

# religious broadcasting

JANUARY 1983



*Luis Palau:*  
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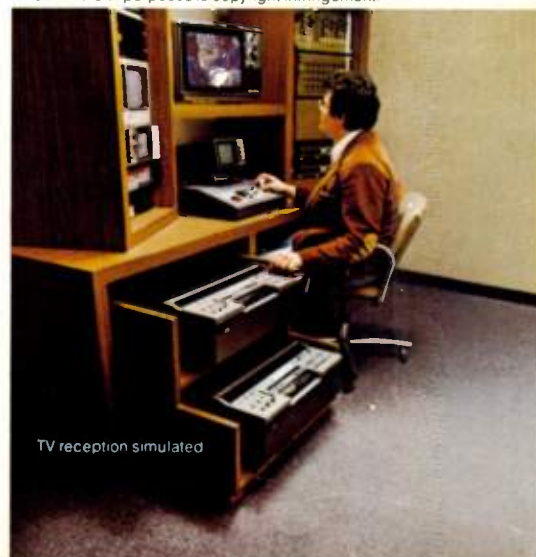
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The Bible guides people who want to be effective communicators of the Gospel, and it begins with the quality of life and faith they possess

### 28 **Of Themes and Leaders** / *Paul Ramseyer*

Known as the "shirt-sleeves sessions" of the convention, the workshops hold great promise for those concerned with their ongoing development of skills

### 40 **Help Your Donors Do More** / *John E. Groman*

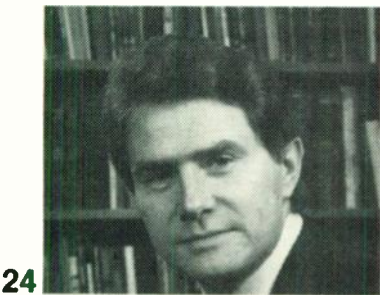
The core group of donors may be waiting to have a larger participation in a broadcast ministry, but they must be informed, encouraged and appreciated

### 46 **Broadcast Is Business** / *John L. Pierce*

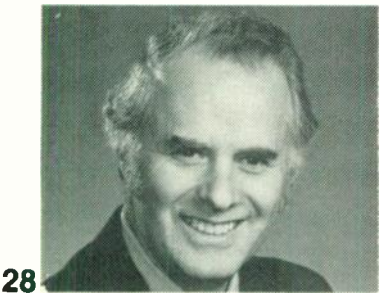
No matter how good a program may be, the only way to keep it on the air is to follow sound business practices that begin before a program is aired

### 50 **The Year of the Bibles**

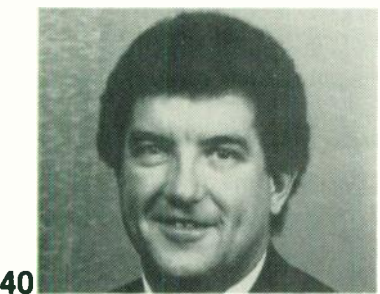
Coinciding with the designation of "The Year of the Bible" is the appearance of several major projects ranging from a condensed version to the full new KJV



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**Cover Story:** Evangelist Luis Palau's ministry is noted for its effective use of all types of mass media communication, making him a respected voice among communicators.

Photo by Russ Busby



# SPEAKING OUT



## The Worth of a Convention

We are coming upon convention time and it is obvious in all of our publicity—this is our 40th annual gathering.

How do you celebrate 40 years of leadership within religious broadcasting? The answer is clear to me—by encouraging excellence for the immediate days ahead.

Our theme, "Christian Media Facing the Future with the Bible," should say something important about the moorings of our ministry for the future. Let us place an increasing amount of emphasis on the Word of God and the message it has for today's people.

I want to place special emphasis on two aspects of our convention:

1. First, the media exposition. If you are a station manager, you will have an opportunity to meet key people, view technical equipment, and talk with people about program ideas. If you are a program producer, you will meet station owners from across the country, contact guests for coming programs, and find many new ideas.

The media exposition has been growing fantastically in the last few years. We are expecting a full complement of exhibits which will be of substantial interest to you who are in the media. Don't miss visiting each booth in the hall.

2. The workshops lineup looks outstanding! In addition to all of our usual features, such as radio and TV workshops, we have seminars for non-broadcasters, a special program for college and graduate students, tours and receptions in the hotel and throughout Washington, and a new feature for this year—Women in the Media.

The annual convention serves many functions. For Christian communicators, it is a forum for professional growth, offering educational and deep spiritual dimensions. It gives us that unique opportunity to share ideas and insights with our peers from around the world.

At the same time, the national convention is a display to the world of religious broadcasting. Through it we tell Washington, the nation and the world who we are, what we stand for, and where we are going: facing the future with the Bible.

*E. Brandt Gustavson  
President  
National Religious Broadcasters*

**The Common Thread:** The pre-convention issue concentrates more fully on events and activities of the NRB 40th anniversary national convention than previous issues simply because the convention is just around the corner. Dr. Bright's simultaneous introduction of the "Year of the Bible" and the convention's revised theme (page 20) sets the stage for the major event of the religious broadcasting year. Luis Palau expresses a concern that will be very much on his mind at the annual gathering (page 24). Paul Ramseyer's comments on the workshops feature one of the major aspects of the convention (page 28). Still concerned about the financial crisis facing many broadcasters, we continue the December issue's focus on fund raising by giving the platform to two experienced men in the field: John E. Groman (page 40) and John L. Pierce (page 46).

# NRB

national religious broadcasters

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

religious broadcasting

*Executive Editor* Dr. Ben Armstrong  
*Managing Editor* Robert L. Niklaus  
*Advertising Manager* Max McLean  
*Assistant Editor*

Daniel J. Nicholas  
*Editorial Assistants* Susan Kubick,  
Anne Dunlap  
*Subscription/Circulation Assistant*  
Robert Trepanier  
*Washington Correspondent*  
Kenneth Beachboard

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

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 Midland, MI.

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# LETTERS

## News Makes News

Definitions of news vary and I am not sure I saw a clear consensus in your November issue. I decided to make Matthew 20:26 our foundation. Blindly following a commitment to some kind of news is almost as bad as no news at all. ... I think listeners want news that touches their daily lives, whether it's from down the street or across the globe.

*Gordon Govier, News Director*  
WNWC  
5606 Medical Circle, Madison, Wis.

Christian journalists as well need to acknowledge that we are imperfect human beings and need to know our own weak points, as well as our unique strengths. Honesty—as it begins from a point of self knowledge—seems to be more powerful, the truth, credible, if our own imperfections are first acknowledged.

*J. Steven Sprunger, Director*  
Ecumedia News  
475 Riverside Drive  
New York, NY 10115

## Correction and Clarification

This is in reference to "What's Really Happening to the Religious TV Audience" in the October issue.

In the section labeled "Solid Facts," you cite the Arbitron Syndicated Program Analysis for November 1981. You indicate that religious programs were reaching more than 46.5 million households in 1981, and 43.0 million in 1977.

There are no such numbers in the 1977 and 1981 editions of the Syndicated Program Analysis. If you obtained that number by adding the homes delivered by each individual, you are making an erroneous addition and drawing an erroneous conclusion. To make the statement you made you must know how many different people listen to those programs. You cannot assume that each program has delivered a completely different set of households.

*R. R. Ridgeway, Vice President*  
Radio Sales Development  
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*The article was in error and we appreciate this correction. —Editor*



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# PRESS-TIME REPORTS

Cable carriage  
legislation faces  
uncertain future

Despite eleventh-hour efforts by NRB and other concerned groups, action on the Cable Carriage and Copyright bill, now before the Senate Commerce Committee, could be "postponed indefinitely," said NRB's Dr. Ben Armstrong. The Congress was considering a large number of items during its December lame-duck session, including debate on the MX missile. However, Jerry Rose, NRB's religious television committee chairman, baseball commissioner Bowie Kuhn and Cable News Network president Ted Turner testified on HR 5949 at a joint Senate committee hearing December 3rd. The bill could have to be considered from the beginning by the new Congress unless Senators pass the legislation without delay. NRB leaders encourage members and friends to contact their Senators and seek immediate passage.

Barrows not  
victim of  
heart attack

Cliff Barrows, close friend and crusade music director of evangelist Billy Graham, did not suffer a heart attack in early December as reported by some sources. The 59-year old song leader was admitted for four days to a Dallas hospital where he underwent heart-related testing. The verdict was fatigue; the prescription was rest at his Greenville, South Carolina home. Barrows, who is reportedly feeling well, cancelled most of his December travel schedule.

Straton accepts task  
as convention  
music director

Robert H. Straton has accepted responsibility for leading convention singing at the 40th annual convention. The music director this year, a resident of Wilmington, Delaware, is an account executive with the Walter F. Bennett Company in Philadelphia. As a featured soloist with the late Percy B. Crawford, Straton travelled the world singing in 40 countries. He was director for radio and television at the Calvary Baptist Church, New York City.

O'Hair rumors  
still false, no  
letters please

Persistent rumors that atheist Madalyn Murray O'Hair is trying to have the FCC ban some religious broadcasts are still false. NRB operations manager John Cummuta, in a 10-minute radio interview December 8th, told listeners to "forget about any rumors." The interview aired over Moody Satellite's Prime Time America.

Prayers sought  
for four-year old  
after accident


Four-year old Johnathan Marsh, son of Dick Marsh, vice president of Universal Broadcasting Corporation in Pasadena, was hospitalized and remains "in a persistent vegetative state" after an October 28th drowning accident. Prayers are sought for the child.

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## FCC Repeals Three-Year Holding Period for Broadcast Licenses

The Federal Communications Commission has announced the repeal of its three-year holding rule for broadcast licenses and the "anti-trafficking" policy on which the rule was based. The decision, which will become effective when published in the "Federal Register," will give broadcasters a great deal more flexibility in buying and selling existing broadcast properties and probably will increase the number of stations available for purchase.

The FCC began a re-examination of its "three-year" rule in December 1981. This regulation, included in Sections 73.3597 (a) through (d) of the Commission's Rules, required a hearing before a broadcaster could transfer or assign a license which he had held for fewer than three years.

Because of the delay and expense associated with a hearing, this rule effectively prohibited station sales within the three-year period, unless a sale fell within a narrow exception to the rule or qualified for a waiver.

### The Old Order

The FCC adopted the "three-year" rule more than twenty years ago to prevent "trafficking" in broadcast properties. In general, the FCC defined "trafficking" as the purchase and sale of broadcast stations for the purpose of profiting on the sale of the station rather than rendering service to the public. When the rule first was adopted, the FCC believed that rapid ownership changes could result in degradation of service to the public.

Major changes in the broadcast industry over the last two decades caused the FCC to change its view on the trafficking issue. Broadcasting has become a mature, successful, and highly competitive industry.

The number of on-the-air stations has multiplied from 3,712 to 9,125, and the number of television stations has increased from 603 to 1,059. Sixty-five percent of all households receive seven or more

### by Richard E. Wiley

television signals and 87 percent receive four or more.

Moreover, broadcasters face increasing competition from newer video technologies. The commission believed that, in the present competitive environment, the public interest will be served best by allowing marketplace forces to regulate station sales.

As several parties pointed out in comments, the three-year rule actually could harm the broadcast service available to the public. Under the rule, a broadcaster who was no longer interested in operating a station or who faced financial problems nevertheless might be required to hold a station for a full three years before selling it to a more capable operator. During this period, a broadcaster might have little incentive or ability to invest in the station and upgrade its service.

### The New Order

Under the new rules, most existing stations can be sold without awaiting the expiration of any holding period. The FCC believes this policy will permit stations to go to their "higher valued use." In other words, stations can be sold to pur-

## Repeal will increase reliance on marketplace forces rather than restrictive regulation

chasers who believe they can improve the performance and profitability of the station and, thus, are willing to offer an attractive price.

The FCC will retain a holding period for broadcasters who obtain a permit or license as the result of a comparative hearing. These initial permittees or licensees will be required to operate their stations for at least one year before selling them. The FCC believed this restric-

tion was necessary to maintain the integrity of its hearing processes.

An applicant generally obtains a license in a comparative proceeding based on a proposal which is better than those of competing applicants. Thus, the commission reasoned, the applicant should be required to fulfill, at least minimally, the expectations upon which the grant has been made.

The decision to keep a blanket one-year holding period drew a dissent from Commissioner Mimi Dawson. The majority had been concerned that an individual with no interest in operating a broadcast property might take advantage of the comparative hearing process and then sell the station immediately.

Commissioner Dawson asserted that the FCC could deal with situations such as this in reviewing a subsequent application for transfer or assignment. Moreover, according to Commissioner Dawson, the one-year holding period is grossly over-inclusive because it would bar a sale even if, under the FCC's comparative criteria, the prospective purchaser would be "better" than the winning applicant.

The repeal of the three-year rule marks a major step forward in the FCC's overall policy of increased reliance on marketplace forces rather than restrictive regulation to achieve its public interest objectives.

From a practical standpoint, the repeal of the three-year rule will make it easier for successful broadcasters to "trade up" to better facilities. Financially troubled broadcasters will be able to cut their losses by selling their stations more quickly. Thus, the new rules probably will increase the number of broadcast stations on the market and make additional opportunities available for persons seeking to enter the industry.

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

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## Moral Decency Subject of New Radio Spots

TUPELO, MS (NRB)—Beginning this month the Rev. Donald Wildmon, the active critic of immorality in media, will produce a brief radio commentary planned as "a professional, serious look at the secular media from a Christian perspective."

Wildmon, executive director and founder in 1977 of the National Federation for Decency, also reported that the boycott of RCA and its affiliates NBC and Hertz that he revived in March has achieved some measure of success.

The radio programs, which will be made available to interested broadcasters without cost, are planned for three-and-a-half minutes each during the five weekdays. The programs "are not a Bible lesson," Wildmon said. His comments on various news items that he claims are never reported because of a secular bias "will be stated in secular terms."

For example, a recent episode of the situation comedy *Taxi* that recommended adultery as a method of reconciliation for an estranged wife and her promiscuous husband is "a vicious attack on the Christian faith" and view of morality, Wildmon charged.

Comments will be included on movies that portray Christian principles in a bad light including recent releases like *Monsignor* and *The Missionary*.

The program tapes will be available starting in March if the initial two-month marketing test is successful. Early response to the plans from Christian leaders has been "enthusiastic," Wildmon commented.

The growth of the pornography business in films and print and the threat to decency will become a priority concern for religious leaders in the next few years. "This issue will equal the civil rights struggles of the 1960's" in the attention it will receive, the United Methodist minister predicted. He said leaders must admit the problem's magnitude and respond with constructive, well-planned

methods.

During the last year, the perception of Wildmon by a cross-section of church leaders has reportedly improved. His ministry was once viewed as "extremist, radical and fundamentalist" but now receives comments that are "extremely positive and sympathetic" from mainline church leaders.

The change of perspective comes at a time when Wildmon has stepped up his attack on immorality



Donald Wildmon

and sin. Recent steps include his appointment of the first "Pornographer of the Month" Award to a major advertiser in pornographic magazines, his complaint against Playboy magazine for printing a sexual fantasy about Jesus' virgin birth, his support for a Pornography Awareness Week in October, and the continuing RCA/NBC boycott.

The boycott was cited as one of several factors that caused a sharp decline in consumer electronics sales of RCA products, Wildmon said. He said the boycott "played a very important role" in what the Wall Street Journal termed "a steep drop in electronics earnings" by RCA. Other factors include the economic recession, price competition, and excessive inventories.

"I am concerned about the deteriorating market for consumer electronic products," said RCA chairman Thornton Bradshaw in the published report. Neither Bradshaw nor the Wall Street Journal article made reference to Wildmon's boycott.

"I don't suggest that the coalition's boycott is totally responsible for this sudden and drastic drop in sales (of RCA electronic products), but I certainly am suggesting that the boycott has played a major role in that drop," Wildmon said. He expressed appreciation for excellent coverage in the Christian media and support from "thousands of pastors and churches."

The coalition mentioned is the Coalition for Better Television, "an umbrella group" of 2200 members concerned for quality television programming. The National Federation for Decency is one of the members; Wildmon is one of the coalition directors.

## Three Group VP's Named at CBN Network

VIRGINIA BEACH, VA (NRB)—Dr. M. G. (Pat) Robertson, president of the Christian Broadcasting Network (CBN), announced the appointment of three group vice presidents. They are Michael D. Little, Timothy B. Robertson and Edwin S. Van Hamm.

Little, executive producer of *The 700 Club*, has been named to oversee that show, news, ministry programs, marketing and international syndication. He joined CBN in 1968 as the television news director.

Robertson, son of the president, has been named to head CBN's Middle East television concern, the CBN Cable Network, and its entertainment programming. After joining the company full-time in 1976, Robertson was general manager of WXNE-TV 25/Boston.

Van Hamm, who joined CBN after a lengthy career with CBS, including production supervisor for the evening news program with Walter Cronkite, will assume responsi-

CBN's Little



and Van Hamm





# CONVENTION NEWS

Washington, D.C.

## TV Advertiser Boycott Certain Says Wildmon; Targets To Be Cited

By Beth Spring

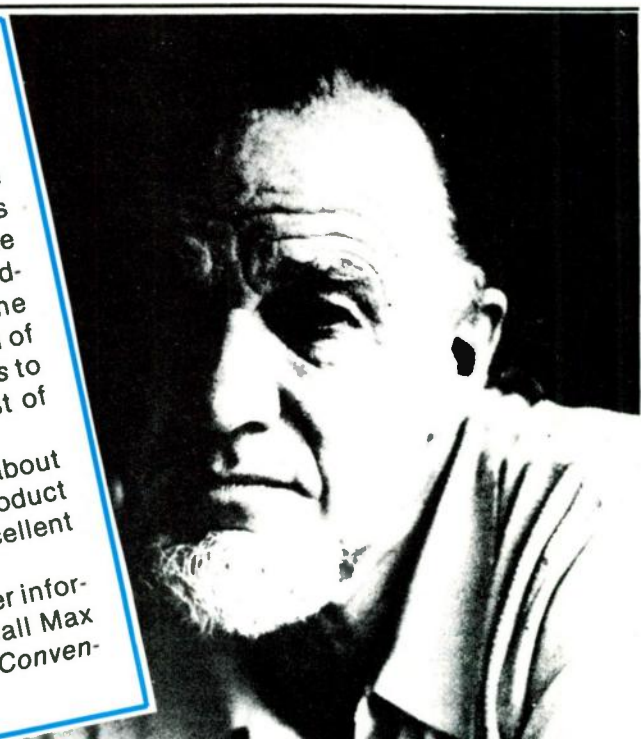
A nationwide boycott of television advertisers will begin next month, according to the Rev. Donald Wildmon, director of the National Federation for Decency and the Commission on Television.

Wildmon has support for his which began in a and unpretenti firming his belief Amendment right "little by little, p "free-speech" adv

freedom without responsibility, and that creature can't exist." The 1,600 church

The Convention News newspaper will be the primary source of news and information for the 40th Annual NRB Convention. This specific, on-target advertising medium can effectively convey your message to the 3,000-plus attendees. Religious broadcasters from around the world come to NRB to make contacts and purchasing decisions on products, services, programs, and air time necessary to continue the global outreach of the Gospel. They use the Convention News to plan their daily agenda and keep abreast of convention events.

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Francis A. Schaeffer

### Religious Broadcasters Multiply

By Linda Merwin

The growth of religious broadcasters and viewers of religious broadcasting was the central topic of Jerry Falwell's press conference here at the Sheraton yesterday.

Mr. Falwell's opening statements to the press and the NRB delegates focused on the attendance at this year's convention and the increase in religious viewing across the nation.

"The cause of Christ in the media is a growing thing," Falwell remarked.

One member of the press asked if the growth of religious broadcasting is really just a sunbelt phenomenon. Falwell disagreed and said the largest audience for *The Old Time Gospel Hour* happens to be in Pennsylvania. Second-largest audience is in New York.

Continued on page 23

### Schaeffer Manifesto To Close Convention

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bilities as group vice president in charge of CBN operations.

All three men fill newly created positions.

**Six Month Extension Granted By FCC In Channel 6-FM Debate**

WASHINGTON, D.C. (NRB)—The National Association of Broadcasters (NAB) and National Public Radio (NPR) filed petitions that were successful in extending for six months the comment deadline in the channel 6-FM interference controversy.

Several religious groups including NRB, Moody Broadcasting Network, the Intercollegiate Religious Broadcasters (IRB), the campus membership of NRB, and WTLR-FM/State College (Pa.) planned to file petitions but then held off when NAB and NPR efforts were successful. Those groups are expected to take advantage of the extension, which took effect in late November, by filing comments.

The signals of non-commercial radio stations, at the lower end of the FM band, and television stations on the channel 6 frequency have interfaced with each other throughout the country. The proposed rules would restrict the height and power of FM radio antennas and require the use of FM "reject filters" to eliminate the interference. (For details and information on other proposals, research FCC docket 20735, May 26, 1982).

At issue is whether radio stations or television stations are responsible to eliminate the cause of interference. Another remedy being discussed in some circles would require manufacturers of new televisions to install the filters, a plan that would not eliminate the problem because of the millions of televisions already servicing American households.

The Intercollegiate Religious Broadcasters, whose new constitution was ratified recently by the NRB executive committee, has an important issue in the interference controversy because a greater proportion of college radio stations are non-commercial than are FM religious stations generally. "College students should be seriously

concerned because of the long-range effect on their interests in educational broadcasting," said IRB national coordinator Jeff Dingsor.

Dingsor said IRB expects approximately 300 communications students at the 40th annual convention which begins later this month. Plans were released for a strategy session on FM television interference that will feature attorney Jeffrey D. Southmayd of Southmayd and Powell, Washington, D.C. and WTLR's Joseph C. Emert.

**Youth Outreach Evangelism Helping People**

MORRISTOWN, NJ (NRB)—Young people in two distant parts of the United States took to the airwaves to reach their peers and adults with the Gospel.

Youth With A Mission (YWAM), an international ministry that trains and mobilizes young people for world evangelism, organized a three-day radiothon over a Nashua, New Hampshire radio station in late October. The 43-hour program entitled "New England and the World," broadcast over WOTW-FM/Nashua, involved nationally known personalities, local Christian leaders and well-known Christian musicians. At least 30 local pastors were involved in the outreach effort, some by opening their churches for receptions.

The radiothon did not "consist of just one appeal after another. Rather, it has been designed to inspire, challenge, educate and motivate Christians towards a more active role in evangelism," said YWAM New England director Nick Savoca.

Participants included David Wilkerson, Graham Kerr, Dr. Richard Lovelace, Dr. J. Cristy Wilson, Dallas Holmes and Barry McGuire.

In a similar evangelistic outreach, residents of Honolulu, Hawaii heard the "Good News" broadcast on Teen Challenge, said Joseph A. Filancia, the group's executive director.


The group was planning strategy to reach the many condominium residents with the Gospel when they reportedly decided on "air-

waves—the medium of radio and television transmission." Those strategies have been supplemented by street meetings, prison and school presentations and other methods. The group's local television program, aired four hours weekly over a cable system, is *Keloa Hou (New Life)*.

**Local Church Communicators Meet in New Orleans**

NEW ORLEANS, LA (NRB)—The National Association of Local Church Communicators (NALCC) will introduce local church leaders and employees to the latest multi-media developments when the group's convention gets underway later this month in New Orleans.


The program will include sessions on low-power television, cable television, satellites, relig-



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ious news, computers in media and the local church, video program development, and the "narcotic" effect of the electronic media. A tour of Station WWL-TV is also scheduled.

The conference is being held in conjunction with the 1983 National Audio-Visual Association (NAVA) convention and trade show. NAVA, the Fairfax, Virginia trade organization, represents manufacturers, agents and producers in the audio-visual industry. The group also represents religious film distributors, educational and theatrical groups.

**DBS: TV  
Again Overflows  
Its Borders**

WASHINGTON, D.C. (NRB)—In response to two recent FCC decisions, the age of satellite-to-home broadcasting will become a reality during the next few years, a development that is expected to revolutionize video communications.

The opening volley for the direct broadcasting satellite (DBS) com-

petition came when the FCC approved the first interim construction permit on September 23. Satellite Television Corporation, a Comsat subsidiary, was the first applicant approved.

Following closely behind, in a November 4th decision, were seven other companies each willing to spend hundreds of millions of dollars over several years to blanket North America with DBS service. At least one company, Video Satellite Systems, Inc., will carry 24-hour-a-day religious programming in each of this country's four time zones.

The successful applicants, approved by a 5-1 vote with one commissioner absent and one dissenting, are Satellite Television Corporation (STC), CBS, Inc., Direct Broadcasting Satellite Co. (DBSC), Graphic Scanning Corp. (GSC), RCA American Communications, United States Broadcasting Satellite (USBS), Video Satellite Systems (VSS), and Western Union Telegraph Company. Focus Broadcast Satellite Co. was the only unsuccessful

applicant.

When plans of each company are fully implemented in mid-1986, according to one published source, North America will be blanketed by 27 DBS satellites (and 12 spare satellites) that provide uninterrupted telecasting directly to rooftop receiving dishes. Five companies are planning for two to four channels, with DBSC and RCA aiming for six channels each.

The DBS construction permits are being called "interim permits" because the commission has not issued final rules on DBS systems. Undecided matters include launch authorization, orbital positions, operational authority, and frequency allocation. According to the commission, those matters will not be decided until after the Regional Administrative Radio Conference next June.

At Commissioner Stephen Sharp's suggestion, the commission agreed not to concern themselves with how the DBS applicants classify themselves—that is, as broadcasters, common carriers, or something else—until a future date.

VSS, one of the DBS eight, will grant access to a channel in each U.S. time zone to Dominion Foundation, Inc. The Christian support organization, based in Naples, Florida, described the FCC decision on DBS as being "of significant importance to Christians" because quality Christian programming will become available to millions of households "including those who live in rural and remote geographical areas."

Reaching a wide geographical audience without cable is not the only advantage of DBS, says a Dominion spokesman. Popular Christian programs can be received during prime time each evening or throughout the day. Lesser known broadcast ministries will gain access to the prime time slots, increase their potential audience reach and enhance their ministry effectiveness and fund-raising efforts.

"Once the antenna is installed, Christian television and radio programming can be received without

*(continued on page 52)*

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# BULLETIN

## Re: Religious Broadcasting—Audio/Video Duplication

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## Theme Change Highlights Yearlong Bible Emphasis

MORRISTOWN, NJ (NRB)—The three thousand-plus participants at the 40th annual NRB convention will be "Facing the Future with the Bible," the recently approved theme change. The executive committee at its recent Chicago meeting adopted the revision to reflect Congressional action that makes 1983 "The Year of the Bible."

The legislation, S. J. Resolution 165, sponsored in the House of Representatives by Rep. Carlos Moorhead (R.-Calif.), in the Senate by Senator William Armstrong (R.-Col.), was signed into law by President Reagan.

The joint resolution reads in part: "Whereas the Bible, the Word of God, has made a unique contribution in shaping the United States as a distinctive and blessed nation and people; whereas deeply held religious convictions springing up from the Holy Scriptures led to the early settlement of our Nation [and] whereas the history of our Nation clearly illustrates the value of voluntarily applying the teachings of the Scriptures in the lives of individuals, families, and societies; therefore be it resolved ... that the President is authorized and requested to designate 1983 as a national Year of the Bible."

This affirmation of the centrality of the Bible will be the focus of the convention this year (see page 20). Two NRB members were asked to

*Dr. Bill Bright*



lead the Year of the Bible Committee. Dr. Bill Bright, founder and president of Campus Crusade for Christ, was named chairman. Dr. Thomas Zimmerman, general superintendent of the Assemblies of God, who was appointed vice president, will represent Protestant interests during the yearlong emphasis.

John Cardinal Krol of Philadelphia, senior Roman Catholic cardinal in this country, was also appointed as a vice president and representative of Catholic interests.

Dr. Gerson Cohen, chancellor of Jewish Theological Seminary, New York City, was appointed a vice president for Jewish interests during the Year of the Bible.

## Speakers, Workshops, Music, Expo: 40th Has It All

WASHINGTON, D.C. (NRB)—The participation in the 40th annual NRB convention later this month of well-known broadcast evangelists like Billy Graham, Oral Roberts, Rex Humbard, James Robison and Luis Palau will provide conventioners an unforgettable four-day meeting. The expected visit of President Ronald Reagan will highlight the Monday night session again this year.

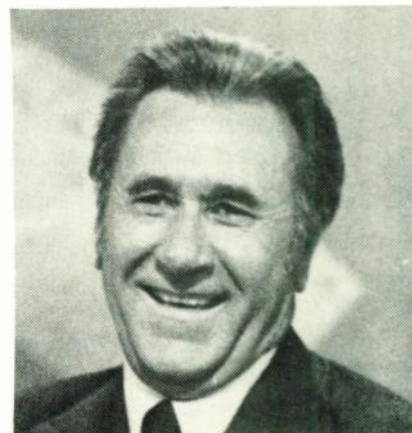
The plenary sessions, workshops, dinner events and fellowship opportunities commence January 30th at the Sheraton Washington, Washington, D.C. Before the sessions conclude Wednesday evening, February 2nd, with the annual banquet and an address by theologian Dr. Carl F. H. Henry, those present will have chosen from a range of some 60 workshops designed to meet specific needs of the broadcaster, the program producer, the fledgling broadcast evangelist or the interested communications student.

A media exposition with nearly 300 equipment producers and technical representatives will be opened again this year in the convention center exhibit area. Special features for this exposition will be a publishers' showcase and a full-service cafeteria on the exhibit floor. "We've expanded the exhibit hours by over 40 per cent this year," commented Expo 83 manager Michael Glenn.

## Convention Will Hear Television Evangelist Roberts

WASHINGTON, D.C. (NRB)—Oral Roberts, best known for his international television ministry, will address convention participants this year as the highlight of the Wednesday afternoon plenary session being planned by the NRB television committee.

Dr. Roberts, the Tulsa-based



*Dr. Oral Roberts*

evangelist and author, will celebrate his sixty-fifth birthday a week before the convention begins. He is founder and chief executive officer of the City of Faith Medical and Research Center and Oral Roberts University, both in Tulsa.

The American audience for Dr. Roberts' weekly half-hour television series has been estimated at four million. He is the speaker for a worldwide radio network program each week and author of a newspaper column.

Dr. Roberts' books, which number more than 50 titles, include his autobiography "The Call." The evangelist, who resigned his pastorate in 1947 to pursue full-time the evangelistic ministry that has included over 300 crusade meetings, was named 1974 "Oklahoman of the Year" by the American Broadcasters Association.

The PTL Television Network, with hosts Jim and Tammy Bakker, will tape five sessions of the nationally syndicated Christian talk show live from the convention. The programs,



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featuring many of the evangelists and Christian leaders present for other reasons, will be filmed at the convention facilities and aired the following day. This immediacy will give millions the impression of being present at the 40th convention.

Sunday's program will feature a morning worship service for early arrivals led by Dr. Bill Bright, founder and president of Campus Crusade for Christ. Following orientation and registration times, an International Banquet for overseas visitors is planned. The first plenary session of the convention begins that evening with an address by Dr. James T. Draper, Jr., president of the Southern Baptist Convention.

Monday's sessions will begin early with prayer time. The day will be filled with plenary sessions, workshops, an address by NRB president E. Brandt Gustavson and a keynote address by evangelist Luis Palau.

Tuesday morning will begin with prayer again and then the Annual Congressional Breakfast, at which



Rev. Rex Humbard

Dr. Billy Graham will speak. Other highlights of the third day are a luncheon address by James Robinson and the evening focus on ministry in Europe.

Wednesday, the final full day, will include the annual banquet, music by George Beverly Shea and the second half of the annual business meeting.

Music is always a central aspect of an NRB convention, and this year is no exception. In addition to Shea, conventioners will hear Johnny Hall, Kurt Kaiser, Dave Boyer, Sandi Patti, Larnelle Harris and one of Europe's finest pianists, Daniel Wayenberg.

**DeHaan, Epp  
Among Annual  
Award Recipients**

WASHINGTON, D.C. (NRB)—The word "commendation" is defined by the dictionary as "the act of praise, approval, or a declaration of esteem." Several religious broadcasting trend-setters will be commended for excellence and creativity when the 40th annual convention gathers shortly in Washington, D.C.

The recognitions given this year, as approved by the executive committee at a recent meeting, include the Hall of Fame Award, the Distinguished Service Award, Merit Awards for excellent station management and program production in both radio and television, and at least three Milestone Awards for more than 50 years of religious broadcasting.

The association's most coveted award, the Hall of Fame selection, will be made posthumously this year to Dr. Martin R. DeHaan. He started the Radio Bible Class on September 4, 1938 after a successful career as a physician. The program, aired first on one station, is now heard around the world from the Grand Rapids, Michigan headquarters.

After a medical career in western Michigan, Dr. DeHaan (1891-1965) answered the call of God by entering seminary and then the pastorate. He soon realized the unique potential of radio, then in its infancy, for spreading the Gospel message around the world. He was one of the earliest prime movers behind National Religious Broadcasters.

Although the broadcasting pioneer has been dead more than 15 years, his ministry continues to grow through the organization he founded. Radio Bible Class is also known for its televised *Day of Discovery*, which received the 1979

*(continued on page 58)*

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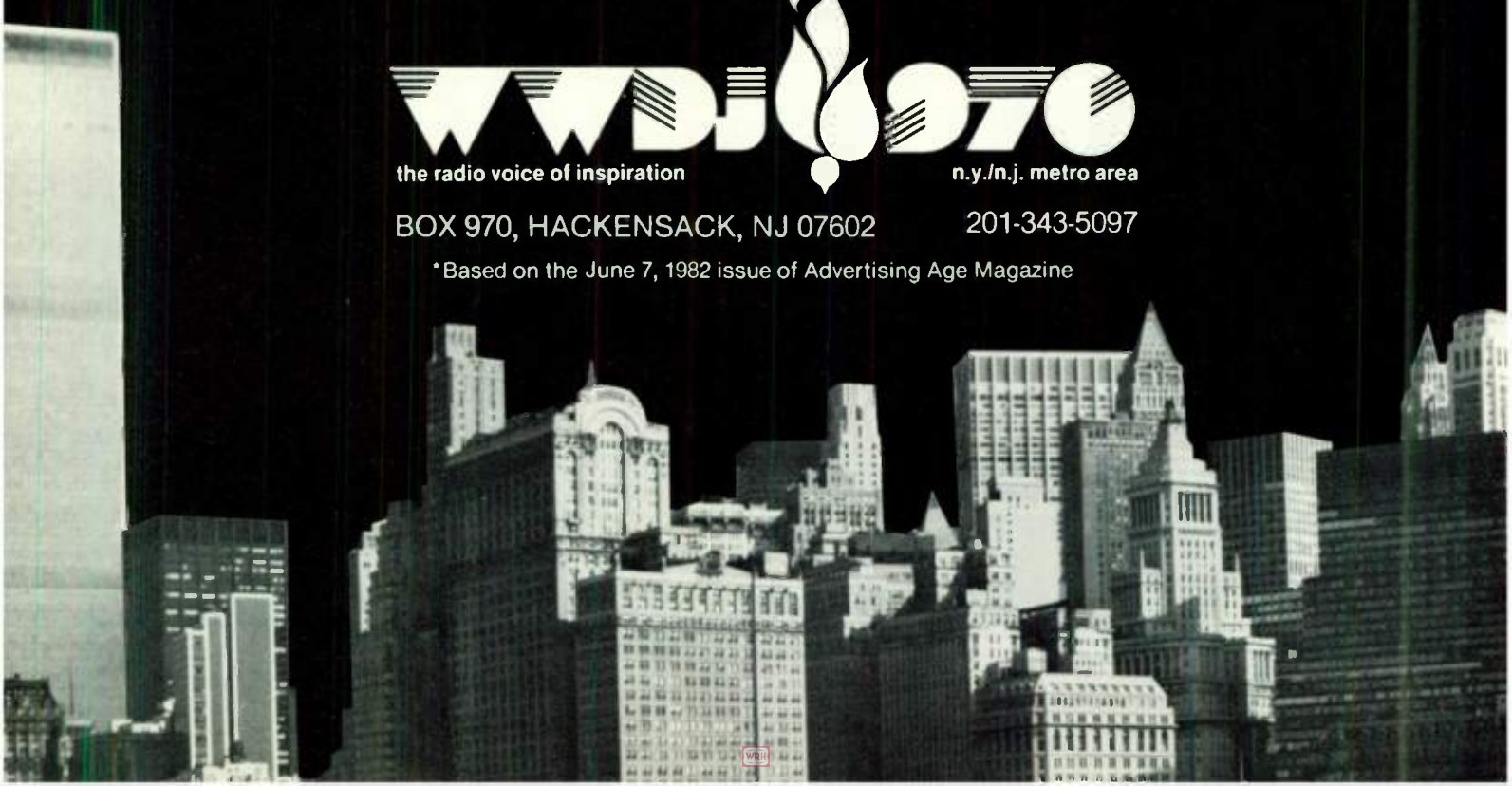
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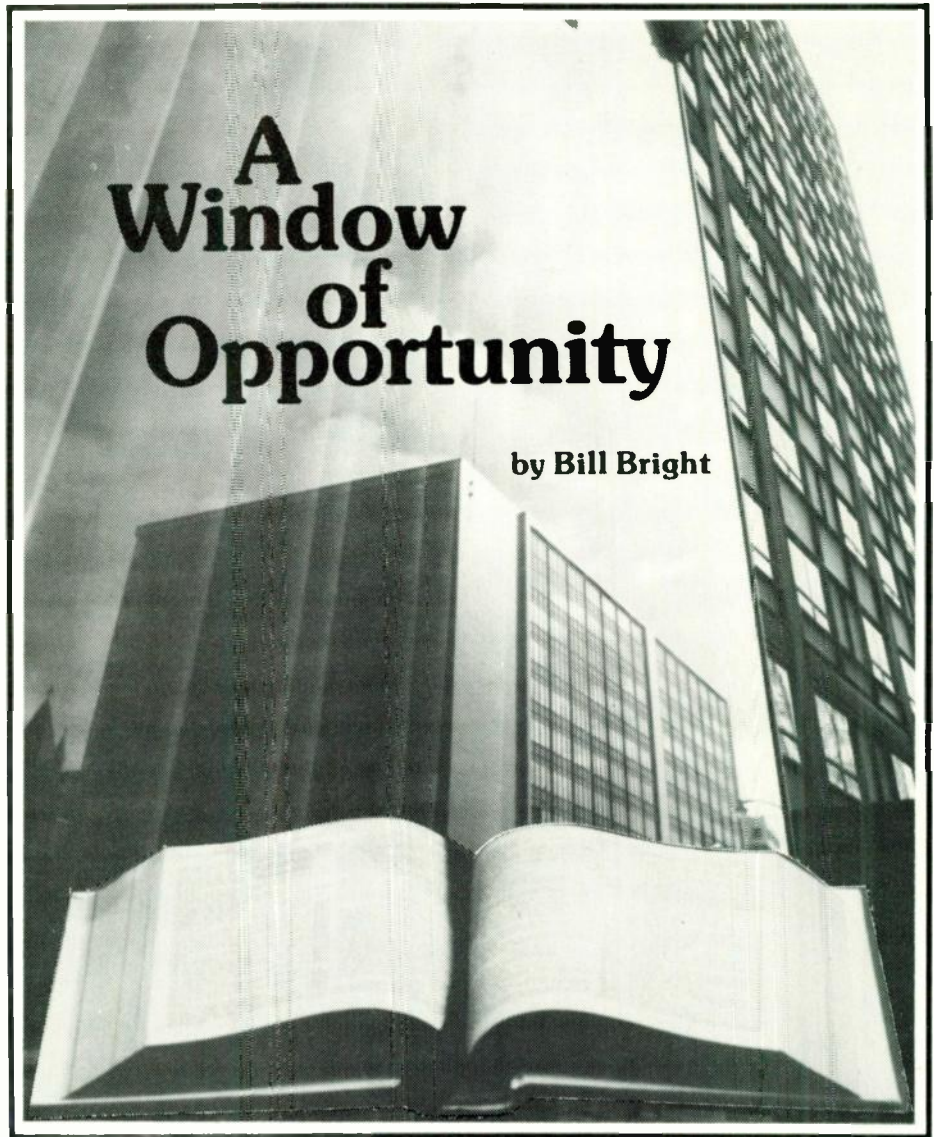
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\*Based on the June 7, 1982 issue of Advertising Age Magazine





**The action of Congress  
and the President  
in declaring 1983  
"The Year of the Bible"  
provides a  
unique opportunity for  
religious broadcasters**



**Bill Bright will speak on "The Year of the Bible" at the Sunday morning worship service, January 30, of the 1983 NRB National Convention.**

**As founder and president of Campus Crusade for Christ, Bright leads more than 16,000 full-time and part-time members who serve in 151 countries and protectorates throughout the world.**

**Author of five books and numerous magazine articles, Bright has been deeply involved in activities of national prominence as well. He served on the executive committee of "Key 73," was program co-chairman of the "Washington for Jesus" gathering, and was chairman of the 1982 Congress on the Bible.**



---

**A**

**S** 1983 begins, our nation launches simultaneously into a 12-month period that Congress and the President have designated "The Year of the Bible." I believe with all my heart that the potential spiritual significance of these 12 months is unparalleled in the 207-year history of the United States.

It will be a time of unprecedented challenge and opportunity for all Americans, but both the challenge and the opportunity will perhaps be greater for the nation's religious broadcasters than for any other single group.

### **Period of Severe Testing**

The United States finds itself today in the midst of what may well prove to be its most severe period of testing.

Economically, we are struggling to find a viable middle way between deep recession and double digit inflation. Socially, we wrestle with the frustration of trying to meet growing human needs with more limited financial resources—amid danger signs like commonplace divorce, high crime rates, the gravely disturbing suicide rate among young people, and a national loss of consensus on values.

Militarily, our leaders warn us that we are moving toward a period in the mid-1980's when our military strength to that of the Soviet Union will present the Soviets with a "window of opportunity" when they may feel that they are strong enough to engage in unusually high-risk international policies that could pose extremely serious hazards for the entire world.

Because we are also entering a period which for those who choose to observe it will be "The Year of the Bible," however, I believe that we in this nation are being given by God's divine providence a dramatically different "window of opportunity"—and one that we dare not treat lightly.

### **Joint Action of Congress**

Although news of 1983's designation as "The Year of the Bible" in the United States is now spreading widely, many Americans may not realize that behind that designation lay an historic joint action by the Senate, the House of Representatives, and President Reagan.

Acting with the cosponsorship of 29 Senate colleagues of both parties, Senator Bill Armstrong of Colorado in-

roduced in the Senate on March 15, 1982, the proposed joint resolution calling on the President to designate 1983 "The Year of the Bible," in "recognition of both the formative influence the Bible has had on our nation, and our national need to study and apply the teachings of the Holy Scriptures."

The Senate concurred within less than a month, and its favorable action moved the proposed joint legislation to the House of Representatives. There Representative Carlos Moorhead of California took the leadership to find the 217 cosponsors required before such legislation may be considered. The required number of cosponsors was reached in September, and the resolution passed the House on the consent calendar later that month. President Reagan, who had given his support to the effort at every stage, signed the joint resolution into law on October 4.

From the beginning, of course, the sponsors have intended that the resolution become a catalyst and an encouragement to denominations, churches, synagogues, organizations, individuals—all Americans who so choose—to initiate Bible-related projects appropriate to their own traditions. If the sponsors had a concern, it was simply that the rich potential of this unprecedented year of opportunity would go unfulfilled.

To ensure that there would be a significant measure of follow-up at the national level, Senator Armstrong and Representative Moorhead asked me to organize and chair this effort to follow through on the historic step that Congress and the President had taken. From that invitation in late October came the broad, umbrella-type "National Committee for the Year of the Bible," on which I am privileged to serve with a wide cross-section of outstanding Christian and Jewish leaders. I am particularly honored and pleased that Dr. Thomas F. Zimmerman, general superintendent of the Assemblies of God, and John Cardinal Krol, of the Archdiocese of Philadelphia, have agreed to serve as Protestant and Catholic vice chairmen. Dr. Gerson Cohen, the distinguished chancellor of the Jewish Theological Seminary in New York, will be the vice chairman for the Jewish community.

As an umbrella committee of such dramatic breadth, we plan to emphasize in the activities we undertake at the national level those things that we share

**We are being given by God's providence a dramatically different "window of opportunity"—one we dare not treat lightly**

rather than the many respects in which we will differ from one another, yet without compromising our individual beliefs. We will especially strive to give high visibility both to the Scriptures themselves as God's holy and inspired Word and to the urgency of turning to them for wisdom and direction.

In addition, of course, we will do our best in a variety of ways to make all Americans aware that 1983 is "The Year of the Bible" in our country. Finally, and very important, we will do our utmost to perform the role of catalyst, stimulating "Year of the Bible"-related projects of all kinds by other groups and individuals throughout the nation.

### **Nothing Could Be More Fitting**

It is a great encouragement to me as an American that so many of our nation's leaders have seen fit to recognize not on-

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ly the *relevance* of the Holy Scriptures to our people and our problems in the decade of the 1980's, but the *appropriateness* of the Scriptures as a guide to the citizens of this country in these times.

If ever a book has earned a place of reverence in this land, it has been the Bible. The language of the joint resolution passed by Congress summarizes many of the ways that this has occurred, reminding us of facts that many of us may have forgotten.

Stimulus to our earliest settlement ... bedrock of our strongly-held beliefs in human dignity and human rights ... shaper of our values and culture for centuries ... inspiration for countless acts of

---

**Religious broadcasters  
more than perhaps  
any other group have  
an opportunity to shape  
the lasting imprint  
this observance will make**

---

charity and public service ... the Bible has been all of these things, and much more, to America. And in case after case, the benefits have flowed to believers and non-believers alike.

#### **Crucial Role of Broadcasters**

Almost miraculously then, some would say, America's "Year of the Bible" has begun. It will be too soon past, and religious broadcasters more than perhaps any other group have an opportunity to shape the lasting imprint that this brief 12-month observance will, as God allows, make on the next century of history, and beyond.

As one who has served on many committees and chaired many national and international projects in more than 30 years of ministry, I long ago learned that the excellence of a message is of little consequence if it cannot be brought to its audience. The religious broadcasters of the United States, the hundreds of radio stations and dozens of television outlets that now dot every state and often reach out to other nations as well, are in close

communication with a vitally important segment of the vast audience that the message of the "Year of the Bible" must reach.

As a broadcaster myself, although on a much smaller scale than many others, I plan, of course, to do all in my power to assist in the huge communications challenge before us, and I pray that other religious broadcasters across America will join this national effort with every means at their disposal. It is for such historic moments as these, I believe, that God in His wisdom has raised up the mighty voice represented by the National Religious Broadcasters.

How can you help? There will be countless ways, beginning with your prayers and goodwill. More specifically, the national committee plans for the message to be carried both by public service announcements and by special productions of various kinds. A receptive attitude at the station level will make the difference in these cases. A similar spirit of cooperation toward local "Year of the Bible" projects will also be vital. Sometimes technical or logistical assistance may be asked, and, where outright financial support is possible, of course, it will be extremely helpful since all funding must come from non-governmental sources.

These suggestions in no way exhaust the possibilities of how we can maximize this unprecedented opportunity which could well be the most important avenue for spiritual revival in the history of our country. In fact, the programming that individual broadcasters originate on their own simply because their hearts are moved and their creativity challenged by the goal could become the major contribution of all.

A generous share of the challenge, then, is to us as the year begins—to us as Americans, to us as broadcasters. We enter "The Year of the Bible," already racing the calendar, at what may well prove to be the crossroads of our nation's history. It may or may not be our last chance to find national spiritual revitalization at its timeless source. Only God Himself knows.

But it is at the very least a unique and historic opportunity of the utmost significance, and one that deserves the most creative and energetic response each of us can give. I pray that, God helping us, we will make each day of this precious year count for His glory and praise.

**NRB**



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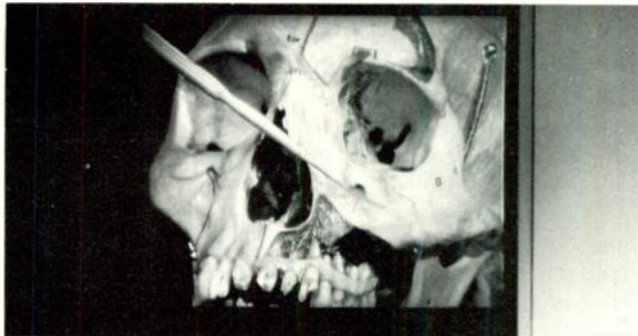
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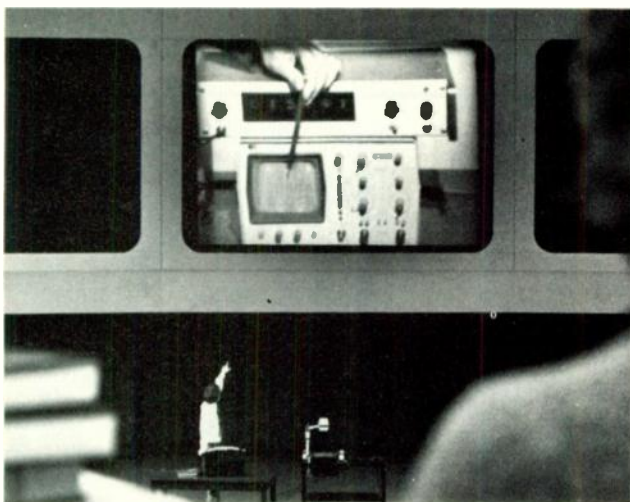
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# The Communicator as a Person

**W**HAT TYPE of person must you and I be for the Lord to use us in communicating the Gospel?

Mark 9:33-37 says, "And they came to Capernaum; and when He was in the house he asked them, 'What were you discussing on the way?' But they kept silent, for on the way they had discussed with one another who was the greatest."

Now the question they were discussing was who would be the "star of the show" among them. If they had the mass media to rely on in those days the question might have been something like this: "How are the credits going to be worded and who is going to receive 'top billing'?"

The Lord Jesus, remaining very calm, said, "This is too important. I am going to sit down and speak to them very seriously."

"If any one would be first, he must be last of all and servant of all." And he took a child, and put him in the midst of them; and taking him in His arms, He said to them, "Whoever receives one such child in my name receives me; and whoever receives me, receives not me but him who sent me."

What does this Scripture passage

---

by Luis Palau

---

teach us in religious broadcasting? Does it mean that it is wrong to desire to preach the Word of God? That cannot be. Does it mean that to desire to be a leader of the people of God is ungodly, or sinful? That cannot be either.

However, the Bible does clearly lay down guidelines as to the type of people we must be in order to communicate effectively the Gospel of Jesus Christ through the mass media.

What are those guidelines?

## Great Faith

First, we must strive to be men and women of *great faith*. We must be able to transmit faith to the people who are listening. Whether we like it or not, a person who enters into the mass media field is placing himself in a leadership position. To be a leader in the Body of Christ one must be a person of great faith.

We must have great faith in God, and in His power. We must have great faith in the people of God ... not to be like many who are always whipping the people of God. The people of God at times are weak, but we are also powerful. We are weak because we are human beings.

But there is a difference between our human weaknesses and failings and being timid and embarrassed about Jesus. "For God did not give us a spirit of timidity, but a spirit of power and love and self-control" (II Tim. 1:7).

Timidity is not of God because God did not give us a spirit of timidity. God gave us his Spirit for what I like to call "holy boldness."

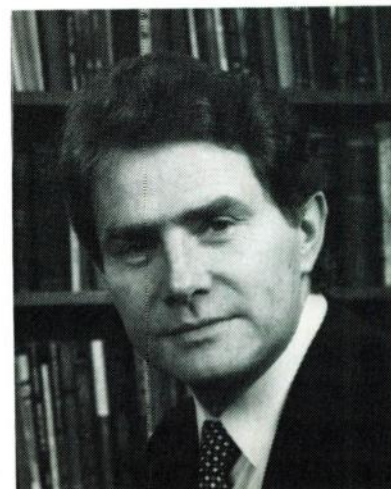
The Bible says, "But you shall receive power when the Holy Spirit has come upon you" (Acts 1:8). When we come to Christ, the Holy Spirit comes to indwell us. That is why we read in I Corinthians 6:19, "Do you not know that your body is a temple of the Holy Spirit within you, which you have from God?"

If you are in Christ, you have authority because He has given you a spirit of power. That does not mean brashness or carnal pushiness. The spirit of love is the motivation for our holy boldness, not ego or arrogance or shamelessness. Our boldness must be the consequence of a transparent conscience. There can be no boldness if there is guilt from sin. There can be no boldness without self-control.

Too often we do not exercise such self-control and we therefore abuse our authority in the media to the point of mistreating the people of God. We must

**Luis Palau, international evangelist, will deliver the keynote address of the 40th annual NRB Convention in Washington, D.C., on Monday morning, January 31.**

**Born in Argentina, trained for the ministry in the United States, Mr. Palau has preached the Gospel to over 3 million people in 37 nations and to an additional 170 million people through radio and television broadcasts.**







*We must communicate on the air waves  
faith in the Holy Scriptures  
from which we get our faith*

show faith that the people of God are the temple of the Holy Spirit.

This does not mean we tolerate sin in our midst. In fact, the evangelical movement and momentum that we have been given will be destroyed if we continue to tolerate a lack of self-control.

We must keep our hearts transparent day by day. We must be trenchant with any shadows of sin in our own souls. We must not allow hardness and insensitivity to the holiness of God set in our hearts.

Our great faith must also be reflected in our confidence in God's Word. We must communicate on the airwaves faith

in the Holy Scriptures from which we get our authority.

#### **Valor and Vision**

*Secondly*, to be the type of religious broadcasters that God wants us to be, we must be people of great valor and courage. We must demonstrate moral courage. Sometimes we confuse imprudence as being courageous. Verbal chastisement is not equivalent to spiritual courage; the servant of God must also be humble.

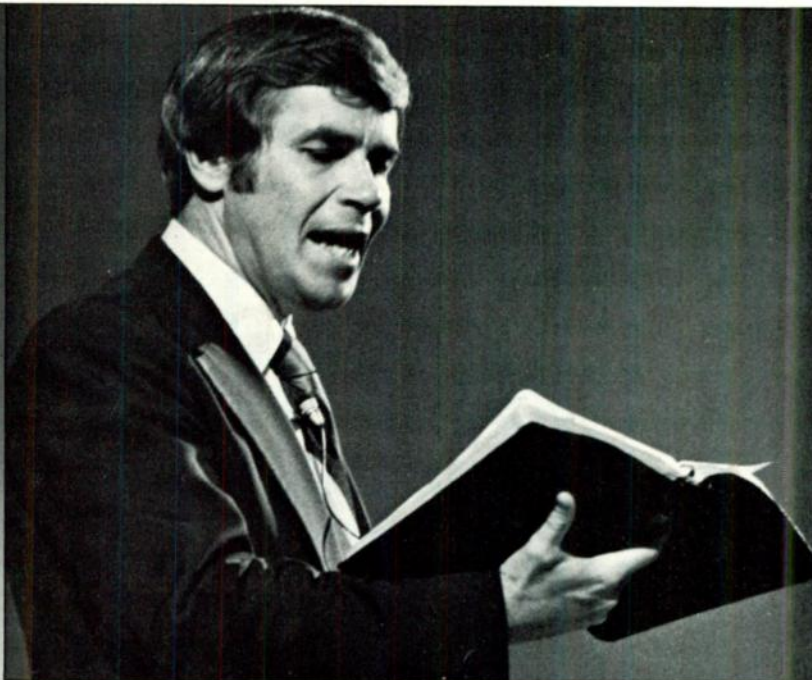
*Third*, we must be people of vision and be able to impart vision. When we enter into the arena of mass communications,

it gives us the opportunity to multiply the vision that we have. How beautiful it was when the Lord Jesus said to his disciples in John 4:35, "I tell you, lift up your eyes, and see how the fields are already white for harvest."

Instead of fighting among ourselves to see who will be the "star of the show," as the disciples did in Mark 9 and 10, it is far better to impart vision and encourage others to step out in evangelism. As the years go by, one realizes as we encourage others, we are encouraging ourselves. Love always rebounds and blesses us.

But if we want to be like John and

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*Too often religious broadcasting is used to attack secondary issues and therefore fewer people are being converted to Jesus Christ*

James, wanting only the two of us to sit at the right and left hand of God, the Lord will remind us. "Can you drink of the cup that I am going to drink? You will drink of that cup."

The Lord goes on to explain. "If anyone would be the first, he must be the last of all and servant of all."

The great leaders of the people of God are the ones who must serve the people of God. The person who wants to be a leader in name or in title or only in garment or ecclesiastical robe is not a real leader. You have probably noted in many churches that there are brothers and sisters who are the real pillars of the

church, but perhaps are not the ones that have the title of "leader."

How many people do we know that at one time seemed to be leaders of the people of God, who were outstanding people with outstanding gifts, intelligent, with tremendous futures, but who walked in the power of the flesh? And, instead of serving the people of God, they wanted to impose their own wills.

Eventually they disappear from the evangelical movement because the secret of Christian leadership is in serving. The Lord says, "He who humbles himself will be exalted." But when a person exalts himself ... May the Lord free

us from the consequences of this pride!

Finally, we must be an example. To be an example our character must reflect the spiritual weapons that God has given to us.

### **Spiritual Weapons**

*The first weapon is holiness.* The Bible says in Hebrews 12:14: "Strive for peace with all men, and for the holiness without which no one will see the Lord."

Be assured that the Lord will continue to use us always when holiness and purity are evident in our lives. We are all sinners and come short of the glory of God. That does not mean that we treat the

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*“According to your holiness,  
so shall be your success ...  
a holy man is an awesome weapon  
in the hand of God” – McCheyne*

subject of purity and holiness lightly, as if we could say, “Well, I can just confess and then move on.” No. We must take seriously the theme of holiness. The Bible says, “Be holy, for I am holy says the Lord.”

*The second weapon is the internal power of the Holy Spirit.* If you are planning a daily radio or TV ministry, then you must maintain the freshness in your life and your message through the daily renewing of the Holy Spirit in your life, so that you do not repeat dry doctrine, or begin to quote other people’s books and outlines just because you must fill those 15 minutes per day!

You must go to the Lord and say, “Lord, I need to be renewed today. I need to be filled with the Holy Spirit today. Lord, I don’t want to be repeating dead outlines that I preached twenty years ago. I need my inner man being renewed daily because there is power in the Holy Spirit.”

Many of the communicators that God is using in the mass media are just regular people. Some of them come from very humble beginnings with no theological background, but the Lord is using them in a tremendous way because they are filled with the Holy Spirit. This is not only for the sheep that we are ministering to, but it is for us ... those who are the communicators of the Gospel.

*The third weapon is “decision evangelism.”*

In the United States you hear less and less of “decision evangelism” on the airwaves. More and more you hear “positive thinking” being extolled. This is not to say that every five minutes in your program you give an altar call. But there is a danger that if we become afraid of offending someone by giving an invitation then evangelism through the media becomes stagnant.

The United States is a good example of homogeneity where we make an attempt to respect each other. But, when

you are preaching the Word of God and you are preaching the Gospel, there comes a time when we *must* draw the line. If you want to walk over that line you must make a decision. Do you preach a Gospel that demands a decision or do you preach some diluted message that leaves people with a warm feeling about you as a communicator?

*The fourth weapon is love and comprehension.*


To be involved in decision evangelism does not mean we are hard-hearted. It is actually the most compassionate thing we can do for an individual. But too often religious broadcasting is used to attack secondary issues and therefore fewer people are being converted to Jesus Christ through the media.

When we speak about decision evangelism, we must speak it with tenderness so that the hearer will not close his ears to what is being said and to the voice of God. I do not want to be the person that closes the Kingdom of God to a person.

Christ said, “But woe to you, scribes and Pharisees, hypocrites! because you shut the kingdom of heaven against men; for you neither enter yourselves, nor allow those who would enter to go in” (Matt. 23:13). What a sentence of condemnation upon the Pharisees! The weapons of love and comprehension can keep that from happening to us.

This is a great hour for us in religious broadcasting. It demands the character of Jesus in us. It demands the use of the spiritual weapons that God has given to us. And it demands “holy boldness.”

The great Scottish minister Robert Murray McCheyne once wrote, “According to your holiness, so shall be your success ... a holy man is an awesome weapon in the hand of God.”

As communicators involved in religious broadcasting let us be that awesome weapon. 

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# Of Themes and Leaders

*The shirt-sleeve sessions of the annual convention will please those concerned about ongoing development*



by Paul Ramseyer

**W**HY DON'T THEY schedule more 'nuts and bolts' workshops at the NRB convention?" That was a question often asked

when I started attending NRB conventions 20 years ago. It was a legitimate concern especially on the part of young broadcasters who came to the convention to sharpen the tools of their trade. One must remember that the main purpose of those early conventions of NRB was to get together for inspiration and mutual encouragement. To their credit, the NRB leadership responded to the appeal for more shirt-sleeve sessions. Workshops have become a major attraction of NRB conventions in recent years.

The 1983 convention will offer 11 workshop categories with over 60 separate sessions. "Christian Media Facing the Future with the Bible" is the theme for this year's convention. The Washington Seminar for Christian Leaders will provide the "think tank"—the strategy track for delegates. Co-chairpersons Grace Jordan and Tedd Seelye have put together a blockbuster series of workshops under the heading: "Leadership in Implementing the Gospel."

Broadcasters hold a unique position of leadership in providing a role model for attitude and action as a response to the message they preach. "We believe listeners are ready to respond to the leadership of the Christian broadcaster ... leadership translated into action in the lives of listeners. The result is action that could change the course of the family, the church at large and in turn the nation and the world," says Grace Jordan.

The goals of the workshops are three-fold:

1. Examine the dynamics of leadership in personal, family, corporate and international context.
2. Explore imperatives and opportunities for practical response to the Gospel.
3. Propose creative leadership in implementing the Gospel by providing practical, positive direction—specifics, not generalities.

## A Theme a Day

*Monday's theme* will be "Leadership in World Responsibility." The spiritual

vitality, attitudes and responsiveness of a community of believers is a direct reflection of the vision and leadership of their leaders, whether pastors or broadcasters. Listeners need to be made aware of the needs of other believers around the world and of political and human events. They must then be shown how to respond in positive, concrete, creative ways. What should that response be? How can the broadcaster lead his constituents toward meaningful action in the following areas:

1. Evangelism
2. Believer Persecution — Governmental Tyranny, Human Need, (Starvation, Disease, Drought)
3. How to Communicate Need
4. The Biblical Basis for Response
5. A Broadcaster's Response

*Tuesday's theme* will be "Leadership in Establishing New Directions." Often lacking opportunity for practical expression of Biblical directives and principles, the Christian leader needs encouragement in leading his constituents to explore practical application of the Word of God in new directions. He needs to challenge his listeners to respond to the "beat of a different drummer," i.e. thinking as a Christian rather than as a secular man. What are those directions and how can we motivate appropriate life direction and action?

1. Politically
2. Personally
3. Culturally
4. Racially
5. Professionally

*Wednesday's theme* will be "Leadership in Personal Relationships." The foundation for effective outreach into the family, community, church, nation and world is establishing a pattern for Biblical response in interpersonal relationships. The role model is the leader's own life, his family, his organization, his own sphere of influence, i.e. his listeners. What are the implicit demands of Biblical relationships and how can they be implemented in practice in the following areas?

1. Mid-life Crisis
2. Singles (divorced, widowed, never married)
3. Family Relationships
4. Crisis of Stress and Feelings of Inadequacy
5. Broadcasting

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cations strategists will be participating in these workshops:

*Dr. Ted Ward* from Michigan State University. Dr. Ward is most widely known for his research and writings in two aspects of human development: moral values development and non-formal education.

*Dr. David Howard*, general secretary of the World Evangelical Fellowship. Dr. Howard served for 15 years with the Latin America Mission and directed two Urbana Missionary Conventions while with Inter-Varsity Fellowship.

*David R. Mains*, director of the Chapel of the Air broadcast, a broadcast which appeals to all thinking people, but is directed especially to the Christian. One very successful project he directed was a 50-day spiritual adventure in which listeners pledged themselves to basic discipline like prayer and Bible study for 50 days.

*Carl Lawrence* is director of international programming for the Haven of Rest broadcast. He served the Far East Broadcasting Company for 18 years. Mr. Lawrence has authored 2 books,

"The Prince Still Smiled" and "Majken."

*Gordon Bell*, general manager of station WMHR-FM/Syracuse (New York). Mr. Bell, a native of England, has interspersed a foreign missionary career with FEBC as pastor of several churches in the United States.

*Tom Bisset*, manager of WRBS-FM/Baltimore, broadcaster, free-lance writer, president of the Moody Alumni Association.

*Kay Arthur*, executive director of Reach Out, Inc., will be the convenor of a new workshop series for the NRB, Women in Media. The five sessions are planned to provide an overview of women in broadcasting and methods for improving women's effectiveness in that role (see page 59).

"Early-bird" delegates who have a special interest in the ministry of Christian film production will be pleased to learn that a special Sunday afternoon block has been planned for you. The purpose is to bring together evangelical film producers, TV and cable producers, etc.

The participants include Dave Clark of CBN, Dominick Arbusto, partner in a

commercial TV production company; Marybeth Peters, attorney with the Library of Congress, a leading expert on copyright; Mark Tuttle, authority on Christian marketplace; Dr. Willis Engel, discussing film as a conscience-shaping/altering medium. This will be Sunday, January 30, from 2:00 to 5:00 pm.

In addition, there will be workshops on Monday and Tuesday morning featuring Ken Bliss and Ken Curtis.

The workshops described in this article will motivate many newcomers to attend the 1983 NRB convention. The next issue of Religious Broadcasting will describe the exciting workshops planned for delegates in radio and TV production and station ownership. **NRB**



*Paul Ramseyer*, director of broadcasting, Northwestern College Radio Network, Roseville (MN), is NRB treasurer and a member of the executive committee. He is coordinating the convention workshops.



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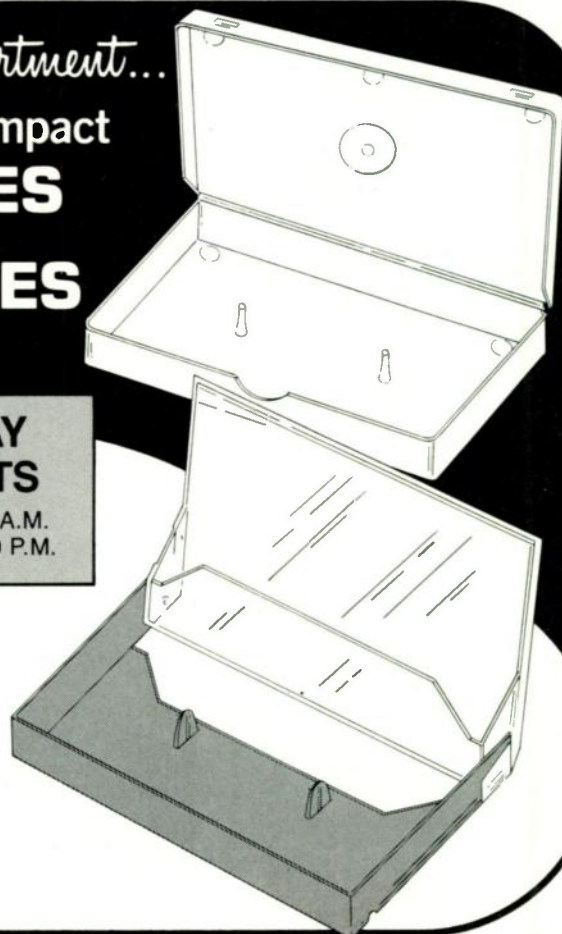
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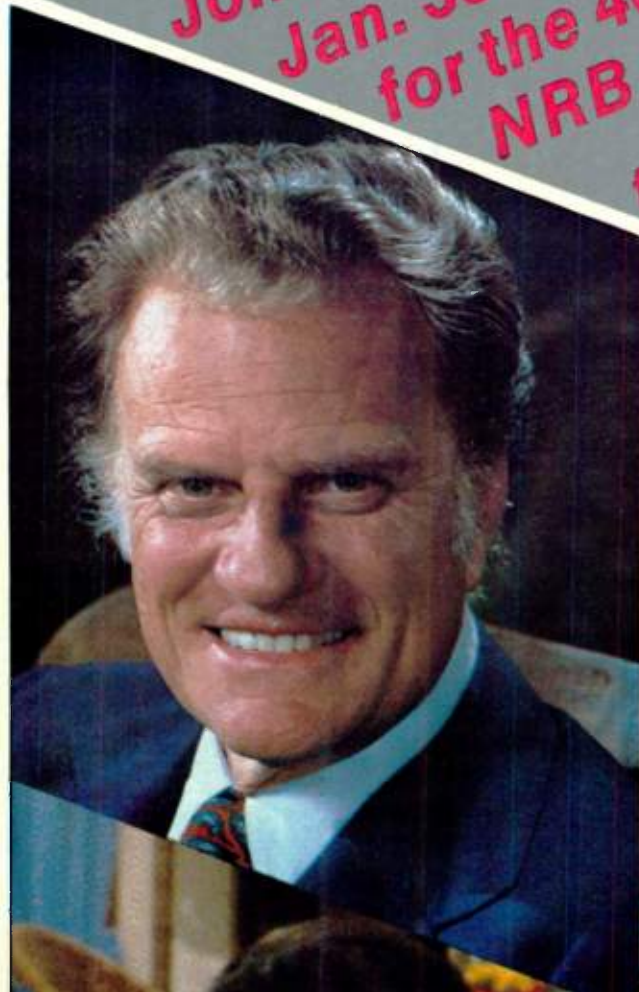
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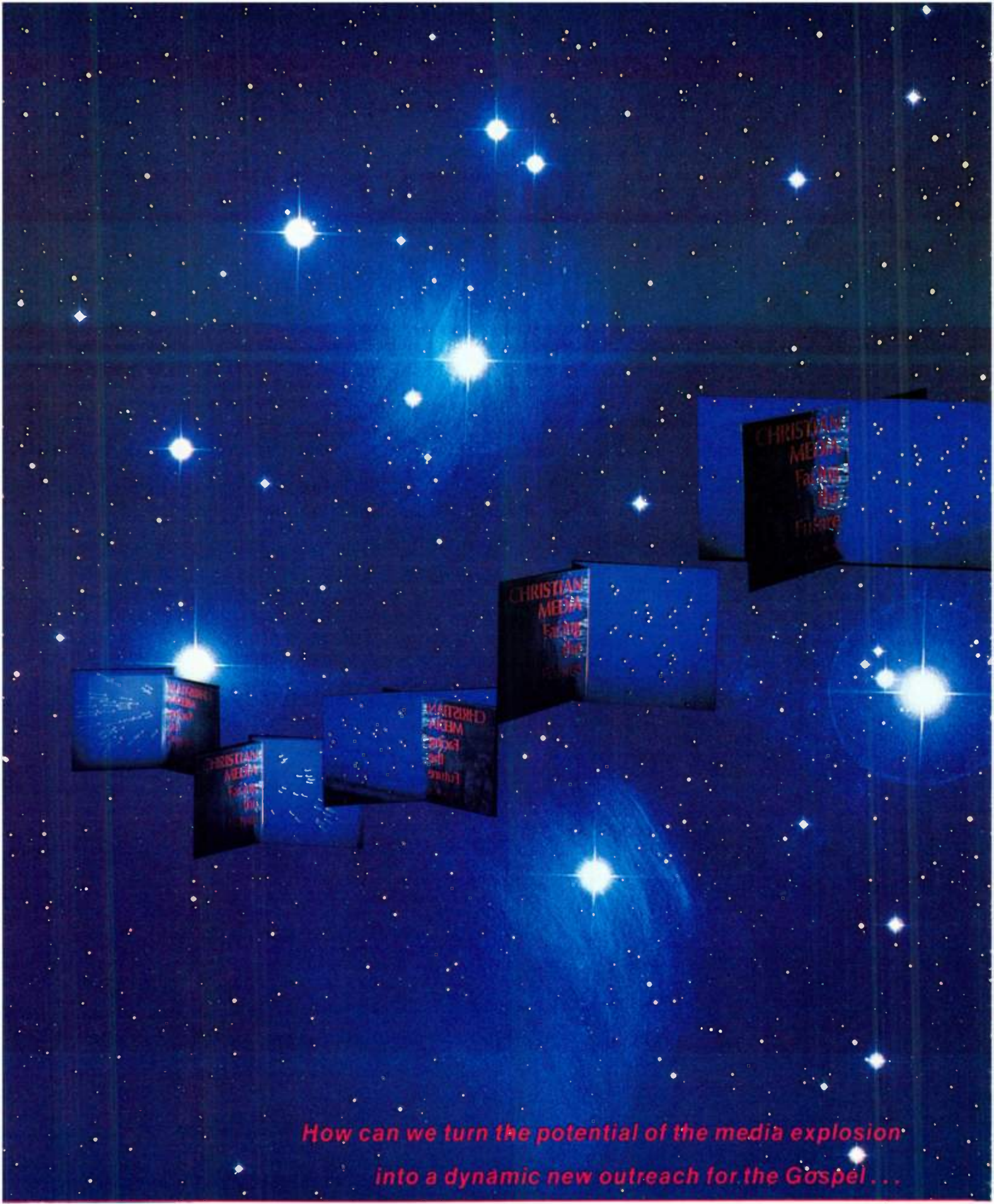
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**President Ronald Reagan, being invited as a special guest at the 40th NRB convention, addressed the 1982 convention. Before going to the podium President Reagan met with NRB executive Ben Armstrong (right) and David Hofer (center), past president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



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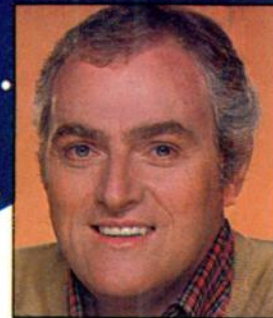
Johnny Hall, artist  
with seven albums



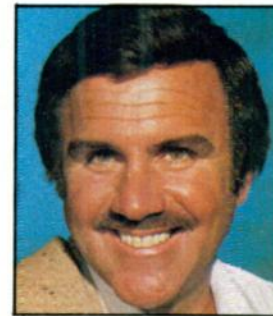
Larnelle Harris, TV  
favorite and White  
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George Beverly Shea,  
dean of gospel vocalists  
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Kurt Kaiser, gifted  
pianist, composer and  
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Dave Boyer  
1981 Dove Awardee

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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.



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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 Augsburger 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.

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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.

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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.



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# Annual Convention

January 30 - February 2, 1983

Sheraton Washington Hotel ★ Washington, DC



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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.

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

For Presidential Security Clearance

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

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On-site Registration	\$225	\$270	
Spouse: Advance Registration	\$120	\$165	
Spouse: On-site Registration	\$150	\$195	
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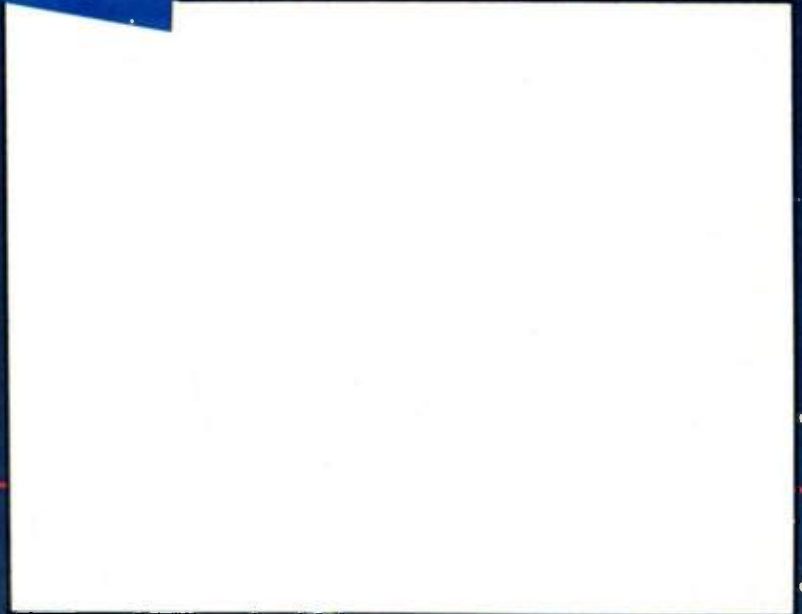
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# Help Your Donors Do More

Your core group of donors may be awaiting the opportunity for greater participation

**Y**OU MAY already be familiar with the fund-raising axiom which states that 20 percent of any donor group usually provides 80 percent of the revenue.

At Epsilon, we call this 20 percent of donors the *core group*. Upgrading which is an attempt to increase the size and frequency of donations depends upon cultivating this group more than any other.

The donors in your core group lend strong support to your ministry simply because they care about your work. Premiums and special inducements could never motivate them to sustain such a high level of interest. If you can identify your core group, let them know you appreciate them. Provide them with imaginative opportunities for greater participation in the work that you do for the Lord. These donors could be encouraged to give at least 15-20 percent more each year to your work.

This article will focus on the upgrading techniques you can use to target your upgrading supporters and solicit them effectively. To appreciate the full process, let us trace an upgrade campaign through its four major steps:

1. File Segmentation
2. Building a Giving Structure
3. Personalization
4. Follow-Up

## Step 1: File Segmentation

A detailed computer database is essential in order to realize the full potential of upgrading. If you lack this giving history, you will have a problem.

To identify and segment your core group, you must store and analyze data on much more than the amount of the most recent gift or total to date. You will also need to store a complete history of gifts and the source of each individual gift so that you can identify the specific appeals donors are interested in.

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by John E. Groman

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Suppose, for example, that one of your \$25 members last contributed \$20 to your Christmas appeal. But in the same year he made gifts of \$25 and \$15 to a youth ministry appeal and an emergency fuel assistance program in addition to his original membership gift. Because his last year's giving was \$60 above his membership level, this donor would be an excellent candidate for an upgrade program.

These extra gifts demonstrate that the member is very interested in your programs and qualifies to be called a core group donor. But if you were able to reference only the membership amount, or the most recent gift, or the average gift, you would miss this candidate when targeting prospects for a campaign he will likely support.

Suppose another donor typically responds only to your youth ministry appeal with a gift of \$50 per year, but contributed a maximum single gift of \$150 three years ago to a memorial fund. The \$150 size of the maximum single gift qualifies this donor for upgrading to an annual major gift club. Since the donor's pattern of one annual gift to the youth appeal suggests high interest in helping children, upgrading should be attempted during this appeal or similar youth appeal. Receptivity is likely to be greatest then, but you will know this only if your file contains full historical giving and source data.

### File Analysis

Some donors do not have the motivation or the financial means to significantly increase their contributions. Successful upgrading depends on finding and concentrating your efforts on those who can.

A person's ability to give more can be identified by checking many different indicators. You might focus on:

\*The maximum single gift in the

previous 24-36 months

\*The cumulative annual gift for the previous year

\*Life-time total contribution

\*Size of average gift

\*Length of membership or continuous support

Your data can be analyzed using many variations on recency, frequency and amount of giving. You might include psychographic and demographic criteria as well. If you store a wealth of detail, it will be possible to examine the file from many angles.

You will be able, for example, to segment donors who respond to particular appeals and single them out for upgrading during their favorite campaigns.

For instance, one ministry I know of has 300,000 active donors, 20 percent of whom are rural farmers. The farmers give generously at harvest time but are inactive the rest of the year. Mailing appeals or contacting them prior to their receiving their annual harvest income often irritates them and leads to negative comment mail. For this reason, this segment has been identified through file analysis for special upgrading treatment during the late fall when they are most receptive and able to give.

Once you have settled on a segmentation approach, it is important to rank the segments by historic profitability according to the revenue received per dollar invested. This will help you determine how much to invest in each segment and rank the cost-effectiveness of your past efforts.

This data can also help you to establish a floor value for appealing to each donor—i.e., the lowest suggested gift you will seek. Depending on the appeal, this can be defined as the amount of the person's most recent, or largest single gift, or even largest total annual contribution.

Then, the range of gift amounts you request ascends from the floor value.



**20 percent of  
any donor group  
usually provides  
80 percent  
of the revenue**

Never ask for an amount lower than the floor value you have set for an individual. It will only encourage downgrading of gifts. Why ask a \$50 donor for a \$15 gift?

### **Step 2: Building a Giving Structure**

In designing your donor program it is essential to give people something to shoot for. Your challenge is to motivate donors to give more than their customary contribution.

One way to accomplish this is to create a structure for giving, a program design that offers your core group clearly attainable goals that excite and sustain interest. Here are some ideas you can easily incorporate into your fund-raising program.

#### **1. Monthly Giving Programs**

Upgradable donors are perfect candidates for a monthly giving program. Studies have shown that as many as 25 percent of your core group are good prospects for a \$10 monthly giving program. By enrolling them in such, you avoid offending these donors with the frequency of mailings.

#### **2. Major Donor Clubs**

If you have not done so, consider creating a major donor club for your more generous donors. By using file analysis to identify your file segments, you can set suggested club tiers that are within reach of each segment of upgradable donors.

The San Diego Zoo successfully employed this technique to upgrade their regular \$25 members to a special "Keeper's Club" for donors who contributed a \$100 additional annual gift. Now a large percentage of their regular donors make \$100 Keeper Club gifts.

#### **3. Cumulative Giving Programs**

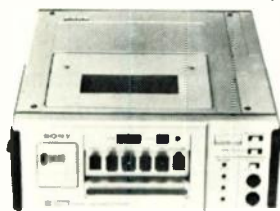
Recognizing cumulative giving is a technique widely used by alumni groups with great success. These groups track lifetime gifts of alumni and design steps to give them ever higher goals to strive for. Once an alumnus reaches one level, the next is waiting for him. Each donor's

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**In designing your donor program it is essential to give your people something to shoot for**

**The more concretely you can express your need with emotion the more successful you will be**

**Core group donors are willing to give at a high level because they care about your work**

lifetime gifts are totaled, and when the distance to the next cumulative goal is equal to or greater than the last donation, the donor is asked to give to reach the next level. If the balance is less than his last gift, the amount needed is not stated. To mention it would violate the first rule of upgrading: "Never ask for an amount less than a donor's floor value."

#### 4. Matching Gifts Programs

If you do not already have a matching gifts program, you might consider establishing one. This is another proven upgrading tool. When donors know that a matching gift fund will double the value of donations, the incentive to increase

the size of their gifts is also doubled. By stressing the psychic benefits of matching gifts during upgrading, you can take full advantage of the power of this technique.

If your giving history is scanty, and you are lacking reliable floor values for variable upgrading, several creative techniques can help you to frame a giving structure. Your campaign can still create distinct, priced offers and focus on very specific things that each amount can accomplish—like feeding a child for a month or paying for a given number of Bibles for distribution. Then donors can choose the offer that appeals to them and find their own levels of support. As you gather more data, you can vary the subsets of offers sent to individuals in accordance with each donor's floor value.

#### Upgrading Frequency

Thus far I have focused on increasing the size of individual gifts. Increasing the number of gifts per donor is another approach that is often more effective and easier. Sometimes, merely introducing a schedule of more frequent mailings can accomplish this because a donor will have more opportunities to give.

When you design these extra appeals, it is important to remember that each should focus on a clearly defined need. The more concretely you can express your need with emotion, the more successful you will be. The enthusiasm of your donors will grow as they learn they have the power to make a difference.

#### Premiums

Should premiums play a part in your upgrading program? The decision is a sensitive one and must be tested carefully. Since individuals tend to renew their gifts in the way they were acquired, once you use premiums, you may get caught having to offer them with every appeal in order to get profitable results. This may raise your cost of fund raising to an unacceptable level. Truly expensive premiums are probably best used only to

move people from one level of support to a distinctly higher one.

Attaching special privileges to membership in a major donor club is an effective and inexpensive way to use premiums. This type of offer gives special donor recognition and often includes participation opportunities. For example, you might offer special publications, behind-the-scenes tours.

You might acknowledge major gifts by publishing lists of major donors, issuing certificates of recognition, or engraving donor names on a plaque. Because these incentives stress recognition and yet cost very little, they are good choices for core group member premiums that can be renewed each year. It is important to keep in mind that these donors are willing to give at a high level because they genuinely care about your work.

Tangible premiums are not necessarily needed to motivate them, but you should never miss an opportunity to express appreciation for their support.


#### Step 3: Personalization

Once you have identified prospects for upgrading, put a giving structure in place, and designed your appeal, it is time to consider how you will write to your donors.

By making a gift, each donor has already formed a personal relationship with your organization. By requesting an upgrade, you are attempting to strengthen that relationship. The more powerfully you can remind donors of their past involvement and what it has accomplished, the more likely it is that they will increase their support.

##### 1. Get Specific

Everyone is familiar with the use of names, addresses and personal salutations in computerized letters, but this is only the very first step in personalization. There are many other types of references you can make to lend credibility to your mailings and thus increase readership and response. Your options are limited



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**Members and donors  
have a certain image  
of your organization  
and of how  
they fit into it**

only by what you have decided to store on file.

The length of continuous support, specific dates of donations, the appeals responded to, premiums received are just a few. Always try to mention the donor's giving level with a suggestion to move to a new level, or state how far a member is from a cumulative giving goal.

Sometimes using a local reference makes an appeal more credible. Try mentioning a member's local church by name, or the number of people being helped by your group in a donor's own area, or local projects your ministry supports. By doing this, you can lend your letter a dual purpose. It becomes a tool for educating your donors as well as a device for soliciting donations.

### 2. Variable Upgrading

During segmentation, you established a floor value for each donor based on past giving. Part of personalization involves using this amount to fix on the size of your request. After thanking your donor for specific past gifts, it is wise to state the amount of your new request and then repeat it in the P.S. and reply device.

On the reply device, try listing the requested amount last, preceding it with two even larger amounts. Using handwriting or other graphic techniques on the reply device to highlight the upgrade message is very effective. You might circle the highest amount and draw an arrow pointing to it or employ other creative techniques to draw attention to the action desired.

### 3. Appropriate Creativity

Members and donors have a certain image of your organization and of how they fit into it. Fulfilling this image successfully is absolutely essential to upgrading. If you violate your donors' sense of continuing relationship with you, they will be unlikely to deepen their commitments. Tests have shown that a variety of acquisition mailing approaches will produce a good initial response, but

## EFT and FUND RAISING —Part 5

# Who Uses Electronic Banking For Automatic Donor Fulfillment?

By Willits H. Sawyer

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

Pre-authorized deductions have been a productive fund raising technique for some time now. For example, employee payroll deductions accounted for 60 percent of the \$1.3 billion raised by the United Way in 1978.

This month's article will focus on some of the success stories that have resulted from the 1979 enactment of the EFT Act, allowing the transfer of funds electronically from one bank account to another.

One of the earliest indications that "paperless money delivery" could increase a charitable organization's income came from the public broadcasting sector. Two PBS television stations that offered the electronic banking option in their 1979-80 pledge drives realized that the average EFT pledge (\$74) was 2.6 times greater than the average single payment (\$28).

Also, of the 2,154 members joining the stations' electronic deduction programs in the first year's period, 1,919 remained at the end of that period. That represents a retention rate of 89 percent! Compared to the stations' typical 70 percent renewal rate, that meant more continuous support, more dollars.

In 1981, World Vision of Canada anticipated \$1 million in gifts to be mailed from donors to its headquarters in Toronto. When the Canadian postal service announced a strike in June of that year, the World Vision staff immediately contacted donors requesting that they allow their gifts to be electronically transferred to World Vision.

Nearly 6,000 donors responded, authorizing transfers of donations which exceeded original pledges.

World Vision actually received more than the \$1 million budgeted for 1981, enabling the Christian humanitarian programs in the third world to continue.

In mid-1982, the American Diabetes Association offered the EFT option to a group of donors who had already pledged an average gift of \$25 per year for ten years. They were asked to pledge \$5 or \$10 per month via electronic banking. Of all those responding, the average monthly pledge was \$6.60, an average annual gift of \$79—more than three times what they had committed originally. In addition, 33 percent of those donors who agreed to electronic deductions chose the inflation guard option allowing a 10 percent annual increase in their donation.

Many types of non-profit organizations are successfully using electronic funds transfer to collect monthly donations—over 20 public broadcasting stations, Heritage Foundation, Children's Village USA, regional Black United Funds, National Hispanic Center & University, and the list goes on.

Electronic banking is here to stay, and non-profit organizations are just beginning to experience the potential EFT has in store for them.



Willits H. Sawyer, CFRE, is Vice President for Marketing with EFT Management Systems, Inc., a service company that helps organizations integrate EFT into their development programs. The company has offices at 8517 Production Avenue, San Diego, CA 92121 (800-854-2143 or 714-578-1434 in California) and at 257 St. Ronan Street, New Haven, CT 06511 (203-562-7756).

**It is especially important to thank your supporters promptly and appropriately**

**To be most effective all acknowledgements should go out within two to seven days**

**No organization should neglect to gather information about its constituency's reactions**

poor package presentation will surely hurt your ability to upgrade contributions through follow-up appeals.

What may be appropriate creative design for a college or hospital will not suit an overseas ministry or a child sponsorship organization. Be sure that the style of your graphics and copy fit your donors' view of the organization.

With a captive constituency—church members, alumni or broadcast viewers or listeners, for example—image matching is especially important. Strongly negative comment mail is the only response you will receive from a mailing that violates your core group donors' image of what you are.

#### **Step 4: Follow-Up**

##### **1. Acknowledgement**

Do not forget to say "thank you"—for many reasons.

When donors upgrade, they put out something extra for you. It is especially important to thank these people—your strongest supporters—promptly and appropriately.

Acknowledgements for upgrades are particularly important because they:

- \* Reinforce the emotional satisfaction that donors receive from extending themselves

- \* Strengthen the donor's identification with your work, increasing the likelihood of larger contributions in the future

- \* Encourage annual increases by building confidence that the effort is appreciated and the gift is quickly put to good use for the Lord

- \* Generate immediate upgrades in the form of additional donations.

When you are mailing to several segments of your list, you will want to have separate acknowledgement packages ready. Although you cannot afford to send an elaborate, highly personalized mailing to \$10 donors, you cannot afford *not* to send one to major contributors.

Large contributions might merit a

handwritten note on the printed letter, or even a personal telephone call or visit.

To be most effective, all acknowledgements should go out within two to seven days.

By including a reply device and envelope in every acknowledgement, you can encourage upgrading in the form of additional gifts. A television station used this device in an upgrade program, hoping that extra income from the thank-you package would make the acknowledgement program pay for itself. Instead, it brought in \$100,000, or *five times* the original cost of acknowledgement.

Memorial gift envelopes or deferred gift brochures make good acknowledgement enclosures. Remember that in upgrading, you are thanking those donors who have greatest giving potential. Do not fail to offer them extra opportunities for participation.

##### **2. Fulfillment**

If you include back-end premiums in your upgrade, you should fulfill promptly. Consider sending an additional gift request along with the premium. This is a proven source of good revenue.

A major hospital, for example, sends a copy of its newsletter and a health handbook as part of its acknowledgement and fulfillment effort. It includes an additional gift request with the premiums and the program gets good results.

##### **3. Market Research**

You might consider using your thank-you mailing to solicit additional information about your donors by including a short research survey in the package. Since this core group are your best prospects for continued and increased support, you should not neglect any opportunity to learn more about them and add the information to your file. The more detailed a profile you build for each, the more effectively you can target appeals and vary personalization over the long term.

The information that might be useful depends on your organization. You

might want to ask which of your projects appeals most to donors, or how people would like their money to be spent. Census information can be gathered—occupation, place of business, age, relationship to others on your file, and church affiliation. The acknowledgement cycle presents an optimal opportunity to present these questions while the donor is in a receptive frame of mind.

##### **4. Testing and Analysis**

Upgrading is an ongoing cyclical process. To improve effectiveness and sustain a long-term high rate of response, it is essential to build tests into your mailbag program.

Consider testing various approaches in:

- \* segmentation
- \* personalization
- \* timing of appeals
- \* amount of upgrade request
- \* use of incentives and premiums
- \* acknowledgement

You can test whether or not donors who give to a single campaign should be upgraded only during that appeal. Or perhaps you want to learn which segments respond best to an outright suggestion for a 25 percent higher gift, and which ones average a better increase with a 15 percent upgrade.

No organization should neglect to gather this information about its constituency's reactions. It offers long-term protection against the mistakes that most often lead to list burnout—poor targeting, poor timing, over-aggressiveness, inappropriate incentives and ineffective acknowledgement. **NRO**



Mr. Groman, senior vice president and a founder of Epsilon Data Management, Inc., began the Boston-based firm in 1969 with fellow graduates of Harvard Business School.



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contract renewal  
rate negotiation  
correspondence log  
recession factor  
break-even point  
cost effectiveness  
response ratio

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# Broadcasting Is Business

community profile  
format classification  
signal coverage  
adjacent programs  
compatible broadcasts

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by John L. Pierce

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**I**S CHRISTIAN broadcasting being priced out of the radio and television markets?

Not really. Gospel programs on the air are more numerous now than ever before. Recession and inflation, however, have hit the broadcast ministries like every other sector of American life. To keep moving forward, religious broadcasters must be as careful about the business side of their ministry as they are the program side.

Several considerations are essential in producing a viable, sustaining Christian program on the air. Those concerns begin before a program is aired or a contract renewed.

## **Keeping Rates Down**

Preparation is the most important item in keeping rates down on renewals. Keep an active file on each station and know when your contract is up for renewal. Include in this file an exact accounting of the amount of letters and the financial income received from the station. Call the station manager several weeks before the renewal date to keep communications open and to share the facts of the past year. This helps the management of the station better understand your situation and reasons for needing to hold the rate at the same level for another year. This is especially applicable for a station that has carried your program for not only one year because most ministries do not realize a break-even point until after their first year of broadcasting on a station.

At this time, the Gospel broadcaster must consider whether or not the station has produced enough response to justify a continued contract. We all should realize that the purpose of broadcasting

the Gospel is to reach people, but we also must utilize the means which shows the most fruitful return.

Before signing any contracts, it is a good idea to discuss your views of a successful return with the station manager to insure that the station will promote your program and try to help increase your response from his station.

If the station has provided an average or above average response, and a rate increase is imminent, consider your options. Agree to the renewal if: 1.) the station cuts the rate in half, for example, a \$40 increase to \$20; 2.) the station will allow for a 13- to 26-week contract extension of the current rate with an agreement that the additional amount will be paid through the rest of the contract; 3.) a second release will be aired. Often, to retain a program that is not financially sound, the station's management will agree to air the second release as gratis for a period of time. A second release can open up a new audience to the ministry without adding to the initial cost.

## **Make Each Station Count**

Before broadcasting on a station for the first time, find out as much as possible about its track record regarding response. Do not hesitate to call another broadcaster to learn of his opinion of the station. Most broadcasters have a certain time period they prefer, whether their program is run daily or weekly.

Time periods should be considered in conjunction with regional differences. For example, areas composed of a farming community will provide a different audience as compared to a highly in-

dustrialized area. These listeners will keep different hours.

Also, keep in mind that there are people awake around the clock. Many broadcasters have found that late night or early morning broadcasting can reach a great amount of people and generate a good return. These steps can help a broadcast become more solid and will, in effect, ease the pressure of a rate increase if it comes.

## **Prior Considerations**

Do not consider buying time on a new station unless that station will meet your needs. Consider all the angles before signing a contract.

### **1. Type of station.**

What is the format of the station? A station may be secular or Christian. If it is a secular station, it may have a format of country music, middle-of-the-road, adult contemporary, etc. Knowing the type of programming of the station will give you some knowledge of the audience that will be listening to your program. Response will differ according to the audience, so it becomes important to know *who* is listening.

### **2. How established is the station?**

A station that has been broadcasting with the same format for several years will most likely give a much higher response than a station which has just changed formats or has just entered a market. If people are aware of the station, and over the years have become loyal to that particular station, the response should show that. A new station may have much lower rates, but will probably also have a much smaller audience, and therefore a smaller response.

### **3. Adjacent programs.**

Know what types of programs will be



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rate comparisons  
audience needs  
monitoring system  
direct mail campaign  
word processing  
agency reps  
station format

## Sound business practices are the only way to keep a good program on the air

geographic location  
specific readouts  
percentage change  
investment return

adjacent to yours. You will find that you will have a better response if the programs which surround yours are compatible. However, just the opposite may be true if the programs are too similar. If two programs are back-to-back requesting funds from the listeners for, say, missions abroad, chances are that the listener will not listen or respond to both programs.

#### 4. *Time period.*

During what time is your program to be aired? Make sure that your audience is the audience you are trying to reach. Keep in mind that time periods and the corresponding audience also depend on the station and the geographic location of the station. Make your decision regarding the time of the airing by knowing exactly what audience you are hoping to reach.

### **Increasing Income**

Before your ministry begins airing a program over radio or television, you must be aware that it can take one to three years to build up an audience that will support your program's costs. Do not expect overnight results. But there are other ways to help increase your income to help pay for costs incurred.

Probably the best way of increasing income is by giving your listeners and viewers quality programming with a message that meets their everyday needs.

### **Monitoring Response**

Rate increases are easier to accept if you know that a station is bringing a good response. There are several ways that a ministry can monitor response from a given station, a given area, by specific state, etc.

#### 1. *Volunteers.*

One idea for monitoring response is to use volunteers within your organization or church who will keep an accurate record of the letters or literature mailed out and the return. It is also necessary to keep a record of the unsolicited donations that might come from a specific station. If your program is aired over more than one station, ask the listeners to include the call letters of the station with their correspondence. By using volunteers in this way, your ministry can profit from those who may not be able to make a cash donation, but who can provide your organization with a valuable resource.

#### 2. *Direct Mail services.*

Most direct mail companies will provide a service of monitoring mailouts. This is another way to get the same type of service that a volunteer might provide. It will, however, be a service which will be paid for by your organization, and often will only monitor such responses as solicitation letters.

#### 3. *Computers.*

One excellent way of monitoring response from both letters and programs aired over radio and television is through the use of computers. A computer can be programmed to provide specific readouts of areas such as: response ratio (3 returns out of 100 letters), the amount of money given in each region/state, the amount of money given from listeners of specific stations, the percentage change of contributors and the percentage change of dollars given from month to month.

Although many computers are expensive, they often repay the investment quickly because of the information they can provide and the information they

can store for future reference. If your ministry cannot afford the expense of a large computer, an alternative might be to purchase a word processor with a mini computer. These mini computers, too, can be set up for specific needs and are extremely effective for monitoring the response from regions of the country.

By monitoring the response that you are getting from a specific station, you can make an educated decision about the worth of staying on that station, especially if the rates are increased. This device of monitoring responses will help in budgeting your funds wisely. Many ministries waste funds each year on stations that are not bringing a good response, simply because they are not using a monitoring system.

### **Organizing for Success**

No matter how large or small a ministry, the minister cannot afford to be burdened with the day-to-day activities of dealing with stations. In the past years that I have worked with religious organizations, I have found that the most successful ministries have included staff members to cover areas such as media buying and business managing.

Although the minister should be aware of what is happening in the office as well as any decisions being made about broadcasting, it is extremely important that a media person who understands both radio and television be in charge of media buying. The business manager, as well, needs to understand business procedures and operations so that the actual broadcasting and business departments of the ministry may be run as any other Christian business.

Organization of the staff should also

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include business practices. First of all, know your budget and follow it. Keeping bills paid and accounts up-to-date will do much to alleviate the problems of advance payment and large rate increases.

A serious look at using an agency might be another consideration. Many ministries begin broadcasting without an adequate understanding of the nature of radio and television or the technicalities involved in taping a broadcast.

Yet another problem is that there are almost 10,000 radio and over 1,000 television stations in the U.S. With that many stations to choose from, it is extremely difficult for a ministry to know which station will best meet their needs.

An agency is in business to understand the intricacies of radio and television broadcasting and can make recommendations and provide advice that will help ministries choose the best stations. The agency will also act as a mediator between the station and the ministry should a problem arise. It can also usually negotiate a better rate with a station simply because it does a higher volume of business with each station, and because the billing from the agency provides a large part of the station's income.

Although rate increases are just a part of being in religious broadcasting, they need not necessarily be a burden to the ministry. With proper planning and an understanding of why rates are increased, most ministries can avoid becoming involved with a station which will not be cost effective.

To keep Gospel broadcasting moving ahead, we all need to be aware of the reality that good business practices are as important as good programming. Now, more than ever, we need to be aware of management needs and plan ahead in every area from signing contract renewals to monitoring responses and seeking competent help.

Through sound financial management, ethical business practices and quality programming, religious broadcasters can show the world that they mean business. **NRB**



*John L. Pierce, president of Paragon Advertising, a full-service Christian agency in Florence, Kentucky, represents over 20 national religious radio and television ministries.*



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# Year of the Bibles

*Two new publications  
of major significance  
of the Bible  
are appearing  
at a most  
timely moment*

**C**ONGRESS has passed legislation which was signed by the President proclaiming 1983 as the "Year of the Bible." Dr. Bill Bright, president of Campus Crusade for Christ, has been named general chairman. He is also a member of the NRB Board of Directors.

As a result of this public law, NRB changed its 40th annual convention theme to "Christian Media Facing the Future with the Bible."

Coextensive with the 40th annual convention celebration is the publishing of two major editions of the Bible—namely, the Reader's Digest Bible, and the New King James Version, published by Thomas Nelson Company, Nashville, Tennessee.

## **The Reader's Digest Bible**

The Reader's Digest Bible, to be released in time for the NRB convention, is 40 percent slimmer because it is not an abridgement but a condensation, according to Reader's Digest. It has been in progress for three-and-one-half years. Many jokes have been told about it, including "the Scriptures with five commandments," and "use it in a courtroom and the bailiff asks, 'Do you swear to tell the half truth?'"

The Reader's Digest Bible, however, is a serious effort to make it possible for the average person to read the Bible as a novel, without redundancies or lengthy genealogies.

For years the Reader's Digest has been specializing in the condensation of famous books. This new project is by far the greatest challenge ever faced by this organization. Using the translation of the respected RSV (Revised Standard Version), editors decreased the wordiness of ancient writing styles and took out certain proper names and repetition.

Some very important sections of the Bible were untouched, such as the Twenty-third Psalm, the Love Chapter (1 Corinthians 13), and the Sermon on

the Mount in the Gospel of Matthew.

From the perspective of communications the effort in the interest of "reaching the greatest number of persons in the shortest space of time is commendable." For years, religious broadcasters have been plagued with the plain fact that many potential listeners are not attracted to religious broadcasts because of the fact that they are not interested and that the material is too "cliched" and "unattractive."

NRB has been attempting with workshops over the years to consult with religious broadcasters regarding the necessity of producing excellent quality programs which make plain the Biblical message to their listeners. As of now, the result has only been reasonably successful, since many listeners are not attracted by typical religious programs.

The Reader's Digest Bible is an earnest attempt to accomplish the same communications purpose—namely, to "reach the greatest number of readers in the shortest space of time."

The purpose of the Digest editors—to make the world's most unread bestseller

(3) those who are offended by the fact that every "jot and tittle" was not included.

The evangelical broadcaster will be pleased, however, to know that the basic prophecies of the Old Testament are included and almost all the words of Jesus Christ are included in the New Testament. For example, the entire plan of salvation is easily apparent in the Reader's Digest Bible. The narrative of Scripture is not accompanied by genealogies and repetitious material as contained in the four Gospels.

This is not to be construed as a Bible designed for academia. Some students may be critical of the Reader's Digest Bible because it does not contain numerical references of chapter and verse, as is the case with most every other Bible. It is meant not to be studied primarily, but to be read.

The fact that the theological professors interested primarily in theological minutiae have found fault may not be the whole story. What is important is that the Bible, the Word of God, be read by the layman and the unreached.

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## **These two new editions of the Bible deal with a common problem: how to get the Bible off of shelves and into the hands of people who need its message**

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more inviting to the average person—was heralded by Newsweek magazine, the Los Angeles Times, Oral Roberts, and others as a great new attempt to secure additional readers for the Bible.

Of course, there were detractors who cited the problems faced in such a daring venture—namely, that (1) some are mystified by the elimination of certain passages, (2) the Jewish community does not accept the full 66 books of the Bible, including the New Testament, and

Most intriguing is fact that at long last there is a Bible which commends itself to basic communication theory—namely, that the first problem to be solved is that of receptivity by the reader or the consumer.

Given its emphasis on reaching the average reader, however, the Preface is puzzling. It assumes so much prior knowledge by the reader that only a scholar would understand its import. The non-specialist reader will be mys-



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# Nation-Wide Acclaim for THE READER'S DIGEST BIBLE

tified by its content and miss its message. Those who might be upset should know that concurrently with the publication of the Reader's Digest Bible is the availability of the entire New Testament—King James Version—on cassette. The voicing is accomplished by extremely able narrators achieving outstanding tonal quality. Both versions will be available at the NRB convention: the RSV in the Reader's Digest Bible, and the King James Version in cassette form, accomplished by dramatic reading of the Holy Scriptures by outstanding narrators.

## New King James Version

Last August, Thomas Nelson Publishers, the owner of Dodd, Mead, and the world's largest publisher of Bibles, published a New King James Version of the Bible—the first major revision of that version since 1769. This version contains every verse of the original 1611 translation of the Old and New Testaments. This effort involved seven years and 130 international scholars, clergymen and lay people. The cost to the publisher reached an estimated \$4.5 million.

The scholars of the New King James Version used the Hebrew and Greek texts and the 1611 King James Version as revised in 1769. They also drew heavily on other resources, such as concordances, commentaries, geographies and word-frequency indexes.

The main feature of the New King James Version is that it conforms to the literary style of the famous 1611 Bible, eliminating the archaic phrases. This is another great attempt to bring the Bible from the classroom to the masses, based on the fact that the average person does not appreciate archaic phrases of Elizabethan English but would like to hear the Bible in its beauty in terms of present-day contemporary usage.

Both of these versions will be made available to the delegates of the 40th annual NRB convention. **NRB**

Reader's Digest has carefully and reverently condensed the Revised Standard Version of the Holy Bible in an attempt to introduce the Scriptures to more people, to help bring the word of God to someone who might not otherwise ever open a Bible. It is designed not to replace, but to supplement the full text, and in this light has received widespread support and approval throughout the country. Here is a small sampling of what is being said and written:

**CLARUS BACKES, *Denver Post*:** "I have read the Reader's Digest Bible and it is indeed good... None of the essential meaning or spirit, it seems to me, has been lost. Best of all, it reads beautifully, gaining in sweep and movement with the deletion of repetitions and the kind of extraneous material that quickly bogs so many readers down. It is, indeed, a real book, meant to be read whole as a real book."

**CURT SUPLEE, *Washington Post*:** "The text is laid out like a novel, with longer paragraphs the width of the page, crisp introductions to each book and a splendid index."

**JOHN DART, *Los Angeles Times*:** "Most church leaders and scholars will greet it with serious praise as a readable Bible faithful to the full contents."

**A.D. Magazine:** "Represents the most meticulous undertaking, to date, to preserve all major content of the Bible while cutting the size of the books significantly."

**EDWIN McDOWELL, *N.Y. Times*,  
September 21:**

"Digest editors felt that it was one of the least-read of all important books because of its length and often repetitious style—obstacles they have certainly overcome... to the satisfaction of a wide range of theologians."

**DR. DAVID HYATT,  
President, National Conference  
of Christians and Jews:**

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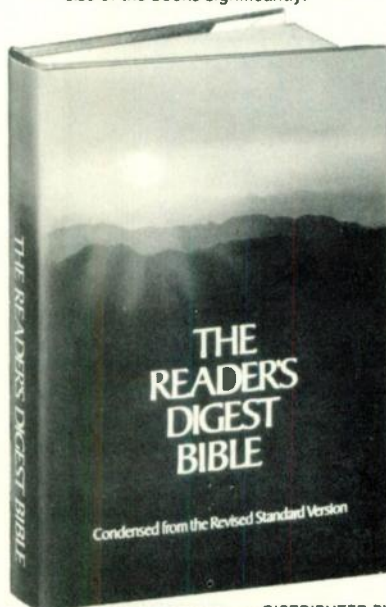
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**DR. DUKE K. McCALL,  
Chancellor, Southern Baptist  
Theological Seminary:**

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# MEDIA WORLD

(continued from page 14)  
interruption, cancellation, or pre-emption," the spokesman concluded. This may be the most significant advantage of satellite-to-home broadcasting over cable systems, as the HR 5949 Cable Copyright and Carriage legal struggle proved recently.

As residents of Carmel, California can verify, all is not well on the receiving end of DBS. Officials in that community, in response to residents' concerns that DBS receiving dishes (called earth stations) were too large, are enforcing a law that prohibits homeowners from erecting satellite receiving antennas of more than five square feet. Even dishes below that size requirement must receive a city permit before being installed. A spokesman for the city clerk's office said in a published report that permits would be granted based on "visual impact" concerns.

The DBS movement in this country has a European counterpart

termed by one source as "television of abundance." It was projected that by 1985 German, Swiss, French and Luxemburg satellites will be airing between three and five channels each directly into European homes. The information, which came from the International Catholic Association for Radio and Television, Belgium, indicated that religious leaders of that faith met last summer with television professionals to begin answering questions raised by "television overflowing borders."

## **Plans Projected for Kenya Christian Station**

NAIROBI, KENYA (NRB)—A religious group is planning to construct a 500-kilowatt radio station that a Kenyan government official says might interfere with the government-owned radio and television network. A Lutheran press source pinpoints the facility for Mirama

Hills, near the border of Uganda, Rwanda and Tanzania.

The Lutherans, who have a limited presence in Kenya, quoted Daniel Gachiengo, head of the Voice of Kenya network, who warned that, "Your efforts as religious communicators would be watered down by such powerful transmitters if they are allowed to be installed in Eastern Africa."

Voice of Kenya, airing with just 100-kilowatts, provides churches in Kenya with 20 hours of free air time each week.

One reason for the proposed station is the reportedly growing number and influence of cult groups in Kenya. Church leaders and theologians meeting at a conference of the National Christian Council of Kenya (NCKK) "urged churches to give more Biblical teachings to their members so that they could resist the false teachings," said the same Lutheran press source.

Edward Schuit, assistant home director for the Africa Inland Mis-

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sion, the New York-based missionary sending agency that has the largest number of United States missionaries in Kenya, was not aware of the station plans. AIM has been active in that east central African nation since 1895 and currently represents nearly 500 missionaries and some 3,000 churches there.

A spokeswoman for the Southern Baptist Convention Foreign Mission Board in Richmond, Virginia, indicated that the proposed station was not affiliated with that denomination. Southern Baptists, with 127 missionaries and 373 churches, are the second largest missionary agency in Kenya.

**Life of Luther Planned for This Year**

BERLIN, GERMANY (NRB)—An East German television series depicting the life and message of Protestant reformer Martin Luther is scheduled for completion this year. The multi-part film being shot on location in Erfurt, German Democratic Republic will be made available at a date near Martin Luther's 500th birthday commemoration later this year.

The film will be portrayed as seen through the eyes of Luther's contemporary Thomas Muntzer. Based on extensive research, the television series is expected to offer an unusual picture of the great reformer's life.

Plans to release the film in the United States are still incomplete.

**Taiwan To Receive Religious Broadcasts**

TAIPEI CITY, TAIWAN (NRB)—Several representatives of the Broadcast Corporation of China (BCC) will be among the 25 delegates from the Republic of China who are expected at the annual NRB convention in Washington, D.C. later this month. The group is expected during the convention to join with NRB leaders to constitute a new international agency that will include broadcasting among its activities.

The Chinese-American Christian

Friendship Society was formed on October 9th during a steering committee meeting at the Grand Hotel, Taipei. Bylaws and a constitution were adopted by the group which included Dr. Eugene R. Bertermann, former NRB president; and Dr. Stephen Kase, president of Pacific States University, Los Angeles.

The Republic of China was represented by Henry Go H. J. Wu and General Samuel S. C. Wu, former president of Gideons of Taiwan. The U. S. delegates also met with and received approval of their ideas from premier Sun Yunsuan; vice minister of foreign affairs Dr. Frederick F. Chien; interior minister Lin Yang-kang and BCC vice president Chang Chung-tung.

The Friendship Society, which will be constituted Tuesday night at the convention hotel, will have as one of its responsibilities clear-

ing the way for religious broadcasting in Taiwan. That night a committee of 18 will be formed, with nine representing each country. The committee will finalize plans for the broadcasting schedule.

**British Respond to Argentinian Evangelist**

LEEDS, U.K. (NRB)—Evangelist Luis Palau conducted a crusade here in late October that was attended by an estimated 35,000 during eight nights. About one thousand publicly responded to the invitation to express faith in Jesus Christ.

Among Palau's commitments this month are an appearance before the Evangelistic Association of New England's Congress 1983 and, a week later, the NRB 40th annual

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convention in Washington, D.C.

The British crusade by the evangelist, based in Portland, Oregon, received further exposure because of media coverage. Palau was interviewed several times for radio and television and participated in a BBC television debate with a humanist.

The 47-year-old evangelist did not appear to regard last year's Falkland Islands dispute between Britain and his native Argentina as a barrier for the crusade.

"The crusade has brought the churches alive to evangelism," said Canon Michael Botting of the Anglican Church.

Palau will return to England in September for a major three-month outreach in the London area.

### **Baptist Schools, FCC Officials Discuss Educational Television**

WASHINGTON, D.C. (NRB)—Administrators of several Southern Baptist colleges and seminaries met with officials of the Federal Communications Commission

(FCC) October 29 in a seminar on educational television, according to a denominational press release.

The schools represented in the informational meeting are in cities where a noncommercial, educational channel is allocated by the FCC but not licensed. The educators heard SBC officials discuss eligibility, financing and application for and use of the vacant channels.

The FCC contingent included two of the agency's seven commissioners, Anne Jones and Stephen Sharp, and three top staff persons. Jimmy R. Allen, president of the Southern Baptist Radio and Television Commission (RTVC) and American Christian Television (ACTS), chaired the meeting. Other officials of the RTVC participated along with two consultants—a communications lawyer and an engineer.

The FCC has reserved 615 TV channels for noncommercial educational use, like those associated with the Public Broadcasting Service and many colleges and universities. Currently there are about

250 in operation.

If licensed by the FCC, the educational stations would carry cultural and educational programming, much of which will be produced locally. In addition they can broadcast the programming of the ACTS, the proposed Southern Baptist TV network.

The educational stations would differ from the 125 low-power stations planned for ACTS. (BP)

### **Quality of Life of Elderly People Focus of Programs**

LINCOLN PARK, NJ (NRB)—The Pocket Testament League began production of a half-hour weekly program for cable television that will focus on "topics of relevance and interest to senior citizens." *Life Unlimited*, as the magazine-style interview program is being called, will feature representatives of organizations who are committed to improving the quality of life of the elderly.

"One's senior years need not be idle unfulfilling years," a spokesman said. "Many determined senior citizens have not chosen to retire from actively living life to the fullest. They are finding that their latter years are truly times of abundant living," he continued.

*Life Unlimited* will cover subjects including advice on senior services, health and nutrition matters, recreational programs and income stretching ideas. Information on housing alternatives and church programs will be mentioned. Each program will include a devotional period. Elders will be involved in producing the programs.

### **Music Licensing Skirmish Extends to Independent TV**

NEW YORK, NY (NRB)—The long-standing legal struggle over licensing fees for music broadcast over radio and television continued recently when U.S. District Court Judge Lee Gagliardi ruled that blanket fees were illegal. The judge did not suspend the blanket license fees as most religious station owners and others had hoped, but post-

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poned a final decision to allow time for attorneys to negotiate a settlement.

The most recent case, known as Buffalo Broadcasting vs. ASCAP, was brought on behalf of over 300 independent television stations across the country that are reportedly hard hit by the blanket fees, said attorney Norman Bie of Florida.

The American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music, Inc. (BMI) license most of the music written today. Bie terms this "a cartel." Religious broadcasters are perhaps the group most affected by the blanket fee structure because only a small portion of the music available is suitable for religious programming.

Religious broadcasters are seeking a "per-use" license fee that recognizes the actual percentage of ASCAP music each station uses. While BMI has provided for this option, ASCAP refuses to develop acceptable per-use fees because of expense and enforcement problems.

"ASCAP was forcing religious stations to pay fees on all songs in order to obtain the right to use selected gospel songs," said a published report in Christianity Today. "Only a small percentage of ASCAP's repertory is religious," commented Clint Fowler of KGER/Long Beach (California). Religious broadcasters are buying use of the entire 400,000 selections under the blanket.

"The inequity is that we are required to pay them a portion of our gross which comes in whether we play any of the music or not," said Thomas Wallace, general manager of KFIA/Carmichael (California).

Station revenues derived from licensed music played by religious broadcasters do not equal revenue earned from licensed music played by secular stations, he said. "The religious audience is not attracted by the music to the same extent as the secular audience," Wallace commented. Secular stations derive far more revenue from licensed music than do religious stations.

Attorney Bie, who is not directly

involved in the independent television suit, called Judge Gagliardi's decision "a significant step in ending the ASCAP cartel."

"The class action suit further alleges that ASCAP's license violates U.S. anti-trust laws because failure to sign removes a station's right to use a large portion of available Gospel music and is thereby a restraint of trade," the report continued.

If the district court rules against ASCAP, individual stations will be allowed to file damage suits against the music licensing associations to recoup lost revenues including the annual license fees since 1973, attorney fees, and a sum triple to the total losses, Bie said. "ASCAP and BMI will not be successful in appeals," he concluded.

Bie represented religious broadcasters in a similar case on behalf of radio station operators. That case, the Alton-Rainbow suit, was filed in 1977 and marked the first major confrontation over music licensing fees.

#### Lutheran Laymen Adopt \$12 M Budget

SAINT LOUIS, MO (NRB)—The International Lutheran Laymen's League has adopted a \$12 million budget for 1982-83, most of which was earmarked for radio and television broadcasting.

The LLL Board of Governors, meeting November 7-9, approved the budget that provides \$6.9 million for its worldwide radio ministry, *The Lutheran Hour*, \$2.4 million for television broadcasting, \$1.5 million for support services.

"This challenging budget reflects the strong commitment the League has to Christ with people all over the world through the continuation of our current media ministries," said LLL president Donald J. Brosz. He described the League's effort, as summarized in the annual theme "Share Christ," as a means to "communicate the Gospel message to a world that desperately needs to hear it."



The new budget includes funds for television ministry opportunities in nine overseas countries.



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**Lenten Series,  
Finance Issues  
Considered by Lutherans**

MINNEAPOLIS, MN (NRB)— Introduction of a pilot television series during the Lenten season was announced by The American Lutheran Church's Office of Communication and Mission Support. The five program series called *Reflections* will air in approximately 25 test cities beginning in February.

The program will blend music, interviews, personal testimonies, and meditations led by Dr. Richard A. Jensen, speaker on the *Lutheran Vespers* radio program. Bonnie Jensen, executive director of American Lutheran Church Women, will co-host the program.

The weekly *Reflections* series, scheduled for an early Wednesday evening time slot beginning February 23rd, will address five themes

related to Christ's last words. The themes are loneliness, guilt and forgiveness, caring community, meeting physical needs, and death and dying.

The 25 test stations will include broadcast over commercial stations, use on cable systems, and use in non-broadcast settings such as closed-circuit hospital settings.

In a related action, the Lutheran standing committee for broadcasting concerns appointed a task force to explore future fund raising and marketing for both *Lutheran Vespers* and the television ministry.

Robert D. Lynne of Bismarck, North Dakota was elected chairman of the 19-member standing committee.

The committee drafted a letter urging management of the Lutheran Church in America's communications office to continue as joint

sponsor of *Church World News*, a weekly program carried by more than 300 stations. The two church bodies, ALC and LCA, have been co-sponsors for more than a dozen years.

The letter also urged the LCA communications committee to consider a joint meeting of the two groups next fall.

**Religion in Media  
Plans Awards,  
Seeks Entrants**

HOLLYWOOD, CA (NRB)— Religion in Media, the non-profit professional association of communicators based in Hollywood, will broadcast its sixth annual Angels Awards dinner on February 17th. Multi-media entries will be accepted by RIM until January 10th.

The awards are given annually to broadcasters, authors, film producers and other members of the religious media based on specific criteria of excellence. These include the entrant's religious and theological values, creativity and quality of the production.

RIM celebrated its 35th year in October.

**Brazilians  
to View the Christian  
Alternative**

SAO PAULO, BRAZIL (NRB)— Dubbing Portuguese into 100 episodes of Lutheran Television's *This Is the Life* is now under way. The move will offer Brazilians an alternative to other U.S.-produced shows such as police dramas. Transmission of the programs is expected to begin in early 1983.

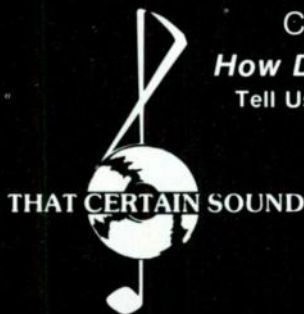
The nation's second largest television network, TV Silvio Santos, has purchased the episodes and will lip-synchronize the dialogue into Portuguese. Viewers will be encouraged to contact the Lutheran Hour office in Sao Paulo for spiritual counsel.

"This is the first time that an evangelical church body can present a regular program over a national network," commented Dr. Johannes Gedrat, director of the Brazil Lutheran Hour. Adding that specials at Christmas and Easter have been well received by Brazil-

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ians, Gedrat added, "Now Brazilians can see a weekly, top quality religious show in their own tongue."

Four other local programs have been initiated by congregations of the Evangelical Lutheran Church of Brazil, the director added.

Previous attempts to place *This Is the Life* regularly on a Brazilian network failed because of lack of funding for the translating.

### Spanish Television Interviews Religious Editor

BARCELONA, SPAIN (NRB)—For the first time in Spanish broadcasting history, the editor of an evangelical magazine was interviewed on the state-controlled television network.

The telecast featuring Luis Rodriguez, editor of "Adelante" (Onward), several months ago was described by a published report as "a boost to Spain's estimated 40,000 evangelicals."

He reportedly explained the Gospel and summarized the history of evangelical ministry in that nation.

Spain's 700 local evangelical churches, in a country noted for its large Roman Catholic population, belong to about 20 denominations. Evangelical leaders point out that whole provinces have no evangelical testimony and that an estimated 15 million Spaniards do not have access to a local evangelical church.

"Adelante" is an evangelical, interdenominational publication with a circulation of 5,000 per month.

### Chinese Broadcasting Starts "Seminary of Air"

HONG KONG (NRB)—Christian radio programming being beamed into mainland China is being reshaped to meet the current needs of that country's 25 million plus believers. Once primarily evangelistic in nature, the broadcasts are now being designed to provide a full program of instruction in Biblical theology to the leaders of house churches, a group that may number one million in that Communist nation.

Jonathan Chao, dean of the

China Graduate School of Theology in Hong Kong, is launching a "Seminary of the Air" to provide instruction for the Chinese church's continued growth. Chao also heads the Chinese Church Research Center.

### Deceased Evangelist Roloff Was Dedicated Servant

CHICAGO, IL (NRB)—The NRB executive committee sent a resolution of condolence to the widow of Texas evangelist Lester Roloff, the nationally-known advocate of church-state separation, who died with four others in a November 2nd plane crash.

The condolence statement, passed by those present at the November 9th meeting here, expressed deep sympathy to family members. The committee statement called for "God's comfort and

strength in coming days."

As reported in Religious Broadcasting last month, Roloff's private airplane crashed on a flight from his Corpus Christi, Texas ministry center.

The resolution, addressed to Mrs. Lester Roloff, described the late evangelist as "a valued colleague in the ministry of Christian broadcasting. He served the cause of Jesus Christ ... with dedication and distinction."

Roloff was host of daily radio's *Family Altar Program* and sponsor of homes for troubled youth in Texas.

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# NRB NEWS

(continued from page 18)

Award of Merit for program production, and "Our Daily Bread," the popular devotional guide.

The Distinguished Service Award, given each year "in recognition of distinguished contributions to the cause of religious broadcasting," will go to Dr. Theodore H. Epp. As founder and general director of *Back to the Bible* ministries and also a founding member of National Religious Broadcasters, Dr. Epp has developed a large international audience for the program. An active supporter of NRB concerns, Dr. Epp has spoken at previous conventions. He was born in Arizona in 1907 and accepted Christ as Savior at the age of 20.

The first *Back to the Bible* broadcast was aired over a 250-watt radio station in Lincoln, Nebraska on May 1, 1939. It remains a popular Bible-teaching ministry. The program received the NRB Award of Merit in 1963.

## 1983 Award Recipients

Dr. Martin R. DeHaan I



Dr. Theodore H. Epp



The Award of Merit for program production quality will be given this year to *Insight for Living*, with author Charles Swindoll as host. The radio program began in August 1977 and has experienced growth since then. The program production award is NRB's oldest commendation, having started in 1959 with Billy Graham's *Hour of Decision*.

The program production award for a television show will be presented to Atlanta-based *In Touch*, with Dr. Charles Stanley as host. The Virginia native, pastor of the 8,000-plus member First Baptist Church in Atlanta, involved himself in the broadcasting ministry for the

same reasons he became a pastor: to reach people with the life-changing Biblical message.

Awards for excellent station management will be made to WRBS/Baltimore (Maryland) for radio and LeSea Broadcasting Co. of South Bend, Indiana for television. WRBS general manager J. Thomas Bisset, a graduate of Johns Hopkins University and Moody Bible Institute is expected to accept the award. The LeSea network is the life work of Dr. Lester Sumrall, who began his work as a Gospel minister 50 years ago last year. The pastor started in religious broadcasting in 1958 and station ownership in 1968.

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## 1983 Convention Workshops

The annual convention's five workshop sessions will be divided into eleven categories this year that reflect the many interests of participants. The categories along with names of convenors for each is as follows:

Program Producers.....	Lee Shultz
Commercial Station Owners and Operators.....	Tom Wallace
Non-commercial Station Owners and Operators....	Wayne Pederson
International Broadcasters.....	Ed Walker
Seminar for Christian Leaders.....	Grace Jordan
TV Workshops.....	Ted Baehr
Cable TV.....	Ted Baehr
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Black Broadcasters.....	Howard Jones
Hispanic Broadcasters.....	H. O. Espinoza
Women in the Media.....	Kay Arthur





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David

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The exact number of Milestone Awards to be given at this year's convention has not yet been finalized but the first three recipients have been named by the executive committee. The recognition, given since 1976 for "continuing excellence and achievement," is awarded to broadcasters who are active for 50 or more years.

This year's Milestone recipients include *The Heaven and Home Hour*, with Dr. J. Russell Killman as director. Dr. Killman has been heard around the nation since 1933.

Another awardee will be the Southwest Radio Church, with Dr. David F. Webber as director. The program, founded by his pastor-evangelist father in 1933, has been directed by Dr. Webber since 1958.

The third Milestone Award will be presented to *Your Worship Hour*, with Dr. Quinton J. Everest as pastor-director and host. The day before the convention opens, January 29th, marks his 50th year with the program. The Indiana evangelist resigned from pastoral responsibilities in 1965 to pursue full-time the radio and crusade evangelism ministries.

**Women In Media,  
A New Workshop  
Series at Convention**

MORRISTOWN, NJ (NRB)—A convention first this year will be a series of five workshops that focus attention on the role of "Women in Media."

Two of the sessions will provide an overview of the topic while the remaining three meetings will offer a more practical "how-to" approach

on selected aspects of women in the broadcasting ministries.

Kay Arthur, hostess of *How Can I Live?*, a Chattanooga, Tennessee weekly television program started in 1981, will be co-convenor for the series. She is executive director of Reach Out, Inc. and author of a devotional guide, also called "How Can I Live?"

Della-Jane Healey, producer of Arthur's television program, is "Women in Media" co-convenor. A native Canadian, Healey is active with Christian Women's Clubs in Canada and Australia.

The first workshop sets the tone

for the new series by asking the question, "Is it Biblical?" The Monday morning meeting will feature Arthur and conference speaker Millie Dienert from Philadelphia.

The final workshop on Wednesday afternoon will provide a forum to ask questions that have been raised during the convention. "Everything You've Always Wanted To Ask Media People" is planned as a panel discussion.

Three workshops that concentrate on the "how-to" of improving women's effectiveness in broadcasting ministries will be sandwiched between these two sessions. They are:

"Hostessing/Interviewing" with Frances Kelly of *Good Morning from Memphis*; and Kathy Osbeck of the *700 Club*.

"Leadership" with Martha Rountree, president of the Leadership Foundation; Nell Lockhart, Religious Heritage of America; and Beverly LaHaye, president of Concerned Women for America.

"Radio" with Edna Edwards, station manager of WFGW/Black Mountain (North Carolina); Bonnie Voss, of WNEV/Cumming (Georgia); and Sue Bahner, general manager of WWWG/Rochester (New York).  
(continued on page 60)

Jim Bakker



Kay Arthur



Quinton J. Everest



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### TELEVISION

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<input type="checkbox"/>	K86729	Who Owns the Media? 2nd edition, Concentration of ownership in mass communication, industry, over 500 pps, hardbound	45.00

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## NRB NEWS

### Convention Featuring Media Evangelism in Europe

MORRISTOWN, NJ (NRB)—Ambassador J. William Middendorf II, the United States permanent representative to the Organization of American States, will host the Tuesday night focus on European ministry at the annual convention.

The multi-media presentation, entitled "The Challenge of Reaching Europe For Christ," will include a photo essay, a number of area reports, and musical selections written by the ambassador.

Beginning at 7:00 pm on that day, February 1st, the program will also include presentations from Dr. L. P. (Bert) Dorenbos, executive director of Evangelische Omroep (EO), the Netherlands-based ministry outreach organization, and from Daniel Wayenberg, described as one of the most inspirational pianists on the European continent.

Ambassador Middendorf's "Holland Symphony" will be played as the musical score during the film presentation that evening. In addition, the ambassador is composing a new musical score of about six minutes' length especially for the convention emphasis on Europe. The as-yet-untitled work will be played by Wayenberg.

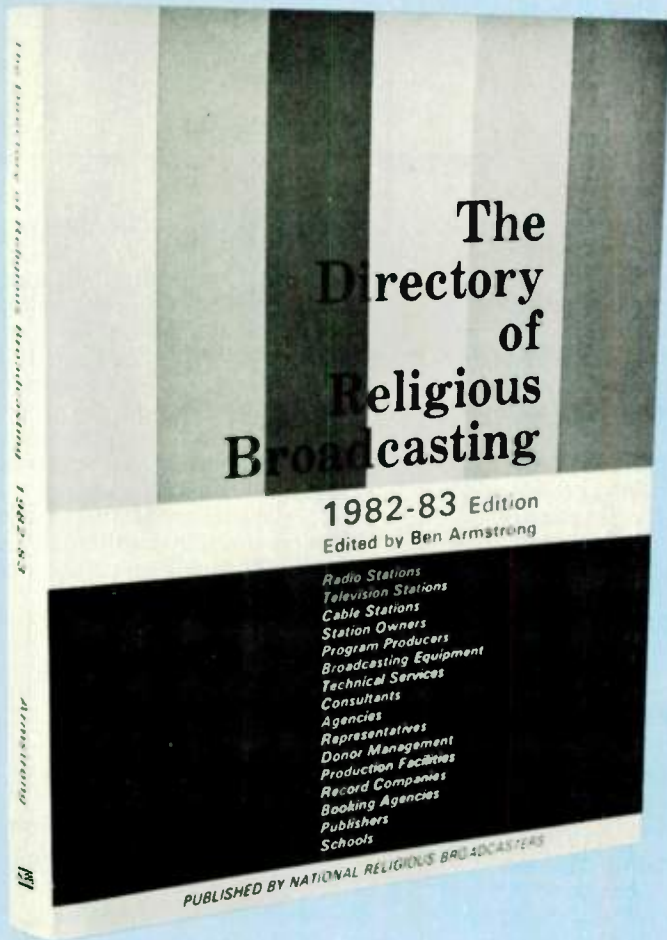
### Convention Details "On Course," Says Coordinator

WASHINGTON, D.C. (NRB)—NRB operations manager and convention coordinator John Cummuta said recently that, "All the important (planning) segments are on course" for the 40th annual convention that begins later this month in the nation's capital.

Several housing options for those on a strict budget will again be available in the greater Washington, D.C. area. These range in cost from the hotel to the International Hostel at \$10.00 per night.

The most important source of information during the four-day convention will again be the "Convention Daily News," which will be managed by Religious Broadcasting managing editor Robert L. Niklaus and augmented staff.





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

# BROADCAST BOOKS

## Sharing Your Mission and Message

Strategies in Broadcast and Cable Promotion, edited by Susan Tyler Eastman and Robert A. Klein. Wadsworth Publishing Co., 1982, 355 pages.

Promotion intensifies advertising just as persuasion steps up the impact of information. Sixteen authors apply this principle in "Strategies in Broadcast and Cable Promotion."

Broadcast economics have been altered, according to Eastman, because of a number of changes in the media. Among these are lessened dominance of commercial networks, rising program costs, increased promotion by media management, new media alternatives, and federal deregulation. The authors note the necessity of promotional attitude in every media job and function. It appears in cultivating the audience, extending sales and relating to the public.

Strategies of promotion vary according to emphasis of acquisitive, competitive, and retentive goals (reaching and holding customers and competing with media alternatives). Klein notes overall marketing strategies are (1) to build program popularity, (2) to generate loyalty among listeners, (3) to appeal to the entire coverage area, (4) to identify with community needs and interests, and (5) to develop a competitive position among media alternatives.

Other authors define the limits, responsibilities and procedures of promotion. The promotional problems are specified for entertainment programs, network-affiliated and independent stations, news promotion, commercial and non-commercial radio and cable. The authors apply the principles of promotion for each distinctive medium.

The interaction of advertisers and their agents, media buyers, and syndicators are based on the mutual promotional goals of each part of the media process. Although promotion through public relations aims ultimately at profit, public relations may be friendly, optimistic, credible, factual, and sustaining. Even public service activi-

ties may be viewed as promotional opportunities.

Promotion as interpreted by Eastman and Klein is basically the mobilizing of one's economic purpose as a broadcaster into all steps of program production and station operation. In addition to interpreting fiscal responsibility, religious broadcasters can build their evangelistic purpose in each broadcasting strategy. The practice of strategy building for religious broadcasters can be sharpened through an understanding of principles and procedures in "Strategies in Broadcast and Cable Promotion."

## Instructive Book for TV Producers

Television Production Handbook, by Douglas O. Wardwell. Tab Books Inc., 1981, 304 pages.

In an easily readable style Wardwell introduces the basics in television production without the boredom of technical abstractions or superficial generalities.

His fluency in description is matched by appropriate photographs or drawings depicting each principle, procedure, or technique. Wardwell's excellence is the large number of illustrations clarifying his explanation. These photographs were taken from various programs during his tenure as director of television at the Central Connecticut State College from 1967 to 1978.

Wardwell introduces his handbook presenting the case for and against television in our society and the role of the TV management/production team. Along with his description of their responsibilities, he illustrates each against the background of his specific tools. Pictured are production manager, news director, chief engineer, graphic artist, lighting director, floor manager and camera persons.

The process of television he describes verbally and in graphic drawings. The meaning of the signal, scanning, the persistence of vision, blanking and sync he clarifies through drawings. The camera's reception of the TV signal, the recording light, is illustrated in photographs and sketches.

Extensively pictured are camera

mounts, cam link and fluid heads, and quick mount plates.

Wardwell's presentation of sound transfer and microphones is amply described and illustrated. His chapter on visuals for TV is both instructive and entertaining. His chapters on make-up for TV, the TV setting, directing the TV show and appearing on camera reflect a spontaneity and enthusiasm about television. He shows creativity in his chapter on electronic editing. Wardwell's handbook will be refreshing to the student of TV production.

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

## Script-Writing Methods

Writing for the Media, by Martin Malone and Paul Max Rubenstein. Prentice-Hall, 1980, 292 pages.

Successful writers in the print media often have to struggle to make an effective transition to writing for the electronic and visual media.

This book addresses people who want to write for motion pictures and television. Those who are interested in writing and producing slide films, films for educational and promotional purposes, documentaries for radio, film and television and audio and video tape recordings are also included in the authors' focus.

Since these types of writing differ significantly from writing for print, the authors devote one third of their volume to such pre-writing issues as the business itself, forms and formats of scripts, getting the assignment, researching and developing treatment.

While much space is devoted to writing dramatic script, attention is also given to turning out television news and advertising copy. But here the material is rather thin.

Eight helpful appendices include a glossary of terms a writer should understand and examples of scripts.

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





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# BROADCASTERS

**Rev. Raymond A. DeVries, 50**, vice president of special services at Lexicon Music/Light Records died of a cardiac arrest October 26th while attending a Christian Booksellers Association board meeting. DeVries was "a great inspiration for NRB," commented executive director Dr. Ben Armstrong.

DeVries, a graduate of Wheaton, (Ill.) College and Western Theological Seminary, Holland, Michigan, "was the driving force behind the Christian School Hymnal," said one published source. He is survived by his wife, Kathleen, and three children.

Moody Bible Institute's 1983 Founder's Week commences January 31 with a strong representation of NRB members. This year's speakers include evangelists **James Robison** and **Luis Palau**, both of whom will speak to the 40th

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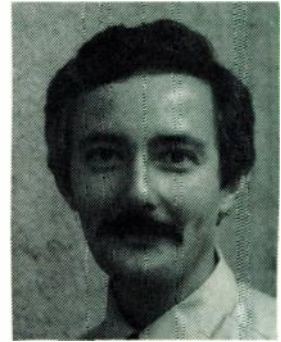
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annual NRB convention the same week. Also on the Moody program are broadcasters **Erwin Lutzer**, **Stephen Olford**, **David Breese**, **Charles Swindoll** and **Warren Wiersbe**.

Evangelist **Billy Graham** and his ministry team completed a crusade in the Bahamas in November that came immediately after a rigorous preaching tour of the German Democratic Republic and Czechoslovakia. The visit to Czech churches was met with overflow crowds in that country's three largest cities.

**Sue Bahner**, general manager of WWWG/Rochester (New York) and Eastern chapter secretary, hosted a two-day open house starting October 29th that commemorated her station's move to a 26-acre site near Rochester. Nearly one thousand people were in attendance.

Eastern chapter board member, reports that his station will be the only one to air live from the convention floor.

**Dr. Howard O. Jones**, associate evangelist with the Billy Graham team since 1958 and speaker on the weekly *Hour of Freedom*, has been confirmed as chairman of NRB's Black Broadcasters Committee, a post to which he was appointed last summer. His program received a 1980 Award of Merit from NRB. He will preside at a Tuesday afternoon plenary session at the convention. **Clay Evans** will participate.

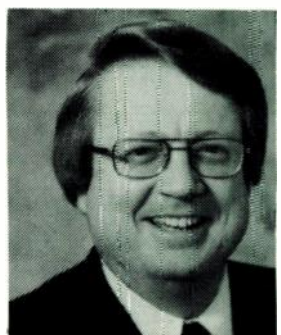
What do **Edward Bauman**, a United Methodist pastor in Washington, and **James A. Sanders**, a Bible professor at Claremont (California) School of Theology, have in common? They are the first and second hosts respectively of a new weekly



David Breese



Sue Bahner



Charles Swindoll

**David F. Reeder's** Washington, D.C. station, WCTN/Potomac (Maryland), will again be the flagship station for the annual NRB convention in the nation's capital. Reeder, general manager, who serves as an

cable television program being produced by the United Methodist Church. The series, started in October as a "journey in Christian growth," is available to U.S. cable systems without charge.



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# AIRING OUR VIEW

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## Evangelical-Jewish Solidarity

**NOTHING LIKE IT** has probably ever taken place on the East Coast. Jewish and evangelical Christian leaders worshipped together in a "Solidarity Sabbath" service at the Washington Hebrew Congregation in the nation's capital.

The two-day encounter in November that culminated in the joint service displayed such diversity that Rabbi Herzl Kranz of the Zionist Organization of America and Dr. John Walvoord, president of Dallas Theological Seminary, shared the same platform.

Rabbi Joshua O. Haberman, president of the Washington Board of Rabbis, commented on the deeply held, even conflicting, beliefs of the mixed group. "We are the children of Abraham, Isaac and Jacob either in the bond of flesh or spiritually by election," he said. "One election does not rule out the other. It is not for us to judge whose election is more authentic."

The "Solidarity Sabbath" service was only the most recent of a growing list of encounters between evangelical and Jewish leaders.

The trend toward rapprochement has had its difficult moments. Southern Baptist Convention's (then) president Bailey E. Smith, for example, was unfairly and widely quoted by the press as saying God does not hear the prayers of a Jew. But even that contrived media event led to closer cooperation and better understanding between Southern Baptists and the Jewish community.

These stepped-up contacts between evangelicals and Jews are knocking down some long-held prejudices on both sides. After one consultation, Nathan Perlmutter, national director of the Anti-Defamation League, concluded, "We found in the [evangelicals] a sincere biblically-rooted affinity to Israel and its people. Here were Christian allies, anxious out of sheer religious conviction to work in behalf of Israel. But perhaps, more importantly, it was a bad day for stereotypes, and that was good."

This emerging coalition comes at a critical moment for the security of Israel.

Ties with former allies among Catholics and mainline Protestant churches are severely strained. Open statements of support for the Palestine Liberation Organization by some liberal Protestants was bad enough. A Vatican visit by PLO head Yassar Arafat was interpreted even more seriously.

Oddly enough, Israeli successes in the Lebanon war have provoked the greatest crisis in relation to the United States. It almost seems as if the American public only knows how to relate to an underdog Israel, not a triumphant one.

### **Basis for Solidarity**

Evangelical support for Israel and the Jewish community in America must be based on honest respect. Mushy emotionalism is not enough.

The theological basis must of necessity come first. Evangelicals live by religious convictions, and the Bible enjoins them to love the Jewish people

because they are God's unique delight. They are, as Corrie Ten Boom's father rightly noted, "the apple of His eye." God's special blessing comes to those who work and pray for the peace of Jerusalem.

This does not mean Israel can do no wrong. Forthright dialogue must link the evangelical and the Jew. If an ill-considered remark by Bailey E. Smith draws a stinging rebuke, so must Menachem Begin's complicity in the Beirut massacres. You expect more from a leader, and that works both ways.

Honest evangelicals and Jews will recognize that they hold some mutually exclusive beliefs. But, as Rabbi Haberman pointed out at the "Solidarity Sabbath" service, just because the two groups "do not agree on every point, there is no need to disagree on every point."

Dr. Albert Hornblass, president of the New York Board of Jewish Education, is willing to let some of those irreconcilables wait until faith becomes sight: "When Messiah comes, let's ask him: 'Were you here before or not?'"

### **Work, Not Words**

Evangelical support for the security of Israel and the Jewish community in America must go beyond mere words. Nothing less will convince a people too long victimized by empty phrases.

American Christians have ample opportunity to take a stand right in their own communities against a spreading anti-Semitism that is becoming more visible. The desecration of synagogues is up sharply. Painted swastikas proliferate. Radical groups, right and left, put Jews high on their verbal hit list.

Concerted action by Christians can put a damper on these devilish activities: visits to the local paper, letters to Congress, interfaith gatherings. Religious broadcasters can multiply their impact and mobilize the entire community. Support for Israel includes all these opportunities plus another: investing in Israel through various Jewish service agencies.

Indifference and silence to the problem of anti-Semitism could pay their own grim dividends. Beldon Menkus spoke of Martin Niemoeller, a Reformed Church pastor in Germany during the 1930s. His parish was full of good church people who ignored the plight of others because of their own preoccupations.

Niemoeller observed, "(The Nazis) came first for the Communists, and I didn't speak up for I wasn't a Communist.

"Then they came for the Jews, and I didn't speak up for I wasn't a Jew.

"Then they came for the Catholics, and I didn't speak up because I was a Protestant.

"Then they came for me, and by that time no one was left to speak up."

It remains as true today as in 1795 when the English parliamentarian Edmund Burke wrote, "The only thing necessary for the triumph of evil is for good men to do nothing."

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# IMAGINE WHAT WE WILL DO NEXT!

The year of 1982 has been a rewarding one for Nason Media. Since the National Religious Broadcasting meeting in Washington last January, we have been honored to add to our client list the Moody Institute of Science with projects ranging from "The Family" series with Dr. John MacArthur, Jr. to a special with Dr. George Sweeting. In addition, we have produced the nationally syndicated program "Faith Messenger" for Peter Popoff Ministries.

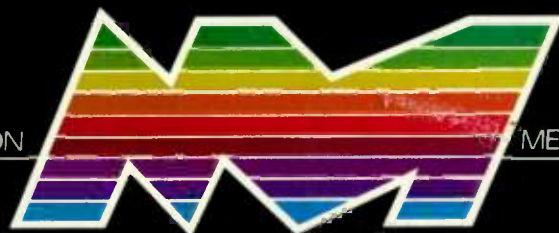
Nason Media thanks Dr. Robert Schuller with the HOUR OF POWER for our 10th year of association in production of one of America's premier religious programs.

Let us assist you in 1983 by being a part of your team to help bring your message of faith to a hurting world.

**NASON MEDIA: professionals in television production—  
media planning—public relations.**

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

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