"The 1983 convention will set the stage for a new era of growth in the midst of change," says NRB vice president Jerry Rose, who chairs the 1983 convention program com-

*(Continued on page 44)*

*Ben Armstrong (l.) explains the evangelical position on Israel to Prime Minister Begin*



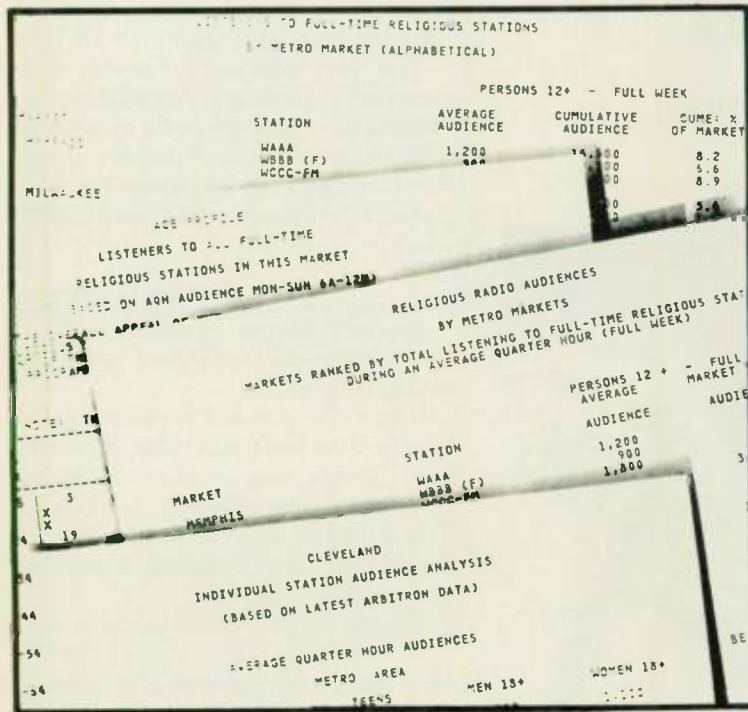
"Competitive data" - T.W.

"Pinpoints time buys" - R.S.

"Affordable" - B.B.

"Innovative" - D.R.

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



Religious Radio Analysis is the first detailed study of the nationwide religious radio audience. Focusing exclusively on religious stations, it brings you all the Arbitron data available on the religious radio audience- by market, time of day, day of week, age group- across the country. Now, at last, with the Religious Radio Analysis it's possible to know exactly who is listening, when they're listening, and to which stations. And, for the first time ever, it's possible to see how commercial stations across the country are doing. Whether you're operating a station, producing a program, marketing products to the Christian audience, buying time, selling time, or just getting started in broadcasting, the new Religious Radio Analysis gives you comprehensive, reliable facts to make your ministry more effective.

Religious Radio Analysis brings you accurate, up-to-the-minute data. Your annual subscription brings you two exclusive reports, analyzing the spring and fall Arbitron "sweep." Each covers: ■ Arbitron ratings of every religious station surveyed ■ Total religious radio audience in every market ■ Profile of religious radio audiences ■ Regional comparisons ■ Financial and economic trends.

Any market you want! In addition to the Religious Radio Analysis you may subscribe to a supplementary report for any market you want to reach.\* The Custom Analysis gives details on each religious station in the market, including demographics, listening patterns by day of week and daypart, average quarter hour audiences, cumulative audiences for week, local radio/TV sales comparisons and more!

\*As covered by Arbitron. Some markets are not covered in every sweep.  
NRB Marketing Services 201/575-4000

Program producers, media buyers, agencies, networks, stations, publishers, researchers, financial executives are signing up for the NRB Religious Radio Analysis. Order your reports today.

**YES! We want Religious Radio Analysis!**

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

TOTAL \$ \_\_\_\_\_ Check enclosed

Start our subscription for the Nationwide Analysis  
\$250 for NRB Members - \$450 for Non-Members  
Annual subscription for two issues a year

Price: \$ \_\_\_\_\_

In addition, send the Custom Analysis on these markets:  
\$100 per year additional for each market  
Available only to subscribers of the Nationwide Analysis

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

No. of markets ordered \_\_\_\_\_

x \$100 each \_\_\_\_\_

Total, Custom Analysis: \$ \_\_\_\_\_

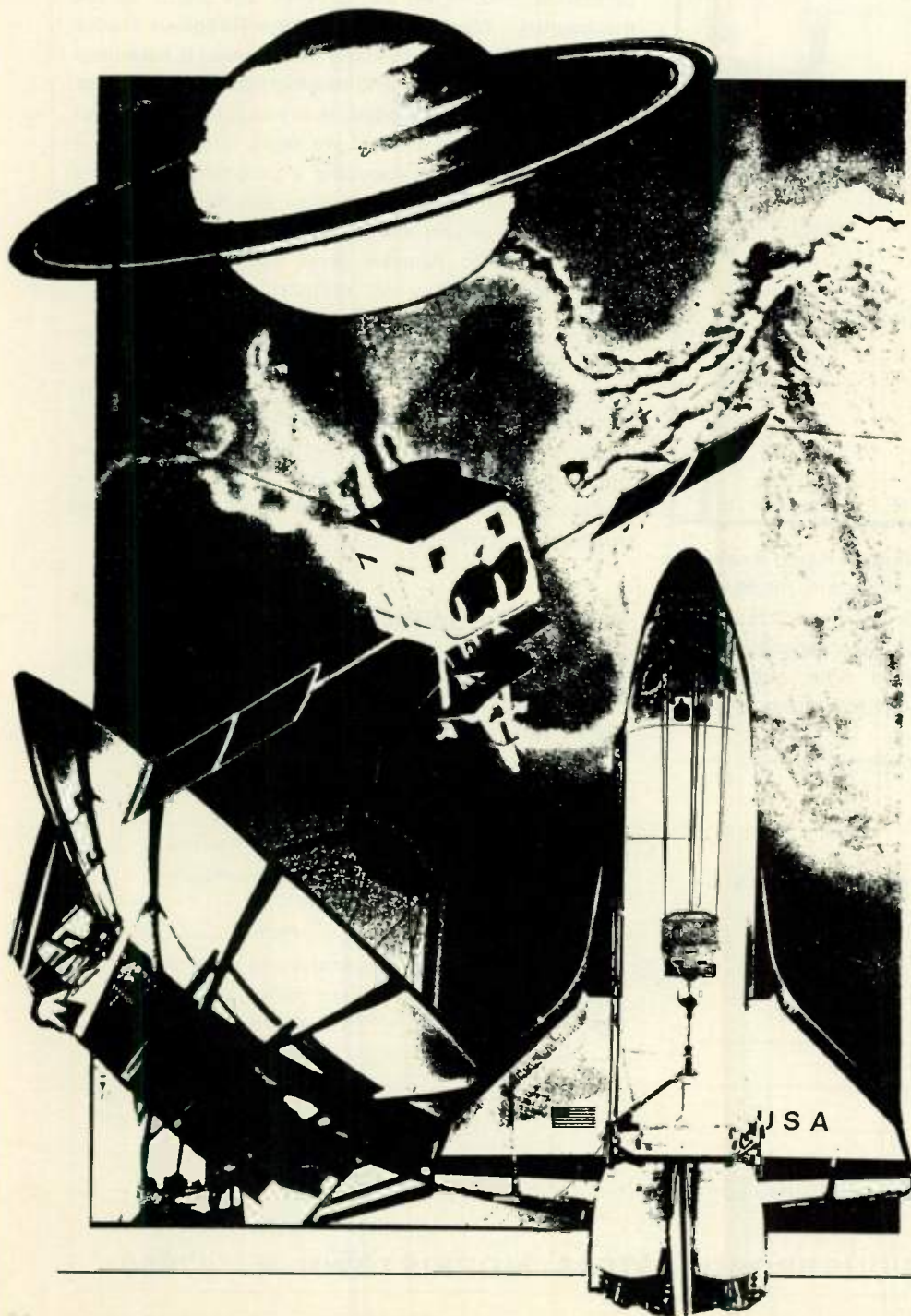
**MAIL TO: NATIONAL RELIGIOUS BROADCASTERS / MORRISTOWN, NJ / 07960**



Winged feet represent the utility  
of God's method.  
American evangelicals have long taken  
a utilitarian approach  
to the mass media.

# Winged Feet

by Stephen F. Olford



**A**S WE enter the mid-80s—and until we hear “the shout”—our task as broadcasters is to reach the world and preach the Word. To speed this divine endeavor we need winged feet. This is why Isaiah exclaims: “How beautiful upon the mountains are the feet of him that bringeth good tidings, that publisheth salvation; that saith unto Zion, Thy God reigneth!” (Isa. 52:7; Rom. 10:13-15).

The feet of God's heralds are beautiful, according to Franz Delitzsch, because they “spring over the mountains with all the swiftness of gazelles. Their feet look as if they had wings because they are the messengers of good tidings of joy.”

## The Mission Is Urgent

Implicit in this passage from Isaiah are two concepts that we should bear constantly in mind.

When the prophet focuses on the beauty of the feet (rather than the beauty of the eyes, lips, or hands), he has in view the urgency of the divine mission. This is the first important concept, one that has two aspects: mobility in service and rapidity in service.

Winged feet provide mobility in service. God wants action; indeed, the Bible is the unfolding drama of God in action. Jesus confirmed this when He said, “My father worketh hitherto, and I work” (John 5:17). As Christian heralds, we must always abound in the work of the Lord (1 Cor. 15:58).

A minister was once asked by an old friend how many members he had in his church. “One thousand,” the preacher replied. “Really!” the friend exclaimed, “And how many of them are active?” “All of them are active,” was the response. “About 200 are active for the Lord, the balance are active for the devil.” In these days of religious confusion and compromise, we need to settle on whose side we serve. Jesus said, “He that is not with me is against me; and he that gathereth now with me scattereth abroad” (Matt. 12:30).

Rapidity in service is equally as important as mobility in service. It is one thing to be mobile, but quite another matter to get going! So Isaiah gives us the picture of the beautiful gazelle, whose movements are smooth and swift. And we need to be swift if we intend to maximize the days that are left to us. The Bible



says, "The time is short" (1 Cor. 7:29); "The days are evil" (Eph. 5:16); "The fields are white" (John 4:35); "The laborers are few" (Matt. 9:37); "The night is hastening on" (John 9:4); "The coming of the Lord draweth nigh" (James 5:8).

### **We Are the Vehicle**

The other important concept we should examine relates to the utility of the divine method. The phrase, "the feet of him that bringeth good tidings," places emphasis on the man. God's method is always the man. That is why Jesus came. His incarnation hallowed and honored forever man's uniqueness for God's redemptive purposes. So in every age God has used people like you and me.

One of the characteristics of man's uniqueness is his adaptability to the times. If Isaiah were living today, he would still see beautiful winged feet—but beautiful in a different way. Instead of the sandals of the footman or the glittering hoofs of horses, he would see the wings of the most modern jet skimming over the mountains. He would see the towers of powerful transmitters carrying the message around the world. The same feet, but different shoes! From our standpoint, he would still exclaim, "How beautiful upon the mountains are the feet of him that bringeth good tidings."

Winged feet represent the utility of God's method. American evangelicals have long taken a utilitarian approach to the mass media, according to Peter Horsfield, using them primarily as "a channel to announce Christ and increase conversions." Horsfield's findings on religious broadcasting in America from 1950 to 1980 were reported in the April 1982 issue of *Research Trends in Religious Communication*.

### **Technology Is Our Tool**

Horsfield points out that evangelicals, "unlike more institutionalized churches, . . . are not concerned that technology in itself might embody social values or come in an institutional package that will ultimately compromise the Gospel message and corrupt the pattern of Christian life. For evangelicals, the morality of technology lies in the morality of the user and his purpose. Television [and radio are tools] to be used within the terms dictated by the tool."

Posing a formidable challenge and exciting opportunity for all religious broad-

casters, Horsfield cites the following advantages to technological communication:

"(1) It gives greater public expression to the Christian faith as a viable life option.

"(2) It provides viewers with a range of resources, models and information that would otherwise not be available to them.

"(3) It provides a stimulus for faith and opens up questions of meaning and value, thereby setting the stage for further personal contacts.

"(4) It provides an opportunity for communicating Christian concern to sectors of the public not ordinarily reached by this message."

This is a tremendous challenge! We live in an age of technology and amazing scientific advances, and we must thank God for these discoveries. Instead of condemning or ignoring them, we must employ them to wing Christ's message around the world. This is the answer to "the evil days" in which we live. Without a return to God there is no hope of averting another global conflict.

We must use the jet, the satellite, the transmitter and the microphone. Our motto must ever be, "To every creature . . . by every means" (Mark 16:15; 1 Cor. 9:22, Phillips). We must adapt to changing times, and we must not allow prejudice, pride, or pessimism to defeat God's purposes.

### **The Message Cannot Be Compromised**

But however much we may adjust to the times, we cannot alter the truth. For another characteristic of man's uni-

queness in his role as vehicle of the divine message is his accountability to the truth. Paul reminds us that "we can do nothing against the truth, but only for the truth" (2 Cor. 13:8); and again: "Though we, or an angel from heaven, preach any other gospel unto you than that which we have preached unto you, let him be accursed" (Gal. 1:9).

The apostle Paul affirmed, "We do not peddle the Word of God for profit [like so many]. On the contrary, in Christ we speak before God with sincerity, like men sent from God" (2 Cor. 2:17, NIV). Needless to say, preachers who take this apostolic stance will be criticized and even ostracized. But this is how it should be, as Jesus himself admonished (Matt. 5:11-12).

If we are God's men (and therefore God's method), we are accountable to the truth. The shoes we wear may change, but the Word we bear must never change.

It is time, therefore, to awake, put on strength, shake ourselves from the dust, arise and "proclaim . . . good tidings . . . of salvation" to a lost world (Isa. 52:1-2). With winged feet to speed the divine mission and serve the divine method, we must redeem the closing days of this century, finish our task, and hasten the coming of the King! **NRE**



*Dr. Stephen Olford is president of Encounter Ministries, Inc., which he founded in 1970. EMI is a church-related organization with an international outreach through media and conferences.*

**The bearer of glad tidings  
in today's world can use the awesome  
tools of technology to wing  
the Word of God around the world**



# The Many Faces of Format

Granted that religious radio stations specialize in biblically-based content, there are many ways to put that message across. Here is a sampler of views on individual and group formats used by numerous stations.

## A Rising Level of Quality

Ed Steele

Creative Communications Associates



Mr. Ed Steele is vice-president of Creative Communications Associates and president of the NRB Western Chapter.

**T**HEY ALL sound alike...they all speak to the same audience—themselves." Does this sound familiar? It is one of the criticisms which frequently have been leveled at religious broadcasters. And religious broadcasters themselves are willing to admit that the audience delivered by religious format stations is, indeed, constituted principally of committed evangelical believers.

However, there is also general agreement that this audience is very large, supportive and potentially influential. Capable of delivering strong support for ministries, it has clearly defined needs, interests, strengths, and weaknesses.

The so-called "religious audience" which generally listens to religious format radio stations is not the logical target for highly evangelistic efforts. Most broadcasters now know that to reach the nonbeliever and the agnostic, they must direct their dollars and their efforts to other formats and other types and lengths of program material.

Up to 55 percent of evangelical believers, we are told, listen to religious

stations. Over the last several years a number of individual program formats have emerged to service and minister specifically to this evangelical subculture.

Among these are the programs directed to the family. Perhaps the most successful example is *Focus on the Family* with Dr. James Dobson, now heard on well over 300 radio stations. Targeted to young parents, its approach is far different from that of the stereotypical religious program.

*Shine with the Son*, though shown on only a limited number of stations, is emblematic of similar creative efforts in other parts of the country in that it is directed to singles. Margie Kelly, former DJ for a popular secular format in southern California, serves as host of this interview-style program.

Programs directed at women, while nothing new, are increasingly popular. There are many of the local variety and a few which are syndicated. *Here's Joyce*, though only five minutes in length, has captured wide interest. It features Joyce Lansdorf, author of 15 books, popular speaker and seminarist. Another program attracting widespread

recognition is Marilyn Hickey's daily teaching feature.

General purpose teaching programs such as *Grace to You* with Dr. John MacArthur, *Insight for Living* with Dr. Charles Swindoll, and *Believer's Voice of Victory* are widely known among the newer ministries, while old standbys such as *Back to the Bible*, *Thru the Bible*, and *Chapel of the Air* continue.

Though not now syndicated, one of the more refreshing and resoundingly successful programming efforts in recent years is *Talk from the Heart*, a four-hour talk show heard on KBRT in southern California. Host Rich Buhler has background as a journalist, professional expertise as a broadcaster and excellent formal training in the scriptures. These qualifications, coupled with KBRT's extremely wide coverage area and strategic timing in the marketplace, have made *Talk from the Heart* a flagship for other such efforts across the country. Though certainly not a novel idea, it has brought the talk show for the Christian station into the competitive arena in a new and dramatic way.

Refinements in the contemporary music business have contributed to popular programming for teens and young adults. An increasing number of station formats are devoted to contemporary Christian music, and syndicated features continue to show strength in reaching the younger audience, though commercial successes are few.

Practical realities of the marketplace have demonstrated that contemporary music is generally not compatible with the 40-plus audience segment that supports teaching programs. The result is depressed support on stations which carry predominantly contemporary music sounds.

With the adult orientation and the emphasis on formula and music formats, children's programs are also less and less in demand.

Syndicated programs which feature music with inspirational features and teaching also seem to be encountering problems in maintaining support and listening levels.

Many observers point to the broad spectrum of interests among the evangelical segment of our population for which programming still needs to be developed. But one thing, at least, is clear: the level of creativity and innovation in programming for Christian radio is, happily, on the upswing.



## Balancing Preference with Proclamation

Paul Hollinger

WDAC/Lancaster (Pennsylvania)



Mr. Paul Hollinger has been general manager of WDAC-FM/Lancaster since 1961. He is a member of the NRB Board of Directors.

WDAC's STATION philosophy is delineated in Matthew 28:19-20. Our first purpose is to "make disciples" (disciplined followers of Jesus Christ as both Savior and Lord). Our objective is the "teach these new disciples to obey all the commands" given by Christ.

We seek to achieve this goal by airing a balance of Bible-teaching programs and worship/praise/experience songs and hymns 24 hours daily as a constant reminder that Jesus Christ is "with you always."

Although program content must be true to God's Word and power output sufficient to reach a given population area, we realize that these factors may prove irrelevant if the listener's needs and interests are not being met.

WDAC just completed its 13th listener survey to determine listener preferences. The twenty questions in the survey gave us a current demographic reading of our audience, including their program and music preferences.

Surprisingly enough, program likes and dislikes have changed radically since 1979. Our most encouraging finds were the increase in listenership in the 25-49 age group, as well as the increasing percentage of people who watch fewer than two hours of TV daily (74 percent).

The components of WDAC's format have changed with each survey. In 1959, when WDAC was the only full-time Christian station in the area, we aired nearly every evangelical program and recording available. During the 1960s, several 50,000-watt stations in our coverage area specialized in southern-style gospel music and anti-communist programs. WDAC stayed with Bible teaching programs, traditional

songs and hymns, and classical music.

The 1970s produced a group of charismatic teachers who purchased time several stations deep in this market. To avoid duplication, we surrendered those speakers to a nearby station which specialized in that doctrinal perspective, making room on WDAC for a new generation of evangelical Bible teachers such as Charles Swindoll, James Dobson, Howard Hendricks, and John MacArthur.

Because of the proliferation of

religious formats, Christian radio is forced to specialize just as secular stations do. NRB has estimated that 1,500 stations air daily religious programs. Of those, 34 are located in the WDAC coverage area alone.

The proliferation of satellite networks, satellators, and translators has also had an impact on our programming. Family Stations have two stations and a translator in our coverage area.

Since WDAC airs all of the syndicated programs on the Moody Satellite Network and has a nearly identical music and doctrine policy, we elected to subscribe as an affiliate rather than further duplicate the same format in the immediate 1 MV/M market.

WDAC is a commercially supported station. The current recession requires all commercial broadcasters to work much harder to meet inflationary bills. On the positive side, we do not have to compete with program producers, churches, missions and schools for donor dollars.

WDAC neither asks for nor accepts contributions. The commercials may be inconvenient to some, but for most listeners, they are a means of securing needed products and services while enjoying the ministry of free Christian radio.

## Good Formatting Is Hard Work

Jack Davis

Inspirational Broadcasting Corporation



Mr. Jack Davis is president of Inspirational Broadcasting Corporation.

"ANY RELIGIOUS FORMAT can be successful in a major market, if there is no competition." As true as this statement might be, I doubt if you could find a market of over 10,000 people that it could be applied to today. And as the number of religious radio stations increases, competitive pressures also continue to grow.

But keep in mind that you will lose listeners to another station only if they are offering your listeners something better

than you have, at least from the listener's point of view . . . and that is a very important point of view.

Strong programming alone will not guarantee success, of course. You must also have dedicated station management, good signal strength, and an adequate market. These other things being granted, there are three areas of programming that, properly applied, can provide a firm foundation upon which to build. These areas are: 1) narrowcasting,



2) formatting, and 3) continuity.

Narrowcasting is the new buzz word in the secular broadcasting world. Interestingly enough, this term describes something that many religious broadcasters have known for years—that the more sharply you define your audience, the more loyal and responsive that audience will be.

There are countless ways that religious stations can determine their own parameters of narrowcasting. Some stations use doctrine to determine their nar-

rowcasting audience: others use music; still others depend upon programming quality and content.

In any event, there are very few religious radio stations that do not use some type of programming preference, or lack of it, to help establish which segment of the overall Christian community they seek to reach.

One word of warning if you are following a narrowcasting philosophy: At what point do you so narrowly define your listening audience that your overall

listening base is too small to support your station? Narrowcasting in the extreme can be as detrimental to a station's success as having no programming guidelines at all.

The second area, formatting, is closely related to both narrowcasting and continuity. In fact, it might be considered the bridge between the two. Formatting is determining the music and programming which your station will need to carry in order to reach your narrowcasting audience goals.

If we compare our three programming elements to a railroad, narrowcasting would represent the tracks linking two towns, formatting would be the engine, and continuity would be the order and type of railway cars on the train.

By defining your audience through narrowcasting, you determine where you want the tracks to go. By formatting, you decide which type of vehicle to use to carry your message. This could be an all-music format (either contemporary, gospel, or traditional), an all-program format (which could also be further defined), or a mix of music and programs, as well as Christian talk and other new format ideas.

Finally, we must consider the importance of continuity. Of the three critical programming components, this area probably requires the greatest finesse.

Continuity is the proper blending and placement of unduplicated programs, the proper selection of music, and the degree of professionalism which your board people use in their on-air presentation. Continuity is the glue that holds all of the other pieces of the programming puzzle together.

Rip Ridgeway, Arbitron's vice-president for radio sales development, recently made an interesting point. After completing his study of listening characteristics of the audiences of religious radio stations (see April issue, page 36), Mr. Ridgeway observed, "Since audiences to religious stations tend to listen to only one religious station, there is very little audience duplication with other religious format stations in the same market." The basic point here is simple: if you are doing the job, you have the listeners; if you are not, then your competition has the listeners.

To paraphrase Thomas Edison's remarks regarding the makeup of genius: when it comes to broadcasting, ingenious formatting is 10 percent inspiration and 90 percent perspiration.

## Your Second Tape Duplicator Should Be Your First

Most people who buy an Otari DP-4050-C2 cassette duplicator are replacing their first compact unit. They choose Otari because they want better quality copies and a more reliable unit. The dependable DP-4050-C2 gives them both — and more.

This remarkable machine copies two tapes at a time in 8:1 speed. With the addition of three Z3 Slaves (which make three copies each), it can make up to 11 copies at a time. Some of the advanced features which help make the DP-4050-C2 so popular as a second machine are:

- $\pm 4\%$  speed variation to compensate for "off speed" masters
- Automatic Master re-cue for faster operation
- Automatic ejection of finished copies
- Long lasting ferrite heads
- Easily removable Master and Slave transports for easier service and less down time
- 800 kHz bias for superior fidelity and less distortion

See your nearest Otari professional audio dealer to find out why the Otari DP-4050-C2 has earned the reputation as the New Workhorse of table-top cassette duplicators and should be your first.

# OTARI

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



Please send me more information on the Otari DP-4050-C2.

Name \_\_\_\_\_ Zip \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Phone \_\_\_\_\_  
Mail to: Otari Corporation,  
2 Davis Drive,  
Belmont, CA  
94002



# The Faithfulness of Listeners Is Our Mainstay

Harold Camping

Family Radio Network



Mr. Harold Camping is president of Family Stations, Inc.

"AS LONG AS WE try to serve the Lord by broadcasting the Gospel, let us set up the most ideal organization possible. Let us make it non-profit and non-commercial. Let us find the best available programming to use without charge to the programmers so that we will never feel obligated to keep inferior programming because we are paid well.

"Let us be altogether listener supported so that we are entirely dependent upon God to provide. Let us operate with the Bible in its entirety as the guideline for doctrine and practice. Let us build safeguards into the articles and by-laws so that none of the Board of Directors can ever profit from the organization's assets."

These were the basic intentions, aspirations, and goals of the founders of Family Radio when they formed Family Stations, Inc. in 1958. They remain the guidelines to the present day.

Because the Bible is our guidebook for doctrine and practice, Family Radio has always been deeply committed to diligent Bible study. If we are going to say, "Thus saith the Lord," we had better know what the Lord hath said.

Therefore, doctrines on Family Radio are carefully scrutinized, insofar as possible, in the light of what the Bible teaches. Music, for example, is selected on the basis of its fidelity to the Word of God and its potential teaching content, rather than its "top 40" status.

To complement our teaching ministry, we established the Family Radio School of the Bible in Oakland (California) in January 1981. The school brings together dedicated Bible students and teachers, leaving their imprint on the

programming of Family Radio. It also serves as a vehicle to develop Bible correspondence courses which can then be made available to our listeners.

Since we operate under the biblical stipulation, "Freely you have received, freely give," all materials produced by Family Radio are offered free to listeners. These books, pamphlets, cassettes, and other teaching materials enhance our ability to teach the Gospel.

In addition to our eight domestic stations, Family Radio began an overseas outreach in 1974 by purchasing four transmitters and several antennas from Bonneville Corporation. At present, seven transmitters are broadcasting the Gospel daily in nine different languages to most of the world.

A creative alternative in international programming is exemplified by an arrangement we have with the Republic of China to trade program time. Using their facilities on Taiwan, Family Radio broadcasts four hours each evening into mainland China and three hours each evening into India.

In exchange, we offer the Republic of China program time from our facilities in Okeechobee (Florida) to broadcast cultural and news programs to North and South America.

Because of our commitment to remain non-commercial, we constantly thank God for His benevolent mercy in providing, through our listeners, the means to accomplish our goals. The faithfulness of our listeners is the mainstay of our ministry.

We particularly rejoice that God has enabled us to remain altogether faithful in proclaiming the Gospel.

## Are You Paying Too Much for Professional Audio

Cassettes?  
CHECK THESE PRICES

40¢  
55¢

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

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

see hear

INDUSTRIES

(DIV. of RJA INC.)

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

Duplicator Quality	C-32	C-62	C-92	C-120
Prices	.37	.40	.55	.85

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



We are Pioneer Consultants to Tape Ministries



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

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

C-32 \_\_\_\_\_ C-62 \_\_\_\_\_ C-92 \_\_\_\_\_ C-120 \_\_\_\_\_

Add 10% of total for freight & handling.

M/C or VISA No. \_\_\_\_\_

EXP. DATE \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_



# DJ's Return Audience awareness is a key to ministry and to ratings Sparks Innovation

by Tamara Mahr

**H**IRING an on-air personality with a past may bring some innovations to religious radio. That is happening at the Crawford station, WMUZ/Detroit, where the return of disc jockey Paul Nicholas is bringing a new group of devoted listeners.

The daily program *The Gospel According to Paul* is the new success story for station WMUZ. Hosted weekday afternoons from 2 to 6 by Paul Nicholas, 28-year-old Detroit native, the program reflects the positive perspective Nicholas gained from his stint in secular radio.

Nicholas started his radio career at station WMUZ in 1966 at the age of 12. From there he traced a path that took him to work at stations WBFM, WEXL and secular stations WDRQ and WTWR.

A Christian, Nicholas says that working at secular stations rounded out his professionalism in broadcasting as a whole. Notes Nicholas, there is a mistaken idea "that Christian stations can be allowed to be less than first rate and therefore, nonprofessional."

He maintains, "The key element in Christian programming is to treat it as purely Christian. Since we are Christian, we have to be truly professional; we should be better than the world."

The new upbeat Christian radio program on station WMUZ-FM is the creative result of Nicholas' push for better Christian programming.

Judging from the positive response in fan letters, Nicholas believes the show offers something urgently needed in Christian broadcasting.

"Christians are different today. The number one thing ignored in Christian station programming is audience

awareness—being aware in programming to the needs of the audience. Programming should fit the needs of the listeners and be a true ministry to Christians," he says.

During the broadcast, Nicholas stresses the Word in the light of a "you can do it" mentality, making it known that through Christ all things are possible. The show is geared to speak to the concerns of adults and young adults of the Detroit area.

"The needs that young adults and adults have in Detroit are universal concerns. They are under burdens and pressures with unemployment, the unstable job situations, uncertain loans and high interest rates. Our program gives the concerned bright, contemporary music with lyrics that lift them up, as well as pertinent answers from the Bible for life's problems," Nicholas states.

Nicholas sees the program as a place where "everyone can find a friend." Nicholas reports that people who call the station say they feel they've found a friend who knows the Lord.

"When I get behind the mike, I talk to my listeners as individuals. There are thousands of people who are hungry to hear from someone who is sincerely interested in them," he says.

The program format gives listeners an opportunity to tune in whenever they can and allows them to pick up instantly on the blend of music, news, information and interviews with prominent Christians. Guests recently interviewed include Christian entertainers B. J. Thomas, Debbie Boone, and Rebo Rambo; J. Vernon McGee of *Thru the Bible*; Mrs. Ruth Crawford Porter, owner of WMUZ; Audrey Langdon, public relations director for NRB; as well as many



DJ Nicholas stresses the Word

## Nicholas sees the program as a place where "everyone can find a friend"

local pastors and businessmen. Subject matter is open, with personal testimony being the most frequent topics of discussion.

"In the interview with B. J. Thomas, he discussed having a career and gave his personal testimony. During her talk, Debbie Boone shared how the Lord is using her in the secular arena. Sometimes we have listeners on the air to give their testimony," says Nicholas.

Nicholas hopes that someday his concept of Christian programming will be accepted widely by Christian stations. For now, his daily program and its results encourage him to say, "We must be doing something right, obviously, for the Lord is blessing us."

NRB



Tamara Mahr is a research assistant at NRB headquarters.

# Easy does it.



© 1981 Fuji Photo Film U.S.A., Inc., Magnetic Tape Division, 350 Fifth Avenue, N.Y., NY 10018

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





# In the beginning...there were seven: WFAX, Now there

Our goal was to establish a network of the top 100 religious radio stations from coast to coast. We've met that goal and gone beyond it. Satellite Radio Network now has 118 station affiliates in 37 states.

The result is that these stations now can broadcast a better quality signal, reduce operating costs, increase the reliability and timeliness of their programming and generate additional income.

For the ministries, the benefits from SRN's delivery service via satellite (SatCom III) are even greater.

The large, established ministry can **eliminate many thousands of dollars in taping costs** every year, because only one tape for each program is required. And a program taped today can be scheduled for broadcast tomorrow.

For the small ministry, Satellite Radio Network provides the ability to **expand to a national outreach almost instantly** at affordable cost. And exposes your messages to 70% of the entire U.S. population day after day at an affordable cost.

Satellite Radio Network can provide the delivery service you need, plus the time you want. Both at a savings that has never before been available in religious broadcasting.

## You'll be in good company.

Prominent ministries now taking advantage of the savings and the timeliness offered by Satellite Radio Network include:

- Lester Roloff: "Family Altar"
- H.M.S. Richards, Jr.: "Voice of Prophecy"
- Kenneth Copeland: "Believers' Voice of Victory"
- Kenneth Hagin: "Faith Seminar of the Air"

- R.W. Schambach: "Voice of Power"
- Warren Weirsbe: "Back to the Bible"
- Derek Prince: "Today with Derek Prince"

## "Satellite Radio Network is taking us out of the horse-and-buggy days."

Here are comments from several of our station affiliates and ministries who use Satellite Radio Network's delivery service:

"We have a better quality broadcast via Satellite Radio Network, plus greater dependability. They're eliminating so much inefficiency, and providing the timeliness we need so desperately in Christian broadcasting. Satellite Radio Network is taking us out of the horse-and-buggy days."

**Lester Roloff, Pastor**  
People's Baptist Church  
Corpus Christi, TX  
"Family Altar" Program

"Now is the time for the satellite. It is the age in which we live, and Satellite Radio Network is putting together what other people have dreamed about."

**David Beaver**  
BMC Advertising  
Tulsa, OK  
Agency for Kenneth Hagin  
and R.W. Schambach

"We're 100 percent satisfied with Satellite Radio Network. The concept is the greatest thing that's happened to radio since the invention of the vacuum tube. I think that it's going to revolutionize radio broadcasting and completely change the face of the whole industry. It's certainly the most efficient method

## SATELLITE RADIO NETWORK AFFILIATES

### Alabama

Dothan WWNT  
Mobile WMOO  
Phoenix City WCLS  
Tuscaloosa WTSK  
Tuscumbia WBTG

### Arizona

Phoenix KXEG

### Arkansas

Bentonville KJEM  
Fort Smith KACJ  
Harding KFCC

### California

Sacramento KFIA  
El Cajon KMJC  
Fresno KBIF  
Long Beach KGER  
San Francisco KFAX

### Colorado

Colorado Springs KPIK  
Denver KQXI

### Florida

Daytona Beach WMFJ  
Jacksonville WOZN  
Orlando WAJL  
Sebring WSKP  
Tampa W SST  
Pensacola WFGS

### Georgia

Atlanta WYNX  
Augusta WHGI  
Buford WGCO  
Douglasville WDGL  
Jessup WSOJ  
Moultrie WMGA  
Rockmart WZOT  
Savannah WKBX  
Waynesboro WWGA

### Hawaii

Honolulu KNDI

### Illinois

Chicago WTAQ  
Peoria WTXR  
Rockford WQFL  
Marion WGGH  
Monticello WV LJ

### Indiana

Evansville WVHI  
Indianapolis WBRI  
Paoli WKXX  
Renselaer WRIN  
Salem WSLM

### Iowa

Des Moines KWKY  
Dubuque KLXL  
Sioux City KTFC

### Kansas

Wichita KSGI

### Kentucky

Brandenburg WMMG  
Louisville WFIA

### Louisiana

Jonesboro KTOC  
New Orleans WVOG  
Shreveport KJOE  
Columbia KCTO

### Maine

Portland WLOB

### Massachusetts

Boston WROL  
Springfield WACE



One South Executive Park, Suite 403, Charlotte, N.C. 28287 704-552-2103 Toll Free: 1-800-438-6311

# WROL, WZZD, KFIA, KBIF, KUDY, KLIQ are 118.

of program delivery, and the economic advantages are absolutely tremendous. It allows the station to operate with a much smaller programming staff, yet without any deterioration in the quality of the programming. Our gross sales are up over 100 percent above last year."

**Bill Bro**  
President  
Midwest Radio, Inc.  
WTXR-FM  
Peoria, IL

"What some Christian broadcasters seem to forget is that we *are* broadcasters. If we're to compete in the field of broadcasting and stay abreast of broadcasting in general, we must utilize Satellite Radio Network. First of all, it's a way of keeping up with the competition. Secondly, it's the only way I see for us to continue operating commercially. More and more, we have the cable people making inroads on our business. We have more and more competition from non-commercial/non-profit stations who are really giving religious broadcasters a run for the money. We must utilize all the tools of the trade, and SRN is an absolute must. We not only can be better broadcasters because of the network news and spontaneity of network programs, but we simply can make more dollars, which is the real necessity nowadays. Satellite Radio Network will add more service. It will *not* add more cost."

**Ken Carter**  
Owner and President  
Station WROL  
Boston, MA

"The fidelity of Satellite Radio Network exceeds anything we have on tape at the station. The news is

very good. And we recently sold two programs that are on the satellite that we did not have on the station. Our representative informed us the sales were a direct result of *not* having to mail tape—that the programs were presently on SRN. Satellite Radio Network can help us get new business. It gives us better quality. It lets us listen to programs without audition tapes to determine whether we want the programs. It helps us make better business decisions. The most important thing, Satellite Radio Network is the new technology. It's the coming thing. And we wanted to be the first to have it in the Washington, D.C., market. We're very pleased with Satellite Radio Network."

**Mitchell Miller**  
General Manager  
Station WFAX  
Washington, D.C.

"Satellite Radio Network will provide programming that will greatly expand the programmers' outreach, and give them the opportunity to reach many thousands more... quicker and more economically. SRN is here. It's definitely what's happening. Stations that intend to keep up really need Satellite Radio Network."

**Jim Thomas**  
General Sales Manager  
Station WZZD  
Philadelphia, PA

Satellite Radio Network can provide your ministry or station the same benefits. For complete information, call Michael Gliner, vice president and general manager, toll free today at 1-800-438-6311. In North Carolina, call 704-552-2103.

<b>Michigan</b>		<b>New Mexico</b>		<b>Oklahoma</b>		<b>South Dakota</b>		<b>Virginia</b>	
Battlecreek	WDFP	Farmington	KNMI	Oklahoma City	KBYE	Rapid City	KVSR	Appomattox	WTTX
Holland	WJBL	Roswell	KBCQ	Tulsa	KAKC			Churchville	WNLR
<b>Mississippi</b>		<b>North Carolina</b>		<b>Oregon</b>		<b>Tennessee</b>		Falls Church	
Columbus	WJWF	Charlotte	WHVN	Portland	KLIQ	Cleveland	WQNE	(Washington, D.C.)	WFAX
Jackson	WJXN	Gastonia	WGAS	Springfield	KORE	Harriman	WKJS	Norfolk	WKGM
<b>Missouri</b>		Greenville	WBZQ			Lenoir City	WBLC	Roanoke	WRIS
Poplar Bluff	KPBM	Jacksonville	WJKK	<b>Pennsylvania</b>		Memphis	WMQM	Warrenton	WPRZ
St. Louis	KXEN	Lexington	WLXN	Altoona	WHGM	Nashville	WNAH	Richmond	WEET
<b>New Hampshire</b>		Raleigh	WPJL	Apollo	WAVL			Lynchburg	WBRG
Nashua	WOTW	Wilson	WLLY	Martinsburg	WJSM	<b>Texas</b>		<b>Washington</b>	
<b>New Jersey</b>		Beaufort	WBMA	Philadelphia	WZZD	Corpus Christi	KCTA	Spokane	KUDY
Hackensack (New York)	WWDJ	<b>North Dakota</b>		Pittsburgh	WPIT	Dallas	KSKY	Blaine	KARI
Salem	WNNN	Mandan	KNDR	Union City	WCTL	Gilmer	KHYM	<b>West Virginia</b>	
Trenton	WCHR	<b>Ohio</b>		Rhode Island		Houston	KGOL	Charleston	WXIT
		Bellvue	WNRR	Warwick	WARV	New Boston	KNBO	Moundsville	WEIF
		Dayton	WGIC	<b>South Carolina</b>		Odessa	KKKK	Ravenswood	WMOV
				Pickens	WPKZ	Port Neches	KDLF		
						<b>Utah</b>			
						Salt Lake City	KBBX		
						Richfield	KSVC		

## Radio Network

11325 Pegasus, Suite E-241, Dallas, Texas 75238 214-343-9205 Toll Free: 1-800-527-4892



The newest thing in audio signals  
may or may not hold significance  
for many religious broadcasters

# AM Stereo: Right and Left —or Wrong?

by John M. Cummuta

**A**M STEREO: to leap or not to leap, that is the question; or at least it would be if it were that simple. Even if you opt to leap, the next question is, "Which way?"

Let's take a look at what AM stereo is, who is manufacturing the various types, where they are being installed and why these station managements are diving into the murky waters of the marketplace.

For the sake of our non-technical readers, I will not delve too deeply into the esoteric technical language that the manufacturers bombard us with. But I do intend to highlight the fundamentals of what happens in the various AM stereo transmission systems.

The differences among the four alternative systems are more nuance than

substance, although their choices of how to reach the same goal have generated different performance features. All the systems for AM stereo, as for FM stereo, produce a mono-compatible  $L + R$  signal along with a  $L - R$  subchannel that is undetectable by mono receivers.

These two signal elements are recombined at the stereo receiver in such a way as to produce the original left and right audio. How they generate the two signal elements and how those elements would be demodulated are the main substantive differences among the competitors. These technical differences created a problem for the FCC. Since they are all acceptable, but different, there was little chance for the commission to show substantive defensible proof for a

qualitative choice of one particular system.

Of the original five competing designs, the Kahn-Hazeltine system produces independent sidebands; Belar, who has since dropped out and will produce modulation monitors for the Magnavox system, generated stereo by frequency modulating the carrier with the  $L - R$  information; while Magnavox, Harris and Motorola all use a form of phase modulation to encode the  $L - R$  onto the broadcast carrier.

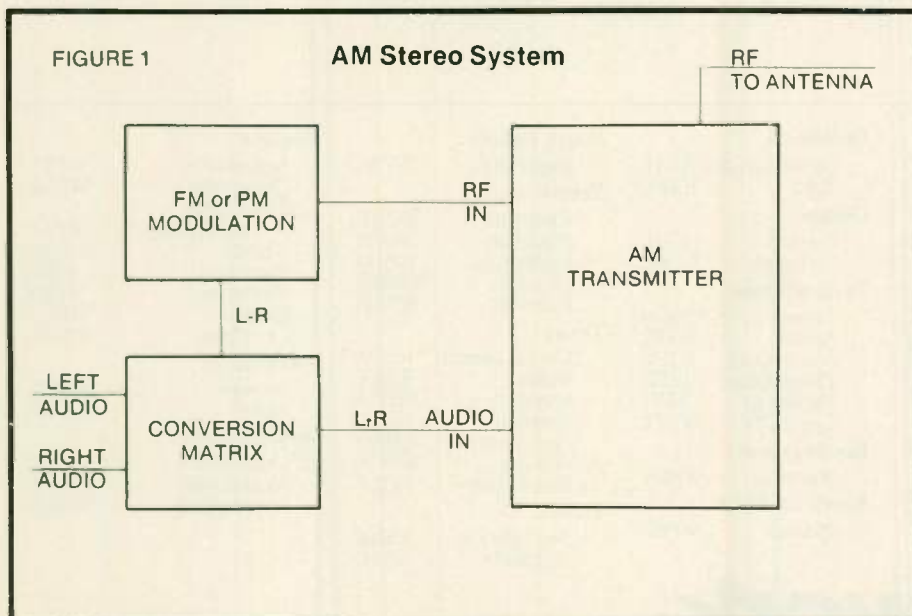
Figure 1 shows how all five systems generate a signal that is mono-detectable by current receivers and stereo-detectable by the proper stereo receiver. Without getting into the how's, the left and right audio signals from the console and processing equipment are introduced into a matrix similar to those in FM stereo generators. The matrix produces the sum ( $L + R$ ) or mono signal and the difference ( $L - R$ ) between the two channels.

The  $L + R$  modulates the carrier in the standard way producing the familiar AM envelope. The  $L - R$  information, which contains the essence of the separation between the two audio channels, modulates the carrier in the RF section of the transmitter, introducing frequency or phase variances undetectable by standard mono receivers.

The  $L + R$  and  $L - R$  components are recovered in the proper type receiver and introduced into another matrix where left and right audio emerge.

## Comparing the Systems

The Kahn and Harris systems seem to me to have more advantages and fewer compromises than the others. The Belar, Magnavox and Motorola systems re-



quire some form of modulation limiting because the method used to demodulate their signals could create "pops" in the receiver when the negative carrier modulation exceeds 95 percent. The limiters used to avoid this can themselves introduce distortion of the negative modulation if not strictly controlled.

Harris, on the other hand, uses a quadrature modulation system they call the Variable Compatible Phase-Multiplex system. The linearity of this process, although slightly limited in terms of low frequency separation (below 200 HZ), extends high frequency separation through 15 KHZ and requires no modulation limiting. The Harris process also occupies the smallest bandwidth, meaning that it would be least affected by possible limitations in a station's present antenna system.

The FCC Report and Order approached a de facto endorsement of the Harris system, citing its linearity and narrower bandwidth to point out the comparative weaknesses in the other systems.

The Kahn system boasts fewer phasing problems and greater stability than its competitors under the sky-save conditions and in signal fringe areas. Kahn-Hazeltine can also drop the results of more than 20,000 hours of field testing in your lap to back up their claims.

But now we come to the real world, the same real world that the FCC faced. Even if you accept my opinion that Harris and Kahn are effectual equals, how do you choose between them? Many broadcasters and groups are choosing some on the basis of the stereo product itself and others on the reputation of the company.

Kahn's system has one distinct advantage in attracting these bold early decision-makers: it is available right now. Because of its independent sideband process, two mono AM receivers placed four to six feet apart, one tuned slightly above the carrier frequency and the other slightly below, will produce stereo audio. This ability has prompted ABC, NBC, RKO and Insilco to jump on the Kahn bandwagon. These networks are

concerned about their music-oriented AM stations that are being drubbed by FM stereo stations. Hence they want to get something on as soon as possible so they can claim that they too are stereo.

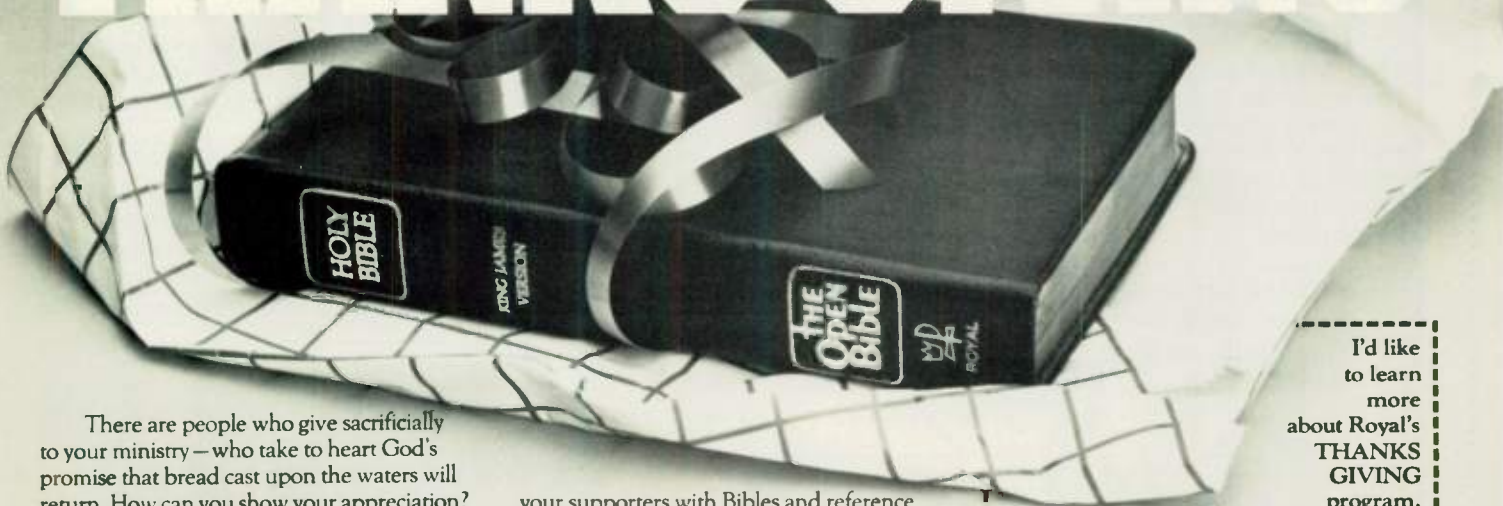
In terms of total stations committed to one manufacturer or another, at this writing, Harris claims about 110, Kahn around 80, Magnavox 40, and Motorola will not say. This seems like quite a race, but even if you count on your fingers and toes, it will not take you long to realize that compared to the 4,000 AM stations in the country, those committed to stereo in any form are nearly insignificant. At least they are not significant enough to constitute a trend.

### Waiting for a Decision

What is everyone waiting for? The answer is simple: they are waiting for someone to make a decision, and that someone may be the company in Indiana that makes the radios for General Motors cars and trucks.

In this fast-paced area, it is hard to tell what will have transpired between this

# THANKS GIVING



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

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

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

THANKS GIVING allows you to thank

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

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

**ROYAL**  
For Your Thanks Giving Program

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

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



# THE ULTIMATE CORDLESS PHONE

- Have you ever felt "tied down" to the phone in your office, or at home . . . expecting that important call?
- How many times have you made a mad dash for the phone . . . only to find it's stopped ringing?
- And what about those occasions when you were simply too far away to hear it ring?

**Compare Our Price  
and Quality**

**Only \$189<sup>00</sup>**

(includes shipping & insurance)

## INTERSTATE PHONE REMOVES THE CORD

. . . and you have **freedom of phone movement** like never before! Your phone goes where you go! Take it from room to room — anywhere in your office. Take a break in the patio, pool or garden. Work way out in the garage, basement or driveway. The Interstate Phone is there at your side.

## EXTENDED RANGE

Here is truly the ultimate in cordless phones. The Interstate Phone has unbelievable sound fidelity — with an extended range of up to 600 feet. The entire unit — 10.5 ounces — attaches lightly and easily to a belt, or slips into a pocket. Yet you can receive or place calls to any corner of the world.

## YOU OWN IT

The Interstate Phone is wholly independent of the phone company. Even its installation. FCC registered and U.S. Government approved for direct connection to any existing phone jack. Installation and monthly charges are eliminated.

## STILL MORE FEATURES

The Interstate Phone unit includes everything you need: Phone • base station • compatibility with all rotary or pushbutton systems • easy installation with standard phone jacks.



## MEMORY SYSTEM

The last number called is stored in the memory and is **automatically redialed** — just push **one** button — great to reach forever busy numbers — saves redialing a string of codes.

## BATTERY RECHARGING CORD

Still another Interstate Phone **exclusive!** A great new way to keep your phone charged — with no need to return it to its base unit. A **charge cord** is provided, to plug into any AC outlet in the house. Which means the base can be tucked permanently out of sight **AND** the phone is anywhere you want it — being charged.

**GUARANTEE** satisfaction is completely guaranteed! Use the Interstate Phone for 15 days in your office, or home. Not pleased? You owe nothing — not even an explanation. Just return for complete, prompt refund. Please note: Equipment used for business purposes is tax deductible. You have everything to gain, and nothing to lose (in fact, you'll wonder how you ever got along without one).

YES The Cordless telephone is the sound answer for me  
Please send me \_\_\_\_\_ units at only \$189.00 each  
(California residents, please add 6% sales tax)  
Total \$\_\_\_\_\_ enclosed.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

SEND TO: INTERSTATE TELEPHONE

18210 Sherman Way, Reseda, Ca 91335

writing and your reading, but Delco Electronics, according to their expectations, will have announced their choice of a system by "late July or early August." This decision may or may not have a dramatic impact. Some in the industry say that Ford and Matsushita will probably follow Delco's lead.

Others, Leonard Kahn included, say that AM broadcasters will not let receiver manufacturers dictate which system broadcasters will have to use. I think they might. Most broadcasters who look to AM stereo to save their sinking operations would be overjoyed to have the receiver manufacturers choose a system. They just want to plaster billboards all over the countryside emblazoned with "stereo" something or other.

This brings us to the crux of the matter for Christian broadcasters. Will AM stereo be critically important to the success and effectiveness of a Gospel station? I think not. I do not believe it will be the messiah that secular broadcasters await, and it should mean even less for Christian radio.

For religious broadcasters, the message will always be the number one priority. The technical medium is just that, a medium. The Gospel of Jesus Christ communicated between two tin cans with a string is just as powerful as the same message with different sound effects for the listener's opposite ears.

AM stereo is a gimmick just like FM stereo. A sound technical case can be made that music is actually more natural and faithful in mono where the various tones can inter-react. The public has been sold the line that broadcasting without stereo separation is second-rate. But the Lord of the universe needs no gimmicks to effect His work, just willing laborers.

This is not to say that technical excellence is not a worthy goal, but it is a suggestion that a good deal of prayer about stewardship is in line before laying down \$12,000 to light the stereo lights on radios that do not even exist. **NRB**



*John M. Cummuta is operations manager, chief engineer, and news director for radio station KNEI/Waukon (Iowa). A contributing editor of Radio News, he writes frequently for technical publications in the broadcast field.*

# Be sure they all get the picture

## with General Electric Professional Large Screen Video Projection

With General Electric's exclusive system for bright, sharp professional-quality pictures, up to 25 feet wide, General Electric Professional Large Screen Video Projectors are making presentations more dramatic, more productive, and more convenient.

Whether videotape, live transmission, TV programming or data direct from your computer, the pictures projected can be seen by everyone in the room, all at once, even when room lighting is provided so viewers can take notes and refer to written material.

The color projectors show every viewer the same accurate color reproduction. An exclusive General Electric system registers the colors for you, eliminating time-consuming manual adjustments.

Portable and flexible, General Electric projectors are being used in a great variety of applications, including both rear and front projection. Ask our applications experts whether yours can be added to the growing list, which includes:

**Education:** Medical, dental, engineering, computer science instruction.

**Business:** Sales meetings, industrial training, product presentations, real-time display of computer-generated data, teleconferences.

**Aerospace and Defense:** Situation displays, simulator training.

**Entertainment:** Theatre television, closed-circuit TV events, overflow crowds, special effects.

**Television Production:** Backgrounds for news programs, special effects, data display, program previewing.

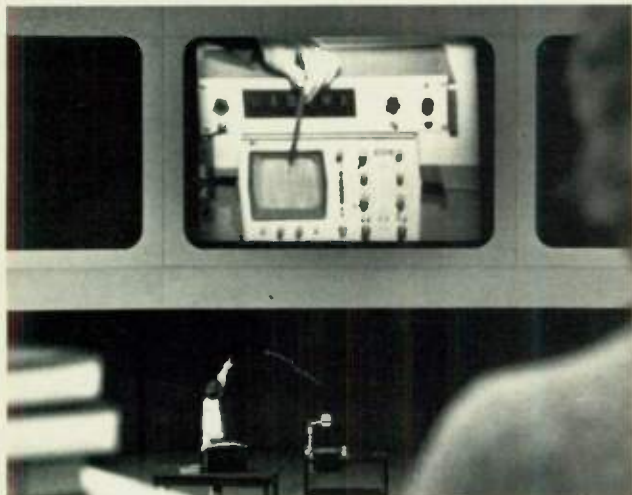
Call or write: General Electric Company, Video Display Equipment Operation, Electronics Park 6-206, Syracuse, NY 13221. Phone: (315) 456-2152.



**SELL-OUT CROWDS** at Fiske Planetarium, Boulder, watched live NASA transmission presented by General Electric projector.



**MINUTE DETAIL ENLARGED** by General Electric projector for 150-student classes at Upstate Medical Center, Syracuse.



**ENGINEERING INSTRUCTION** displayed by General Electric projector in 820-seat auditorium at University of Cincinnati.

GENERAL  ELECTRIC





Baptist Memorial Hospital System

# A Hospital Where TLC Means CCTV

Tender Loving Care

Closed-Circuit Television

**U**SING ELECTRONICS to communicate to patients in our hospital has a long history. For years we broadcasted religious programs, chapel services and music by means of radio into each patient's room. We also utilized the hospital paging system to broadcast short one-minute inspirational spots called "Patterns for Modern Living" provided by the Southern Baptist Convention.

It was therefore natural to think about televising religious programs as a ministry to the patients in our institution. Shortly after the hospital installed a television system we secured the camera, recorders, and other things necessary to go on the air.

Our vision far exceeded our capabilities. The programs were amateurish and a shortage of available programming material to cover the entire broadcast day blanked the screen for many hours. We were also televising in black and white when commercial stations were broadcasting in color. This neither helped our image nor made our programming attractive.

After a trial period of approximately nine months, constantly monitoring pa-

tient response and the number of viewers we discontinued the ministry.

During the next few years we tried to keep up with developments in the field so that when the opportune hour arrived we would be ready. We modernized our equipment by moving from black and white to color capabilities, changed from 1" to 3/4" tapes, secured U-matic video cassettes, and upgraded our closed-circuit antenna system to insure quality reception.

During this time the so-called electric church was coming into its own. Ten years before there was a drought of programming, but we discovered the problem now to be one of sorting and selecting appropriate programming for hospital patients. Being relieved of the heavy burden of producing our own material and having opportunity to offer a variety of programs, we saw the possibility of once again trying closed-circuit TV (CCTV) for a religious ministry.

**Planning Begins**

In January 1980 four groups within the hospital began discussing the utiliza-

*Clockwise: Baptist Memorial Hospital's CCTV receives its own TLC from Dr. Linton, program director, and Harvey Fogell, audiovisual engineer.*

tion of CCTV. They were the Institute of Health Education (which embraces all of the training programs in the hospital), the department of religion, in-service training and administration. The groups formulated a plan whereby we would utilize two channels, one for patient education and one for religious programs. The administration decided that we should move quickly to set up the religious channel. I was asked to survey the field and check with hospitals currently utilizing CCTV for religious programming.

I knew of two hospitals that were engaged in such a ministry. One was High Plains Baptist Hospital, Amarillo, Texas, and Lynchburg General-Marshall Lodge Hospital, Lynchburg, Virginia. Philip R. Harrison, assistant ad-



ministrator of the High Plains Hospital, and Edward O. Temple, Jr., director of chaplaincy services for the Lynchburg General Hospital, were most cooperative in helping our program get started.

The two systems were somewhat different. The Amarillo operation is manned by volunteer help and PBX operators; the Lynchburg operation is totally automated. I visited the Lynchburg, Virginia center to get an on-site look, and talk personally to Chaplain Temple to secure information,

guidance and direction to help us move forward.

This visit was extremely helpful, and Chaplain Temple was an invaluable source of information and encouragement. As this pioneer in the field recounted his experiences over a seven-year period I gained courage to launch my own venture.

Armed with pictures, sample programs, equipment lists from Lynchburg, and a great deal of excitement, our group began serious planning to put our station on the air. Our audio-visual

## Program Procurement

The High Plains Baptist Hospital and the Lynchburg General Hospital suggested some sources for programming. However, the "Annual Directory of Religious Broadcasting" provided us with a veritable well of resources from which to draw. Programs are provided free, on a minimal charge, rental or outright purchase basis. In order to build a library of tapes for continuous use we requested the privilege to dub their tapes. Permission was granted with few exceptions.

The most promising source for programming is Gospel Graphics Network, 1910 Harrodsburg Road, Lexington, KY 40503. They have 55 different programs available for return postage charges only.

The following organizations were very happy to cooperate with us, and provided their programs at no cost or at a very minimal charge:

Radio and TV Commission Southern Baptist Convention  
6350 West Freeway, Fort Worth, TX 76150

Home Mission Board Southern Baptist Convention  
1350 Spring Street, N.E., Atlanta, GA 30309

Guidelines for Family Living  
26076 "B" Getty Drive, Laguna Niguel, CA 92677  
Program: A Life Worth Living

Lesea Broadcasting  
P.O. Box 72, South Bend, IN 46624  
Programs: Today with Lester Sumrall and The Blackwood Brothers

Bauman Bible Telecast, Inc.  
3436 Lee Highway -200, Arlington, VA 22207  
Programs: A number of outstanding programs are available from this source

Lutheran Laymen's League  
2185 Hampton Avenue, St. Louis, MO 63139  
Program: This Is The Life

Programs available for purchase or rental:

Faith For Today  
Box 320, Newbury Park, CA 91320  
Program: Faith For Today, a 30-minute drama.

Turning Point, Radio-TV Department  
P.O. Box 70, Springfield, MO 65801  
Program: Turning Point, (13) 30-minute interview programs.

Mural Vision Studios, Inc.  
222 East 11th, Eugene, OR 97401  
Program: Six scenic programs with music background. Designed for relaxation.

Moody Institute of Science  
192000 Washington Blvd., Whittier, CA 90606  
Programs: Sermons from Science, available on lease, minimum of six titles for one year.



# Adoniram

( ə • dān' • ə • ram ) n.

1. a full-service direct mail firm with versatile services, exciting ideas and proven track record.
2. a Dallas/Fort Worth company that specializes in large volume, personalized religious direct mail programs.

▲ direct mail professional consultation  
▲ market research  
▲ data processing  
▲ list acquisition and maintenance  
▲ high-quality laser printing  
▲ creative services  
▲ complete letter and print shop services

## Adoniram

### Direct Mail Agency

Las Colinas Business Park  
1420 W. Walnut Hill Lane  
Irving, Texas 75062  
(214) 258-6176  
**TOLL FREE**  
1-800-433-7666



## Equipment Procurement

### Transmission

- Two automatic video tape sequencers  
Manufactured by Automation Technique, Inc.
- Two tape players  
Manufactured by JVC CPE 5000
- TV Modulator for specific channel  
Manufactured by Jerold Model UM Channel 6

### Editing

- JVC tape handler
- Editing Control Unit RM-88U
- Source Deck CR 6600
- Edit Deck CR 8200
- Two video monitors
- One character Generator  
Manufactured by Video Data System
- One black and white monitor  
Manufactured by Sanyo VM 4205

### \*Production

- Two video cameras:
  - One JVC Model KY 2000
  - One Sony DXC 5000
- One video switcher  
Manufactured by Crosspoint Latch Model 6118

\*Equipment listed under production would only be needed for making video programs. If cassettes are provided, these three pieces of equipment are unnecessary.

specialist, Harvey Foegelle, attended an equipment show in Dallas to survey different types of equipment that might be adaptable to our setting. He brought back recommendations based on his findings and the committee ordered the necessary equipment (see box).

### Problems Encountered

Understanding such a project inevitably involves problems. The following stand out in my mind as being significant.

The first problem was equipment delivery. Most units were imported from Japan and there was a delay of approximately four months between the promised delivery time and actual deliverance. Another factor was the tremendous amount of time required to view, select, and ultimately schedule the programs to be used. This was a time-consuming experience, but essential to insure a balance in programming for the institution. One problem we encountered, which may not happen in other installations, was balancing our transmission equipment with the master antenna in the hospital. This technical detail consumed many hours of our electronic technicians, but ultimately they were successful.

### On the Air

The last step to be taken before going on the air was the selection of a station logo and call letters. We selected for our station, KARE-TV Channel 6, "You are in tune with care." On Monday, November 24, 1980 we had our dedication service, and Dr. Frank Pollard, speaker on *At Home With The Bible*, flipped the switch to turn on the station. KARE-TV televises from 9:00 am to 6:00 pm Monday through Friday. We plan to extend the hours and enlarge our capabilities to embrace the other two hospitals in our system.

Patient and staff response has been most positive, and we personally feel that our efforts have been rewarded. NRB



Revox PR99.

Not just another pretty faceplate.

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

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

**STUDER REVOX**  
AMERICA INC.

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



Dr. Linton is director of the Department of Religion and Clinical Pastoral Education at the Baptist Memorial Hospital System, San Antonio, Texas.



**W**HEN the first National Religious Radio Market Analysis came off our computer last June, it marked a notable occasion.

Never before has such a wide range of information about a particular station format ever been produced. There is no such compilation for country stations, adult contemporary, beautiful music or any other program type. Only religious stations have this data.

With a complete directory of all commercially-operated religious stations (both full-time and part-time) plus several different analyses of audiences, for the first time it is possible to see how well stations attract audiences. Arbitron permits a limited amount of information to be published, and we used much of it from the fall 1981 Arbitron in the Analysis. Most religious stations have never seen this information about themselves because subscribing to it is expensive and their audiences are usually small. In addition, until recently they have not tried to compete for national ad budgets. Locally they have sold without it.

But the times are changing rapidly and research is becoming essential.

What have been the early results?

One station called to say they thought it was wonderful that religious stations can now examine their performance, much as other stations have long been doing. Another called to complain that their audience was not listed—they did not realize that their market is surveyed only once a year, in the spring.

Another wanted to know how a station in a much smaller market could be listed, when he, in a bigger market with an equal audience he believed, was not.

It all suggests the value of a brief review of some audience measurement principles and practices, since it is evident that we will all be dealing with research more than ever.

### **A New Era**

But first, let us consider what this new era can mean to you.

Without an audience study, no station knows how many people it reaches—either during the full week or at any specific time. Radio has no subscription lists, no delivery routes, no way to estimate audiences except through such research.

Stations of course can get a measure

**Never before has such a wide range of information about a particular station format been produced. Only religious stations have this data.**

## **Letting You Know Where You Stand**

**by Maurie Webster**

of response. If an invitation to send in money or to buy an item produces good reaction (compared to the time costs), you have what the advertiser wants.

But increasingly every year, advertisers expect station audience measurement data as an important way of determining which station(s) to use.

And there is another matter which is uniquely important to religious stations. Many of you rightly consider that spreading the Gospel is one of your major responsibilities.

If so, should you not be concerned about ways to reach more of the public "out there"? Religious stations are generally characterized by small audiences.

A logical question follows: Is that because the real message of the Gospel is not interesting or appealing, or because we do not present it well enough?

General radio programming has undergone monumental changes in the last two decades. Today, more people than ever before listen to the radio (over 96 percent every week) and they listen a long time—an average of 3½ hours a day!

The prime reason for this is that most programmers are extremely alert to audience preferences as shown by research. They change, modify and polish program material and its presentation to attract more different listeners... and to keep them tuned in longer each day.

Now to the research details. There are

two principal companies in the field today—Arbitron and Birch. Birch is a relatively new company which has grown rapidly and is about to break on to the national scene. But their data is not yet available on computer tape—a necessity if we are to process it for a reasonable cost. As soon as Birch produces tapes (expected shortly) we will process them.

### **Audience Measurement**

Arbitron is currently surveying over 250 markets each year. They conduct four annual surveys, the field work for each covering 12 weeks of a standard calendar quarter. The spring survey (April-May-June) is by far the biggest: some 258 markets. Fall is second biggest: 110 markets. Winter is limited to 22 larger markets and summer to only 11.

The two principal audience measurements are Average Quarter Hour (AQH) audience data and Cumulative (Cume) audiences. In each case, the daypart (time period) is normally shown. For example: AQH Mon-Sun 6a-12m. This is the standard full-week figure—average quarter-hour audiences for the week Monday thru Sunday, 6 am to 12 midnight. This figure, being averaged across the week, will be lower than the audience in the best time period(s). Morning drive time (6-10 am Mon-Fri) would probably be much higher, but it is for Arbitron subscribers only.

Cume audiences are the total number of different people who listen during a daypart or combination of dayparts. A station's Cume audiences Mon-Sun 6



am-12 pm are effectively the total number of different people who listen during any part of the week. It is your true "circulation."

In addition, since market sizes vary widely, you should know what share of the total radio audience (AQH) you account for. For example, an AQH audience of 500 might represent a 5.2 percent share in a small market but not be big enough to qualify a station for listing in a large city.

Every market has one or more stations which "don't make the book." Non-commercial stations are not listed, and Arbitron has minimum standards which must be met by commercial stations. In approximate terms, the full-week AQH audience must be at least 0.05 percent of the market's 12+ population and the station must appear in a specified number of diaries (this varies by market size).

### A Basic Resource

Our Analysis is the new basic resource for religious broadcasting. It permits station managers everywhere to see what is happening across the country, to spot successful stations and find out how they are succeeding. I believe this will stimulate a new level of information exchange and inevitably result in a larger share of the total radio audience for religious stations.

The information in all books has been cross-checked against NRB records and other industry sources, but since some religious stations do not respond to questionnaires and are not listed in SRDS (Standard Rate and Data Services monthly report of commercial radio stations) there may be omissions. We will appreciate hearing about them.

This is, after all, a "groundbreaking" venture. We believe it can make a significant contribution toward the improvement of religious radio broadcasting and its acceptance as a vehicle for general commercial advertising.

The 80s will be a great decade for radio. Let us make it that for religious radio as well.

**NRB**



*Maurie Webster, president of Radio Information Center, works with NRB in the production of its newest publication, National Religious Radio Market Analysis.*

**40<sup>th</sup>  
Year**

NRB president E. Brandt Gustavson, program chairman Jerry Rose and the 1983 convention program committee are inviting Christian communicators from all media to attend the 40th NRB convention. The focus will be on attaining excellence in Gospel communication and the objective will be to help you and your ministry face the challenges ahead.

### Christian Media: Facing the Future 1 Cor 9:22



Graham (top) speaks at Congressional Breakfast. Robison (center) at FCC Luncheon, and Henry at Anniversary Banquet.

Utilizing "all means to save some," how can Gospel broadcasters prepare for the changes-and opportunities - in the decade ahead? Can we communicate Biblical principles more effectively? Can we help today's men, women and young people deepen their understanding of what it means to be a follower of Jesus Christ in these urgent times? Are there new methods for reaching the unreached? These concerns form the agenda for the 40th anniversary convention of National Religious Broadcasters.

### Strategy for expansion

Extending beyond the scope of previous conventions, the 1983 program promises to expand your horizons and give you a new vision for the potential of a multi-media approach. You'll gain insight and inspiration from the plenary sessions, featuring Billy Graham, James Robison, Carl Henry and other evangelical leaders, plus major recording artists. You'll watch Jim Bakker host a special origination of the PTL Club for worldwide transmission by satellite and you'll witness a stirring presentation on the spiritual condition of Europe. In workshops and seminars, professionals from publishing, music, films, education, and related fields, as well as leaders from broadcasting, will share their expertise with you. And you'll have an opportunity to preview the newest and best in Christian records, films, books- plus the latest in communications technology.

### Launching a new era

You'll gather ideas and information to carry your ministry into the 1980's and beyond. You'll hear from key people in government, and as in 1982, President Ronald Reagan will be invited. The 40th anniversary convention will be a memorable event for you, your associates, your family

Send the registration form on the next page to NRB today.



# NATIONAL RELIGIOUS BROADCASTERS

40 years of encouraging excellence in Christian communications

# Annual Convention

## January 30 - February 2, 1983

### Sheraton Washington Hotel ★ Washington, DC



**Register Now for the Greatest Gathering of Christian Media in this Century**

1. Use a separate registration form for each person. (Please use a separate form for your spouse.) Photocopies of this form are acceptable.
2. Please fill out the form completely. All information is vital for expediting your registration.
3. Registration fees are listed below. Make checks payable to National Religious Broadcasters.
4. Organizations with 5 or more registrations (not including spouses) may qualify for special group discounts. Please call the NRB Registrar for details, 201/575-4000.
5. Mail completed forms and your check to NRB, Morristown, NJ 07960.
6. Make your hotel reservations directly with the Sheraton Washington, Woodley Rd. at Connecticut Ave., NW. Special NRB convention rates at the Sheraton Washington, starting at \$64 per night (plus local taxes), are available to NRB registrants. You must inform the reservations office that you are attending the NRB convention and make your reservation before January 1, 1983:

Early reservations are advisable to assure the room of your choice.  
Call the Sheraton Washington reservations office at 202/328-2000.

	Lowest	Moderate	Top
Single Room	\$64	\$71	\$75
Double Room	\$79	\$86	\$90
Suites	Call NRB for details		

Other NRB convention hotels include the Shoreham (2500 Calvert St., NW), 202/234-0700 ■ Washington Hilton (1919 Connecticut Ave., NW) 202/483-3000 ■ Normandy Inn (2118 Wyoming Ave., NW) 202/483-1350 ■ Connecticut Inn (4400 Connecticut Ave., NW) 202/244-5000 ■ Economy accommodations for students and missionaries are available through the Intercollegiate Religious Broadcasters office at NRB headquarters 201/575-4000.

NAME \_\_\_\_\_  
 Dr.     Mr.     Rev.     Miss     Mrs.     Ms.  
 ORGANIZATION \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY/STATE/ZIP \_\_\_\_\_  
 TELEPHONE: AREA CODE/NUMBER \_\_\_\_\_  
 NUMBER OF YEARS ATTENDING NRB CONVENTION (including 1983) \_\_\_\_\_

For Presidential Security Clearance

**SOCIAL SECURITY NUMBER:** \_\_\_\_\_

**MONTH/DAY/YEAR OF BIRTH** \_\_\_\_\_

TITLE/JOB FUNCTION (Please check only one.)

<input type="checkbox"/> President/Director	<input type="checkbox"/> Owner/Operator	<input type="checkbox"/> Pastor	<input type="checkbox"/> Radio	<input type="checkbox"/> Print
<input type="checkbox"/> Program Producer	<input type="checkbox"/> Publisher	<input type="checkbox"/> Musician	<input type="checkbox"/> TV/Cable	<input type="checkbox"/> Films
<input type="checkbox"/> Engineer/Technical	<input type="checkbox"/> Editor/Writer	<input type="checkbox"/> Designer	<input type="checkbox"/> Records/Audio Cassettes	<input type="checkbox"/> Music
<input type="checkbox"/> Speaker/Announcer	<input type="checkbox"/> Actor/Performer	<input type="checkbox"/> Manager	<input type="checkbox"/> Video Cassettes	<input type="checkbox"/> Theater
<input type="checkbox"/> Listener/Viewer	<input type="checkbox"/> Faculty/Student	<input type="checkbox"/> Other _____	<input type="checkbox"/> Audio-visual	<input type="checkbox"/> Other _____

YOUR ORGANIZATION IS: NRB Member     Non-Member     Exhibitor

Registration fee includes tickets to Congressional Breakfast, FCC Luncheon and Anniversary Banquet, plus admission to workshops and 1983 Media Expo.	NRB member	Non-member	Total \$
ADVANCE REGISTRATION must be paid in full to qualify for reduced rates and for reserved seats at Congressional Breakfast, FCC Luncheon and Anniversary Banquet. Advance registration closes Jan. 13, 1983. No refunds will be made after December 30, 1982.			
	Advance Registration	\$195	\$240
	On-site Registration	\$225	\$270
	Spouse: Advance Registration	\$120	\$165
	Spouse: On-site Registration	\$150	\$195
SPECIAL STUDENT RATES. Full registration includes all events. Limited registration does not include Congressional Breakfast, FCC Luncheon, Banquet tickets.			
	Student: Full Registration	\$120	\$145
	Student: Limited Registration	\$ 75	\$ 85
<b>TOTAL AMOUNT ENCLOSED</b>			

Mail with your check to  
**National Religious Broadcasters ■ CN 1926 ■ Morristown, NJ 07960**





# INTRODUCING THE XC EVERYONE ELSE OUT AGAIN.



Saticon® is a registered trademark of NHK (Japan Broadcast Corp.)  
Plumbicon® is a registered trademark of N.V. Philips.



# -800. SHARP® TAKES OF THE PICTURE.

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

The Saticon II Generation.

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

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

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

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

But that's just the beginning.

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

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

It's reliability.

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

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

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

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

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

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



**SHARP®**

FROM SHARP MINDS  
COME SHARP PRODUCTS



(Continued from page 20)

mittee. "The convention theme is: 'Christian media ... facing the future.' Our goal is to build upon the achievements of the past 40 years by broadening the horizons of Gospel communicators in every field. Whether we minister via the electronic or print media, we share a common commitment, to utilize 'all means to save some.' Like the Apostle Paul, our emphasis is on the message, not on the method of delivery."

"For our fortieth anniversary, we hope to have the honor of welcoming President Reagan," observes NRB executive Ben Armstrong. "There will be a great

sense of history, but even more appropriately, a great sense of expectation about the decades ahead."

The program committee plans to offer special workshops on music, publishing and films. Broadcasters' workshops will include series for commercial and non-commercial radio, television and cable TV, engineering, program production, international broadcasting and broadcasting for Spanish and Black audiences. The popular Seminars for Christian Leaders will present key government officials, noted authors and other distinguished Christians.

### Workshops Abound at Western NRB Convention

LOS ANGELES, CA (NRB)—Anticipating a record number of attendees, the Western NRB Convention opens Sunday, September 19 at the Airport Marriott Hotel in Los Angeles. The regional meeting features innovative workshops and exciting plenary sessions, September 20-21.

Broadcasters E. V. Hill of Los Angeles, Jack Hayford of The Church on the Way, Joni Eareckson and John MacArthur of *Grace to You* lead the roster of major speakers. Bob Vernon, deputy chief of the LA police department, will speak at the closing luncheon.

"The highlight of the Western convention is a series of special workshops designed for local broadcasters and pastors involved in programs on single stations," says Thomas "Ed" Steele, presi-

dent of the Western region.

Jim Christensen of *Heaven and Home Hour* moderates a workshop on "Solving 1982's Problems." Panelists are Norman Nelson of *Morning Chapel Hour*, Paul Finkbinder of *Hermano Pablo*, Tom Wallace of KFIA/Carmichael and Rick Martin of KWYD/Colorado Springs, Colorado.

A workshop on "Direct Mail/Fund Raising/Follow Up/Data Storage/Donor Acquisition" has Ray Wilson of Christian Service Agency as moderator. Speakers include Mike Gretchel of Market Development Group, Carolyn Naber of Management Applied Programming and Bernice Busch, a leading mailing list broker.

Dick Marsh of Universal Broadcasting presides over the workshop on "Promotion." Burt Perrault of KGOL/Houston and Peter Alexander of Scott, Marshall, Sands & McGinley are participants.

Paul Evans of *Haven of Rest* moderates a panel on "Update the Future." Bob Neff of Moody Broadcasting Network, Michael Gliner of Satellite Radio Network and Richard Parrish of Michael Ellison Corporation are the panelists.

Additional workshops include "Starting a New Radio Ministry ... Promises, Premises and Pitfalls" with moderator Norman Sper of *Grace to You* and participants Mike Matthews of Harvest Christian Fellowship, Jim Self of *Manna for Today*, Carol White of *Word for Today*, and John Campbell of Ambassador Advertising Agency.

Jim Patterson of KIRV/Fresno moderates a workshop on spot

## If not you... who?

**You're needed. There is a Christian organization that needs you! Why not find out where?**

INTERCRISTO lists over 28,000 openings in hundreds of vocations. We can show you specific positions that match you and your special skills.  
 ■ Is it possible that God's best is waiting for you? ■ For more information, contact INTERCRISTO today.



INTERCRISTO  
 P.O. Box 33487  
 Seattle, WA 98133  
 PHONE TOLL FREE:  
 (800) 426-1342

"Center for Christian Work Opportunities"

Please send me information about positions available in Christian Organizations.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

A Division of CRISTA Ministries



E. V. Hill



Jack Hayford



Joni Eareckson



John MacArthur





sales.

For the first time the Western regional convention includes exhibits by major national companies. According to NRB exposition manager Michael Glenn, the Western NRB Expo is going to be "second only to the national exposition."

## Concerts, Special Events Top Midwest Convention

CHICAGO, IL (NRB)—Distinguished speakers and abundant music make the NRB Midwest convention unique. Opening Wednesday, September 22, the three-day regional meeting takes place at the Holiday Inn O'Hare/Kennedy.

"With an exciting program lineup, this promises to be the greatest Midwest convention yet," predicts chapter president Joseph Springer of Moody Church.

An informal gathering of attendees Wednesday night starts the convention with an innovation, a series of mini concerts. Participants in the musical festivities include vocal duet Frank and June O'Neal, vocalist-trombonist Bill Pearce, soprano Myrna White and vocal duet Mike Jorgenson and Kay Nowlin. Selections by vocalist Johnny Hall, Josephine McCarthy of WMBI and organist Bill Fasig round out the musical schedule.

Bruce Dunn of *Grace Worship Hour*, author Elisabeth Elliot, and Stephen Olford of *Encounter* head the list of plenary speakers.

Workshops include a video workshop at Channel 38, with Jerry Rose of WCFC-TV/Channel 38 Chicago presiding. Richard Staub of Inter-cristo moderates a workshop on employee recruitment, and surgeon Ken Schemmer presides at a session on "Total Health & the Family."

"Cassette Duplication for Broadcast" is the subject of a workshop by Paul Lloyd. Ron Mighell of WLTW-TV/Lima (Ohio) moderates a session on local television programming.

As a special treat for those interested in audio recording, Dave McCallister of WMBI/Chicago pre-



Charles Stanley



Thomas Zimmerman



Bruce Dunn



Dean Sippel

## See You at the Regional

A vital part of the overall work of National Religious Broadcasters is the regional chapters and the regional meetings. What is particularly appreciated by our members is the opportunity to have more in-depth seminar treatment of nuts-and-bolts subjects as well as more time for fellowship in person-to-person contact. Check out the scheduled time for your regional and make plans now to attend. Lord willing, I will make all of the meetings but one. I am looking forward to seeing you!

E. Brandt Gustavson

sents a demonstration session showing creative spots, jingles, station ID's and radio drama production techniques. Using multi-track recorders, WMBI personnel plan to emphasize the development of new techniques to achieve sounds.

## Southeastern Convention Stresses "The Family"

ATLANTA, GA (NRB)—The Southeastern Convention, September 29-October 1 at the Sheraton-Atlanta, replays the theme of the 1982 national convention, "Reaching the Family."

"The nation's greatest need at present is the strengthening of the family," observes NRB Southeastern president Dean Sippel of WMBW/Chattanooga. "The Southeastern NRB officers want to continue the family theme from the national convention and communicate it to the grass-roots level."

Expressing the concerns for the family is keynote speaker Charles Stanley of *In Touch*. The keynote session, Wednesday evening, September 29, featuring the 200-voice choir of Atlanta's First Baptist Church, will be videotaped for sat-

## Audio Tape

for professionals



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

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

**LEADER & SPLICING TAPE**

**EMPTY REELS & BOXES**  
All widths, sizes.

**Competitive!**  
**Shipped from Stock!**

Ask for our recording supplies catalog.

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

15



ellite broadcast.

Sharing the family theme with the listeners of the Moody Satellite Radio Network will be a live origination from the Southeastern NRB convention. The satellite transmission will link Dr. Stanley, NRB executive director Ben Armstrong and NRB executive committee member Thomas F. Zimmerman, all in Atlanta, with program host Donald Cole at the Moody Radio studio in Chicago.

Dr. Zimmerman, who is general superintendent of the Assemblies of God and one of the founders of NRB, addresses the Southeastern prayer breakfast Thursday and financial consultant Larry Burkett speaks at the luncheon.

Greg Brezina, former Atlanta Falcon and NFL all-star, and Bruce Wilkinson of Walk Through the Bible Ministries round out the roster of plenary speakers.

David Mains of *Chapel of the Air* brings the Southeastern

Banquet address, with music by recording artist Frank Boggs. Manna, a Gospel group from Chattanooga, also appears at plenary sessions.

Workshops feature Glen Velker of WMCU/Miami, Edna Edwards of WFGW/Black Mountain (NC), FCC field engineer Angelo Ditty, Dick Staub of Interchristo and Steve Kovach of Christian World.

For Spanish broadcasters, Janet Luttrell of WIVV/Puerto Rico and H. O. Espinoza of the NRB Hispanic broadcasters committee are planning special workshops. Another series is being arranged by the Black broadcasters committee.

Hosted by First Baptist Church, the Atlanta convention includes an exposition area. An optional tour to the Knoxville World's Fair is available to convention attendees.

## **Workshops Highlight Southwestern Convention**

TULSA, OK (NRB)—Major speakers for the NRB Southwestern convention, October 10-12, at the Camelot Inn are David Mains of *Chapel of the Air*, television host Richard Hogue of Metro Church, author William B. Cook, and James Buskirk of Oral Roberts University.

Workshops cover a wide range of broadcast topics. David Payne of Kenneth Hagin Ministries moderates a discussion on cooperation between agency and stations. Panelists are David Beaver of BMC Advertising and Jack Rabito of KWJS/Arlington, Texas.

Christian TV programming is the topic for moderator Jack Rehburg of TV 41/Tulsa. Participants include Paul Cole of James Robison Evangelistic Association and Mike Haggard of Richard Hogue Ministries.

For radio station managers, Paul Martin of KCFO/Tulsa presides over "Sales, Rate Cards, Compensation." Ed Mahoney of KGOL/Lake Jackson (Texas) and Bill Paddock of Katz Broadcasting share their views.

In addition, Larry Beavers of KCFO discusses "FM Translators." Panelists are Chuck Krisler of



David Mains



Dennis Worden

Broadcast Planning Service and Gary Brown of New Life Broadcasting.

Brian Corea of KAKC/Tulsa and John Gilroy of KQCV/Oklahoma City aid moderator Mike Adams of KCFO with the subject "Station Format and Programming." Paul Martin, along with speakers John Gaudet of KJIL/Oklahoma City and Mel Taylor of KQCV lead the discussion on "Sales Promotions That Sell."

David Ingle moderates a workshop on "What About Editorials?," Tom Durfey presents a TV seminar at ORU, and Richard Staub of Interchristo moderates the session on "How to Recruit and Hire."

Southwestern president Dennis Worden of KCFO/Tulsa advises Christian radio-TV professionals to register now for this rewarding, informative convention.

## **Well-Known Pastors to Address Eastern Convention**


PARSIPPANY, NJ (NRB)—Outstanding speakers and musicians headline the NRB Eastern convention, October 15-16, at the new Aspen Hotel.

Senior pastors from three of the largest evangelical churches in the New York area will bring major addresses:

- Donald Hubbard of New York's Calvary Baptist Church and radio's *Calvary Church Hour*

- Herman Braunlin of Hawthorne (NJ) Gospel Church, speaker on the daily program over WFME/Newark and other Family Radio Stations

- Bishop Roderick Caesar of

*Beautiful Sunday* 

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



**INTERESTED?**

Call Tom Narwold collect

**(312) 469-3462**

**MediaSearch  
Productions**

PO Box 29  
Wheaton, Ill. 60187





Donald Hubbard



Ross Rhoads



Paul Freed



David Eshleman

Bethel Gospel Tabernacle in Hollis, New York, who broadcasts over WWDJ/Hackensack.

Bringing the Eastern NRB Awards address at the Friday night banquet will be the pastor of one of the South's most influential churches, Ross Rhoads of Calvary Church, Charlotte (NC). Dr. Rhoads has both daily and weekly radio programs.

A highlight of the banquet will be the presentation of the annual Percy Award, commemorating radio-TV pioneer and NRB Hall of Fame recipient Percy Crawford. The 1982 Percy Award for leadership in religious broadcasting will be given to Paul Freed, founder and president of Trans World Radio.

"Meeting the spiritual needs of people from many backgrounds, nationalities, races and cultures is the biggest challenge for religious broadcasters in the heavily populated Eastern region," notes NRB Eastern president David Eshleman of WBTX/Broadway (VA).

"That's why the 1982 convention will include special workshops for Black broadcasters and Spanish broadcasters, focusing on specific techniques for specific audiences."

Paul Finkenbinder of *Hermano Pablo* will address the Saturday morning breakfast and the acclaimed Bethel Gospel Tabernacle Choir will sing at the Saturday luncheon.

Music at the Awards Banquet and other events will be by Steve and Barbara Musto, favorites from many NRB conventions. Soprano Josephine Carpenter and pianist Hugh Waddy will perform at the Friday luncheon.

Workshops will offer attendees

a choice of 10 topics:

*FCC and Legal Update* - Attorney Jay Baraff

*New Broadcasting Opportunities* - Janet Luttrell, WIVV/Puerto Rico

*TV: Retrospect and Prospect* - Dick Dean, WFMZ-TV and David Clark, CBN

*Satellite Distribution* - Sue Bahner, WWWG/Rochester; Robert Neff of Moody Radio and Richard Par-

rish of Ellison Advertising  
*Hispanic Needs in the New York Metro Area*

*Black Religious Broadcasting in New York*

*Women in Broadcasting* - Audrey Langdon of Religious Broadcasting magazine, Marge Stevens of NRB Marketing Services and Jennifer Lear of WZZD/Philadelphia

*Cable TV and Low Power TV* - Keith Houser

*How to Produce and Finance a Good Radio Program* - Mark Bainer of WNYK/Nyack and David Virkler of *The Word and the World*

*Sales and Marketing* - Dave Hendricks, WBVO/Boyertown; Joe Battaglia, WWDJ/Hackensack; Maurie Webster, Radio Information Center and Steve Kovach, Christian World



THAT CERTAIN SOUND

PAUL DESAEGHER  
108 Hunterdale Drive  
Lynchburg, Virginia 24502  
(804) 239-5109

JERRY FALWELL: "Paul's tastes and philosophy are well balanced; any station using THAT CERTAIN SOUND will have no doubts about airing good music."

## OWNERS/MANAGERS OF CHRISTIAN RADIO STATIONS

### How Do You Handle Your Music Needs?

Tell Us Your Music Philosophy -- We Do The Rest!

#### THREE PLANS

A - We order and follow-up on arrival of all albums -- hundreds from everywhere, "biggies" and independents. Cost: \$50 monthly

B - Includes Plan A, Plus we listen to each album, select best cuts for your sound, and provide a label for each jacket. Cost: \$100 monthly

C - Plan A and B, Plus we provide a computerized daily playlist; sequence is tailored to your flow/mix. Cost: \$150 monthly

Now Serving 45 Stations!

DERRIC JOHNSON: "Paul DeSaegher is musically sensitive, spiritually credible, and ministry oriented, and will do your music programming well."

# That Certain Sound



# Media Books

## Develop Critical Opinion

Television: The Critical View by Horace Newcomb (editor). Oxford University Press, 1982, 350 pages.

Living in a visual and audio environment as we do, we may not take time to read essays, especially about television. This third edition of Newcomb's book may not change that much, but it will prove both informative and stimulating to all who are willing to open its pages and their minds.

Do not let a few heavy chapter titles discourage you from jumping in between the covers. For example, Bernard Timberg's essay, "The Rhetoric of the Camera in Television Soap Operas" sounds absolutely deadly. But it is fascinating. You will never watch *All*

*My Children* or *General Hospital* again without a new understanding of how directors use their art to play on the emotions.

The book's basic premise is that most of us look at television without ever seeing it. Since we form no critical opinion, we are easily manipulated by television. Is there a way out? Yes, says Newcomb—by becoming critics of what we see.

"All of these essays make demands on the reader-viewer," Newcomb concludes. "They ask that we take more seriously an activity that is usually taken for granted. What they promise, of course, is the potential for taking control. In that sense the essays are models of our own criticism as well as examples of someone else's engagement with our most

prevalent medium of communication."

## Covering News

All-News Radio by Phillip O. Keirstead. TAB Books, 1980, 222 pages, \$14.95.

All-news radio began in 1964 and continues to be a broadcasting phenomenon. In almost every major city there is at least one all-news station, and chances are it ranks at or near the top of the market in the two critical measures of radio success: audience size and advertising revenue.

Now network television has jumped on Ted Turner's all-news bandwagon to give us news through most of the night.

Why the growth of the all-news

**Free for you!**

## First edition NRB CASSETTE CATALOG

For your **FREE** comprehensive catalog of NRB audio cassettes, send this coupon with your name and address to:  
NRB/Morristown, NJ/07960

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

**Billy Graham, Francis Schaeffer, Malcolm Muggeridge, President Reagan, and other famous speakers from NRB conventions are among the names in the NRB audio tape library. With this low-cost cassette service you can hear these inspiring messages, share them with others, listen again and again. Plus, you can catch up on workshops, seminars, and special events at NRB annual conventions, regional meetings and Summer Institute of Communications. Every available tape is listed in the new Cassette Catalog, with complete ordering information. It's a convenient way to build your own tape library. Start today by sending for your free copy of the NRB Cassette Catalog.**

**NRB Marketing Services  
201/575-4000**

**Free for you!**



format? Media observer Harold Mendolsohn, years ago, gave a social-psychological explanation that still may be accurate. He said that Americans are very anxious about knowing what happens the very instant it takes place. "Deep in the recesses of their consciousness is the thermonuclear thing and the related fear that we must all be ready in an instant's notice for some tragic catastrophe. People constantly feel in imminent danger. Subconsciously, they're terrified that if they don't keep up, they'll be caught short." Maybe so. Even in Christian radio and television, the importance of news coverage is growing. Keirstead's book, then, has something of value to help make limited resources go further and many of his observations and suggestions for news coverage can be adapted to a one or two-man department.

After looking at the history and origin of all-news radio, the author examines a dozen all-news formats at successful stations around the country. He summarizes what is

needed for air talent and supporting staff. Other chapters are devoted to public affairs programming, station operations, and engineering and technology requirements.

As in other TAB books, this one is filled with helpful charts, pictures, and illustrations.

### **Translation of Legalese**

Broadcast Law and Regulation by R. Terry Ellmore. TAB Books, 1982, 496 pages, \$24.95.

Looking up a specific broadcasting issue that involves confusing FCC legal terminology can be a time consuming and discouraging task. "Now there's a better way! This up-to-the-minute sourcebook translates that complicated FCC 'legalese' into plain, everyday English and provides you with all the most-needed information in one handy volume." So says the dust cover on this newest of TAB books, and it is not an exaggeration.

This volume targets four readerships: those already in the broadcasting field, potential licensees,

broadcasting students, and public interest groups. Beginning with an overview of the U.S. legal system and broadcast regulatory history, it then moves on to an explanation of FCC organization, operations, and functions. Other areas covered include FCC programming policies, requirements and practices; advertising regulations, political broadcasting and network regulation.

Although most of this information can be obtained free or at a nominal charge from the FCC, "Broadcasting Law and Regulation" serves up the information in a highly readable and understandable style. It is not the type of writing one would normally expect on this potentially dry subject.

Author Ellmore, an associate professor of radio, TV, and film at Texas Christian University, is a recognized authority on various aspects of broadcast communication.

---

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

## *Heading for the NRB conventions?*

**Western September 19-21**

Los Angeles Airport Marriott

**Midwestern September 23-24**

Chicago O'Hare Holiday Inn-Kennedy

**Southeastern September 29-October 1**

Atlanta Sheraton

**Southwestern October 10-12**

Tulsa Camelot Inn

**Eastern October 15-16**

Parsippany (NJ) Aspen

**National January 30-February 2, 1983**


Sheraton Washington (DC)

*Convenient registration and hotel information, plus low-cost travel arrangements, are yours with one phone call - toll-free...Just dial the NRB travel office at Universal Travel/Christian Fellowship Tours International in Wheaton, Illinois... We'll help you save time, save money, get to more NRB meetings! Call today.*


**CALL TOLL—FREE**  
**800 / 323-9402**




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




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




More than 3,000 station executives, program executives, religious leaders and top broadcasters - such as Pat Robertson, Jim Bakker, Rex Humbard and Jerry Falwell - were at the 1982 NRB convention. Almost 300 exhibitors were there to capture their share of the billion dollar religious broadcasting industry.



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



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



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

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

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

media  
**NRB**  
expo



# Now...Reach them where they live!

## Five new opportunities to show what you can do for religious radio/television/cable TV

Five big regional conventions now include regional versions of the NRB Media Expo, one of the fastest growing trade shows in the communications field. Each regional NRB Media Expo gives you an unprecedented opportunity to:

- Tell your story to local program producers, churches, stations.
- Meet new ministries, just starting on the air, ready to buy equipment and services.
- Discuss business in an environment scaled for in-depth conversation.

Choose the regional expo where you live...where your customers live...where you'd like to expand.

Exhibit at all five - and reap multiple benefits.

Exhibit at the regionals PLUS the 1983 national NRB convention and save money!

For complete information call NRB Media Expo Manager

Mike Glenn

201/575-4000.

### 1982

Western NRB - Los Angeles  
September 19-21

Midwestern NRB - Chicago  
September 23-24

Southeastern NRB - Atlanta  
September 29 - October 1

Southwestern NRB - Tulsa  
October 10-12

Eastern NRB - Parsippany, NJ  
October 15-16

### 1983

NRB 40th ANNUAL CONVENTION  
January 30 - February 2  Washington, DC

YES! Tell us more about the NRB Media Expo!

- Western
- Midwestern

- Southeastern
- Southwestern

- Eastern

- 1983 NRB National Convention

Name/Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Send this coupon to

NATIONAL RELIGIOUS BROADCASTERS  
Morristown, New Jersey 07960

media  
**NRB**  
expo



# Broadcasters

**Dr. Harold J. Ockenga** has been named Clergyman of the Year by Religious Heritage of America, Inc. A noted theologian, Bible expositor and broadcaster, Ockenga was selected from nationwide nominations as fulfilling "the highest expectation of America's religious heritage." He will be honored at a banquet on October 11, 1982, during RHA's 32nd annual convention in Dearborn (Michigan).

**Mrs. Adelia Robertson**, wife of CBN president **Pat Robertson**, has been appointed principal U.S. delegate to the Inter-American Commission of Women, a post described as "one of the most important positions for women in the Western hemisphere" by J. William Middelndorf II, U.S. ambassador to the Organization of American States.

"Mrs. Robertson is a recognized author, lecturer and leader in a number of women's organizations," observed Virginia Senator John W. Warner, who nominated her for the post. "The combination of her special background and concern for humanitarian issues will contribute much to her service on the commission."

Advice from authorities on the Christian family is a highlight of the

recently published "Encyclopedia of Christian Parenting" (Fleming H. Revell). Broadcasters **Howard Hendricks**, **J. Allan Petersen**, **James Dobson**, **H. Norman Wright**, and **Tim LaHaye** are among the experts who offer advice on family relationships, emotional and physical health, behavior, learning and spiritual training.

Broadcasters **Pat Robertson** and **Kenneth Copeland** recently addressed the 30th World Convention of the Full Gospel Businessmen in Anaheim (California), July 6-10. Past NRB convention speaker **Dr. Yonggi Cho**, pastor of the world's largest Christian church in Seoul, Korea, was also featured at the gathering, which brought together more than 25,000 Christian lay people from the United States and other countries around the world.

**Robert Neff** has been appointed to the newly created position of manager, broadcast division, at Moody Bible Institute. As manager, Neff oversees the operations of the new satellite-fed Moody Broadcasting Network. In addition, he directs the activities of the 11 MBI owned and operated stations as well as production and distribution of religious programs to radio stations

around the world. Neff's former position was director of broadcasting at the Chicago-based network.

**G. Gary Coulter** has returned to Bott Broadcasting Company as its national sales and operations manager. A former manager of BBC station KCCV/Kansas City, Coulter left in 1972 to pursue an advanced degree and teach at Travecca Nazarene College in Nashville (Tennessee). He is the son of Dr. George Coulter, former general superintendent of the Church of the Nazarene.

Reflecting on the opportunities presented by this new challenge, Coulter observed, "Quality Bible study and Christian information programming is an area of the local church which can strengthen the family unit and bring people everywhere to a knowledge of the Gospel." Remarked BBC general manager **Rich Bott II**, "We are proud to have Gary Coulter back with our company."

**Lester Roloff** marked his 50th year in the ministry, his 38th year on radio, and his 68th birthday in the month of June. A day of celebration featured several guest speakers, including Texas Governor Bill Clements. As he begins his 39th

*Adelia Robertson*



*Yonggi Cho*



*Robert Neff*



*Gary Coulter*





## EFT and FUND RAISING—Part 1

# The Sudden Birth of EFT

By Beverly Kempf

*Electronic funds transfer (EFT) has major implications for organizations whose existence depends on donor support. What is EFT? Do you know it can allow donors to transfer monthly deductions from their checking accounts to support a charity? The result? Economy, efficiency and convenience for both the charity and the donor. This six-part series will explain the advantages of EFT and help you decide if your organization can benefit from EFT technology.*

Simply stated, EFT permits the transfer of funds from one account to another electronically. Prior to President Carter's signing of the EFT Act in 1979, a piece of paper, such as a check or draft, was required to initiate all transfers of money. Since that time, EFT has gained popular acceptance and is being used in many different ways to streamline financial transactions.

Automated teller machines have sprung up nearly everywhere. ATMs, as they are called, allow users to access their bank accounts 24 hours a day.

Direct deposit programs transfer money from the payor, such as an employer or the government, to the payee's account. Nearly 60 percent of Social Security payments are currently deposited in this manner. Recipients can use their money on the actual date of payment with no risk of loss, theft, or mail delay.

Telephone bill payment systems enable users to authorize their banks by telephone to pay bills with funds from designated accounts.

Debit cards look like credit cards, but authorize the accepting store to receive payment from the purchaser's checking account as soon as payment is requested.

Point of sale terminals are being used increasingly by retail establishments to approve credit sales, authorize checks, conduct debit transactions, etc.

How can this almost instantaneous transfer of funds from payor to payee take place? A nationwide network of automated clearing houses, regulated by the National Automated Clearing House Association (NACHA), receives debit and credit requests on magnetic tape, then sorts the requests and routes them to receiving financial institutions. Receiving institutions send the requested debits and credits back to the clearing house network

to be routed to the financial institution which originated the request.

When EFT is used to transfer preauthorized deductions for charities, a donor signs an authorization form allowing his account to be debited and an organization's account to be credited for a specified amount each month, automatically, without delay. (More in future articles on how the system works.)

"Our donors won't go for something like that," you might say to yourself. The fact is that consumer acceptance of EFT has surpassed all expectations. Americans in the United States now make more than 28 million electronic funds transfers of some kind (not counting the millions of transfers made at ATMs) each month, up from virtually none four years ago! This phenomenon has paved the way for successful use of EFT services by non-profit organizations.

Once donors see how they save on the cost of checks, envelopes and postage with EFT, they continue supporting charities in this manner. As a result, after the first year, organizations have experienced as much as a 90% retention rate from donors giving via EFT.

By using EFT to offer savings and convenience to your donors, you can increase your donor base and increase your average gift amount. Other benefits, natural by-products of using electronic funds transfer for receiving donations, are: reduced administrative costs, automatic donor renewal, inflation safeguard, guaranteed cash flow and improved money management. We'll talk more about these in future articles.



Beverly Kempf is Vice President of Marketing Services for EFT Management Systems, Inc., a service company that helps non-profit organizations use EFT in their development programs. The company has offices at 8517 Production Avenue, San Diego, CA 92121 (800-854-2143 or 714-578-1434 in California) and at 257 St. Ronan Street, New Haven, CT 06511 (203-562-7756).

year of broadcasting, Roloff plans to expand his ministry to gain wider coverage of the United States.

**John C. Roberson**, vice-president of Paragon Advertising, is now general manager of Paragon's main office in Florence (Kentucky). Roberson, who coordinates the publicity, advertising, and programming of several prominent ministries nationwide, formerly worked in the agency's Tallahassee (Florida) office.

**Ben E. Loring, Jr.**, vice-president of counseling services for the Southern Baptist Radio and Television Commission since 1980, has resigned that post to become pastor of the Trinity Baptist Church in Oklahoma City (Oklahoma). Loring was responsible for the telephone counseling strategy used for Invitation to Life and other RTVC evangelistic programs.

Broadcasters **W. A. Criswell** and **E. V. Hill** are among the many evangelical leaders praising the usefulness of a new Fleming H. Revell publication, "The Evangelical Sunday School Teacher's Guide." Editor **William Carey Moore** is a former associate editor of Religious Broadcasting magazine and former editor of Decision magazine, published by the Billy Graham Evangelistic Association.

Broadcaster **James T. Draper, Jr.** was recently elected president of the Southern Baptist Convention. Draper is speaker on *The Turning Point*, a radio program sponsored by the First Baptist Church of Euless (Texas).

Book-reading duties on Radio Reading Circle are now being handled by **Alan Thayer** and continuity director **Harold Hall**. **Jon Arthur**, former speaker on the Family Radio program, recently passed away.

For a free reprint of this six part series, write to EFT



# Classified

## EMPLOYMENT

**24-hour conservative, evangelical Christian radio ministry** seeks applications for future openings. Send recent picture and resume to WMHR, Syracuse, NY 13215. No phone calls please.

**Manager needed** for long-established Christian station in the beautiful Ozarks. Also manager needed for new Christian FM station going on soon in Laredo, TX. Write Gary Acker, Route 5 Box 15, Yukon, OK 73099. Phone: 405-495-1065.

**Christian Advertising Agency** dealing in broadcast ministry development needs experienced writer. Good marketing thinker, knowledgeable in list segmentation and maintenance. An excellent opportunity for an experienced professional in this highly specialized field. Must be willing to

relocate. Salary commensurate with experience. Send resume to Steve Pittendrigh, Michael R. Ellison, Inc., P.O. Box 15000, Phoenix, AZ 85060.

**Commercial Christian Radio Station** has immediate opening for experienced general manager with strong sales background. Good salary plus incentives based on performance. Send complete resume, references and current earnings to KGNM, 2414 S. Leonard Rd., St. Joseph, MO 64503.

**Non-commercial evangelical Christian radio group** expanding and looking for creative professionals interested in ministry. Positions in Michigan and New Mexico. Excellent working conditions. Equal opportunity employer. For more information write: Vice President - Broadcasting, P.O. Box 3025, Tucson, Arizona 85702.

## FOR SALE

**Used video tape stock.** 3000 good quality - 1/2 hour-2". As is - \$25, Recortec - evaluated \$35. 700 1/2-hour U-matic cassettes - \$5 each. Call David Jones or Randy Schornstein, *It Is Written* - 800-498-3151.

**Complete library** of Christian Music. Contemporary, traditional and Southern gospel. Over 2,200 albums. Best offer over \$1,000.00. Call Tom Love 803-534-4461.

**In Pennsylvania Dutch Lancaster County.** Colonial brick building, 2800 sq. ft., on one acre plot. Offices, professional recording studio, storage. Vacant. Asking \$69,000. Broker M. E. Lehman, 1960 Horseshoe Rd., Lancaster, PA 17601. Phone 717-394-2460.

**Save on TV equipment.** Lights, video recorder players, small Sony color cameras, cables, Patco switcher, Sony Junction Box, Sony color receiver and more. Call 307-686-7439 or write Gillette Christian TV, S-235 Savageton Rt., Gillette, Wyoming 82716.

**Complete studio** of color video equipment. For complete listing and/or information, contact: First Baptist Church, 215 E. Fifth St., Tucson, AZ 85705 (602-623-7521). All reasonable offers welcome.

**Christian Ministries!** Telex Model 300 Cassette Duplicator makes 21 dubs at once. With reel master deck - good condi-

tion. Cassette master deck available. Magnefax 7" R-to-R duplicator in like-new condition. One Master-5 reel dubs, excellent for radio prgm. duplication. Best offer: Call CFNI - Gene Steiner 214-376-1711.

**For sale by stockholder** - 1/3 interest in long established, well known Midwest AM-FM facility. \$150,000 with possible terms. Write Midwest AM/FM, c/o NRB, CN 1926, Morristown, NJ 07960.

## SERVICES

**Sermon or religious material cassette duplication.** Minimum orders of 100 only with or without boxes. Send \$1.00 for price list to ZipCode Co., Tape Dept., P.O. Box 1210, Melbourne, FL 32901.

**South America** is ready for your radio program to broadcast the Gospel to all believers. Contact us for availabilities and rates. Overseas Inc., Suite 51-140, 444 Brickell Ave., Miami, FL 33131.

**VIF International** will remanufacture your Ampex or Scully (Ashland/Bodine) direct drive capstan motor for \$200. Average turn around time—2-3 weeks. For details write: PO Box 1555, Mtn. View, VA 94042, or phone (408) 739-9740.

## HOW TO PLACE A CLASSIFIED AD

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

**CLASSIFIED DEPARTMENT  
RELIGIOUS BROADCASTING  
CN 1926, MORRISTOWN NJ  
07960**

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

**FREE 32pg Catalog & 50 Audio/Video Applic.**

PWR SUPP. EQ.  
PHONO. MIC.  
TRANS. ACM.  
TAPE VIDEO  
LINE. OSC

Stereo-Mono Pwr Ampl.

Video & Audio Dist. Ampl.

8-in 2-out, 12-in/4-out, 16-in/4-out  
TV Audio & Recd Prod Consoles

**OPAMP LABS INC (213) 934-3566**  
1033 N Sycamore Av LOS ANGELES CA, 90038

## BROADCAST CONSULTANTS

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

## BARKER ELECTRONICS

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

Adoniram.....	37	Maxell.....	4	NRB Media Expo.....	51	SRN.....	30, 31
Bott.....	6	Media Search.....	45	NRB Radio Market Analysis.....	21	Studer Revox.....	38
Camera Mart.....	17	Moody.....	13	NRB Regional Convention.....	50	That Certain Sound.....	47
CSA.....	1	MPL.....	14	NRB Registration.....	40, 41	Thomas Nelson.....	33
EFT.....	53	Nason Media.....	2	NRB Travel.....	49	TOA.....	19
Fuji.....	29	Nora Lamb Ministries.....	ifc	Otari.....	26, 1bc	Universal.....	9
GE.....	35	NRB Cassette Tape Catalog.....	48	Polyline.....	46	Ward-Beck.....	bc
ITC.....	34	NRB Directory.....	8	See Hear.....	27	Western Electric.....	16
KMJC.....	10	NRB Family.....	55	Sharp.....	42, 43		



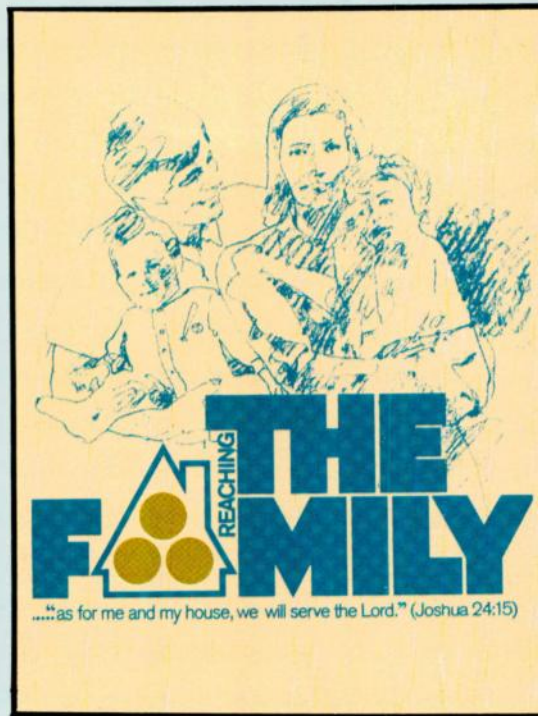
*Ready for your imprint*

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

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

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

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



Your message goes  
here



# JUST ADD YOUR NAME

## and watch people respond!

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

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

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

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

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

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/ State/ Zip \_\_\_\_\_

Telephone \_\_\_\_\_

NRB Member

Non-Member

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



# AIRING OUR VIEW

## Life As It Is—Or Is Going to Be

In his last published article, the late Bing Crosby criticized television for taking the low road.

"It became apparent to me," he wrote, "that, very slowly and very subtly, writers and producers are working nudity, permissiveness...provocative dialogue, smutty innuendos and situations into their shows...."

Crosby voiced his sentiments to a television executive and received this reply: "We are only depicting life as it is."

Crosby responded, "I fear they are depicting life as it is going to be, if they are not diverted."

Some people may dismiss Crosby's concern as the meandering of a crooner who grew muddled with age and then passed on.

But not everyone.

"People" magazine recently published an article that indicates Crosby had his facts straight. According to the published report, researchers have concluded that heavy watching of television can distort a viewer's ideas about love, marriage and sex.

Dr. Bradley Greenberg, a University of Pennsylvania researcher, found that 94 percent of televised intimate scenes involve unmarried partners. He especially voiced concern about the effect of this imbalance on young viewers. They have a hard time separating fantasy from reality. They might easily conclude that unmarried people have a lot more going for them than married couples.

The impact of this lopsided impression could in one generation's time devastate marriage and family life.

We can almost hear Bing Crosby whisper softly, "I told you so."

The writers and producers that are taking television down the low road may indeed depict life as they see it because that's the way they live it.

Don Wildmon, chairman of the Coalition for Better Television, cites some interesting facts about the handful of people who determine what America watches on television.

The study was done for "Public Opinion" magazine by S. Robert Lichter and Stanley Rothman. They spent an hour with each of 240 members of the "media elite"—reporters, editors, script writers, film editors, TV producers.

This is what they found:

- only 8 percent of the 240 influential media people interviewed attend church regularly
- more than ten times as many, 86 percent, said they never attend or seldom do
- 90 percent endorse the proposition that women have a right to an abortion

- 91 percent said they do not consider homosexuality wrong
- 54 percent said there is nothing wrong with adultery.

We do not deny the right of these media pacesetters to live the way they want. If they choose a standard other than the Bible, that is their responsibility.

But we strenuously object to their projecting such a lifestyle through the persuasive medium of television as if it were the national norm.

Writers and producers of a contrary mind dismiss our objection by saying we exaggerate the problem. Red Skelton had an answer for that: "They sell violence. They say this doesn't affect your mind in any way whatsoever. But if you can subliminally sell a product in 30 seconds, what does one hour of filth and violence do to you?"

The basis of our concern was well put by Bing Crosby: "I fear they are depicting life as it is going to be."

Television, unfortunately, may not as yet have reached its lowest stretch of the road. Dr. Kenneth Haun, a psychology professor at New Jersey's Monmouth College, teaches a course called Psychology of the Soap Opera. He predicts, "I wouldn't be surprised to see frontal nudity on soaps in this country within the next ten years."

Though the networks emphatically agree that won't happen soon, Haun insists, "If it sells, the networks will figure out a way to put it on the air, no matter what."

The story is told of Paul Newman, who flew into a rage when he caught his children watching one of his films on television. The account may be apocryphal, but it points to one possible consensus for upgrading television programming: our children.

No one denies that young people are profoundly affected by television. Not only are they most impressionable, but by the time the average teenager graduates from high school, he or she has spent more time in front of the TV than in the classroom.

Let writers and producers keep the welfare of their own families in mind when putting together a program. Their children could be the winners. So might ours.

The Bible says, "As a person thinks in his heart, so is he."

In electronic communication terms that means, "What our children watch on television will shape the future of our homes and our nation."

That has the makings of a monumental horror story—unless the television industry goes for the high road.



# FROM OUR HANDS TO YOUR HANDS

*The Otari 1/2" Four Channel MARK III/4 &  
1/2" Eight Channel MARK III/8*



*At Otari, the focus of our work is on innovation and problem solving. These values are carefully reinforced by our dedication to quality: they are inherent in every tape recorder we engineer.*

*The new MARK III/4, 1/2" four channel production recorder and its companion eight channel version are the embodiment of this philosophy.*

*Both compact recorders are designed with microprocessor circuitry for smooth, responsive transport control and precise electronic counting with an L.E.D. display. True, three head design, selectable +4 or -10dBm input and output levels, 15/7.5 ips with continuously variable speed control, 10-1/2" reel capacity, cue control, and dump edit deliver flexibility that makes your production work move faster. Both models feature selectable headphone monitoring for all channels, a multiple frequency test oscillator and positive-locking NAB reel hub adapters. To achieve every last dB of performance, you won't find a competitive machine that lets you get your hands on a full complement of adjustments as easily.*

*Add to all this, mastering quality sound and the specs that guarantee it. And, the ability to interface to SMPTE time code synchronizers.*

*Built with the reliability and craftsmanship that have become the hallmark of our reputation with our 5050 Series two channel machines, we've once again advanced the broadcast industry's most advanced and affordable professional recorders.*

*From our hands to yours, the new MARK III/4 and its companion, the MARK III/8 are engineered like no other tape machines in the world; with qualities you can hear and feel.*



**OTARI** Technology You Can Touch.

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





# MicroCOM

This is Ward-Beck's superlative statement on the art of tomorrow's high technology digital communications systems.

The promise of microprocessor controlled "Intelligent" circuitry has been fulfilled, and is already in operation. Its incredible flexibility allows unlimited access between all stations in the system and permits crosspoint assignments to be reprogrammed on a show-by-show basis.

ABC, Hollywood has it! CBC, Toronto has it! You'll find it at Molinare in England, and at WLS in Chicago!

**WBS**

First by Design

Ward-Beck Systems Ltd., 841 Progress Avenue, Sarnborough, Ontario, Canada M1H 2X4  
Tel: (416) 438-8950

Ward-Beck Systems Inc., 6900 East Camelback Road, Suite 1010, Scottsdale, Arizona 85251