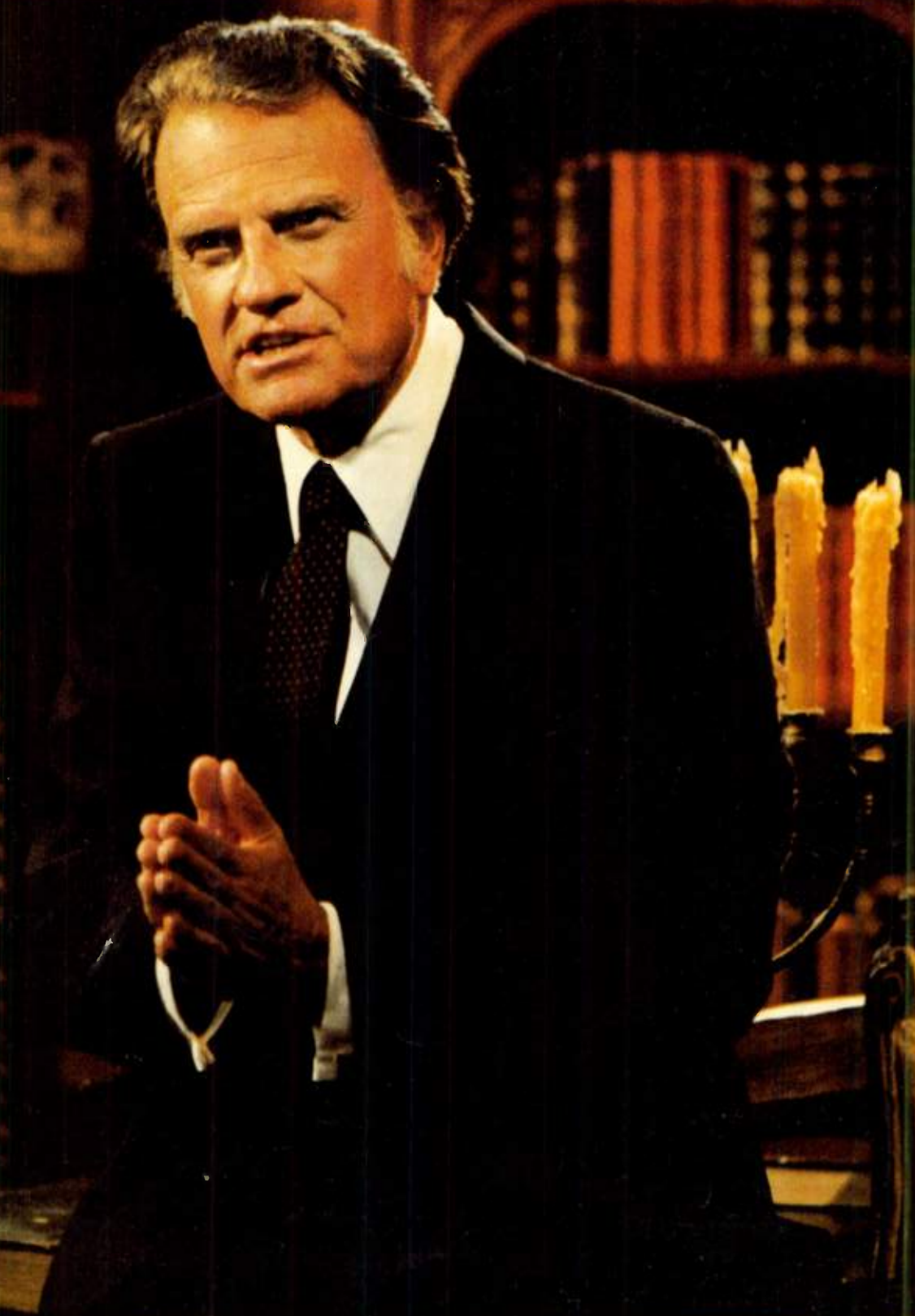


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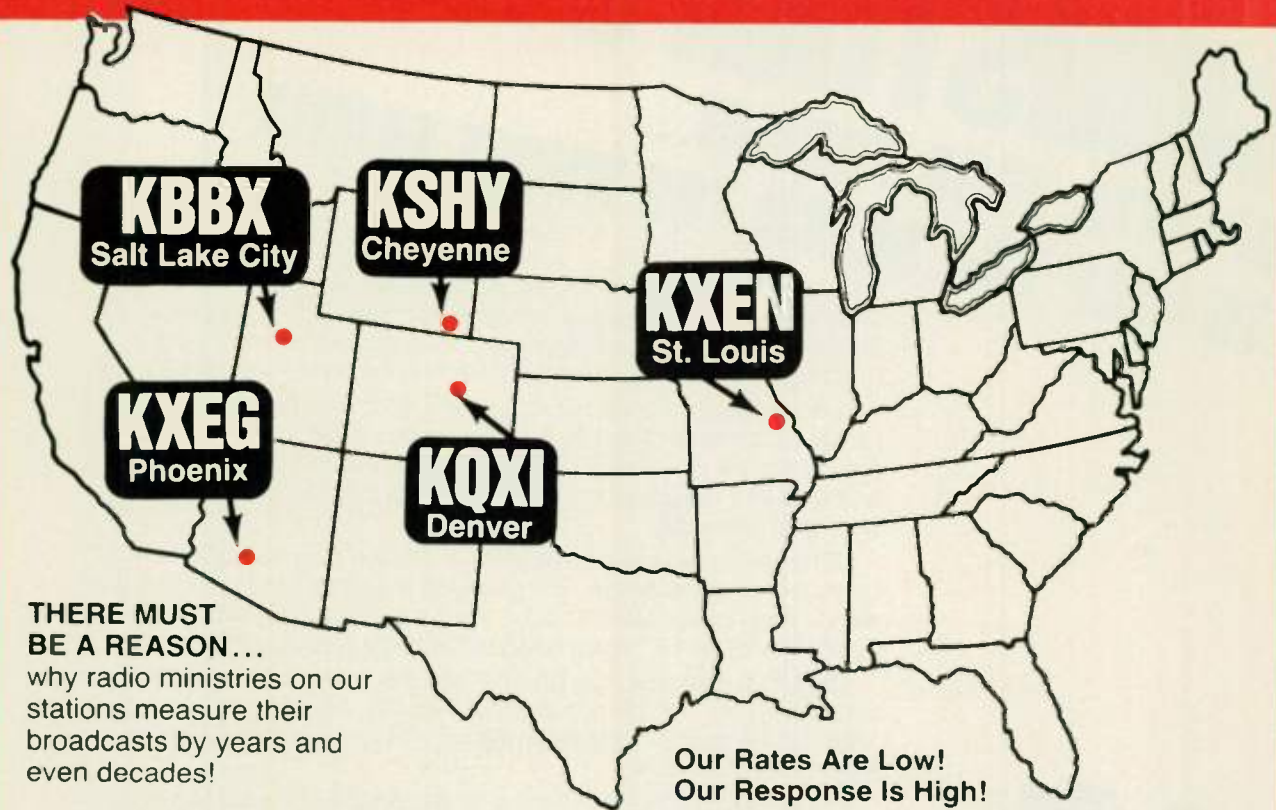
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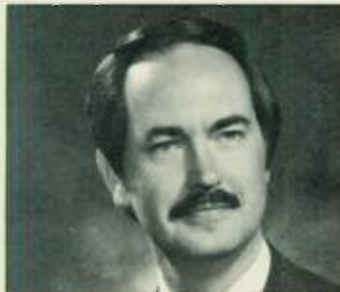
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Executive Editor Dr. Ben Armstrong
Editor Audrey Langdon

Managing Editor Robert L. Niklaus
Advertising Manager Max McLean
Assistant Editor

Daniel J. Nicholas

Editorial Assistants Susan Kubick,
Anne Dunlap

Subscription/Circulation Assistant
Robert Trepanier

Washington Correspondent
Kenneth Beachboard

Editorial and Advertising Offices:

NRB, 101 New Maple Avenue, Pine Brook, NJ 07058, 201/575-4000.

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SPEAKING OUT

What NRB Can Do for You



Some of you, reading our magazine, are not members of National Religious Broadcasters. Let me call your attention to some of the very meaningful benefits and services we offer through membership.

First of all, our monthly magazine which you are reading contains news, feature articles, background information, and very informative advertising pertaining to the religious broadcasting industry. Each member organization receives a copy and this is of value since individual subscriptions are \$18 per year.

Another publication, restricted to member organizations, is "News for National Religious Broadcasters," a newsletter designed to keep you

informed about association business. The Religious Radio Analysis is a valuable service, giving exclusive audience data for religious stations. The Directory of Religious Broadcasting is the only source of comprehensive information about religious stations, programs, and suppliers. The 1982-83 edition is the largest ever, reflecting the dramatic growth in the industry.

Meeting annually in Washington, 3,000 strong, religious broadcasters have made the Federal Government aware of our goals and concerns. We have developed a strong and lasting relationship with the Federal Communications Commission, appropriate Congressional committees, Congress at large, and with several recent Presidents. Increasingly NRB is invited to take part in meetings at the White House. It was my privilege to represent the association at a White House luncheon for the President's Task Force on Private Sector Initiatives a few months back. Other opportunities to meet with the President or members of his staff will give NRB the means to present the needs of religious broadcasting.

With all the activities for the membership going on in NRB, I am not surprised that membership is up. At our May meeting of the Executive Committee, we approved the applications of 28 new members, and we expect to have a comparable number this fall.

If your organization is a member, we thank God for you and for your working with us in this vital work. I place two challenges before you: the first challenge is financial. Please keep the monetary needs of the organization in your mind, review the NRB financial guidelines and consider bringing your contribution in line with the income God has given you.

The second challenge is equally biblical. I am asking every member to help us with the recruitment of potential members. Send us names and addresses and we will contact them immediately.

With your help, prayers and faithfulness, NRB will continue in the best of times and the worst of times to be a channel of the Lord's blessing.

E. Brandt Gustavson
President
National Religious Broadcasters

A Foreward Look

The apparent heightened interest in news by the viewing public attracted the attention of the editors, so they asked the question, "What does this mean to our people?" The answer evolved into this issue of the magazine. From many different directions and by writers from varied backgrounds the answer came back: "If you consider your station a full-service station, and if you want to keep the audiences' hands off the dial, make news an important part of your program schedule." It's a sure thing, so read on.

PRESS-TIME REPORTS

Sharp confirmed
by Senate as
FCC commissioner

Stephen Sharp was confirmed by the U. S. Senate last month as the FCC's newest commissioner. Sharp, who has demonstrated sensitivity to NRB legislative concerns, was FCC general counsel. Senate Commerce Committee-sponsored legislation reduced the number of commissioners from seven to five causing Sharp's term to expire next June 30th. Sen. Robert Packwood (R.-Ore.), the committee's chairman, said the legislative changes which were the subject of months of debate, were not intended to sidetrack Sharp's nomination. President Reagan suggested Sharp for the post last May (photo on page 44). NRB strongly supported Sharp's appointment by contacting the White House and receiving President Reagan's assurances and support for him.

Jess retires from
Chapel of Air,
becomes radio chaplain

John D. Jess, founder of Chapel of the Air retires at the end of October to accept a post as radio chaplain of the Family Radio Network. He now lives in New Mexico.

Graham preaches in
East Germany and
Czechoslovakia

Evangelist Billy Graham toured East Germany for ten days last month to preach the Gospel, meet with local church representatives and view historical sites. The trip was sponsored by the interdenominational Federation of Free Evangelical Churches in that country. The visit to the Czechoslovak Socialist Republic, scheduled to begin on October 29, was sponsored by the Central Council of the Baptist Union there. Both tours were made in cooperation with the countries' Church Affairs offices. Anticipating the meetings with church representatives in both Eastern bloc countries, Graham said he hoped to "have fellowship with them and to gain a better understanding of their situation."

CBN Continental
Radio to be sold
to three investors

The Christian Broadcasting Network is negotiating the sale of its Continental Radio division to three former employees in an effort "to focus more completely on television," according to a CBN spokeswoman. The 24-hour-a-day live satellite radio network was curtailed last March because of "a decrease in affiliate interest." CBN president Pat Robertson said "the declining economic environment" was the main reason for the decision to sell. The three former employees, who are seeking funds to purchase transponder time from CBN, will air their network under the name Radio America. Current director Craig Hodgsen described Continental's contemporary Christian format as "not sledge hammer evangelism, but the dripping faucet approach."

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.

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Congress Enacts New Legislation to Govern the Use of Lotteries in FCC Application Proceedings

On September 13, 1982, President Reagan signed into law the Federal Communications Commission Authorization Act of 1982 ("Authorization Act"). One provision amends those portions of the Communications Act which permit the commission to choose among competing applicants on the basis of random selection, or lottery.

Congress first authorized the use of lotteries in the Omnibus Budget Reconciliation Act of 1981. The 1981 legislation spelled out the lottery scheme in fairly broad terms and directed the commission to adopt specific rules to implement it. The FCC decided, however, that the lottery provisions of the 1981 statute were unworkable and ultimately declined to adopt the rules necessary to hold a lottery.

In the recently passed Authorization Act, Congress has tried to clarify the statutory provisions which the commission had questioned. The Conference Report accompanying the Authorization Act gives explicit instructions on how the system should be implemented. A final determination as to the effect of the new lottery provisions must await the adoption of rules by the commission. Due to the unusual amount of detail provided in the Conference Report, the basic framework under which any lotteries will be conducted is fairly clear.

When to Use the Lottery

Under the Authorization Act amendments, the commission has discretion to determine when to use a lottery. Before using a lottery, however, the FCC will be expected to identify a substantial public interest benefit that would flow from using random selection instead of traditional comparative hearing procedures.

In the Conference Report, Congress set forth the principal factors which the commission should

by Richard E. Wiley

consider before using a lottery.

These factors include: (1) whether there is a large number of licenses available in the particular service; (2) whether there is a large number of mutually exclusive applications for each license; (3) whether there is a significant backlog of applications; (4) whether employing a lottery would significantly speed up the process of getting service to the public; and (5) whether selection of the licensee will significantly improve the level of diversity of information available in the community in comparison with the traditional comparative hearing process.

A petition to deny will be considered only at this final stage of the proceedings, and only if it is filed against the winning applicant. If the winning applicant is later found not qualified, the FCC will conduct another lottery, if necessary, and select a different applicant.

How to Determine Preference

In the new lottery legislation, Congress has required the commission to ensure that applicants owned by members of minority groups or persons with few other media interests will have a better chance of winning in the lottery than other applicants.

To determine whether an applicant is entitled to one of these pref-

Under the Authorization Act of 1982 the FCC can "choose among competing applicants on the basis of random selection or lottery"

In discussing how the factors should be evaluated by the commission, the Conference Report suggested that, in most cases, the agency could not justify the use of a lottery to choose an applicant for a full-power television station. Congress believes that a lottery would be appropriate, however, in choosing among mutually exclusive applicants in the low-power television service.

Before a lottery takes place, the commission will be expected to conduct a preliminary review of each application to make sure that it is acceptable for filing. Then, the agency will hold a lottery and select one of the acceptable applications.

Finally, the commission will decide whether the winning applicant is qualified to become a licensee.

ences, the commission will examine the media ownership and minority status of the beneficial owners of a corporation, the partners in the case of a partnership, and the beneficiaries in the case of a trust. The preferences are cumulative.

Thus, an applicant which is minority-controlled and also has no media interests would receive a greater preference than an applicant with only one of these characteristics.

According to the Conference Report, an applicant whose owners do not control any other media of mass communications will be entitled to a fixed relative preference of at least 2:1. Thus, applicants with no other media ownership will have at least twice the chance of winning that other applicants will

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have.

An applicant will have a lesser preference—1.5 to 1—if its owners, when their interests are combined, have a controlling interest (over 50 percent) in three or fewer media of mass communications.

No media ownership preference may be awarded to an applicant whose owners control more than three other media of mass communications or any outlet of mass communications which would be co-located with the facilities sought in the application.

If the awarding of individual preferences does not achieve this result, each applicant's probability must be adjusted to meet the 40 percent requirement before proceeding to the next step in the computation.

Finally, the commission will factor in the minority preference. The Authorization Act provides an additional preference to applicants

that are controlled by members of a minority group. The term "minority group" includes Blacks, Hispanics, American Indians, Alaskan Natives, Asians and Pacific Islanders. The Conference Report states that this preference should be at least two-to-one.

Need to Safeguard Protections

In the Conference Report, Congress was concerned that some applicants might use the preferences to gain a license and then sell it at a profit rather than provide service. This practice, known as "trafficking," is presently prohibited by FCC rules.

A rule making is now pending, however, to revise or eliminate the prohibition. The Conference Report states that it is "the firm intent of the conferees that for any mass communications media service in which the commission determines use of a lottery is appropriate, it

should retain its present antitrafficking rules . . . or devise similar protections." Thus, the FCC's decisions with regard to the use of the lottery may directly affect the prospect for repeal of the antitrafficking rules.

The commission generally has favored the use of some form of lottery in its application proceedings. Thus, even though the Authorization Act does not require the FCC to use the lottery, it appears likely that the lottery will be employed, particularly for choosing applicants in the new low-power television service. In an upcoming rule making, the FCC will make a final decision on which services will be subject to the lottery.

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

House Passes Cable Carriage Bill by Wide Margin; Battle Continues in Senate

The Cable Carriage and Copyright legislation (HR 5949) passed the House of Representatives in late September after being stalled for months in the House Telecommunications Subcommittee. The bill, which would secure the place of religious television stations on local cable systems by continuing the "must carry" rules, was approved by a significant 347 to 53 vote of the House.

The legislation, forwarded to the Senate shortly before the Congressional recess, must clear that body's Judiciary Committee chaired by Senator Strom Thurmond (R-S.C.) and the Commerce, Science, and Transportation Committee chaired by Senator Robert Packwood (R-Ore.)

The bill has received support from President Reagan who is expected to sign it if passed by the Senate in its present form.

The original bill, unacceptable to NRB and other broadcasting associations, would have allowed cable systems with 36 or fewer channels to refuse to carry any station that received neither a 1 percent share of viewing hours in

non-cable homes in the local county nor a 2 percent share of all homes in the county.

Rep. James M. Collins (R-Tx.) sponsored an amendment that allowed exceptions for stations which carried significant amounts of non-entertainment programming (news, public affairs, education, religion). These stations, including the 29-member facilities, would be exempted from the audience share rules.

To accommodate the non-entertainment television stations that failed to meet the audience share levels, cable systems would be allowed under the bill to delete duplicated commercial network signals. This last provision was made to accommodate NRB demands.

The bill was originally drafted last spring by the House Judiciary Committee in response to cable system owners' needs. After being forwarded to the Energy and Commerce Committee, the legislation, described by NRB counsel Richard Wiley as the greatest single threat to Christian television in a decade, was bottled up until September in the House Telecommunications

Subcommittee. After extensive negotiations, HR 5949 was passed unanimously by the subcommittee which then recommended a rules suspension so the bill could bypass committee hearings and proceed to the House floor for "expedient passage."

In a letter, NRB executive Dr. Ben Armstrong described the "ratings game" that Christian television stations seeking cable carriage would be in if the bill does not become law.

"County ratings are often based on only a few dozen sample households," Armstrong said. "A Christian station which failed even once to obtain the ratings required by the bill could be deleted from the cable (system) permanently, regardless of its ratings in the future. In many heavily cabled areas, subscribers have removed their rooftop antennas. Thus, without cable carriage, a local Christian station loses its audience and the financial support essential to stay on the air."

NRB has spent \$74,000 in legal fees during recent months to insure House passage of the cable carriage and copyright legislation.

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MEDIA WORLD

WHCT-TV Safe From FCC Encroachment Over Disclosure

HARTFORD, CT (NRB)—The National Labor Relations Board (NLRB) declined to assert jurisdiction over WHCT-TV 18/Hartford, saying that the Christian television station owned by W. Eugene Scott's Faith Center Church "is an electronic church of the air."

The legal argument between the Glendale-based broadcast pastor and the Federal Communications Commission (FCC) centers around the pastor's refusal to submit financial donor information to the FCC and similar differences over the proposed sale of the Hartford television station.

The three-to-two decision by NLRB refused action because the station is "purely religious...or at the very least...so ancillary to Faith Center's religious objectives as to warrant declining jurisdiction." The

board acknowledged that to assert jurisdiction would raise serious constitutional issues.

WHCT-TV's programming is 90 percent religious and 10 percent secular, according to a legal report. Faith Center also owns KHOF-TV 30/Glendale, the flagship station of Scott's network, and KVOF-TV 38/San Francisco, plus a radio station.

The FCC sought the donor information in connection with its investigation of complaints that Scott was soliciting funds over the airwaves for a purpose for which the funds were not later used. The charges, stemming from a 1978 investigation by the FCC, were made by former employees and former members of the broadcast ministry according to published reports.

Scott has been defending, at an estimated monthly legal fee of \$70,000, the principle that a religious organization should not be required to release confidential financial data to a government agency. "No government agency is going to minister this church if it costs us \$30 million worth of licenses. "The estimated value of Faith Center's network is \$30 million.

Paul Evans, host of *Haven of Rest* and former NRB Western Chapter president, has come to Scott's assistance commenting, "The issue of privacy of donor giving is of vital importance to the church community." Evans called the FCC attempt to acquire donor information "encroaching on the First Amendment."

The NRB report commented that given "the latent constitutional issues, future litigation in this area may be very significant for religious broadcasters."

Moody Offers Free FM for CATV

CHICAGO, IL (NRB)—The Moody Broadcasting Network (MBN) is making available its FM radio programming to cable television systems free of charge. MBN is offering a 24 hour-a-day format of religious and educational features including a blend of music, news, Bible teaching and innovative children's programs.

MBN, broadcasting arm of Moody Bible Institute, carries live via satellite nationally known Christian speakers including Warren Wiersbe, Charles Swindoll, MBI's President George Sweeting, John MacArthur and J. Vernon McGee.

Other programming offered without charge includes the *Radio School of the Bible*, *Music Through The Night*, and the nationwide call-in *Open Line*.

An MBN spokesman said that the network was making the offer to cable systems because the "quality Christian programming will appeal to an almost untapped segment of potential cable subscribers: those who perceive CATV (cable) as merely 'dirty movies.'"

Lutherans Celebrated TV Sunday

ST. LOUIS, MO (NRB)—Lutheran Television Sunday, September 19th, marked the commencement of a year-long anniversary for the Lutheran Church-Missouri Synod.

Some 150 North American television stations presently air the weekly *This Is The Life* broadcast which describes itself as "the longest running dramatic series in the history of television." The synod-wide observance of the show's 30th season featured filmstrips and posters in each church.

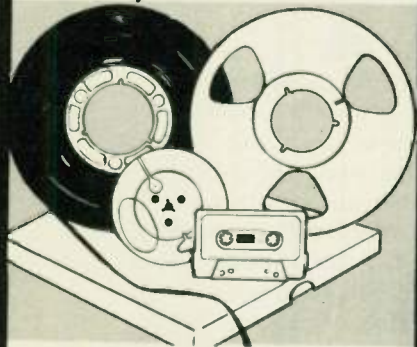
The September emphasis allowed worshippers to "celebrate God's gifts to and through Lutheran television," according to a recent statement.

This Is The Life was telecast from its 1952 inception until 1967 by the denomination. That year the broadcast attracted the International Lutheran Layman's League as co-sponsor. In 1976 the LLL accepted full administrative and financial responsibility for the television ministry.

In addition to the 150 stations that telecast *This Is The Life*, the program is also carried by Trinity Cable Network to 140 stations, and by a variety of other affiliates to 18 foreign countries.

Lutheran Television has been honored twice by NRB for *This Is The Life*. The group received the 1977 Milestone Award for "con- (continued on page 40)

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"Our ads in *Religious Broadcasting* have opened doors for our present clients and introduced us to new ministries and potential clients."

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Bott Broadcasting

"We have always considered the religious market to be an important one for us, and *Religious Broadcasting* has been very effective in helping us to reach this audience."

Sharp Electronics

"We got great response and much additional business from advertising in *Religious Broadcasting*."

Motion Picture Laboratories, Inc.

"Advertising in *Religious Broadcasting* has been a major tool in launching the new satellite service to our target audience."

Moody Broadcasting

"Following the offer to religious radio stations in the September issue of *Religious Broadcasting*, Satellite Radio Network has been inundated with interest."

Satellite Radio Network

"The three consecutive ads we ran in *Religious Broadcasting* magazine produced many solid leads from ministries genuinely interested in our multimedia services."

Quality Communications

The time to talk is now! THE 1983 NRB CONVENTION ISSUES ARE WAITING FOR YOU!! January, February and March, all convention issues, offer bonus distribution at reduced rates! Contact Max McLean at 201-328-9108 to find out how you can benefit from these three issues. Covers and preferred positions are still available.

NRB NEWS

Dynamic Speakers and Musicians Join 1983 Convention Roster

MORRISTOWN, NJ (NRB)—Broadcaster Clay Evans, one of Chicago's most influential pastors, will be among the major speakers at the 40th anniversary convention of National Religious Broadcasters, January 30-February 2, 1983, in Washington, D.C.

Headliners for the 1983 convention include Billy Graham, broadcaster James Robison, Oral Roberts, theologian Carl F. H. Henry and TV host Jim Bakker, who will originate a special edition of his daily program for convention attendees.

Looking ahead to another decade of encouraging excellence in Christian communications, NRB is celebrating its fortieth anniversary with a future-oriented theme. Based on I Corinthians 9:22, the convention theme is "Christian Media: Facing the Future." Plenary sessions, workshops, seminars and special events will focus on the challenges ahead, aiming to develop a multimedia strategy for communicating the Gospel worldwide.

Clay Evans will speak Tuesday afternoon, February 1, at a plenary session which will highlight the urgency of reaching Black audiences in the decade ahead. The noted Chicago pastor who appears on the syndicated TV program *What A Fellowship Hour*, will bring the choir from Fellowship Missionary Baptist Church to sing at the afternoon plenary session.

"With music by the Fellowship choir and a message from Clay Evans, this promises to be a stirring event, a rousing introduction to the challenges ahead," observes NRB executive committee member Howard Jones of *Hour of Freedom*. Dr. Jones will preside at the special session.

New additions to the roster of recording artists include two outstanding vocal soloists and a noted pianist. Dave Boyer, a favorite guest artist on Christian radio and television, will sing at the FCC Luncheon, Tuesday, February 1. Tuesday evening convention attendees will have an opportunity to hear Johnny Hall, the versatile soloist whose

career started with childhood appearances on radio's *Children's Bible Hour*.

In keeping with Tuesday evening's focus on Europe, the program will feature one of Europe's most acclaimed pianists, Daniel Wayenberg. A citizen of the Netherlands, Wayenberg studied with the great teachers of the continent and today continues the European traditions of musical excellence. He has performed television concerts for Evangelical Broadcasting of Holland and has recorded special releases for EO.

The roster of gifted artists who will perform at the 1983 convention includes Dove awardees Larnelle Harris and Sandi Patti, George Beverly Shea of the Gospel Music Association Hall of Fame, organist Pat Macaulay and Word Records executive Kurt Kaiser, who is a distinguished pianist and accompanist.

Paul Freed to Receive Percy Award

CHATHAM, NJ (NRB)—The fifth annual Percy Award of the Eastern NRB chapter went to Paul Freed, founder and president of Trans World Radio (TWR).

The award presentation was one

of many highlights of the Eastern convention, October 15-16, at the Aspen Hotel in Parsippany, New Jersey. The award ceremony took place at Friday night's banquet.

The Percy Award, named for religious radio-TV pioneer Percy Crawford, is given annually to a Christian broadcaster from the Eastern region whose ministry exemplifies leadership in Gospel radio and television.

Starting with a vision of sending the Gospel into Spain, Freed has built Trans World Radio from a 2,500-watt station into a major international broadcasting ministry. TWR has superpower installations in Monte Carlo, Bonaire, Swaziland, Sri Lanka, Cyprus and other locations around the world, staffed by about 185 Americans and 410 nationals overseas. TWR also operates production centers and studios in 12 other countries. International headquarters are in Chatham, New Jersey.

Earlier NRB honors for Trans World Radio include the association's Award of Merit in 1967. A member of the NRB board of directors, Freed is a graduate of Wheaton and Nyack Colleges, and received his Ph.D. from New York University.

Previous recipients of the Percy Award were the late Percy Craw-

NRB Award Recipients

Paul Freed



J. Russell Killman



ford, a member of the NRB Hall of Fame; George Palmer of *Morning Cheer*, also a member of the Hall of Fame; Jack Wyrzten of *Word of Life*; and pioneer broadcaster Theodore Elsner.

Drive for New Members Becomes 1983 Priority

MORRISTOWN, NJ (NRB)—A fortieth anniversary campaign to enroll new NRB members was launched by president E. Brandt Gustavson at the recent regional conventions.

Noting that the membership drive underscores the 1983 theme—the future of Christian media—Gustavson points out, “Everything affecting Gospel radio and television is moving at a faster pace than ever before. Considering the dynamic developments taking place, we should have more than 200 new NRB members in the coming year.”

Four types of NRB memberships are available: 1) associate—agencies, suppliers, ministries and churches not directly engaged in broadcasting, 2) program producers—organizations which produce religious programs for radio and television, 3) station owners and operators—executives of radio, TV and cable stations which carry predominantly religious material, 4) and patrons—individuals contributing tax deductible gifts of \$40, \$50, \$100 or more.

Gustavson challenged present members of NRB to bring in potential members by recommending organizations which would qualify.

“If you’re a station operator, you know at least one program producer who should be a member of NRB. If you’re a program producer, you probably know about a station which should be a member of NRB. Associate members probably know organizations in every category,” says Gustavson.

Requirements for membership include adherence to the NRB statement of faith and code of ethics. Applicants must furnish three references, preferably from NRB members and local evangelical pastors.

Membership applications are available from NRB membership secretary Susan Malinowsky at 201/575-4000.

How to Guarantee Cash Flow Each Month

by Dale Cors

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.

Most organizations who offer their donors the option to contribute via electronic banking are amazed with the results. EFT offers both the donor and the charitable organization benefits.

Donors save time and money. There are no checks to write each month—contributions are paperless and automatic. For the donor, the cost of checks, envelopes and postage is eliminated.

The benefits to the non-profit organization are even more dramatic.

97% PLEDGE FULFILLMENT

The average fulfillment of annual EFT pledges is 97%. In other words, 97 cents out of every dollar pledged via EFT actually reaches the organization!

INCREASE AVERAGE GIFT AMOUNT

With such an easy contribution plan, most donors commit to a ten to twenty dollar a month gift rather than send a one time donation of twenty-five dollars, resulting in a far higher annual gift.

AUTOMATIC RENEWAL

Unless a donor makes a decision to cancel his authorization, electronic contributions continue automatically. Statistics show that after one year, 90 percent of EFT donors stay on the system.

GUARD AGAINST INFLATION

You can offer your EFT contributors the “inflation guard” option, which permits you to increase their monthly donation by 10 percent every twelve months. If a donor pledges ten dollars a month and chooses inflation guard, that has a ten year worth of \$1,909 to your organization.

IMPROVE MONEY MANAGEMENT

Once you set EFT in motion, you can count on a predictable monthly cash flow. You see, funds are transferred from your donors’ accounts to your organization’s account on a specified day each month.

REDUCE COSTS

If your organization is typical, you must do the following to process donations monthly. Someone must open the mail, endorse the checks, post them, update the donor’s files, list the checks on a deposit slip, take the deposit to the bank, and send the donor an acknowledgement or receipt. With electronic banking contributions, these administrative costs are virtually eliminated.

Imagine, receiving a concise printout of donor activity each month, and knowing that the funds are already safely in the bank!

And, you’ll never have to worry about postage increases, postal strikes and delays. With EFT, you and your donors are protected.

Once donors are on an EFT system, a fund raiser may wish to contact them periodically to thank them for their donations, request an increase in their monthly gift, or ask for a special additional contribution.

However, keep in mind that only one form, one authorization has to be signed. After that, there are no checks to process, no bills, no reminders, no notices—yet, you enjoy a predictable cash flow each and every month.



Dale Cors is president of EFT Management Systems, Inc., a service company that helps organizations integrate electronic banking automatic fulfillment 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

Western Chapter Award Goes to Russell Killman

LOS ANGELES, CA (NRB)—The Western NRB conferred special honors upon Russell Killman of *Heaven and Home Hour* during the chapter's annual broadcasters' banquet, September 20 at the Los Angeles Marriott.

Approximately 500 registrants and guests filled the El Pequino Ballroom for the banquet, a highlight of the annual Western Convention. NRB president E. Brandt Gustavson presented the award to Killman in recognition of his outstanding accomplishments.

Banquet speaker Jack Hayford of the Church on the Way cited Killman as a man who "exemplified integrity." In accepting the Western NRB award, Killman had attributed the success of *Heaven and Home Hour* to the influence of program founder Clarence Erickson and the goodness of God.

Killman has been with *Heaven and Home Hour* since 1958 and became director in 1963. Earlier he had travelled with Lance B. Latham and the White Shirt Brigade for seven years as a tenor and coronet player. He served four years in the U.S. Navy and was a missionary in Formosa and Hong Kong during the 1950's. He is a graduate of Biola College, Talbot Seminary, and California Baptist Seminary.

The award ceremony was one of many newsworthy events of the Western convention, which marked a 20 percent increase in registra-

Norman Plunkett



Bruce Dunn



tions this year.

Previous Western award winners include Ethel Erickson of *Heaven and Home Hour*, Clint Fowler of KGER/Long Beach (California) and T. Myron Webb of *Bible Fellowship Hour*.

Norman Plunkett Elected Southeast President

ATLANTA, GA (NRB)—Norman Plunkett, director of *In Touch Ministries* (First Baptist Church, Atlanta), became president of the NRB Southeastern chapter at the recent regional convention.

Plunkett heads the list of officers

elected at the annual business session, September 30. He replaces Dean Sippel, station manager of WMBW/Chattanooga. Sippel now serves the executive committee in an ex officio capacity.

Other newly elected officers include vice president Ed Temple of WORD-TV/Lynchburg (Virginia), treasurer Glen Velker of WMCU/Miami (Florida) and secretary Richard Florence of WRMB/Boynton Beach (Florida).

At-large members are Edna Edwards of WFGW/Black Mountain (North Carolina), Frank Nagle of WRAF/Toccoa Falls (Georgia), Ross Rhoads of Calvary Church (Char-

1983 Convention Participants

Clay Evans



Jim Bakker



Pat Macaulay



Kurt Kaiser



lotte, North Carolina) and Al Snyder of Liberty Baptist College (Lynchburg, Virginia).

Elections were a highlight of the Atlanta convention, which featured Charles Stanley of *In Touch*, Thomas Zimmerman of the Assemblies of God, Larry Burkett of *Christian Financial Concepts*, and David Mains of the *Chapel of the Air*. Workshops dealt with such topics as marketing analysis and format changes, satellite programming, the ministry of women in the media and low power television.

**Register Early
For The
40th NRB Convention**

By registering early for the historic 40th annual convention you save money. Use the convenient registration form on page 42 and you will be eligible for reserved seats at the Congressional Breakfast, the FCC Luncheon and the Anniversary Banquet.

For additional information call NRB at (201) 575-4000.

**Midwest NRB Theme:
"Communicate Truth"**

CHICAGO, IL (NRB)—Highlighting the theme "Communicating the Truth," the NRB Midwest convention September 22-24 in Chicago featured distinguished communicators, field trips, professional workshops and top musicians.

Major speakers included author Elisabeth Elliot, Donald Cole of WMBI, Stephen Olford of *Encounter*, Bruce Dunn of *Grace Worship Hour*, and NRB president E. Brandt Gustavson.

Johnny Hall, who will appear at the 1983 national NRB convention in Washington, D.C., was one of the recording artists on the midwest program.

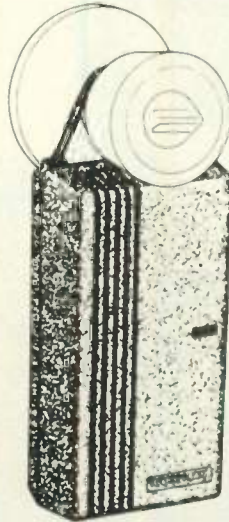
Chapter president Joe Springer of *Moody Church Hour* reported that the selection of workshops was "popular and informative."

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

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Religious programmers are finding that news coverage — around the town and around the world — keeps that hand from the dial

What News Can Do for You

by William K. Adler

THE DULCET tones of "El Shaddai" drifted on WMHK-FM/Columbia, as Amy Grant's popular vocal concluded a segment of mellow contemporary Gospel music

on the South Carolina station. Program director David Morrison flicked a switch. A male voice came on:

"From the World Desk of United Press International, this is Craig Smith..."

So began the UPI Audio Network newscast.

What are news and good Gospel music doing together?

For that matter, news and the Spoken Word?

Not that many years ago, news played a very small role at religious radio stations. A few local stories and some public affairs announcements often filled the bill.

"At one time, news was regarded as something that conflicted with basic Christian programming," Morrison explained. "But I think 'no man is an island' is a very important concept for Christians. If we can get a more accurate view of what's going on in the world, we can become better Christians."

WMHK is only one of hundreds of religious stations that have beefed up national, international and local news in recent years, a trend that marks a dramatic turnaround from the time when news was left to "the secular stations" in the market.

The "Flip" Factor

"For one thing, it's just part of being competitive," said Jack Kandel, general manager of KGDN-KBIQ, commercial



Christian stations in Edmunds, Washington, just outside news-heavy Seattle.

"You have to play by the rules they plan at the downtown stations," Kandel said. "By that I mean news, stocks, weather, traffic, news and sports. If you don't offer these things, it doesn't matter what your other programming is—you're going to lose listeners."

By touching base with these key areas of information, Christian stations have successfully challenged the tendency of some listeners to "flip the dial" on the hour to find out what is happening across town, or across the globe.

Like WMHK and 1,000 other radio stations, KGDN-KBIQ is an affiliate of the UPI Audio Network. The Edmunds stations, which use a UPI satellite dish for pulling in audio programs, employ two full-time news people and four backup news staffers. The stations run heavy drive-time news, including 15-minute news blocks at 7 am, noon and 5 pm.

KGDN-AM sells spots and also is supported by programming segments, but the contemporary Christian FM, KBIQ, relies almost exclusively on ad sales.

"We have to offer our listeners what they want to be competitive," said Kandel, whose stations have jumped in revenue an average of 20 percent each year since 1977. As the 1981 radio Award of Merit recipient at the last NRB convention in Washington, he also sees news as an element of quality in overall programming.

"News means involvement, which is part of an overall Christian awareness," Kandel said.

In addition to UPI, Associated Press and the various general commercial networks, Christian stations may choose from specialized news and programming sources aimed at religious stations.

"There is an interest on the part of Christian station managers to supply the basic needs of their listeners," said Perry Straw of the Moody Broadcasting Network, one such service. "Many want to avoid giving listeners the occasion to switch stations."

Straw, who is administrator of Broadcast Services for the satellite-delivered network, said an example of the changing attitude toward the area of news is his own network's approach to sports.

"For years, we simply didn't do sports," Straw said. "We have come to realize that sports, at least some sports, is legitimate news. You have to have

respect for the listener. Look at your listener like you look at yourself, your own needs."

Moody offers 24-hour programming to Christian stations, with formatted newscasts at five minutes before the hour. Since offering the full service earlier this year, 20 stations have signed up, along with the 11 Moody stations already on line.

The Ratings Factor

Another factor leading Christian stations into enhanced news presentations is ratings. Station KFLR-AM, a non-commercial Christian station in Phoenix, uses an aggressive news presentation to compete in a rugged 36-station market.

"In the most recent book we clearly showed at 23rd," said George Tanner, news director and assistant manager, referring to the ARB ratings.

More interesting, the station was 13th with women 25-49, for a 2.9 share. In other words, this non-commercial Christian station grabbed a sizeable chunk of what is considered to be a choice demographic target: prime-of-life women.

"Yes, this breaks the stereotype old lady image for Christians," Tanner said.

How did KFLR do it? At least in part, with heavy news.

"We have 10-minute newscasts at 6, 7 and 8 am, as well as at 4 and 5 pm," he said. "We rely on UPI for the national and state news, and then our own staff can concentrate on local news plus happenings at the state capital, which is conveniently close by."

The newscasts typically consist of 4½ minutes of network news, followed by 3½ to 4 minutes of state and local news with phone interviews, actualities and so on. Local sports, network sports and/or weather may follow.

There is also a full 30-minute newscast from 12:30-1 pm.

Tanner said that several years ago, had he been asked if he would like to do news for a religious station, the answer would have been, "no way."

However, he has climbed onto the wave of news at Christian stations and has even discovered benefits he could not have enjoyed as a newsman in other situations.

Tanner said KFLR, a member of the five-station Family Life Broadcasting System, airs about 60 percent music, 30 percent teaching, perhaps 10 percent news.

In addition to the practical and competitive aspects of news, Tanner underscored that well-produced, tasteful news can be part of a station's ministry.

The Involvement Factor

"We'd like to keep our listeners with us on the hour, rather than have them go somewhere else and hear the news from another perspective. And, as Christians, it's up to us to get involved," he said.

According to WMHK's David Morrison, news can help a station's listeners become better Christians by turning local awareness into awareness of the world and its problems.

"That imperative in Matthew 28:19 reads, 'Go therefore and make disciples of all nations,'" Morrison said. "To me, that means we all have to stretch beyond next door, and across the seas."

He added, "If there's a war going on in Lebanon, I as a Christian should know about it. I, as a Christian, at the very least should know about it to offer prayer."

Morrison said he was aware of surveys that showed state and local news is preferred over national and world news, but he said Christian stations have a special obligation to offer world news.

"Christ was for the whole world, not just for one country, not for just one people, and I think that's important to remember," he said.

WMHK, a non-commercial station operated from the Columbia Bible College, runs network news of the nation and world, followed by state and local news. Special state packages run on the half hour.

Morrison said news will probably be used more and more at religious stations in the years to come, part of what he sees as a shift among many Christians from a focus on the individual to an emphasis on Christ, the family and the community.

"As a Christian I believe God is at work in this world. I want to know what's happening in the world, because nothing exists that was not brought into existence by God," he said.

NRB



Mr. Adler is director of information for United Press International. During a three-year assignment in Charlotte, N.C., as a regional executive he worked with religious broadcasters to adapt UPI news to religious programming.

**Winning a hearing through
balanced reporting of news could be
the first step toward
winning a hearing for the Gospel**

The News as "Common Ground"

HAVE YOU heard the latest?" What an introduction to secure the attention of nearly everyone! The latest news may relate to sports, politics, the economy, entertainment, catastrophe, education, medicine, science or religion.

Did I forget music, business, labor, kids, women, flying, boating, ham radio and a hundred more? There is no end to the topics, interests, hobbies, concerns and occupations that have captured the continuous attention of the millions all around us.

Jesus used the life-styles and events of His day to illustrate His mighty parables. His servants today preach with urgency the timeless message of the Gospel with careful attention to today's happenings. The Christian broadcaster (both program producer and station operator) has the greatest opportunity of all to relate "today's news" with the Good News.

Persuasion Through Interpretation

There is another totally different approach to news and the Christian broadcaster that also needs our keen attention. It deals directly with the way the nation's news is being written and delivered into a hundred million homes each day. The interpretation of news and its balance (or lack thereof) will directly affect "how" people respond to it, Christian and non-Christian.

The identical news event reported the same day by Paul Harvey and also by the Washington Post may take on the contrast of day and night when compared. The news "messenger" has tremendous powers of persuasion. From the same single story, he can breed despair, doubt, and disunity or bring enlightenment, encouragement and challenge to his audience.

by **Richard C. Dean**

**The news
"Messenger"
has tremendous
powers of
persuasion ...**

How is it we Christians are so illuminated about the awful bias of the NY Times and the TV networks, and yet are so inhibited, uncreative and barren in the production of independent thinking Paul Harveys with "the rest of the story?"

News is "where it's at!" News relates to everyone and every aspect of life. We must honestly use news as the effective tool it is—or be manipulated by its misuse to the detriment of our nation's moral values, our economy, our defense, our children, our rich religious heritage—in fact, our very survival.

**... From the same
single story
he can breed
despair, doubt
and disunity
or bring
enlightenment,
encouragement
and challenge
to his audience**

The careful and honest delivery of secular world news must be, to the Christian broadcaster, a co-ministry of delivering the Good News. The integrity applied to the first will lend credence and dignity to the second. The Christian broadcaster needs to do more than "rip and read." Concepts like "weigh and balance" bring credibility.

News also becomes for the Christian broadcaster a magnet to build audience like carefully programmed music, sports, talk or drama. And building audience is akin to fishing where the fish are. Without that audience we end up talking to ourselves. Considering our message, this is something Christians can ill afford to settle for.

Proclamation Through Perspective

WFMZ-FM/Allentown (Pennsylvania) builds audience with beautiful music and local and national news. The Gospel comes from neither, but from carefully developed one-minute Gospel inserts produced by local pastors or by national talents such as Bob Larson. They are all relevant to today's world conditions and they communicate the Good News to a broad audience, the second largest of its type in the USA, according to the recent national Arbitron survey breakout for Christian stations.

We have used Gospel inserts on our radio station for 17 years and will share them with other NRB stations at cost. The FM station is celebrating its 35th anniversary this year.

WFMZ-TV/Allentown is only six years old this month—but it is heavy into news. We began telecasting Thanksgiving Day, 1976 and discovered that we were one of two independent UHF's to employ and operate a full-time ENG-TV news staff and cars with two half-hour TV newscasts daily. It is expen-

"AP Radio Network gives me 1,374 ways to make more money every week. To me, AP means Added Profit."

Robert C. McKee
President and General Manager
WPRW, Manassas, VA.

Bob McKee of WPRW proved it to himself on his bottom line. AP Radio Network is the commercial-free, problem-free profit maker. The reason why? AP Radio Network makes your time and money earn money over thirteen hundred times a week. Here's how Bob explains it.

It all adds up. Flexibility, programming, sales.

"Newscasts alone give us a total of 672 spots a week between donuts and adjacencies. In fact, hard news is probably our easiest sell. Every local merchant is a prospect: the bank, department stores, fuel companies, real estate brokers... it's what we call an image spot.

"The Business Barometer works the same way for us. Sponsors love the identity they get being associated with AP 94 times a week.

"I can just run down the line from there. The SportsLine and Motor-SportsLine are naturals for sporting goods stores, the hardware shop, car dealers, auto parts houses. They get their names and message on air 242 times a week.

"We sell Project Medicine—AP's health feature—exclusively to the pharmacy, the Ag reports go to our local farm equipment dealer and so on."

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"Despite all the fancy talk I hear about technology, no one can match the AP's leadership. They've got over 450 dishes now on-line and operational. And AP's SAT plan is the world's largest, with 900 dishes scheduled by summer of 1983—that's a plan that really delivers. I'd say AP is doing it all and doing it better."

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Added Profit

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AP Broadcast Services Innovation for better news programming

sive, but it has opened up the entire Lehigh Valley, third largest market in Pennsylvania, to us and to the Gospel. As an evidence of public reaction and response, the local televised Newpulse half-hours are usually sponsor-filled to capacity.

A highlight of each newscast is a 90-second TV commentary by the well-known political analyst Donald Barnhouse, formerly with CBS in Philadelphia for nine years. Don has taught communications at Drexel University and political science at Eastern College. With a working knowledge of five languages and a traveling itinerary of some 45 nations, Don has spent several years living among peoples of other cultures and learning how they think and feel.

Having a degree from Harvard, studies in nuclear physics at the University of Pennsylvania, a Master's degree from Princeton Seminary and studies of political science at Bryn Mawr and Villanova, Don brings a high degree of authority to his interesting commentaries. He presents a Christian perspective on the news, not a religious com-

**Paul counsels us
to carefully use
"common ground"
with the world
whenever possible
to gain their
attention and win
them to Christ**

mentary. He is the son of the late world-renowned Bible expositor and radio broadcaster Donald Grey Barnhouse of 10th Presbyterian Church, Philadelphia.

The daily Barnhouse Series on national issues is produced at WFMZ-TV studios and is being shared at cost with other television and radio broadcasters as a taped news additive or stand-alone feature.

News analysis, the capacity to make

complex issues clearer and more understandable, is a must for all religious radio and television stations. Christian broadcasters need to develop a competent local staff spokesperson who will professionally address local issues and challenges as they affect legitimate Christian interests.

The call is clear: to "go into the world" and preach (broadcast) the Good News. The question for broadcasters is how. I keep being drawn back to Paul's admonition in 1st Corinthians 9:20-23 (Living Bible) where he counsels us to carefully use "common ground" with the world, whenever possible, to gain their attention and win them to Christ. News can be a most effective, uncompromising means of gaining respect and attention. **NRB**



Mr. Dean, president of WFMZ-FM and WFMZ-TV, is a member of the NRB Board of Directors.



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**Religious stations should counter
the hidden censorship of secular stations
with their own news coverage**

The Rest of the News

A FRIEND of mine was driving through a major American city (names and places are being withheld to protect the innocent!) and he decided to tune in the local Christian station on his car radio. He was particularly interested in hearing the baseball scores which he thought would be broadcast immediately following the news, as they frequently are on secular stations during the drive-time period.

The station, it turned out, did not report the scores or any sports news at all.

My friend later wrote the station and inquired why it did not report on sports. He received a letter which said that the founder of the station (now dead) did not like sports so the station does not "do" sports!

The story is illustrative of a major problem in Christian broadcasting.

Should a Christian station be distinctive for what it *does not* broadcast (hard rock music, suggestive jokes, slanted news coverage, etc.) or for what it *does* broadcast?

A Christian station should provide everything a secular station provides in the way of news, weather and sports and it should provide it better and in greater depth. Surely the Lordship of Christ means that Christ wants to be Lord not only of our "religious" life but of our "secular" life.

For the Christian, there should be no distinction between the secular and

by Cal Thomas

sacred. It is as great a testimony to Jesus to deliver a well-balanced and fair newscast as it is to read John 3:16.

Hear me now. I *did not* say that a newscast will save a person's soul or edify the body in a spiritual sense. I *am* saying that a Christian reporter gives a witness to the quality of his faith by allowing Christ to be Lord of his news gathering and reporting. This is true of a Christian working in the secular media as well as a Christian working at a distinctively Christian radio or television station.

While working at International Media Service in Washington (which Forrest Boyd and I began in 1977 as a supplemental news service for Christian stations to give them "the rest of the news"), I recall asking for a report from a local Christian station in a city to be visited by former President and Mrs. Gerald Ford.

I happened to be aware of the close relationship the Fords have had with Francis and Edith Schaeffer and I suggested to the reporter at the Christian station that he inquire what help they had been in helping Mrs. Ford to overcome her alcoholism.

At first the reporter was reluctant to ask such a question at a general news conference where many secular reporters would be present. I encouraged him and he finally agreed to ask the question. Former President Ford's answer was one of the best of the entire news conference.

It certainly provided information of interest, not only to Christians, but to a

general audience that they would not have had if the reporter had given in to his instincts and not asked the question. Was this a "religious" question? No more so than a question about the economy would have been thought of as a "secular" question.

Need to Report

Every Christian station, no matter how small, should make an attempt to report news. There are many young people who would work for low pay or even nothing at all for an opportunity to "break in" to the business. Christian stations should send reporters to the mayor's news conference, to school board meetings, to any local event of interest to their listeners.

They should strive to give their listeners enough news, information (and sports!) to keep them tuned in so that they will not want to switch to another station for something they cannot get on the Christian station. This is a fundamental rule of broadcasting. Do not do anything that will cause a person to change stations.

There is, truly, a battle for the mind going on in America. A number of surveys and books have revealed that those who decide what we will see and hear on television and radio have no religious life whatsoever. Many of these media elite hold views that could be characterized as "anti-religious."

Author Ben Stein interviewed dozens of Hollywood's top television producers. In his book "The View from Sunset Boulevard," Stein documents how the personal presuppositions and prejudices of these people carry over into their programming. He demonstrates how a producer's view about big business, the American government and especially the clergy color everything that producer decides about the content of his programs.

An example: Producer Lee Rich told Stein, "Is the church important in American life? No. There seems to be a resurgence of it in a lot of young people. Young people are prone to experimenting with new things." (It was interesting to note that religion was apparently so far removed from Rich's thoughts that he considered it a 'new thing'—Stein's parenthetical thought). "They've gone through drugs, drinking, changes in sexual mores.

"Now a group is looking for religion. The church has destroyed itself over a

**Christian stations need to adopt a new attitude.
They should not be alternative stations.
They ought to be primary stations.**

number of years. It is no longer the church that says 'I say this and you believe.' People now question what the church says. It is being challenged. I gave up going to church at 17. I do not know anyone who goes to church."

Other surveys (Public Opinion Magazine, the Connecticut Mutual Life Insurance Company, etc.) confirm what most of us have long suspected: that persons in news and entertainment with a strong religious faith are virtually non-existent. Do their non-religious and, frequently, anti-religious views color their news and entertainment judgements? My own experience in the industry is that they do.

Bias and Censorship

These prejudices against Judeo-Christian values should be countered by the Christian stations. We should also force the secular stations to face up to their hidden censorship. By hidden censorship I mean the deliberate censorship of Judeo-Christian values and traditions.

It is not Christians who are guilty of censorship. It is the secular humanistic elite which has doubly violated the First

Christian stations have the opportunity to be both light and salt in their communities. They can offer something no other station can.

Amendment by establishing the religion of secular humanism and preventing the rest of us from the free exercise of our faith. It is time that Christian stations, particularly, begin addressing that censorship and responding to it in their news and public affairs coverage, their other programming and in their editorials (yes, Christian stations should do editorials, as well!).

Christian stations need to adopt a new attitude. They should not be *alternative* stations. They ought to be *primary* stations. Listeners should want to tune in not only because they can hear the Gospel, enjoy good Bible teaching and uplifting music. They should also be able to get all the news and information they need, along with commentary, that will help them understand national, international and local events from a Christian

perspective. You can bet they will get it from another perspective on the secular stations.

Christian stations have the opportunity to be both light and salt in their communities. They can offer something no other station can offer. Just as Christ wants to be Lord of all we do, so, too, should Christian stations seek to provide programming that addresses not only the spirit, but body and mind as well. **NAB**



Cal Thomas is a veteran of 21 years in broadcast journalism and is now Vice President for Communications of Moral Majority.

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EVERY CHRISTIAN radio and television station in the world has a moral obligation to provide as much information to its audience as its resources will allow. This is not because of requirements by the Federal Communications Commission to serve the interests of the people, but primarily because people need to know what is important to them.

Christians have awakened to the need to provide their children with a balanced education that reflects their values and Christian assumptions. Christians have recognized their duty to be involved in politics on a local and national level. But some have been slow to see the importance of information ... just plain knowledge of what is happening. It is almost as though they subscribed to the theory of "Ignorance is bliss," or "What you don't know know won't hurt you."

This is a tragic mistake ... a potentially fatal omission. When we evaluate how our society got where it is, we will have to put a great amount of the blame on the media. At the very least, the news media have set the agenda of debate and influenced the consciousness of Americans.

You cannot discuss something if you do not know it is happening. You cannot protest something if you have not heard about it. You cannot argue a point if you have no facts. And you cannot prepare if you have not been warned.

The fault is not in the hearer. The fault is that the hearer is getting one-sided information.

Propositions have been accepted because they have been the only ones talked about in the press.

For example, the general public has accepted the Playboy philosophy because it has been getting favorable information about it with little or nothing to counter it. What has been coming from the media has been a constant barrage of statements and implications that, "It must be okay, because everybody in the world thinks so." And they never hear about anyone standing up and shouting "Oh, no they don't."

The Gatekeepers

One of the reasons for this has been that those in charge of selecting news to cover have decided some events and some opinions are not news. In a sense, news is anything you say it is. But in the sense of people knowing about it, news

is what gets good "play" in the press.

My colleague Vic Beattie called the Faith Baptist Church in Louisville, Nebraska to check on the status of Pastor Everett Sileven, who was defying a state order to register his Christian school.

A breathless secretary told him, "I can't talk to you now ... the sheriff has just come into the church to arrest our pastor."

Shortly after, the Rev. Carl Godwin,

A Moral Obligation to Inform

by Forrest J. Boyd

who heads "Nebraskans for Religious Freedom" called back to explain the arrest and to tell us that a convoy of 200 pastors was at that moment following the sheriff and pastor Sileven to the jail where they would conduct a vigil.

We put all of this on our live newscasts which are provided through the Moody Broadcasting Network. We thought it was newsworthy by anybody's journalistic standards, but most of the other news organizations did not.

Since that is the way it is, it is almost impossible for anyone to make valid conclusions about many subjects. You cannot evaluate American youth, for example—its lifestyle, its values, or its aspirations—if important elements of the youth scene are ignored. How can you get a true picture of American youth if you do not include the fact that 17,000 college young people attend a missionary conference at Urbana during the Christmas holidays, when all their school peers are home having fun?

There are no drugs at the Urbana conference, no entertainment, no sunny beach. The only reason these college young people go there is to seriously consider spending the rest of their lives as missionaries. Should this not be considered when portraying American youth? Yet, if the press does not consider it news, how can most people know about it?

The Whole Story

There is something important the secular media are not doing and that somebody ought to be doing. Somebody ought to be reporting the rest of the news.

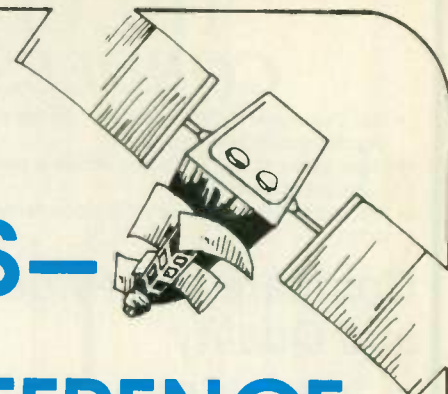
How will people hear the rest of the news? One suggestion is to get the conventional media to change by bringing some kind of pressure to bear on owners

The Christian public cannot act unless it is informed. This places on religious broadcasters



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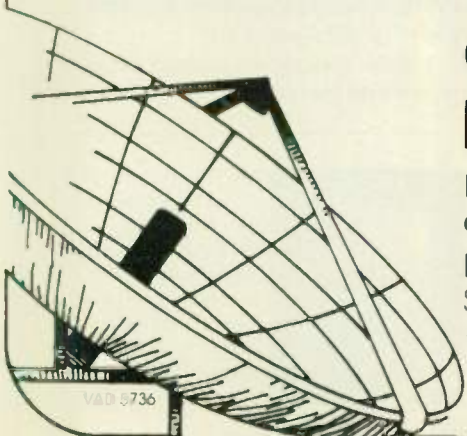
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or top officials. Or by infiltrating the media with young Christian journalists. But, frankly, I do not see much hope of changing the secular media, either from the top down, or from the bottom up.

So I have reluctantly concluded that an alternative media is the only practical answer—at least on the short term. It may not be perfect, but it is at least a partial answer that could accomplish a great deal and is possible immediately.

Already in place are hundreds of Christian radio and television stations, fully capable of telling vast audiences what they ought to know. They are not just dreams or visions in somebody's mind, or even just on the drawing board. They exist right now. They are not only a way of informing people, but the best way of disseminating news.

The Rapid Reporter

Broadcasting is immediate. Christian radio, as contrasted with Christian publications, can spread news instantly. These radio stations can tell their listeners that former astronaut Jim Irwin is at this moment lying in a hospital in Turkey after attempting to find the remains of Noah's Ark on Mt. Ararat.

They can report to their listeners that a well-known theologian has checked into a hospital for a cancer problem, or that the world's best-known evangelist has been confined to his bed for two weeks.

They can report the pros and cons of a prayer in schools amendment while it is still being debated and without having certain views screened out by a biased editor.

I am not sure exactly what kind of questions we may be asked on that great Judgment Day, but I think there will be some kind of accountability for what we did with what we had. For those of us in Christian broadcasting, it will be obvious that we had fantastic communications facilities, so one of the questions may be: "Why didn't you use them to tell the people what was going on?"

I think it would be wise to act now to avoid that question. **NRB**



Mr. Boyd is president of International Media Service, Washington D.C., which provides news of religious, ethical and social significance to radio stations. For 11 years he was Mutual's White House correspondent.

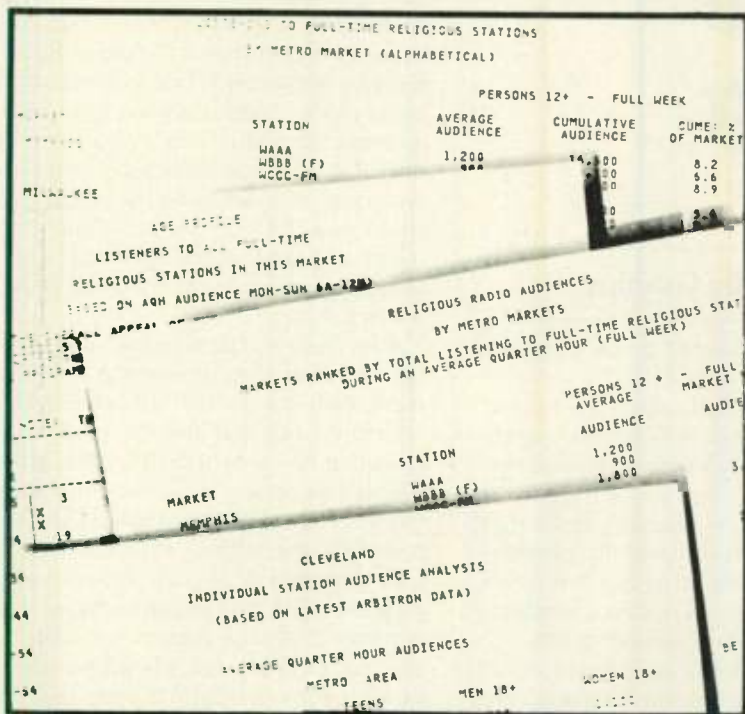
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**Today's news seems like
an unceasing litany of
tragedy, gloom and pessimism
but the Christian commentator
has a final word:**

A New Age Is Coming

CHRISTIANS ARE longing for the coming of Christ. Jesus said, "A little while, and ye shall not see me: and again, a little while, and ye shall see me."¹ Today the whole world is suffering and in travail, but Jesus said that a new age will come. We "groan within ourselves, waiting for the adoption," the Scripture says, for "the redemption of our body."² What a glorious day it is going to be when Christ comes to take us to the new home that he is preparing for us. Mothers know about birth pangs. The Bible says, "A woman when she is in travail hath sorrow, because her hour is come: but as soon as she is delivered of the child, she remembereth no more the anguish, for the joy that a man is born into the world. And ye now therefore have sorrow: but I will see you again, and your heart shall rejoice, and your joy no man taketh from you."³ Jesus used this as an analogy to describe what the world will be like at the time of his return. Here are some of the "birth pangs" listed in Scripture:

Distress

First, there will be political birth pangs. The Bible teaches that there will be apocalyptic times. The Apostle Paul wrote, "Of the times and the seasons, brethren, ye ... know perfectly that the day of the Lord so cometh as a thief in the night. For when they shall say, Peace and safety; then sudden destruction cometh upon them, as [birth pangs] upon a woman with child; and they shall not escape. But ye, brethren, are not in

by Billy Graham

darkness, that that day should overtake you as a thief."⁴

People are gloomy about the future. World leaders are making statements that indicate that it's much later than we think. We have entered a decade of maximum danger. Jesus predicted that there will be distress of nations, perplexities and troubles such as man has never known, as nation will rise up against nation and kingdom against kingdom.

Second, economic birth pangs. Jesus warned of famines in diverse places. He didn't say there would be a universal famine that would sweep the whole world. He said there would be famines in different parts of the world. It is estimated that this year alone millions will starve to death.

Third, social birth pangs. As it was in the days of Noah, so shall it be in the day of the coming of the Son of man, Jesus said.⁵ There will be a permissiveness in the moral realm perhaps beyond anything man has ever known. Paul wrote, "In the last days there will come times of stress. For men will be lovers of self, lovers of money, proud, arrogant, abusive, disobedient to their parents, ungrateful, unholy, inhuman, implacable, slanderers, profligates, fierce, haters of good, treacherous, reckless, swollen with conceit, lovers of pleasures rather than lovers of God."⁶ Do you love God more than you love your pleasures?

The divorce rate is climbing. The number of singles living together outside marriage is increasing. Other social problems such as crime and suicide are almost unbelievable. Murder and rape and muggings and beatings and

burglaries are common in every city. Scripture says, "God looked upon the earth, and, behold, it was corrupt: for all flesh had corrupted his way ... The earth is filled with violence."⁷

Fourth, philosophical birth pangs. We read, "The Spirit speaketh expressly, that in the latter times some shall depart from the faith, giving heed to seducing spirits, and doctrines of devils: speaking lies in hypocrisy; having their conscience seared with a hot iron."⁸ And in Ephesians we are warned "that we henceforth be no more children, tossed to and fro, and carried about with every wind of doctrine, by the sleight of men, and cunning craftiness, whereby they lie in wait to deceive."⁹ Don't be carried away by every false prophet and every cultist and every new idea that comes along. Study the Scriptures.

Fifth, religious birth pangs. The Bible predicts that before the coming of Christ, there will be the rise of the Antichrist. But after the Antichrist and the great anti-Christian movement the Messiah Jesus Christ will return in power and great glory: "Then shall that Wicked [one] be revealed, whom the Lord shall consume with the spirit of his mouth, and shall destroy with the brightness of his coming."¹⁰ A time is coming when the devil will be destroyed. He will no longer be god of this world and the prince of the power of the air.

Resistance

Sixth, ideological birth pangs. People have dreamed and schemed for a new and wonderful world, but that new world will happen only when Jesus Christ comes to set up his reign and rule in righteousness and peace. Before he comes there will be fierce satanic resistance, but Jesus Christ will win that battle. Jesus Christ will be the world leader of righteousness. Scripture says, "And I heard a great voice out of heaven saying, Behold, the tabernacle of God is with men, and he will dwell with them, and they shall be his people, and God himself shall be with them, and be their God. And God shall wipe away all tears from their eyes; and there shall be no more death, neither sorrow, nor crying, neither shall there be any more pain: for the former things are passed away."¹¹

The Bible also talks about another kind of birth. Before you can enter the new age, you have to be born again. Have you been born again? Jesus spoke to a man named Nicodemus and said,

"Nicodemus, you're a religious man, but it's not enough to get you to heaven. It's not enough to get you into that new age. You must be born again." Jesus was talking about a spiritual birth.

Your first birth is physical. Your second birth is spiritual. That is an act of God. When you repent of your sin and receive Christ as your Lord and Savior, a supernatural act takes place; and you have absolute assurance that when you die, you will go to heaven. Do you know that your sins are forgiven?

God is calling you to repent of your sins. That means to change your way of living, to change your attitudes, to turn by faith to Christ. "But as many as received him, to them gave he power to become the sons of God, even to them that believe on his name."¹² That word "believe" means you must put your total trust in Christ — not in the church, not in your family, not in your parents' faith, not in your good works, not in your money, but in Christ.

Are you ready for Jesus to come again? If you are, then you will be work-



Dr. Graham, world evangelist and widely respected evangelical leader, will speak at the Congressional Breakfast during the 40th annual NRB Convention, January 30 – February 2, 1983

ing for the Lord. You will be doing all the things he has commanded. You will live from day to day, expecting him at any time, at any moment. That means living a holy, disciplined life. "For in such an hour as ye think not the Son of man

cometh."¹³ If Christ comes for you now, are you ready? **NRB**

(1) John 16:19, KJV. (2) Romans 8:23, KJV. (3) John 16:21-22, KJV. (4) 1 Thessalonians 5:1-4, KJV. (5) Matthew 24:37. (6) 2 Timothy 3:1-4, RSV. (7) Genesis 6:12-13, KJV. (8) 1 Timothy 4:1-2, KJV. (9) Ephesians 4:14, KJV. (10) 2 Thessalonians 2:8, KJV. (11) Revelation 21:3-4, KJV. (12) John 1:12, RJV. (13) Matthew 24:44, KJV.

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The Missing Dimension

Secular commentators struggle to give perspective to current events but they lack an authoritative base

EVENTS have no real meaning.

Sensing this truth, millions of people in our time are looking for explanations. They muse over reports of the crises in the Middle East, the war on the Falklands, the nationalization of the Mexican banks, the Arab summit conference, America's new initiative with Israel and the President's call for a "Crusade For National Renewal."

Then the people ask, "What does it all mean?"

The media voices on the secular networks now readily use such expressions as "The Signs of the Times," "Is Armageddon Ahead?" and other such suspiciously biblical words. The secular news media have now grown more apocalyptic and dooms-dayish than is the general trend of the Christian media. Sensing the spirit of our times, the secular media are attempting to respond to the enormous thirst on the part of many for some kind of 'meaning' to the cataract of events falling upon us.

This attempt by the world media to produce understanding falls far short. They do not have the data, the "inside information," which is available to us Christians. Few things are more pathetic than the attempt of the purely secular commentator, who believes in no doctrine of objective value, to declare why he believes abortion, euthanasia or school prayer are "right" or "wrong."

The Biblical Basis

The Christian therefore faces one of the most remarkable opportunities which have been given to us in the history of the church. That opportunity is to produce a commentary on the indeed apocalyptic scenes of our time, scenes which can only be understood in the light of that higher authority which we understand—the Bible.

How marvelous it is to comment on the current economic crises by telling the story of the third horseman of the Apocalypse in Revelation 6. How pointed we can be in discussing the fluctuating values of the stock and bond market by reminding people to "Take heed and beware of covetousness, for a man's life consisteth not in the abundance of the things that he possesses."

With ease we can predict that foolish constrictions placed upon the State of Israel will not succeed by reminding our present society that Israel will one day rule nations.

Without fear of contradiction we can predict the failure of today's pompous social programs with the insistence that perfection will only come to our society on the occasion of the return of Jesus Christ.

A Christian Interpretation

Modern Utopias can be lampooned with impunity with the reminder that the Bible does not promise unending social improvement. It insists that "evil men and seducers shall become worse and worse."

In the ministry of Christian Destiny, we are having a marvelous set of doors open to us by responding to that insatiable thirst for "meaning" in the events of our time. This thirst is one of the great, mounting sentiments of our present society. Modern man has seen his boasted answers expire one by one. He seems now willing to listen with at least tolerance, perhaps attention, to a Biblical understanding of culture and human destiny.

The real news therefore is not in events of themselves, but in their meaning. The news has to do with the purpose of God in history being fulfilled before our very eyes.

Three years ago I was invited by Neale Carr, then manager of WABS/Wash-

ington, D.C., to do a weekly commentary on the news. I wondered if enough was happening to warrant a weekly commentary. Nevertheless, we decided on 30 minutes and faced the exciting prospect of giving a Christian interpretation of our times to the Washington community. Despite the near-absence of promotion, this broadcast is now carried sustaining on 100 religious stations across the country and the numbers grow each week. Named *Dave Breese Reports*, this weekly 30-minute commentary on the times has produced astonishing response from across the nation. Although we have hardly scratched the surface, the acceptance and growth of this broadcast indicates the insatiable thirst for this kind of commentary in our time.

With *Pause for Good News* we produce a somewhat more generic commentary in the five-minute format. This *Back To The Bible* production is now carried on 300 stations on a sustaining basis across the country and approximately 150 of these stations are college and university oriented. Commentary on the times is therefore turning into a significant form of outreach to the emergent, curious minds of students.

Our television experience has been similar. *Dave Breese Reports* has been produced on Channel 50/Kansas City for three and one half years with remarkable acceptance in this and other major cities.

While it is true that television can effectively pictorialize, animate and inspire, it must nevertheless first inform. Christian television may soon face the danger of being long on promotion and short on information. It does well not to forget its great opportunity to bring current events from a Christian point of view into the homes of America.

An Increasing Need

The need is now for a regular major network special, perhaps quarterly, which presents not merely religious platitudes, but the gift of timely, sophisticated Biblical information to the world. What possibilities! I can see them now.

In nearly four years of daily and week-

in Newscasting

by David Breese

ly commentary on this remarkable age of ours. I have noticed that the frequency of critical, near-prophetic events is increasing on a global basis. Wars, famines, economic crises, political pronouncements with religious content, calls for spiritual renewal, cultic activities and ugly murders impact on our society with an ever-increasing staccato beat.

One obvious media result is that the 30-minute news shows of the major networks are now being left in the dust by Ted Turner and his cable news network. This increasing frequency and intensity of events which cry for a biblical, prophetic interpretation has made it easier to present the Christian point of view to increasingly interested audiences.

From Jonestown in 1978 to the Ayatollah Khomeini's threat to march on Israel, daily news coverage is heavy with

potentially prophetic content. This presents to the church an obvious and large opportunity.

There is, even now, another great need in America: a live daily radio commentary on the news which can be heard within hours after fast-breaking events. The standard Christian radio broadcast has a four- to nine-week lead time and therefore faces the risk of sounding irrelevant to the man who feels he is being hurled into the future at space-launch speed.

The Christian commentator, aware of the events of our time and well-grounded in the Word of God, is therefore becoming an increasingly strategic person. The world, fresh out of answers and explanations (and newly ready to admit it), is willing to listen as never before.

Swept along by outsized events, the world asks, "What can I believe in? Who can I trust? How can I understand?" These questions spell immense spiritual opportunity for the perceptive Christian community.

A voice of Christian awareness lifted in our day of large problems and small answers could become an imperative, informing presence on the international scene.

NAB



Dr. Breese, president of Christian Destiny, Inc., of Hillsboro, Kansas, has authored several books in addition to his radio broadcast and telecast ministries mentioned in the article.

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Station KYFC-TV/Kansas City believes that Christians are mandated to keep up with the news



Faith Needs the Newscast

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Every generation since Christ has pondered the Parable of the Fig Tree, or considered whether the Gospel has reached every nation. We constantly wonder at those dramatic occurrences that insurance companies so ironically label "Acts of God." We continually observe interrelationships between people in our community, our country and in other nations.

These are our responses to Jesus' personal charge for us to "Watch" (Mark 13:37).

Our efforts to stay informed are often frustrated. By their very nature, secular news media overload our senses with problems and deceptively leave the impression that there are no solutions.

by Tom Fletcher

Even if the networks expand evening news coverage to an hour, they still are unable to provide a complete perspective.

At KYFG-TV 50/Kansas City, we are laying a foundation toward our goal of total coverage. Until fully staffed and equipped for daily news, our emphasis is on improving the four areas currently produced. Two of these are *Dave Breese Reports*, a Biblical commentary on world events, and *Vibrations*, interviews discussing issues of local and national interest. Both are aired weekly. The other two are receiving special attention to handle our increasing volume of news: *The Inside Story* and *Christian Newsweek - Where You Are*.

From these areas of news-related programming we plan to mold an infor-

Above: David Lewis, general manager, reviews the program schedule

mative daily news package that leaves our viewers uplifted. Secular headlines will be a supplement to the "good news."

Local and National Highlights

The Inside Story features Dr. Al Metsker, director of Kansas City Youth For Christ and KYFC-TV 50. Aired live daily, activities concerning the YFC ministry are presented as well as news from around the Christian community. A recent survey showed it to be TV 50's most popular program because it involves community relations.

An unparalleled miracle had taken place in Kansas City. Building the station became a \$2.5 million project involving

Below: Roger Topping, chief engineer, keeps the production rolling smoothly



the entire Christian community. Tallied up, 27,000 people gave and prayed. Fourteen months after our first broadcast day, TV 50 was debt-free! This was an indication of the community's desire for such a vehicle of communication.

Whether discussing proposed national legislation or textbooks in local public schools, Dr. Metsker lets people know how they can become involved. Legislators have received overwhelming responses by mail and by phone calls from TV 50 viewers. This involvement is shaping a healthier community.

As our viewers are asking for more news, we are taking steps to broaden the format. Plans are under way to fully utilize our ENG capabilities for reports, on-the-scene coverage of religious activities, news briefs of secular headlines and details of our organization.

The program, *Christian Newsweek - Where You Are*, pioneered our field production and ENG applications. Produced exclusively on location,

Dr. Al Metsker concludes another broadcast with a Bible reading

**Dr. Al Metsker
lets people know
how they can
become involved
in local and
national issues**



it can best be described as a Christian news magazine. Stories about churches, mission work, organizations, lay ministries and current events and issues are presented each week. Also featured are nationally known guests visiting the Kansas City area, like Joni, Dr. John Walvoord, Rev. Jerry Falwell and Paul Harvey. Shortly after the three-year-old series began, we realized there was more Christian news than time for coverage. Our goal is to take the highlights from the daily news and incorporate them into a format that can be syndicated to other stations. They can be mixed with their own local format or shown in their entirety. That will be the beginning of a broad-based network for Christian news, realizing greater potential when centrally located satellite uplinks become available.

A highlight of this summer included coverage of the "End of the ERA" rally, with Phyllis Schlafly in Washington, D.C. We took the opportunity to interview key legislators and leaders of government-related offices to cover issues such as education, the flat tax and

POLITICAL COMMENTARY

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RESPOND INFO

For samples of political commentaries featuring Donald Barnhouse, call 215-797-4530 (Ask for Lisa) or write: Commentary, WFMZ-TV, East Rock Road, Allentown, PA 18103.

* Ask about discount - NRB members



DONALD BARNHOUSE

BIO

- ★ Donald Barnhouse - newsman, writer, lecturer and educator
- ★ Harvard Degree
- ★ Master Degree - Princeton Seminary
- ★ Studies in Nuclear Physics - University of Pennsylvania
- ★ Political Science - Bryn Mawr and Villanova
- ★ Was personal research assistant for Billy Graham
- ★ With CBS-TV for nine years.

The potential growth for global awakening increases when people are informed and excited about Christ's work around the world

the "High Frontier" non-nuclear national defense system.

Another example of the value of remote production was our presentation from Haiti. A high priority for Christian news in mission work, we are prepared to travel anywhere to cover a story. We highlighted the country, the Haitian people and the ministry of a Kansas City-based organization sponsoring a Bible college and 40 churches there.

So what is necessary to develop news into a successful package on a Christian television station? It is erroneous to assume that a Christian broadcaster must depend solely on a news wire. Secular headlines are important, but must be placed in perspective. Such news can be given adequate coverage independently and we are pursuing a possible solution of writing our own copy.

As Christian broadcasters, our emphasis should be presenting news from the appropriate perspective. We should present solutions to problems. A report on a church program that counsels the unemployed outweighs a story that only relates the latest unemployment figure.

Tight Program Package

How is material obtained for religious news? After people became aware of our news format, we received increasing numbers of press releases. With good public relations, the broadcaster quickly discovers the cooperation of the Christian community. We must help religious organizations to understand that information is needed when something newsworthy occurs, not just for the annual fund raiser—a major factor in negative publicity and decline of religious stories in the secular press.

For the quality and scope of Christian news to expand to national proportions, several steps are necessary. The technical aspects are no longer an obstacle. It is necessary for interested stations to cooperate in sharing news. Christian organizations need help in

distributing press releases and script copies of any film or video presentations to all stations involved in news programming (including secular stations). A mailing list of broadcasters should be available to all public relations directors involved in a ministry. Simple cooperation and communication are necessary factors toward reaching the goal of total coverage.

A priority for Christian news is a tight program package informative to the viewer. Most Christians are aware of the activities of a few organizations in which they are personally involved, usually through newsletters. The nature of our faith requires a much higher awareness. An analogy the news director should consider is that a mirror is being held over the Christian community, individually and collectively. In that mirror is the image of our Lord.

Increased communication is a means that leads to a greater end. The potential for global spiritual awakening increases when people are informed and excited about Christ's work around the world. That explains Christ's charge for us to "Watch."

NRB



Mr. Fletcher is the news director of KYFC-TV/50. He produces and directs the program Christian Newsweek—Where You Are and other remote productions.

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NEWS IN A Different Dimension is a weekly 15-minute summary of news of evangelical significance from around the world, including on-

the-scene action reports from various mission fields, plus interviews with various Christian personalities, and other special features.

The program was initiated almost 20 years ago by Victor Beattie, media director for The Pocket Testament League, Inc., and since its inception he

has been the program producer and reporter. Starting off with just six stations in 1963, *News In A Different Dimension* is currently being carried by over 200 outlets.

Beattie has been able to establish a network of reliable news sources both in the United States and overseas. In addition to The Pocket Testament League he relies on other evangelical mission agencies to provide actuality reports from their various fields to insure coverage of evangelical activity worldwide.

Beattie says he would like to see more evangelical missions taking advantage of this "free ride" by sending in late news releases, but preferably actualities taped on the field.

In Search of a Voice

by John M. Cummuta

Leaders of the Orthodox Jewish community find they have much in common with religious broadcasters

MOST JEWS are surprised that there is this feeling of love expressed so beautifully," said Toby Willig. She was talking about a September 9 meeting in New York City between Orthodox Jews and representatives of National Religious Broadcasters. Willig is the animated and ever-smiling vice president of public affairs for Emunah Women of America.

Under the auspices of the American Forum for Jewish-Christian Cooperation, the dialogue was held at the headquarters of Young Israel. It brought together conservative Jews and evangelical Christians. The first expression by the Jewish participants was their amazement of the breadth and magnitude of Christian broadcasting. Because they rarely watch the normal fare of Sunday morning Christian television, most Jews have no idea of the quality and impact of the programs.

When NRB executive director Ben Armstrong told the gathering about the extensive audience of Christian television and radio, there was a genuine reflection of awe.

But much more was gained than just an appreciation for the miracles God is working through Christian media. Our Jewish brothers and sisters found Christians who sincerely cared about them and about Israel. Several of the rabbis and other Jewish leaders expressed appreciation for the similarities between Orthodox Judaism and evangelical Christianity. Our common ground of love for the Scriptures and the total meshing of our faith and our daily lives impressed them in a way that dimmed theological differences.

Pastor Eugene McGee of the First Alliance Church of New York City and a daily radio Bible teacher, spoke eloquently of the Christian's natural love for Israel. His frequent Old Testament references struck an emotional chord in the

hearts of Jews who read the Torah every day as a part of the practice of their faith.

After the initial period of getting acquainted and realizing that Christians and Jews have much in common, the discussion turned to a deep-felt Jewish need: fair representation in the media.

Problem of Slant

Dr. Albert Hornblass, a successful ophthalmic surgeon and president of the New York Board of Jewish Education, voiced an increasing concern of American Jews. They believe that the national media for years have been distorting the identity of the Jew and of Israel, either by design or by omission. Citing the more recent activity in Lebanon he listed incident after incident that was in his judgment overplayed or overlooked. The overall effect was to produce a definite anti-Israel slant to the reporting.

Hornblass said that the Board of Jewish Education maintains a toll-free number for people to call with questions about Jewish education for their children. He said that at least half of the calls coming in are anti-Semitic, and that the ratio soars following the standard media coverage of an event involving Israel.

"Is Christian broadcasting doing anything to counteract this?" Hornblass asked.

It was at that point that two of Young Israel's younger members apologetically admitted that they had watched a Jimmy Swaggart special entitled "Israel's Fight For Survival" that aired on August 15th. They could not lavish enough praise on the accuracy of the program and on the quality of the production.

Someone mentioned that the Swaggart program was not an exception, but that many evangelical Christian broadcasters have been voicing their support for Israel and clarifying distortions in secular media coverage of the Mideast situation for years. Several examples

from recent broadcasts were given and the Jewish participants were encouraged to explore what is happening in the Christian media.

Our Jewish hosts responded with a plea: "Is there any way that Christian broadcasting can help us tell the truth?"

They had found what they perceived to be a truthful conduit to American Christendom. They had discovered people with whom they had more in common than they had realized, and were asking for help from the other side of the family.

"We are children of the same God," says Willig. "I think Christian broadcasting could do many positive things in bridging the gap between Jews and other peoples."

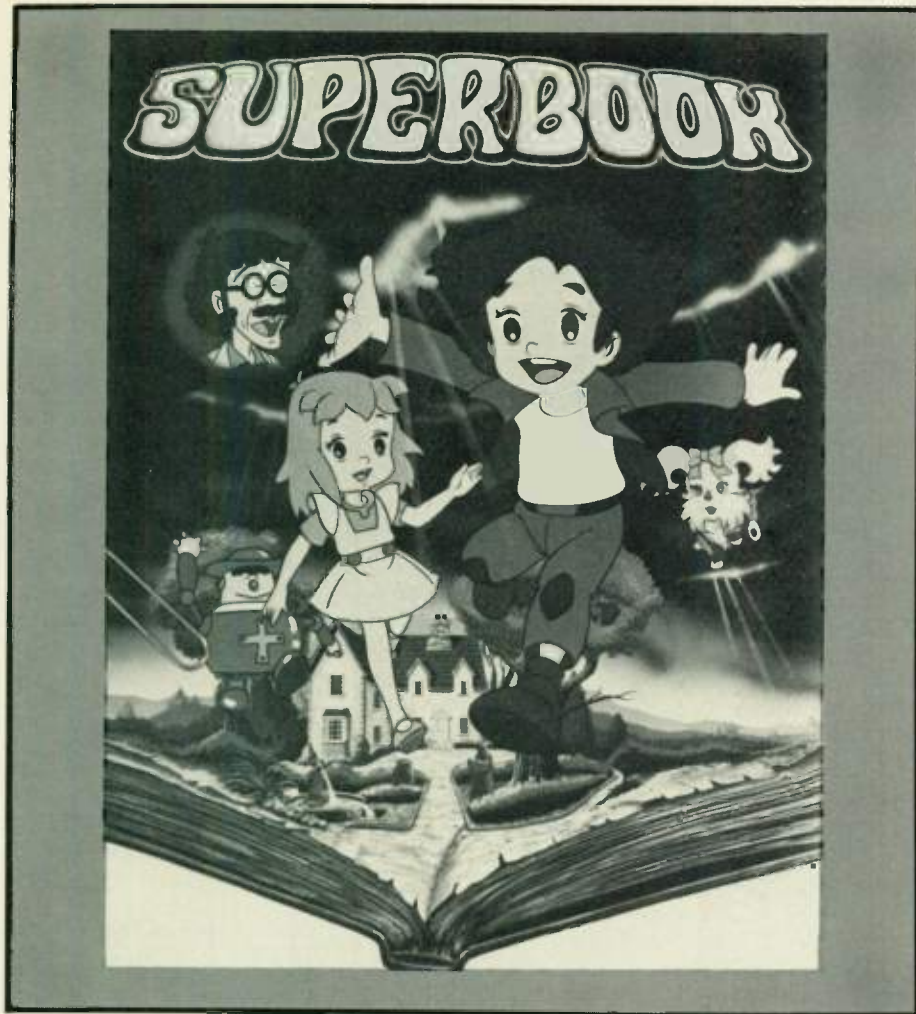
Time of Opportunity

God's children through Jesus clearly have an opportunity to join with God's children through Abraham toward goals common to both sides of the family: love and brotherhood. Members of the Jewish community would be enthusiastic and enlightening guests on many types of Christian programs, and they would be grateful for the chance. They believe that broadcasters who exhibit the same Christian faith witnessed in New York on September 9th would give them a fair hearing.

The Jews at that meeting would be quick to note, however, that the average Jew you talk to is much like the nominal Christian you talk to. They strongly endorse dialogue instead with Orthodox Jews who live their faith daily and feel inseparable ties to Israel.

"If I were ever asked to go on a program, I'd be happy to do so," says Willig. "Any Jew who is strong in his faith and who can articulate it would be a good one to talk to."

The question for Christian broadcasters is clear: Will we open the great resource and blessing God has given us to His people, or won't we? NRB



“Made in America” TV programs are losing their ratings in Japan, but some Christian broadcasters are bucking the trend

THREE CHRISTIAN television programs are now aired weekly throughout the entire year in Japan. The Rex Humbard ministry, PTL Television Network, and Christian Broadcasting Network sponsor these programs. Although each of these groups takes a different approach to television evangelism in Japan, each has succeeded in attracting fairly large viewing audiences.

The Rex Humbard program first aired in Japan in April 1975. It is a Japanese-language version of the American broadcast. Shown in nine major population areas of Japan, the program has a week-

by Linda Merwin

ly audience of four million viewers. Although the U.S. ministry initially sponsored the program in Japan, it now supports itself. At this time it is the only Japanese Christian television program which airs on a weekly basis that can make this claim.

The Humbard program is the exception rather than the rule. The trend among Japanese viewers is away from foreign imports toward quality domestic programming. American programs dubbed in Japanese are not as popular as they once were. The Humbard pro-

Scoring Big

gram remains well-received largely because of its musical variety and the sincerity of Rex Humbard and his entire singing family. Japanese viewers enjoy musical variety programs a great deal.

The PTL Club airs in Japan on a regular basis. It has been broadcast since April 1979. But the Japanese *PTL Club* is not a dubbed version of the North Carolina, Jim Bakker-hosted talk show. It is an indigenous program hosted by a Japanese pastor, featuring Japanese music and Japanese guests. According to ratings, it attracts 400,000 to 500,000 viewers weekly.

The American PTL office does not instruct the staff in Japan on how to structure the program. Rev. Kenichi Nakagawa, host of the Japanese show, explains, “We want to produce a program in Japanese, for the Japanese and by the Japanese.”

PTL is the only Christian group regularly broadcasting a program which is produced by and comprised of Japanese Christians. The show is evangelistic in nature and receives an average of 500 letters a month from both Christians and non-Christians.

Up to now, the PTL ministry in America has financed the program in Japan, which costs about \$41,000 monthly. However, the funds sent to Japan will soon decrease. The program will then depend more and more on the offerings of Japanese Christians. Presently the offerings in Japan equal about a tenth of the program’s costs.

It seems the only way Christian television programs can occur on a regular basis in Japan is if they are initially financed by groups outside Japan.

The Christian Broadcasting Network, perhaps most widely known for its Christian talk show, *The 700 Club*, is sponsoring a new and innovative approach to television evangelism in Japan Family Theatre. Family Theatre is a colorful series of animated programs based on Bible stories. The programs are produced and marketed for CBN by the Yomiko Advertising Agency in Tokyo. CBN was looking for a way to increase

in Japan

the Japanese people's awareness of the Bible. Yomiko suggested animation since it is very popular with Japanese adults and children alike.

The first 26-week series of Family Theatre aired in 22 cities across Japan from October 1981 to March 1982. Approximately seven to eight million people watched the programs weekly nationwide according to Nielsen ratings. On April 5, the second 26-week series began airing throughout Japan. In Tokyo alone, an estimated 4,113,193 people watched the first episode.

The Family Theatre programs, though based on Old and New Testament stories, are not directly evangelistic. The thrust of the programs is to increase Japanese viewers' familiarity with the Bible. No telephone number or address which viewers can call if they desire more information is given on the telecasts.

However, advertisements are run during Family Theatre for a contemporary version of the Bible. This Bible, produced jointly by CBN and Living Bibles International, is on sale in secular bookstores throughout Japan. CBN is conducting a nationwide media promotion of "The Bible for Your Tomorrow" in conjunction with the Family Theatre broadcasts.

In the first two months on the market, 1,500 response cards were received from purchasers of the Bible. Thirty percent of the responses indicated a desire to attend church. CBN hopes commercial advertisers will soon sponsor the Family Theatre series. It costs about \$3,000,000 to produce 26 animated programs. Japanese Christians and churches could not possibly sponsor such an endeavor at this time. **NRB**



Miss Merwin graduated from CBN University in May with a graduate degree in journalism. She is temporarily on an internship program with Chosen Books, Lincoln, Va.

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MEDIA WORLD

(continued from page 12)

Archeological Finds May Support Creationism

PITTSBURGH, PA (NRB)—Video-taped excavation of dinosaur and human footprints in Glen Rose, Texas appears to strengthen support of the creationists' view.

WPCB-TV40/Pittsburgh taped the excavation of the Paluxy River. Station president R. Russell Bixler claims the archeological dig is "proof that the theory of evolution is utterly impossible."

According to the theory of evolution, dinosaurs became extinct some 70 million years before man appeared. Bixler said that solid blocks of limestone were found in Glen Rose with dinosaur and human footprints interspersed.

"The dinosaur footprints were made while the lower layer of limestone was hardening ... the human

footprints were all made by the same man. By the very nature of the hardening process, these prints must have been made the same day—not separated by 70 million years," Bixler theorized.

The filming will follow-up on five 90-minute specials last spring by WPCB entitled *Creationism: Is It Valid?*

Children View Fruit of the Spirit this Season

TOMS RIVER, NJ (NRB)—Christian Children's Associates has completed and released a new 13-week television series entitled *Fruit of the Spirit*. The series treats such subjects as peace, love and joy in a practical format that a child can understand. While the current series, part of the Adventure Club broadcasts is targeted for eight-to twelve-year-olds, older children and

some adults are reportedly being attracted to the show. The 30-minute format includes talk, drama and Bible teaching.

Non-Family Station Receives Satellite Programming

LIMA, OH (NRB)—WTGN-FM is the first non-Family owned station to install an earth station to receive Family Radio programming.

John Brown Buys Station

SILAM SPRINGS, ARK (NRB)—John Brown University sold its KMCK-FM station to Apple Broadcasting Inc. for \$1 million plus \$500,000 for a non-compete agreement. The broadcasting division of the Christian college, an NRB member, then purchased KKIK/Waco (Texas) for \$600,000.



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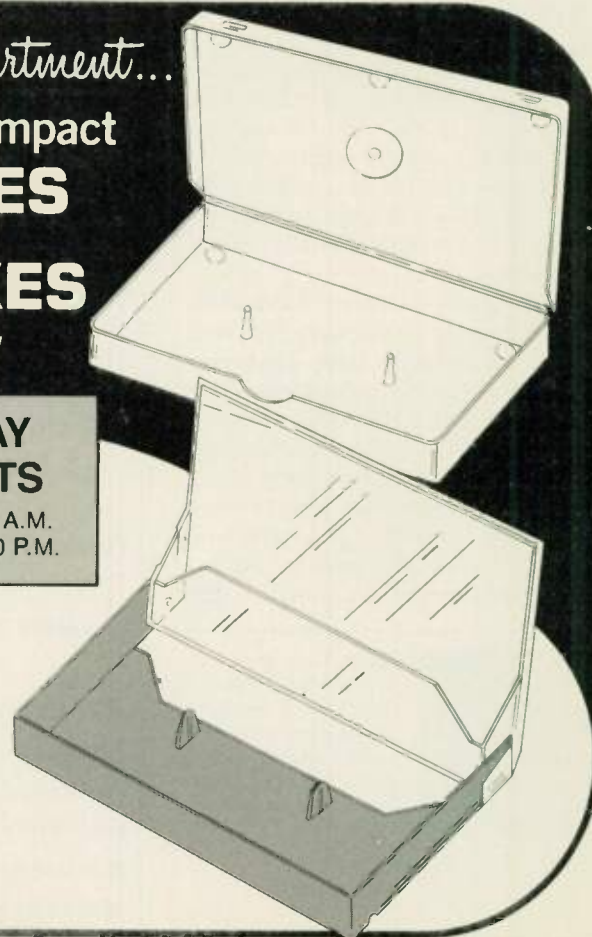
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ment" and the annual Award of Merit in 1968 for "excellence in program production."

Church Tackles Network on Football Issue

WICHITA FALLS, TX (NRB)—The First Baptist Church here successfully tackled an NBC television policy that would have sidelined the church's Sunday morning worship broadcasting efforts in favor of a football pre-game show.

Ronald L. Harris, the church's media minister, told NRB in a letter that NBC was "waiving its new policy for the Wichita Falls affiliate." The policy reportedly would have required the local commercial station to carry the National Football League's pre-game program, a move that would have interfaced with the 11:00 am to 12:00 noon time period held by First Baptist Church for 21 years.

"We are excited to know our worship service will continue to be broadcast live. It was through the interests of people like you, and the prayers of many, that brought about this decision." Harris reported in a letter to NRB.

While expressing "gratefulness to our local NBC station for this (policy) leeway," the media minister criticized the "continued encroachment by the network" in other communities. Harris said the network is forcing the pre-game football broadcast on other local affiliates to the possible detriment of other religious broadcasters.

Guido Adds New Print Facility

METTER, GA (NRB)—An "extensive addition to the print room" of the Guido Evangelistic Association was dedicated in late August by NRB executive director Dr. Ben Armstrong. The ceremony came during Michael A. Guido's 25th year of television ministry and the year that he was honored as Metter, Georgia's Citizen of the Year.

The print room, which was funded largely by a \$65,000 donation from Florida businessman Thomas Whichard, houses a variety of Guido publication efforts including his daily devotional "Seeds From The

Sower."

Earlier this year, broadcast evangelist Guido, a 1953 graduate of Moody Bible Institute, was honored as that school's 1982 Alumnus of the Year. The annual Moody award is given to a graduate who portrays excellence in "Christian character, service and loyalty to the Word of God," a Guido spokesman commented.

Other ministries by Guido include four worldwide radio broadcasts each day, a one-minute television program transmitted by cable and satellite to North and South America, and a weekly column in one thousand newspapers.

Schuller Announces Fall Plans

GARDEN GROVE, CA (NRB)—Dr. Robert H. Schuller, senior pastor of Crystal Cathedral, host of *Hour of Power* broadcasts and proponent of "possibility thinking," has announced a new television special.

The television pastor will wave "the world's largest American flag" as part of his patriotic Thanksgiving weekend special entitled *America: Let's Get Going*. Guest entertainers Carol Lawrence and Buddy Ebsen will be joined by "hundreds of Boy Scouts (to hold the flag) and a complete marching band" playing patriotic favorites.

"World's Largest Seminary" Featured by CBS

FORT WORTH, TX (NRB)—CBS television presented a documentary special last month that highlighted the Southern Baptist Convention's Southwestern Baptist Theological Seminary here. The CBS *For Our Times* feature was aired to commemorate the school's 75th anniversary this year.

Producer Robyn Mendelsohn said Southwestern was chosen for the segment because it is "the world's largest seminary."

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FEBA Station Held By Army

SEYCHELLES, INDIAN OCEAN (NRB)—On August 17th a rebel faction of the Seychelles Army attacked and held for three days the broadcasting facilities of FEBA/Seychelles (Indian Ocean). Station manager, David Bacon reported that shots were fired in the transmitter building without injury to the missionary personnel.

The military incursion came near the end of a period of economic hardship for the British-based mission during which power for one of the Seychelles transmitters was reduced.

One week after the military takeover ended FEBA personnel on the scene received word that the economic downturn was eased and programs were being transmitted at the previous, higher power.

During the three-day military activity the gunfire resulted in only minor equipment damage, reports said. The missionary families were safely sequestered in their homes. Nearby bombardments allowed for only limited taping of Arabic programs for future broadcasting.

The Seychelles, a former British colony with a population of 58,000, consists of a group of islands north-east of Madagascar. FEBA radio transmits the Gospel from there to two dozen countries in East Africa, the Middle East and Southwest Asia.

Radio Station Planned For Interior Alaska

NENANA, ALASKA (NRB)—Nenana may have a Christian radio station broadcasting throughout a 200-mile radius of interior Alaska by Spring 1984.

Under the auspices of Voice for Christ Ministries, application for a 5,000 watt non-directional station in Nenana has been made with the FCC.

Robert Eldridge, coordinator of the effort, anticipates FCC acceptance soon. The non-profit station will air broadcasts for the Indian Eskimos and the white population of interior Alaska.

"I've been a bush missionary in Alaska since 1969; there is a need



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

Christian Media: Facing the Future 1 Cor 9:22



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

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

Strategy for expansion

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

Launching a new era

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

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

NATIONAL RELIGIOUS BROADCASTERS

40 years of encouraging excellence in Christian communications

Annual Convention

January 30 - February 2, 1983
 Sheraton Washington Hotel ★ Washington, DC



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

1. Use a separate registration form for each person. (Please use a separate form for your spouse.) Photocopies of this form are acceptable.
2. Please fill out the form completely. All information is vital for expediting your registration.
3. Registration fees are listed below. Make checks payable to National Religious Broadcasters.
4. Organizations with 5 or more registrations (not including spouses) may qualify for special group discounts. Please call the NRB Registrar for details, 201/575-4000.
5. Mail completed forms and your check to NRB, Morristown, NJ 07960.

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

For Presidential Security Clearance
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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 |
| <input type="checkbox"/> Program Producer | <input type="checkbox"/> Publisher | <input type="checkbox"/> Musician |
| <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 |
| <input type="checkbox"/> Records/Audio Cassettes | <input type="checkbox"/> Music |
| <input type="checkbox"/> Video Cassettes | <input type="checkbox"/> Theater |
| <input type="checkbox"/> Audio-visual | <input type="checkbox"/> Other _____ |

YOUR ORGANIZATION IS: NRB Member Non-Member Exhibitor

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

Mail with your check to:
NRB CN 1926 Morristown, NJ 07960

Special NRB convention rates available only for reservations made before January 1, 1983.

Please circle rate desired. If rate requested is not available, next available rate will be assigned.

Single room	\$64	\$71	\$75
Double room	\$79	\$86	\$90
Suites	Call NRB for details		

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for many villages don't have a full-time Gospel witness in their villages. With the broadcasts, we plan to reach 21 villages and 130,000 people," he said.

Eldridge said inspiration for the one-year-old project came upon realization of the need for consistency in Bible teaching and doctrine, programming and music.

Eldridge said there is a need for personnel, equipment and buildings. Nenana is located 60 miles southeast of Fairbanks.

Rescue Mission Commemorates 105th Year

CHICAGO, IL (NRB)—Broadcast evangelist and noted author Vance Havner was present October 31st for the 105th anniversary celebration of the Pacific Garden Mission. Located in the poor urban section of America's second largest city, the Chicago-based rescue mis-

sion is known from Nome, Alaska to Miami, Florida as producers of the weekly half-hour radio program *Unshackled*.

Middle East Tensions Focus of Programs

NEW YORK, NY (NRB)—*Dateline Israel*, the name given to radio specials from The Anti-Defamation League of B'Nai B'rith, will feature eight short programs this season that outline the "complex Lebanon-Israel political and military situation."

The 15-minute segments, taped on location by ADL general counsel Arnold Forster, are designed to help listeners understand what lies behind the daily news from the Middle East, sources indicated.

The programs are being made available without charge by ADL's New York office or their regional offices nationwide.



FCC's newest commissioner Stephen A. Sharp (center) being sworn in after Senate confirmation last month. Sharp's family was also present.

Religious Television Programming This Season Will Include . . .

Billy Graham Evangelistic Association	Christmas special from snowy Colorado Four major television crusades will be aired including the Boise, Idaho and Spokane, Washington crusades.	December 1982 Various dates
NBC News	A special is planned on prison ministry. Charles Colson of Prison Fellowship and Bill Glass of the Bill Glass Evangelistic Association are the scheduled guests.	November 21, 1982
Dave Breese, Christian Destiny	<i>Beware of Spiritual Subversion</i> focuses on the estimated 4500 cult groups operating across America with four million followers. Part of critical issues series planned for CBN.	November 1982
Lutheran Layman's League	<i>The Stable Boy's Christmas</i> and <i>The City That Forgot About Christmas</i> are being syndicated.	Various dates
Malcolm Neal Productions	Syndication is under way for a one hour special called <i>To Lebanon With Love</i> . The show features George Otis' High Adventure ministry. Host Danny Thomas will welcome Pat Boone and Geraldo Rivera.	Various dates
Luis Palau Evangelistic Association	A live television call-in is planned as a part of the Modesto (California) crusade.	August 1983

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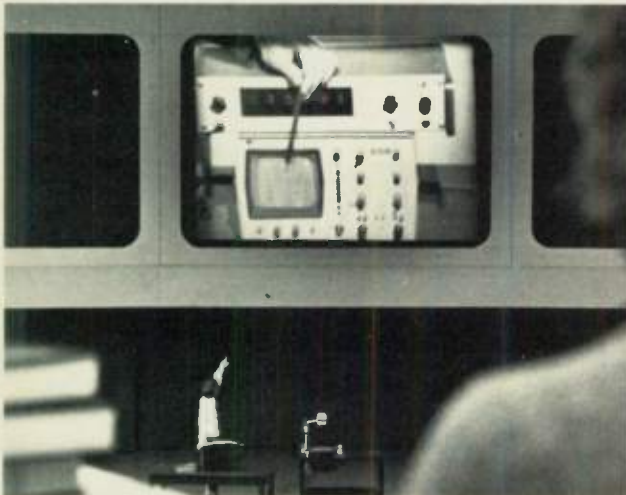
Call or write: General Electric Company, Video Display Equipment Operation, Electronics Park 6-206, Syracuse, NY 13221. Phone: (315) 456-2152.



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



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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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BROADCAST BOOKS

Gaining A Critical Perspective

Mass Media III, An Introduction to Modern Communication by Ray Elton Hiebert, Donald F. Ungarait and Thomas W. Bohn. Longman, Inc., 1982, 643 pages.

In a contemporary comprehensive survey of the mass media, the authors of *Mass Media III* advocate a critical perspective. They recommend listeners become "critically aware of the problems and processes of mass media."

To prepare for this perspective the authors describe the process and elements of mass communication. The listener's role is to select the message or "filter" which is significant for him. Without a critical perspective the authors charge that media modify our filters, change our frame of reference and give their own "way of looking at and perceiving the world around us."

Each technology's problems, appeal and weakness may be understood critically. The authors note the characteristics of each medium. Examined are print, radio, television, film, recordings, satellite communication and computer-based programs.

Critical listening faces also the purposes or uses of the medium. The authors examine these, basically to inform, interpret or persuade. In addition, to meet costs in the United States the media sell and advertise. To reach audiences they provide art and entertainment. The long range use of the media (its impact) is to develop socialization (clustering attitudes, beliefs and behavior about personalities).

In the socialization process through mass media the authors note that people may be victims or masters. Not to be controlled by the media, the listener is asked to "put what is artificial in mass communication into better balance with the reality of life."

The authors admit the distinction between education and propaganda lies "in the purpose of the communicator." Sometimes the "right" of each individual and group to express a point of view is in conflict with that of other individuals and groups.

The significance of a critical per-

spective is important as the authors define new careers and an unlimited future for the media.

Biblical criteria, omitted by the authors, will be essential elements in gaining a critical perspective by the religious broadcaster and listener.

Sharpen Your Announcing

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

University of South Carolina professor Lee Dudek has written a manual for those who wish to improve their announcing skills. His analysis of announcing styles and techniques is based on the principles underlying these skills. He draws on "applied psychology, rhetoric, interpretation, acting, semantics, linguistics, communication theory, teaching, journalism, music and aesthetics."

Dudek's appeal for professionalism is based on the self-development of each announcer's potential. His goal is for the announcer to achieve consistent quality based on the highest character as he is entrusted with responsibility.

He appeals for an audience-centered perspective which unites the announcer's responsibility to content-materials, production-equipment operation, production-team cooperation and delivery technique.

Specifics in announcing are described for informing, convincing, entertaining and educating. In each type of announcing the author suggests the professional master the content, set it in context, and interpret its meaning nonverbally. He should project a positive mood, retrace movement from introduction to the listener's commitment and sustain interest in the message.

After each checklist of details for production and delivery, Dudek presents reading exercises for both radio and television announcing. The author states clearly the fundamental for the announcer's enunciation and intonation, for interpreting copy and for self-criticism that improves performance.

The reviewer, Virgil Megill, is a faculty member at Toccoa Falls (Ga.) College.

Advertising and the Three Laws

How To Make Your Advertising Twice as Effective At Half The Cost, by H. Gordon Lewis. Nelson-Hall, 1978, 200 pages.

Lewis' first law of mass communications: "Effective advertising is that which reaches, at the lowest possible cost, the most people who can and will buy what you have to sell."

Lewis' second law of mass communications: "In this age of skepticism, cleverness for the sake of cleverness may well be a liability rather than an asset."

Lewis' third law: "E squared equals zero" which means when you emphasize everything you emphasize nothing.

Lewis hits the reader with these three aspects of his basic premise in chapter one. Whether the reader regards them as truisms or simplifications, he will be hooked on reading this book.

But is it possible to draw up principles, even "laws," to comprehend advertising? Yes, says Lewis.

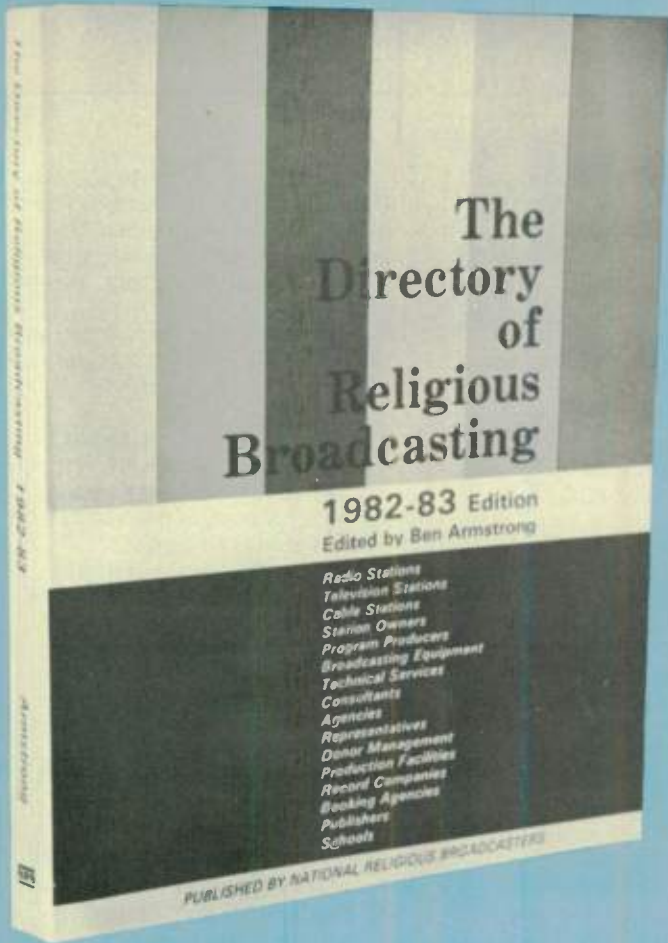
But the author is entertaining, and this "how-to" book nearly lives up to its title. Lewis tells how to buy magazine space for half of the rate card price by being willing to purchase remnant.

The chapters that will be of special interest to religious broadcasters are "Caution: TV Advertising Can Be Hazardous To Your Wealth," and "Radio: Sometimes Your Best Buy." While these pages are intended for those who purchase advertising, those who sell it can also benefit. Lewis gives 12 points for deciding the content of spots that could be adapted well to production policy.

A master teacher, Lewis includes one chapter on problem solving. He concludes with examples and analysis of both good and bad advertising.

Books on communications often fail to communicate creatively and interestingly to the reader. *How To Make Your Advertising Twice As Effective At Half The Cost* is a happy exception.

The reviewer, Dr. Lowell Saunders, is a professor of communications at Biola University, Los Angeles.



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TV Stations	Services
<p>Fontana KTBN-TV* Channel 40 2442 Michells Tustin 92680 714-832-2950 MARKET Los Angeles OWNER Trinity Bostig Network PRES. Paul F. Crouch GEN. MGR. Bernard B. Ridings CHIEF ENG. David Hult CLASS. Non-commercial NETWORK TBN FORMAT religious 164 hrs</p>	<p>FFT Management Systems, Inc* Electronic funds trans system Electromedia, Inc Technical video services Family Enterprises, Inc Computer facility tape duplication</p>

BROADCASTERS

Ray M. Brubaker of *God's News Behind the News* recently celebrated the broadcast's 40th year. "We celebrate the Lord's faithfulness," said the director.

Michael Komichak reports that WPIT/Pittsburgh (Pennsylvania) marked their 35th anniversary of religious broadcasting on the AM and FM bands to the tri-state area.

The National Religious Broadcasters will be represented well at this winter's Moody Keswick Bible Conferences. Five NRB members, including two members of the executive committee, are scheduled to speak between January and April at the St. Petersburg, Florida retreat complex.

Abe C. Van Der Puy, president of World Radio Missionary Fellowship (HCJB), will speak January 22-29. **Bruce W. Dunn**, of the *Grace Worship Hour* is scheduled for February 12-19. The non-executive committee participants are **J. Vernon McGee** of *Through the Bible* from March 12-19; **Donald R. Hubbard** of *Calvary Church Hour* from January 29-February 5; and **Erwin W. Lutzer**, of the *Moody Church Hour* from March 26-April 2.

Gordon S. Anderson, founder and executive director of Tele-Missions International, was honored with a Doctor of Laws degree from LeTourneau College after a commencement address there.

The Nyack, N.Y.-based Tele-Missions International held a concert and banquet recently in Lancaster,

Pennsylvania at which **Dr. Ben Armstrong**, NRB executive director, gave the "Operation Outreach" address.

Theodore Baehr has resigned from his post as president of the Episcopal Radio-TV Foundation in Atlanta.

Baehr became chief executive officer for Good News Communications, also in Atlanta, when he left the Foundation August 31.

In a recent corporate reshuffling the Christian Broadcasting Network appointed four men as vice-presidents for the newly renamed CBN Cable Network.

Timothy B. Robertson was tapped in August to be group vice-president responsible for the cable division. "We're going to look as good as or better than any network," Robertson promised.

Robertson was vice-president of CBN-owned WXNE-TV 25/Boston for five years.

In his new position as vice-president of marketing, **David W. Clark** will be responsible for all of CBN's domestic and international marketing activities including market research. Before the promotion, Clark was director of marketing services and research for CBN. He holds the M.A. and the Ph.D. from the University of Iowa in communication research.

Reporting to Robertson is **Thomas Rogeberg**, new vice-president for cable operations. Rogeberg, who joined CBN in 1978 after 14 years in public broadcasting, will

continue to oversee day-to-day operations of the cable division. The cable manager described CBN Cable Network as "positive, motivational, inspirational ... and entertaining."

Theodore Norman, appointed as CBN vice-president for sales, will supervise the sales staff.

John Maddex, station manager of WCRF/Cleveland (Ohio) has been promoted to director of broadcast stations for Moody Bible Institute, the Chicago-based owner.

Replacing Maddex is **Douglas Bickerstaff** who was with Moody's KMBI/Spokane (Washington).

Dr. J. Russell Killman of the *Heaven and Home Hour* has a full schedule on the 20th of this month. He will air a ceremony commemorating the 19,000th consecutive broadcast of his program and get married the same day.

The Glendale-based program of Bible teaching and devotional thoughts is the oldest daily international religious program.

Richard Boyce has been appointed general manager of WCLT-TV 22/Clearwater (Florida). He comes to Clearwater from Auburndale, Florida where he managed WTWB radio for 25 years.

Aubrey Sara, credited with "launching **Jim and Tammy Bakker** into the ministry," died in Charlotte, North Carolina of a cerebral hemorrhage.

"He was like a spiritual father to

Timothy B. Robertson



David W. Clark



Gordon S. Anderson



Aubrey Sara



us," said Bakker, president of PTL Television Network, "I feel like I've lost one of my dearest friends."

Born and raised in Canada, he became an American citizen in 1951.

Dr. Sara came to PTL headquarters two years ago as pastor of the Heritage Village Church. More recently he served as pastor of PTL's Upper Room Prayer and Counselling Center.

Sara held the Doctor of Divinity degree from Johns Hopkins University, Baltimore.

Rev. Canon Herbert M. Arrowsmith, Australian radio speaker until 1973 for *Around the World With The Bible*, died recently in Sydney. The program, "one of the most popular Sunday half-hour radio programs in the early 1970's," was sponsored jointly by the American and Canadian Bible Societies.

Of Canon Arrowsmith, ABS General Secretary Rev. John D. Erickson, the program's former co-host, said, "Bert gave many their first taste of Scripture and brought scores of others back to the fold."

Arrowsmith, 79, was also the Anglican honorary canon for St. Andrew's Cathedral, Sydney, Australia.

Holger Benettson has been appointed to the Commission on Communication for the Lutheran World Federation.

The former director of information for the Church of Sweden Mission, Upsalla, Sweden, replaced **Gertrude Brundin**, a Swedish radio broadcaster who died recently.

Rev. Thomas A. Dorsey, described as "the most influential figure in the gospel song movement," was honored recently by Broadcast Music, Inc. (BMI). The ceremony was held as part of Nashville's Fisk University series on Themes in the Black American Experience.

Following a presentation of Dorsey's life and music the BMI "Commendation of Excellence" was presented for his long and outstanding contributions to gospel music.

Dorsey's creations include "Precious Lord, Take My Hand" and "Peace in the Valley."

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AIRING OUR VIEW

The Gatekeeper Is Flawed

A RECENT EDITION OF The New York Times devoted almost an entire page to two topics: sewage technology and the sensory paths of the lobster. The same edition did not carry a single report or feature on religion in its 96 pages.

The weekend editions of some major newspapers swell to scores—even hundreds—of pages. They provide a section on travel to Vermont, for example, or a page on the care of African violets. But you look in vain for a serious article on religion.

Does God lose out to a flower in terms of audience interest? Does the church rank lower in importance than a sewer system? Is the world so devoid of religious activity that the topic can pass unnoticed for days by the press, radio and television?

The absence of religion in media news coverage points to a failure in the system, not the subject.

A communication theory called the gatekeeper throws some light on this religious blindness. The imagery suggests an individual standing at the entrance of a walled-in village.

The gatekeeper determines what the community sees and hears because the flow of information must pass by him (or her). He can shut out the information altogether, allow it entrance either in part or in whole, or replace it with thoughts of his own.

The media are gatekeepers of news. Out of the swarm and swirl of events covering the globe they choose the reports they think the public ought to have. Theirs is a necessary role and in many respects they perform their function with distinction.

But the media suffer from a flaw as basic as human nature: they too have their hang-ups. Complete impartiality is impossible. Even the best of editors and commentators operate within the universe of their own beliefs, values, experience and background. The information they pass on bears their image.

The gatekeeper poses few problems for the community when he is one of them, when his universe is part of theirs.

But generally speaking, media managers today have little in common with their community.

A major study by Robert Lichter and Stanley Rothman of Columbia University depicts the elite corps of communicators as "out of step with the public" and raises "serious questions about journalism's qualifications as an 'objective' profession."

The Lichter-Rothman study profiles media gatekeepers as white (95 percent), male (79 percent), well paid college graduates from highly privileged homes. They have much going for them and are for the most part conscientious, hard-working people.

But they are not religious.

An editorial in Christianity Today makes the point by contrasting this group with the rest of the country: "Half the 'media elite' possess no religion; for the rest of the nation, 60 percent are church members, 90 percent regard their religion as important, and 80 percent profess to believe in the deity

of Christ. Fifty percent of the 'media elite' see nothing wrong with adultery, while 95 percent of the public and 100 percent of the evangelicals disapprove of it."

The rest is as predictable as sunrise in the east: religion is usually ignored by the media—or clobbered.

Wes Pippert, an evangelical who works in the UPI Washington bureau, reported on an interview several years ago with Jody Powell, Jimmy Carter's chief interpreter for more than eight years. He was asked late in the 1976 campaign how the news media had treated the religious aspects of Mr. Carter's life.

Powell responded, "The American people, as a whole, are probably better equipped to understand that aspect of Jimmy Carter's life than are the people who are trying to explain it to them.

"There have been stories," he continued, "that have been superficial and slipshod and biased to the extreme, not necessarily against him, but based on what I take to be a general distaste for religious faith."

It is still obvious the press corps does not know what to do with a public figure who takes his faith seriously or with an event basically religious in nature.

Cal Thomas talks about "hidden censorship," the deliberate suppression of Judeo-Christian values and traditions by secular stations in their broadcasting. Forrest Boyd asks how the press can truly portray American youth when it ignores the fact that 17,000 college young people attend a missionary conference at Urbana during the Christmas holidays when their peers are whooping it up back home.

Wes Pippert commented recently on this flaw in the media gatekeepers: "A large segment of good journalists simply turn off moral information. It's as if they were tone deaf in this area. They don't understand Christian doctrine and they don't understand the Judeo-Christian ethic. Since they don't understand it, they find great difficulty in reporting it accurately or interpreting it fairly. They lack a cultivated religious and moral sense."

The news people, local and national, deserve high commendation for their work in many ways. Their success is reflected in the fact this generation is the best informed and most aware public in history.

If we evangelical communicators find the secular media flawed in matters of religion, then we should devote ourselves to the missing dimension.

The fellowship of gatekeepers is not restricted to those who are sufficiently anti-religious or just plain ignorant in such matters. It belongs to those who believe in the right of the people to know, and who commit themselves to the knowledge of truth and its dissemination.

Religious broadcasters are well qualified to perform that function. If not we, then who?

—Robert L. Niklaus

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