

# religious broadcasting

DECEMBER 1982

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## THE WORLDVIEW OF A THEOLOGIAN

Carl F. H. Henry



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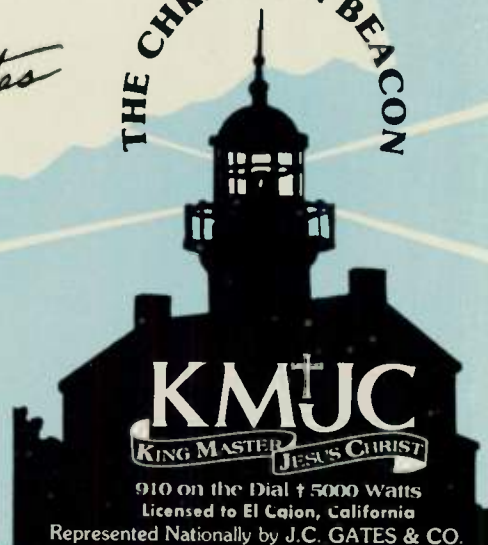
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religious broadcasting

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

RELIGIOUS BROADCASTING is distributed eleven months of the year (July and August are combined). To receive a subscription fill out the form enclosed in this issue and send it with a check to RELIGIOUS BROADCASTING, P.O. Box 3000, Dept. L, Denville, NJ 07834. You may also be billed later.

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

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# SPEAKING OUT

## The Church First



In the world our earthly institutions are so important to us. Our clubs, families, associations, and in fact all types of affiliations are what many seek and actually live for. Everybody wants to belong to something and someone.

It is good to be reminded that the only earthly institution which will exist forever is the invisible Church of our Lord Jesus Christ. Therefore, what is done for the church, both local and invisible, is of utmost importance.

Sometimes people in para-church ministries forget that, thinking that we can go along forgetting, avoiding, or going around the local church. It ought to be in the heart of every Christian servant to have a mind to serve the Lord through the local

church.

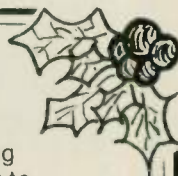
We in the NRB, both on the board and the executive committee, are concerned about what our association can do to help local churches become more effective in their media communications to the community. We are making an all-out concerted effort to get local churches to join NRB, become active in our regional chapters, and come benefit from the national convention as well.

Here is something just for managers from John D. Rockefeller III's book, *Second American Revolution*: "Effectiveness is more important than efficiency. Doing a job is less important than creating conditions that encourage others to do the job. People and their problems are more important than agencies and their functions."

**E. Brandt Gustavson**  
*President*

National Religious Broadcasters

## A Blessed Christmas and New Year



While "business as usual"—and serious business at that—is evident in this December issue, Dr. Armstrong and the staff at National Religious Broadcasters want to send you special greetings at this special time of the year. May the Christmas season bring you great joy and peace as you magnify the Lord Jesus Christ through the varied means available to you.

This issue deals with the somber problems raised by the continuing economic stresses touching every aspect of national life. How do we strengthen the financial base without cutting back on the ministry aspects of broadcasting?

Ranging from donor principles (page 18) to the use of computers (page 22) and even the telephone (page 40), various writers attack the problem of finances from their particular vantage point. Additional articles on the same subject will appear in the January issue because the problem of financial stability in economic lean times requires many solutions, not just one.





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**Cover Story:** Dr. Carl F. H. Henry is perhaps most at home in his library, for it is here that he does much of the studying and thinking that has made him a leading theologian of the evangelical community (see page 34).

Photo by David Singer



# PRESS-TIME REPORTS

NRB adopts  
revised theme  
for convention

The Executive Committee approved a revised theme for the annual convention that gets under way January 30th at the Sheraton Washington, Washington, D. C. "Facing the Future with the Bible" was chosen to focus attention on the Bible's importance in the lives of broadcasters and those to whom they communicate. To highlight the theme, Dr. Bill Bright, president of Campus Crusade for Christ, will address the Bible theme at the Sunday morning worship service.

Public Relations  
Director leaves  
post; to Arizona

NRB Director of Public Relations Audrey Langdon, with the national staff for nearly seven years, has resigned effective last October to accept a similar writing position with the Michael R. Ellison Agency in Phoenix, Arizona. She cited health and family considerations as reasons for making the change.

Langdon, who also served as editor for Religious Broadcasting, came to NRB in 1976 from Avon Products, Inc., where she edited promotional materials. She is listed in "American Women in Communications." Executive director Dr. Ben Armstrong commented, "She will be keenly missed at NRB."

Voters decide  
future of two;  
HR 5949 pending

In the November 2nd off-year election, dominated by a heavy Democratic turnout, voters decided the futures of at least two Republican congressmen who have been strong supporters of NRB legislative efforts. Rep. James Collins (R-Tx.) lost a bid for a Senate seat to Democratic incumbent Senator Lloyd Bentsen. Democratic turnout was heavier than expected in that state. Rep. Matthew Rinaldo (R-N.J.) secured his seat in the House for another term when he won re-election. Both men served on the 16-member House Telecommunications Subcommittee that unanimously supported the Cable Copyright and Carriage Bill (HR 5949) that passed the full House by a wide margin. That legislation is now awaiting Senate action.

Religious broadcasters are urged to contact their Senators before a scheduled December 2nd hearing. The bill will not become law unless passed during this lame-duck session.

Exec. Committee  
approves new  
NRB members

The executive committee approved some eighteen new members at a recent Chicago meeting, bringing the total membership close to the one thousand mark that executive director Dr. Ben Armstrong is aiming for by the annual convention.



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## FCC Calls for Further Comments on Renewal Standards For Comparative Proceedings

In the wake of a decision last summer by the United States Court of Appeals for the District of Columbia, the Federal Communications Commission has called for a further round of comments in its pending inquiry on standards to apply in comparative broadcast renewal contests.<sup>1</sup> The proceeding, which seeks to define what constitutes meritorious broadcast service, is critically important for all broadcasters who may face challenges from competing applicants at renewal time.

Developing standards to assess the broadcast service of renewal applicants in comparative proceed-

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by Richard E. Wiley

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These factors supposedly predict the quality of broadcast service that an applicant would render to his community if granted a license. Where a new applicant challenges a renewal applicant, however, an additional consideration—the proven performance of the incumbent licensee—must be factored in.

### Legitimate Renewal Expectancy

If past broadcast performance were not considered, an incumbent licensee rendering a valuable serv-

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## Lack of specific standards leaves incumbent licensees open to renewal challenges despite a substantial record of service

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ings has been particularly difficult for the commission, as the many court reversals of commission decisions in this area attest. The traditional comparative criteria applied to applicants for initial construction permits focus primarily on structural factors such as the integration of ownership with management, minority ownership, and diversification of control of media mass communication.

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<sup>1</sup> *Further Notice of Inquiry in BC Docket No. 81-742* (Formulation of Policies Relating to the Broadcast Renewal Applicant, Stemming from the Comparative Hearing Process), FCC Mimeo No. 82-433, released October 1, 1982.

ice to his community would risk the loss of his license and his financial investment based on the mere paper promises of a challenger. Without some reasonable security of tenure, broadcast licensees would have little incentive to make investments in their stations and the quality of broadcast service available to the public would suffer. Thus, the FCC always has recognized that a broadcaster's meritorious record of service is entitled to much greater weight than a challenger's "blue sky" proposals.

The commission now compares a licensee's proven performance with a challenger's promises on a case-by-case basis. Evaluation of license

performance in this way, however, has left many broadcasters in doubt as to what standards they must meet to retain their licenses against a challenger. For this reason, the commission began an inquiry in November 1981 to define the quality of service that would lead to a "legitimate renewal expectancy" for broadcasters.

In its *Notice of Inquiry*, the commission asked for public comments on how to define a standard of "meritorious service" for licenses. Absent compelling circumstances, only renewal applicants failing to meet the standard of meritorious service would be required to demonstrate comparative superiority under structural criteria in order to obtain renewal in a comparative proceeding. Setting standards to judge the quality of broadcast service, however, is a complicated task.

As the commission has recognized, it walks a tightrope between saying too much and too little in the sensitive area of broadcast programming. Lack of specific standards impedes judicial review and leaves incumbent licensees open to renewal challenges despite a substantial record of service.

On the other hand, overly specific standards relating to broadcast programming could raise legal questions under the First Amendment and might deny licensees the flexibility necessary to respond to particular community needs.

### Search for Criteria

After comments had been submitted in response to the November 1981 *Notice of Inquiry*, the U.S. Court of Appeals for the District of Columbia handed down its decision in *Central Florida Enterprises v. Federal Communications Commission*.<sup>2</sup>

This decision upheld the commission's grant of a license renewal

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<sup>2</sup> Docket No. 81-1795-96 (D.C. Cir., July 13, 1982).





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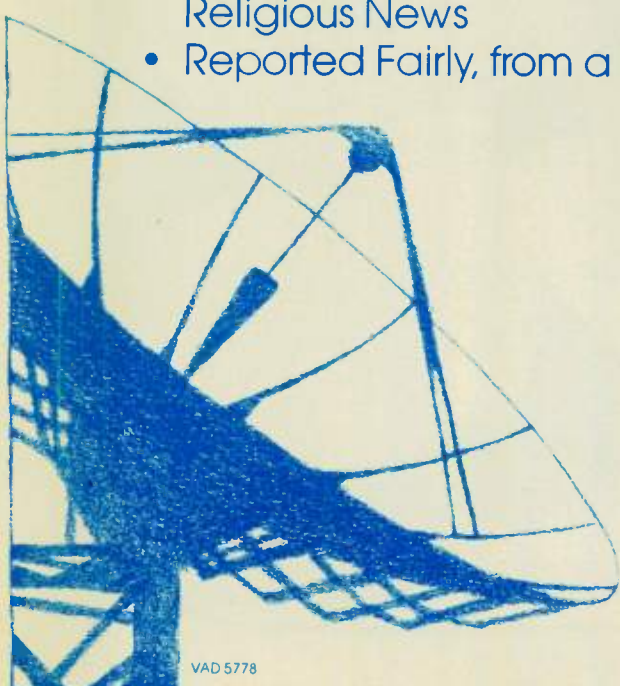
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for television station WESH in Daytona Beach, Florida, against a competing applicant for the channel. The court approved a new policy enunciated by the commission in the WESH case.

Under this policy, the commission treated renewal expectancy as a factor to be weighed with all other factors, so that the better the past record, the greater the weight given to the renewal expectancy. According to the commission's decision, a renewal expectancy benefits the public because it encourages necessary financial investment and continuity in service.

The commission found that WESH had rendered "substantial" service to its community—that is, sound, favorable service substantially above a mediocre

level. Based on this finding, the commission accorded WESH a comparative "plus" which was sufficient to outweigh its challenger's advantages in the areas of diversification and integration of ownership and management.

**Time for Comments**

In the WESH case, the court suggested that, for future proceedings, the commission should develop a clearer definition of the type of service which would give rise to a renewal expectancy. In view of the court's decision, the commission has now reopened its inquiry for further comments on how the terms "minimal," "substantial," and "superior" service should be defined. The commission indicated that it principally is interested in exploring a more specific dis-

inction between "substantial" service, which would justify a renewal expectancy, and "minimal" service, which would not.

The D.C. Circuit's decision in the WESH case provides the strongest judicial recognition so far of the public interest value of legitimate renewal expectancies. Thus, the decision provides the FCC with a stronger legal basis for adopting a general policy that gives greater weight to proven performance and ensures responsible broadcasters will not lose their licenses based on the possibly empty promises of a challenger.

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



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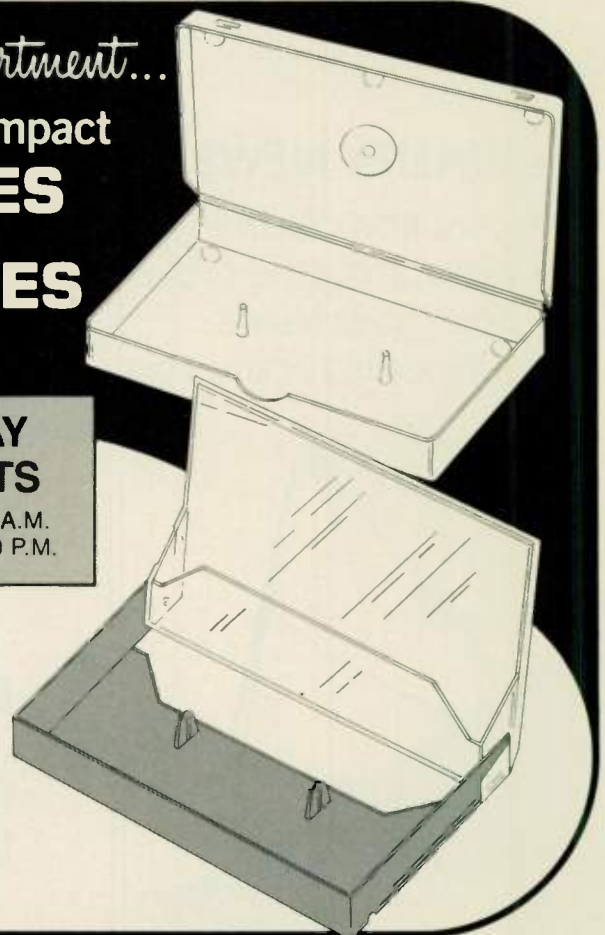
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"the first feeble signal of WYAH-TV/Portsmouth (Virginia) bounced a few blocks from the rundown UHF station." The network was reportedly launched with a three-dollar donation and prayers. CBN now preaches the Gospel message on 3200 local cable affiliates and several continents throughout the world. Dr. M. G. (Pat) Robertson is CBN president and host of the popular *700 Club*.

**Kids, Dog and Robot  
Focus of  
Christmas Special**

VIRGINIA BEACH, VA (NRB)—The Christian Broadcasting Network expects to air its Christmas television special in at least 60 per cent of the U.S. markets. *The Superbook Christmas Special*, a half-hour animated series produced originally for Japanese viewers, has been syndicated in nine of the top ten markets around the country including New York, Los Angeles, Chicago and Philadelphia.

The program features two children, a dog and a robot who travel through a time warp to Bethlehem where they are present for Christ's birth.

**Two Lament  
Exploitive, Violent  
Children's TV**

MORRISTOWN, NJ (NRB)—Whether broadcasters listen to Captain Kangaroo or Rev. Donald Wildmon, the urgent message was the same recently. Christian broadcasters and parents share the responsibility of protecting America's children from the excesses of children's television programming, the secular exploitation and the unmasked violence.

Bob Keeshan, better known for the title role of CBS morning hallmark "Captain Kangaroo," said broadcasters are shirking their responsibilities for teaching values to American youth. "There is no way to defend the exploitive programming we see on Saturday mornings," Keeshan challenged. "It is not really designed to enhance the child's well-being in any way, but to exploit children and sell products."

Keeshan made his remarks during an interview for programs produced by the Southern Baptist Radio and Television Commission. His CBS program, which has been produced since 1955, will soon fill one of the Saturday morning slots when the network drops it from the weekday morning position in favor of early news programming.

"I am dealing with children between two and five years of age, a very formative period in their lives. My main concern is to make the child feel valuable—that he has a future, a reason for being on earth." The Captain credits a Christian upbringing with forming his personal values.

Keeshan said secular broadcasters rely too heavily on the audience ratings and advertising dollars to determine what programs to air. Children and other minority groups suffer because they do not spend a lot of money, he commented.

Another unwavering critic of Saturday morning children's programming was Rev. Donald Wildmon, a United Methodist pastor who heads the National Coalition on Television Violence (NCTV) and the Coalition For Better Television.

NCTV released statistics saying that Spring 1982 was the second most violent quarter year in television history. This was nowhere more evident than in cartoon violence which "set a new record, increasing 20 percent to 37 violent acts per hour for the most violent Saturday mornings in American history."

The CBS Bugs Bunny/Roadrunner cartoon was named as the most violent cartoon with 70 violent acts per hour. In one episode "Bugs Bunny" features a meek physician who turns into a hatchet murderer trying to split Bugs' skull or blow him away with a shotgun—a modern Saturday morning horror movie.

The cartoon survey was conducted on Saturday mornings over 54 hours that revealed 1,986 violent acts for an average of 37 per hour. While CBS airs the most violent children's programming according to NCTV, ABC was named the most violent network and HBO was listed as most violent programmer overall with 300 percent more violence than the networks.

**Missionary Radio  
Reaching Wealthy  
in Haiti**

PORT-AU-PRINCE, HAITI (NRB)—Last month marked six years since Robert Bernhardt brought Stereo 92 on the air. The format is geared to meet the needs of Haiti's business and professional people of Port-au-Prince, estimated at 3 percent of the population.

The idea of Stereo 92 was conceived in the early 1970s by Edward Walker and David Hartt, World Team missionaries to Haiti. They noticed that, although much evangelical work was being done among the lower class people with great response, few efforts had been made by evangelicals to reach the thousands of businessmen and professionals residing in the capital city.

Stereo 92 uses easy listening music to attract the listener. This music is interrupted by hourly news, advertisements of special interest to the upper class, and six daily mini-messages. These Gospel spots touch on subjects like frustration, fear and loneliness. Along with each problem, God's solution from the Bible is presented.

The purpose of these Gospel spots is to encourage thinking. "We're sowing," says Robert Dargon, station manager. "Radio is not meant to be a reaping ministry. We start the process and it may take some of the seeds years to germinate, or it may take a month," he said.

One program generating response is *Harbor Light Serenade*, hosted by Donald Weaver. He talks with a relaxed, conversational style on subjects like guilt, depression and anxiety. "We're trying to show that Jesus Christ, the Bible and Christianity are credible and worth looking into. Our talk is not a sermon but a conversation," Weaver said.

Another positive effect of Stereo 92's new format is the outgrowth of Bible studies. Bible studies are advertised on the air to remind regular attenders and attract new ones.

Weaver has started his own Sunday morning Bible study. Half of those attending are not evangelical (continued on page 43)



# 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.

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Keeshan made his remarks during an interview for programs produced by the Southern Baptist Radio and Television Commission. His CBS program, which has been produced since 1955, will soon fill one of the Saturday morning slots when the network drops it from the weekday morning position in favor of early news programming.

"I am dealing with children between two and five years of age, a very formative period in their lives. My main concern is to make the child feel valuable—that he has a future, a reason for being on earth." The Captain credits a Christian upbringing with forming his personal values.

Keeshan said secular broadcasters rely too heavily on the audience ratings and advertising dollars to determine what programs to air. Children and other minority groups suffer because they do not spend a lot of money, he commented.

Another unwavering critic of Saturday morning children's programming was Rev. Donald Wildmon, a United Methodist pastor who heads the National Coalition on Television Violence (NCTV) and the Coalition For Better Television.

NCTV released statistics saying that Spring 1982 was the second most violent quarter year in television history. This was nowhere more evident than in cartoon violence which "set a new record, increasing 20 percent to 37 violent acts per hour for the most violent Saturday mornings in American history."

The CBS Bugs Bunny/Roadrunner cartoon was named as the most violent cartoon with 70 violent acts per hour. In one episode "Bugs Bunny" features a meek physician who turns into a hatchet murderer trying to split Bugs' skull or blow him away with a shotgun—a modern Saturday morning horror movie.

The cartoon survey was conducted on Saturday mornings over 54 hours that revealed 1,986 violent acts for an average of 37 per hour. While CBS airs the most violent children's programming according to NCTV, ABC was named the most violent network and HBO was listed as most violent programmer overall with 300 percent more violence than the networks.

**Missionary Radio Reaching Wealthy in Haiti**

PORT-AU-PRINCE, HAITI (NRB)—Last month marked six years since Robert Bernhardt brought Stereo 92 on the air. The format is geared to meet the needs of Haiti's business and professional people of Port-au-Prince, estimated at 3 percent of the population.

The idea of Stereo 92 was conceived in the early 1970s by Edward Walker and David Hartt, World Team missionaries to Haiti. They noticed that, although much evangelical work was being done among the lower class people with great response, few efforts had been made by evangelicals to reach the thousands of businessmen and professionals residing in the capital city.

Stereo 92 uses easy listening music to attract the listener. This music is interrupted by hourly news, advertisements of special interest to the upper class, and six daily mini-messages. These Gospel spots touch on subjects like frustration, fear and loneliness. Along with each problem, God's solution from the Bible is presented.

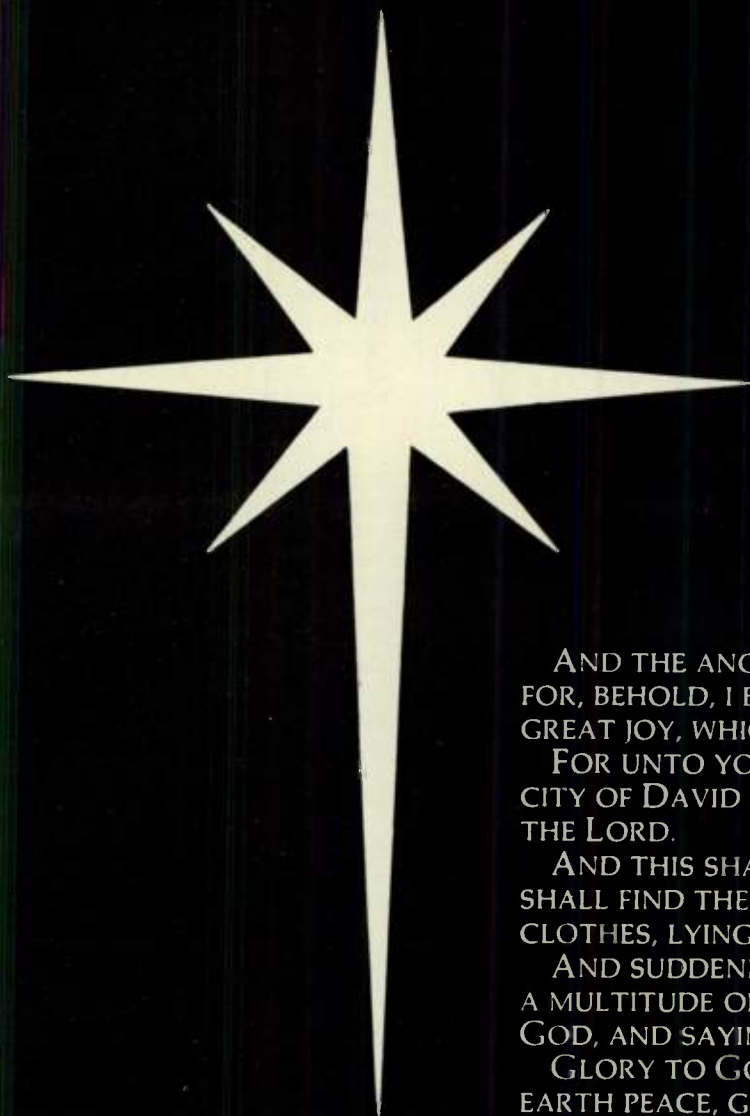
The purpose of these Gospel spots is to encourage thinking. "We're sowing," says Robert Dargon, station manager. "Radio is not meant to be a reaping ministry. We start the process and it may take some of the seeds years to germinate, or it may take a month," he said.

One program generating response is *Harbor Light Serenade*, hosted by Donald Weaver. He talks with a relaxed, conversational style on subjects like guilt, depression and anxiety. "We're trying to show that Jesus Christ, the Bible and Christianity are credible and worth looking into. Our talk is not a sermon but a conversation," Weaver said.

Another positive effect of Stereo 92's new format is the outgrowth of Bible studies. Bible studies are advertised on the air to remind regular attenders and attract new ones.

Weaver has started his own Sunday morning Bible study. Half of those attending are not evangelical (continued on page 43)





AND THE ANGEL SAID UNTO THEM, FEAR NOT:  
FOR, BEHOLD, I BRING YOU GOOD TIDINGS OF  
GREAT JOY, WHICH SHALL BE TO ALL PEOPLE.

FOR UNTO YOU IS BORN THIS DAY IN THE  
CITY OF DAVID A SAVIOUR, WHICH IS CHRIST  
THE LORD.

AND THIS SHALL BE A SIGN UNTO YOU; YE  
SHALL FIND THE BABE WRAPPED IN SWADDLING  
CLOTHES, LYING IN A MANGER.

AND SUDDENLY THERE WAS WITH THE ANGEL  
A MULTITUDE OF THE HEAVENLY HOST PRAISING  
GOD, AND SAYING,

GLORY TO GOD IN THE HIGHEST, AND ON  
EARTH PEACE, GOOD WILL TOWARD MEN.

LUKE 2, 10-14

**wtmr**  
800 AM

PHILADELPHIA'S LEADER  
IN CHRISTIAN BROADCASTING

## Palau, Draper to Address Convention

MORRISTOWN, NJ (NRB)—Hispanic evangelist Luis Palau and Southern Baptist President James T. Draper, Jr. will address the 40th annual NRB convention which begins January 30th at the Sheraton Washington Hotel, Washington D.C. The Monday night program, a live origination of Jim Bakker's *PTL Club*, has confirmed appearances from evangelists Oral Roberts and Rex Humbard. Billy Graham, who will be on hand for the Congressional Breakfast Tuesday morning, has been invited to appear on the same broadcast.

Palau will deliver the Monday morning address for convention participants. Perhaps the world's best-known Hispanic evangelist, Palau has sponsored crusade meetings in Paraguay, Argentina, Britain, the United States, Australia, Finland and many other nations around the world since November last year.

The first crusade was held in Bogota, Colombia in 1966, some 13 years after Palau had preached his first sermon in his native city of Buenos Aires, Argentina. He had trained at the Multnomah School of the Bible.

A mid-September crusade meeting in Asuncion, Paraguay saw over 10,000 people register commitments of Christian faith. Palau said that the response at the crusade's final meeting held in a soccer stadium was the largest response of his 20-year crusade. That day, 1,690 people accepted Jesus Christ.

Palau has been the focus of increased media attention recently, as evidenced by the extensive coverage given by the Argentine national television and radio this year. The media attention contrasted sharply with Palau's experience at a 1976 crusade that was virtually ignored by the media. Evangelicals are a small minority in Paraguay.

The Luis Palau Evangelistic Team, based in Portland, Oregon, sponsors the crusades, as well as counselling centers, continent-wide radio broadcasts, phone counselling for crusade inquirers, and con-

ferences for missionary and church leaders. The evangelist also supplies a regular newspaper column, publishes three magazines (two of which are in Spanish), and sponsors a School of Christian Journalism.

Palau has demonstrated a respect for the influence of broadcasting that will be evident at the annual convention. "If I had to give up all of the Palau Team ministries except one, I think I would keep our radio ministry because every day our two radio programs enter the homes of 15 million people in over 22 countries," he commented last summer.

Dr. Draper, president of the Southern Baptist Convention, the nation's largest Protestant denomination, is senior pastor of First Baptist Church, Euless, Texas. He will speak during the Sunday night program that opens the convention.

Since assuming the presidency earlier this year, Draper has been in discussions between theologically moderate Southern Baptists and the more conservative majority of the denomination that he represents. The truth of Biblical inerrancy has been the center of debate for several years. Draper commented that a main goal of his presidency is "to get Southern Baptists talking to each other instead of about each other."

He is featured each Sunday night on *Turning Point*, broadcast in the Dallas-Fort Worth area on KRLD/Dallas. The energetic president, who reportedly jogs two miles daily, was described by a church spokesman as a devoted father of three children, a pastor who shows interest in other people, and an author of 12 books. He has written several books on Bible exposition including commentaries of *Hebrews* and *James* and a doctrinal study entitled *Foundations of Biblical Faith*.

Draper, 47, has pastored for 26 years, more than seven of which have been at the Euless church. He is a graduate and present board member of Baylor University, Waco, Texas, and a graduate of Southwestern Baptist Theological Seminary, Fort Worth, Texas. He is the third generation of his family to serve as a Baptist pastor.

## Hispanic Group Plans For Increased Convention Involvement

MORRISTOWN, NJ (NRB)—H. O. Espinoza of San Antonio, Texas has announced a plan to involve more Hispanic religious broadcasters in the 1983 national NRB convention than in past years. As chairman of the NRB National Hispanic Steering Committee (HNRB), Rev. Espinoza

Luis Palau



James T. Draper, Jr.





## EFT and FUND RAISING—Part 4

# How to Offer Electronic Banking To Your Donors

By Beverly Kempf

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

Charitable organizations are just beginning to understand what electronic banking can mean to pledge fulfillment. However, many are unsure how best to integrate EFT into their present fund raising systems.

A fund raiser has two options when seeking assistance in the area of electronic funds transfer. He could go to his bank, or to a professional EFT service. Most banks are equipped to process debit and credit data through NACHA (National Automated Clearing House Association). However, few banks are able or willing to assist a charitable organization plan and develop all the necessary aspects of a program.

By contrast, a professional service specializing in electronic funds transfer offers non-profit organizations the most efficient and cost-effective way of successfully implementing EFT.

For example, EFT Management Systems of San Diego provides forms design, personnel training, detailed monthly activity reports, as well as batch control cards and business reply envelopes to facilitate placing donors onto the system. In fact, the company will even work with your professional fund raising consultants at your request.

The non-profit organization can contract for a total package of implementation services or for any specific service in addition to the actual transfer of funds. You can request EFT Management Systems to mail annual donor statements

and amount change notices to donors. Mail and phone follow-up can also be provided for contacting donors whose transfer were "returned" due to closed accounts, insufficient funds, etc. (even though less than 3 percent of all transactions are returned).

One of the most important services is the complete accounting and reconciliation of funds, invaluable to management.

The monthly activity report (also available on magnetic media to update computer records) shows each donor's name, amount of contribution, year to date amount, and date of first electronic deduction. The print out also indicates whether or not the donor has selected the "inflation guard" option.

Additional detailed reports can provide customized data to improve an organization's donor management program.

To learn more about how you can begin offering your donors the ultimate in convenience and at the same time increase donor fulfillment and income, contact a professional electronic funds transfer company.



Beverly Kempf is Vice President of Marketing Services for EFT Management Systems, Inc., a service company that helps organizations integrate electronic banking 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).

detailed the effort that includes six workshops of interest to Hispanics, translations of plenary sessions and major addresses via portable radios, and evangelist Luis Palau as a luncheon speaker on the convention's final day.

Espinoza also announced the names of the eight-member steering committee and read a letter of resignation from HNRB member Luciano Padilla.

Espinoza was joined at the planning meeting by committee member Janet Luttrell of San Juan, Puerto Rico. "Our main goal is to upgrade the professional standard" of Hispanic broadcasters and station owners, she commented. The national workshops will "start at the basic knowledge assumption" in an attempt to interest many Hispanics this year.

The committee's goal is to increase HNRB membership to at least 11 percent of the total NRB members, the estimated percentage of the U.S. Hispanic population. Several hundred Hispanic communicators are expected at this year's national convention which commences January 30 at the Sheraton Washington Hotel, Washington, D.C. "We want to attract as many Hispanics as possible" to the convention, Espinoza commented.

One workshop, U.S. Hispanics-Market Profile, will feature Carmen Junco, president of the National Association of Spanish Broadcasters, a secular organization based in Washington, D.C. She will outline statistics and demographics on the estimated twenty million "legal" Hispanics in this country and describe concerns unique to that group. Espinoza will moderate this workshop.

Other workshops for Hispanics this year are Sources and Ideas For Follow-up, Guidelines for New Radio and TV Programmers, How To Reach the Unsaved, How To Get Stations to Take Our Programs, and Financial Options to Support Broadcasting Ministries.

Plans were discussed by Espinoza and Luttrell to offer translation into Spanish of the plenary sessions and major addresses at the convention. An in-house FM (continued on page 47)

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

# How to Spread the Joy of Giving

## Guidelines for Christian Fund-raisers

1. Donors have needs too.
2. People and organizations grow and change.
3. Giving to God's work should not be based on a give-to-get formula.
4. Donors respond to the needs of people.
5. Protect the opportunity for freewill giving.
6. When people give money, they give a part of themselves.
7. It is wrong to appeal to a person's selfish motivation.
8. Giving is largely an emotional response, not an intellectual one.
9. Specific requests are more effective.
10. Donors want to know what happened as a result of their giving.
11. The donor who knows the joy of giving will give again.
12. Good records are essential to planning.
13. The organization receiving the gift must give something back to the donor.

**S**UDDENLY, it seems as though everyone has discovered the generosity of the American public—and philanthropy is becoming a growth industry.

That's okay! There are many worthy causes. And we have yet to see the extent to which Christian people in particular can be motivated. What concerns me is the way we carry on our fund raising. Is it consistent with the Gospel we proclaim? Is it Christian stewardship at its best? Do we show as much concern for the donor as we do for those we want to help?

If you are in a position of leadership, commit yourself in writing to be accountable to your board on policy matters and to your management team on operational matters. Nobody is smart enough to go it alone. We violate the biblical concept of the body of Christ when we try.

As a Christian leader, create or join a covenant group of persons not connected with your ministry who will hold you accountable in your personal life. You need to be in community with brothers and sisters who are not dependent on you for their livelihood or for the primary nurture of their faith—persons with whom you can be totally honest and, conversely, who will be totally honest with you.

Here are 13 donor principles which we use in our company to help Christian

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by Russ Reid

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organizations raise money for their ministries:

1. Donors have needs too.

Their needs may not be as apparent as those of the real people to whom you minister, but they are just as real.

- Donors need to freely give of themselves to others.
- They need to know they are making a positive difference in the lives of others.
- They need to take part in the work of the Kingdom of God.
- They need to know they are living in accordance with the will of God and the fulfillment of His Kingdom.
- They need to grow personally, to increase their faith in God and in His provision for them.

If we understand these needs, we have

a unique opportunity to give something to our donors, to minister to them, and to build a growing, fruitful relationship with them.

2. People and organizations grow and change.

It should not be taken for granted that a donor will keep giving larger gifts, ultimately leaving a bequest at his or her death. Some donors will become more involved, but others may be led to give to other organizations. Nor should there be a dependency on gifts from certain key donors to the point that new directions and new possibilities are overlooked.

3. Giving to God's work should not be based on a give-to-get formula.

Some organizations cite examples of donors whom God has abundantly blessed, as if to imply that if one gives generously to their ministry, God will enrich that person in the same manner. God may increase the health and well-

*The donor has a right to know something has been accomplished. Part of the joy of giving is knowing that it made a difference in someone's life*



being of a donor, but that should not be a reason for giving. This is a subtle difference which we need to keep in mind.

4. *Donors respond to the needs of people.*

An organization or institution, of course, is only a means—a vehicle. The objective of every group is to effect a change in individual lives. So in fund raising, we need to focus attention on specific individuals who have benefited from our ministry and not on the organization itself.

5. *Protect the opportunity for free-will giving.*

There is no greater joy in life than the spontaneous giving of oneself to others. Our job is to spread that joy, to help the donor *want* to give, and not out of guilt, fear or obligation.

6. *When people give money, they give a part of themselves.*

Most donors have acquired their financial resources through hard work and wise use of their time and talents. So when they give, they feel very attached to their gift.

7. *It is wrong to appeal to a person's selfish motivation.*

This is another subtle temptation. But when we keep the good of the donor in mind, we will appeal only to his or her heart of love in order to secure a gift.

8. *Giving is largely an emotional response, not an intellectual one.*

We like to think that a clear description of the need will bring the response we want. Without feeling, however, there will be no giving. For the sake of integrity, we have to explain the reasons for needing the gift, but at the same time, we must involve our donors in the hurt, the frustration, the joy and triumph of our work if we expect them to give enthusiastically.

9. *Specific requests are more effective.*

We should clearly communicate what needs a specific project will meet, why it

*Is our fund raising consistent with the Gospel? Do we show as much concern for the donor as we do for those we want to help?*

is important, how much money is needed, when it is needed, and when the project will be completed. Often this means a little more research, but it is our responsibility to present the project in the most compelling way. And it is the task of the Holy Spirit to guide the donor in deciding whether or not to give.

10. *Donors want to know what happens as a result of their giving.*

Every good fund-raiser will acknowledge each gift with a receipt and a thank-you letter. But that is not enough. The donor wants to know that something has been accomplished. And he or she has a right to know this. Part of the joy of giving is in knowing that it made a difference in someone's life.

11. *The donor who knows the joy of giving will give again.*

It is true that giving is a habit, just like any other form of behavior. It is also like exercise—the more we do it, the easier it is the next time. When donors experience the deep joy that comes through generous giving, they respond more often and with larger gifts.

12. *Good records are essential to planning.*

The first step in any planning is research, laying out the data to see what has happened before and what can be learned from it for the next time. That is why every organization needs to keep a complete record of each donor's involvement, how much the person gave, when

he or she gave, and to what programs or appeals. It also helps to know how the donor was approached, how he or she was informed of the results, and how much it cost the organization to get the gift. The longer and better we keep good records, the easier it becomes to plan and set realistic goals for the future.

13. *The organization receiving the gift must give something back to the donor.*

The truth is that organizations have several goals in fund raising. We have dollar goals and we have people goals. As to people goals, each donor should have the opportunity of responding freely, of knowing how the gift is being used, and should have the assurance of his or her participation in God's work. Only then will the donor experience the full joy of giving.

#### **Step One: Plan Thoroughly**

Besides these day-by-day working guidelines, keep in mind this four-step management cycle that has proved invaluable to me and my staff.

In one article, we cannot delve very deeply into the "how" of strategic planning, but we can look at a few of the benefits. For one thing, good planning helps the entrepreneurial-type of chief executive officer whose strength is motivating and leading people. This type of CEO can draw many people to the cause, raise money, and generally make things happen. He or she often needs help, however, with strategic planning.

Strategic planning also makes an organization face the hard truth. Often leaders have an uneasy feeling that some methods are not working as well as they used to. Or they get comfortable with certain ways of doing things and tend to fall back into a "we've-always-done-it-this-way" mentality. Strategic planning forces an organization to look at these programs in the hard light of reality.

*Commit yourself in writing to be accountable to your board on policy matters and to your management team on operational matters.*



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GRAD. DATE \_\_\_\_\_

One more benefit of strategic planning is that it promotes others' willingness to carry out the plan. When the people who have to implement the plans have a part in making them, it is surprising how much more readily the plans get executed.

### Step Two: Organize Carefully

Good fund raising requires good discipline. It has to be carefully organized. One way to do this is through a good data management system. Here are some of the things a computerized system should do for you:

- Segment the file by donor giving-patterns, by geographic and demographic criteria.
- Track significant changes in donors' giving patterns.
- Link the donor files to a word processing system so that personalized letters can be sent to selected donors.
- Monitor donor trends early in their formative stage. (For example, your system should tell you the length of time between when a donor made a first gift and when he or she makes a second gift.)
- Measure the profitability of a fund-raising program by tracking both the cost and the income. Your management system should be able to do this for each source and category in each mailing.
- Track any given project over a long period.
- Identify the source from which each donor's initial gift was acquired, as well as the motivation for each subsequent gift.
- Select those donors who, because of their frequency of giving and the size of their gifts, probably warrant a personal follow-up.

In short, a good computer system can be a giant organizer which will do all the paper shuffling and data processing you will ever need to keep track of your donors.

### Step Three: Execute Diligently

Volumes of advice could come under this heading. But here are some of the most important things to keep in mind:

- Do not be afraid to ask for money. You might get some response if you just describe a project and hint that you need funding. But you will get much better response if you clearly state, "Please, we need your help."
- Do not be afraid to ask for a specific amount. It is important to challenge donors to sacrifice, to give to the max-

imum of their potential. The process of donor segmentation makes it possible to present the right challenge to the right person.

- Do not be afraid to ask frequently. Your donors know that you understand they cannot give every time, but they are not going to give unless you ask. Put another way, do not deny your donors a chance to give. If you provide enough opportunities, they will make the choice themselves.

### Step Four: Review Constantly

Every organization that depends on contributions from donors faces the relentless "hound of attrition." In other words, donors drift away or die, so you must be constantly acquiring new ones.

One of the basic questions we should ask in acquiring new donors is, How much is a donor worth? In other words, how much can we expect a donor to give over a long period of time? When you know the answers to these questions, then you can determine how much you should spend to acquire a new donor.

You can see why this is called a management "cycle." Acquiring donors is where the process starts, then the process of reviewing and answering these questions leads back to the planning board and step number one.

In conclusion, here are several important points for Christian fund-raisers to remember:

- Bring the tough theological and ethical questions to bear on all your fund-raising programs.
- Make sure you surround yourself with people who are marketing professionals. You would not ask a sincere Christian to audit your books if he were not a certified public accountant. It takes no less a team to run your fund-raising program.
- Have the courage to plan, organize, execute and review. If these disciplines are not your gift, bring those into your organization who have the gift of administration and give them the authority and responsibility to help you carry out your programs.

NAB



Russ Reid is president of the Russ Reid Company, an agency specializing in response marketing for nonprofit organizations. Before starting his own business in 1964, Reid was vice president of marketing at Word, Inc.



# Would you trust your fund-raising package to a direct response company that won an award for a promotion for Pizza Hut?

*Many of the most successful names in fund-raising  
already have.*

The Old Time Gospel Hour, Republican National Committee, The Whale Protection Fund, National Rifle Association, The National Right to Work Legal Defense Foundation, The Epilepsy Foundation. We're Specialty Graphics, and we've done work for all of them.

And then there's Pizza Hut. A direct response concept we developed for them last year was so personalized that it even included a map that showed the prospect how to get to the nearest Pizza Hut!

We won one of the Direct Marketing Association of Washington's coveted MAXI awards for that promotion.

We're proud of the award, but we are certainly not resting on its laurels.

Our aim is — and always has been — to discover new and exciting ways to help our many clients improve the results from their direct response programs.

We offer concept-to-drop services, but we also can provide any individual services that a client may require.

If your concept has been conceived and the copy is already written, for example, we'd be happy to work with you on the most effective, cost-efficient way to package the mailing and make it work.

Whatever the cause or the product, we have the background to promote it effectively through direct response.

And we'd like to hear from you. Get in touch soon to see what we can do for you.

You'll be in good company.

Mr. C. David Wallace, President  
**Specialty Graphics, Inc.**  
Suite 412, 8027 Leesburg Pike  
Vienna, VA 22180  
(703) 893-8188

Dear Mr. Wallace:  
*Please get in touch with me to make an appointment to discuss my direct response needs.*

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_



Specialty Graphics, Inc. Suite 412, 8027 Leesburg Pike, Vienna, VA 22180 (703) 893-8188

As paper transactions jam  
the postal and banking systems  
alert organizations  
are switching to EFT

# Steering Donor Support the Electronic Way

**E**LECTRONIC 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?

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

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

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

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

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

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by Willits H. Sawyer

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When EFT is used to transfer pre-authorized deductions for charities, a donor signs an authorization form allowing his account to be debited and an organization's account to be credited for a specific amount each month, automatically, without delay.

## Phenomenal Acceptance

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

Once donors see how they save on the cost of checks, envelopes and postage with EFT, they continue supporting charities in this manner.

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

The annual fulfillment of pledges via EFT is a staggering 97 percent, compared to approximately 60 percent when a donor must issue and mail a check each month! Imagine how that could change your financial picture.

Here is how the system works. First you offer your donors the EFT option in a message explaining how the program saves them and your organization time and money. Donors need only sign and return a special authorization form with a check in the amount they are pledging

monthly. When you receive the form, you forward it, for example, to EFT Management Systems.

Every month from that point on, EFT Management Systems will initiate an electronic transaction to debit each participating donor's account and credit an account set up for your organization.

Each deduction is listed on the donor's bank statement, and an annual statement summarizes electronic deductions for each donor at the end of the year.

Sounds simple and easy? It is—for both the donor and the charity. The donors are assured that they are supporting your organization at the same time they are saving on postage, checks, envelopes and time!

Your organization receives a concise printout every month detailing donor activity. And, you know that the funds are safely in the bank.

## Benefits All Around

Most organizations that offer their donors the option to contribute via electronic banking are pleased 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 Percent Pledge Fulfillment

The average fulfillment of annual EFT pledges is 97 percent. 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 \$10 to \$20 a month gift rather than send a one-time



**More than  
25 million  
electronic fund  
transfers are made  
each month  
— up from  
virtually none  
six years ago**

donation of \$25, 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 \$10 a month and chooses inflation guard, that has a 10-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 now 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!

#### **Simplified Procedure**

Once donors are on an EFT system, a fund raiser may wish to contact them periodically to thank them for their dona-

tions, 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.

Charitable organizations are just beginning to understand what electronic banking can mean to pledge fulfillment. However, many are unsure how best to integrate EFT into their present fund raising systems.

A fund-raiser has two options when seeking assistance in the area of electronic funds transfer. He could go to his bank or to a professional EFT service. Most banks are equipped to process debit and credit data through NACHA (National Automated Clearing House Association). However, few banks are able or willing to assist a charitable organization plan and develop all the necessary aspects of a program.

By contrast, a professional service specializing in electronic funds transfer offers non-profit organizations the most efficient and cost-effective way of successfully implementing EFT.

For example, EFT Management Systems of San Diego provides forms design, personnel training, detailed monthly activity reports, as well as batch control cards and business reply envelopes to facilitate placing donors onto the system. In fact, the company will even work with you professional fund-raising consultants at your request.

The non-profit organization can contract for a total package of implementation services or for any specific service in addition to the actual transfer of funds. You can request EFT Management Systems to mail annual donor statements and amount change notices to donors. Mail and phone follow-up can also be provided for contacting donors whose transfer was "returned" due to closed accounts, insufficient funds, etc. (even though less than 3 percent of all transactions are returned).

One of the most important services is the complete accounting and reconciliation of funds, invaluable to management.

The monthly activity report (also available on magnetic media) shows each donor's name, amount of contribution, year-to-date amount, and date of first electronic deduction. The printout

also indicates whether or not the donor has selected the "inflation guard" option.

Additional detailed reports can provide customized data to improve an organization's donor management program.

To learn more about how you can start offering your donors the ultimate convenience and at the same time increase donor fulfillment and income, contact a professional electronic funds transfer company.

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



*Willits H. Sawyer, an NRB member, is vice president of marketing with EFT Management Systems, Inc., a service company that helps organizations integrate EFT into their development programs.*

## Audio Tape for professionals



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15

# The Big Trap

**If you are paying  
this year's bills  
on last year's income,  
you are in  
big trouble**

by Ray Wilson

**H**OW DO I pay today's bills with yesterday's contributions? That is the broadcaster's bugaboo. Typical of frustration by program producers

is this comment to me recently: "The stations continually raise their rates ... at the same time most do little or nothing to increase their audiences ... compounded by the endless number of new ministries competing for support from the same static audiences ... it's to the point that we just can't make it any more!"

He summarized the major concern facing Christian broadcasters today. I hear variations of this problem from program producers almost daily. And you have heard it too. It definitely is a problem.

But complaining does not make the problem go away. Instead what is needed is recognition of the problem and diligence in seeking a solution.

## Avoid Simplistic Solutions

For the Christian program producer the easiest way to solve the problem would be for the station manager to simply lower his rates—drastically. Then everything would be fine, he thinks. But if the station manager would do that, he soon would be off the air, and there would be no place for the program producer to air his broadcast. No, that solution creates a bigger problem.

One program producer thought he had the answer to this horrible problem: "This is God's work, so why should I frustrate myself about raising the money to keep it going? I'll just let Him supply the funds. I'm going to operate by 'faith.'

I'm not going to ask anyone for support. I'm not going to tell anyone about the needs. I'll just let the Lord tell him all about it, and everything will be O.K."

It was not long before he found this did not solve the problem either. In fact, the trap closed tighter.

He quickly learned that it was up to him in the final analysis to find the answer. He could not blame others. He could not complain about increasing costs. He could not blame the economy. The only place in which he could look for the answer was in himself ... in his ministry ... in his fund-raising methods, goals, and objectives.

He finally faced the reality that he had failed to stay abreast of changing times and circumstances—the times and circumstances that have major influence on the listener's response to a broadcast ministry.

## Evaluate Methods

The hardest thing in the world is to admit that the problem may be your own—or your own methods.

That is what my program producer friend had to do, and that is what you are going to have to do when you see the sharp teeth of the big trap closing down upon you.

Those of us in Gospel broadcast ministries feel, to some degree at least, we follow divine guidance. No one would quarrel with that. But if a program producer believes he is following divine guidance with respect to fund-raising methods, he runs into the risk of closing his mind to other methods thinking they must not be God's will.

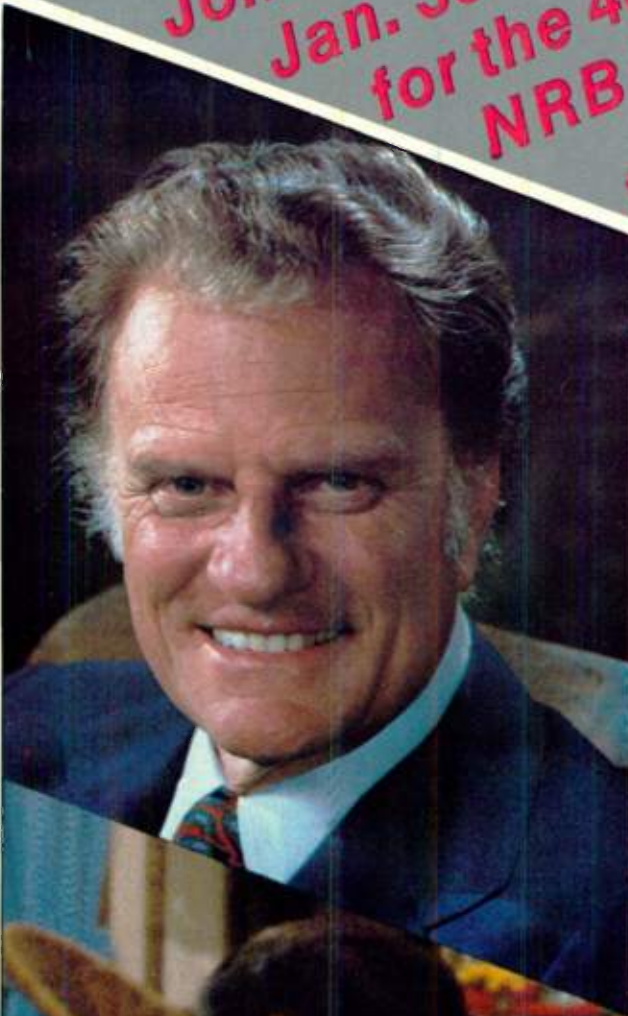
We must resist conclusions like that. The apostle Paul was the greatest fundraiser of the early church. He never locked himself into one "inspired" method. He used many and diverse fund-raising methods, all the way from direct mail to direct solicitation.

On at least one occasion he sent a letter requesting a church to have funds raised and ready when he arrived. On other occasions he appealed directly to  
*(continued on page 33)*



Join us in Washington, D.C.,  
Jan. 30 - Feb. 2, 1983  
for the 40th annual  
NRB convention...

focusing on the theme  
"Christian Media—  
Facing the Future  
with the Bible"



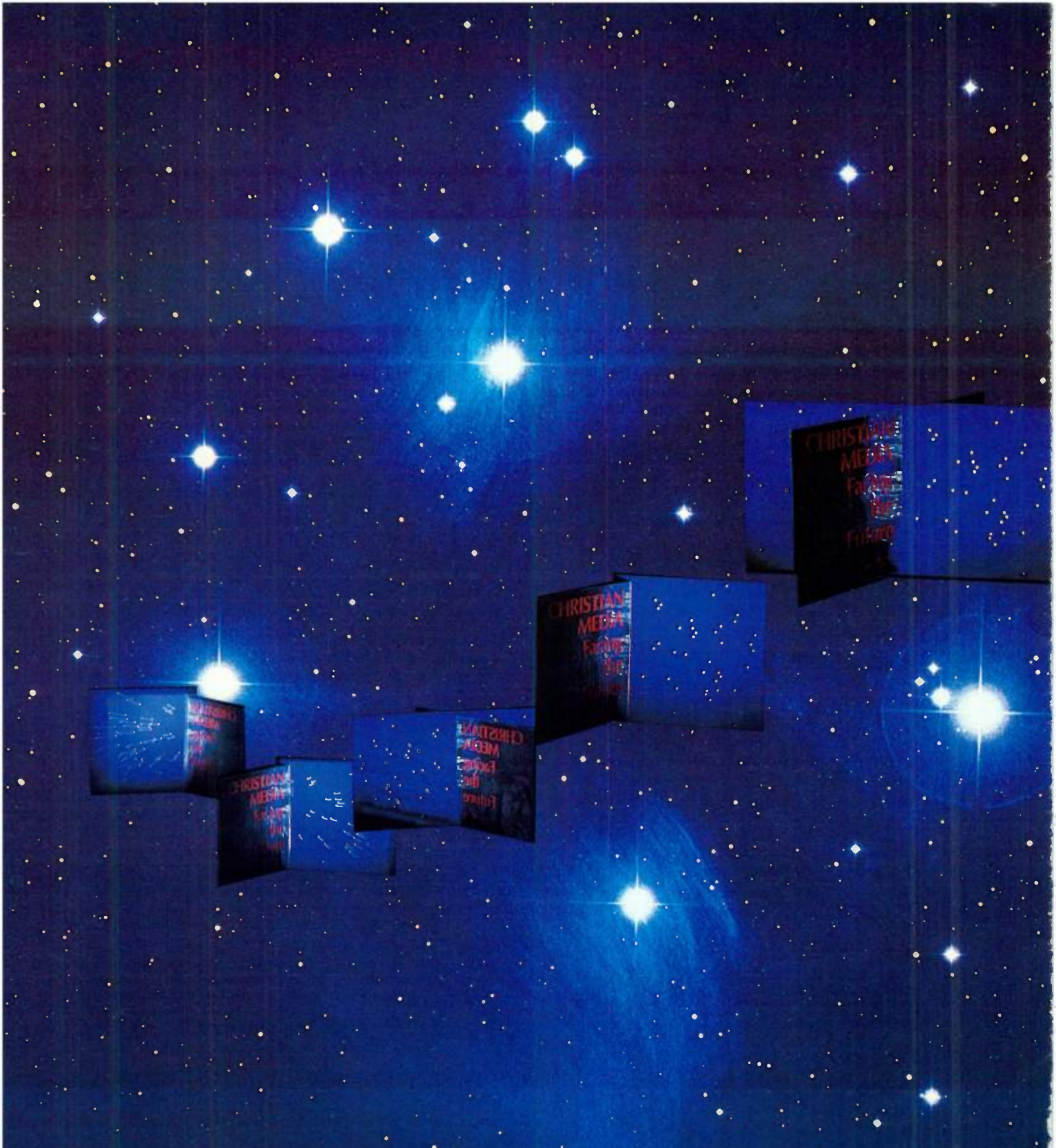
Billy Graham,  
James Robison  
Luis Palau and  
Jim Bakker  
are some of the  
media leaders  
speaking at  
major sessions.  
President Reagan  
will be invited  
as a special guest.

NATIONAL RELIGIOUS BROADCASTERS

40 years of encouraging excellence in Christian communication





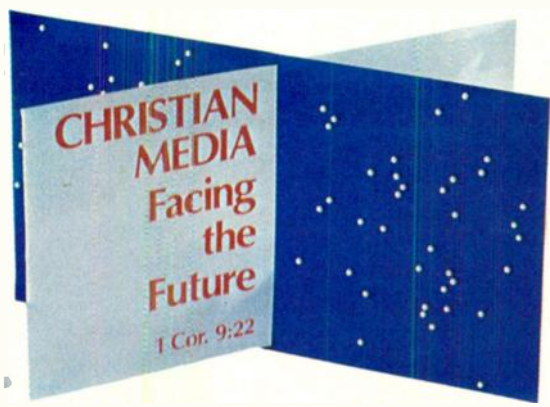


*How can we turn the potential of the media explosion  
into a dynamic new outreach for the Gospel...*

*while there is still time?*



**If you care about communicating the Gospel . . . to your family . . . your church . . . your neighbors . . . you belong at this strategy session for the future of Christian media. Today's foremost communicators** will gather at the fortieth annual convention of National Religious Broadcasters - not to look back on decades of achievement but to forge a strategy for a new era of growth. Join them in Washington, D.C., January 30 - February 2, 1983 . . . to share their insights . . . to assess the challenges and opportunities for carrying God's Word to people everywhere - while there is still time. You'll find out what's happening in Christian radio, TV, satellites, home video . . . and in music, films, drama, publishing, personal evangelism, education, theology, home Bible studies. You'll hear from the professionals who are expanding the frontiers of Christian communication . . . and from the government leaders who are shaping the policies for the decade ahead. You'll meet the speakers, producers, musicians, writers, publishers, directors, artists and thinkers who are being used by God to awaken a widespread yearning for Biblical truth. You'll perfect your skills as a communicator . . . and you'll grow as a disciple and a church leader at the National Religious Broadcasters 1983 convention.



**President Ronald Reagan, being invited as a special guest at the 40th NRB convention, addressed the 1982 convention. Before going to the podium President Reagan met with NRB executive Ben Armstrong (right) and David Hofer (center), past president of NRB (1979-1982).**



**E. Brandt Gustavson, NRB president, will speak at Monday's Keynote Plenary.**



**Jerry Rose, NRB second vice president, is the 1983 convention program chairman.**



Sacred music will abound at the 1983 convention, with outstanding Christian artists from the United States and Europe. The headliners are winners of many honors, including the prestigious Dove Award of the Gospel Music Association.



Daniel Weyanbette, Europe's foremost pianist



Johnny Hall, artist with seven albums



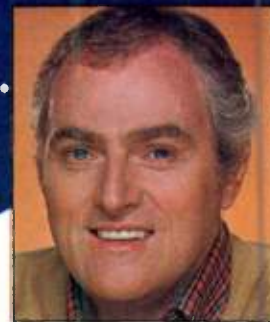
Sandi Patti, holder of two 1982 Dove Awards



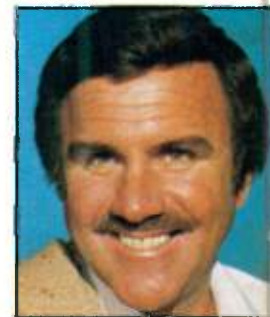
Larnelle Harris, TV favorite and White House soloist



George Beverly Shea, dean of gospel vocalists and soloist at Billy Graham crusades



Kurt Kaiser, gifted pianist, composer and conductor



Dave Boyer  
1981 Dove Awardee

Professional workshops for broadcasters and other Christian communicators will assemble noted experts, ready to talk about what works today, what's ahead tomorrow, how to stretch your budget, how to make your ministry more effective, new technology, federal regulations and legal issues, audience research ... and more. Five sessions with 5 concurrent tracks for **radio** (commercial stations, non-commercial stations, program producers, engineering, international broadcasting), **television** (more than 15 workshops), including cable, films, home video, plus two special series on reaching **Black** and **Hispanic** audiences.

Major sessions, featuring world-renowned broadcasters and acclaimed recording artists, will widen your perspectives. Billy Graham and Luis Palau will bring firsthand reports of conditions around the world. James Robison will offer a plea for righteousness in our nation and European communicators will challenge you to develop a new agenda. NRB president E. Brandt Gustavson will draw on his comprehensive knowledge of broadcasting, publishing and management to evaluate the next stage in Christian media. Today's most sophisticated technology will be on display when a live telecast goes from the NRB convention to a satellite 22,000 miles above the earth then to millions of homes. Concerns for reaching Black and Hispanic audiences will be explored in a major session, as well as workshops. Placing Christian media in theological context will be the closing address by Carl F. H. Henry, the preeminent theologian of the growing evangelical movement, according to Time magazine.



Carl F. H. Henry, author of the six-volume work "God, Revelation and Authority"

**Christian Media—Facing the Future with the Bible**



You'll spend four memorable days in the company of church leaders, broadcasters, authors and musicians you've always admired.

You'll have breakfast with close to 100 members of Congress - maybe including your own Congressional Representative and Senators ...

You'll lunch with the commissioners from the FCC ... You'll be present when newsmakers meet the press. Previous press conferences with Billy Graham, Jerry Falwell, James Robison and others were highlights of NRB conventions ... As in previous years, NRB attendees will have opportunities to see Washington as insiders ... with exclusive visits to embassies, Congressional offices, network news facilities ... perhaps even a reception with the First Lady.

You'll explore the frontiers of Christian leadership in a rewarding, challenging series of six **Seminars for Christian Leaders**. Along with advertising executive Grace Jordan, David Howard of World Evangelical Fellowship, David Mains of *Chapel of the Air*, Ted Ward of Michigan State University, Carl Lawrence of Far East Broadcasting Company and other pace-setters, you'll consider your role as a leader in the home, church, community and nation. Centering on the theme, "Leadership in Implementing the Gospel Message," topics include:

- Responsibility in world affairs
- Establishing new directions - politically, economically and culturally
- Personal relationships

Virtually a mini-convention, this year's Seminars for Christian Leaders will widen your vision of

what you can do in the years ahead.

# Convention Highlights

## SUNDAY - JANUARY 30, 1983

- 12:00 noon Registration begins
- 7:00 pm Opening of 40th Annual Convention  
Music: Larnelle Harris - Vocalist  
Speaker: Jimmy Draper - Southern Baptist Convention

*Special Invited Guest  
Ronald Reagan  
President of the United States*

## MONDAY - JANUARY 31

- 8:30 am Keynote Plenary Session  
NRB Presidential address: E. Brandt Gustavson - President, NRB  
Keynote address: Luis Palau - Broadcaster
- 9:00 am Media Expo opens
- 9:30 am Workshop Session I
- 2:00 pm FCC Plenary Panel  
Moderator: Richard E. Wiley - NRB Counsel
- 3:45 pm Workshop Session II
- 7:00 pm Plenary Session

**SPECIAL EVENT: TV ORIGATION**  
Jim Bakker  
PTL Television Network

## TUESDAY - FEBRUARY 1

- 7:30 am Congressional Breakfast  
Speaker: Billy Graham
- 9:30 am Workshop Session III
- 11:00 am NRB Business Meeting
- 12:30 pm FCC Luncheon  
Music: Dave Boyer - Vocalist  
Speaker: James Robison - Broadcaster
- 2:30 pm Plenary Session  
Speaker: Clay Evans - *What A Fellowship Hour*  
Music: Fellowship Missionary Baptist Choir
- 7:00 pm Plenary: **The Challenge of Europe**  
Music: Johnny Hall - Vocalist  
Daniel Wayenberg - Pianist  
Presentation: Multimedia reports

## WEDNESDAY - FEBRUARY 2

- 9:30 am Workshop Session IV
- 11:00 am NRB Business Meeting  
Election of officers
- 2:30 pm Plenary Session: **Future of Television**  
Speaker: Oral Roberts
- 4:00 pm Workshop Session V

- 6:30 pm Fortieth Anniversary Banquet  
Music: Sandi Patti - Vocalist  
George Beverly Shea - Vocalist  
Address: Carl F. H. Henry - Theologian

# 40<sup>th</sup> Year

Howard Jones



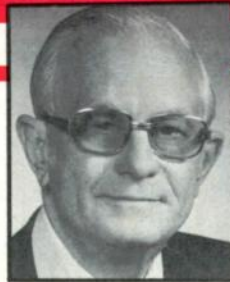
Paul Ramseyer



Robert A. Cook



Thos. F. Zimmerman



Mike Maddex



**Broadcasters Robert A. Cook, Jerry Rose of WCFC-TV 38/Chicago, Abe Van Der Puy of HCJB/Quito (Ecuador), Mike Maddex of WEEC/Springfield (Ohio), Paul Ramseyer of Northwestern College Radio Network, Bruce Dunn of *Grace Worship Hour* and Howard Jones of *Hour of Freedom* will be among the platform participants at major sessions. Founding members Thomas F. Zimmerman of the Assemblies of God and Eugene R. Bertermann of Lutheran Bible Translators, who have provided leadership for four decades, will help inaugurate the next decade of growth. Carl Richardson of *Forward in Faith*, radio-TV commentator David Breese, Norman Wilson of *The Wesleyan Hour*, and author Myron Augsburg will be there. Join them at the inspiring plenary sessions, starting Sunday evening, January 30, 1983 and closing with the gala Anniversary Banquet, Wednesday evening, February 2.**

**Radio executive Tom Wallace, Lee Shultz of *Revivaltime*, Wayne Pederson of KTIS/Minneapolis, Ed Walker of Radio Lumiere (Haiti), Tom Read of KTRW/Spokane, TV producer Ted Baehr, Hispanic broadcaster H. O. Espinoza and Kay Arthur of *Reach Out* are organizing the 1983 workshops - the most stimulating, forward-looking, data-packed workshops in NRB history. Some of the topics to be covered will include satellite delivery systems, low power TV, cassettes for broadcast use, keeping a lid on production costs, management of a Christian ministry, scenarios for 1990, starting a station, women in media ministries, financing a communications ministry ... and much, much more.**

For college students, the NRB Job Fair introduces you to prospective employers—station managers, producers, agencies—who want to hear your tapes, see your reels, read your scripts. The Job Fair is just one feature of the Washington Seminar in Communications—a spectacular opportunity to attend the NRB convention and go behind the scenes into Washington's halls of power. You'll learn firsthand how the communications explosion affects the course of the nation. You'll meet the government leaders who are setting communications policy—including a former disc jockey who now heads the Federal Communications Commission, a radio sales rep and a news reporter who now are FCC commissioners, maybe even a former sports announcer who now occupies the Oval Office. You'll hear straight-from-the-shoulder advice from faculty members who know the score: Mark Lloyd of CBN University, who has produced more than 3,000 programs for the biggest names in religious TV; Norma Champion of Evangel College, whose TV program for children is the pride of the network affiliate in Springfield, MO; Stuart Johnson of Wheaton College, who was an NBC cameraman while he attended graduate school; Carl Jacobson of Spring Arbor College, who utilizes the media for sports, news, publicity; Myrna Grant of Wheaton College Graduate School, the author of a best seller and the voice on many radio spots; Carl Windsor of Liberty Baptist College, who made students a vital part of religious radio-TV when he founded Intercollegiate Religious Broadcasters, the campus membership chapter of NRB; and many others. You'll meet students from more than 75 colleges, plus entire classes of communications majors from top schools. Register now at the special student rate—and ask NRB about low-cost housing (from \$10 per day) for students.

### Reserve your hotel space now

at the new Sheraton Washington Hotel, where all NRB events will take place. Special NRB convention rates are available for reservations made before Jan. 1, 1983—and the Sheraton is filling rapidly. Please make your reservations directly with the Sheraton Washington Hotel reservations office using the form on the next page. The Sheraton Washington will confirm only reservations accompanied by a check for the amount of the first night's room rate plus 10% of D.C. tax and \$1.00 per room occupancy tax.

**Sheraton Washington Hotel** ■ 2660 Woodley Road & Connecticut Ave. NW, Washington, D.C. 20008 ■ 202/328-2000

*Other NRB convention hotels include the Shoreham (2500 Calvert St., NW)*

*202/234-0700 ■ Washington Hilton (1919 Connecticut Ave., NW)*

*202/483-300 ■ Normandy Inn (2118 Wyoming Ave., NW) 202/483-1350*

*■ Connecticut Inn (4400 Connecticut Ave., NW) 202/244-5000 ■ Economy*

*accommodations for students and missionaries are available through the*

*Intercollegiate Religious Broadcasters office at NRB headquarters*

*201/575-4000.*



# 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

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

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

TITLE/JOB FUNCTION (Please check only one.)

President/Director     Owner/Operator     Pastor

Program Producer     Publisher     Musician

Engineer/Technical     Editor/Writer     Designer

Speaker/Announcer     Actor/Performer     Manager

Listener/Viewer     Faculty/Student     Other \_\_\_\_\_

PRIMARY MEDIUM (Please check only one.)

Radio     Print

TV/Cable     Films

Records/Audio Cassettes     Music

Video Cassettes     Theater

Audio-visual     Other \_\_\_\_\_

YOUR ORGANIZATION IS:    NRB Member     Non-Member     Exhibitor

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

Mail with your check to:  
**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		

Plus D.C. tax: 10%, plus \$1.00 per room per day

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ARRIVAL DATE/HOUR: AM/PM \_\_\_\_\_ Held until 6 pm

DEPARTURE DATE/HOUR: AM/PM \_\_\_\_\_ Check out 1 pm

Send to: Sheraton Washington  Reservations Office  2660 Woodley Rd. & Connecticut Ave. NW  Washington, DC 20008  202/328-2000



***Will you be communicating  
the Gospel in 1985?...1991?...1993?***

***What media will you use?***

***How effective will you be?***

Whether you now communicate to a few neighbors, or a church congregation, or a national audience ... your answer depends on the steps you take today. You know the urgency for sharing the Biblical message ... and for improving your effectiveness. Prepare for the challenges and opportunities ahead ... and help set the future course of Christian media ... at the 1983 convention of National Religious Broadcasters. Register today!

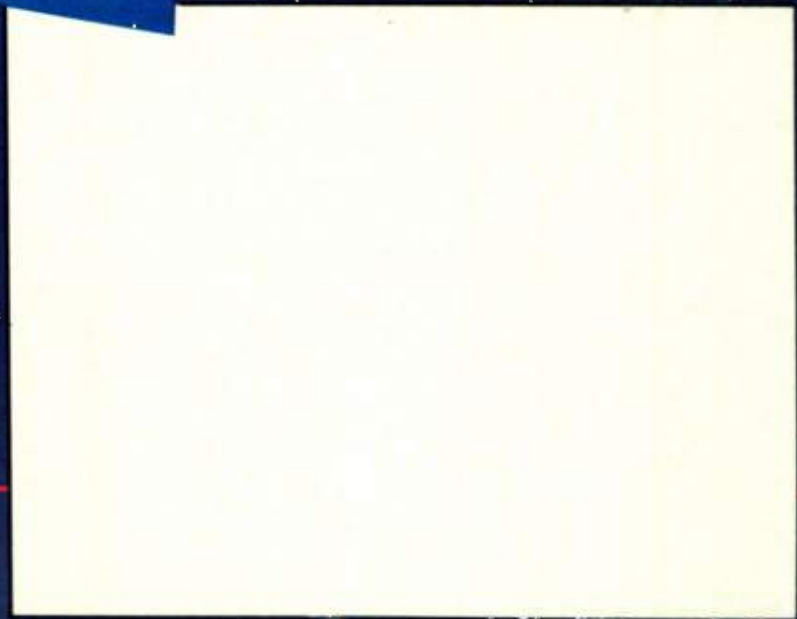
**NATIONAL RELIGIOUS BROADCASTERS**

CN 1926

Morristown, NJ

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**CHRISTIAN  
MEDIA**  
Facing  
the  
Future  
1 Cor. 9:22





(continued from page 24)

the church for help for others. The apostle Paul used all the methods available to him, but always with integrity. The key is meaningful methods administered with integrity.

If the jaws of the big trap are scaring you, your first priority must be to look critically at your own goals, objectives and methods of raising the support to keep your ministry growing. If you do not, your ministry could die.

### Seek Counsel

This painful process might require the help of an outside consultant. It is always easier for a doctor to inject a needle into your arm than for you to do it yourself. Besides, an unbiased professional can often spot the danger signs and problem areas much more quickly than you and can offer valuable solutions.

It costs to hire a consultant. The operative word is not cost; it is cost effectiveness. The dollars you spend to retain a consultant will probably be the best money you have budgeted in years.

Caution though. Know your consultant. Get referrals. Look at track records. Scrutinize client lists and talk to them. Then hire the best.

### Settle on a Solution

Here are some suggestions for your self-analysis:

1. With respect to your program format and content, review everything you are doing. If the format and content have not changed in the past 25 years you are probably on a downhill slide. Keep nothing sacred. Ask your associates to give you some hard, straight answers. Be open-minded. When you locate where change must be made, do it! Now! Just because you have done it that way for 25 years does not mean it is right for today.

2. Take a hard look at the methods you are using to raise support. Leave no stone unturned. If your income has not increased consistently each year, it is quite clear that you are trying to pay today's bills with last year's income. That is

a definite sign of terminal illness. Itemize each of your methods of fund raising. Be specific. Find out if you are using all the methods available to you. Then compare what you are doing with another ministry that you know to be successful. Analyze what they are doing. Learn from them.

3. Call in that consultant.

4. Find new sources of income, or new ways to raise money that you are not using. There are some out there, but you must take the initiative and make them work for you. It does not happen by itself. Remember, there was only one historical period in which God sent manna from the sky, and even then His people had to go out and gather it in.

5. Do not just complain about the big trap. Do something about it. It can be solved if you really want it to be.

6. Start all over again with the same attitude you had when you started your ministry. That was when you had little or no money. Think about that. How did you pay for the first radio broadcast? What was your attitude and approach? How hard did you work? Was it a life or death matter? Did you give your ministry your total effort? Did you rely on volunteers, or pay any price so you would not have to do it?

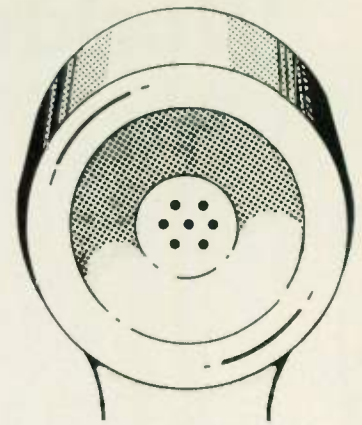
In short, go back to your start-up growth attitude.

If your ministry is just as important now as it was then, give it that same all-out effort that made it work then. Yes, cut corners and costs. Put yourself back in the battle to win, not just survive. Make some hard decisions that will put you back on today's fast track, and headed for success again.

Remember: call in that consultant! **NRB**



Mr. Ray Wilson, president of Wilson Advertising Associates, founded the Glendale-based agency in 1970.



## You Can Increase Your Ministry's Income

Direct telephone solicitation of donors, ex-donors, and friends of your ministry can produce results beyond your expectations.

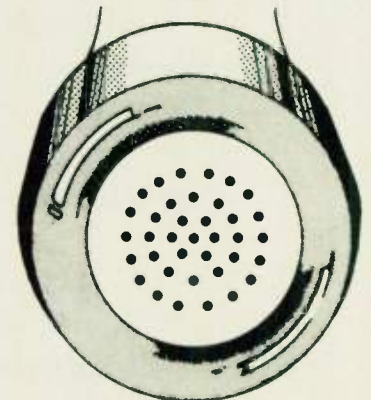
Trained, caring operators at Tele-Direct will place calls that not only generate additional funds but also give your donors a chance to relate personally with your ministry — so important to them and to you.

Tele-Direct Response Center specializes in creating telephone fundraising campaigns for ministries with donor lists of 5,000-50,000 individuals. If your fundraising could use a "boost," call

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**Tele-Direct**  
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Palos Heights, IL 60463



# Worldview of a Theologian

*Whether politics or theology, all things find their ultimate meaning in God's Word*

**Q.** *As you approach age 70 what changes mark your outlook on life?*

**A.** A Christian knows that he will not be engulfed by this earth and that the time approaches when one moves up from it. One thinks more often, in his travels, not simply that "I shall likely not see this city again" but rather that "I shall view this planet soon under wholly new conditions."

**Q.** *Life was different when you were a lad?*

**A.** In many parts of the world it remains primitive; wasn't it that way in Jesus' day? I hopscotched on the sidewalks of New York's East Side and then romped over a one-acre Long Island farm where we grew our own vegetables, plowed with a decrepit horse and raised some goats. In winter we braved the cold winds that swept beneath the grape arbor leading to the

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**by Carl F. H. Henry**

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outhouse where an old Sears-Roebuck catalogue transported us to different worlds. My father sank a 21-foot well and we carried water upstairs to a tub. It was a six-mile trip by bus to high school; we walked a mile to grade school and to Sunday school. Our home had a smokehouse in the cellar, a still in the kitchen, and was lit by kerosene wick lamps. I remember the arrival of a paved road, electric lights, and finally a telephone when I began work as a teenage reporter.

**Q.** *What was the biggest thing that came into your life in those years?*

**A.** God as a personal reality, overarching the opportunities of a newspaper career. Then followed a divine constraint

to do what nobody in our family had done—pursue a college education. At Wheaton College I met Helga, a devout missionary daughter who needed to be persuaded that she ought not to marry any of the others already in line.

Helga was and remains a priceless treasure to me. She came to college from the Cameroon mission field where her parents pioneered. Surviving without a bank balance was nothing strange to her; for more than a week, unbeknown to anybody, she had lived on fruit fallen from trees along the route to campus.

**Q.** *By the time you entered Wheaton College your horizons had shifted considerably beyond the simple early beginnings?*

**A.** I was 22, had six solid years of Long Island journalistic training and experience. Already at the age of 20 I had

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## **A Christian knows that he will not be engulfed by this earth and that the time approaches when one moves up from it**

edited a long-established weekly paper and was reporting for New York papers, covering political as well as other affairs. I worked my way through college as a suburban stringer for the Chicago Daily Tribune, Wheaton Daily Journal and other papers.

I still recall dragging into Latin class at eight in the morning from all night coverage of a double murder and suicide, to be greeted—when I hadn't prepared the lesson—by the professor's dispassionate recital of the principal parts of the verb *flunko* (her creation): *flunko, flunkere, faculty flunktus!* I taught some journalism at Wheaton and some typing also: in fact, in one of those typing classes I met my wife. She was more interested in typing than in either matrimony or me at the time.

**Q.** *Your life has spanned World War I, World War II and the present international upheavals. What lessons from a biblical perspective would you draw from history?*

**A.** The failure of efforts to achieve world unity and world peace through global military dominance and on the basis of human unregeneracy. The Bible affirms that the unity of human history lies in the moral and spiritual purpose of God who punishes sin and rewards righteousness.

**Q.** *What do you think will be the status of the United States, Soviet Russia, mainland China and Israel at the end of this century?*

**A.** Who can tell but God? Neither historical analysis nor political prediction can guarantee the future, which God controls. The Bible speaks of regathered Israel, there is no express mention of America, Japan and other great modern powers.

Two dramatic tracks of world history are unfolding, one secular, the other spiritual, although this contrast must not be overdrawn or overstated. There is the drama of the United Nations with its massive global power blocs, and the drama of the Middle East, where God

has regathered dispersed Israel—in unbelief, as the Bible forewarns—and where all those long-forgotten once-great powers of the past are being resurrected from the dust to world prominence—Iran, Saudi Arabia, Iraq, Syria, Lebanon, with Russia poised virtually at their borders.

The Bible speaks of a recovery of faith by a remnant of Jewry, perhaps by a considerable remnant, and of Messiah's return in such a time.

God often uses wicked powers to punish other powers that have had more light before he in turn destroys them; that holds awesome possibilities for America, Soviet Russia and mainland China also. It is still true that righteousness is the best guarantee to national survival; military might can hold off predator powers but it does not guarantee the future.

**Q.** *Since you have completed your six-volume masterwork on "God, Revelation and Authority," what will you write next?*

**A.** There's a notable shift in the contemporary mindset—although evangelical campuses seem less aware of it than others—an awakening interest in a reasoned view of life. A number of educators and friends are pressing me to do a Christian worldlife view volume vis-a-vis the present secular alternatives. That's a demanding task, but some things may be said for it.

**Q.** *What do you now consider some of the decisive theological turns?*

**A.** The collapse of antiintellectualistic neoorthodoxy, which ruled out objectifying theological statements about God, and of positivism, which limited true and meaningful statements to empirical testability; this helps to shape a new day for evangelical theism. Darwinian evolution is undergoing more trenchant criticism than at any time since the beginning of the century. The doctrine of divine providence needs to illumine anew such catastrophic developments as Auschwitz and the perverse trust in Marxist analysis of history.

**Q.** *What are the biggest disappointments of your lifetime?*

**A.** Evangelical failure to establish a truly great interdenominational university; fragmentation of the evangelical movement just when we might have decisively impacted upon contemporary American life; deployment of Christianity Today from its role of serious theological leadership and cultural confrontation.

**Q.** *What strengths has evangelical Christianity?*

**A.** Its ready affirmation of the supernatural amid rampant modern naturalism; its unapologetic emphasis on revealed truths in an age of intellectual skepticism; its awareness of divine moral commands in a time of ethical relativity; its lifechanging dynamic in a generation whose human existence has turned sour and often bitter; its evangelistic passion in a world that acts as if it had no soul.

**Q.** *What are the weaknesses?*

**A.** Reluctance to consider justice and higher education as much a priority as evangelism; rivalry, opportunism and personality-cultism; exaggeration of success to attract funding; undue deference by some leaders to monied supporters; failure to speak powerfully to national conscience and to the cultural milieu; nonpreservation of institutions and neglect of Christian worldlife concerns.

**Q.** *Do you think evangelicals could still recover a significant initiative in the American context, and what would be involved?*

**A.** It will not be achieved through a least-common-denominator evangelicalism that leaves people increasingly in doubt as to what an authentic evangelical is. Yet if evangelical leaders could meet and draw up an agenda of priorities and concentrate on their commonalities rather than their differences they could forge an influential consensus within our secular society.

There will also be clashpoints. But

## If evangelicals lose the battle for the mind of contemporary man, it will be in their own colleges

despite differences over baptism, ecclesiology and eschatological secondaries, evangelicals have been able to mount a spectacular evangelistic and missionary leadership that gave them eminence in these areas; so too they ought to be able to mount an exemplary initiative in the public arena.

**Q.** *What accounts for the present confusion and conflict in evangelical ranks?*

**A.** Theologically, of course, the tumult is due to a loosely-knit company of teachers who break with propositional revelation or with plenary inspiration of the Bible or who make critical concessions concerning scriptural authority and hermeneutics.

If the first half of this century teaches us anything it is that, unless arrested, the sad end of that process is irreconcilable

confusion. These mediating scholars emphasize that evangelicals "use" the Bible in a variety of ways; their debatable assumption is that one can remain an evangelical, regardless of a perverse use of Scripture.

**Q.** *What about cross current in the public arena?*

**A.** We can discern, I think a pattern: (1) the timidity of the evangelical establishment; (2) the initiative of a courageous spokesman who mounts a somewhat extreme or unguarded position; (3) the consequent division of evangelicals by way of reaction.

We might mention as examples several important areas where establishment evangelicals should have taken a vigorous initiative but failed to do so: protest against the relativization of moral ab-

solutes in national life; use of television both as an educational and evangelistic medium; emphasis on the importance of creation-doctrine in the public schools; the horrendous proliferation of abortion; the fallaway from biblical authority in erstwhile evangelical circles.

In each of these areas individuals ventured to speak and act where the evangelical movement so-called did not: Jerry Falwell and the Moral Majority; Pat Robertson and others identified as the electronic church; Henry Morris and Creation Research Society; the Pro-Life Movement with its hostility to abortion under any circumstances; and the Lindsell-Schaeffer denunciation of noninerrantists. Somebody needed to speak and act, and in the absence of concerted evangelical action individual spokesmen ventured into the gap.

Although some of these individuals spoke out with courage and initiative, their somewhat extreme or unguarded positions became controversial among evangelicals themselves. The Creation Research Society, for example, linked creation with recency of the earth and flood geology. Others did battle with "false evangelicals" rather than inconsistent evangelicals. Evangelical consensus must preserve what is valid in such protests but escape the extremes of individuals.

**Q.** *What do you consider the role of the evangelical colleges and seminaries?*

**A.** In an age when university learning has lost a cohesive center—in terms of an unchanging God and fixed moral values—the evangelical campuses have the grand opportunity of exhibiting the comprehensive unity of truth and indispensable importance of mind, conscience, godliness and love.

If evangelicals lose the battle for the mind of contemporary man it will be in their own colleges. Proclaiming the imperative of personal commitment is the task of the churches and evangelists. In many cases, however, they press for decision on too narrow an intellectual strip. Conversions among secularly-

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## If we are to make a turning impact, young evangelicals must become lovers of books and of truth; we need more tough-minded scholars to do battle

steeped students are comparatively few, and follow-up statistics not good, except where—as now often happens, and all the more tragically on evangelical campuses—students are not intellectually serious. But the evangelists can hardly be expected to compensate for the lack of doctrinal and expository preaching in the churches.

When the colleges emphasize not the intellectual fruits of their effort, but their evangelistic vitality or contribution, in order to encourage constituency support, they merely hide their failure to fulfill their distinctive mission. On some campuses—may their tribe increase—administration and some faculty do indeed see this distinction. Such a school is commendably concerned—and

without any implication of ecclesial triumphalism—not simply to expose the weaknesses of nonbiblical alternatives, but to understand also why they address the contemporary mindset as they do, and to detail the specific superiority of evangelical theism. If we are to make a turning-impact, young evangelicals must become lovers of books and of truth; we need more tough-minded scholars to do battle with the intellectual philistines of our day as Augustine and Luther and Calvin did in theirs.

**Q.** *What of the seminaries?*

**A.** They must call to account—in view of God's own revelation—what the churches preach and teach about God who makes Himself and His purposes known

in Scripture. Yet today many seminaries hold a broken view of the Bible and the local churches stand in judgment upon them. This situation is not really remedied by new alignments that shape struggling new seminaries because the fragmentation is merely extended and denunciation tends to overarch the church's message. A shattering divine impact, one that renews His people in the awe of God and in reverence for His authority and word, can bring the seminaries and churches again to a role of powerful leadership.

As things are, most seminaries and churches pose little threat to a blatantly secular society; they are tolerated by the secular mindset, much as a grandmother who no longer knows what day of the

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## The danger is that evangelical ecclesialism may fossilize into a harmless dinosaur rather than survive as a culture-confronting giant

week it is, or what to do next.

The seminaries are too often infused by worldly ambitions—size, endowment, electronic gadgetry, public relations. They too seldom recognize that just one Solzhenitsyn who speaks the truth boldly and is ready to suffer the consequences may put them permanently on the map in terms of their real mission. The danger is that evangelical ecclesialism may fossilize into a harmless dinosaur rather than survive as a culture-confronting giant.

**Q.** *Doesn't that sound judgmental?*

**A.** I do not intend it thus, and if it seems so, I am sorry. My heart aches at times that the seminaries really do not know the time of the day, that it is virtually midnight for America and perhaps for the world. So often young people come with hearts aflame to learn how most effectively to bear witness to the world in our time and in a few short years they are defused of this passion. The percentage who do not finish their course, or who become vocational dropouts, seems of little concern to their mentors.

**Q.** *Bill Bright of Campus Crusade has said that you were the only professor in all his seminary studies who ever mentioned in class your dealing personally with anyone about the need of faith in Christ?*

**A.** I don't think that every seminary classroom should be turned into a course in evangelism but there's something wrong if divinity professors consider their courses so irrelevant to fulfillment of the Great Commission, or their vocation so unrelated to leading people to knowledge of Christ, that nowhere in the span of a year's teaching do students get any glimpse of personal concern for the lost.

**Q.** *Billy Graham and you have each filled an important role in the fortunes of American evangelism. Where have you differed?*

**A.** Dr. Graham's place in church history is assured; nobody has done more since midcentury to stimulate the

evangelistic energies of Christian churches around the world. He has left to others the cause of human rights, including religious liberty. He could have been more decisive in avoiding the forfeiture of a great transdenominational evangelical university and in shaping outcomes at Christianity Today. Like many others, Graham is too busy to be present when some critical decisions are won or lost. The role of the Graham Center is still rather ambiguous.

The risks of Graham's Soviet evangelistic aspirations are highly explosive. On the other hand, Soviet leaders little sense the possible explosive consequences of a massive underground spiritual awakening amid a

younger generation that is weary of having atheism stuffed down its throat while the case for Christianity cannot be presented on its own merits. But if Graham is allowed a few showcase appearances in Russia, while those Russians who live there are deprived of religious liberty and imprisoned when they seek to do what Graham is allowed for a short span to do, that will be no victory either for justice or for grace.

But here one can only do what he does in good conscience; Graham's objectives are not—as some critics imply—wholly self-serving, since the global preaching of the Gospel is a mandate, and nobody has in our time assumed its risks more than Graham. NRB

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# Next Best to Being There

by Donald A. Triezenberg

**A** S LONG as religious broadcasting has an effective ministry, two facts are certain. The need for broadcasters will never cease and neither will the need for funds diminish.

A critical limiting factor to the ministry of those who claim the airwaves for Christ is the amount of available income. Ministry opportunities often abound; sufficient funding often does not.

After developing direct mail, instituting deferred giving programs, and contacting key donors on an individual basis, what else can a broadcaster do to increase income? He can, among other things, begin doing what an increasing number of businesses and non-profit organizations throughout the country are doing: using the telephone to communicate with customers/donors and prospects.

The use of the telephone as an integral part of a broadcast ministry's fund-raising program is fast becoming essential. Whether the telephone is used as a supplement to an existing effort, or whether it is the primary method of com-

**The telephone is fast becoming an essential part of fund-raising programs**

municating with a donor base, it can achieve results far exceeding the expectations of most ministries. Studies have shown that telephone follow-up can generate response two to four times greater than direct mail alone.

Last December, Tele-Direct Response Center operators phoned the donor list of one broadcast ministry, completing all calls the week of December 7-11. To test the effect of this telephone effort on their direct mail fund raising, we mailed the same year-end fund-raising direct mail package to all donors that has been used the previous year (1980).

The income directly traceable to the telephone campaign more than doubled the previous year's fund raising. In addition the direct mail effort pulled a higher response than in 1980. The net result was an increase in income more than 3½ times that raised the prior year.

I have spent more than a decade refining the direct mail fund-raising efforts of clients from coast to coast. But in my recent experience with telephone fund raising, I have identified three important advantages of the phone.

## Telephone Advantages

First and foremost is the availability of donor feedback. With the exception of personal visits to large donors, no other medium of contact allows the donor to be heard. Trained operators can respond to the donor's request or complaint immediately, thus assuring the donor that

he or she really is important to the ministry. It is the difference between talking and listening.

Second, the telephone gives assurance that contact has been made. Not everyone will be able to send a gift, but the broadcaster can be sure that the message was heard and received. In contrast, the most important aspect of a mailing is to entice the recipient to *open* the envelope, let alone read the request communicated.

And finally, the telephone gives overnight results. On the basis of our work, I have found that a statistically valid sampling to a telephone solicitation is 500 completed calls. Without exception, the percentages of response have not varied significantly from the initial test of 500 calls even when we have called more than 50,000 donors. Thus a broadcaster can determine the projected response of a telephone campaign within hours of its beginning, making possible immediate adjustments if necessary.

A well-designed campaign uses experienced telephone communicators working from a brief script. These operators are trained to communicate the same message to each donor. The chances of something being said in error are often greater when using untrained volunteers than when using a professional telephone communicator.

Some broadcasters question the ability of the operator to respond to donor concerns and questions. Yet my experience

## Facts about Fund Raising by Telephone

1. The impact of a telephone call greatly exceeds direct mail. A few donors will, in all likelihood, object. Be sure to avoid calling them in the future.
2. The cost of a professional telephone fund-raising campaign will be quoted in terms of operator hours or on a per call basis. A good operator will complete 15-18 calls per hour.
3. Three attempts to reach a party will provide a successful call completion rate of about 90 percent.
4. Approximately 25-30 percent of donors may have unlisted phone numbers.
5. Incoming response will require the same 4-6 week period of most direct mail.
6. A well-trained operator does make a difference. One of the most controllable elements relating to percentage of response to telephone solicitation calls is the operator. There is no substitute for a pleasant, trained, caring communicator.
7. The telephone is today's most responsive communications tool.
8. A well-designed call report form is essential for cost effective operation.
9. Certain communities have restricted solicitation by telephone. It is important to know these restrictions and abide by them.



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### Telephone Potential

The use of the telephone will become increasingly commonplace as ministries search for effective donor contact. For years, experts have maintained that fund raising is best done in person. The next best method is by telephone. Mail is a poor third. That knowledge, combined with the fact that the cost of a telephone call has decreased at the same time postal rates have shot up over 70 percent, is a major consideration of those who are including the telephone in their donor solicitation programs.

Those broadcasters who have effective telephone fund-raising campaigns are usually quick to notice a significant advantage of a continuing effort. Initially, all donors are contacted by telephone. The following year, contact can be limited to those who responded to the prior call. Response in these instances can exceed 85 percent of those contacted. These ministries have identified a base of donors who are responsive to solicitation by telephone. Costs are reduced, income increased and, most importantly, the donors receive the personalized attention they seek. As long as this donor base is replenished, these ministries can expect to look forward to a most cost-effective form of fund raising.

I do not believe the telephone is a fund-raising panacea. Effective fund-raising by telephone demands the same careful planning and preparation characteristic of any successful fund-raising effort. But to ignore the availability of the telephone in any fund-raising effort is to ignore the most responsive communications tool available today. And that can prove fatal when the costs of broadcast ministries are increasing annually at seemingly ever-increasing rates.

**NRB**



Donald Triezenberg, president of Advertising Marketing Group, Inc., a full service advertising agency located in Palos Heights, Illinois, is also founder and president of Tele-Direct Response Center, a telephone marketing firm.



(continued from page 14)

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Stereo 92 is an outreach ministry of World Team, a missionary sending agency based in Coral Ridge, Florida.

## **International PTL Expands on Three Continents**

CHARLOTTE, NC (NRB)—The international ministries of the PTL Television Network have grown since last summer by adding indigenous versions of the *PTL Club* in five countries on three continents. Nationalized editions of the Christian talk show are now aired in Italy, Puerto Rico, Paraguay, Bolivia, and since late October, in Zimbabwe.

The period of expansion, described by director of world missions Vern McLellan as an "uphill, intense struggle" over several years, will continue as PTL adds a British version in the near future. McLellan described two other countries, one in Latin America and the other in Southeast Asia, that will receive locally produced broadcasts when plans are finalized. The names of these countries could not be mentioned but the director said information would be "released very soon."

Italy's *Tra Amici* (Among Friends) program, first aired there in July, was the first Christian television program to be aired weekly in Italy on a continuing basis, McLellan commented. The host, Dr. Fred Ladenius, speaks seven languages. He is also editor of European publications for the Full Gospel Businessmen's Fellowship.

*Tra Amici* is aired over the 28 stations of Tele Monte Carlo, Monaco and can be seen by an estimated potential of 50 million Italians. "The Lord provided an excellent time slot after the Monday night movie each week," McLellan said.

Juan Romero, host of all 15 PTL shows in Latin America, can now be seen in Paraguay, Bolivia, and in Puerto Rico. *Club PTL*, as the programming is known, airs 60 minutes each day. Romero's Gospel message was first aired in Paraguay in late July and was introduced a month later in Bolivia. Both pro-

grams are in Spanish; Portuguese is spoken primarily in Brazil, the director noted.

When the Latin American version of PTL is broadcast, viewers see a counseling phone number on their screen. The phone is answered in Quito, Ecuador where trained counselors await their calls. The responses come by mail also, in letters that number close to 2,500 each day. PTL maintains its Latin American follow-up office in Panama City.

Excellent response from Puerto Rican viewers was reported by McLellan. Romero's broadcast can be seen on two channels that cover the island.

Interestingly, the Paraguayan broadcast was initiated because of a blind missionary serving the Assemblies of God there. Roland Blount, who maintained a "deep interest in media and national crusades," communicated regularly with McLellan via ham radio. McLellan commented on the uniqueness of a blind missionary with a burden for Christian television.

The PTL broadcast of *Jim Baker and Friends* to racially-torn Zimbabwe in southern Africa was another first for the North Carolina ministry. The English language broadcast, PTL's 31st international market, was seen beginning in late October over the country's only television station which is government controlled. McLellan mentioned that PTL is the only Christian program being aired in Zimbabwe. Follow-up on inquiries is done by mail correspondence with a resident missionary.

The carefully planned expansion of international ministries is progressing each day. A British version called *Good News* "is on the front burner," McLellan said. "Pilots are now being presented to different British stations. In a country where only 5 percent of the population attend church and only 1 percent are estimated to be committed Christians, Britain is ripe and ready" for the broadcast. Lawyer Roger Stanway is the program's host.

McLellan stressed that funding for these expansions, much of which comes from American and Canadian viewers, is budgeted from

a PTL tithe of its income for international missions.

While ministries are expanding on the international front, PTL at home has experienced financial difficulties that required closing of its printing division and laying off 18 employees. Other divisions and planned projects at the North Carolina headquarters may have to be delayed, according to a published report.

## **FCC Restructures Two Divisions**

WASHINGTON, D.C. (NRB)—The Federal Communications Commission has voted to consolidate its Broadcast and Cable Television Bureaus into a single, integrated Mass Media Bureau in order to better administer its policies. The new division will be headed by current Broadcast Bureau chief Larry Harris. The consolidation must receive Congressional approval.

## **Recent Changes in Christian Radio**

MORRISTOWN, NJ (NRB)—Christian radio programming in several locations around the nation has changed in recent weeks.

The suburban New York City area and New Jersey can hear WAWZ/Zarephath (New Jersey) 24-hours-a-day as of November 2nd. The schedule change will add six hours of music and selected program reruns to the after-midnight time slot. The station will remain off the air for four hours early Monday mornings, a spokesman said.

An FM station was purchased by WIVE/Ashland (Virginia), according to president James N. Birkitt. The new Christian station WGEC-FM will continue to air in Savannah, Georgia beginning on or about December 1st. Christian programming is also planned around-the-clock for that station.

Harvest Christian Fellowship ceased broadcast of its *Harvest Celebration* program over KBRT in southern California. The Riverside, California ministry cited financial constraints of purchasing expensive radio time as reason for ending the program September 30th. Harvest is reportedly considering



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other opportunities including airing on less expensive stations and expanding its magazine ministry.

Residents near the Adirondack town of Port Henry, New York began hearing the Biblical message from WHRC-FM. The 16-hour-a-day station, operated by Peter and Carolyn Hunn, features "middle of the road music and inspirational programs" including *Thru The Bible* and *Unshackled!* The couple decided single-handedly to start the radio station, on the air since September, because they "noticed quite an absence of Christian programming in the Lake Champlain Valley."

**Methodists Choose Bicentennial Preacher**

NEW YORK, NY (NRB)—A Bronx pastor was chosen to preach a 12-week segment of the *Protestant Hour* broadcast beginning July 1984. Rev. Carol Matteson Cox, pastor of Fordham United Methodist Church, was chosen by the denomination's General Commission on Communications (UMCom) to preach about the Methodist's year-long bicentennial in 1984. Her taped sermon was chosen for quality of content, style, voice and creativity from among 34 entries. Cox has been featured in television spot devotionals.

**LeSea Expands Indiana Facilities**

SOUTH BEND, IN (NRB)—LeSea Broadcasting is nearing completion on construction projects in two Indiana locations that will provide a permanent home for its nationally broadcast talk show *Today with Lester Sumrall*. The total cost will exceed \$2.5 million.

In South Bend, LeSea's WHME-TV 46 is building a 12,000 square foot studio and a 3,000 square foot office complex that will facilitate the worldwide teaching series and provide a permanent home for Sumrall's ministry. The self-contained studio, described as one of the largest and best equipped in the area, is expected to be fully operational in December.

LeSea's Indianapolis studio will triple its present coverage area and more than double its radiated power when a new transmitter comes on

line there in late November. WHMB-TV 40 purchased 53 acres and constructed a transmitter building with a 1,000-foot tower. "One of the greatest challenges of America is Indianapolis," Sumrall commented. "We will be able to reach one million new viewers" with the new transmitter, he said.

**Two TV Stations On Air, One to Move**

MORRISTOWN, NJ (NRB)—Two midwest cities received broadcasting from new religious television stations in recent months. Another station in New York City that is a major supplier of religious programming is currently planning a move to New Jersey.

Minneapolis, Minnesota and neighboring St. Paul have been viewing Faith Broadcasting's WFBT-TV 29 since October 6th. A daily talk and entertainment program is hosted by Faith's president Danny Koker. The hour-long *Rejoice* features national and international guests. Bible truths and practical living principles are presented

through news, a daily "quiet time" and age-graded programming. To improve UHF reception and promote the new station, Koker is selling inexpensive loop antennas.

St. Louis, Missouri residents can now tune into a full range of family-oriented programming and community service features on KNLC-TV 24. The Christian station, sponsored by the New Life Evangelistic Center, a social service organization, is featuring a 30-minute nightly program called *Here's Help*. The program presents people in need and informs viewers how they can help. The New Life group supplies emergency food, clothing and housing for the poor. Other programming focuses on coping with unemployment. The broadcasting commenced there September 12th.

Though not exclusively a religious television station, New York City's WOR-TV, an RKO General affiliate, provides up to 14 hours of weekly Christian programming to the nation's largest city. The station is planning a December 1983 move to Secaucus, New Jersey. The tower will remain in Manhattan.

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(continued from page 17)

broadcast translation is planned. Those who do not bring FM portable radios could purchase one there at minimal cost. Simultaneous translation was considered but determined to be too expensive for this year.

Another development is the announcement that evangelist Luis Palau will address an Hispanic luncheon on Wednesday, February 2nd, the convention's final day.

Espinoza listed the HNRB steering committee names for a two-year term: chairman Espinoza; Janet Luttrell; Dr. Paul Finkenbinder (Hermano Pablo), Costa Mesa, California; Rev. Elmer Bueno, Irvine, California; Oscar Canales, Lansing, Illinois; Rev. Blackie Gonzales, Albuquerque, New Mexico; Rev. John Gimenez, Virginia Beach, Virginia; and Dr. Rudy Hernandez, Catarina, Texas.

Rev. Luciano Padilla of Brooklyn, New York, offered a letter of resignation from the steering committee because of pastoral commitments. He will continue to assist the committee informally, Espinoza said.

Additional information on HNRB is available from Espinoza at P.O. Box 15140, San Antonio, Texas 78212, or by calling (512) 824-3322.

## Eastern Meeting Stressed Unity in Christ

PARSIPPANY, NJ (NRB)—Participants in NRB's Eastern regional chapter convention, held October 15-16, judged the two-day event an unqualified success that unified Christian broadcasters of diverse backgrounds and involved ethnic broadcasters in unprecedented ways.

The meeting was "a milestone in reaching development for the Eastern chapter," NRB executive director Dr. Ben Armstrong commented. Eastern treasurer Alex Leonovich described the meeting as "excellent. I received nothing but the best vibes" from participants.

Nearly 125 registrants and guests gathered for the Friday night banquet to hear broadcaster Dr. Jack Van Impe apologize for "a critical, bitter spirit" that he described as



H. O. Espinoza



Jack Van Impe



David Eshleman

the focus of his ministry to date. Van Impe sought unity of believers in Jesus Christ despite theological or social differences.

"I got liberty, man. Now the heartache is finished. I will proclaim reconciliation until I go home," declared the preacher known as a "Walking Bible" for his ability to remember some 9,000 scripture verses—the equivalent of the New Testament.

Discussion of Van Impe's message became the unofficial theme for the convention, overshadowing the intended emphasis of reaching the family through media. "Broadcasters from Maine to Florida to Ohio came representing many diverse jobs and areas of ministry, but they were all unified by the thrust of the convention," Armstrong noted. "There was a recognition of the unity we have in Christ and in religious broadcasting" he added.

As further evidence of the joining of diverse broadcast groups, Black and Hispanic groups played a significant role in this year's Eastern meeting. Each group sponsored a Saturday morning informational breakfast to explain their unique needs as ethnic broadcasters.

The Eastern convention, held at the newly opened Aspen hotel near the Morristown, New Jersey national office, was the first truly representative gathering in the region since 1978. The 1982 convention was seen as a return to strength for the Eastern chapter's meetings.

Those present Friday night also saw Trans World Radio president Dr. Paul Freed honored with the 1982 Percy Award. TWR hosted the evening reception and featured a film on their worldwide broadcasting ministry.

NRB national president E. Brandt Gustavson installed newly elected officers for the Eastern chapter. They are: president David Eshleman, general manager of WBTX/Broadway (Virginia); vice president B. Sam Hart of Philadelphia's *Grand Old Gospel Hour*; treasurer Alex Leonovich of the Slavic Missionary Service, Middlebush, New Jersey; and secretary Sue Bahner, general manager of WWWG/Rochester (New York). At-large



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## NRB NEWS

board members are: David Reeder, general manager of WCTN/Potomac (Maryland); Warren Wilson, president of Forge Recording Studio, Valley Forge, Pennsylvania; Robert Straton, account executive with the Walter Bennett Co., Philadelphia; and David Virkler, director of *The Word and the World*, Towaco, New Jersey.

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Call 202/328-2000 to make hotel reservations at the Sheraton Washington, Washington, D.C. See insert starting on page 25.

### Expo 1983 Hours Planned as Important Attraction

MORRISTOWN, NJ (NRB)—“It matters that you exhibit at the NRB Media Expo 1983 because there is a market among religious broadcasters,” reports Expo manager Michael Glenn. The exposition floor, planned as one of the prime attractions at next year's 40th annual convention beginning January 30th in Washington, D.C., will feature a total of 26 hours' display time.

“We've expanded the exhibit hours by over 40 percent this year,” Glenn commented. A detailed floor plan and listing of exhibitors will be included in the Convention Daily News to better inform participants about what the expected 300 exhibitors will be making available. Display hours will be Monday and Tuesday from 9 am to 6 pm and Wednesday from 9 am to 5 pm.

A Tuesday afternoon time period has been reserved exclusively for exposition browsing this year, a move that should attract a larger number of product inquiries than in past years, Glenn said.

With the first of several thousand low-power television applications expecting FCC approval beginning in early 1983, many growth-minded churches will be entering broadcast ministries for the first time and will be searching for the best electronic equipment to meet their needs.

The Southern Baptist Convention, with 125 LPTV applications pend-

ing, has recently purchased \$200,000 worth of Sony broadcast equipment. “Even with the present economy, the religious market is still a strong force,” Glenn concluded.

Nationally known companies joining NRB exhibitors this year include JVC Corporation of America, Otari Corporation and Kliegl brothers. Contact Michael Glenn for Expo details at 201/575-4000.

### Tulsa Meeting Sets New Record of Attendance

TULSA, OK (NRB)—Southwestern regional NRB president Dennis Worden of KCFO/Tulsa reported that this year's convention, held October 11-12 in Tulsa, drew the largest attendance ever, and that a spirit of “excitement and enthusiasm because of what television and radio can do to reach the lost” pervaded each session.

The two-day conference, which attracted 73 registrants, featured messages from Richard Hogue of Metrochurch, Oklahoma City, host of the daily, live television program *Richard Hogue Weekdays*, and David Mains, director of *Chapel of the Air*, Wheaton, Illinois. Both speakers highlighted the convention theme based on Colossians 1:27: “Christ in You, The Hope of Glory.”

Hogue called for increased creativity and professionalism among religious broadcasters to better reach the widest audience.

Mains, speaking at the banquet, called for “personal rededication” of broadcasters' lives as the best method to produce revival among listeners and viewers.

Worden described the workshops as successful. One of the popular workshops was given by author William Cook, whose topic for three hours was the same as his book title, *Success, Motivation and Scripture*.

A workshop on television production methods was led by Thomas Durfey of Oral Roberts University.

Regional officers serve the Southwestern chapter for two years, and 1982 was not an election year.



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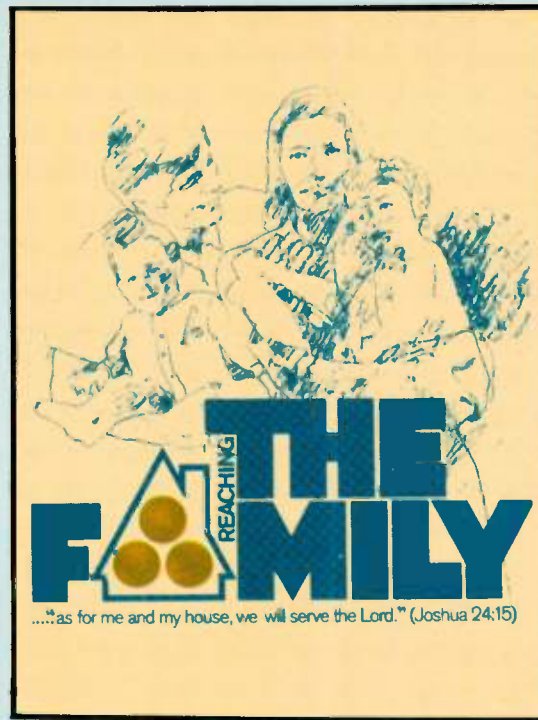
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# BROADCAST BOOKS

## ENG in English

The Process of Electronic News Gathering by *Frederick Shook*. Morton Publishing Co., 1982, 180 pages.

Frederick Shook from Colorado State University interprets electronic news gathering (ENG) from past, present and futurist perspectives. He traces the first Ampex video recording, Nov. 30, 1956, on CBS coast-to-coast broadcast of "Douglas Edwards and the News," to the VPR-2B videotape recorders of the 1980s with reverse slow motion. He summarizes the tools needed and lighting, microphone and transmission problems for on-the-spot coverage of news events.

Technical problems are among the challenges to present-day electronic news gathering cited by Shook. On-the-spot videotape reporters must master basic skills formerly exercised primarily by 16mm film editors.

Time is sometimes wasted by "talking heads" saying unimportant jargon. What the videotape reporter wants is the "sound-bite" which Shook calls a "little moment of drama that elevates the story into a believable, interesting and sometimes more dramatic report." In interviews the live coverage reporter must put the person interviewed at ease to let his reply come in with clarity "television viewers can understand."

Contemporary editorial problems are more complex. Some immediate action or speech may be debasing or filled with violence or improprieties which cannot be recalled. Isolated facts are subject to the random interpretation of the listener. The familiar perspective with background information may be absent.

Live coverage reporters need to know a story's potential. A major share of responsibility shifts from the editor to the reporter.

Fiber optics will replace traditional broadcasting, head of French television D'Arcy believes, as cable TV and satellite transmissions with fiber optics will make "possible infinitely more channels of communications."

Shook also quotes scientist Isaac Asimov who said that communica-

tion satellites will offer "more than a million times the capacity that television channels have today."

The author praises radio for pioneering in the "state-of-the-art ENG technology." Already listeners move to their favorite radio station to hear live coverage of significant events.

Religious radio and TV stations can jockey for the audience that wishes to listen live from a religious and ethical perspective.

---

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

## An Unholy Alliance?

Media: The Second God by *Tony Schwartz*. Random House, 1981, 207 pages.

Why this title? Schwartz, a telecommunications professor at New York University, says in his introduction, "Ask anyone raised in the religious traditions of the Western world to describe God, and this ... might be the answer: 'God is all-knowing and all-powerful. He is spirit, not a body, and He exists both outside us and within us. God is always with us because He is everywhere. We can never fully understand Him because He works in mysterious ways.'"

"In broad terms, this described the God of our fathers, but it also describes electronic media, the second god, which man has created." Schwartz suggests that media have influenced our lives and shaped our beliefs as profoundly as any religion.

He discusses the electronic media's expanding role in the home, politics, work, health and education. He gives a complete insiders' view of radio and television advertising methods and how we respond to them. The author evaluates television news and the controversial phenomenon of "television statesmanship." He uses case studies that show how eleventh-hour advertising campaigns have engineered specific and seemingly impossible objectives. Finally, he looks ahead to communication in the year 2000.

One chapter of interest to religious broadcasters is "The Micro-

phone and the Church." The author, obviously an outsider in this area, handles the subject in a scant five pages. He concludes that the communication efforts of the Moral Majority make the nation face "the impossible consequence of so much media power in the hands of a group that is determined to affect moral, ethical and political standards for the rest of the country."

This sounds strange coming from one who sees little harm coming from the use of media employed for the benefit of corporate profits, an objective that he has promoted.

The closing sentence in this chapter is intriguing and likely true: "The original alliance between religion and radio may turn out to be the most powerful in history, an alliance between the first and second gods."

## Communication Revisited

Readings in Mass Communication: Concepts and Issues 5th edition. Edited by *Michael Emery and Ted Curtis Smythe*. Wm. C. Brown Co., 1983, 549 pages.

In this edition, the editors bring together 55 essays dealing with the print and electronic media. The broad categories are ethics of the mass media, criticism, effects, trends and issues in mass media industries, and legal restraints.

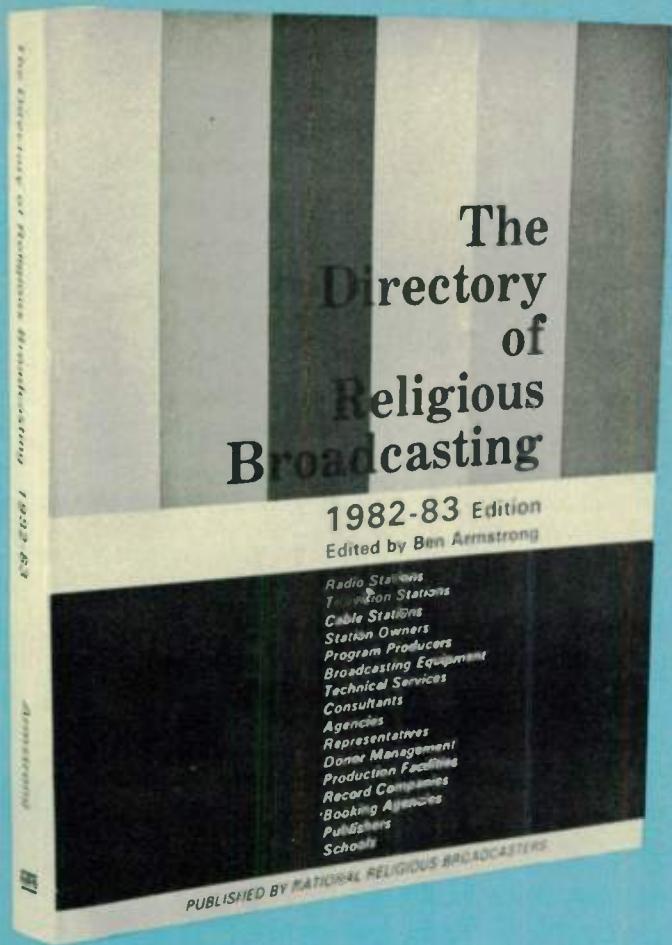
Of special interest to those in the broadcast business is "Television News: Seeing Isn't Believing," by Peter Funt; "Satellite Fever," by Raymond M. Lane; and "Radio's Born-Again Serenity," by Karl E. Meyer.

Do not be misled by "Television as the New Religion," an essay by George Gerbner and Kathleen Conolly. In other writings, Gerbner sees secular television as a giant electronic pulpit with the viewers as communicants. But on these pages he reports on televised violence and considers the medium as a purveyor of myths. He maintains that television has become the established religion of the industrial order.

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





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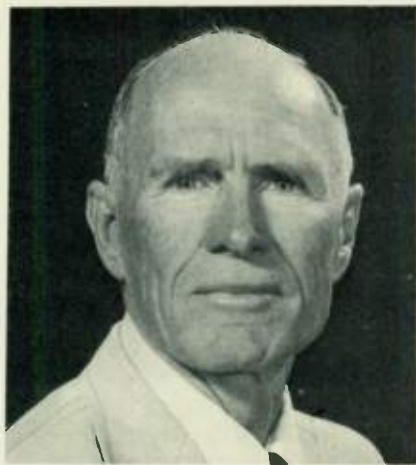
## Look at these sample entries

Radio	Producers
<b>Smyrna</b> <b>WYNX 1550 AM*</b> 2460 Atlanta St S E, Smyrna (GA) 30408 404 436-6171 MARKET Atlanta OWNER Jonquil Broadcasting Co 1966 PRES L N Polk GEN MGR L N Polk SALES MGR Richard Hemphill CHIEF ENG Steve Westbrook CLASS Commercial 10kw D 500w N paid prgrams REP Savali & Schutz Inc NETWORK Georgia News FORMAT religious fulltime	Calvary Church* 5001 Sardis Rd Charlotte, NC 28212 704 356-6560 Dr Ross S Rhoads minister Chet Barnett, prog prod "The Voice of Calvary" 30 min weekly preaching music audience gen Christian non Christian paid time "Something To Think About" 15 min daily talk music audience gen Christian paid time
TV Stations	Services
<b>Fontana</b> <b>KTBN-TV* Channel 40</b> 2442 Michelle Tustin 92600 714 432 2950 MARKET Los Angeles OWNER Trinity Broadcasting Network PRES Paul F Crouch GEN MGR Bernard B Ridings CHIEF ENG David Hall CLASS Non commercial NETWORK TBN FORMAT religious 164 hrs	EFT Management Systems, Inc* Electronic funds trans system Electromedia, Inc Technical video services Family Enterprises, Inc Computer facility tape duplication



# BROADCASTERS

Texas evangelist **Lester Roloff**, known throughout the nation as host of the daily radio program *Family Altar Program*, was killed November 2nd when his private airplane crashed on a flight from his Corpus Christi, Texas ministry center. The fatal accident, which also killed four passengers, occurred near Normangee, Texas. Roloff, also known as a champion of church-state separation, gained attention when homes for troubled youth he sponsors were ordered closed by state authorities seeking licensing compliance. Roloff commented that the state's attempt "to replace God [was] out of place."



Evangelist **Billy Graham's** *Hour of Decision* can now be heard in Spanish throughout North America. The 15-minute weekly broadcast reaches a potential 11 million Spanish-speaking people in just twenty U.S. cities. It is already heard in several Central and South American locations. The program in Spanish first aired November 7th.

Veteran soap opera personality **Tom Urich** has joined the Christian soap circuit as Dr. Dave Phillips on CBN's *Another Life*. The veteran of several daytime dramas portrays a recovering alcoholic physician "whose life hit the skids after his abortion clinic failed to bring him the satisfaction he sought," said a published report.

**Jim and Tammy Bakker**, co-hosts of *The PTL Club*, each received a bronze halo award from the Southern California Motion Picture Council. The Christian television talk

show based in Charlotte, North Carolina was recipient of the coveted golden halo from the same association.

Author and television preacher **Dr. Norman Vincent Peale** was honored as recipient of the 1982 Gutenberg Award bestowed jointly by the Chicago Bible Society and the American Bible Society.

Japanese radio evangelist **Rev. Shigeru Masaki**, host of Japan Lutheran Hour's *Light To The Heart*, will be heard regularly over the airwaves in Hawaii. The new programming is scheduled to start in December.

Late-night Minnesotans will be able to see a New Year's Eve live broadcast that honors Jesus Christ instead of Father Time. **Rev. Gordon K. Peterson, Sr.** of Soul's Harbor Calvary Temple in Minneapolis will air the broadcast featuring Gospel musician **Barry McGuire** and others.

**John Gimenez**, nationally known broadcaster and senior pastor of The Rock Church, Virginia Beach, celebrated the church's 14th anniversary October 24-28 by dedicating an 800-acre tract of donated Virginia farmland. He called the new land "The City of Refuge."

**Charles Vander Meer**, host of *Children's Bible Hour*, Grand Rapids, Michigan, led the radio program's anniversary program commemorating "40 years reaching boys and girls for Jesus." The program has been aired since November, 1942, a year before Vander Meer, then eight years old, joined the broadcast as reader of "Charlie's Scrapbook."

**Robert and Dorothy Jensen** and seven other passengers of a downed twin-engine airplane were missing and listed as deceased when their plane disappeared on a short flight from Anguilla to St. Thomas, both near the Bermuda Triangle. Mr. Jensen was operations manager for the Caribbean Beacon, a missionary radio station. He was former station manager at KAAT/Denver.

**John Rabito**, general manager of KWJS/Arlington (Texas), has been elected executive board presi-

dent of the Fort Worth Teen Challenge ministry. The national organization founded by Rev. David Wilkerson, aids those with drug abuse, alcoholism and delinquency problems.

Entertainer **Pat Boone** debuts a weekly hour-long radio show next month on over 100 stations around the nation. The program of inspirational, contemporary music represents a radio advertising breakthrough since 90 percent of the stations are Christian facilities. Until now an advertiser has not been able to buy time on that many religious stations at one time.



**Dr. James Dobson**, host of the daily radio broadcast *Focus on the Family*, has increased his air time from 15 minutes to 30 minutes in response to listener request for more in-depth coverage of topics. The program has aired from California for five years over more than 300 stations.

**Dr. Stephen Olford**, missionary broadcast preacher and president of Encounter Ministries, dispels erroneous news about his death. The unattributable rumor, which sparked concerned calls to Olford's Illinois office from throughout the world, said that he was murdered at New York City's Calvary Baptist Church.

November 12th marked twenty years of broadcasting and ministry for **Richard and Sherley Bott**, owners and operators of KCCV/Independence (Missouri). Their radio station reaches Kansas City.



# Happiness Is a Flexible Boss

Management Memo for Station Managers

**O**NE OF THE KEYS to successful management is adapting managerial style to fit the situation or individual. A manager who is *always* authoritarian or *always* accommodating will be less than successful. A good manager will be conciliatory when the occasion fits, but can also be authoritative when necessary.

A manager who tells his announcers every little step and detail is highly assertive and will keep himself very busy telling every staff member every move. A manager who delegates everything to everybody will soon grow out of touch and out of control of his station.

A new employee, for example, or a staff member in a new position, will need close supervision. You will spend a great deal of time explaining details of the job. Your management style will be high in task orientation and low in relationship. If you promote an announcer to program

director, you will again need initially to be assertive and directive.

But as an announcer or writer gains competence, supervision can become less directive. You spend less of your time asserting and more of your time listening. You are not only task oriented but relationship oriented, because as manager you seek to sell your ideas rather than dictating them to the staff.

As the announcer, writer, or secretary gains mastery of policies, philosophies and procedures you can adopt a participatory style of leadership. Now, more of your time is spent listening to input and ideas from this competent and creative person. Your style is strong in relationships and low in task orientation. This is a beautiful situation where you and your staff trust one another's abilities, love and care for one another to the extent that the employee is free to work on his own

by Wayne Pederson

within the parameters you have established. Initiative, creativity and trust are the key words.

Of course, you may have an announcer who fits this last category, but if you make him news director, he will revert to the phase where he again needs considerable direction and assertion.

Some managers use a hands-off approach and delegate everything to staff. There is little relationship and less task orientation. This person soon loses touch and control of his station. He needs to continue asserting his policies when necessary, selling his ideas when called for, and adopting a listening/participation managerial style when appropriate.

A manager who is flexible will enjoy appropriate control of his station while seeing maturity and competence blossom. He himself will experience greater productivity and creativity as he adapts his management style to the maturity of his employers. NRB

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# AIRING OUR VIEW

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## Meanwhile the Killing Goes On

BY A ONE-VOTE MARGIN the United States Senate in September voted down pro-life legislation—and signed the death warrant for perhaps millions of unborn, unwanted babies.

The vote rang down the curtain on any further consideration of the abortion issue in the 97th Congress, but the pro-life lawmakers vow they will not give up.

Meanwhile, in cities and towns across the nation, the killing goes on.

New York City continues to have more babies aborted than born.

Resentful mothers-to-be everywhere go on taking the lives of more unborn babies in one year than the total number of lives lost in all the nation's wars combined.

One abortion every 20 or 30 seconds... One and a half million abortions a year... Over 11 million since 1973... These various estimates drawn from different sources add up to one thing: a massive hemorrhage of human life.

Destroying the unborn is not some flash craze that will flare and fade like tampering with capsules at the corner drug store.

It began legally and openly in 1973 with the landmark Supreme Court decision on *Roe v. Wade*. The high court struck down all statutes that outlawed or greatly restricted abortions. Pro-abortionists at the time hailed the decision as a great victory for freedom of choice for women.

J. C. Willke, president of the National Right to Life Committee (NRLC), has a different idea. Appearing before the Senate Judiciary Committee last year, he likened the 1973 abortion decision to the 1857 *Dred Scott* case that reaffirmed slavery.

Willke said the court "has ruled that another entire class of living humans were to be reduced to the status of property of the owner—the mother; further that the mother was given the newly created right to privacy, a right that allowed her to have her property—her unborn—destroyed if she wished."

That newly created right to destroy life runs counter to a deep conviction over a thousand years strong. Dr. Bruce Dunn cited the criticism by a Christian lawyer in the second century against women who, "by taking certain drugs, destroy the beginnings of the future human being while it is still in the womb and are guilty of infanticide before they are mothers."

Congressman Henry Hyde recently reminded the Congressional subcommittee conducting hearings on abortions: "The fact is for over 700 years, abortion was a crime in Anglo-American law."

Only recently have proponents of free choice tried to reverse the centuries-old value of human life by declaring that abortion is not killing. But Dr. Everett

Koop, United States Surgeon General, commented, "It requires some semantic gymnastics to rationalize abortion as anything but taking a human life."

No amount of semantic gymnastics can fast-talk away an issue that has its roots in conscience, not politics. Senator Jesse Helms, sponsor of the defeated pro-life bill in September, and his colleagues believe that the biblical position on the sanctity of life leaves no room to back down.

The Psalmist David expressed in Psalm 39 his astonishment that God treated him as an individual while still in the womb, and that God had a plan for his life before he was even born.

*For you created my inmost being;  
you knit me together in my mother's womb...  
My frame was not hidden from you  
when I was made in the secret place...  
All the days ordained for me  
were written in your book  
before one of them came to be.*

The Constitution encoded this biblical sanctity of life. Stephen Galebach made this point: "Government cannot responsibly take the position that issues of life and death are too intensely personal to be resolved by the state.

"If these decisions are left to the private conscience of individuals, if individuals are free to choose whether someone else shall live or die, then life ultimately has no protection.

"But our Constitution does not take such an irresponsible path. The Constitution protects life, and gives Congress power to enforce that protection."

Legislative defenders of the unborn have still another incentive to take the issue back to Congress: the majority opinion of the American people.

A national survey last year by the Connecticut Mutual Life Insurance Company found that 71 percent of the public believes abortion is morally wrong.

Perhaps in the 98th Congress feet-dragging legislators will finally catch up with the will of the people.

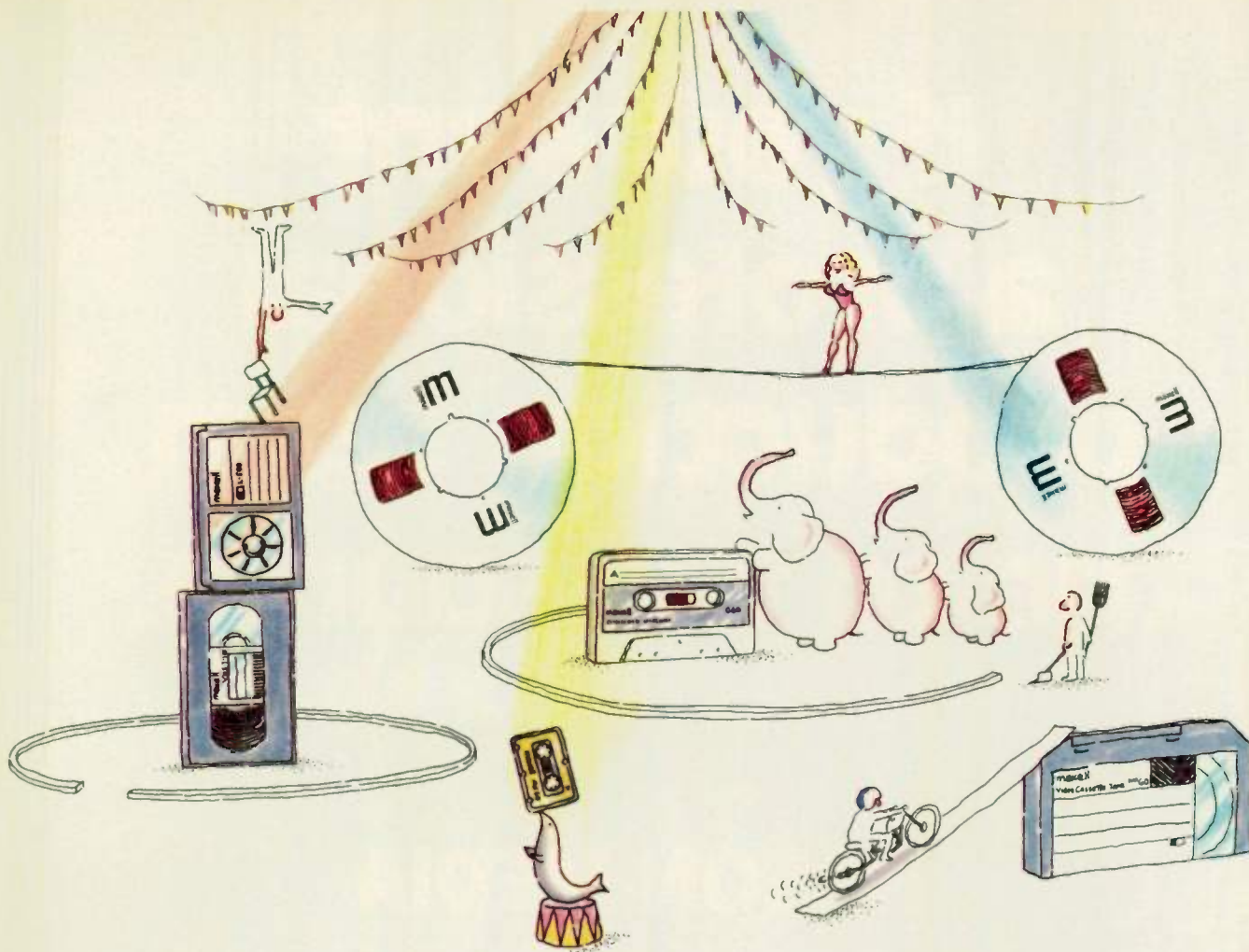
The opportunity will come when more pro-life bills will be considered. They are issues worthy of outspoken support by people of conscience too long patient with lawmakers indifferent to a moral outrage that in ten years has destroyed nearly twice as many American babies as Hitler did Jews.

"Only once or twice in a century does an issue raise itself in our society," said NLRC's Willke, "that strikes so clearly to the very heart of the freedoms that this nation has been built upon. I would suggest that the killing of 1.5 million innocent unborn babies a year is such an intolerable evil that it is that once-in-a-century issue."

Meanwhile, in cities and towns across the nation, the killing goes on.

—Robert L. Niklaus





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