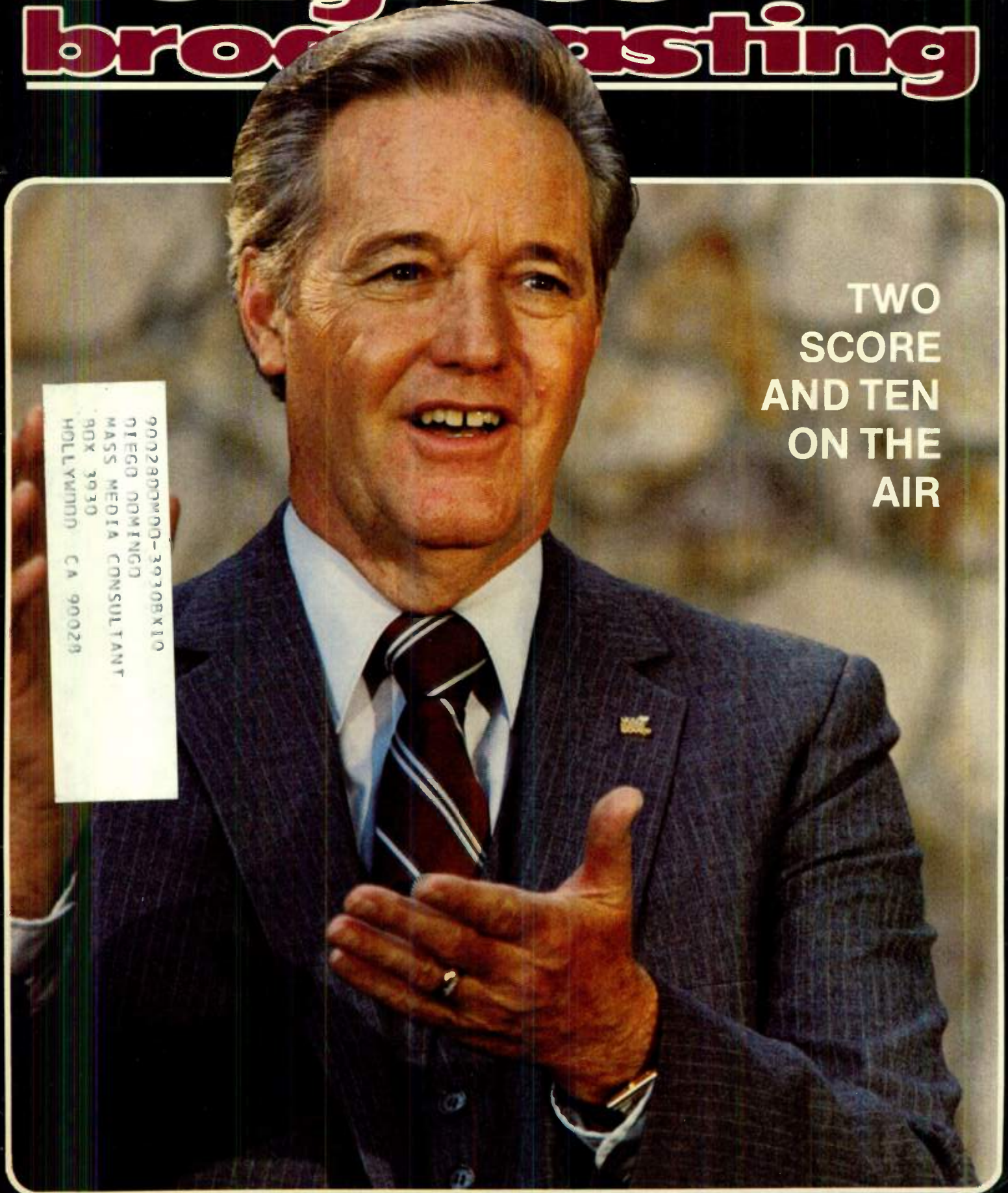


# religious broadcasting

OCTOBER 1982

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*Peter Popoff*

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- **Bringing healing to the afflicted**

- **Offering hope to the hopeless**



- **Uplifting those who are discouraged**

- **Sharing love with the lonely**



- **Inspiring faith in the doubting**

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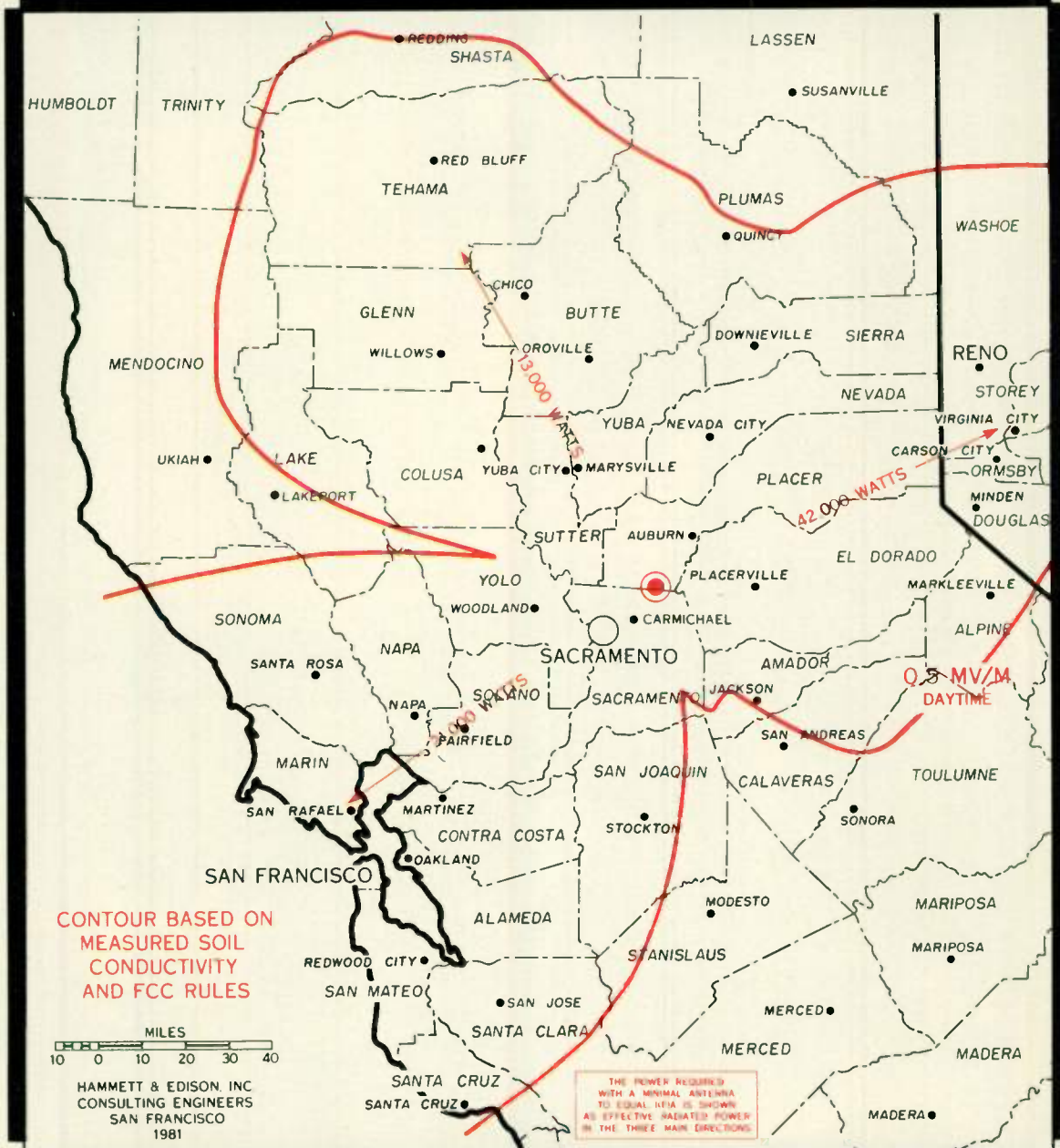
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## FEATURES

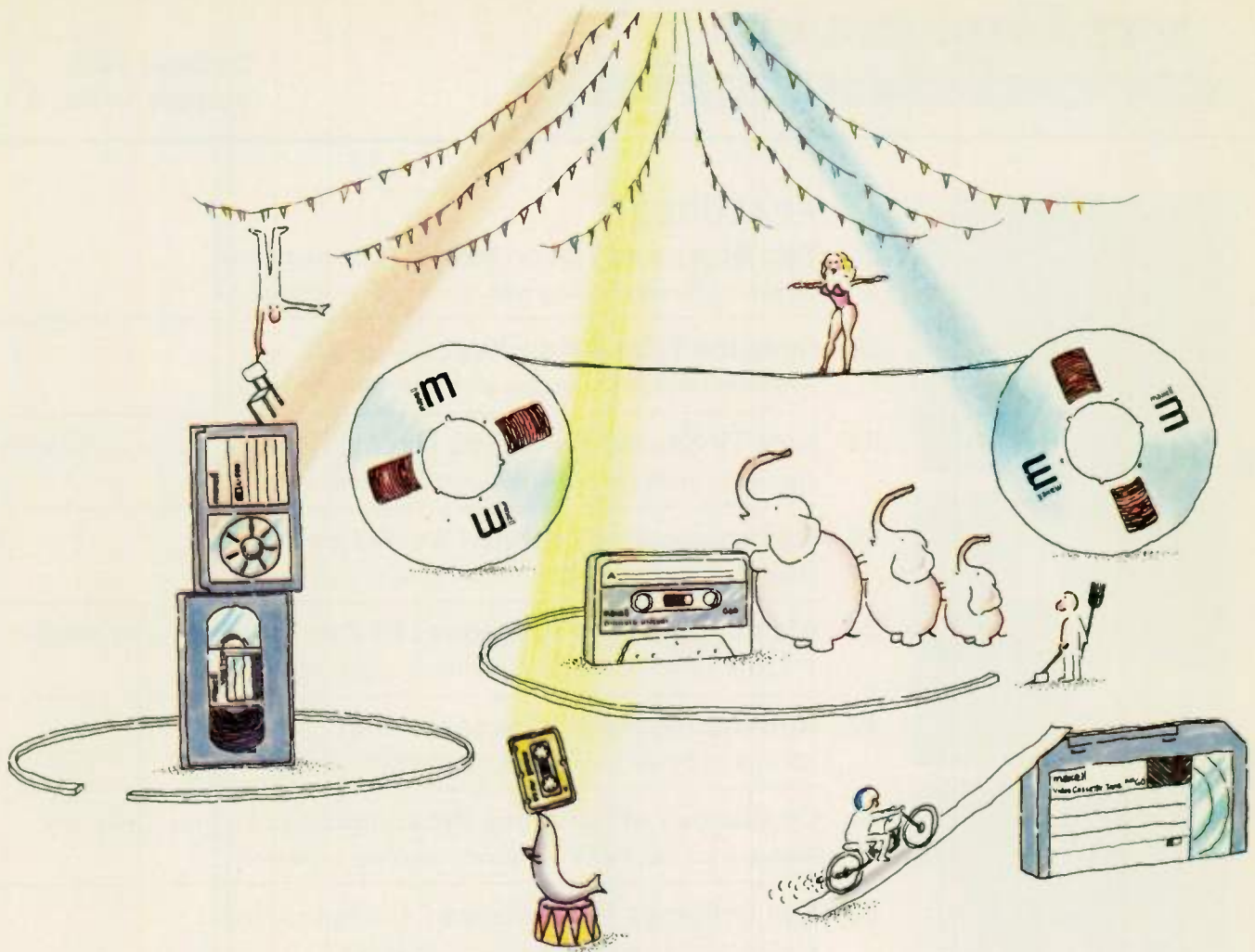
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religious broadcasting

*Executive Editor* Dr. Ben Armstrong  
*Editor* Audrey Langdon  
*Managing Editor* Robert L. Niklaus  
*Assistant Editor*  
Daniel J. Nicholas  
*Editorial Assistants* Susan Kubick,  
Anne Dunlap  
*Advertising Manager* Max McLean  
*Subscription/Circulation Assistant*  
Robert Trepanier  
*Washington Correspondent*  
Kenneth Beachboard

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# Speaking Out

## Getting the Best Broadcasting for Our Money



I received a mailing from NRB board member Carl Richardson, director of *Forward in Faith*. Having appreciated Carl's forthright, sincere and creative approach on radio, I was hungry to read the mailing from his office. Following are excerpts from what he said:

Communications satellites are opening up new dimensions for reaching masses of humanity with the Gospel, never before possible until now!

This can be our finest hour, or our fatal hour.

If Christians continue to invest their money in local and international ministries that are really reaching souls with the Gospel, God will mightily bless our efforts with an abundant harvest.

But if Christians begin to give grudgingly less and less, or contribute to religious hucksters and

con-men rather than to ministries of proven integrity, it will be a bleak day indeed. God will hold us accountable for our lack of sensitivity to the Holy Spirit in our giving.

As we face the future, satanic attacks will increase upon Christians and upon truly fruitful ministries. The marketplace of religious broadcasting on radio and television could become a battleground if we are not good stewards. Many Christian programs on secular stations will be crowded off the air, priced out of the market, or relegated to time periods when very few unsaved people are available to see and hear the Gospel.

But creative new forms of broadcasting will emerge, such as Minute Messages for radio and television. This may not only become the best way to reach large numbers of the unchurched masses with the Gospel; it may become the only way. Many secular radio and television stations simply do not want any religious programming on the air. Period.

As more and more stations close their doors to Gospel broadcasting, a new wave of low wattage but highly effective Christian radio and television stations will spring up across the country that will attract a tremendous listening/viewing audience. The quality of programming on these, and already existing Christian stations, will be greatly enhanced through satellite transmission and reception.

This is the time to expand our borders, to broaden our outreach.

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

### A Foreward Look

In the lead article, Rex Humbard speaks of the need among religious broadcasters for professional performance in broadcasting lest the Gospel become the target of ridicule. He also says that programming should focus on the home and family. Articles in this issue show that broadcasters are doing just that—and Humbard himself is part of that important group. Large-scale plans for the use of low-power television by the Southern Baptists are remarkable. On the other hand, the small community of Alamogordo, New Mexico, already has a Christian LPTV station. An overview of the new TV season previews series and specials that have a message of hope and help for the family.





# Another First for Michael R. Ellison, Incorporated

At the same time, on August 28th, in the Western hemisphere, August 29th in the Eastern hemisphere, over one million people joined together to partake in Communion by live satellite transmission.

Originating from the site of Kenneth Copeland's Southwest Believer's Convention at Fort Worth, Texas, the live signal traveled 12 million miles, used eight different satellites, was received in thirteen countries where believers gathered in more than 250 locations.

It was the largest event in telecommunication history.

The countries included United States, Canada, Mexico, South Korea, Australia, New Zealand, Trinidad, South Africa, Holland, Israel, Hong Kong, and The People's Republic of China (mainland).

A few of the highlights were:

- A live segment broadcast by Dr. Paul Cho from South Korea to the United States and then re-broadcast to the entire world network.
- The first time a Christian event has been sanctioned by the government of the Peoples Republic of China.

- The first time a Christian telecast covered the entire world at once.
- The first time American Christian programming was ever broadcast on Hong Kong television.

This event was in development one year and had a budget of over two million dollars. It required the simultaneous organization of thousands of technicians, local coordinators and political leaders, as well as the media around the world. There is no path to follow when your project is another first.



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# BULLETIN

## Re: Religious Broadcasting—Audio/Video Duplication

As a major supplier of audio and video tapes to religious broadcasters, we are often asked to share our technical expertise. We are happy to do so.

While many religious broadcasters are using reel-to-reel formats for duplication, the strong trend is to cassette duplication. A cassette is easier to duplicate and very economical to handle and mail—nationwide or worldwide. If you are planning to acquire new equipment, cassette tape is definitely worthy of consideration. There are several high quality cassette tape formulations presently offered. Essentially the choice is between iron oxide or chromium dioxide. Both offer excellent sound reproduction.

Agfa offers a range of bulk audio cassettes tapes in chromium dioxide and iron oxide formulations, coupled with studio mastering tape and  $\frac{3}{4}$ " U-Matic and  $\frac{1}{2}$ " video-cassettes. Leading evangelists and their producers and engineers often use Agfa because of proven quality and consistency. They also appreciate expedient, caring service and expert advice.

Agfa's audio and video specialists will be happy to answer your questions as an industry service. You need not be an Agfa Tape user to avail yourself of this technical assistance.

Agfa aspires, along with the religious broadcaster to produce the finest quality recordings, and therefore invites you to benefit from this industry service.

For more information, call or write:



**Andrew DaPuzzo**  
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Your broadcasts have truly convinced me that I'm not "all wet" because I want to be home with my kiddos and I enjoy taking care of my home.

My prayers are with your staff and I thank you for listening to God and for seeing the need for such a station.

Could you please send me your new program schedule (if you have any left)?

Keep up the good work!

Yours in Him ~

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# Update

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HR 5949 debate  
resumes after  
Congress recess

The long-debated Cable Carriage Bill known as HR 5949, which has received much legal attention from NRB and other concerned groups, has been rewritten to better reflect the interests of Christian broadcasters. Action is expected from the House Telecommunications Subcommittee shortly.

Three Lutheran  
denominations  
merged last month

Two NRB-member denominations are among the three Lutheran groups that merged September 8 into a single 5.5 million denomination. The Lutheran Church in America and the American Lutheran Church were joined by the non-NRB Association of Evangelical Lutheran churches into the third largest protestant denomination in the United States. Two other major Lutheran denominations totalling nearly 3.1 million members decided not to participate in the historic decision. The New York Times report indicated that the merger will be completed by 1987.

Sharp's OK  
for FCC post  
still pending

FCC General Counsel Stephen Sharp's appointment to an FCC commissioner's post is still waiting approval from the Senate Commerce Committee. President Reagan nominated Sharp in May, but complications arose when the length of service was reduced from seven years to less than one year due to a reduction in the board's size. Sharp, who has demonstrated sensitivity to NRB legislative concerns, is reportedly still interested in the commissioner's post when the political threads are unravelled.

New operations  
manager addresses  
conference

John M. Cummuta, NRB's new Operations Manager, on board since September 7, will be a featured speaker on management perspectives at the University of Wisconsin's Broadcasters Clinic 82, October 5 at Madison, Wisconsin.

Van Impe to  
speak at NRB's  
eastern banquet

Television speaker Jack Van Impe will address the NRB Eastern Convention's banquet on Friday evening October 15. His wife Rexella is slated to sing.

Van Impe replaces Ross Rhoads who recently underwent vocal chord surgery.

Wiersbe now  
broadcasting on  
Chicago station

Warren Wiersbe, former pastor of Chicago's Moody Memorial Church, has returned to that city via the radio airwaves of WGN/Chicago. The popular author and conference speaker can be heard Saturday nights on a weekly segment of Back To The Bible.

Graham Center  
auditorium named  
for choir leader

Hour of Decision program producer and Crusade music director Cliff Barrows was honored when the Billy Graham Center's main auditorium was named for him on September 18. The Graham Center houses a museum, communications laboratory and graduate school on the campus of Wheaton (Illinois) College.



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## FCC Relaxes Fundraising Restrictions for Noncommercial Educational Stations

In a recent decision, the Federal Communications Commission has given noncommercial educational broadcasters additional freedom to raise funds to support their stations. The July 30, 1982 *Order*<sup>1</sup> clarifies and broadens the FCC's *Second Report and Order in Docket No. 21136*, issued in the spring of 1981. Under the *Order*, noncommercial educational stations—often called “public stations”—may air promotional announcements for non-profit organizations in exchange for consideration. This new freedom may open additional revenue sources for the many religious broadcasters who are non-commercial educational licensees.

Public stations, unlike other broadcast stations, are not permitted to sell commercial time. Most of these stations must rely on listener support or government grants to finance their operations. During tight economic times, public broadcasters often have a substantial decline in support from listener contributions.

This problem is particularly acute for religious educational stations because, unlike secular educational stations, they generally receive no financial support from the state or federal government. The commission's July 30 *Order* may provide some relief for many of these stations.

### **Many Restrictions Lifted**

The *Order* was issued in response to several requests for reconsideration and clarification of the *Second Report*. Since the issuance of the *Second Report*, Congress had passed the Omnibus Budget Reconciliation Act of 1981, which contained several amendments to the public broadcasting provisions of the Communications Act. According to the July 30 *Order*, the Budget

<sup>1</sup> *Memorandum Opinion and Order in BC Docket No. 21136* (Commission Policy Concerning the Noncommercial Nature of Educational Broadcast Stations), FCC Mimeo No. 82-327, released July 30, 1982.

by Richard E. Wiley

Act amendments required a further relaxation of fundraising standards for public stations, particularly in the area of promotional announcements on behalf of non-profit organizations.

In the *Second Report*, the commission removed many of the complex restrictions on fundraising by public stations. Thus, the FCC gave public stations wide discretion to decide how much on-the-air fundraising is appropriate or how often to broadcast announcements recognizing donors.

In place of several policies that

received” rule in the *Second Report* restricted public broadcasters in their fundraising activities to a greater degree than Congress intended.

To make its policy on promotional announcements by public stations consistent with Congress' mandate, the FCC revised the “consideration received” rule to permit the broadcast of promotional announcements sponsored by non-profit organizations. According to the July 30 *Order*, non-profit organizations may include some athletic, labor and agricultural associations or organizations, mutual insurance companies or associations, be-

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## This new freedom may open additional revenue sources for the many religious broadcasters who are noncommercial educational licensees

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restricted programming discretion, the commission imposed a simplified rule that prohibited public stations from broadcasting any promotional announcements in exchange for “consideration.” Under this standard—often called the “consideration received” rule—any promotional announcement in exchange for goods, services or money was prohibited regardless of whether the sponsoring entity was a profit-making or a non-profit organization.

### **“Consideration Received” Rule**

In the Budget Act amendments to the Communications Act, Congress only precluded public stations from airing promotional announcements which were sponsored by *profit-making entities*. Thus, as the commission determined, the “consideration

nevolent life insurance associations, mutual or cooperative telephone companies, and state chartered credit unions. Likewise, many religious organizations are non-profit.

If an organization is in fact non-profit, public broadcasters are now specifically authorized to air a promotional announcement sponsored by them, and to receive payment in return. The lifting of the prohibition for these announcements, however, does not alter the continuing restrictions against any promotional announcements for consideration on behalf of profit-making organizations.

The commission also recognized in the July 30 *Order* that the Budget Act Amendments impose some minor additional restrictions on fundraising announcements by pub-



# Washington watch

lic stations. The *Second Report* imposed no limitations on the timing of these announcements. In light of the change in the statute, however, the FCC now will require these announcements to be aired at the beginning and end of programs, between identifiable segments of a longer program, or, in the absence of identifiable segments, in programming during station breaks, all so that the flow of the program is not unduly interrupted.

## Additional Announcements

The July 30 *Order* also clears up an ambiguity in the *Second Report*. The *Second Report* did not expressly recognize that public broadcasters could air announcements that promote program-related materials sold by non-profit organ-

izations, including the station itself. The *Order* now explicitly recognizes that stations may broadcast these announcements.

In addition, a public broadcaster, at its discretion, may air brief announcements that directly or indirectly raise funds for non-profit organizations, provided that these announcements do not interrupt regular programming.

Fundraising announcements which are included in an intermission feature or a natural programming break probably will raise no questions under this standard.

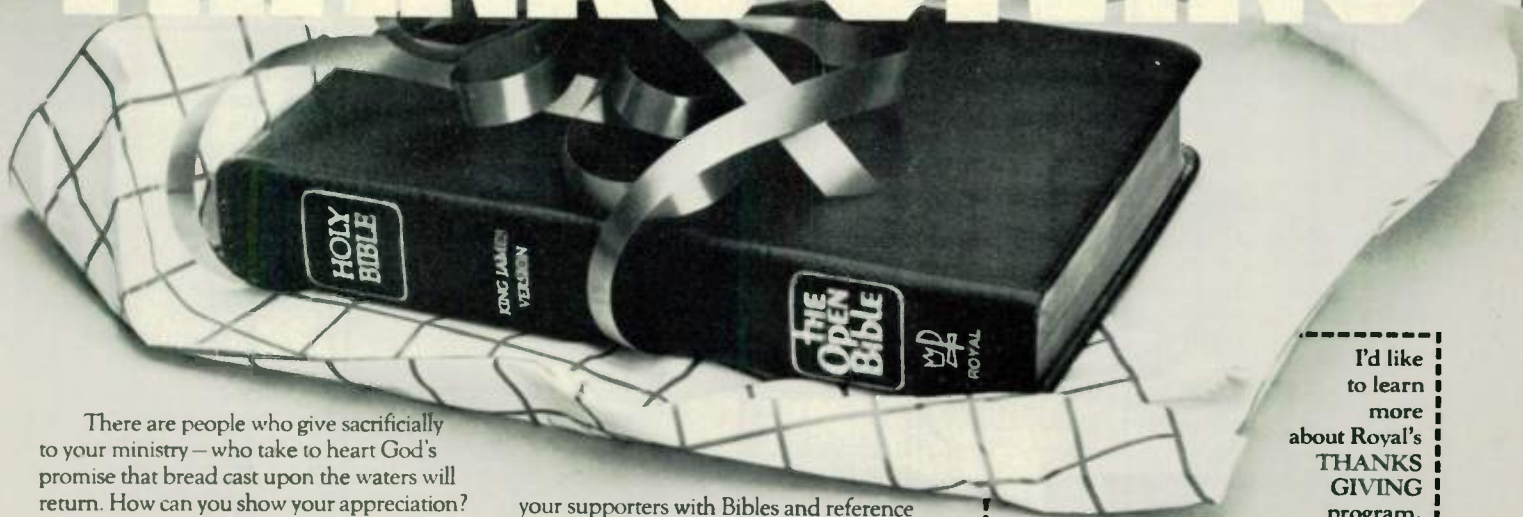
However, the commission will continue to enforce the prohibition against public stations aiding other organizations by suspending regular programming and broadcasting telethons, marathons or other types of fundraisers that disrupt the

normal broadcast schedule. Fundraising efforts during times of "suspended programming" must be on behalf of the station itself.

The commission's July 30 *Order* should be welcome news to public stations, many of which are experiencing severe financial difficulties. By eliminating many of the restrictions on fundraising practices on public stations, the commission hopes to preserve the financial viability of noncommercial educational broadcasting while, at the same time, maintaining the distinction between public stations and commercial broadcast stations.

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

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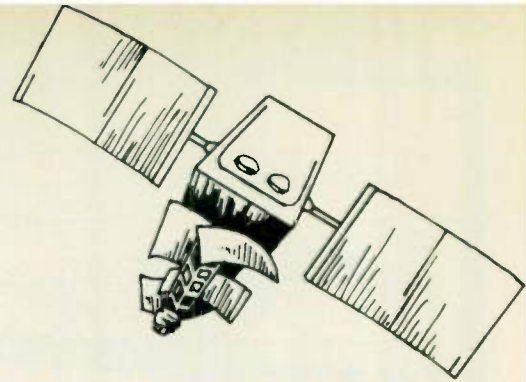
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- **MUSIC THROUGH THE NIGHT** ... live from Chicago, with your host, MIKE KELLOGG.

"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

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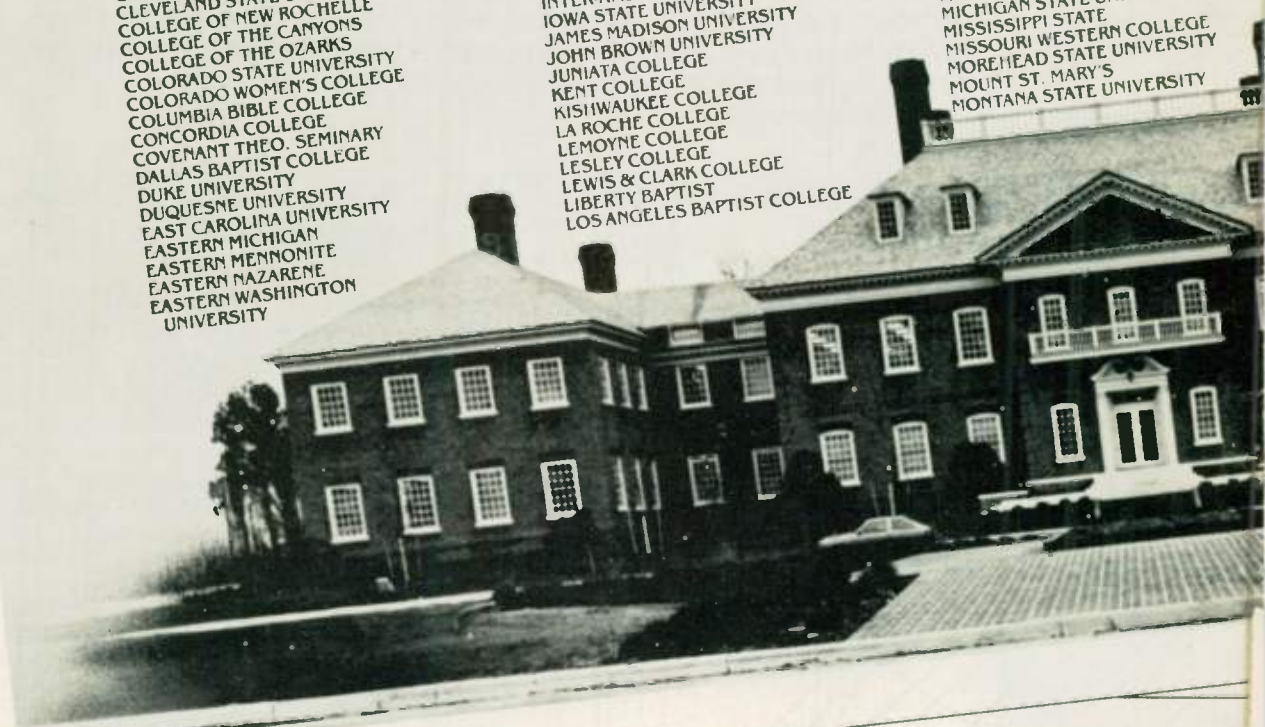




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## Lebanese Continue to Hear *Voice of Hope*

METULLA, LEBANON (NRB)—George Otis of *Voice of Hope* reports an uninterrupted broadcasting schedule for WORD, the Christian radio station that airs the Gospel message with a country and western flavor to Muslims and Christians from its "reinforced concrete bunker in a remote corner of Lebanon's southern frontier."

The Israeli army attacked and held much of Lebanon beginning June 6 in a successful effort to roust the Palestine Liberation Organization (PLO) guerillas from that besieged Middle Eastern nation.

The radio facilities operated by High Adventure Broadcasting Network of California sustained only minor damage from PLO shelling, a fact that allowed station manager Chuck Pollak to increase daily broadcasting hour. "When the fighting started up here this summer we had to face a decision: either cut hours to protect our staff or go on the offensive and increase them," Pollak said. With the help of many Christian volunteers in the region, *Voice of Hope* increased broadcast time from 19 to 24 hours daily and initiated an international shortwave broadcast. "We worked night and day to serve not only the Christians but everyone needing help," Otis commented in a telephone interview.

The missionary radio organization has been helping Lebanese civilians cope with the realities of military conflict by increasing public service announcements such as "what booby-trapped objects look like, where listeners should go for protection, and the significance of flying white flags," Pollak said.

The broadcasters' ministry is not limited to the airwaves. It includes such projects as purchasing medical supplies, food stuffs and eyeglasses. Plans include sponsoring two mobile medical units for southern Lebanon. A California spokesman for *Voice of Hope* described as successful a children's retreat held in the mountains. Outlining the effect of previous military conflicts in Lebanon, the spokesman said, "The children have known nothing but terror for the last eight years."

Some PLO shrapnel reportedly

struck the building's exterior and the ground near the twin transmitters. One employee, a part-time reporter was killed about a year ago, the spokesman said, but his death was not related to the current conflict.

The 25,000-watt facility features hymns and three-and-a-half hours of Bible teaching daily and a one-minute feature sermon each quarter-hour called *God's Commercials*. The remaining broadcast time has a country and western format, and some rock music. About the first format, manager Pollak reported: "People out in the villages...are humming John Denver and Johnny Cash songs."

When asked why he and the radio staff risked their lives under PLO fire, Pollak answered, "These people must not feel abandoned."

The manager described the success of WORD as "way beyond our earliest expectations." President Otis concluded his comments on the Christian radio station in war-torn Lebanon with a similarly positive note: "Sickness and violence are prevalent but the miraculous hand of God is present and He is working."

## Televised Communion Draws 600,000

FORT WORTH, TX (NRB)—Kenneth Copeland's unprecedented media broadcast, billed as a "World Communion service that joins Bible-believing Christians around the world in a call to unity," was deemed a success by event promoters.

The service, which drew an estimated 600,000 attendance, was viewed live by satellite teleconference in over 200 United States cities and 17 foreign locations. The telecast was received simultaneously in countries such as Holland, The People's Republic of China, Korea and Australia. Translation of the English language broadcast was made at each foreign location into French, Spanish, German, Portuguese and Korean, a spokeswoman said.

She described the turnout by saying that meeting halls "were packed out everywhere." Pre-service estimates were placed at 500,000 participants worldwide.

The total broadcasting cost was roughly estimated at \$2 million, a figure which could not be confirmed at press time.

The two-hour evening telecast was aired from Fort Worth's Tarrant County Convention Center. A brief split-screen address by Dr. Paul Yonggi Cho originated from Seoul, Korea. Cho is pastor of Seoul's Full Gospel Central Church, the world's largest church, with a membership estimated between 150,000 and 250,000.

## Tennessee Baptists Oppose Broadcasting Liquor Ads

NASHVILLE, TN (NRB)—The battle lines are being drawn in a Tennessee issue that pits the Southern Baptist Convention against the Tennessee Association of Broadcasters (TAB). Jerry M. Self, a public affairs spokesman for the Tennessee Baptist Convention (TBC), indicated TBC's opposition to liquor advertisements on radio and television because the ads can "increase the number of drunk and drinking drivers on the highways."

In a joint statement with Ronald D. Sisk of the Baptist Christian Life Commission, Self said, "We oppose any action which might increase the exposure of this highly vulnerable age group [youth] to liquor advertising." U.S. Health and Human Services Secretary Richard Schweiker indicated in a late-August statement that an estimated eight million young people are killed annually in alcohol-related traffic accidents.

The Southern Baptists based their argument against the broadcasting of liquor ads on a Michigan State University study commissioned by the Federal Bureau of Alcohol, Tobacco and Firearms. The report indicated that the general public pays more attention to liquor advertisements on television than in magazines. The study also concluded that youth and adults "highly exposed to alcohol advertising" approve a higher level of alcohol consumption before driving than those not highly exposed.

The TAB broadcasting group is seeking to reverse an Alcohol Beverage Commission (ABC) ruling that prohibits "holders of liquor by



the drink permits" from advertising alcoholic beverages on radio and television. The broadcasters claim that the current ruling discriminates against their First Amendment rights since no other media is as "fettered" by the commission's regulations.

Self pointed out that the alleged discrimination is similar to tobacco advertising regulations which allow for ads in the print media but not over the airwaves. "This is due," Self said "because of the dangers of the product and the greater influence of the broadcast media on the public."

The Tennessee confrontation could be a preview of future struggles in other states.

### **Moody Adds Four Affiliates**

CHICAGO, IL (NRB)—Four radio stations have become "the first af-

filiates to join" the Moody Broadcasting Network. They are WTMB/Tomah (Wisconsin), WTLR-FM/State College (Pennsylvania), WDAC-FM/Lancaster (Pennsylvania) and KSBJ-FM/Houston (Texas).

Like the Moody-owned and operated stations in the nationwide network, the affiliates have access via live satellite to several programs including *Open Line*, the weeknight call-in discussion show that draws response from across the nation. Recent guests on *Open Line* have included James Dobson and Charles Swindoll. An hourly news syndication from Washington D.C. is another feature of the Moody network.

### **CBN Audience Rated by Nielsen**

VIRGINIA BEACH, VA (NRB)—The Christian Broadcasting Network's cable television audience

was rated by the Nielsen Co. last month, making CBN the first Christian network to have its audience thus measured. CBN will receive quarterly demographic studies based on the "audience sweeps."

### **Hausa Broadcasts Resumed**

GENEVA, SWITZERLAND (NRB)—The Lutheran World Federation resumed broadcasting religious programs September 5 to the Hausa tribe of West Africa. The Hausa programs, discontinued for nearly six years, are being broadcast over Africa Number One, an international shortwave broadcasting station in Moyabi Gabon.

The Hausa people, estimated at over 5 million, live in Nigeria, Niger and adjacent areas of the Sudan.

Initially, the Lutherans are broadcasting a 30-minute daily transmission in Hausa. A news service is

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Paragon Advertising is proud to announce a unique, new, weekly program. As pastor of the 53,000 members of the Highland Park Baptist Church, and founder and chancellor of Tennessee Temple University, Dr. Roberson is The Voice of Temple. Listen for this new program to be aired over national radio.

Paragon Advertising can provide your ministry with total advertising services ranging from media buying to production to market research to public relations.

The Voice of Temple is now in production. For information, write: **Paragon Advertising, P.O. Box 335, Florence, KY 41042. 606/371-0050.**



# The automatic mic mixer that thinks before it speaks.

JBL's advanced 7510 digital/analog mic mixer actually thinks before it speaks—by activating or deactivating up to 24 input channels. Automatically. Now, you don't need an operator to constantly adjust controls. The 7510 does it all. Quickly, precisely and without error.

Versatile modular design makes the 7510 an all-around performer. Delivered with a single, 4-channel input module, the system is expandable to 24 channels. And each panel features controls for level, threshold, release time and mode selection.

The 7510 offers a variety of other

advantages over conventional mic mixers. Automatic mic on/off and output level correction permit power gain without the "howling" of feedback. Turn-on features a zero crossing detector. So there are no pops or clicks!

Advanced level sensing circuits trigger extremely fast attack—30-60 nanoseconds. This quick rise makes it ideal for gated mixing. The 7510 offers separate outputs for every input. So the user can program to match each need. When in the priority mode, all inputs in automatic are muted by selected lead mics.

At the same time, a unique digital attenuator decreases the system's output gains by 3 dB each time the number of live mics doubles. The feedback stability margins remain constant regardless of the number of mics operating. And the system's threshold circuits can distinguish between program signals on one mic and ambient noise on all mics to within 1 dB.

Other features include 48-volt phantom power supply. Master VU meter. And the system fits easily in three EIA rack spaces.

The 7510's low distortion, low noise, flat response and wide input dynamic range make it perfect for all sound reinforcement applications. It's also ideal for noise gating in recording studios and for broadcast and live music reinforcement applications.

JBL's 7510 delivers what it promises.

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#### Frequency Response

Input Module	20 Hz-20 kHz $\pm 0.2$ dB
Output Module	20 Hz-20 kHz $\pm 0.03$ dB
Overall System	20 Hz-20 kHz $\pm 0.3$ dB

#### Maximum Gain

Overall System	83 dB
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#### Output Characteristics

Maximum Output	+21 dBm
Load Impedance	600 ohms or higher loads

#### Total Harmonic Distortion

Mic In to Direct Out	0.01% at +21 dBm
Mic In to Main Out	0.1% at +21 dBm

#### Automatic Mic Functions

Input Rise Time	30-60 nS
Input Release Time	100 mS to 5 S, adjustable

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planned as a part of increased broadcasting hours.

The radio programming is being produced for the Lutherans by the Muryar Bishara studio in Jos, Nigeria. The studio was one of the African radio stations that prepared radio programs for broadcast over Radio Voice of the Gospel in Ethiopia until that station was nationalized in 1977.

## Connecticut Has New Christian Radio Station

MILFORD, CT (NRB)—Southern Connecticut has a new Christian radio station since WFIF-AM restructured its broadcasting format from country and rock music to Bible teaching and Christian music.

According to the "New England Church Life" newspaper, the format change was made after a cor-

porate ownership reshuffling. The station will serve an audience estimated at 1.5 million people in Southern Connecticut, parts of Rhode Island and Long Island.

John Bosworth, with WEZE/Boston since 1978, is WFIF/Milford's new station manager.

## Church Calls for "Extreme Caution" In TV Viewing

CLEVELAND, TN (NRB)—Calling television the "most powerful mass communications medium in history," delegates to the 59th General Assembly of the Church of God (Cleveland, Tenn.) in August expressed concern about the effects of indiscriminate television viewing on the family. The statement is part of a growing number from religious groups opposing commercial programs that are "violent,

off-color, sexually suggestive and in poor taste."

In a similar view the Southern Baptist Convention meeting in New Orleans called "upon the television networks, local stations and sponsors to demonstrate their concern about the moral tone of their programming."

The United Methodist Church's Board of Church and Society reportedly approved a similar statement at a recent meeting.

The Church of God resolution on television awareness further commented that the influence of television will "become more pronounced with the advent of home video systems" and other television innovations. The assembly went on record urging families to develop television viewing habits "which exercise personal control and moral responsibility."

*(continued on page 56)*

# PARAGON ADVERTISING IS PLEASED TO REPRESENT DR. BOB GRAY



With the aid of Paragon Advertising, Dr. Bob Gray is building a rapidly expanding national radio and television ministry. As founder of Texas Baptist College and pastor of Longview Baptist Temple, Dr. Gray is reaching out to an ever-increasing number of supporters.



Paragon Advertising can provide your ministry with total advertising services ranging from media buying to production to market research to public relations.

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## NRB Executive Receives Religious Heritage Award

ST. LOUIS, MO (NRB)—Religious Heritage of America has chosen Ben Armstrong, executive director of National Religious Broadcasters, for the distinguished Faith and Freedom award. The annual award recognizes leadership in radio, television and journalism.

Dr. Armstrong will accept the honor during the 32nd annual RHA awards ceremony, October 11, at the Hyatt-Regency Hotel in Dearborn, Michigan.

Chosen by RHA for his "creative service in communicating ethics and the principles of America's religious heritage," Armstrong became chief executive of NRB in 1966. During his tenure the association of Christian radio and television organizations has almost doubled in size and has gained wide recognition as an influential factor in national affairs.

Formerly a pastor of churches in New York and New Jersey, Armstrong served as director of radio at Trans World Radio in Chatham, New Jersey and Monte Carlo, Monaco, from 1958 to 1966. He traveled throughout Europe, Africa, the Middle East, Latin America and the USSR, coordinating the multilingual missionary radio programs beamed from TWR installations in Monte Carlo and Bonaire, Netherlands Antilles.

As executive director of NRB, Ben Armstrong is a spokesman for the cause of religious broadcasting. A frequent guest on Christian radio-TV programs and a popular speaker at special events, he contributes articles to major evangelical magazines, as well as *Religious Broadcasting* magazine, which he heads as executive editor. In 1979 Thomas Nelson, Inc. published his book, "The Electric Church."

His academic credentials include a Master of Divinity degree and a Ph.D. degree. His doctoral dissertation on mass communications in the Soviet Union brought him the coveted Founders Day Award from New York University in 1968.

Other awards have come from Morality in Media and Nyack College (Alumnus of the Year Award, 1977). The Presidential Inaugural Committee and Wheaton College

Graduate School gave him certificates of appreciation in 1981. He is listed in Who's Who in America and Who's Who in Religion.

Additional Faith and Freedom awardees are two communicators who have shared the podium with Dr. Armstrong at important events:

- Russell B. Barber of WNBC-TV, who is producer/host of *The Fifth Estate: Religion in Review* and the religion segments on *Live at Five*.
- Richard John Neuhaus of the Council on Religion and International Affairs.

Based in St. Louis, Religious Her-

itage of America presents its prestigious awards to people who "demonstrate in their professional and private life the highest ideals of America's religious heritage."

Those whose outstanding service have won them recognition this year include leaders who are familiar to religious broadcasters:

- Harold John Ockenga, theologian and former broadcaster, chosen clergyman of the year.
- Recipients of the Great Living American Award are W. Clement Stone, who has spoken at NRB conventions, and his wife Jessie; and Jay Van Andel, Mutual Broadcasting System executive.
- Businesswoman Mary Crowley, active in the work of the Billy Graham Association and other evangelical causes, was named churchwoman of the year.
- White House advisor Herb Ellingwood, who is a board member of evangelical broadcast organizations, and attorney Leon Jaworski, who has addressed NRB regional conventions, are recipients of the business and professional awards.
- Deborah Lynne Demoss, daughter of the late Art Demoss, and Laurie Lee Bartram of Liberty Baptist College are youth awardees.

## National Figures to Participate in 40th NRB Convention

MORRISTOWN, NJ (NRB)—Gospel singer George Beverly Shea and TV pioneer Oral Roberts are additions to the list of notables who have accepted invitations

## Register Now for the Historic 40th NRB Convention

Use the convenient registration form on page 57. By registering now you save money—and you're eligible for reserved seats at the Congressional Breakfast, FCC Luncheon and Anniversary Banquet. And you're first in line for exclusive invitations from embassies, Capitol Hill and the White House.

For additional information call the NRB Registrar at 201/575-4000.

## Faith and Freedom Awardees

Russell B. Barber



Harold John Ockenga



Ben Armstrong





to participate in the 40th anniversary convention of National Religious Broadcasters.

Broadcasters Billy Graham, James Robison and Jim Bakker, plus theologian Carl F. H. Henry, head the list of major speakers for the 1983 convention. Expected to be the largest in NRB history, the convention takes place January 30-February 2, 1983 at the Sheraton Washington Hotel in Washington, D.C.

President Ronald Reagan, who addressed the 1982 NRB convention, will be invited again to participate as the association's special guest.

The focus of the convention's inspiring plenary sessions, specialized workshops, leadership seminars and mammoth media exposition is on preparing Gospel communicators to meet the challenges of the future. Professionals from

all areas of Christian media—publishing, films, music, home video, education and technology, as well as radio and television—are joining together in Washington to formulate a comprehensive strategy for

the coming decade.

"After 40 years of encouraging excellence in Christian communications, NRB is looking forward to a new era of even greater achievement," states NRB president E.

## Other Highlights of the 1982 Convention Schedule

- **Billy Graham**, recipient of the Religious Broadcasting Hall of Fame Award in 1981 and the Templeton Award in 1982, addresses the annual Congressional Breakfast, Tuesday, February 1.
- **James Robison**, television and crusade evangelist, speaks at the annual FCC

Luncheon, Tuesday, February 1.

- **Jim Bakker**, TV host and president of the PTL Television Network, originates a special edition of his daily program, to be relayed by satellite from the NRB convention to millions of homes worldwide.

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Brandt Gustavson of Moody Broadcasting.

Gustavson, who is a leader in Christian publishing as well as broadcasting, plans to devote his presidential address to the convention theme, "Christian Media ... Facing the Future" (1 Cor. 9:22).

Oral Roberts, one of the pioneers of religious television, addresses the convention Wednesday afternoon, February 2, speaking at the TV plenary.

George Beverly Shea, the dean of gospel singers, brings his much acclaimed talents to the gala Anniversary Banquet, Wednesday evening, February 2. The Anniversary Banquet speaker is Carl F. H. Henry, the eminent theologian who has just completed his six-volume masterwork, "God, Revelation and Authority."

Ambassador William Middendorf, who now represents the United

States in the Organization of American States has been invited to take part in Tuesday evening's plenary session. As the former U.S. ambassador to the Netherlands, he will present a multimedia report on the future of Gospel communications in Europe. Prepared by Evangelical Broadcasting of Holland and other European organizations, the report will feature a video documentary on the spiritual ties between the U.S. and the Netherlands.

### **Media Expo Sales Forecast Sellout**

MORRISTOWN, NJ (NRB)—Posting a significant increase in exhibit space sales, the 1983 NRB Media Expo promises to surpass the highly successful NRB expositions of recent years.

The 1983 Media Expo will be held in conjunction with the 40th annual

NRB convention, January 30-February 2, 1983, at the Sheraton Washington Hotel in Washington, D.C.

The number of reserved exhibit spaces has increased 40 percent over the number reserved this time last year, according to expo manager Michael Glenn.

### **Correction**

The fall 1981 edition of the Religious Radio Analysis, compiled by Radio Information Center and distributed by National Religious Broadcasters, contained a computer error in the data for WROL/Boston. The error occurs in Report 3: Listening to Full-Time Religious Stations. The correct figure for the WROL cumulative audience (age 12-plus) is 113,300.



## **By this sign they shall reveal themselves unto you.**

The fish symbol was one means early Christians used to identify themselves to one another in an age when proper identification was a matter of life and death. Identification is still important today, especially to Christian broadcasters. WSOR, Fort Myers, Florida, realized this when they brought their identification questions to TM Productions, the world's largest creator of successful broadcast identification packages.

Together with WSOR's staff, TM developed the answer to Christian broadcasters unique identifications needs... "HE IS THE WORD."

"HE IS THE WORD" is a truly exceptional concept that conveys all the hidden meanings and heartfelt emotions of what it is to be a Christian in today's ever-changing world. It will fill

your audience's hearts with gladness as it brings home the word, identifying you as the messenger to one and all.

"HE IS THE WORD." An incredible achievement in Christian broadcasting identification, available now from TM Productions. For more information on the availability of this unique concept, and a demo featuring its stirring power, call TM collect...214/634-8511, and start spreading the good news with "HE IS THE WORD."

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JVC Company of America, United Press International, Thomas Nelson Publishers, PTL Television Network and Fujinon are some of the exhibitors who have signed up already.

The outstanding response in sales is due partly to various innovations the trade show underwent recently, according to Glenn. Noting that "many remember NRB Media Expo as the Church & Media Exposition," he points out that one innovation is a new name for the massive exhibit area.

"Since the show enlarges year by year (300 exhibits in 1982 compared to 80 exhibits in 1978), we felt the need for a new name which reflects our expanded scope," explains Glenn. "It represents the development of the exposition into a major showcase for communicators from every aspect of the media."

New services offered are ex-

tended exhibit viewing hours during the 1983 convention, more exposition promotion, and the NRB "Expogram," a newsletter exclusively for NRB exhibitors.

### **Outstanding Musicians for 40th NRB Convention**

MORRISTOWN, NJ (NRB)— Famed recording artists from the U.S. and Europe lead the array of musicians taking part in the 1983 NRB convention, January 30 - February 2, in Washington, D.C.

Noting that "great music is one of the ingredients which makes NRB conventions memorable," convention program chairman Jerry Rose declares, "For our 40th anniversary year we are presenting Christian artists who represent the tremendous range and excellence available in religious music today."

Award winning musicians coming to the 1983 celebration include:

- **Larnelle Harris**, whose powerful traditional and contemporary gospel singing became one of the spiritual peaks of the 1980 convention, is the soloist for the 40th anniversary opening, Sunday evening, January 30, 1983.
- **Kurt Kaiser**, the multi-talented Word executive who is a top songwriter, composer and record producer, repeats his previous NRB role as convention pianist, accompanying **George Beverly Shea** and other vocalists.
- **Sandi Patti**, the latest Gospel Music Association choice for artist of the year and female vocalist of the year, appears at the Anniversary Banquet, February 2. The exuberant young singer shares billing with **George Beverly Shea**, the nation's

*(continued on page 50)*

## **PARAGON ADVERTISING IS PLEASED TO REPRESENT EVANGELIST LESTER ROLOFF**

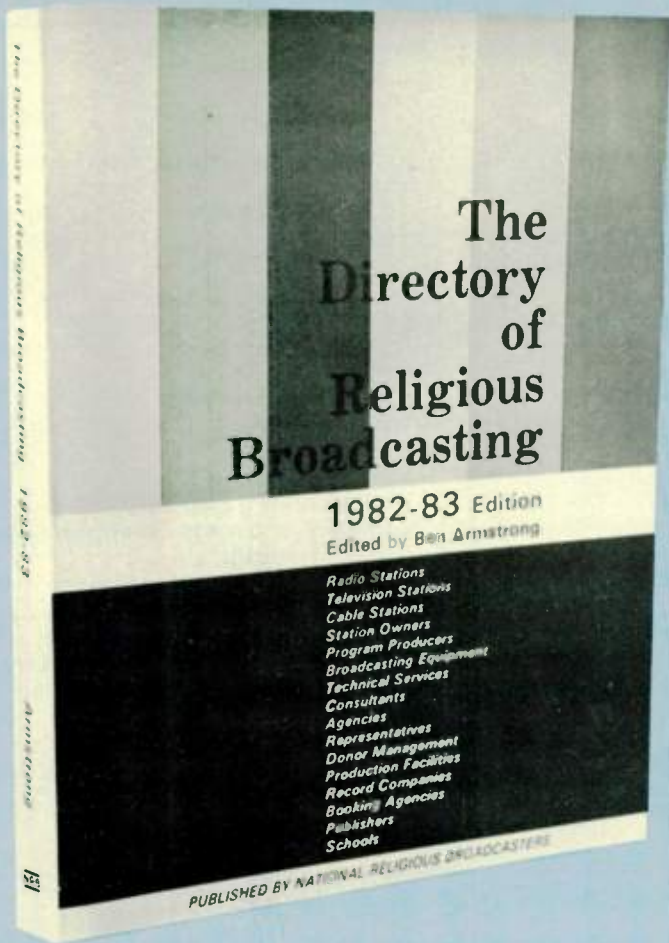


For over 38 years, Lester Roloff has been a preacher, evangelist, pastor, counselor and pilot, but most of all, a friend to millions by way of radio. Paragon Advertising is grateful to be a part of this great ministry in the area of its national broadcasting.

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Radio	Producers
<p><b>Smyrna</b>  <b>WYNX 1550 AM*</b>            2460 Atlanta St S E, Smyrna 30080            404-436-6171            MARKET Atlanta            OWNER Jonquil Broadcasting Co            1966            PRES L N Polk            GEN MGR L N Polk            SALES MGR Richard Hemphill            CHIEF ENG Steve Westbrook            CLASS Commercial 10 kw D 500 w N            paid prgrms            REP Savalli &amp; Schutz Inc            NETWORK Georgia News            FORMAT religious fulltime</p>	<p>Calvary Church*            5301 Sardis Rd            Charlotte, NC 28212            704-366-6560            Dr Ross S Rhoads, minister            Chet Barnett, prog prod            "The Voice of Calvary"            30 min weekly            preaching            music            audience: gen Christian            non-Christian            paid time            "Something To Think About"            15 min daily            talk            music            audience: gen Christian            paid time</p>
TV Stations	Services
<p><b>Fontana</b>  <b>KTBN-TV* Channel 40</b>            2442 Michelle, Tustin 92680            714-832-2950            MARKET Los Angeles            OWNER Trinity Bestg Network            PRES Paul F Crouch            GEN MGR Bernard B Ridings            CHIEF ENG David Hall            CLASS Non-commercial            NETWORK TBN            FORMAT religious 164 hrs</p>	<p><b>EFT Management Systems, Inc*</b>            Electronic funds trans system  <b>Electromedia, Inc</b>            Technical video services  <b>Family Enterprises, Inc</b>            Computer facility, tape            duplication</p>



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





## **The intriguing business of broadcasting yields some time-tested lessons for this 50-year veteran**

# Two Score

**I**HAD JUST finished my sermon celebrating 50 years in religious broadcasting. Stepping out of my familiar pulpit at the Cathedral of Tomorrow in Akron, I was asked by a reporter: "Rex, what important things have you learned during your five decades of ministry?"

Obviously, that was a question that could not be answered quickly. Although I gave the reporter a short response, I have spent the last several weeks reflecting on a more in-depth reply.

### **Preach Christ Only**

First and foremost, the most important lesson I have learned through 50 years of ministry and broadcasting is to preach Christ and Him only.

That may seem like a very simplistic thought, but it is the essence of real, enduring ministry for the religious broadcaster. From the time I began broadcasting on radio in 1932 and on television in 1952, I have preached Christ and Him crucified.

I tell people that God loves them and I love them, and that Christ died for them. I assure them that God will forgive them if they have failed or sinned and that I want to pray for them to receive Christ. It is that simple and it has not changed in 50 years.

Why is this lesson so important? Because the temptation always exists for the broadcaster to delve into areas such as politics, business or doctrine. But those are side issues for the man who has truly been called to utilize the vehicle of television or radio to reach the people.

We are in the mass media business. It is therefore imperative that our message be one which can relate to the entire audience. When we preach politics we divide our audience because many viewers will not agree with our political stand. We may unofficially back a Republican candidate and thus offend Democrats who tune us in. If we get into doctrine we again split the viewership, for there are almost as many different doctrines as churches.

But if we preach Christ and Him only,

we preach a theme that is universal. Christ is the answer in the United States, in Asia, in South America, in Africa, in every town, village and region of the world.

I have been able to take my program into places where now two-thirds of the world's population can hear my broadcast via radio, shortwave or television. The only reason is that I have adhered to the simple salvation gospel.

If I were to preach on certain political issues, broadcasts would not air in many countries. Were I to preach denominational doctrine, hundreds of stations overseas would immediately preempt my program; I am there because I preach Christ. I do not fight the government, I do not attack the church, I do not speak out against anything except sin.

The need for Christ as Saviour is eternal. As long as religious broadcasters meet that basic hunger of the human heart, there will always be a demand for our product. When we deviate from supplying that elemental but necessary truth, the demand for our product will diminish.

The broadcaster obviously wants to reach as wide an audience as possible. As we resist the subtleties of changing our message to deal with contemporary issues, we will continue to ensure our programs reach the broad spectrum of humanity. More importantly, we will fulfill the biblical command to "go and preach the gospel," not to preach politics, not to preach doctrine, but to preach the gospel of regeneration and reconciliation through Christ our Lord.

We are evangelists, not pastors. There is no such thing as the "electronic church." We do not marry the living or bury the dead. We are electronic evangelists, reaching out to the lost and encouraging the saved. If we attempt to usurp the role of the local church, we will fail. It is neither our call nor our ministry.

### **Safeguard the Vision**

Secondly, I think an extremely important aspect for any type of ministry, broadcast or otherwise, is vision. Without Christ, man perishes; without a

vision, he likewise perishes. Lacking an overarching purpose and vision, we may accomplish much in the energy of the flesh, but little in what God truly desires to see performed.

I will never forget the day I saw men come to Hot Springs, Arkansas, and put up the Barnum and Bailey Circus tent. It was the biggest thing I had ever seen.

I said to myself, "If God has a tent like that, He'd have a crowd like that." I was 13 at the time and from that point on, I had a burning desire to see God put on Main Street, not tucked off into the corner somewhere.

Years later our traveling evangelist family did have a tent like that and we did have thousands of people attend.

A second vision started me into television. I was standing outside an Akron, Ohio department store's display window that featured television, still relatively new at the time. As I turned around I saw how the crowd was growing by the minute.

It suddenly occurred to me, "The way to take the Gospel to the world is through television. I'll stay in Akron, build a church, go on television and take the message of Christ to every home." That thought had to be from God because then the technology did not exist for such an endeavor. I knew that it was something God had implanted in my spirit and that somehow He would accomplish the task.

I feel it is essential that all of us broadcasting the gospel have a vision for what God desires for us to achieve. We must be able to pinpoint His design for our ministry. Are we to be evangelists, teachers? Are we to reach the lost or exhort the saved? Are we to help awake the church or bring light to the sinner?

With today's sophisticated market techniques that can determine all sorts of demographics and psychographics, we can quickly change our direction of course. If necessary, we can adopt a new position in the broadcast marketplace to satisfy research-determined demand.

However, if such strategy takes us away from the divine call and direction of God, we will ultimately fail. We must be



# and Ten On the Air

by Rex Humbard

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The most important lesson I have learned through 50 years of ministry and broadcasting is to preach Christ and Him only

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faithful to use such information only to fulfill the original plan. What God begins He will complete but what He does not ordain, He will not finish.

That does not mean we cannot change. For instance, after 28 years of televising an hour-long church service, I recently moved to a half-hour show filmed in Georgia. That move was made in order to better achieve God's purposes for our ministry. It has resulted in an increased and more attentive audience.

### Handle Funds Honestly

Another important lesson I have learned is to handle business affairs with integrity and orderliness. How we pay our stations and creditors reflects directly upon our character and cause. The broadcasting community must know that we are competent and diligent in the handling of our monetary affairs.

Granted we still have money problems. Many times in our ministry we have been short financially and operated in a deficit position. As Christian businessmen in this situation, I think it is imperative to communicate openly and honestly so that the outside business world can see our testimony even in a time of financial struggle.

Moreover, we are committed and entrusted with the stewardship of our supporters' funds. What we do with those funds is a question we must answer not only now but also in the hereafter. As religious broadcasters we should make it our business to handle our business properly.

### Keep Quality High

Fifty years of broadcasting has taught me another important lesson also—choose quality. Those of us in this ministry sometimes had to endure snickering by secular broadcasters after they listened to a program that looked outdated by 20 or so years.

We must make sure that our product is at least equal to if not superior to secular programming. That means taking advantage of superior technology, keeping abreast of any changes in that area, and having knowledgeable producers, directors and skilled broadcast technicians.

If we are inferior in quality, the public will not accept our product. We are in competition with the best programs the networks and cable systems can throw at us. We must be equal to the challenge of presenting a similarly refined product.

The communications industry should be enhanced by our presence.

For example, suppose I televise a baseball game using the same techniques employed in 1963. There would be no slow motion, no instant replay, no split screen. Only three cameras would be used instead of ten. What do you think the public reaction would be? They would not accept the program, of course.

Broadcast technology has changed dramatically since I began in 1952. We have gone from film to videotape, from black and white to color, from longline to satellite. However, I am convinced that the next few decades will see even more rapid innovations. We must be ready to incorporate those changes into our planning to ensure quality. We must always offer first-rate programming because that is what the public will always demand.

### Cooperate with Others

Another integral lesson learned is the need to cooperate with other religious organizations. We recently signed an agreement with the Far East Broadcasting Company to air programs in 91 languages. We sponsor the time and FEBC carries out the actual broadcasting through its own established network.

None of us alone has the capability to complete the Great Commission. We must be willing to accept the services of other ministries so that working together we can accomplish the immense task of bringing the Gospel to the world. We must join hands where possible to spread the Good News effectively and efficiently. As we do, we guarantee the soon coming of our Lord.

Finally, I point to what should be the main target audience for the religious broadcaster. After all these years of ministering, I have concluded that the basic unit we should all endeavor to reach is the family.

The family is the cornerstone of civilization. It is the same in Tokyo as it is in Topeka. It has the same needs in Melbourne as it does in Milwaukee and Milan.

The family is suffering the greatest moral breakdown today. Our audience is predominantly women, and we must minister to them, but we need to reach the *family*—the husband, wife and children. We must be able to communicate God's principles to the family, not just to individuals. Any ministry that makes the family its primary target will be God's greatest tool.

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# Does the Tube Hold a Key?

**L**ITTLE in our society has escaped the impact of today's ever-changing technologies. Even the local church, usually slow to respond to the latest social chic, has peeked into Pandora's box of electronic gadgets to see what it offers. There is no shortage of options—cable TV, low-power TV, a variety of video uses.

Even as technology is changing the way society operates, it may also be changing the way the church ministers. As Americans increasingly bolt their doors to a threatening world and draw their image of the outside from the Tube, it becomes harder and harder for the local congregation to gain a hearing with them. There is an increasing need for the local congregation to develop a media witness—to speak the language of 20th century society.

But at what cost? Do we move the church to the home via TV? Do we abandon the idea of corporate worship and fellowship in favor of living room Lordship?

Few advocates of the electronic

by Greg Warner

church would make that mistake. Most recognize that God has done little in Christian history without the local body of believers. It has been His primary instrument of evangelism, missions, social ministry and almost everything else of significance credited to Christians. But knowing that has made it no easier to relate the electronic church of the Tube to the brick church on the corner.

## Entree Through LPTV

Southern Baptists, long committed to the priority of the local congregation, are working to bridge that gap. And to do it they are using the latest new-tech wonder—low-power television (LPTV). Through the denomination's Radio and Television Commission (RTVC), they are assembling a network of 125 LPTV stations in 34 states. But each one of these stations will be linked to a Southern

*Dr. Jimmy Allen, president of RTVC, directs the effort to assemble a network of low-power television stations*

Baptist church or group of churches. In fact, the churches will be the primary force in building and operating the stations, which will combine locally originated programming with national network fare.

Southern Baptists are projecting this effort through the American Christian Television System (ACTS), and it is scheduled to go on the air in 1984. While ACTS is waiting for the FCC to move on its 125 LPTV filings, it is developing the national programming for the network. A variety of Christian programs—most produced by the Radio and Television Commission, some purchased from other Christian producers—will be sent up from RTVC headquarters in Fort Worth, Texas, to Southern Pacific's Spacenet I satellite, then on to the network of LPTV stations, as well as some full-power stations and many cable systems.

ACTS will offer Southern Baptist churches that much-needed entree into the American home—the national TV presence—as well as the all-important link to the community they serve. Viewers will see not only quality national programs presenting the Gospel and portraying Christian lifestyles. They will see the church on the corner reaching their neighbors for Christ and translating that Gospel into action. They will be drawn out of the living room and into the life of the local congregation.

Sound too good to be true? Is it feasible for local congregations to stake such a claim in the media marketplace? Many churches are just waiting for a chance. Already 300 Southern Baptist churches are programming for TV or cable, some with their own production equipment and facilities. And low-power makes sense for them. The limited broadcast range of LPTV, estimated an 10-25 miles in radius, would approximate the effective reach of a church's witness.

A LPTV station located at or near a suburban church, for instance, could carry its message to all homes within driv-





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## As Americans increasingly bolt their doors to a threatening world and draw their image of the outside from the Tube, it becomes harder and harder for churches to gain a hearing

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ing distance of the church. And when deregulation has run its course and direct broadcast satellite (DBS) service emerges, a LPTV church could be among the few groups providing true localized broadcast service.

### The Feasibility Factor

Expense, of course, is usually the main limitation for churches beginning a media ministry. The cost of building and operating a low-power station is not likely to slide harmlessly between the lines of the average church budget. Construction of the basic facility, without a studio, has been estimated at \$150,000-200,000. But a mission-minded church, or group of churches, would consider that a goal worth setting.

Southern Baptist Churches are busy now exploring that feasibility. Many are asking to be involved in the plans of the American Christian Television System. Here is where the structure of Southern Baptist churches, and of their denomination, lends a hand.

Each Southern Baptist church is autonomous, setting its own priorities for ministry. Yet it is linked in a voluntary, cooperative relationship to other Baptist churches locally (through an association) and regionally (through a state convention). And it has a relationship to all Southern Baptists in the United States through the national Southern Baptist Convention, representing 13.8 million Baptists nationwide.

Because of this cooperative structure, the American Christian Television System is dependent on the willingness of local churches in building the LPTV stations it has proposed. Churches in each of the 125 locations must see a media witness as a priority for their community, since their money will build the facilities.

Also because of this structure, however, those local churches will not bear the entire cost of programming the station, which is the greatest ongoing expense. Southern Baptists, including

many who will not be reached by an ACTS low-power signal, will contribute to programming costs through their gifts to the Southern Baptist Convention's Cooperative Program, a major source of funding for the Radio and Television Commission.

ACTS representatives are meeting now with Baptists in the area of each proposed LPTV station. Together they will determine what resources are available from interested churches and how to cater the station to particular community characteristics and needs. A local

board will be formed to administer each station.

In this way, the ACTS network will be both a national TV presence, with the expense shared among all Southern Baptists, and a localized, people-centered ministry, with the local congregation making a significant commitment to reach its community.

Is LPTV the way for other churches to bridge the gap between the living room and the local church, as Southern Baptists are doing? That will depend, of course, on a number of factors. Foremost, is the low-power licensing situation.

### Options to Consider

Technically, an FCC freeze on LPTV applications has closed the door for now. But there are still some ways to get involved. Quite likely, some of the 6,500 people who originally applied for low-power have since reconsidered. Those applications can be sold by the applicant,

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## Sunday School Board Uses Nationwide Satellite Seminar

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by Linda Lawson

**A** NATIONWIDE SATELLITE seminar to introduce the Adult Sunday School Growth Emphasis to 9,000 persons in approximately 90 cities will be telecast October 26, according to officials at the Southern Baptist Sunday School Board.

Using the Holiday Inn Satellite Network (Hi-Net), a one-hour program will be beamed to sessions in major cities in 24 states. In a few locations where Holiday Inn facilities are not available the satellite seminar will be held in churches.

A local pastor, minister of education or associational or state Sunday school leader will serve as host and seminar director at each location.

Larry Shotwell, supervisor of the adult program section in the board's Sunday school department, said the live portions of the program will be presented from a Nashville studio.

"The purpose of the seminar is to make churches aware of the tremendous need for giving priority to adult growth in the 8.5 by '85 emphasis" (an effort to

increase SBC Sunday school enrollment to 8.5 million by September 30, 1985), said Shotwell.

"The use of satellite technology for this seminar also will serve as a pilot test for some of the kinds of programs we plan to make available through Baptist TelNet," (a satellite network to churches to be launched by the board in 1984), said Ralph McIntyre, director of the Bible teaching division.

The seminar program will include the introduction of "Powerpacket for an Adult Class," a concept and materials "to cause adults to witness to unsaved adults across our nation." The Powerpacket will be used in the television program and copies will be distributed to participants at each location.

Shotwell said selected locations will have two-way communication capability to enable participants to ask questions during the program. Following the satellite transmission local directors will answer questions from participants at each location.

**NRE**



## The key to successful media ministry may not be the delivery system, but the quality of programming

but only for the cost incurred in filing (usually \$2,500-3,000). Even an applicant awarded a construction permit (about 250 so far) can sell his right to the channel on the same cost-recovery basis, although the buyer would inherit the original owner's one-year time limit for building the station.

Another option is to file a competing application on a channel up for licensing. During processing of the LPTV applications already filed, they will be placed on a 30-day cutoff list, during which time the FCC will accept applications proposing service on the same channel. Additionally, at some point in the future, the FCC freeze could be lifted, opening up a few more channels, as well as those vacated by defaulting licensees.

So the LPTV licensing situation is not a closed book, but neither is it a simple solution to your church's broadcast

needs. There are other options to be investigated. The Radio and Television Commission is meeting with Southern Baptist churches not involved in low-power plans. They are considering ways to get ACTS network programming, as well as local church programming, on cable TV systems. That offers most of the benefits of LPTV in areas of high cable saturation.

### Preeminence of Quality

But the key to successful media ministry in the future may not be the delivery system (LPTV, cable, public access, DBS). It will more likely be the quality of programming. A cable customer of the future, for instance, choosing between 30-100 viewing options, may not be able to distinguish cable, satellite, full-power, low-power, network or local. But he will know quali-

ty. How will Christian programming stand out in the media marketplace of the future? Will the eternal Gospel have a hearing in a culture so tuned to the immediacy of television?

If we have lost our hearing in society, it will take more than the latest electro-gadgets to get it back. It will take true ministry, which reaches beyond the barriers erected by man, whether in his living room or in his heart. It will mean adding to his private experience of faith the support and involvement that comes through the local congregation. That may redefine the way we use the media in ministry. But it will guarantee we have prepared new Christians to face the world.

**NRB**



*Greg Warner is news coordinator for the Radio and Television Commission of the Southern Baptist Convention.*



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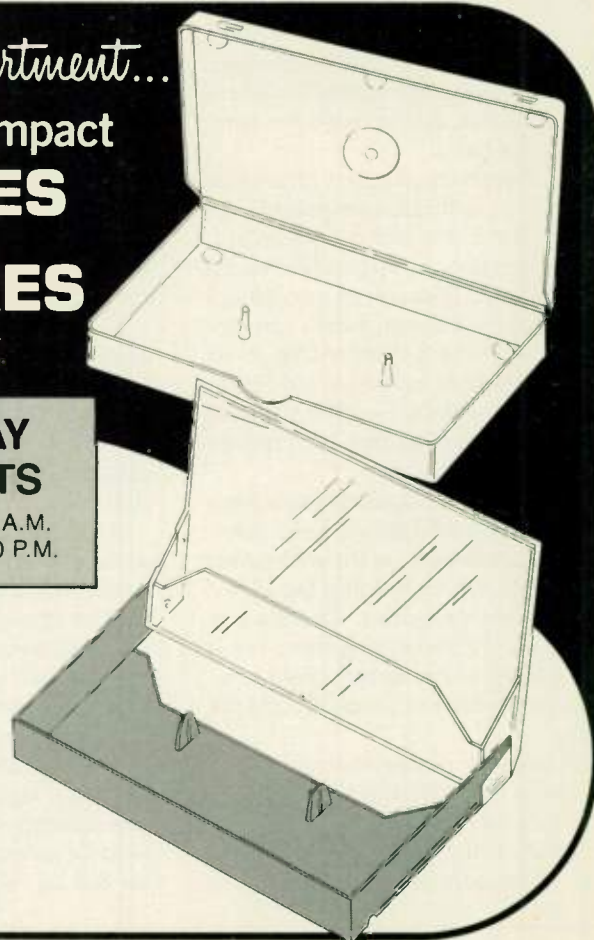
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**T**HE FACE of religious television broadcasting will continue its steady, yet dramatic change this season from a video medium that entertains Christian believers at arm's length distance to an increasingly specialized communications tool that complements the local church's ministry outreach efforts.

This is being accomplished in part by an in-depth concentration on the needs of the struggling American family and by an increased effort to inform and edify the faithful. The broadcast trend toward locally originated programming is assisting the church's "media witness" endeavors in ways only dreamed of ten years ago. Developments like cable television, satellite reception and low-power television (LP-TV) are finding a comfortable front row pew in many houses of worship.

While religious television is changing and improving this year, it should be noted that the face of the local church is also receiving an overdue electronic lift.

#### **Help for the Family**

Those church leaders who may have had some good reason for concern about the negatively pervasive influence of religious television on their congregations, now have good reason for rejoicing. Christian programming, once seen as the exclusive haven for shut-ins and the so-called "home-Christians," will continue its transformation during the 1982-83 season by focusing greater attention on our lives in relation to one another.

No fewer than five television broadcast ministries will adopt the family as a central theme for new programming. One major program producer will focus more generally on "the family of man."

"The greatest moral breakdown in the world today is the family," says evangelist Rex Humbar who announced the new format for his half-hour broadcast. The testimonies and messages will be geared this year to the needs of "the troubled American family," he said.

Christian Jamboree Ministries of Baton Rouge, Louisiana is producing a mini-series of four films on the family for its *Kid's Jamboree* program. Executive director Samuel DiMaria reports that the series is a result of letters from parents. Jamboree is producing a second program designed to reach pre-schoolers

# **New TV Season Will Enhance The Church's Media Witness**

by Daniel J. Nicholas



*Toddler's Friends*

**Concentrating on the family and utilizing the alternatives of technology, religious television should have a good year**

and their families. The program, as yet unnamed, will blend "operational and pre-reading skills" with a spiritual emphasis.

Lakeland, Florida's First Assembly of God is continuing its well-received local outreach with *Family Life*. The interview format will be supplemented by music and a Bible message on family principles. The church's Come Together Television Productions has also planned a special this year on "the tremendous spiritual and physical growth" that required a recent move to a 10,000-seat sanctuary, says producer/director Stephen Strader. The Florida church is planning another large, costly move by producing prime-time commercials about the ministry. The commercials will seek maximum exposure by airing on the local commercial station.

*The Jim Bakker Program*, formerly *The PTL Club*, designated 1982-83 as the "Year of the Family" for its broadcasting. Special events at the Charlotte, N.C. facility, from which television segments will be aired, include a senior citizens emphasis this month and a singles conference in November.

A PTL Ministries spokesman described the broadcast specials, still in the conceptual stage, as a focus "on the family of man." PTL sees the growing number of single adults as part of the family issue, he said.

*The Jim Bakker Program* plans to film a segment live from the 40th anniversary NRB convention in late January. The National Religious Broadcasters emphasized the family issue at its annual convention last January, which served as "a catalyst" for the present broadcasting themes, according to executive director Ben Armstrong.

In response to the aging trend of the American population, WCLF TV-22/Clearwater (Florida) is presenting a one-hour daily syndicated feature of interest to seniors called *Action Sixties*.

#### **Children's Specials**

When examining the new season's innovative children's programming one recalls Jesus' admonition to his disciples to "let the little children come to me, and do not hinder them for the kingdom of Heaven belongs to such as these." (Mt. 19:14) Producers have remembered these words again this year. For example, WCFC TV-38/Chicago is presenting a Sesame Street-type program three days a week beginning this fall called



*Toddler's Friends*. The puppet extravaganza, featuring Ed and Sonja Corbin as the Toddlers, is "committed to developing programming that will reach, teach and keep children for Jesus Christ."

The Christian Broadcasting Network, which has changed its on-the-air name to "CBN Cable Network," is featuring a 26-week series this season that a spokesman says will attract as many adult viewers as children.

The show called *Superbook*, produced in Tokyo last year by CBN, will be carried on most of the network's 3000 local stations beginning this month. The "reflective approach" will center on Old Testament stories, but some segments such as the Christmas special will jump to the New Testament. The program, described as an "animated" retelling of Bible stories, was aired last season on 22 Japanese television stations. It reportedly attracted 3.6 million viewers, a 22.2 percent audience share. The second year's working title for this half-hour weekly is *Adventures of the Flying House*.

Among Gospel Film Inc.'s many new releases for the cable television market, a thirty-minute special featuring author Ann Kiemel deserves note. *Ann's Kids in the Holy Land* may turn out to be the National Geographic special of the children's religious market.

The Adventure Club broadcast, a national feature of the Christian Children's Associates, has recently released a 13-week television series for children called *Fruit of the Spirit*.

#### Serious Look at Life

Christian television broadcasters are again making a concerted effort to keep their viewers informed and edified. Questions about how to live a faithful Christian life in an increasingly decadent, humanistic world will be addressed this season. A philosopher has said that only when the questions burn within a man's heart does he begin to appreciate the answers to those questions. When watching the religious adult programming this year the viewer will be reminded that Jesus is the only answer to our human need. The implications of that

"simple truth," however, are anything but simple.

A concrete example of this is offered by CBN Cable Network's *Lifecare Digest*. The weekly series, included as a regular Thursday feature of *The 700 Club*, will take a serious look at life, and especially death, from a medical point of view.

Early features are promised on topics like cancer, cardio-pulmonary resuscitation and crib deaths. Cory SerVaas M.D., editor of the "Saturday Evening Post," will focus the feature on "medicine, nutrition, personal healthcare and simple life-saving techniques."

The National Christian Network (NCN) of Florida is planning a new magazine-type program called *NCN Today* that promises interviews, live telephone call-ins and the national news and weather. This standard fare of secular television magazines will be integrated with Christian music and Bible study spots.

NCN plans two other new features on a lighter note. These are a weekly collection of music numbers called *Praise Song*

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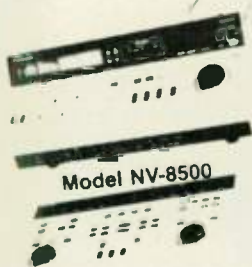
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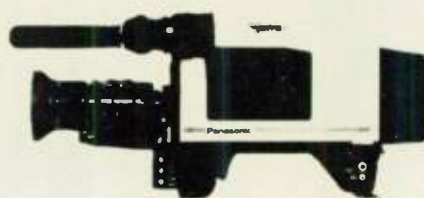
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and a daily "exercise-praisercise program." Move over Richard Simmons!

In a continuing effort to bring the television audience back to the written Word of God, Evangelical Projects Inc. of Dallas produced a massive 273-lesson, chapter-by-chapter walk through the Bible. It is reportedly the only such study available for television audiences. Harlin J. Roper is the project's teacher.

The World Prophetic Ministry, which for 11 years has produced Howard Estep's *The King Is Coming*, has recently given birth to a second television series. *What's Your Question?* is being hosted by Estep's associate, Raymond Ashmun. The weekly format is designated to answer questions sent in by viewers from across the country.

The primary presentation of the Christian Broadcasting Network (CBN) is the popular *The 700 Club* hosted by Pat Robertson. While continuing the dramatically low-key turn of a year ago, *The 700 Club* will take "an increased emphasis on spiritual material" such as more regular teaching sessions from the Bible. a spokesman commented. The new ap-

proach was taken last year to attract more viewers.

CBN plans to air reruns each week night except Fridays of the *I Spy* series on international CIA espionage. Some 55 Sunday night specials are planned by CBN on informative documentary topics such as the Grand Canyon and the Louvre in Paris.

Many established television broadcasters such as Jerry Falwell (*The Old Time Gospel Hour*) are experiencing continued stable growth.

Other noteworthy television events this season include an effort by the Larry Jones Evangelistic Association called *Feed the Children*. The International Lutheran Layman's League, currently celebrating its 30th year in television, is producing a Christmas special called *The Stableboy's Christmas*.

James Robison's television ministry will begin the new season with "a slow expansion" that has added twenty markets thus far. The Bible preaching documentary style program has changed its name to *In The Word with James Robison*. Two television specials were on the drawing boards at press time.

## Exploiting Technology

The Christian media "will be in the forefront of alternative broadcasting, such as direct satellite programming and low power programming," Robison producer Paul L. Cole reflected recently.

His comments were representative of the future-minded Christians at the controls of many broadcast ministries. The satellite networks are improving broadcasters' ability to generate response from their audiences, another commented. This response, in many ways the lifeline for any media ministry, provides confirmation of changed lives for Jesus Christ and a healthy cash flow for continued transmission.

The new video technologies are providing more "personalized" methods of broadcaster-audience interaction. As a Rex Humbard spokesman put it in a phone interview, "people are hungering for one-on-one communication."

Money is a hard and sometimes cruel reality for any broadcaster. "Those who will remain successful (financially viable) will be the ones actually meeting people's needs," another knowledgeable source offered.

Still other religious broadcasting companies are feeling the economic pinch of the current recession in a new way this season. "I foresee a belt-tightening for the medium of Christian TV. We're pioneers having to learn what works and what doesn't work," another industry spokeswoman reflected.

Has religious television programming become more sensitive to the felt needs of the local congregation and the "average" worshippers who fill their pews? Have another year and the ever-increasing technological developments of what used to be called the "idiot box" yielded a more effective "media witness" to the unsaved on behalf of the church?

The answer appears to be a cautiously confident "yes," but in a very real sense, the verdict will not be available until next August.

Stay tuned.

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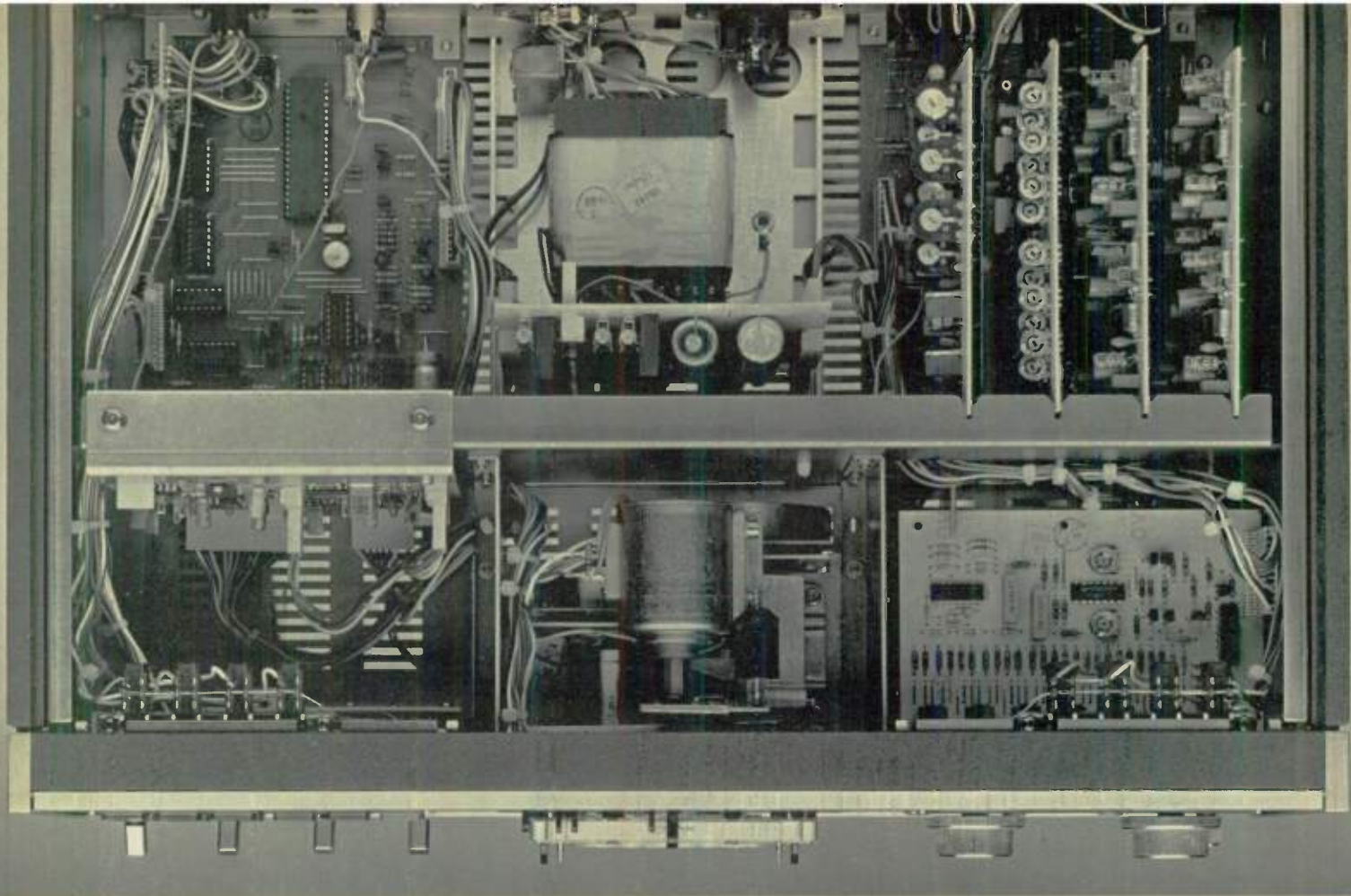
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C O M M U N I C A T I O N S



Dan Nicholas, newly arrived assistant editor of Religious Broadcasting, has both newspaper experience and a degree from Gordon-Conwell Theological Seminary in his home state of Massachusetts.





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# Communicating Upward

## Management Memo for Station Managers

**I**N YOUR role of radio station manager, you may find your boss is an owner, a president, or a board. Whatever, it is in your best interest to keep them informed about your activities.

A good tool for doing this is the monthly report. At the end of each month, I look back on my calendar and review the month's issues and activities. These could be put under the headings of programming, promotion, personnel, policy, expansion and finances. Most boards or chief executive officers are not close enough to observe your daily operation. A monthly report gives them

by **Wayne Pederson**

a comfortable feel and you will find they will not ask "what does he do?"

It is a good idea at the beginning of the year to provide a list of goals, so your employers are cognizant of your ideas for the future. You may wish to work with them on a five-year plan. By proceeding according to a mutually agreed upon plan they have a better understanding of your moves, and you can proceed more confidently within the perimeters of those goals.

If you do a Monday memo to your staff, send a copy up too. I make it a prac-

tice to send representative letters from listeners to my boss. Stories of changed lives or personal expression of gratitude can demonstrate that the station is doing its job.

And do not just send the positive letters. Send the constructive criticism also. I make it a point to send copies of my letters, too, when they relate to our policies or philosophy. It lets top management know where you stand in relation to corporate policy.

Even with your boss on the premises, without regular communication, a gulf can develop. I have found that a regularly scheduled weekly meeting can be an important meeting of the minds to guarantee that we are on the same team. Even a 15-30 minute meeting can cover major items for the week and clear up misunderstandings that develop.

If the employer is not on the premises, an occasional phone call, an impromptu drop-in at his office, a business breakfast, a business trip can establish a relationship. Look for any natural opportunity to let the boss know you personally.

As a Christian broadcaster, taking your employer to the NRB Convention can give him greater understanding of the complexities and challenges of your job.

Rather than viewing your boss as a threat, consider him a resource. And the more information you give him, the more supportive he will be. NRB



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



**I**N A SMALL city near the site of the first experimental explosion of an atomic bomb, a singular event of another sort took place on the evening of July 3 this year.

Alamogordo, New Mexico became the first city in the United States—perhaps the world—to have its own full-fledged religious low-power television station.

Events moved swiftly after the Federal Communications Commission issued a construction permit in February to Sara Diaz Warren. Her husband, Peter War-

***A small city in rural New Mexico becomes the site of the nation's first Christian low-power TV station***

# Alamogordo Puts Religious LPTV on the Map

by Alex Blomerth

*Middle: Vision Broadcasting Network, Inc., bottom: the control room as large as a studio; right: Sara and Peter Warren III, respectively licensee and engineer*





ren III, is vice president and director of engineering at Satellite Technology for Christ. STC, a non-profit Christian engineering firm located in El Paso, took on the job of bringing Channel 63 into reality.

Alamogordo was chosen for the LP-TV station for several reasons. Although its immediate population is only 27,000 people, the potential audience within its signal range is nearly 80,000, including Holloman Air Force Base.

Located at the foot of the Sacramento Mountains in the southern part of the state, Alamogordo is uniquely placed for low-power television. The mountains form a natural tower nearly a mile high from which the community provided the labor to build the transmitter building, erect the 80-foot tower, and rig the necessary antennas. A beautiful new Television Technology transmitter was moved into the studio-to-transmitter link.

Meanwhile, down in Alamogordo, the other end was being put in place, the studio prepared, and copious quantities of electronics tied together in an inexpensive, but efficient array. The "on air"

### Low-power television stations can be an effective tool for the local church



Mr. Warren checks out the 100-watt television technology transmitter

target date was set for the evening of July 3rd. As the time drew near, the long hours began to take their toll. Pete, Sara and their son John worked side by side with the other personnel and a few hearty volunteers to complete the myriad of details. Several days lasted through the night and well into the following day.

July 3rd dawned hot and clear as the weary party arose early to make the long trek back to the mountain for final details. Dr. Byron St. Clair, president of Television Technology Corporation, and his wife flew in from Arvada, Colorado to lend physical, technical, moral and spiritual support. Alex Blomerth, president of STC, and Dr. St. Clair remained on the mountain to make final adjustments. Peter returned to the studio to complete preparations for the live programming scheduled for that evening.

It seemed an impossible task but we serve the God of the Impossible. At 8:00 pm, the station came on the air to announce to all who had ears to hear and eyes to see that "Jesus Christ is Lord!"

After the first hour of dedication and prayer, the studio tempo increased. The first program, *Alamogordo Live*, was

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Christian entertainment featuring local personalities with music, interviews, testimonies, prayers, and praise. Telephone counselors ministered on the phones and the Lord blessed His people.

Programming on Channel 63 does not carry only the Christian message. FCC regulations for low-power stations permit a fluid programming arrangement that best serves rural America. As Alamogordo's local station, Channel 63 has taken quick advantage of this freedom. With Christ as the center, the programming can be designed to meet local needs and attract the unbeliever as well as the believer.

As a translator, Channel 63 picks up wholesome family programming from KCIK/El Paso, some 95 miles away. These programs are enriched with Christian programming direct from satellite via the Channel 63 earth station. About five minutes each hour is used for devotional material designed to lead the viewers into a life-changing relationship with the Lord.

Local commercials help provide community flavor. Local origination also provides the capability of communicating events as well as ministry in the Alamogordo area. For example, one program is specifically designed to highlight events at nearby Holloman Air Force Base. The business community has responded well with supportive advertising.

The Christian community has begun generally to use the station's services. As an evangelical tool, low-power stations can serve the church more effectively than ever before, by not being too large or too costly to reach the little people. Within a short period of time, local personnel can handle the day-to-day operations effectively, keeping costs down, and making the station truly local in character.

In showing how all this can be done, Channel 63/Alamogordo (New Mexico) is making for itself a niche in the annals of religious broadcasting. NRB



Mr. Blomerth is president of Satellite Technology for Christ, a non-profit Christian engineering firm in El Paso, Texas.

## EFT and FUND RAISING—Part 2

# How to Reach a 97% Pledge Fulfillment Rate

By Willits H. Sawyer

*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.*

Consumer use of electronic funds transfer has skyrocketed, as we pointed out last month. The increasing acceptance of automated teller machines, direct deposit programs, debit cards and bill payment systems have paved the way for the successful use of EFT by organizations dependent on donor support.

Many forward looking non-profit organizations have already reduced administrative costs and increased income by allowing donors to contribute monthly by EFT.

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organization time and money. Donors need only sign and return a special authorization form with a check in the amount they are pledging monthly. When you receive the form, you forward it to EFT Management Systems.

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EFT won't cause checks to disappear soon. But as paper transactions become increasingly jammed in the postal and banking systems, fund raisers will sit up and take notice of the smart organizations that have already successfully implemented EFT programs.



Willits H. Sawyer, CFRE, is Vice President for Marketing with EFT Management Systems, Inc., a service company that helps organizations integrate EFT into 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).

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



# Automating the Broadcast Office

The example of one company's automation system shows how "computer power" can streamline a broadcast station's operations

**F**OR THE past decade, television and radio broadcasters have used data processing for a variety of purposes, including traffic, billing and general bookkeeping. More recently, the introduction of special-purpose computers has permitted additional electronic calculation and reporting.

Many new alternatives have been made available for various word processing tasks, but these systems have been limited by their inability to handle more than a portion of a broadcast station's

by Larry Zaiser

data processing requirements. Each specific task has required a separate system.

This restriction, however, can now be overcome. Harris Broadcast Products has introduced a versatile new component to its Autotron Star System—the Harris Infowriter word processing sub-system. The complete system can truly "do it all."

A leader in producing automation for the business and programming tasks of broadcasters, Harris regards its system as the "office of the future." With specific design attributes for the broadcast business, the structured, modular system can handle a broadcaster's entire range of data processing requirements.

The primary data base of a broadcast station consists of information concerning agencies, clients, orders, logs, billing and general bookkeeping. This data must be processed so that orders interface with availabilities in the most efficient manner to produce an output (log).

This program schedule, once performed, becomes the raw data from which further processing may output billing. Once billing is generated, further tracking is required to create accounts receivable activity reporting, including agings and record of payments.

Station bookkeeping requires similar processing of accounts payable and

payroll data. The Autotron Star business automation does this by utilizing an in-house minicomputer with mass data storage provided by "hard disc" data retention devices.

Until now, this awesome data base was unavailable for other uses. The recent development of distributed processing techniques, however, enables this data to be used for many positive purposes.

## Marriage of Technologies

The marriage of data processing and word processing, for example, is now possible. Although the data and processing techniques for these two functions are very different, software/hardware development has created total interfacing. This innovation permits the huge data base to be brought into small stand-alone desktop terminals and/or computers such as the WST 7313 word processing terminal or Infowriter word processing sub-system.

The local terminal device processes the transferred data and combines it with the text being created independently at the terminal. If, for example, the station wants to announce a national rate card change via personal letters to agencies, the sales secretary simply creates a letter on her terminal making the proper announcement, leaving "holes" for names, addresses, and salutations. Then the station data base on the business minicom-

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With specific design attributes for the broadcast business, the structured, modular system can handle a broadcaster's entire range of data processing requirements



puter is requested to down-line send the agency names and addresses used daily in traffic and billing functions.

This almost instant transfer leaves only a simple command to be typed onto the terminal to "merge" the letter with this data, and a typewriter-quality printer may begin "typing" letters on station letterhead, producing automated personal letters.

### Variety of Uses

Consider this merging technique with the Infowriter for general management, newsroom and continuity department use. In the case of news, for example, the data base being stored in the business minicomputer might compromise local stories or wire service text being "written" to disc automatically via the news wire attached to an input port of the main computer.

Commercial copy can be similarly stored. In this case, the copy would be written, corrected on the CRT screen of the terminal, then correctly printed and/or sent to disc for future use.

Productivity and timeliness in group operations is enhanced with the Infowriter's "electronic mail" function. Letters, memos, and business reports can be transferred instantly from a terminal at one station to an office or station in another city—or even to several simultaneously.

Delays and misinterpretation of information are thus eliminated. The attendant economic benefits may be considerable. The system even keeps a calendar for personal appointments and meetings.

The addition of program automation from the Harris 9000 Series enables the system to receive scheduling from and give logging back to the business minicomputer for automatic performance and billing.

By using this innovative computer technology, any broadcast station can transform itself into an "office of the future."  
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Larry Zaiser is director of automation sales at Harris Corporation, Broadcast Division.

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**The founder of Atlanta's In Touch Ministries  
offers insights on how to meet the major challenges  
facing religious broadcasters today**

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# Seven Challenges of Religious Broadcasting

**O**NE OF the most powerful influences in the world today is religious broadcasting. What other power is penetrating as many areas of the globe, not only in the free world but also in those areas that are in bondage?

We can hear the Gospel anytime, anywhere in this country. But how exciting it is that people in Russia, mainland China and Cuba can hear it as well.

Think of the disciples who received Jesus Christ's Great Commission 2,000 years ago. With the little they had at their disposal, what a tremendous job they did in propagating the Gospel around the world. Then reflect on the way God has gifted you and me, placing us in an age equipped with all the tools necessary to plant the Gospel of Jesus Christ in every square inch of this globe. No generation has been so blessed and so responsible as this generation.

I believe that broadcasters today face seven major challenges in sharing the word of God with others. The first challenge deals with a very personal thing in the life of every person involved in religious broadcasting. Think for a moment of Jesus when He gave the Great Commission. He gave it very simply, telling His followers to go into all the world and preach the Gospel to every creature.

Notice what He said when He first called His disciples: "Follow me and I will make you fishers of men." He did not say, "Follow me and I will make you fishers of men and this is the way I want you to do it," and then give them a three day lecture on how to go about it. He taught them as He went along.

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**by Charles F. Stanley**

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I refer to both of these Scriptures to remind you of this: when God tells us to do something, if we settle the question in our minds of "why," we never have to bother with "how" to accomplish anything once we are committed to doing what He requires us to do. And I doubt if we are ever really committed until we understand why we ought to do a certain thing.

If you understand the responsibility of the church to share the Gospel with the whole world, you will have a ready answer when somebody asks, "Why television? Why radio broadcasting?"

Why? Simply because the church has been commissioned by our commander-in-chief, the Lord Jesus Christ, to share the truth of the Gospel with the entire world. He said the truth will make men free. It will liberate them internally and eventually liberate them externally. No man is truly free until he is free in his spirit.

So we must ask the question, "What is the mandate?" Not how to do it, but why do it; and the why is the Great Commission.

---

## The First Priority

I say this because, when thinking about challenges, I want to start where I think the priority must be.

The first challenge in religious broadcasting is proper motivation. We must feel the commission of Jesus Christ as a personal responsibility—not only to win people to Him but also to build them up in their faith.

The primary motivation of our own fellowship is not only to share the Gospel with people who have never heard it, but week after week to build up God's people in the truth. At the First Baptist Church in Atlanta, we are interested in more than just disseminating truth. We want that truth applied to human hearts.

People write us week after week, telling us that they have a Bible study going, meeting on the same nights as the *In Touch* broadcast. This is the most exciting thing to me—that people are listening and studying and applying the Gospel message to their own hearts.

We must be motivated not only to reach and instruct people, but also to meet people's needs and help them to mend their broken lives. In this way, the person's whole life may become what God wants it to be.

If the motivation in religious broadcasting is the self-exaltation of man, church or denomination, then I believe that God has no responsibility to bless that ministry, whatever it might be. It must never be the empire-building of a man or a group of people that matters; what counts is the fellow who is listening and watching, who is going to be different because he spends 30 minutes or an hour hearing the Gospel of Jesus Christ as you present it.

---

## Motivating Personnel

The second challenge is the motivation of personnel.

Many people do not fully understand all that is involved in putting together a broadcast worship service—all the work that goes on in order to present the Gospel in its purest form to the spirit of a



man who is hungry and thirsty for God.

What is meant by the challenge of personnel? Simply this: I believe that a ministry ought to be engineered and administered by people who know the Lord Jesus Christ as their personal Savior—whether it is the man punching the buttons in the control room, the person rewinding tapes, or the people working in the mail department sending them out.

Everybody involved in that ministry ought to be able to share his faith personally as well as through radio or TV. Each person ought to have the same goals and the same ever-broadening vision as those who are ultimately responsible for that ministry.

To hire unsaved people in order to carry out a ministry is, I believe, against God's principles. How can a person who has never known Jesus Christ as his Savior be compassionately concerned about the quality of that program to reach people?

If a man is looking for a job, we do not want him. There are many jobs but this is a ministry. A man who is under the mandate of the call of God will feel something that a man who is only working at a job will not feel. Making a living must be secondary.

If you bring together a group of people motivated primarily by their love of Jesus Christ, you will never have to prod them to do a good job.

### Meeting Needs

Meeting people's needs is the third challenge facing religious broadcasters.

In my opinion, if a ministry does not bear the responsibility of meeting people's personal needs, it has no right to exist. The Lord Jesus Himself placed a priority on this.

People involved in a ministry must be willing to take the time to know what people are feeling and how they are hurting and where their hearts are aching.

One of the wonderful, exciting things about a ministry is reaching out to people who are longing to know the truth, who ask you difficult, impossible questions. And you are able to take the Word of God and give them a biblical answer. Then they write back to you two or three months later, telling you of all the changes that God has wrought in their lives, and thanking you for the time to share the truth.

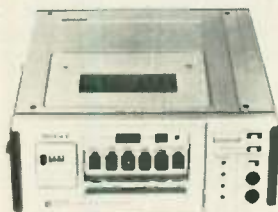
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**The first challenge in religious broadcasting is proper motivation: we must feel the commission of Jesus Christ as a personal responsibility**

our best every time and all the time. I do not believe you have to tell people week after week, "We want to meet your needs." When a ministry is so committed, the listeners can pick it up. They can feel your reaching out to them and experiencing and suffering along with them.

The same thing is true for any church. If a church's top priorities are not, first of all, to worship Almighty God, and secondly, to meet the needs of people—not only the lost but the saved as well—then why take up space on a block in any city, town or village in the country?

God has placed us together with a sense of interdependence upon one another. Not that He is not our source—He is our source—but He meets our needs through each other.

### Quality Programming

Our fourth challenge is the programming itself.

All kinds of programs are offered in religious broadcasting. You can find just about anything you want. And different approaches appeal to different people. Some people who would not have the slightest interest in a worship service may be reached through a talk or interview program.

But whatever the programming, it ought to be of the highest quality possible because we are representing Jesus Christ, the Son of God.

I do not think God's people should ever accept second best when we can have the very best. We ought to have the very finest equipment that Almighty God will provide. And if He calls you into a ministry, He will provide the best—not necessarily the most expensive—but the best that you need.

If we sat around and asked ourselves, "What can we afford?" very few of us would ever make it onto the air. What matters is not what we can afford, but what we are willing to believe Almighty



We must be motivated not only to reach and instruct people, but also to meet people's needs and help them mend their broken lives

God can accomplish for us.

Why should those who are poisoning the minds of men, women and children year after year have the very finest equipment, while God's people, who have the only message that can change the world, settle for slipshod programming and poor equipment?

Why should God's people create the impression that theirs is a second-rate message from a second-rate institution, talking about a second-rate man? I do not think Johnny Carson or anybody else matches up to Jesus Christ. So God's people ought to have the best, and give their very best to whatever they do in the name of Jesus Christ.

A ministry should always be asking the question, "Can we do better today than yesterday?" None of God's people ought to be in competition with anyone else; our only competition ought to be with ourselves, trying to improve our own best efforts.

Is the message presented more clearly than yesterday? Are people able to understand more today than yesterday? What else can we do to make that message simple and plain and forceful and persuasive?

What can we do to meet people's needs so that when they flick on the television or turn on the radio, they are immediately grasped not by personality but by the Spirit of the Living God coming through that personality.

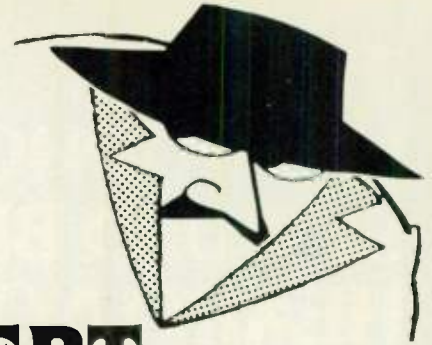
### Facing Major Issues

Another challenge is the importance of speaking out on major controversial issues.

I believe that there are certain crucial issues that Almighty God wants His church to speak out on. Did He not say we are to be like salt and like light?

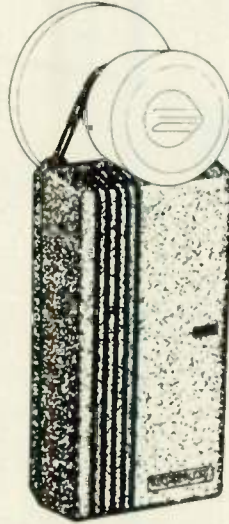
Many people say that the church should not get involved in such things. But if the Body of Christ is to be like salt—which seasons, flavors, preserves and heals—and if the Body of Christ is to

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be like light which drives out darkness, then what issue in the life of any nation is the church to be silent about? Economics? Never. Abortion? Never.

There is not one single issue about which God does not have something to say. And if God has something to say about it, then the church is responsible for setting forth the principles concerning those issues so that the citizens can make

their decisions based on scriptural principles.

Some people think the church should not get involved in politics. If you speak out on any issue that is in the newspaper, then you are "politically involved" by their definition. You will never find that in the Bible.

Every single issue that arises has an effect on us one way or another. That does

There is not one single issue about which God does not have something to say

not mean that we ought to march in the streets and wave banners, but the people of God must know that His principles govern every facet of life. They must apply biblical principles to their lives and teach them to their children.

Every facet of society needs to be permeated and saturated with the principles of the Word of God. Then before long we will have men in decision-making positions who are undergirded by the principles of the Word of God.

This is an awesome responsibility that cannot be avoided. Some will stick their heads in the sand or say that they do not want to rock the boat—but was Jesus a boat rocker or was He not?

Did the Apostle Paul live in the shadows and the quiet little coves? Everywhere he went he got into trouble. In fact, Paul could not have been the pastor of many churches today. The pulpit committee would have said, "You stay in jail half the time, you're beaten, left in the streets for dead. We don't want any part of that in our church."

What I am saying is simply this: there is a way in which the Body of Christ can boldly say to an unbelieving world,

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**Religious broadcasters cannot afford to be silent on issues. We have to be careful what and how and to whom we say it, but to be silent is, I believe, contrary to the Word of God.**

"Here are the principles of Almighty God. Upon these principles we stand and we will not back up." When the Body of Christ moves forward in love, advancing in courage, the world will back up every time.

Religious broadcasters cannot afford to be silent on issues. We have to be careful what and how and to whom we say it, but to be silent is, I believe, contrary to the Word of God.

### **Church Support**

The sixth challenge we face is in the critical area of church support.

The fellow that sits in the pew is just as important in the eyes of God as the man who stands behind the pulpit.

What a ministry needs is not simply financial support. The greatest support the church can give a ministry is prayer. When the people of a fellowship begin to undergird a ministry with prayer, God is going to open doors. He will provide what is needed.

The greatest asset of any ministry is a praying church, trusting and believing that as they pray, God will make the message stick. A sermon is not worth two cents unless somebody is praying that it will stick.

If somebody is praying while another is preaching, that message has a power and penetration that is not there when people are not praying. Something is going on that is missing when there is no prayer.

A church's support is based on its members' dedication to the propagation of the Gospel. So the people who sit in the pew are an integral part of religious broadcasting.

### **The Financial Challenge**

Finally, we face the challenge of finances.

Most religious broadcasters, when asked to name their biggest challenge, would probably mention this one. But I have a firm conviction that if the first six

challenges are met, the seventh one will not be a problem.

God is the source of everything we need. In our own fellowship, we trust God to provide every single penny we need as each situation arises that calls for more money.

Every time we come up to a test, we just accept another challenge. Because every time we have sat back and waited for God to supply the need before we took on another challenge, the need was never fulfilled. But when we meet a tremendous challenge, accepting another station or some other financial burden, saying, "Lord, we're going to trust for this because we believe this is what you want us to do," then God sends in everything we need and more.

When we rely on God, He moves people's hearts to supply the needs. He assumes the responsibility of meeting our needs when our lives are clean and our faith is in Him. It is God's responsibility to supply the need because it is His message, His ministry, His church.

When we look to God as our source and resource, He assumes the responsibility of providing the money for His work here and all around the world.

It is my firm conviction that if each and every ministry would meet these seven challenges head on, letting the Word of God provide the guiding principles, then all of their problems would disappear—some of them immediately, some over a period of time—and God would begin to honor their work in a way they have never realized before.

**NBB**



*Dr. Charles F. Stanley is pastor of the First Baptist Church of Atlanta. His weekly telecasts In Touch and The Chapel Hour, are seen in 1500 cities in all 50 states.*



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(continued from page 23)

foremost gospel artist.

Commenting on the musical headliners for 1983, NRB executive Ben Armstrong reports, "We're pleased to have the cooperation of the Gospel Music Association. As one of many evangelical associations helping NRB to celebrate 40 years of excellence in communication, the Gospel Music Association has graciously consented to provide leading artists."

GMA executive director Don Butler adds, "Our association is delighted to be involved with NRB on a joint project which will help Christian leaders learn more about gospel music and its impact in the coming decades."

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plenary sessions and practical workshops are in store for religious broadcasters at the Southwest NRB convention, October 11-12 at Tulsa's Camelot Inn.

David Mains of *Chapel of the Air*, TV host Richard Hogue and local broadcaster David Engles are the speakers for Monday's major events. Tuesday morning author William Cook presents an address on "Success, Motivation and the Scripture" and provost James Buskirk of Oral Roberts University addresses the closing luncheon.

"We expect a record number at the Broadcasters Public Banquet Tuesday evening," observes NRB Southwestern president Dennis Worden of KCFO/Tulsa. "Many pastors and radio listeners are coming to the banquet to hear David Mains."

Pointing to a workshop with special appeal to pastors, Worden

adds that the schedule includes workshops for "veteran broadcasters and managers as well as beginners." Sales, marketing, on-air editorials, FM translators and TV techniques are some of the topics.

Workshop participants include Jack Rabito of KWJS/Arlington (TX), Ed Mahoney of KGOL/Houston, Tom Durfey of ORU and more than a dozen other experts from many fields.

To register call Dennis Worden at 918/445-1186. Registration fees are \$45 per person, with a \$10 discount for two or more people from the same organization.

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## More Workshops Added for Eastern Convention

PARSIPPANY, NJ (NRB)—A special workshop covering the recent proposal to limit educational FM stations is a new addition to the schedule for the NRB Eastern convention.

Meeting at the new Aspen Hotel on route 46 in Parsippany (less than one hour from New York City), the Eastern convention takes place October 15-16. The non-stop schedule includes a gala Awards Banquet, luncheon messages by two of the metropolitan area's top broadcasters, special breakfasts sponsored by Black broadcasters and by Hispanic broadcasters, stimulating plenary sessions and eleven workshops.

Major plenary speakers will be Herman Braunlin of Hawthorne Gospel Church and Family Radio, Donald Hubbard of New York's Calvary Baptist Church and radio's *Calvary Church Hour*, and Bishop Roderick Caesar of Bethel Gospel Tabernacle and WWDJ.

Recording artists Steve and Barbara Musto, soprano Josephine Carpenter, pianist Hugh Waddy and the Bethel Gospel Tabernacle Choir will provide an abundance of music at plenary sessions, luncheons and banquet.

"We planned the 1982 regional convention to reach out to churches and to encourage the area's pas-

tors to make full use of the broadcast media," explains Eastern NRB president David Eshleman of WBTX/Broadway (VA). "Friday afternoon there will be a stimulating presentation on the partnership of the electric church and the local church."

Panelists will include pastors Braunlin and Hubbard, NRB president E. Brandt Gustavson of Moody Radio Network and NRB executive Ben Armstrong. The moderator will be B. Sam Hart, who pastors a church in Philadelphia and heads the *Grand Old Gospel Hour*.

Focusing on the needs of Black and Hispanic audiences, there will be workshops led by J. Morgan Hodges of the Black broadcasters committee and Luciano Padilla, Jr. of the Hispanic broadcasters committee. At a breakfast sponsored by the Black committee, the speaker will be radio station owner Joe Brown of the Ethnic Broadcasting Foundation. The Hispanic breakfast will hear from Paul Finkenbinder of *Hermano Pablo*.

More than 35 professionals will share their expertise at workshops Friday and Saturday. Recent additions to the roster of workshop participants include:

- Communications attorney James Gammon of Washington, DC, joining attorney Jay Baraff for an FCC update.
- Media broker Ron Ninowski and David Eshleman, participating in a

discussion of new broadcasting opportunities, moderated by Janet Luttrell of WIVV/Puerto Rico

- Jerry Rose of WCFC-TV 38/Chicago, joining the TV workshop with Dick Dean of WFMZ/Allentown and David Clark of CBN.

- Audrey Langdon of Religious Broadcasting, Marge Stevens of NRB Marketing and Jennifer Lear of WZZD/Philadelphia discussing opportunities for women in broadcasting.

- Richard Burke of J. Richard Lee agency in New York and Warren Wilson of Forge Recording Studios, plus panelists David Virkler of *The Word and the World* and Richard Parrish of the Michael Ellison agency, offering invaluable advice on how to produce and finance a good radio program.

- Joe Emert of WTLR/State College (PA) moderating a discussion of FCC Docket 20735 and its impact on educational FM stations. Expert panelists include Mark Bainer of WNYK/Nyack and consulting engineers Jack Van Sciver and Dan Barden of Barden Associates.

- Dave Hendricks of WBYO/Boyetown (PA), moderating a session on radio sales and marketing with panelists Joe Battaglia of WWDJ/Hackensack and Maurie Webster, president of Radio Information Center.

To register, call the NRB national office in Morristown, NJ, 201/575-4000.

### Eastern Convention Notables

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B. Sam Hart



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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.

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# What's Really Happening to the Religious TV Audience

by Audrey Langdon

**A**RE CHRISTIAN TV programs losing their appeal? Some recent reports in the secular media world have us believe that religious broadcasting is on the wane. As documentary evidence the reports cite statistics from various ratings services and surveys. Each new set of data seems to trigger another round of articles. This summer's round brought Religious News Service and Evangelical Press onto the bandwagon, setting off a flurry of gloomy reports in Christian publications.

Contrary to the journalistic accounts, people within the religious radio-TV field are aware that the audience is growing and they expect it to grow even larger in the next decade. According to Win Uebel, who as vice president of Katz Communications deals with most of the nationally syndicated religious programs, "There's no sign of any slowdown. Religious programs are a big factor in commercial television, and they're going to be even bigger."

One of the major changes in recent years has been the proliferation of religious TV productions. Prior to the publication of our 1982-83 edition of the Directory of Religious Broadcasting it was not necessary to have separate listings for radio and television program producers. With the number of TV programs tripling in the course of a year, we had to introduce separate sections for television and for radio in the 1982-83 edition. Almost 1,000 religious TV programs are now available for syndication, a sharp contrast to the 127 programs available in 1971.

The explosive growth of syndicated programs helps to explain some of the changes in the ratings for individual programs. Delighted to detect a downward

shift in the ratings of a well-known religious broadcaster, some critics have been quick to add up the ratings of the "top 10" and declare that "the boom is over."

## Snap Judgments

These quick assessments fail to take into account that the total audience for all religious TV programs is expanding. Adding up the ratings of the ten most-watched programs is at best an unsophisticated use of audience data. As most professionals know, the ratings services cover only a selected segment of the outlets for religious programs. They leave out non-commercial stations such as WCFC-TV 38/Chicago and other all-Christian stations, and they do not count audiences overseas. Both are important outlets for the major syndicators, as well as smaller evangelical producers. In addition, the ratings services until lately failed to count the booming cable audience, thus overlooking another sizeable block of viewers who are linked to the four religious satellite networks.

There are other shortcomings in just adding up audience data. Some shifts in the cumulative audience for a particular program represent changes in the station lineup. These may reflect any number of factors—from escalating time charges, to the availability of new time slots, or the revamping of a station's schedule.

While some stations in the past few years have decided to cut back on religious programming, particularly in sustaining or free time, a number of stations across the country have concluded that paid religious programs are good for the station's image as well as its income. The trend is toward more religious programming on a wider number of stations.

Even network affiliates are opening up paid time for prestigious religious programs.

Concurrently, some of the major producers have been pruning their station lists in an effort to maintain a balance between costs and response. These cutbacks, however, are overshadowed by the overall increase in religious program time and cumulative audience for religious programs in general. It's important to note that the most frequent reason for dropping a station is that the costs are rising faster in these inflationary times than the rate of response.

## Solid Facts

Even with all of the shifts in station lineups, the Arbitron "Syndicated Program Analysis" for November 1981 showed that religious programs were reaching more homes—46.5 Million in 1981 compared to 43.0 million in 1977. During the same period, combined yearly ratings had climbed steadily:

1981	8.1% higher than 1980
1980	13.1% higher than 1979
1979	6.7% higher than 1978
1978	7.6% higher than 1977

These figures were published in the April 1982 issue of Religious Broadcasting and were supplied to the news editor of a leading Christian periodical, along with other background information. In the light of the evidence furnished by NRB, it is difficult to understand how the same newsman recently published an article asserting that "growth had levelled off" by 1975!

The article paid a compliment, noting that "actually the industry" is "still prospering." Then to balance the scale, it observed that "so many competitors are jamming" the religious broadcasting "circuits" that there is "an overload." After stating this basic premise, the balance of the article dwelt on such ephemeral threats as "fragmented audiences" and predicted a "gradual decline in the next ten years."

In fairness, the article demonstrates how difficult it is for non-broadcasters to evaluate ratings, audience cumes and similar specialized statistics. Even some Gospel broadcasting veterans find these data hard to understand. For example, the NRB staff recently struggled with the complexities of the latest Arbitron data in order to develop an up-to-date list of top religious TV programs. Our experience underscored the pitfalls awaiting journalists, scholars and others who are not familiar with ratings reports. **NRB**



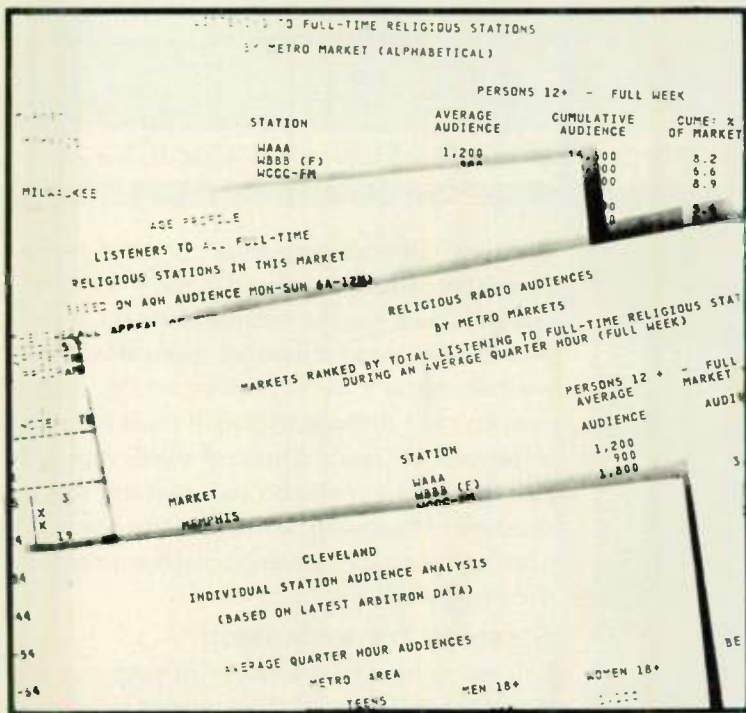
"Competitive data" - T.W.

"Pinpoints time buys" - R.S.

"Affordable" - B.B.

"Innovative" - D.R.

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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.

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**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.

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(continued from page 19)

The denomination sees television as a two-sided coin. While deploring the negative aspects of the industry and calling for "extreme caution" in program selection, the convention delegates recognized the broadcast industry as "a powerful tool in evangelism."

The assembly reaffirmed its commitment to use the television channels to extend world-wide Gospel proclamation. To that, the Church of God has proposed a multi-media campaign including television and radio broadcasting called "Let God Help." The intensified media blitz includes a television special planned for January.

Messengers to the Southern Baptist annual convention urged their people "to be good stewards of their money and to make a conscientious commitment to support those sponsors which demonstrate a concerted effort to support clean, constructive, wholesome, family-oriented programming."

## **PCUS Revamps Video One**

NEW YORK, NY (NRB)—Beginning last month, the Presbyterian Church in the United States (PCUS) revamped its monthly *Video One* television magazine program, added a second monthly feature of special broadcasts, and changed the cable broadcasting time from 9:00 am to a more convenient 3:00 pm time slot.

*Video One*, which will continue to be carried on the Satellite Program Network, will feature short essays, interviews with prominent denominational leaders, and "thought-provoking comments and editorials on controversial subjects."

## **TV Station Goes to 24 Hours Daily**

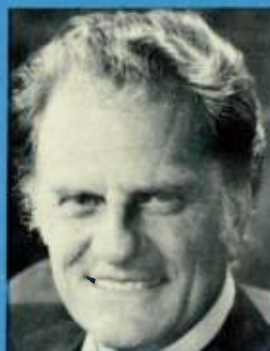
CHICAGO, IL (NRB)—Chicago's only Christian television station WCFC-TV 38 expanded its broadcast time to 24 hours daily in September after gaining access to the PTL and Christian Broadcasting Network's satellite signals.

The tentative late night schedule includes CBN's continuing drama *Another Life*.

# 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.**



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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.

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

TELEPHONE: AREA CODE/NUMBER \_\_\_\_\_

NUMBER OF YEARS ATTENDING NRB CONVENTION (including 1983) \_\_\_\_\_

For Presidential Security Clearance

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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      |
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| <input type="checkbox"/> Engineer/Technical | <input type="checkbox"/> Editor/Writer   | <input type="checkbox"/> Designer    |
| <input type="checkbox"/> Speaker/Announcer  | <input type="checkbox"/> Actor/Performer | <input type="checkbox"/> Manager     |
| <input type="checkbox"/> Listener/Viewer    | <input type="checkbox"/> Faculty/Student | <input type="checkbox"/> Other _____ |

PRIMARY MEDIUM (Please check only one.)

- |  |                                      |
|--|--------------------------------------|
| <input type="checkbox"/> Radio                   | <input type="checkbox"/> Print       |
| <input type="checkbox"/> TV/Cable                | <input type="checkbox"/> Films       |
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	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
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**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.

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

## EMPLOYMENT

**Broadcasting/Speech:** Director of broadcasting and teacher in Speech Communication at a Christian liberal arts college, beginning fall 1983. Supervise college FM radio station and broadcasting major, teach Radio Broadcasting, Introduction to Television, and required basic Speech course. Master's required, Ph.D. preferred, plus some teaching and broadcasting experience. Rank and salary dependent on qualifications. Apply to: Dr. Harry Farra, Head, Department of Speech Com-

munication, Geneva College, Beaver Falls, PA 15010.

**Pastor Stephen Cakouros**, Th.M., speaker for the Christian Hour Broadcast, is seeking a position with an evangelical organization devoted to radio preaching. Box 384, Union, NJ 07083. (201) 687-0364.

## MISCELLANEOUS

**Equipment Wanted:** Needed—A variety of broadcast equipment for educational/religious FM radio station. KJFP, Box 55, Yakutat, Alaska 99689, 907/784-3326.

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**Services available:** National program representation, changes to religious formats, per inquiry advertising, creative promotions. Contact Steve Kovach, Christian World Consultants, 5448 Lighthouse Lane, Burke, VA 22015; (703) 978-7777.

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5. All other classified advertising is \$40 per inch.
6. If you wish to run the ad in more than one issue indicate how many times it is to be repeated.
7. If you wish to have a box number include complete instructions for forwarding replies. Add \$15 per ad.
8. Send copy, mailing instructions and check to:

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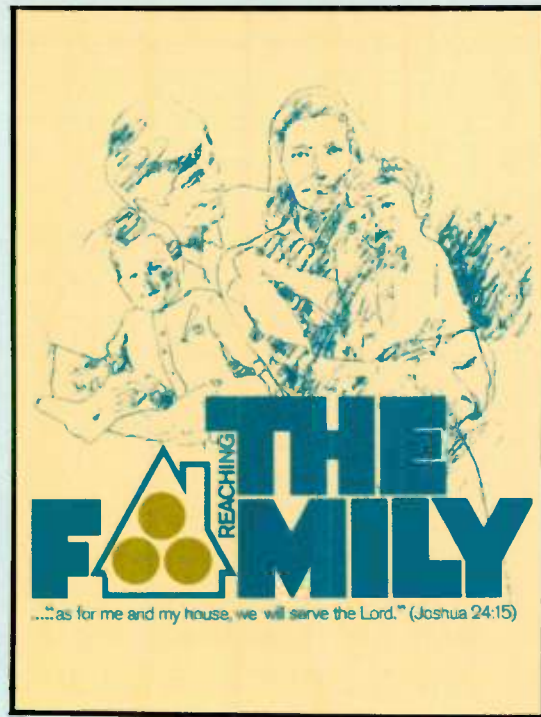
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| <input type="checkbox"/> Brochures            | _____    |
| <input type="checkbox"/> Lapel pins           | _____    |
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| <input type="checkbox"/> Presentation folders | _____    |
| <input type="checkbox"/> Decals               | _____    |
| <input type="checkbox"/> Bumper stickers      | _____    |
| <input type="checkbox"/> Scripts              | _____    |

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Organization \_\_\_\_\_

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

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NRB Member

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



## **A Little for a Lot**

Broadcast Writing by Daniel E. Garvey and William L. Rivers. Longman, 1982, 280 pages.

Which is better—to give much information about a narrow field or a little information about a broad field? Often textbook writers face this dilemma.

The authors of "Broadcast Writing" elected the latter option. Their volume seeks to give the beginning writer an introduction to television and radio scripts for drama, comedy, broadcast news, commercials, public service announcements, interviews, special interest programs, and musical shows. It analyzes successful broadcast scripts and also contains a useful glossary.

Garvey and Rivers succeed in their goal quite well, aided no doubt by their extensive practical experience in the media as well as outstanding achievement in the classrooms.

The final chapter, entitled "The Job," is uniquely helpful. After discussing various writing occupations such as the television series writer, the news writer, and the advertising copywriter, the authors counsel on internships, volunteer work, and unions.

For those who wish to develop their skills further, a companion volume, "Broadcast Writing Workbook," is also available. Because it is intended for college use, however, it does not take a self-corrective approach.

## **Critiquing TV**

The Electronic Giant by Stewart M. Hoover. The Brethren Press, 1982, 172 pages.

Taming the TV Habit by Kevin Perrotta. Servant Books, 1982, 162 pages.

Although these two books are written on the same subject, their treatment is entirely different. Hoover subtitles his book "A critique of the telecommunications revolution from a Christian perspective." He has prepared a "manual for those who want to understand

the rapid development of communication technology and respond intelligently to its institutions."

That sounds very academic. Indeed, in going through this book you may get the idea that you are reading a dissertation in disguise.

Not that this is bad in itself. Hoover does a competent job of writing on what he considers to be myths about television: that it is free, that it is entertainment, that television is not that powerful or watched that much, that the ratings are not accurate, that there are altruistic sponsors, that television is a mirror of society, and that when the new technologies are in place, broadcasting will go out of existence.

This is pretty heavy reading. You are likely to take issue with some of Hoover's conclusions, if not his style.

Kevin Perrotta subtitles his "Taming the TV Habit" as a book that explains "how television menaces your mind, marriage and family." "It's not what you watch," he insists, "but that you watch."

Perrotta contends that prolonged television watching produces serious detrimental consequences in the Christian home. "It erodes our children's intellectual and social development, undermines parental authority and contributes to the fragmentation of family relationships." The author offers parents practical help for governing the use of television in their homes and for combatting the secular view of life that it espouses.

Perrotta, managing editor of "Pastoral Renewal," is one of the most competent writers on the Christian scene. His book will make you think and perhaps change some of your television habits as well.

## **Power Play**

The TV Scriptwriter's Handbook by Alfred Brenner. Writer's Digest Books, 1980, 324 pages.

Many books on broadcast writing take a shotgun approach: they try to cover too many aspects of writing. As a result, they leave the would-be learner with only a little information on too broad an area. "The TV

Scriptwriter's Handbook," however, is a high-powered rifle: it blasts a big hole and explores in-depth the art of dramatic writing.

Survey the subjects and you will be convinced: the new writer, the episodic series, the pilot, the producer and the editor, the premise, story conference, the deal, dramatic construction, story and plot, causality, character, progression, the series, the climax, the treatment, the teleplay format, dialogue, credits and collaboration, sitcoms and soaps, writing the long form, research and adaptation, the marketplace and epilogue.

Just because a writer is successful in one medium—Brenner has turned out television scripts since the 1950s—he will not automatically win success in writing a book. But Brenner makes the transition easily. And he illustrates his volume with some of his major scripts.

On the basis of all that Brenner has done here, he is able to offer justifiable encouragement to the beginning writer: "You can do it! Others have done it before you. Every day men and women are selling their first scripts. Every week the Writers Guild is welcoming new members. You can join this select few. You know how to do it! If you have not already done it, begin. Now!"

## **The Strong Sell**

Advertising in the Broadcast Media, by Elizabeth J. Heitton and Don R. Cunningham. Wadsworth Publishing Co., 1976, 350 pages.

If you are old enough to remember the radio adventures of Jack Armstrong, the All-American Boy, no one will have to remind you of the music to this General Mills jingle:

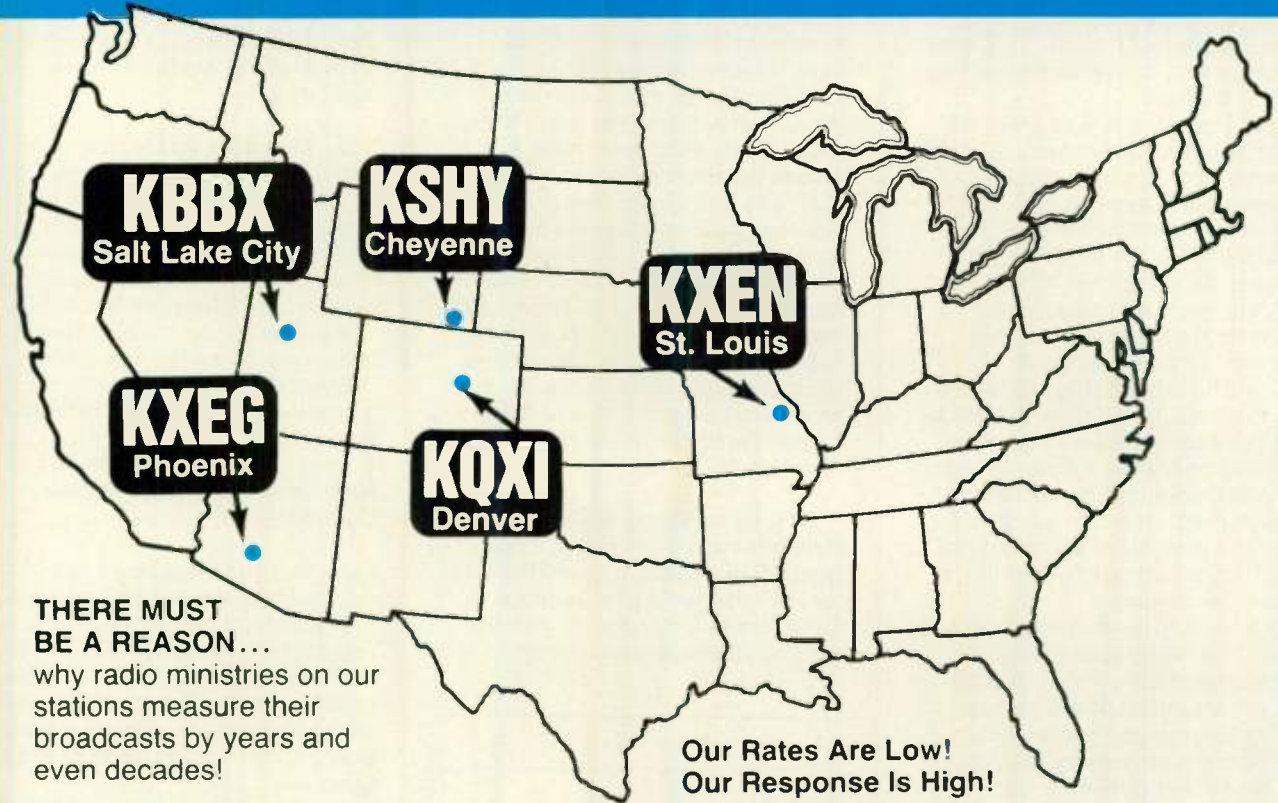
"Wave the flag for Hudson high, boys,  
Show them where we stand!  
Ever shall our team be champion,  
Known throughout the land!  
Rah Rah Boola Boola Boola Boola  
Boola Boola Boola Rah Rah Rah.  
Have you tried Wheaties?  
They're whole wheat with all of  
the bran."

From 1933 to 1951, Wheaties, the



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### KQXI (Licensed to Arvada)

In Denver-Arvada, Larry Green and Ramona Harris are both ready to tell you about this dynamic area of over 2,000,000 people ready to hear your message in the KQXI primary coverage area. Many ministries on KQXI have been broadcasting for over a decade on this powerful 10,000 watt station. Call Larry or Ramona collect 303-761-1550. 10,000 watts is the big difference in Colorado!

### KSHY

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

### KBBX (Licensed to Centerville)

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

### KXEG (Licensed to Tolleson)

Long known as one of the most responsive religious areas in the nation, Phoenix, Tempe, Mesa, has now grown to over 1,500,000 people! KXEG's twenty-four hour daily all religious programming serves not only this area, but also reaches into California, Nevada, Utah and New Mexico all night! Let Geo. Spicer tell you the fabulous KXEG story. Call him collect at 602-254-5001. All day, all night, all the time . . . KXEG, Arizona's Golden Gospel Giant.

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

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

### KXAK\* (Licensed to Corrales)

Another Golden Gospel Giant is well on its way! Soon, KXAK will serve over 3/4 of a million people in New Mexico. The brand-new facility will blanket Albuquerque, one of the fast growing Sun-Belt cities, and the heart of New Mexico from suburban Corrales. Watch for starting date of this new 24 hour a day religious station.

Make your reservation for your program now.  
(\*Construction Permit)

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# Broadcasters

"Breakfast of Champions," was synonymous with one of radio's most successful heroes. Jack may be long gone, but Wheaties will be with us forever.

This commercial was a winner with the bobby-sox crowd:

"Pepsi-Cola hits the spot,  
Twelve full ounces, that's a lot.  
Twice as much for a nickel, too.  
Pepsi-Cola is the drink for you.  
Nickel, nickel, nickel, nickel,  
Trickle, trickle, trickle, trickle..."

These are but two of the many fascinating illustrations of successful advertising contained in this book designed to be a college text but easily usable for anyone learning on his own. Authors Heigh-ton and Cunningham have impressive credentials in the advertising field and they do an excellent job of selling their book by making it eminently readable.

The book is divided into four sections. The first traces the history of broadcast advertising and the current structure of the industry.

The second part is devoted to specific procedures for developing broadcast advertising campaigns. It covers advertising objectives, the role of marketing research and the complexities of media planning.

Buying and selling time is the focus of section three, and considers broadcast sales on the network, spot and local levels.

Finally, the fourth section tackles the controversies and criticisms surrounding radio and television advertising, such as selling to children and political advertising. I am glad that the authors included this material on the social responsibility of advertising since media practitioners tend to neglect it.

The design and format of this book will not allow it to fit conveniently on your bookshelf. But then, if the top of your desk is the only place to put it, maybe you will read it more—and sell more as a result.

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

Three Church of God local broadcasters and a Pennsylvania coal mine operator were among the people receiving the church's Vision Foundation awards for excellence in promoting the Gospel message via the electronic media.

**James Godin**, the coal mine operator, was chosen as Man of the Year for his contributions to the Christian broadcasting field.

Other Vision Foundation award recipients included **Hal Thompson**, Hamilton, Ohio, for the best daily radio program, **Danny Thompkins**, Michigan City, Indiana, for the best weekly radio program, and **Robert Lyons**, Tampa, Florida, for the best television program.

**Rev. Neal Phipps** of the Wesleyan Indian Ministries in Hot Springs, South Dakota, has cleared the way for the broadcast of a Decision Time Ministries program over the second American Indian-owned

radio station in the United States. The Sunday afternoon broadcast of *Call of the American Redman*, can be heard over WASG/Atmore (Alabama).

**Dr. Theodore Baehr**, president and executive director of the Episcopal Radio-TV Foundation and executive producer of a 1982 World's Fair exhibit, commutes twice monthly between the Atlanta-based foundation and Knoxville.

The exhibit, called *The Power*, is sponsored by The Church's Presence at the 1982 World's Fair, a group that represents 15 denominations.

Baehr, is a former member of the NRB Cable Television Ministry Committee.

**Larry Soblotne** has been appointed as general manager of The Bible Broadcasting Network's (BBN) newest radio station. WYFG-FM/Gaffney (South Carolina) is expected to open this month. The 98,000-watt broadcast signal will cover South Carolina and parts of North Carolina.

A graduate of Pillsbury Baptist Bible College, Soblotne has managed BBN-owned WYFI/Norfolk (Virginia).


**Max Atienza**, former radio executive and Asian evangelist with the Far East Broadcasting Company, had begun work for Action International Ministries as minister-at-large to Seattle's international community.

The former broadcast evangelist in Manila for 25 years will start Bible study groups throughout the city.

**Pat Robertson**, president of the Christian Broadcasting Network (CBN) has been appointed by President Ronald Reagan to the President's Task Force on Victims of Crime.

Robertson, 52, brings a Christian perspective to the eight-member task force that will conduct public hearings before making recommendations for executive action.

Broadcaster Robertson holds a Yale Law School degree.

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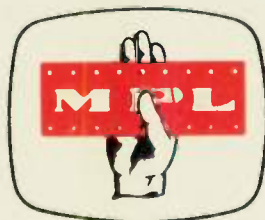
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# AIRING OUR VIEW

## Let's Remove the Real Wall

**THE GREAT DEBATE** over prayer in the public schools involves both a mythical wall of separation and a real one.

The imaginary divide stands between church and state, the actual one between children and God.

The issue of separation between church and state has sprung up only in recent times. Its foundation rests on the argument that the First Amendment prohibits the "establishment of religion" by the state.

This interpretation survives only because it is safely removed by two centuries from the founding fathers and freedom fighters of our nation. They would have rejected this argument as forcefully as they did the King of England who tried to curtail their rights along other lines.

Twenty years of attempting to rewrite twenty decades of history does not change the facts. The framers of the Constitution intended only to bar the government from establishing a state church to which all citizens must swear allegiance and give their money.

Grover Rees III, in an editorial published by *The Wall Street Journal*, notes that "for 200 years the participants in the American constitutional consensus have understood the difference between establishing a church and saying a prayer."

From the beginning they invoked the blessing of God before their legislative sessions and court proceedings, during their presidential inaugurations and ceremonies of state, on their buildings and coins—and in their public schools.

It never occurred to them that prayer in government or education was a bad idea. The wall of separation did not exist.

That changed in 1962 when six justices of the Supreme Court reversed two centuries of solid tradition based on the First Amendment.

No longer was the government to be barred from "prohibiting the free exercise" of religion. Its mission now was to evict religion from public schools and build a wall so high, wide and deep that it could never get back in.

The initial decision of the Supreme Court held that it was unconstitutional for a school district to permit students to join in a brief non-denominational morning prayer.

That was just the beginning. Grover Rees III points out that the courts not only banned "official" prayers, but also Bible reading, the posting of the Ten Commandments in classrooms, and school policies that permitted silent meditation. The courts outlawed voluntary prayer meetings by students after class when other student groups were free to do their own thing.

Rees cites one case in which the court even upheld a school principal's order forbidding kindergarten children to say grace before meals.

All this judicial action makes one fact clear: the government is not neutral in matters concern-

ing religion, nor can it be. On this point at least, the courts agree with the words of Christ: "He that is not for me is against me."

The courts are busy passing laws to separate school children from any contact with God. *That* is the real wall, and it is getting bigger.

Children can study biology, but the Creator must not be mentioned. They can explore the philosophies of Caesar, Hitler and Charlie Chaplin, but not the teachings of Christ. They can discuss ethics, but not Christian morality.

Before long, children get the message: either God is not real, or He is not worth mentioning.

Many American parents are fed up with this product of public education. They are financing a school system that teaches their children a contrary philosophy and set of values.

The wall of separation between their children and God at school must come down, and they have rightly concluded the place to start is the ban on voluntary prayer.

National Religious Broadcasters has long taken a stand on this issue. Through broadcasts and national conventions they have not only told the American people that they are right, but that they can do something about it.

No other national issue in recent times has attracted such high level, sustained support by the American public. And despite repeated rebuffs by its elected representatives.

President Reagan's proposed amendment on school prayer offers the members of Congress another opportunity to redeem themselves and resume their role as servants of the people.

Despite the shrill voices of critics, the proposal does not mandate school prayer. It merely takes the power of decision away from the courts and restores it to the local school board.

"No one must ever be forced or coerced or pressured to take part in any religious exercise," Reagan said, "but neither should the Government forbid religious practice."

Abuses could occur and problems would arise if the amendment becomes law. However, against this possibility must be placed the reality of what is now happening to our children in a public school system increasingly operated on the assumption, "There is no God."

Rees put it so well: "The continued enforcement of a nationwide rule against school prayer, and the erection by judges of higher and wider walls of separation between school children and God, is no way for the government to be neutral about religion."

"Ratification of the voluntary school prayer amendment would restore the spirit of the First Amendment, whose framers intended it to guarantee freedom of religion, not to impose a regime of freedom from religion in community life."

It's time for that wall to come down.

—Robert L. Niklaus



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