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religious broadcasting

MARCH 1983

40th Annual
Convention
Postscripts



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Cover Story: The visit and words of encouragement by President Reagan and the First Lady were highlights of an annual convention that had many high moments.

Photo by Ake Lundberg (and also the cover photo of the January issue)

SPEAKING OUT

Thank You, Mr. President



We had a refreshing time of learning and inspiration at the NRB Convention. I trust you were a part of it. Any input you would like to give us for next year would be gratefully received.

Just today I wrote President Reagan thanking him for coming to our convention. I thought you might like to see the letter.

A little over a week ago, you came to speak to the 40th Annual Convention of National Religious Broadcasters. Ben Armstrong and I were so happy when we learned you had accepted our invitation to come.

Knowing what a busy schedule you have, we were waiting until the last minute, holding our breath to see if you would be able to appear.

Our organization had also agreed that we wanted to honor the First Lady with an award for her good work in youth drug abuse; so when you were both able to come to the holding room at 1:45 pm on Monday, the 31st, it was a great highlight in the history of NRB. It was also a personal thrill for Ben and Ruth Armstrong and my wife, Mary, and me to be there to greet you.

I must say "thank you" for the very substantive address you gave. It was excellent in every way! Frankly, our members, who are so vitally concerned for the moral and spiritual welfare of our nation, have been just waiting for leadership like yours in the issues you discussed.

Your challenge to us did not go unheeded, and I know our members are re-committing themselves to the building up of the family, attempting to encourage the local church in its outreach to the community, and re-committing themselves to working with you and the others in leadership to change the course of our nation in the great moral areas of concern. You are leading the way in this, and we are grateful to God for you.

Thank you again, Mr. President, for coming. We'll give you the same tumultuous welcome next year!

What we have learned, enjoyed, and benefited by at this 40th Annual NRB Convention, let's put to good use during 1983!

E. Brandt Gustavson
President
National Religious Broadcasters

The Common Thread: As surely as the sun casts a shadow, the annual convention is followed by the March issue of this magazine with representative coverage. Why? Because not all readers were privileged to attend the convention, and even those who did need something to put the whole experience into cohesive perspective. Thus the goal of this issue: spotlight the news and newmakers that gave the event significance. Following the brief overview (page 18) comes a selection of quotes, notes and folks that made the 40th annual convention an unforgettable experience. President Reagan's speech matched the spirit of the convention as well as its aspirations (page 22). Evangelist Billy Graham gave the Congressional Breakfast guests an uncommonly "heavy" speech for so early in the day (page 26). Other notable speeches of the convention will appear in subsequent issues. A string of short articles featuring highlights was prepared by some top-notch young journalists from CBNU after they did their beat on the convention daily newspaper.

Erratum: In the article, "PTL: A Message for the World" published last month, the organization was inadvertently reported as having given \$1 million to foreign and home missions projects in the last five years. The total should have read "\$14 million." Our apologies to PTL for this error.

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.

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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
Dr. Kenneth Beachboard

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

RELIGIOUS BROADCASTING (ISSN 0034-4079) 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 Pine Brook, NJ with additional entry at Midland, MI.

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

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Calls Urge Child Care Bill Signing

By John Greiner

More than 500 persons, many taking a cue from a religion-oriented radio station, called the governor's office Thursday urging him to sign a bill to exempt church-owned child care facilities from state licensing.

The onslaught of calls came a day after opponents of the bill, including a Methodist bishop and a representative of the department of child care for the Baptist General Convention of Oklahoma, urged veto of the bill.

John Reid, the governor's press secretary, said more than 600 calls were received Thursday on the bill, SB 649, but the majority, about 500, favored the measure.

The remaining 100 callers urged veto of the bill that cleared the Senate earlier Thursday and likely will be on the governor's desk by Monday.

Among those urging veto of the bill Thursday was the Right Rev. Gerald McAllister, bishop of the Episcopal Diocese of Oklahoma.

Many callers favoring the bill said they decided to call the governor's office after listening to an Oklahoma City radio program, Reid said. John Gilley, operations manager of KQCV, Quality Christian Voice, hosted a talk show program sparking many of the calls favoring the bill, officials said.

"I came out very strongly in favor of the bill, and on the program we have been urging listeners to call and express their opinions one way or the other," Gilley said.

Thursday afternoon, Sen. Ed Moore, R-Oklahoma City, the author of the bill, was on a program at the radio station, Gilley said.

The measure passed the Senate 32-10 Monday. Moore, in a maneuver to keep the bill in friendly hands, held it for reconsideration.

Thursday was the final legislative day to reconsider the vote on the bill, but no motion was made to reconsider, so it was released to be sent to the governor's office.

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PRESS-TIME REPORTS

Humbard resigns
local pastorate,
continues TV ministry

Television evangelist Rex Humbard, 63, resigned from the pastorate of the suburban Akron, Ohio church he founded in 1952. After February 6, Humbard will be known as "pastor emeritus" at The Cathedral of Tomorrow. The church, which currently has 3500 seats and 1500 active members, was one of the first American churches designed specifically for television ministry. Humbard, who celebrated his fiftieth year of continuous ministry last August, has lived in Boynton Beach, Florida since 1980.

CRT denies 1980
royalty payments to
religious broadcasters

The Copyright Royalty Tribunal (CRT) carved up a \$26 million pie, the 1980 cable royalty fund, without leaving a slice for religious program producers. In a December 22 decision, the CRT gave 70 percent of the fund to the Motion Picture Association of America and other commercial television program syndicators. Another 15 percent of the total was awarded to sports producers and 5.24 percent to public broadcast stations. NRB executive director Ben Armstrong commented, "This is another case of apparent discrimination against religious broadcasters." NRB interests were represented by CBN, PTL and The Old Time Gospel Hour.

CBN decides
not to sell
Boston's TV-25

CBN's plan to sell WXNE-TV 25 has been discontinued according to a mid-February announcement by president Pat Robertson. The network's Continental Broadcasting division was planning to sell the Boston-based Christian facility to Capital Cities Communications. The CBN board voted unanimously to retain station ownership. One reason for the reversal, Robertson said, was that other Capital stations in New England faced potential FCC application delays that could affect the Boston station.

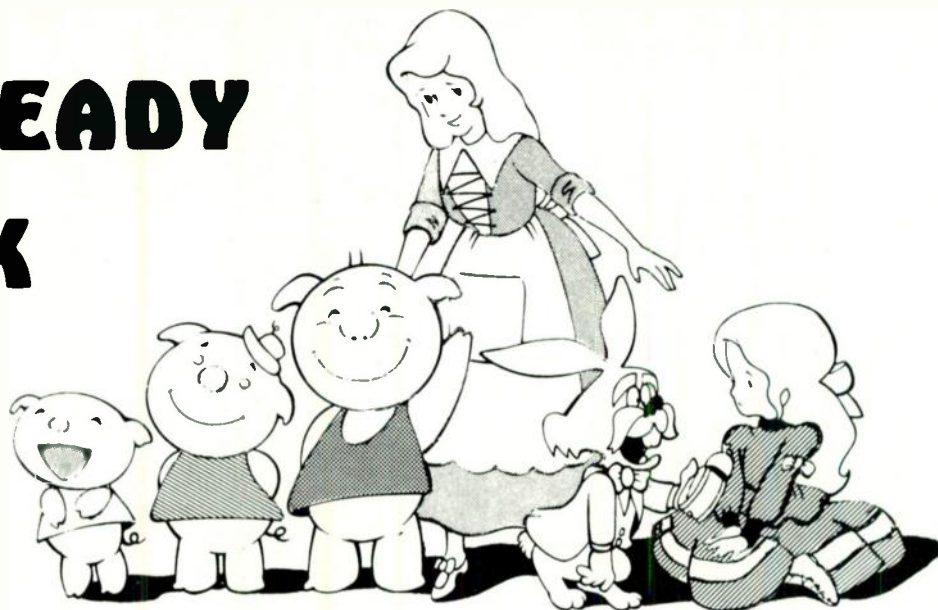
Deregulation
bill passed
by Senate committee

The Senate Commerce Committee passed unanimously in mid-February the broadcast deregulation bill (S.55) that, if passed into law, would provide for FCC deregulation of radio, encourage new sources of broadcast programming, and permit the commission to collect license fees. With minor changes in the license fee schedule, the legislation is almost identical to the measure passed last year by the Senate (S.1629).

Music copyright
authority dies
from cancer

Kurt Jadassohn, 78, a recognized authority on music copyrights, died February 21 following a second unsuccessful operation for cancer. Jadassohn, a long-time NRB member, was president of Affiliated Music Enterprises, Inc., Melbourne, Florida.

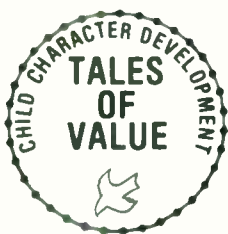
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FCC Proposes Major Revision in Attribution Standards for Applying Multiple Ownership Rules

On January 27, the Federal Communications Commission announced a new rulemaking proceeding to revise the attribution standards used in applying the FCC's multiple ownership rules. The commission has proposed a substantial relaxation of the present rules. This change would permit some broadcasters to acquire additional media interests, but would have the more important effect of opening up additional sources of investment capital which are now restrained by the FCC's various ownership restrictions.

The commission's attribution rules set benchmarks to determine whether a particular interest in broadcast, cable television, or newspaper properties is significant enough to be considered for purposes of the FCC's multiple ownership rules. Thus, the attribution rules govern whether investments and other interests are permissible under a broad spectrum of national, regional, and local FCC ownership restrictions.

Ownership and Attribution

On the national level, the attribution standards affect the application of the so-called "seven station rule." Under this provision, no single entity—whether an individual or a corporation—may own, operate, control or have any interest in more than seven AM, seven FM and seven television stations. No more than five of the seven television stations may be VHF stations.

In addition, the "network/cable cross-ownership rule" prohibits any individual or corporation from owning, operating, controlling, or having an interest in both a national television network and a cable system.

On the regional level, the commission also has at present four categories of local ownership restrictions. Under the "duopoly rule," no party may own, operate or control two or more broadcast stations in the same service if the stations' signals overlap. The "one-

by Richard E. Wiley

to-a-market rule" limits common ownership, operation, or control of a radio and television station in the same community.

The "newspaper/broadcast cross-ownership rule" prohibits any entity from owning, operating or controlling a broadcast station and a daily newspaper in the community where the newspaper is published. Finally, the "broadcast/cable cross-ownership rule" prohibits the common ownership, control or operation of a broadcast television station and a cable television system if the Grade B signal of the television station overlaps the area served by the cable system.

The attribution rules also affect the application of the FCC's "cross-interest policy." This policy, designed to encourage arms-length transactions, prohibits certain common interests in two broadcast stations in the same service in the same community. Thus, for example, the cross-interest policy would restrict an individual from serving as manager of one television station while holding an ownership interest in another television station in the same market.

Present Attribution Rules

The commission's various multiple ownership rules do not necessarily apply to every interest, no matter how small. Instead, the FCC

Revised rules may benefit small and new broadcasters

has established ownership benchmarks which define the level of ownership interests which will trigger the application of a particular rule. Media interests in excess of the benchmark generally are termed "cognizable interests."

Under the attribution rules, media interest are imputed following the line of control of the licensee to an ultimate entity. Thus, the media interests of broadcast licensees and cable operators are ascribed to officers, directors, partners, trustees, and significant shareholders. The media interests of officers, directors, partners, trustees and shareholders in the same entity, however, are not aggregated.

A special provision of the commission's rules, however, sets a 5 percent benchmark for the holdings of bank trust departments and investment and insurance companies. In contrast, not only officers and directors but all shareholders of a closely held corporation are considered to have a cognizable interest.

Proposed Revisions

Under the new proposal in the *Notice*, the commission would increase the attribution benchmark up to 20 percent, so that only ownership interests above that level would be presumed attributable. In addition, the distinction between closely held and widely held corporations would be eliminated.

Also being considered is the possible use of insulating mechanisms for officers, directors, partners, trustees, and other representatives which do not hold an equity interest. The commission's ownership reporting requirements (FCC Form 323) would be revised to comply with the outcome of the proceeding.

In its *Notice*, the FCC has asked for public comment on a broad spectrum of issues relating to the multiple ownership rules. These include whether the commission should distinguish between closely held and widely held corporations, whether private pension funds should be subject to the same benchmarks as investment and insurance companies, whether the FCC should continue to require the submission of ownership reports, and whether a set of indicia of control should be applied on a case-by-

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case basis in lieu of the current practice of specifying the particular entities subject to specific ownership benchmarks. The commission is particularly interested in concrete factual data about its proposal.

Potential Benefits for Broadcasters

Revision of the current FCC attribution rules may benefit small broadcasters and new entrants into the broadcast market. Because the current attribution benchmarks include Interests far below the level at which there is any reasonable possibility of control, the availability of equity capital for small broadcasters and would-be broadcasters may be unnecessarily restricted in many instances. Thus, for example, an investor acquiring minor equity interests in several small broadcast operations quickly would run up against the FCC's seven station rule, even if his investments gave him no reasonable possibility of directing any station's operation.

In addition, the present low benchmarks require careful scrutiny of broadcast investments by institutional investors to be sure that their holdings do not run afoul of the commission's rules. Indeed, many investors may be hesitant to acquire a minority interest in a broadcast property because, under the commission's present attribution rules, the interest might well preclude a more promising investment opportunity in the future.

In my view, there is little reason for the FCC to maintain its ownership benchmarks at the present low level. The principal aims and purposes of the rule—to ensure competition and to encourage diversity in broadcast programming—could be served adequately with significantly higher attribution standards.

Particularly in view of the possible effect of the present standards on the availability of capital to broadcasters and potential broadcasters, the FCC appears to be moving in the right direction by proposing a fresh look at the rules.

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

National Committee Plans Strategy For Bible Year

WASHINGTON, D.C. (NRB)—The National Committee for the Year of the Bible held its first quarterly meeting in the nation's capital February 3. At the National Prayer Breakfast earlier the same day, President Ronald Reagan signed public law 97-280 which made 1983 "The Year of the Bible." The full committee approved plans for a national office in Dallas and a Washington office. A \$919,600 budget, which will be raised from local sources, was discussed.

"Inside [the Bible's] pages lie all the answers to all the problems man has ever known," Reagan told more than 3,000 persons from across the nation attending the annual event.

President Reagan, Representative Carlos J. Moorhead (R.-Cal.), and Senator William Armstrong (R.-Colo.) were named honorary co-chairmen for the yearlong emphasis. Both members of the Congress sponsored the resolutions that were signed into law. The joint resolution read 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 ..."

The budget, described as a tentative plan only, includes \$232,000 for two separate promotional mailings, \$70,000 for radio public service announcements, \$85,000 for television taping and \$100,000 for printing and distribution of a booklet that will guide readers through the Bible in a year.

A promotional program designed by Kerr Associates, Nashville, is being studied by the committee. The plan reportedly is subdivided into local and regional activities, Scripture distribution details, Bible reading and study data, and plans for the national media campaign.

Some 30 people attended the first meeting of the national committee, which describes itself as "an inter-faith, non-profit confederation of representatives of American religious organizations." The next full committee meeting is tentatively scheduled for April 20 in Dallas. The



President Reagan signed the proclamation February 3rd that named 1983 the Year of the Bible. The president was joined by Senator William Armstrong (left), Dr. Bill Bright (center), and Representative Carlos J. Moorhead. (UPI photo)

Year of the Bible's national office is located in the Dallas suburb of Irving. (Information is available from Colonel Glenn Jones, 3501 N. MacArthur Blvd., Irving, Texas 75062, (214) 257-1003.) Jones, retired from the U.S. Air Force, is the only employee of the Year of the Bible.

As reported, the national committee is led by general chairman Dr. Bill Bright, founder and president of Campus Crusade for Christ. Representing Protestant interests on the committee is Dr. Thomas F. Zimmerman, general superintendent of the Assemblies of God. Dr. Zimmerman is an NRB executive committee member and one of the association's founders.

John Cardinal Krol, senior prelate of the Roman Catholic Archdiocese of Philadelphia was named vice chairman for Catholics. Dr. Gerson D. Cohen, chancellor of the Jewish Theological Seminary, was named vice chairman for Jewish involvement during the year.

Twin Cities Served by Developing Broadcast Ministry

MINNEAPOLIS-ST. PAUL, MN (NRB)—The nation's 14th largest market has a new Christian television station owned and operated by broadcasters interested in pro-

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moting family television. The Twin Cities area has 1,141,700 TV households according to Arbitron, and with 1.8 million watts of power, WFBT-TV 29 brings its programming to each one. After more than two years of planning, Channel 29 went on the air October 6th, 1982, missing their target date by just three days.

"The Twin Cities have always been a difficult market for religious broadcasters," said station spokesman Daniel R. Flora. There has never been regular prime time Christian programming. There are few religious broadcasting organizations operating there, and cable has yet to significantly penetrate the area. Yet in a recent "U.S. News and World Report," Minnesota and neighboring states are shown to have the highest percentage of church attendance in the nation. The need for family-oriented religious broadcasting is well estab-

lished, and now residents have a station, a ministry, and a production facility capable of meeting that need.

Channel 29 is the first element of a three-fold design developed to blend programming, ministry and production. Their strategy is to be the "family channel" for Twin Cities viewers. The programming philosophy consists of a balanced mixture of family-oriented reruns, movies, sports, news updates, and first-run syndicated material, combined with local and national religious broadcasts. By following this philosophy, Channel 29 is finding broader acceptance by both viewer and advertiser.

As president Jonathan Byrd points out, "We want to be considered alongside other commercially viable stations, both from the viewer's standpoint and that of the advertising community."

Channel 29 made a commitment

to broadcasting in prime time six nights a week. "The response from major broadcast ministries has been tremendous," Flora said.

The second element in this ministry design is Faith Broadcasting Network (FBN), a non-profit ministry organization dedicated to Christian television. FBN complements the family programming philosophy of Channel 29 by producing shows that offer encouragement and support to families trying to live with Christian values. Danny Koker is the president of Faith Broadcasting and host of their flagship musical variety program *Rejoice*. He explained that, "Faith Broadcasting is out to meet people where they live, living room to living room. We want to establish a rapport with anyone who is trying to make their family life successful."

Rejoice premiered in November and is already syndicated in some
(continued on page 44)

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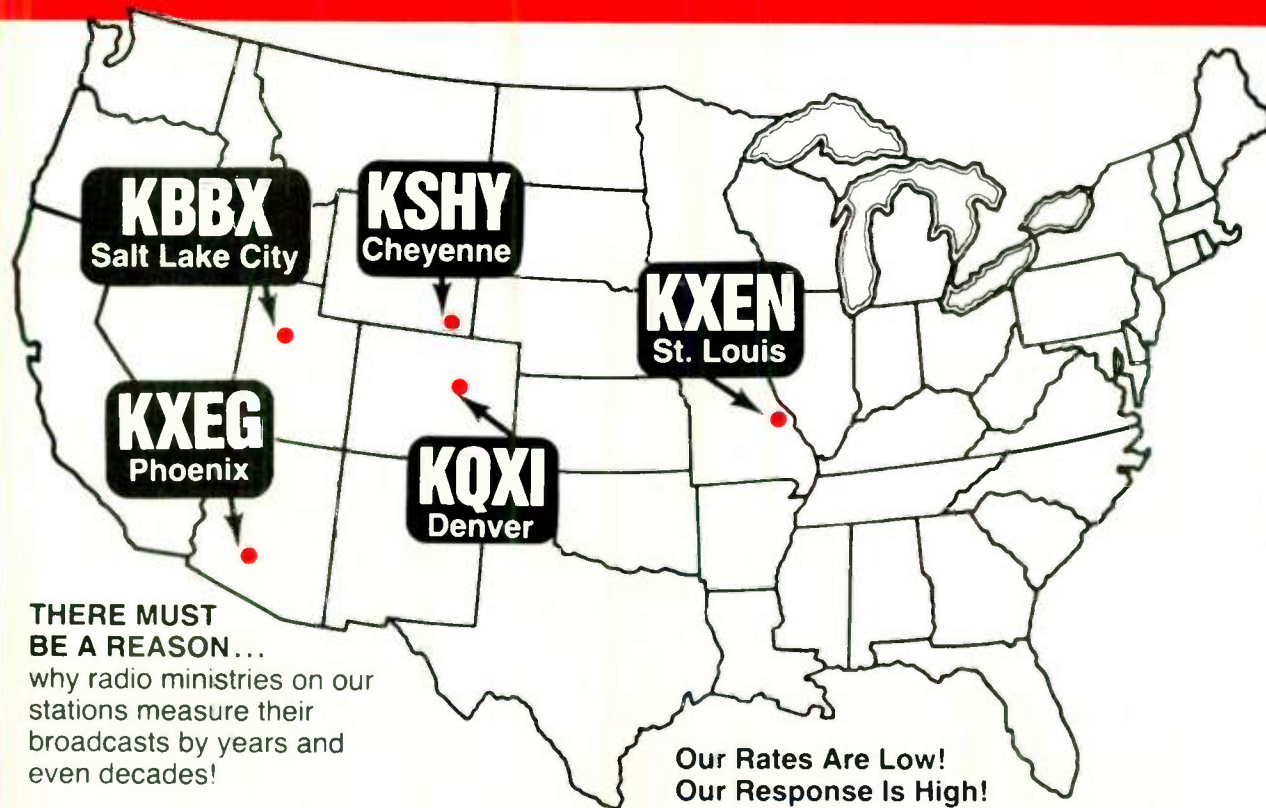
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In Denver-Arvada, Larry Green and Ramona Harris are both ready to tell you about this dynamic area of over 2,000,000 people ready to hear your message in the KQXI primary coverage area. Many ministries on KQXI have been broadcasting for over a decade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

KSHY

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

KBBX (Licensed to Centerville)

Dick Schwartz can tell you the surprising story of Salt Lake City-Ogden. KBBX's 5000 watt signal blankets Salt Lake City, Ogden-Provo and reaches into Nevada, Southern Idaho and Southwestern Wyoming! Call Dick at 801-298-1142 and find out why many leading national ministries use KBBX year after year! Hurry, availabilities are limited! Primary coverage of over 1,200,000 people!

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Our Response Is High!

KXEG (Licensed to Tolleson)

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

KXEN (Licensed to Festus-St. Louis)

For St. Louis and over 2,900,000 responsive Midwestern listeners in 32 counties, call Bernie Harville at KXEN collect, 314-436-6550. Bernie will tell you the 50,000 watt story of KXEN, Mid-America's Golden Gospel Giant—the most powerful independent AM station in St. Louis.

KXAK* (Licensed to Corrales)

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

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Restructured Dues Plan Approved by Unanimous Board Vote

MORRISTOWN, NJ (NRB)—At its 40th annual meeting, the board of directors approved unanimously a dues restructuring plan that should increase the association's gross membership support by some 120 percent when the plan is fully implemented January 1985.

Operations manager John Cummuta described the new fee structure as a positive step for National Religious Broadcasters because it moves the association, which just accepted its one thousandth member, from a "voluntary tithing" plan to a structure based on gross revenue of its members. "This is just a more professional system like those used by the National Association of Broadcasters and other major trade associations," he said.

Membership dues accounted for \$181,000 of NRB's total budget for fiscal 1982, or about 16 percent of the total. If the same members were to increase their dues to the minimum amount as outlined in the new plan, that figure would rise to approximately \$400,000, Cummuta said. "The increased budget will allow us to be more visibly present in the workings of the industry."

Under the present arrangements, which will be phased out over the next two calendar years, a broadcast producer or station owner and operator could maintain membership for a minimum contribution of \$200. That plan was adopted 40 years ago because "NRB was set up by church leaders," Cummuta explained in reference to the association's roots in the National Association of Evangelicals.

The new dues plan comprises 26 "classes" of payment that are based on the member's last annual gross revenue. The member will not be asked to submit annual financial statements, Cummuta stressed. Instead, the member organization will be asked to indicate which revenue class is appropriate for it. "Dues are voluntarily reclassified annually," the operations manager indicated, saying that all members will soon be receiving a detailed explanation by mail of the new

schedule for their response.

For example, a broadcast ministry with gross annual revenue of \$400,001 to \$450,000 would be required to pay NRB \$99.00 per month. The schedule increases gradually until those with gross revenues over \$3 million would be expected to pay \$489.00 per month. However, the new plan also scales down to the smaller, local ministries, reducing the minimum dues for members grossing less than \$25,000 to ten dollars a month.

Executive committee member Dr. Thomas F. Zimmerman called the plan a "fair-share approach," saying it will enable NRB to make projections from a base of support that applies equally to all members. He emphasized that "we are prepared to seek to assist those individual cases where hardship is imposed." The board's commitment to keeping all its members involved contributed to their unanimity, Zimmerman said.

Cummuta said it is the board of directors' intention that members begin immediately to prorate contributions now, rather than wait until the January 1985 deadline for the full increase. "When compared to similar industrial organizations, NRB is seriously underfunded by the membership," Cummuta said. The new dues will be "the required amount to maintain membership in good standing; it will no longer be optional," he stressed.

Early response to the restructuring plan was favorable. At the annual meeting, "one member immediately pledged to double his contribution," Cummuta revealed. A number of speakers "emphatically listed the benefits of being an NRB member and described the tremendous impact the association has had in furtherance of religious broadcasting. The vote of the board was unanimous," Cummuta continued.

He cited the ability to maintain headquarters staff members throughout the year, NRB's higher visibility potential in the broadcast industry, and the increased legislative impact of the association that would arise from the added revenue.

For example, Cummuta added, NRB was not significantly involved

in the Channel 6-FM band controversy earlier this year because "we couldn't afford to be involved in it." (See RB January 1983, page 13.) A substantial research grant of \$150,000 was given to the cause by National Association of Broadcasters, and other monies were given by National Public Radio in that court struggle.

Other improved membership services suggested by Cummuta under the improved revenue plan include a revitalized Summer Institute of Communications, a "nuts and bolts" series of seminars around the country on topics of critical interest to members, an increase of NRB publications such as "How To Start A Radio Station," and an improved ability to respond to the needs of individual members.

Four Awards of Merit Presented at 40th Gathering

WASHINGTON, D.C. (NRB)—Awards of Merit were presented to four religious broadcasters at the annual convention in Washington, D.C. The honors went to Charles Swindoll, Charles Stanley, Thomas Bissett and Lester Sumrall.

Charles R. Swindoll accepted the award of merit for excellence in radio program production for *Insight for Living*.

Swindoll's balanced blending of expository preaching with storytelling has brought him nationwide acclaim.

His radio ministry grew out of a cassette tape distribution program at First Evangelical Free Church, Fullerton, California. It was begun as a program to meet the needs of persons who were physically unable to attend Sunday services at the church where Swindoll has been pastor for more than a decade.

Today, the *Insight for Living* broadcasts are heard 350 times a day.

A native of Texas, Swindoll graduated from Dallas Theological Seminary and received his doctorate degree from Talbot Theological Seminary. He and his wife Cynthia are approaching their 25th wedding anniversary and have four children. (continued on page 50)

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BROADCAST BOOKS

Forming A Moral Mosaic

Discovering Mass Communication
by Samuel L. Becker. Scott, Foresman and Company, 1983, 492 pages.

Like many mass media theorists, Becker interprets human behavior quantitatively apart from personality considerations. He is a thorough-going social advocacy journalist in philosophy and style. In his treatment of internal controls of the media, Becker links the ethical concerns of sex and immoral acts and violence as "external" controls, along with economic, educational and cultural pressures.

Internalized values for Becker are given objectivity as "strategic ritual." Becker charges "responsible and intelligent journalists have become more sensitive to the fact that objectivity is an illusion" and thus "not attainable." The author indicates that accuracy is not possible in reporting social values such as violence, financial status, the quality of education or state of religion. He is honest about his per-

spective, and not deceptive towards his purposes.

Becker gives clear and vivid analysis of the processes and impact of communication. In popular reading style, he traces the development of print, film, radio, television, recordings, and the role of advertising, public relations, direct mail/marketing, and other specialized media.

Becker's historical graph charts the overview of mass communication from 1500 B.C. with the evidence of sound-writing to the 1981 action of the FCC deregulating radio content. His overview covers books, advertising and public relations, newspapers, magazines, motion pictures, radio, recordings, and television.

Becker notes validity is related to the dilemma of social advocates or "social responsibility" theorists. Unlike some communicators who abandon a serious attempt to report objectively in their fervor for social change, Becker admits invalid reporting is "frequent"

in covering a controversy, using an angle or entertaining attention-getting perspective, and departing from accepted norms. Becker relates validity to the act of communicating, not as some advocacy or social responsibility journalists to a desired outcome or goal of persuasion.

Becker examines the functions of media for individuals and society. Becker explains that the functions of media are to either escape or seek stimulation. The media may serve the individual escaping stimulation, by providing a substitute for social interaction; and, for the person seeking stimulation by assisting in the development of self-concept.

To escape stimulation, society may use the media for ritual; and to seek stimulation, society may use the media for surveillance that fosters social interaction.

Media functions, for the person and society both, may be reflected in the escape-stimulation functions to be free from tensions or to enjoy



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IMS NEWS

"MBN satellite service has given new meaning to the immediacy of radio. We know that when the President of the United States speaks, we'll hear him, live, and without secular media distortion of the news."

Paul Hollinger, GM, WDAC, Lancaster, PA

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"We are proud to be a part of your fine Network. Our greatest feedback comes from IMS News, Ranger Bill and

Stories of Great Christians. Thank you for these quality programs."

Richard Ulrich, Mgr, WPEO, Peoria, IL

QUALITY PROGRAMMING MEETS NEEDS

"...we are convinced that the additional quality Christian programs like *Open Line* we get from MBN not available on other stations in our area enhances our ministry, and broadens our outreach."

Mike Maddex, Pres., WEEC, Springfield, OH

relaxation. Both individuals and society may seek stimulation by surveillance for daily living.

Broadcasters are increasingly aware of the assumptions and methods and goals used in the communication process. Although the effects of communication may be difficult to document, Becker's *Discovering Mass Communication* presents the facts of past communication, the process of contemporary communication, and the challenges for developing communication strategy.

The religious broadcaster's programming is a significant option in light of Becker's concluding word, "You cannot select anything from your mosaic environment that isn't there."

An understanding of the function of mass media is given.

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

Manage Biblically

Management: A Biblical Approach, by Myron Rush, Victor Books, 1983, 236 pages

As a station owner or manager, do you need help in developing a team spirit among your staff? man-

aging your time? evaluating your employees? or handling organizational conflicts?

If you answered yes to any one or more of the above questions, help is on the way in the pages of "Management: A Biblical Approach."

This clearly written and well-organized book provides the Christian administrator with a philosophy of management based on the Scriptures. Almost every major point is supported or illustrated from the Bible.

The author, Myron Rush, believes that God has supplied the basic organizational principles in His word. Rush, president of a consulting firm, has directed this work to leaders of Christian ministries.

He very quickly distinguishes between the secular view of management and what he feels is the biblical one. The secular approach defines "management" as "getting work done through others." The biblical approach contends that "management is meeting the needs of people as they work at accomplishing their jobs."

Throughout the 15 chapters, the author shows how the Christian leader can learn to develop creativity, a productive work environment, clear communication, good working relationships, and effective leadership, and a system for

delegating authority, responsibility and accountability.

Many other topics are covered, all of which flow from the Scriptures. This book is the type of reference work that can benefit the reader for years. An annual review of its content could improve the effectiveness of most Christian organizations.

Rush uses anecdotes, direct quotations from clients and Christian administrators, and mini-case studies to illustrate the management principles he covers.

For comprehensiveness and practicality, this book surpasses many of its secular counterparts such as Peter Drucker's "Effective Executive."

Each chapter is concise and contains a personal application section. An index and bibliography would have increased the effectiveness even more.

NRB members who are directing radio and TV ministries and who are interested in serving and developing their staffs will be helped immensely by the rich, biblically-based advice contained in these pages.

The reviewer, Dr. Glenn F. Arnold, is chairman of the communications department, Wheaton (Illinois) College Graduate School.

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Life Begins at Forty

Four decades of experience made the anniversary convention a success and gave promise the best is yet to come

by Robert L. Niklaus

THE ADAGE that "life begins at forty" seems especially fitting for the 40th annual NRB convention that ended February 2 in Washington, D.C.

The convention machinery worked smoothly with a minimum of snafus. An impressive array of speakers promised to come, and each one did. A revised dues structure proposed higher rates, and won unanimous approval from the members.

The general impression expressed by many of the 3,500 delegates was that NRB at age 40 is better than ever.

Congratulations came from all points.

White House greetings were delivered in person when President Ronald Reagan, accompanied by his wife, told the delegates: "Your industry, religious broadcasting, has enjoyed phenomenal growth." The First Lady agreed, saying, "The work that you do is marvelous."

Similar greetings arrived in a medley of languages from 25 nations represented at the convention. The largest delegation, some 60 in number, came from Korea. The Republic of China group cemented relations with the formation of the Chinese-American Christian Friendship Alliance.

Best wishes from Holland were especially fragrant. A consortium of Dutch florists, designers and exporters air-freighted 11,000 fresh tulips, roses, daffodils and other flowers to the convention.

Then Nic van der Voort, nationally known flower decorator in Holland, took over. Working full time during the four-day series of meetings, he made floral arrangements for services, plenary sessions, workshop rooms—joyous outbursts of color and fragrance that enthralled the conventioners.

Votes of Confidence

The 200 Hispanics from the United States and Latin America demonstrated



their confidence that life is just beginning at NRB. They organized informally their own group within NRB, the Hispanic National Religious Broadcasters (see page 34).

Emergence of the linguistic fellowship coincided with a pair of precedents at NRB. Convention delegates elected the first Hispanic, Rev. H. O. Espinoza, to the board of directors. Hermano Pablo Ministries received NRB's first Hispanic program award.

The biggest vote of confidence in NRB's after-40 future was expressed in dollars and sense. It made sense to the 1,000 members to put the organization on a firmer financial footing. So they unanimously assumed a heavier mandatory dues assessment to replace the present non-binding pledge system.

During the discussion Dr. Bill Bright of Campus Crusade called on members to take seriously their fiscal responsibility to NRB—what he termed the nation's most powerful religious organization. According to the revised guidelines, that responsibility will mean for Bright's organization a six-fold increase in assessments.

The new system is expected within two years to raise \$400,000 annually, "providing the financial base necessary for current and continuing operation," according to Dr. Thomas F. Zimmerman, finance committee chairman.

In a related action, the association voted not to move the national headquarters to Washington, as previously considered. Prohibitive costs, probable loss of staff, the advantages of *not* being in Washington, but in the Metropolitan New York area, led to this conclusion.

The Bible Link

The convention provided a national launching pad for the Presidential proclamation Reagan signed later that week designating 1983 as the Year of the Bible. The convention theme, "Christian Media—Facing the Future with the Bible," linked together the double observance of the Bible year and NRB's fourth decade.

The keynote address for the Year of the Bible was given by Dr. Bill Bright, chairman of the national committee, at the convention's Sunday morning worship service. An abridged text will appear in next month's issue of the magazine.

Numerous plenary speakers showed how closely the Bible and new technology interface in the broadcast ministry. Dr. James T. Draper, president of the Southern Baptist Convention, said that religious programming is bringing "springs of hope in a media wasteland."

Dr. Billy Graham told the delegates that "the explosion of technology puts the whole world in your hands." But he

NRB Officers and Executive Committee

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Member

also warned, "the hardware is in place for either God or Antichrist" (see page 26).

Dr. Carl F. H. Henry asked, "Is today's evangelical community so bereft of academic and financial resources that it can make no credible case for supernatural transcendence in the media age?"

Approximately 70 workshop sessions dealt in one manner or another with the ways broadcasters could better utilize the media to communicate the Bible's message to their growing public. Over 20 sessions dealt with the different aspects of TV and cable ministries and nearly as many groups considered radio.

A new workshop series, directed by Kay Arthur, offered two overviews and three how-to discussions on "Women in the Media." Black broadcasters, led by Dr. Howard O. Jones, devoted a session to "The Role of Black Broadcasters in the Cities."

Something for Everyone

Exhibitors, 225 in number, ranged from "A" (Accelerated Christian Education) to "Z" (Zondervan Corporation) in a variety that not only covered the alphabet but also filled the large exhibit hall with all manner of services and products indispensable to broadcasters. An expanded schedule of hours, nearly 40 percent more than last year, enabled delegates to examine in detail the exhibits.

The Gospel Music Association made the festive exhibit area even more at-

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Dr. Billy Graham
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WCFC-TV (Channel 38)
Al Sanders
Day of Discovery
Dr. Abe C. Van Der Puy
World Radio Missionary Fellowship
Tom Wallace
KFIA

tractive by arranging for top Christian artists to perform at various times. The association played an equally vital role in securing outstanding musicians for the plenary sessions and special events. George Beverly Shea, who celebrated his 74th birthday during the convention, added a special lustre to the the annual banquet.

The Intercollegiate Religious Broadcasters added a distinctive note to the week. Approximately 175 media-minded college students and faculty attended their own mini-conference coordinated by Elaine Brock and Dr. Carl Windsor.

Everything considered, the 1983 annual convention celebrated in style the ruby anniversary of NRB. The huge birthday party had something for everyone, and it was both informative and inspiring.

Once again delegates went away wondering how in the world Brandt Gustavson, Ben Armstrong and their associates could top this year, yet optimistic that the 1984 convention will probably be better.

Life, after all, does begin at forty. NRB

CONVENTION AFTERGLOW

"Inspiring and helpful ... Thank you again."

George Beverly Shea, *The Billy Graham Evangelistic Assoc.*

"The Lord's blessing was abundant."

Douglas Krieger, *American Forum for Jewish-Christian Cooperation, Inc.*

"It was the most spiritual (convention) that I can remember"

Luis Palau, *The Luis Palau Evangelistic Team*

"Please congratulate all the staff for their heroic efforts."

Sue Bahner, *WWWG/Rochester (New York)*

"The convention was marvelous!"

Nell H. Lockhart, *Religious Heritage of America*

"I enjoyed being with you at the (Congressional) breakfast."

Senator Don Nickles, *United States Senate from Oklahoma*

"A great honor to have been invited to attend."

Fredrick F. Chien, *Coordination Council for North American Affairs*

"Thank you for the tremendous job you are doing."

T. W. Wilson, *The Billy Graham Evangelistic Association*

"Thank you for a beautiful morning and beautiful gift of the Bible."

Dan Coats, *United States House of Representatives, Indiana*

"This was indeed an inspirational occasion as always."

Senator Strom Thurmond, *United States Senate, South Carolina*

"It was a great convention and I am sure much was accomplished for the benefit of the broadcaster in the future. More than ever, I see the importance of unity among us all."

Jim Bakker, *PTL Television Network*



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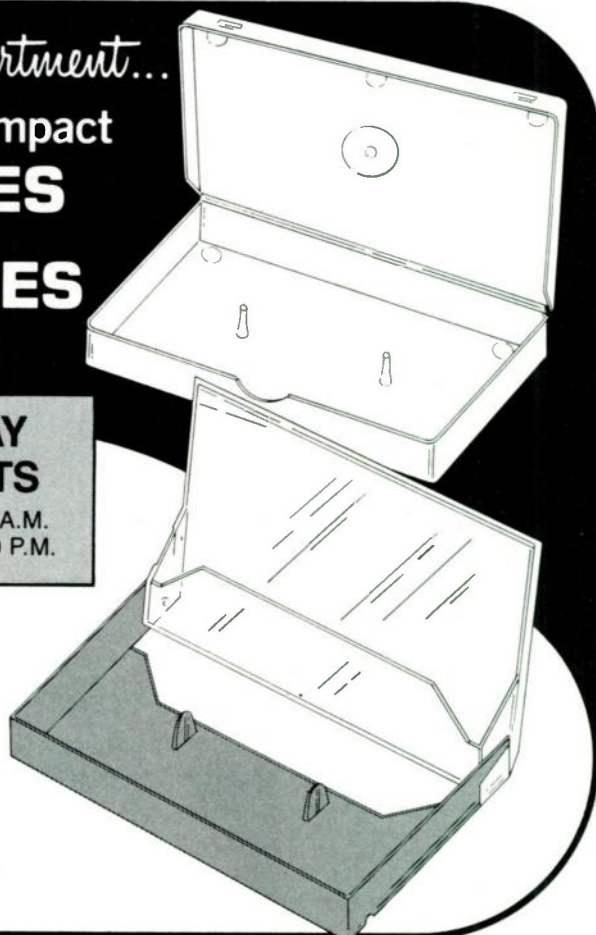
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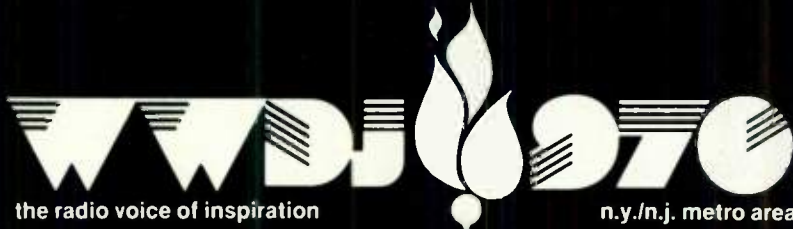
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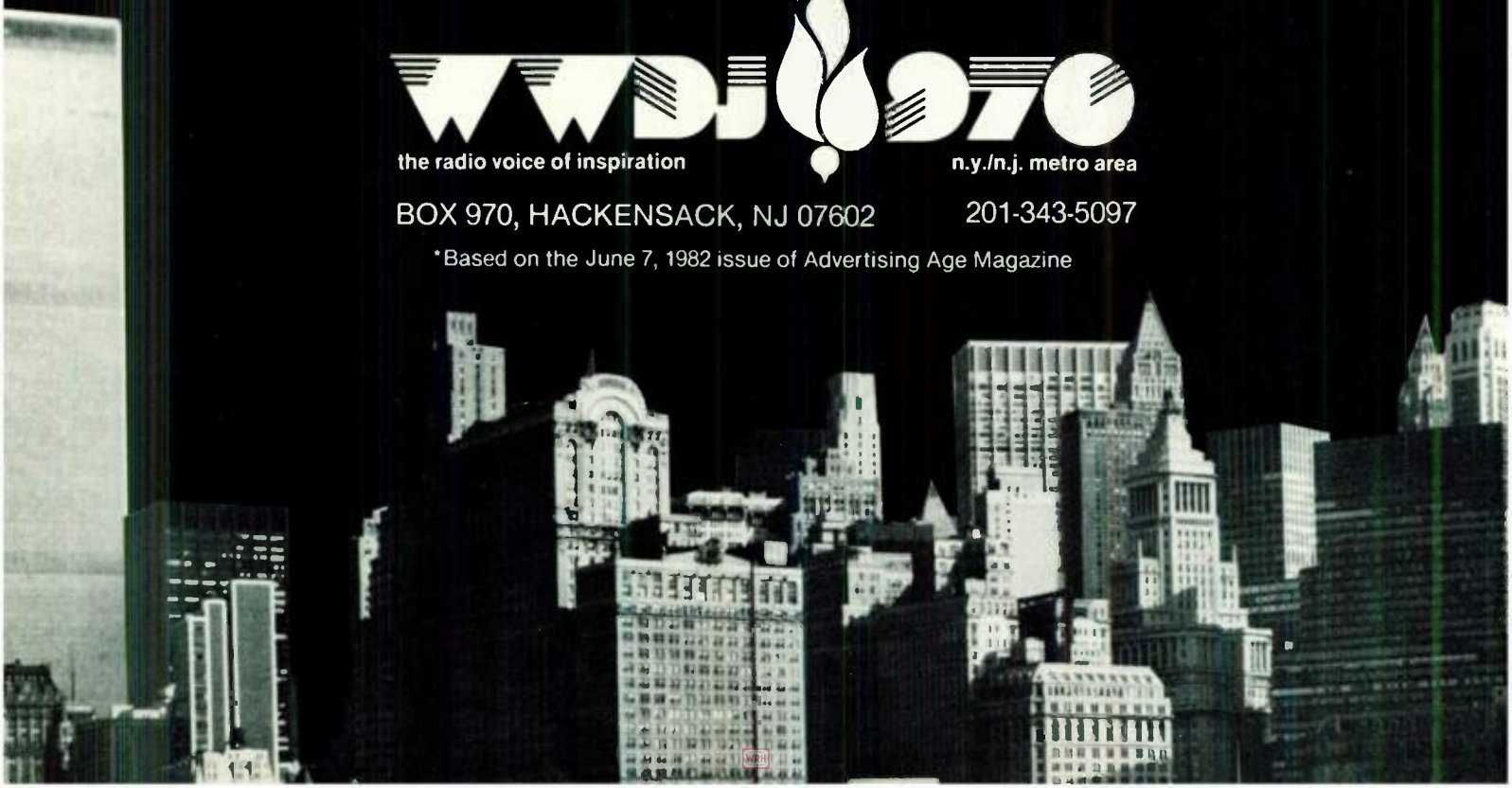
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*Based on the June 7, 1982 issue of Advertising Age Magazine



Reagan Links Good Government

President Reagan relates personal faith and the Bible to his redoubled efforts for key legislation



The President and Mrs. Reagan pause for a final wave before leaving the platform at the conclusion of their visit to the NRB national convention.

The President's message echoed his State of the Union address earlier in January, when he said "America is on the mend." He told the several thousand convention-goers that "America's heart is strong; and her heart is good." His optimism about the future is largely based on the scriptural foundation set in place over 200 years ago by the nation's founders.

The health of religious broadcasting reflects God's blessing as well. Reagan said, "In a time when recession has gripped our land, your industry, religious broadcasting, has enjoyed phenomenal growth. There may be some who feel frightened or threatened by your success. I'm not one of them. As far as I'm concerned, the growth of religious broadcasting is one of the most heartening signs in America today."

The president promised to help Christians let their light shine by proclaiming 1983 the Year of the Bible. Two members of the national planning committee for the observance shared the platform with Reagan: Bill Bright of Campus Crusade and Thomas F. Zimmerman, general superintendent of the Assemblies of God.

Renewed Efforts

Reagan said, "I hope Americans will read and study the Bible in 1983; it is my firm belief that the enduring values presented in its pages have great meaning for each of us and our nation. The Bible can touch our hearts, order our minds and refresh our souls."

The President reassured convention delegates that the legislative defeats he suffered last year at the hands of Congress will not dampen his enthusiasm for

PRESIDENT RONALD Reagan delivered what was perhaps his most straightforward testimony of personal Christian faith at NRB's 40th annual convention. Before a crowd whose frequent applause was punctuated by cheers and whistles, Reagan said, "His name alone—Jesus—can lift our hearts, soothe our sorrows, heal our wounds, and drive away our fears. He gave us love and forgiveness, he taught us truth, he left us hope."

Photos by Ken Deats

to Religion

by Beth Spring

issues that matter to Christians. He outlined plans to promote legislation favoring prayer in schools, tuition tax credits, and protection for unborn life. He also pledged special attention to the plight of Christians who are persecuted abroad.

Regarding school prayer, Reagan termed public expressions of faith in God "a fundamental part of our American heritage and a privilege which should not be excluded from our schools." Last year, his constitutional amendment in favor of voluntary school prayer fell victim to liberal-led filibusters and has met with divided opinion even among conservative Christians. Nonetheless, Reagan vowed to "bring back that amendment again, and again and again, until we succeed in restoring religious freedom in the United States."

The President's support for tuition tax credits for parents who place their children in private schools also ran aground last year, but he pledged to "begin the struggle all over again" soon.

Supporters of legislation to protect the unborn have been buoyed by Reagan's close identification with their cause. His active support of prolife measures, it is believed, could serve to unify the prolife movement and rally support among Senators and Representatives who are reluctant to take a stand.

Reagan said, "I am glad that a Respect Human Life bill has already been introduced in this Congress by Representative Henry Hyde. Not only does this bill strengthen and expand restrictions on abortions financed by tax dollars, it also addresses the problem of infanticide. It makes clear the right of all children, including those who are born handicapped, to food and appropriate medical treatment after birth—and it has the full support of my Administration."

Excerpts of the Presidential Address

Hunger for Revival

As far as I'm concerned, the growth of religious broadcasting is one of the most heartening signs in America today.

When we realize that every penny of that growth is being funded voluntarily by citizens of every stripe, we see an important truth. It's something that I have been speaking of for quite some time—that the American people are hungry for your message because they are hungry for a spiritual revival in this country.

School Prayers

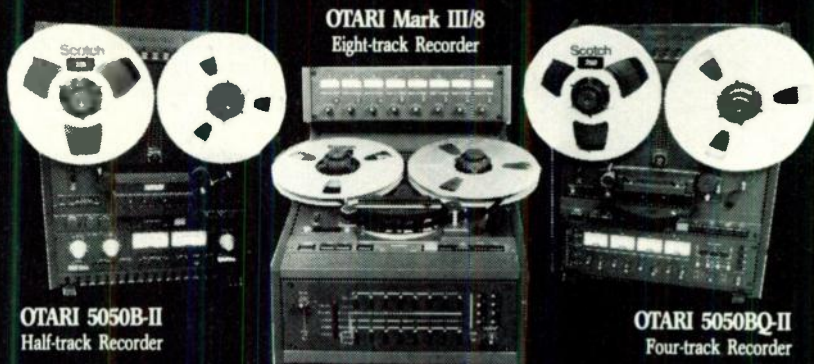
I happen to believe that one way to promote, indeed to preserve, those traditional values we share is by permitting our children to begin their days the same way the Members of the United States Congress do—with prayer. The public expression of our faith in God through prayer is fundamental—as a part of our American heritage and a privilege which should not be excluded from our schools.

No one must be forced or pressured to take part in any religious exercise. But neither should the freest country on earth ever have permitted God to be expelled from the classroom.

Jesus Christ

Think of it—[Russia has] the most awesome, military machine in history, but it is no match for that one, single man, hero, strong yet tender, Prince of Peace. His name alone, Jesus, can lift our hearts, soothe our sorrows, heal our wounds and drive away our fears. He gave us love and forgiveness. He taught us truth and left us hope.

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Calling abortion "a great national wrong," Reagan said the burden of proof rests with proabortion advocates to show "beyond a shadow of a doubt that life does not exist." Until they do, he said, the constitutional protection of life, liberty, and the pursuit of happiness belongs to unborn children no less than it does to everyone else.

Duty to Broadcast

Religious freedom abroad is another Reagan priority, and he highlighted the role broadcasting can play toward that end. Voice of America religious broadcasts are being "expanded and improved," he said, including transmission of a Christmas Eve church service at National Presbyterian Church in Washington. This worldwide broadcast was a VOA "first." Despite the dismay of totalitarian governments, Reagan claimed the United States has "a duty to broadcast" the values we hold.

"To those who would crush religious freedom, our message is plain: you may jail your believers, you may close their churches, confiscate their Bibles and harass their rabbis and priests; but you will never destroy the love of God and freedom that burns in their hearts—they will triumph over you."

A passing remark Reagan made in reference to the federal budget captured mass media headlines about his appearance at the convention. "Has anyone stopped to consider," he

wondered, "that the best way to balance the Federal budget is not by taxing people into the poorhouse; and it's not by cutting spending to the bone; but rather it's by all of us simply trying to live up to the Ten Commandments and the Golden Rule."

Throughout his first two years in office, Reagan has emphasized the need to return to voluntarism—or neighbors helping neighbors. Christian groups have often been in the forefront of this sort of initiative, and Reagan cited two that were represented at the convention: the 700 Club's "Operation Blessing" and PTL Network's "Master Plan." Pat Robertson's effort has generated \$2.5 million distributed through 8,500 church congregations. Jim Bakker's "Master Plan" involves centers nationwide to provide food, clothing, furniture, and job bank centers for the needy.

A private initiative even closer to home for the President received special mention as well—his wife's involvement in preventing drug abuse. Following the President's speech, Nancy Reagan received a special NRB award for her work with the Youth Drug Abuse Program. A television appeal by the First Lady will air on NBC this year, and it was her use of media to combat drug addiction that captured the attention of NRB. The wives of NRB's executive director and president, Ruth Armstrong and Mary Gustavson, made the presentation. NRB

Flanked by her husband and Dr. Ben Armstrong, the First Lady acknowledges a standing ovation by the delegates after receiving a special NRB award.

Beth Spring, Washington correspondent for "Christianity Today," was the features writer for the "Convention News" daily at the recent NRB annual convention.



“Our GE projector let 500 more people in the door – and kept \$500,000 from flying out.”

—Ben Haden of national TV and radio show “*Changed Lives*” and pastor of the First Presbyterian Church of Chattanooga.

“A church can find a lot better uses for \$500,000 than an expansion project that may mar the beautiful design of its building. We certainly wouldn’t welcome it, with our beautiful 80 foot dome ceiling and stained glass windows, housed in Chattanooga’s oldest historical building.

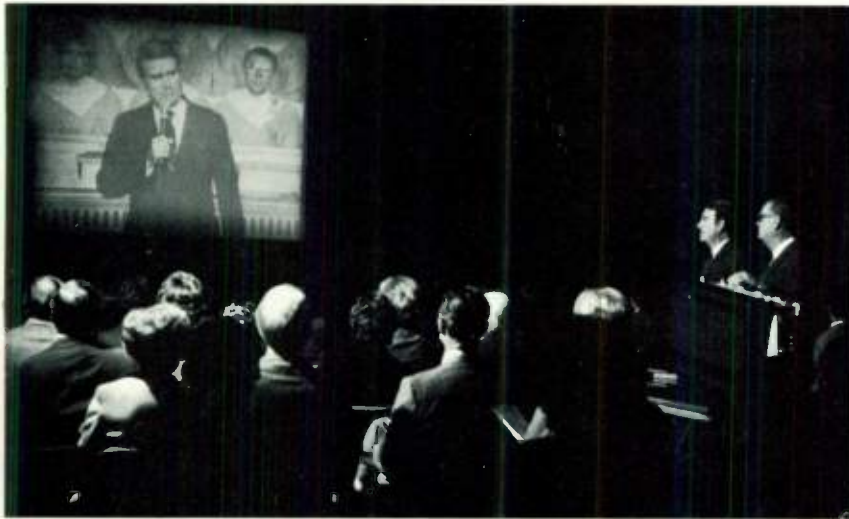
“We avoided an expansion project of that cost by purchasing a General Electric professional large screen video projector. With the 8 foot by 10 foot image it projects in our fellowship

room, we open our doors to 500 more people each Sunday, instead of turning them away. And they say that they get a clearer view from there than from many seats in the sanctuary.

“We were pleased that this was accomplished without the need for a \$500,000 expansion fund drive, which would have taken away from our world mission and operating budget pledges.

“A volunteer runs the projector without any problems, not only for live closed-circuit TV transmission of Sunday services, but also for videotapes of renowned religious speakers which we lease for prayer services and our Teaching Series.

“The projector still produces an image as clear as it did when it arrived 11 years ago. During all that time, General Electric has given us personal attention. It is one of the most high-toned businesses we’ve ever worked with.”



Videotape of Ben Haden's message during a Sunday service is projected for a crowd in a 500-seat fellowship room. Ben Haden (left) and Volunteer Director of Audiovisual Henry McKinney (right) stand by the General Electric projector bought by the church 11 years ago.

For more information on how a General Electric projector provided a solution for First Presbyterian of Chattanooga, and for information on how it can help you, contact our application experts at General Electric Company, Projection Display Products Operation, Electronics Park, 6- 206, Syracuse, NY 13221, (315) 456-2152.

GENERAL  ELECTRIC

The Bible and the Information Age

The birth of a new age brings both good news and bad to the broadcaster and his public



Photo by Ken Deats

PERHAPS MORE than any other group of people in the world, broadcasters have a weighty responsibility on their shoulders: the capacity to effect positive changes in our nation and our world—even changes that could give the next generation hope, which it has little of now. An explosion of technology has put the whole world into the hands of the broadcaster. Look at changes in the sky.

- By 1986 it is estimated that 27 direct broadcast satellites will be in operation.
- With higher power, these satellites will enable the home viewer to receive live broadcasts not carried by local stations.
- All the viewer needs is a small receiving rooftop dish about 2½ feet in diameter, costing only a few hundred dollars.
- Scores of satellite bearing transponders transmit cable and teletex services to domestic cable stations and directly to the home.
- Recently, the FCC approved interim construction permits to eight direct broadcast satellite companies.

Even more remarkable is the Intel Sat system.

by Billy Graham

- 16 satellites deployed over three oceans feed 310 earth stations in 155 countries.
- The company estimated its audience for the 1982 World Cup soccer matches to have been 1.3 billion viewers.
- It expects half of the world's population to watch the 1984 Olympic Games in Los Angeles.

And look at what the low power television people are doing:

- Low power TV can cover either a group of small towns or one section of a large city without disrupting the programs of a full power station on the same channel in a nearby city.
- 4,000 low power frequencies are now available around the country.

And cable television:

- Already reaching more than 20 million homes.
- And cable operators have lines ready to hook up 50 percent of the nation's households within the next year.

The sky is whirling with satellites broadcasting to the far corners of the earth—and religious broadcasters are there. We did not fight the new technol-

ogy. The new technology did not take us by surprise. Christian think tank groups, Christian communication centers, and you in the NRB have kept us informed and involved. In fact, one of the new direct broadcast satellites, maybe more, will be carrying 24 hours of religious programming. The technology is in place, and we are using it.

The Gospel of Jesus Christ is *still* the answer for a world aflame. The Bible is *still* God's Word reaching out to rescue and renew the world.

High Tech Problems

For religious broadcasters it is a time of decision—hard and demanding decisions—decisions that will shape forever our future and the future of those who look to us for spiritual leadership.

This amazing new high technology brings promise—but it also brings problems—tough problems we must tackle. The new age brings questions—hard questions we cannot escape.

In "Megatrends," John Naisbitt calls this explosive moment in time "The Information Revolution." Through electronic technology, the nation has shifted from an industrial to an information society. More than 60 percent of all employed Americans now earn their living not by producing goods, but by producing information and processing it.

Between six and seven thousand scientific articles are written daily. The information flow is staggering—and will soon be doubling every twenty months. Peter Drucker, one of the nation's leading management consultants, says "Knowledge has become the primary industry."

Our grandfathers built farms and plowed fields. Our fathers built factories and stoked furnaces. Our sons and our daughters will not only spend their lives processing information—they will spend their lives trying to avoid being overwhelmed by it!

I want to mention a few of the problems:

Problem #1: There are too many choices confronting the people we must reach with the Gospel.

Look what's happened in broadcasting. When we were one of the first evangelistic teams on television back in 1951, we had only one or two channels in a city to compete with—and practically no religious programs. People were still unsure about the future of television. In this

decade, you will have 103 channels of competition.

In 1951, we could take out ads in local papers, produce promotional spots, do a local mailing and command a major share of that night's television audience, sometimes up to 60 percent — and sometimes all of it—because some cities were one channel cities. Now the average viewer is not just overwhelmed by choices of what he or she will select to view, he or she is also overwhelmed by ads in papers, promo spots, direct mail, and other promo campaigns.

How can we win a hearing when there are 102 other channels—besides video tapes, video discs and a host of electronic entertainments to choose from?

Problem #2: Just when technology provides the NRB with our chance to reach everyone in the world simultaneously, the trend away from 'broadcasting changes to a new narrowcast model.

Alvin Toffler in "Third Wave" notes, the networks "far from expanding their influence are suddenly being forced to share it." They are being beaten back on many fronts at once by what he calls "demassified media."

Look at radio broadcasting. Superstations found their audiences wooed away by newer smaller stations with carefully designed formats aimed at specific segments of the larger listening population—this is where religious broadcasting stations such as WMBI in Chicago or KTIS in Minneapolis were way ahead of the secular.

Toffler says this selectivity, this narrowcasting trend, has exploded like a bomb in the corridors of the TV network offices.

John O'Conner wrote in the *New York Times*: "One thing is certain, commercial television will no longer be able to dictate either *what* is watched or *when* it is watched." Radio and television have not lost their audiences, no more than print media have. But more and more people (to protect themselves from the "too many voices" and the "too many choices") are switching from the mass broadcasters to the narrowcast programming, exercising a selectivity that will be the hallmark of this information age.

How can we change our strategies in time to gear up for the smaller specialized audiences—becoming as Paul advised "all things to all men"—knowing each viewer, each listener, can—may—

This generation is more informed about life and less equipped to cope with it than any other generation in history

will—turn us off if we go on trying to reach everyone at once?

Problem #3: With all this new technology, the hardware is in place for either God or Antichrist.

It can be used either to destroy the moral fabric of this nation, or to help rebuild it. Remember, propaganda was "the war" Hitler won. People look for heroes, for leaders with strong, compelling personalities, for somebody with simple answers to the overwhelmingly complex questions they face. Naisbitt says, "We are drowning in information but starved for knowledge." Toffler comments, "People yearning for the ready-to-wear moral and ideological certainties of the past are annoyed and disoriented by the information blitz." Both agree that: "This first generation of the information age is more informed about life generally and less equipped to cope with it personally than any generation in history."

How do we equip our citizens, surrounded by media technology, to know the difference between truth, half-truths, and lies?

Problem #4: The new technology requires vast expenditures of production and promotion monies.

Therein lies one of the greatest dangers facing religious broadcasters. We must face the fact that our listeners are already being asked to support more than they can support. We must concede that with the growing cost of production, mail and air time—we may have to rethink our money-raising methods. As the competition grows, our voices will have a tendency to rise too. We may soon have viewers turning away from watching and listening. We will be promising more than we can deliver. I heard a radio preacher recently who said, "Your gift of \$3 can support an entire Indian orphanage for seven years." Even if he had meant "orphan" rather than "orphanage" his promise was greatly exaggerated! We serve the Lord of truth. We cannot sponsor His message with half truths and exaggerations. At all costs we must preserve total integrity, es-

pecially in the area of finances.

How can we avoid competing with each other for the same support dollars?

Spectators or Pacesetters

Each technological advance can be seized by either side. History has proven this. Our moral character as a nation—not our cordless telephones and our digital microwave ovens—will determine our ultimate success. Look at what happens when a nation fails to understand the true test of greatness. Think of the professors of Heidelberg University who praised the ability of Joseph Goebbels as he was working on his Ph.D. And think of what that seemingly brilliant mind was able to accomplish in Germany with the newfound technology of his age.

A little over a generation ago, our world was lurching through a fearful cataclysm that we now call World War Two. For all the world knew, it was moving in-

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The new technology is awesome. It can be a fantastic tool for good.

to a new darkness that would extinguish the lights of Christian civilization.

It was then that the British people called for the help of a man named Winston Churchill. Churchill moved into a position of leadership as England's Prime Minister, but also, in a very real way, as prime minister to the Free World. Deploying his tremendous skills of communication with brilliant precision, Churchill spoke perceptive words in those dark days, words that need to be repeated today:

"If we prevail in this hour of grave national peril," he said, "the world will move into broad, sunlit uplands of opportunity that will be wonderful indeed. If, on the other hand, we should fail, we surely will move into the darkest age mankind has ever known, made darker yet by the lights of perverted science."

Winston Churchill, with those words, forged courage in the hearts of free men everywhere. And that courage motiva-

ted action—and, ultimately, victory.

Churchill's message is very much a message to us today. *We cannot afford to be mere spectators.*

With our spectacular technology, with our resplendent sophistication, much more is required of us. In our hands are the microphones, the cameras, the printing presses, the satellites, and, by virtue of our democratic process, the lawmaking powers. We have been gifted with everything we need to take a stand for decency, for morality, and present God's plan for happiness and fulfillment in this life and the life to come.

We are in a spiritual warfare. The love of God—and the truth that He has given us, and which we recall in this Year of the Bible—that truth forces us to take sides when we are confronted with moral evil. We must answer the challenge. We cannot refuse it. Pope John Paul II has said, "Humanity must make a moral about-face."

If we love America, we must fight with all our resources to maintain the freedoms God has bestowed upon us as a nation, while at the same time work for a peaceful world where technology has created the horrible possibility of world genocide in this decade. The new technology is awesome. It can be a fantastic tool for good.

If we will be true to the Gospel of Jesus Christ—true to the heritage that our Founding Fathers established—true to the bedrock truths of the Bible, whose Year we have proclaimed—true to the godly traditions upon which our Republic took root and then flourished—then America can win the desperate battle for survival, and we will see God's hand of blessing manifested in our land, and we will secure a place of hope and joy for our children, and for our children's children.

It is time to stand up and be counted. It is time to make decisions on what is morally right based on the teachings of the Bible—especially in this Year of the Bible. It has always been time for what is right—but today, with our technological world racing forward at blinding speed, it is more crucial than ever before that we stand, and stand firm.

But what can I as one lone individual do?

This past spring, we spent several weeks in New England going to various universities. In my years of lecturing and speaking to students, I have never seen such interest at schools like Harvard, Yale, Dartmouth, and Boston University. One day I had the privilege of having a quiet chat with Dr. Bok, the president of Harvard. I asked him what he thought was the greatest need of the modern student. He answered in one word, "commitment."

Edward Everett Hale, the distinguished poet and former Chaplain of the United States Senate, eloquently captured the essence of every American's duty: "I am only one, but I am one. I cannot do everything, but I can do something. What I can do, that I ought to do. And what I ought to do, by the grace of God, I shall do."

With the marvelous tools at our disposal, we can bring about the dawning of a bright new day for America and peace for the world.

NRS

Dr. Billy Graham delivered this speech at the Congressional Breakfast of the annual convention in Washington, D.C. last month.



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THERE'S no reason why a Christian radio station that is well run, that gets a good audience, should not merely produce good programming and get the Gospel across well, but should also be in a position to succeed financially," declared Maurie Webster, president of Radio Information Center, at the NRB convention Radio Sales workshop.

The meeting room was packed to standing-room-only, attesting to the need by many commercial Christian radio station operators to help the ailing bottom line.

Whether or not true, there has been a past perception that the concept of financial success with Christian radio was somehow unChristian. But discussion during the workshop indicated that this perception is now fading, being replaced with an awareness that many of the same activities that make a station commercially successful also make it a better evangelistic tool.

Webster's information revolved around the NRB Radio Market Analysis and its benefits for the broadcaster. "Research is a basic tool of the industry," he said, explaining that the figures tell a lot more than how many people are listening.

Discussion from the floor centered on how to sell the numbers a station ends up with—or rather, how to sell against the other stations' numbers. The direction from the panel was, "Research should play a strategic role throughout the operation of your station, from deciding what to put on the air and where, to who are your listeners."

Webster explained various reasons why some religious stations did poorly in the ratings, or did not show up at all. But the basic thrust was, if you do not have the numbers, you do not have the audience.

Role of Research

The national figures indicate just that. In the Spring 1982 Religious Radio Market Analysis, average audiences for religious radio were far below what the format's share of the national audience should have been. In the top 100 markets, AM & FM full-time religious stations account for 5.1 percent of all the radio stations in those markets. However, these stations gather only 1.3 percent of the total radio audience in those markets. "Why?" was the question most fre-

*A convention workshop
on radio sales
raised some disturbing
questions about real
and imagined audiences*

Ministry Means Industry

by John Cummuta

quently asked from the floor. "How much do you know about your audience, and how much of this information do you use to program and sell your station?" was the common return from the panel.

When it was asked how many present knew what Callout research is, or what focus groups are, or if they used research to help them decide "what" to put on the air in the first place, the affirmative responses were less than a handful.

If we in religious broadcasting see ourselves as only a ministry to the church, then an argument could be made that all we need to do is load the schedule with teaching programs, collect the checks, and watch the Lord work. However, if we're going to claim to be "Reaching the population of Greater Pleasant City with the Gospel of Jesus Christ," then we had better take a long look at what we are doing to get the "population" to listen.

When we claim to be evangelizing "millions" in a major population area, but the figures say we're reaching "thousands" we might consider changing our slogans. To evangelize vast numbers, the reason we claim God gave us the medium, we need to get them listening.

The cold hard fact is that if the average citizen in your market is not listening to you, you cannot tell him a thing about Jesus. This, according to Webster, is the reason for research. Many secular stations would not put a single record on the air without checking its demographic appeal via callout or other research. But some religious broadcasters will air all kinds of unrelated programming without the slightest thought as to its impact on potential listeners.

Comments from veteran station operators in the workshop audience confirmed that many advertisers consider the religious broadcaster naive. There seems little hope of changing this image before the religious operator realizes that he is in the broadcast industry and informs himself on all the ramifications of that status.

"You probably have at your fingertips the potential to gather a great deal of saleable information about your audiences," Webster challenged. "You can develop your own survey and send it to your mailing lists. This can tell you much about the commercial spending power of your average listener." This information would undoubtedly be of interest to potential sponsors, and would give the station a certain air of sophistication.

Industry Tools

The bottom line of the Radio Sales Workshop was that income could be increased in the business, but getting down to business is the key. Research is the life's blood of the broadcasting industry, and it would be nearly impossible for any station to compete without it. That, according to Webster, is why the Radio Market Analysis was born.

Although the thoroughness of the information in the Analysis caused Arbitron to increase the price tag some, it will still come in thousands of dollars under the cost of a regular Arbitron book and the information is in a more usable format. Information about the Analysis can be obtained by calling NRB at 201-575-4000 and asking for Membership Services.

But audience research is not the whole ballgame, and for the religious station of the future to make a significant impact on its community, more effort will undoubtedly be needed in using the tools of the industry to help plan how the station is programmed and marketed.

Failing to plan is the same as planning to fail.

NRB

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Help Your Advertiser Decide

SELLING is, more than anything else, a "people business." People communicating with people. Just as a poorly produced commercial gives a bad impression of a business, so a poor sales person gives the advertiser a poor impression of the radio station. The first step in selling your station to a potential advertiser is found in selling yourself.

We are all familiar with how important background music is to set the right mood for a commercial. And just as the music prepares the way for the commercial message and also enhances that message, so a proper introduction of yourself and your station to the prospect prepares the way for your entire sales presentation.

At Bott stations, we send an introductory letter to briefly introduce the salesperson and the audience before any other contact is made. The goal of the "letter" is to stimulate enough interest on the part of the prospect to give us an appointment so we can find out about his business and to learn how we can be of benefit to him. Professional selling requires that we determine the prospect's needs and desires. The interest you show in your prospect helps to establish your credibility in his mind.

Following this information-gathering interview, return to the station where a specific proposal is prepared to meet the prospect's needs. The presentation appointment is next.

The cover of a magazine attracts a reader's interest. Your confidence in yourself and knowledge of your product attracts the prospect's interest and creates a favorable first impression. But be prepared; know your station's facts and statistics, and know how these will benefit the prospect. Concerning confidence in yourself, before my appointments, I remind myself of the past victor-

by Arla Joyce Bott

ies the Lord has given me, and that God is in control of the interview or presentation. Your prospect will notice the confidence and have more trust in what you are presenting.

Help your prospect have confidence in you by being interested in his needs, having confidence in yourself and your product and presenting the proposal in a prepared, professional and enthusiastic way. Once the prospect likes and trusts you, he is ready to hear about your audience.

Quality vs. Quantity

The most common question is ... "How many people do you reach?" I call it the "numbers game" or "quality versus quantity." To an advertiser who uses Arbitron, you can show that Arbitron is an unpredictable way to measure any specific or target group within the whole. To illustrate this, consider the black male population, 18 to 34 years of age. Arbitron recently instituted payment of additional premiums to black males that were part of the sample base within that age group. This was done as an incentive for them to return the diaries and thereby enable Arbitron to have better accuracy in their sampling results. According to Advertising Age, November 8, 1982,

You never want to sell the prospect anything. You want to help him decide that your station delivers the type of people he wants.

"Total adult listening levels for black households jumped 57 percent from Fall 1981 to Spring 1982, with a majority of the increased listening going to black stations." The extra premiums were instituted because Arbitron found they were not previously measuring this audience segment accurately due to an abnormally low percentage of diary returns.

Our Christian audience is also a specialized group. To be statistically accurate in reporting this group, Arbitron would have to employ extensive research to determine, in advance of the sample, how many conservative religious people there are in the survey area. They would then have to weigh the result accordingly.

We have raised valid questions about Arbitron's validity where our audience is concerned. We can then go on to give other information to prove the size of our audience and to help him believe the audience does exist in significant numbers.

The Hidden Market

First, look at the number of churches in your metropolitan area. You can simply use the Yellow Pages, or you can acquire this information from the Glenmary Research Center in Atlanta, Georgia. Take a reasonable number for the size of an average congregation (200, 500), and then multiply that number by the number of churches. You will then be able to show religious people do exist in significant numbers. You have a



large potential audience. Information about the attendance of your audience at radio rallies sponsored by religious broadcasters and other station promotions also helps the advertiser visualize the size of your audience and their involvement with your station.

Franky Schaeffer's article in the January/February 1983 issue of the "Saturday Evening Post" points out that "many Christian books, in any given year, sell in far greater numbers than secular books which are selected to appear on "The New York Times" best seller list. Christian books "outsell their contemporary secular counterparts, often by a ratio of three to one." Your advertiser should now be able to visualize the potential size of your audience.

When the potential advertiser starts to look at the quality of your audience and how they relate to his needs, you are in an excellent position to do business with him. We recently printed a brochure to help secular advertisers understand who listens to our stations. This brochure gives specific demographics as to the loyalty, exclusivity, age, stability, home ownership and family orientation of our listeners. The information was compiled from a random sample survey of our audience. With such specific information, you are then helping the advertiser "key in" on reaching a specific type of people; people he considers his best potential customers.

We use success letters from our clients to show that advertisers who let us help them are happy with the results. Next, you must help him understand that your station is the best medium to use.

The Exclusive Audience

The religious format attracts an exclusive audience. In his speech last year at NRB, Rip Ridgeway, vice president of Arbitron, stated, "On the average, 11 percent of the religious station's audience is exclusive to that station. However, on an individual station, I have seen it vary from zero to 25 percent of the audience. For comparison, the average exclusivity for general market stations is smaller, around seven to eight percent. Exclusivity of audience can provide a station with a unique offering to an advertiser because no other station can deliver that particular audience." What about your audience? Show the prospect that your station is unique and special.

The April 13, 1981 issue of "Adver-

tising Age" published an article about the importance of religious commitment—or lack of it—in our society. Connecticut Mutual Life Insurance Company commissioned a survey to study American beliefs, attitudes and behavior. According to the article, this study suggests "a person's religious commitment—or lack of it—is a far more accurate predictor of his or her attitudes and behavior than any of the traditional factors, such as race, sex, age, income, education, occupation or political persuasion."

As you present your audience to the advertiser, keep in mind that you never want to sell the prospect anything. You want to use the type of tools mentioned here to help him decide that your station delivers the type of people he wants to reach, his best potential customers. If you do that, you're a successful advertising executive.

NRB

Arla Joyce Bott is advertising manager of KSIV / St Louis. This talk was given during a workshop session at the recent annual convention.

Tele-Israel Communications Group

is a many-faceted organization. Tele-Israel's services include:

HELLO JERUSALEM! is an hour-long, exciting, in-depth view of life in Israel; produced there by Kastel Films, Ltd. It is aired on:

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Reporter's Notebook

Three CBNU journalism majors pinpoint convention events

A Dash of Latin Verve

Hispanics made their first convention an exciting one

A NEW PRESENCE was felt at the 40th annual convention of NRB. If indications are right, that Hispanic presence is only the beginning of what can be expected in the future.

Approximately 200 Hispanics attended the convention, including participants from Costa Rica, Guatemala, Venezuela, Mexico, Puerto Rico, Haiti, Ecuador, Uruguay, Chili, Dominican Republic, Honduras, and Curacao.

Speaking at the Hispanic luncheon on the final day of the convention, Dr. Ben Armstrong, executive director of NRB, received a standing ovation when he hinted that the 1984 convention's emphasis might be Latin America.

Hispanic NRB committee chairman, H. O. Espinoza, who was appointed to the NRB Board of Directors, later stated that he plans to request that the NRB executive committee name next year's theme "Hispanics Around the World."

"We are planning an exciting, comprehensive program in English with our top artists, speakers, and people involved in the media. We are really going all out," he said.

This was the first year that the Hispanics have taken part in NRB in a formal way. Several spur of the moment meetings and a breakfast at last year's convention brought sufficient results to lead to the formation of an HNRB planning committee which met in Miami to formulate plans for this year's convention.

"In the past we have been a little isolated," said Espinoza. "But we want to be a part of NRB, working with the leadership, and bringing an integration of our efforts with all Christian groups."

"NRB is the first organization of this magnitude in the United States to open

by Maureen Wells

its arms wide to the Hispanic Christian communicators," said Janet Luttrell, program manager of WIVV/San Juan, Puerto Rico, and coordinator of HNRB. "If other organizations don't follow suit, they are missing a very large audience," she said, pointing out that the United States is the fifth largest Spanish-speaking country in the world.

Latin American Evangelist

Luis Palau, who has presented his evangelistic message in 37 countries reaching 3 million in person and over 150 million by the airwaves, delivered the opening keynote address of the convention on Monday and was speaker for the Hispanic luncheon on Wednesday.

He emphasized the need for personal holiness, a theme repeated by several other speakers at the convention. "Without holiness, the power of the Holy Spirit is not there, and there is no power to influence secular society," he said, noting a tendency among some to tolerate looser lifestyles.

International Award

General Montt of Guatemala sent a letter of regret that he could not personally accept NRB's international award for meritorious Christian service. His secretary of personal affairs, Juan Francisco Bianchi Castillo, accepted it in his place, attending the entire convention.

Explaining General Montt's political career, Castillo said Montt was elected president in 1974, but would have had to fight to assert his victory. Montt said the "presidency is not worth bloodshed" and accepted the post of military attache to Spain. He became a Christian five years

ago and devoted much time to spiritual growth.

In 1982, having been out of politics since 1974, he was asked to run for the presidency, but declined at the advice of the elders of his church who spent three days in prayer and fasting on the matter. Three separate developments indicated that God would miraculously give him the presidency.

Following the bloodless military coup, Montt, who had no part in the coup, was asked to take the presidency. Acknowledging God and Jesus Christ in all of his public speeches, President Montt was quoted as saying, "I don't consider myself President, but administrator of what God has put in my hands."

First Hispanic Award

The Hispanic award, the first in NRB history, was awarded to the Hermano Pablo Ministries for the program, *Un Mensaje a la Conciencia* (A Message to the Conscience). Hermano Pablo is Spanish for "Brother Paul," who is Rev. Paul Finkenbinder.

Finkenbinder and his wife, Linda, went to El Salvador as missionaries in 1943. In 1955 he began his daily radio program to the unsaved. The five-minute program is aired 1000 times a day over more than 556 stations in Central and South America. Finkenbinder now has a five-minute television program also.

Hispanic Workshops

The leaders were pleased at attendance for the seven Hispanic workshops. Simultaneous translation by means of FM radio was available for English-speaking participants.

Evangelist Dr. Rudy Hernandez, who moderated one of the workshops, said that the question and answer sessions of the workshops showed that many more people are doing Hispanic broadcasting than had been expected. Some U.S. radio stations are carrying 10 to 12 hours of Hispanic programming weekly, while some TV stations are carrying two hours per week. In addition there are Hispanic programs on satellite.

When asked to comment on the benefits from HNRB, Dr. Hernandez said that the convention week had given broadcasters interested in Hispanic programs the know-how and the encouragement to begin. He added that it has led to Hispanic participation in other important

outreaches, such as the national planning committee for The year of The Bible and National Day of Prayer.

"It's not tokenism, but actual involvement, and we take it seriously. The evangelical leadership is keenly aware of this great marketplace," he said. **NRE**

pointed out that Moses chose to struggle with the people of God rather than to enjoy the pleasures of sin for a season. Roberts said three factors come into the choice—stress, struggle, and suffering. He showed how Moses endured all three.

Then Moses did the impossible, leading the Israelites out of Egypt. Roberts stressed that doing the impossible "begins with seeing the invisible, having an experience with God, and knowing that faith is the most real commodity there is." Roberts said that "doing the impossible once you get to it is not hard," because God has been preparing you.

Roberts has applied the three principles in the war on cancer being undertaken at his City of Faith. He said the personnel are attacking the problem from both a spiritual and physical standpoint. Roberts says, "There will be some kind of a major breakthrough in cancer prevention by the end of this century. I'm predicting a major healing coming in the world. The breakthrough in cancer will help people believe (for the conquering of other diseases)." **NRE**

Doing the Impossible

Oral Roberts tells how to turn vision into reality

FEATURED speaker at the Wednesday afternoon television plenary session was Oral Roberts. He was introduced by Dr. David Clark, vice president for marketing at CBN, as "a man who has a deep desire to do God's will and to be God's messenger to this generation; a man of the future who through his City of Faith Medical Research Center has shown a desire to look into the future and serve even there."

Oral Roberts titled his remarks, "Making Decisions from God's Standpoint," and used Hebrews 11 as his text. He noted three principles that are held up to us by God: (1) seeing the invisible, (2) choosing the imperishable, and (3) doing the impossible.

He cited verses 23 to 30 to show that by faith Moses saw him who is invisible. Roberts said, "It's the inner vision that sees reality ... Our physical eyes deceive us. Our inner eyes are linked to the invisible."

Roberts recounted that as a 17-year-old he had contracted pneumonia and had lost 40 pounds. As Roberts' father was praying at his bedside, "In my inner self I saw Christ. I said, 'Come into my life. Raise me up.'" Roberts told of another inner vision he had in college when God showed him people as He sees them. According to Roberts, "Everybody I saw was sick in some way. Everybody was hurting in some way. That inner vision changed my life. I wanted to touch people to tell them, 'God loves you.'"

Roberts commented on what has perhaps been his most controversial vision, the 900-foot Jesus. Roberts saw Him when the City of Faith was a skeleton of a building. Concerned about the financing of the structure, Roberts had gone to stand in front of the City of Faith.

by Margaret Hall

"Jesus stood up behind the 600-foot skeleton and He just picked it up. 'See how easy it is for me to do this?' He stood half again as tall (as the building)." Roberts concluded, "I got a lot of flak nationwide and worldwide over that 900-foot Jesus. But I saw Him, and He finished it. That's the way we'll leave it."

Roberts then covered point two of his message, choosing the imperishable. He

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The Culminating Celebration

The anniversary banquet proved to be a fitting capstone

NRB PRESIDENT E. Brandt Gustavson, vice president of the Moody Bible Institute in Chicago, presided over the Fortieth Anniversary Banquet of the National Religious Broadcasters in the ballroom of the Sheraton Washington Hotel on February 2nd.

The culmination of four days of intensive workshops, meetings, panel discussions and stirring messages, the banquet program included inspiring music, some top awards of the year, and a thought-provoking message by renowned theologian Carl F. H. Henry.

Myron S. Augsburger of the Washington Community Fellowship, well-known author, lecturer and college president, gave the invocation.

Leaping to their feet for a standing ovation, the audience acknowledged the superb artistry of Sandi Patti, female vocalist of the year and gospel artist of the

by Helen Bird

year in 1981. Her incomparable rendering of "We shall behold Him face to face" gave the banquet guests a sense of the nearness of Christ's presence.

Beloved vocalist George Beverly Shea of the Billy Graham Evangelistic Association inspired the audience with his renditions of old and new gospel favorites. Several important awards to broadcasters were given (see "NRB News").

James G. Watt, U.S. Secretary of the Interior, warned against "the heavy hand of government" interfering with private enterprise. He said that "excessive and abusive government will destroy political liberty ... and spiritual freedom."

Interrupted seven times by enthusiastic applause, Dr. Carl F. H. Henry, evangelical theologian and author, presented the main address on the



Photo by Ken Deats

Sandi Patti gave an unforgettable rendering of "We shall behold Him face to face"

subject of "Trumpeting God's Word to a Nation in Decision."

He told the group that "today's narcissistic philosophy considers biblical imperatives a barrier to self-realization and the church an impediment to free and creative selfhood." He said, "Man's lack of commitment to God means his inevitable spiritual enslavement to the world..." He added, "One need not gain the whole world to lose one's soul; succumbing to but an all-consuming part of it is quite enough."

Dr. Henry observed that "an alarming number of our contemporaries, people within easy reach of the Gospel of Christ, are moving irrevocably beyond simply the rebellious conscience to a corrupt conscience, one which not only stifles the truth of God and suppresses the awareness of future judgment, but actually delights in sin and commends those who practice it." He said that the "current philosophy, 'be born again and God will put you in clover,' needs divine editing to read 'get right with God and He will show you with how many excesses you can really do without.'"

He declared, "Christ is heaven's last Word; in his judgment of men and nations all the pseudolords will grope for words. The media will belatedly hail the Mediator; Christ the Great Communicator will be prime time." He concluded, "What this nation needs is ... a presentation of the great and all-encompassing truth and grace of God that alone can make us wise, good and happy." **NRB**

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Pictures left to right: Terry Garland (concert promoter), Paul Smith, Dave Will, Jim Murray, Michael Komichak (general manager, WPIT-AM/FM), Ar-

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International broadcasting assumes
more significance each annual convention

Focus on Europe

THE SCOPE of NRB's interest in missionary radio extended internationally during the recent annual convention. Several workshops were conducted for and by international broadcasters. Highlight of the global emphasis was a special international plenary session directed by Evangelische Omroep (EO), Holland's evangelical broadcasting company.

In surveying the needs of Europe Dr. L. P. Dorenbos, managing director of EO, said that while the 666 million people of Europe span a varied cultural background, they all have aggression and anxiety in common. The western half is oppressed by egocentricity and liberal theology. The eastern half lives

by Ruth A. Piatnochka

under officially atheistic governments and is closed to the Gospel.

Worldwide Strategy

According to Dorenbos, EO is interested in developing a worldwide strategy for the global proclamation of the Gospel through the media. Operating in radio and television since 1970, EO is the fastest growing television company in the Netherlands. It has an audience in the millions, and it operates radio and television studios worldwide. Dorenbos, formerly a prominent businessman, gave up his career to follow God's call into this exciting broadcast ministry.

The needs of Eastern Europe were expressed by Georgi Vins, the Russian pastor who was dramatically exiled to the United States in 1979. Vins told enthusiastic listeners that only God can answer the problems posed by modern society.

The audience rose to a standing ovation when Vins victoriously exclaimed, "I can tell you with authority that there is no force that can destroy the Church of Jesus Christ!"

Vins described several examples of persecuted Christians who remained faithful to Christ in communist Soviet Union. He expressed gratitude for the Russian radio ministries that blanket the Soviet Union with Gospel broadcasts. The programs are essential for strengthening Russian Christians and for evangelizing the country.

The Overriding Need

The Honorable J. William Middendorf II, U.S. Ambassador to the Organization of American States, hosted the evening session. For many years Middendorf has served as ambassador to the Netherlands and, as a result, has developed a deep love and concern for the people of Europe. He acknowledged that the continent is in need "of a spiritual revival."

A musician as well as a statesman, the ambassador has composed seven symphonies and over 70 marches. For this plenary session Middendorf wrote a special piece entitled, "The Third Century." The piece interweaves the melodies of the American and Dutch anthems, in honor of the 200 years of an uninterrupted relationship between the two countries.

The premiere performance of this piece was rendered by Daniel Wayenberg, a European concert pianist of international fame. Wayenberg also played two classical pieces and accompanied Reinat Heemskerk, a Dutch soloist. Heemskerk's name has appeared on more than 70 albums.

Dr. Paul Freed, president of Trans World Radio, gave the final challenge and prayer for international evangelical broadcasting. Also recognized during the program were: Brother Andrew of Open Doors; Charles R. Tanguay, executive director of the Netherlands-American Amity Trust; and members of the Netherlands National Tourist Board. **NRB**

Ruth Piatnochka is editor of the Evangelical Baptist Herald and serves on the executive committee of the Russian-Ukrainian Evangelical Baptist Union.

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The Cross and the Communicator

ACCORDING TO one NRB source, perhaps half of our listeners, or more, are in a backslidden condition. So if Christian broadcasters are aiming primarily at a Christian audience, and if a large percentage of that audience is in a backslidden condition, that says a great deal about what we should be trying to do.

I would like to limit my thoughts to two main areas which really revolve around the two Great Commandments of Jesus Christ. When he asked, "What is the greatest commandment?" you remember His answer was "Thou shalt love the Lord thy God with all thy heart, soul, strength and mind." Secondly, He said, "The second is like unto it. Thou shalt love thy neighbor as thyself."

In Christian broadcasting, as in any other form of communication, my personal relationship to God is by far the most important point. Robert Murray



In Christian broadcasting, as in any other form of communication, my personal relationship to God is by far the most important point

by **David M. Howard**

McShane, that great preacher of another century, made this statement in one of his sermons and recorded in one of his books, "The greatest need of my parishioners is my personal holiness."

Now we tend to think of broadcasters as people who are technically qualified in a variety of ways to get the message out, and that, of course, has to be true. If a person isn't technically qualified, the message is not going to go out. There is

something contagious about a person whose walk with the Lord spontaneously exudes the life of Christ.

There is something ominously synthetic about the rather sweet, saccharine-mouthing of the right words that come from some evangelical disc jockeys, and I am not thinking of any in particular. I am sure you have listened to Christian broadcasting, as I have, which has turned you off by just the very tone of the voice and the mouthing of the right words. They are saying the right things, but somehow it really is not coming from the heart. And if their message is going to come from the heart, then the heart has to be in the right relationship to God.

I am impressed in studying the Scriptures that there is a tension in the Bible in its teaching about looking back and looking forward. In Hebrews 6, the writer of Hebrews says, "Therefore let us leave the elementary doctrines of Christ and go on to maturity, not laying again a foundation of repentance from dead works and a faith toward God." He says, "Let's move on to maturity, let's get beyond those things." Now this is not contradicting the other emphasis in Scripture of going back and remembering. It is simply remembering and building forward. The writer of Hebrews, in Chapter 12, says, "Let us run with patience the race that is set before us, looking unto Jesus."

The great passage in Philippians 3 where Paul himself says, "I do not count myself yet to have apprehended everything I need to apprehend, ... but one thing I do want to do and that is I want to forget the things that are behind. I want to stretch forward, reach out to the things that lie before." Paul's goal is to attain "the prize of the high calling of God in

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Christ Jesus." There is that desire for continued growth.

As Christian communicators in whatever field it might be, broadcasting or anything else, unless we ourselves are constantly building on the foundation of what God has done, and reaching on to maturity, we cannot expect to communicate the message in any great power. That power has got to come from the Lord. It has to be built into our lives that we might be able to communicate with power.

This point is clear with the example of a marriage ceremony. On our wedding anniversary we go back and remember what happened on that day. But a strong marriage has to be built on an ongoing, continuing, growing relationship.

Then there is the second Great Commandment, "You shall love your neighbor as yourself." If we are going to be effective communicators, we must be reaching out to those around us in love. We must sense the heart of Christ for the world.

If we, as Christian communicators, are going to communicate to those in need, we have to sense something of that

need. We have to be able to understand and learn better what that need is.

When we were preparing Urbana 76, the Intervarsity student missionary convention, I was making it a policy to try to talk with every speaker personally ahead of time so they would understand what

There is something contagious about the person whose walk with the Lord spontaneously exudes the life of Christ

we were trying to do at that convention. I met with one of the speakers, Dr. Eric Frickenberg, a veteran missionary, 79 years old at that time, who had spent 47 years of his life in missionary work.

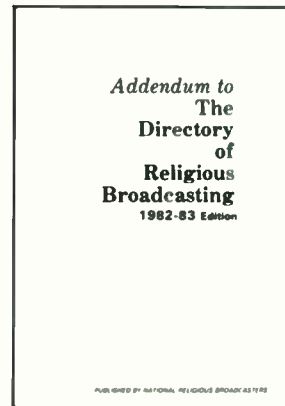
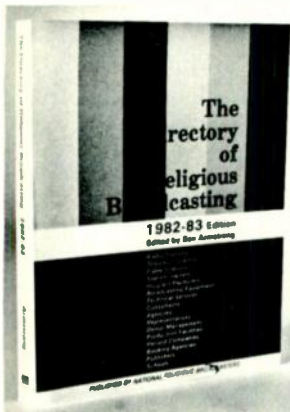
As I was meeting with him, a group of us had lunch with him one day. He was telling us a lot of hilarious incidents of his life on the mission field. One person at our table said, "Dr. Frickenberg, what

was the most difficult problem you every faced?" He answered instantly; there was not hesitation on his part. He said, "The most difficult problem I ever faced on the mission field was when my heart would grow cold before God." He continued, "When that happened, I knew I was too busy, and I knew it was time to get away. I would take my Bible and I'd go off into the hills alone. I'd open my Bible to Matthew 27, the story of the crucifixion." Then, he put it this way, "I would wrap my arms around the Cross, then I'd be ready to go back to work."

I realized that in whatever form of communication we may be involved in, if our heart has grown cold before God, we're never going to be able to communicate the message that He has given to us. It's time to get away and wrap our arms around the cross again, so we will be ready to go back to work. **NRB**

Dr. David M. Howard, the keynote speaker for NRB's two-part workshop on "Leadership in World Responsibility," is executive director of the World Evangelical Fellowship, Wheaton, Illinois. He is on loan to WEF from Intervarsity Christian Fellowship, where he served as missions director and assistant to the president.

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1983 NRB CONVENTION TAPES
Christian Media Facing the Future - With the Bible

- 83-90 Opening Plenary: Draper, Harris
- 83-91 Keynote Plenary: Palau, Harris
- 83-101 FCC Panel Plenary
- 83-114 Evening Plenary: Boyer, Awards
- 83-115 Congressional Breakfast: Graham
- 83-116 FCC Luncheon: Robison, Boyer
- 83-117 Afternoon Plenary: Evans
- 83-118 International Plenary
- 83-119 Television Plenary: Roberts, Roweton
- 40th Anniversary Banquet: Henry, Patti
- 83-120A Music
- 83-120B Message

Sunday, January 30
2:00 pm

- 83-177E 16mm Church Film Marketing Results & Insights as Gleaned From the Publication of Co-op Film Catalog

Monday, January 31
10:30 am Workshop Session I

- 83-92 Cassettes for Radio Programs
- 83-93 Combatting Occultism Through Communications
- 83-94 Music-Communicating the Gospel
- 83-95 Los Hispanos Estados Unidos - Analisis del Mercado (U.S. Hispanics-Market Profile)
- 83-96 Leadership in World Responsibility Part I
- 83-97 Responding Biblically to Felt Needs Through Holistic Programming
- 83-98 Film Producers in NRB
- 83-99 Is It Biblical?
- 83-100 1983-Year of the Bible

Monday, January 31
3:45 pm Workshop Session II

- 83-102 Future Delivery Systems for Religious Radio Programs
- 83-103 Facing the Future of TV
- 83-104 Computer Use in Ministry
- 83-105 Keeping a Lid on Production Costs
- 83-106 Facing the Issues: A Case Study, Evolution vs. Creation
- 83-107 Everything You Should Know About Low Power Television
- 83-108 Recusos e Ideas para el Seguimiento (Sources & Ideas for Follow-up)

- 83-109 What Does the Future Hold for International Broadcasting?
- 83-110 Leadership in World Responsibility Part II
- 83-111 Religious Broadcasting in the Educational Spectrum ... Can it Survive ...
- 83-112 How To's of Hostessing/Interviewing

Tuesday, February 1
9:30 am Workshop Session III

- 83-121 Promotions for Non-Commercial Stations - What Can You Legally Do?
- 83-122 Current Legal Problems
- 83-123 Producing Denominational Programs
- 83-124 Fund Raising Hopes and Ideas
- 83-125 Evangelism by Satellite
- 83-126 How to Write Successful Scripts
- 83-127 How Not to Start & Finance a Christian Broadcasting Station
- 83-130 Music ... Communicating the Gospel
- 83-131 Orientaciones para Nuevos Programadores de Radio & TV (Guidelines for New Radio & TV Programming)
- 83-128 Local Church & Television
- 83-129 Inerrancy of Scripture
- 83-133 Future Alternatives in International Broadcasting
- 83-134 Now That We're Deregulated, What Do We Have to Do?
- 83-135 How To's of Leadership
- 83-173 IRB Seminar in Communications I



(continued from page 12)

areas. Producers are developing a blend of local and national talent and are seeing a response of community support for the ministry.

The final element of this plan is Prime Time Productions, the video production arm of Channel 29.

Changes, New Growth Reported by Broadcast Ministries

MORRISTOWN, NJ (NRB)—Religious broadcast ministries around the country continue to grow in number and power each month. Recent radio and television ministry changes include:

- A new religious radio station began serving the listeners in Walton County, Florida in late December. WGTX/DeFuniak Springs (Florida), with 5,000 watts of broadcast ability, calls itself "The Power of the Panhandle." The station did not carry a religious format before December 27th. The gospel and inspirational music format was adopted, said president Arthur F. Dees, because of a lack of comparable religious programming within a 45-mile radius of DeFuniak Springs.
- "The new sound of old-fashioned conservative music and programming" was heard for the first time this year over WGIB/Birmingham (Alabama), a non-contemporary music alternative being aired as a ministry of that city's Glen Iris Baptist Church. Some eight years in the planning, the station received an immediate response that pastor Jack LeGrand described as "overwhelming as listeners called, rejoiced and cried."

Antenna Topples During Phoenix Storm

PHOENIX, AZ (NRB)—Tornado-like conditions toppled KHEP-AM's 183-foot antenna during the 5:00 pm newscast on November 30 and knocked the Christian station off the air for a week.

The sister station KHEP-FM was back on the air after just four hours. The accident was "a gifted failure"

because the antenna landed in a field behind the studios without injury to personnel or the building, said spokesman Charles Spencer.

The winter storm that swooped through the valley, damaging personal property and killing one man, loosened a guy wire that helped support the tower, causing the antenna to crash to the ground.

Wesleyan Satellite Network to Serve Southwest Methodists

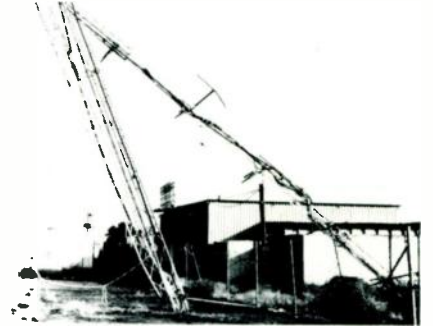
DALLAS, TX (NRB)—The Wesleyan Satellite Network, a modern-day electronic version of John Wesley's pen and printing press, commenced serving the telecommunications needs of Methodists in the southwest on November 23rd.

The network, to be known by its initials "WSNet," will serve seven Methodist conferences in the Texas and New Mexico region. Denominational hospitals and schools, as well as local churches, will eventually be recipients of the system broadcasts.

WSNet will eventually serve some one million Methodists in that part of the nation. Dr. Robert L. Robertson, an ordained Methodist minister under appointment to direct the communications needs of the denomination there, is network president. "The committee will decide precisely where we will focus [resources]," Dr. Robertson commented.

He described the one-hour television program that aired in November via the Westar IV satellite. "The five committees that were organized the same day met February 7th in Dallas to make decisions on 'planning and long-range design' for the network. The WSNet is expected to be operational sometime in 1983," Dr. Robertson said.

WSNet Society, the new network's support system, publishes a newsletter and coordinates feedback from the churches. Society president is Donald R. Benton, of Lover's Lane United Methodist Church in Dallas. "We need to use creative methods of communication to draw people back in to the local churches," Dr. Benton said.



Phoenix tower topples

His broadcasting ministry started with the church's closed-circuit television to accommodate overflow crowds, and eventually developed into a 30-minute television program complete with opening music and a sermon.

The network is planned as a servant of the local churches. "My hope is that we would be able to fully utilize the mass media and other tremendous resources available, and let the people know what is available to them," Benton continued.

WSNet programming originated in Louisiana with use of the satellite uplink facility of First United Methodist Church, Shreveport. A permanent satellite and transponder system is being planned for the near future.

The network's potential and plans reportedly involve more than copying existing television networks. In addition to telecasting video programs, WSNet will develop and manage selected telecommunications services currently used by the churches including electronic mail, teleconferencing, videotex, and training courses.

Like other satellite networks, the Methodist network plans a daily news program that will summarize national and international headlines into a half-hour news production. Local church news, denominational leaders and church-related topics will also be covered in the news segments. A feedback segment will allow for viewer comments.

Initially, WSNet is being received via cable systems or, in some cases, through home earth stations.

WSNet officials are discussing the possibility of gaining access to the direct broadcasting satellites that will be available in a few years.

The first annual meeting of the WSNet Society was held February 8th as part of the Southern Methodist University's Minister's Week in Dallas.

Radio Station Plays Critical Role in Disaster Communication

HONOLULU, HI (NRB)—When "Hurricane Iwa" approached the Hawaiian Islands just before Thanksgiving Day last year, Cliff R. Scott, general manager of a Christian radio station in Honolulu could not have guessed the strategic, even critical, role that his broadcast ministry, KAIM/Honolulu, would play in transmitting emergency messages to the 750,000 people of Oahu.

Scott described the emergency in graphic terms. "On Oahu, 97 percent of the electrical power went out; on Oahu's west shore hundreds of homes were blown down and the 25-foot storm waves washed ashore to take out many homes." As the 90-mile-per-hour winds and high waves combined their force, each of Oahu's television and radio stations lost its power and was forced off the air. Scott reported that KAIM, "a voice for God in the land of aloha," was the sole radio station broadcasting because of an afternoon switch to emergency generator power.

The 50,000-watt station was reduced to 5,000 watts on Tuesday, November 23 because of the disaster. "For a time, Oahu Civil Defense had only KAIM to transmit emergency messages," Scott said. The station's teletype was not working, telephone lights went out, and the Civil Defense's direct line to the station was out of service.

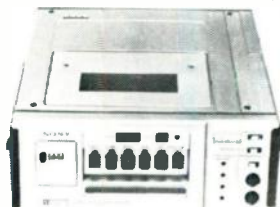
KAIM, which attempts to "give glory to the Lord and declare His praise in the islands" (Isaiah 42:12), was restored to service at full power the following night, Thanksgiving Eve. "We thank God for His goodness in the storm. We learned from the experience as Kauai and Oahu

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MEDIA WORLD

lost \$200 million to Iwa," Scott concluded.

Texas Town to Benefit From Low-Power Television Station

UVALDE, TX (NRB)—When Pastor Carlos Ortiz, Sr. came to this rural ranching community southwest of San Antonio two-and-a-half years ago from Michigan, he never dreamed that one of his three responsibilities would be president of a community-based low-power television station (LPTV). Rev. Ortiz directs a television station that will air in early April as the first television station within a 75-mile radius of Uvalde.

The last year saw Federal Communications Commission approval for some 300 LPTV applications, two of which were granted to Ortiz and the ministry he serves, Area Christian Television Station, Inc. (ACTS). Over 7,000 additional applications are awaiting commission action in the next few years. LPTV is expected to revolutionize the way local congregations reach out to their communities with the Gospel. Rev. Ortiz's outreach to the estimated 20,000 ranch dwellers, who will pick up the signal of TV-30, will be enhanced. "We will have the privilege of bringing the message of Jesus Christ into every home. These are people who would never come to our churches," Ortiz explained with enthusiasm.

The costs of this new ministry, for which no dollar amount could yet be estimated, will be significantly reduced because, Ortiz said, prime-time programming is being made available without charge from Trinity Broadcasting Network of California. "God led Paul Crouch to pay all the bills," Ortiz revealed. Trinity programming, which airs via satellite around the clock, will be seen in the Uvalde area from 7:00 - 11:00 pm.

Local programming will air in the morning and afternoon time slots each day. The format will be local talk shows, Sunday morning services and a Full Gospel Businessman's Fellowship talk show that will include a local Christian psychiatrist. The pastor, a former New York City heroin addict until he was

saved from sin through the ministry of a Teen Challenge center in 1970 in his native Puerto Rico, plans other programming to assist residents with practical problems of daily living. "The advantage of LPTV is that we can help people in the local community with needs not being met," Ortiz charged.

Other costs of the new television studio, being built as part of a new school gymnasium, will be met by Ortiz's church, Templo Cristiano; a church pastored by the Rev. Ortiz's assistant in the television ministry, and through Uvalde's Christian school, Agape Christian Academy.

When the new television studio which was begun in January is completed, it will air TV-30 programming at least 15 hours daily. The construction permit was awarded last June along with a second permit for TV-48. The companion station was a good idea that, Ortiz reported, is not practical. Originally, TV-48 was to broadcast a similar format in Spanish, while TV-30 aired the Gospel in English. The construction permit for TV-48 "is in the market. We might sell it," Ortiz said. Meanwhile, bilingual programs will be aired on TV-30, especially on Saturday afternoons.

Templo Cristiano, the church where Ortiz serves as full-time pastor, is a growing Assemblies of God congregation of 350 members. The church has the opposite attendance problem of that experienced by many churches with inflated membership roles. "I've been there 2½ years and we now have 500 in Sunday School," the pastor said.

Ortiz evidently believes in integrating his three areas of responsibility, the church, the new television station, and the Christian school. Agape Christian Academy, a non-denominational school facility that educates some 100 students from grades 1-12, will devote part of its high school curriculum to video recording. Students will gain hands-on experience in local program production and learn a trade, Ortiz said.

The multi-faceted ministry of Ortiz and Area Christian Television Station is receiving positive response from the community for a number of reasons. One reason for the "word of mouth, excited" re-

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sponse, Ortiz explained, is that TV-30 will be the only television station for miles around. Uvalde and the surrounding towns have depended on a cable link with San Antonio for their only source of video communication. Ortiz's experience was drawn from a local television show in Michigan, where he pastored a Lansing church.

Communications and Children Remembered in Separate Proclamations

WASHINGTON, D.C. (NRB)—This year is not only "The Year of the Bible." In December, President Reagan also proclaimed 1983 as "World Communications Year," an emphasis that will encourage the development of communications systems throughout the world, including broadcasting. Also of interest, since NRB has just completed a year-long emphasis on family issues, is the National Children and Television Week starting March 13.

Global observance of the communications year was approved by the General Assembly of the United Nations in November 1981 and proclaimed last December by President Reagan. The Chief Executive noted that many people throughout the world have not been able to take advantage of the ever-changing technological advances that comprise the communications industry. The year-long commemoration will focus attention on that deficiency. AT&T president William M. Ellinghaus serves as chairman of the U.S. Council for World Communications Year 1983.

Television stations throughout the country have been invited to participate in a one-week observance of National Children and Television Week beginning March 13th. Nicholas Van Dyck, executive director of the National Council for Children and Television, the project initiators, is seeking educational advocacy for children including spot announcements incorporating the theme "All Your Time Is Prime Time." The House and Senate passed the resolution and the commemoration received President Reagan's support, according to a recent news source.

Commission Still Backlogged on LPTV Applications, 300 Approved

WASHINGTON, DC (NRB)—As of the end of January, the FCC granted construction permits for low-power television to some 300 applicants from throughout the nation. It was not known how many of those approved are for religious broadcast ministries. The commission is processing "in excess of 7,000 applications, and we're receiving more every day," a public affairs spokeswoman told "Religious Broadcasting."

While the approval process is slow, the speed is expected to pick up dramatically when a new computer is operational by July or August. The computer was being installed as of last month. In a published report last November, commissioner James Quello said, "Once the computer is working ... the commission hopes to act on 260 applications per month, eventually working its way up to 500 applications per month."

According to a study by the Council of Independent Regulatory Agencies, the FCC was the single most successful agency in the federal government in eliminating unnecessary paperwork requirements last year. The council found that the FCC reduced reporting requirements by a "striking 65 percent time savings. The full-time permanent work force at the commission has reportedly been reduced by 25 percent as a part of President Reagan's move toward smaller government, a factor in the backlog of LPTV applications."

Radio Survey Reveals Religion Most Popular on AM Stations

WASHINGTON, D.C. (NRB)—Results from a 1982 programming survey of over 2,000 radio stations nationwide reveal that the religious radio format is more popular on AM stations than on FM. The survey done by the National Radio Broadcasters Association, based on mail responses from some 27 percent of the U.S. commercial radio stations, also describes religious formats as

being targeted almost exclusively at the 25-54 age group.

The findings of NRBA show religious programming in the third spot of the "top ten formats for AM radio" list, behind adult/contemporary and country music formats. Religious formatted programming is more popular than the news/talk and the top-40 formats on AM stations, the survey results revealed.

When FM format choices were surveyed, the religious format slipped to sixth on the "top ten" listing. Adult/contemporary and country music again led in first and second places respectively. On the FM side, beautiful music, top-40, and album-oriented rock music formats edged out the religious programming. Surprisingly, religious programming was shown to be more prevalent than soft rock or classical music which are also targeted to narrow audiences.

The NRBA results indicated that 69 percent of the religious programs on AM represented in the survey were targeted for the adult audience 25-54 years old. The FM target is down only slightly to 67 percent. By contrast, the programs targeted for the younger 18-34 age group represented only 3 percent for AM stations and 7 percent for FMs. Figures for the over-45 audience reflect the same lack of targeting by religious programmers. This group is concentrated on by 6 percent of the AM stations and 4 percent of the FM stations.

A total of 1,060 AM stations responded to the NRBA survey (with 730 full-time and 330 daytime only) broadcasters. Religious radio stations provided an average of 37.5 hours per week of syndicated programming, as compared to 11 hours per week for the adult/contemporary formatted stations.

A total of 824 FM stations responded to the NRBA survey. The comparison of syndication hours in both format categories provides a different view when FM radio is examined. The adult/contemporary formatted stations averaged more hours of syndicated programming per week (43) than did the religious stations (41).

Commercial minutes were fewer on religious stations (9) than A/C.



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NRB NEWS

(continued from page 14)

Dr. Charles F. Stanley, pastor of First Baptist Church, Atlanta, Georgia, accepted the award of excellence in television program production for *In Touch*. Now seen in over five million households nationwide over the facilities of the CBN cable network, *In Touch* did not always have such spectacular success.

Back in 1971 it was produced with a shortage of equipment, trained personnel, and finances. Some people in the church feared the spiritual quality of the service would suffer and the financial burden on them would be too great.

"Fortunately, I had learned in the past to obey God, no matter what the cost," said Dr. Stanley. The program "was poorly done then," he continued, "but we felt a burden to get the Gospel out in whatever way possible."

Several years after the program was started it was suggested in a finance committee meeting that the church borrow money to meet the needs of the television ministry. Dr. Stanley said no, that was not God's will. The next Sunday the congregation was informed of the need for \$88,000 and was told that no money would be borrowed. By faith, contracts were signed for the necessary equipment. The deadline for payment was three weeks. Within that time, every penny was paid. To this day, the "no borrowing" policy stands.

By the late 1970's *In Touch* was

picked up by the CBN cable network and the audience grew from 16,000 to over five million. Additional personnel were required to process the tape orders, give personal responses to letters, and provide counseling.

Today, the program is broadcast on 50 UHF TV channels, 100 radio stations, and four satellite networks.

Asked what makes *In Touch* a success, a staff member replied, "Dr. Stanley has a unique message in that he gives step-by-step instruction on how to live the Christian life."

Thomas Bisset, general manager of WRBS/Baltimore (Maryland) accepted the NRB award of merit for excellence in radio station operation.

Since 1964 the station has operated under the ownership of the Peter & John Radio Fellowship.

Recent Arbitron ratings ranked WRBS-FM the highest among Christian stations in the top 50 FM markets.

Bisset is a graduate of Moody Bible Institute, Greenville College and Johns Hopkins University.

In seeking a recipient for this award, chairman of the awards committee Dr. Robert A. Cook, speaker on "The King's Hour," said that he and the committee were looking for a station which consistently broadcasts programming which shows "trueness to our Lord, excellence of production, and is slanted toward the needs of people, so there is a

high quality about it."

The Peter & John Radio Fellowship includes camp and conference work as well as radio programming.

(The above report by Helen Bird)

The fourth award of merit, this one for excellence in operating a television station and network, was given to **Dr. Lester Sumrall**, president and founder of Lesea Broadcasting Company in South Bend, Indiana. Dr. Sumrall's son, Peter Sumrall, accepted the award for his father who unexpectedly could not attend the February 1 presentation.

Dr. Sumrall started his television ministry as a church pastor in 1958 with a weekly program called *Christ Is the Answer*. Ten years later he purchased his first of three broadcast stations, WHME-FM/South Bend (Indiana). In addition, Lesea Broadcasting, which stands for Lester Sumrall Evangelistic Association, owns and operates two television stations, WHME-TV 46/South Bend and WHMB-TV 40/Indianapolis. He is host of two nationally syndicated television programs.

Today With Lester Sumrall is designed on a talk show format, regularly featuring well-known Christian artists, authors, evangelists, and lay people. Dr. Sumrall's *Teaching* program offers practical and Biblical solutions to problems faced by Christians and non-Christians alike.

While television is the focal point of Dr. Sumrall's ministry, Lesea outreaches also include World Harvest Bible College, "World Harvest"

1983 Award of Merit Recipients



Charles R. Swindoll



Charles F. Stanley



Thomas Bisset



Lester Sumrall

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The objective of this joint enterprise is to develop a public awareness of the evils of the sex, porn, and obscenity industry in our nation and to urge President Reagan to direct the Department of Justice to aggressively enforce the Federal Obscenity Laws.

The \$6 billion sex industry is rapidly moving into cable TV which is almost totally unregulated at the Federal level.

One of the prime objectives of these Awareness Banquets is to mass public support for the passage of a State Cable Porn Bill.

Simply stated, a nation that does not control pornography and protect acceptable standards of public morality, **does not survive!**

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The January 27th, banquet will be held in Memphis, Tennessee at the world-famous Peabody Hotel. Program personalities will include E. E. "Ed" McAteer, President of Roundtable; Rev. Morton Hill, National President of Morality in Media; the Honorable Morton C. Blackwell, Special Asst. to President Reagan; Dr. Adrian Rogers, past President of Southern Baptist Convention; the Honorable Mark Siljander, U.S. Congressman, Michigan; Dr. Mildred Faye Jefferson, past President Right to Life, and others.

Preparations are under way for similar functions in:

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magazine, a program supporting overseas orphans, and a prison ministry.

In addition, Dr. Sumrall has a library of 84 video-tapes on "How To Cope" with life's problems. He has written over 30 books including "Run With A Vision," the story of his life. Dr. Sumrall is pastor of Christian Center, an interdenominational church in South Bend.

"I realize now that God called me to do pioneer work," Dr. Sumrall said from his headquarters in South Bend. "And I have always believed that anything done for God should be centered in the Church of Jesus Christ. Jesus told us that the gates of hell would not prevail against His church."

Dr. Sumrall was a 17-year-old boy in Panama City, Florida when he received Jesus Christ as his Savior. Suffering from tuberculosis, he was given only a few days to live. One night Dr. Sumrall saw a vision of an open casket on one side of his

bed and a Bible on the other. Responding to a voice which said, "You must choose," he opted for the Bible.

Dates and Locations For Next Conventions Listed

MORRISTOWN, NJ (NRB)—Even before the annual convention was over last month, plans for the next gathering of religious broadcasters took shape. The 41st annual convention of National Religious Broadcasters will be held at the same place, the Sheraton Washington Hotel, Washington, D.C., on January 29-February 1, 1984. Dr. Armstrong, NRB's executive director, said that he expected a larger number of delegates next year because "very exciting things are happening" during this Year of The Bible.

While it is too early to list plenary speakers under consideration or a tentative theme for the 41st gathering, Dr. Armstrong said the new convention planning committee will be chosen at the next regularly scheduled meeting of the executive committee.

Five regional conventions will again be held this year. The southeastern gathering is scheduled for September 28 through October 1 in Atlanta.

The midwestern NRB convention, held last year in Chicago, will move to St. Louis for a three-day convocation September 21-23.

The western regional convention, traditionally the first one for religious broadcasters each year, will be held again in Los Angeles from September 11-13.

The southwestern meeting will be held October 9-11 in Tulsa.

Regional gatherings will be completed with the eastern regional convention, held near the national office in north-central New Jersey, on November 3-5.

Student and Ethnic International Awards Given; Mrs. Reagan Honored

WASHINGTON, D.C. (NRB)—Ethnic awards for significant contributions to religious broadcasting were given during the 40th annual convention which ended February 2.

The awards were given at three banquet functions that week, the International Banquet, the Hispanic Luncheon and the Black Broadcasters' Breakfast.

First Lady Nancy Reagan was honored by NRB for her efforts in the media to combat drug abuse. The President told convention delegates "how proud I am of Nancy and the job she's doing helping to fight drug addiction."

Awards were given at the International Banquet January 30 to 14 religious leaders who have helped promote religious broadcasting. The list included Kenneth Taylor, president of Living Bibles International, Wheaton, Illinois; David Mainse, of 100 Huntley Street, Toronto, Canada; L. P. Dorenbos, director general of Evangelische Omroep, The Netherlands; and Henry Go H. J. Wu, director of *The China Lutheran Hour*, The Republic of China.

Other international awards were given to Richard Berry, New Zealand; Sonia Lim, the Philippines; Ley Fa Chang, John Kang, and John Y. Hwang, The Republic of China; Harvard Jee, Los Angeles; Charles Denyer, Costa Rica; and Ja Shil Choi, The Republic of Korea.

The Black Broadcasters Breakfast was the place where NRB honored black leaders, especially Bishop James O. Patterson, Sr., presiding bishop of the Church of God in Christ, Memphis, Tennessee. Bishop Patterson leads one of the largest Black denominations in the country, with an estimated membership of 3.5 million. Bishop Patterson has been honored with six honorary doctorates.

Later that day, the Hispanic Luncheon participants saw awards given to two individuals. The first, Paul Finkenbinder, is best known in the Latin World as "Hermano Pablo." The former missionary to El Salvador is heard on over 500 radio stations with "A Message to the Conscience."

The second Hispanic award was presented to a representative of Guatemala's president Efraim Rios Montt, a committed evangelical who was invited to the convention but was not able to attend.

Five achievement awards were presented to members of the Inter-



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NRB NEWS



Mrs. Reagan



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Patterson



Finkenbinder

collegiate Religious Broadcasters, the student branch of NRB. The student recipients were George A. Lutz, CBN University, Virginia Beach, Virginia; Scott A. Suckling, Nyack (New York) College; Eric Nooregard, Wheaton (Illinois) College Graduate School; Douglas A. Forner, Liberty Baptist College, Lynchburg, Virginia; and Curt Wilkinson, Moody Bible Institute, Chicago.

NRB Accepts One Thousandth Member at Convention

DECATUR, IL (NRB)—As National Religious Broadcasters opened its 40th convention ceremonies January 30th, Dr. William Ellis of the People's Church of God, Decatur, Illinois became the 1000th member to join the organization. He served as director of public relations for the convention.

"This is especially significant to me because it is reflective of the tremendous growth of the organization over the last 40 years," Ellis said. "The thing I am most grateful for is that illustrious group of pioneering broadcasters who gave [NRB] birth." He expressed admiration for the vision, courage, faith, and necessary sacrifices made for "what we now know to be the globe-circling influence of National Religious Broadcasters."

Dr. Ellis has been an active participant of National Religious Broadcasters since 1960 through the *Christian Brotherhood Hour* radio program, sponsored by the denomination he serves.

Dr. Ellis is news director of religious programs at WSOY/Decatur.

(By Constance S. Radut)

Task Force Says No To D.C. Move; Directors Agree

MORRISTOWN, NJ (NRB)—The executive committee's headquarters task force decided to maintain the national office of NRB in its north-central New Jersey location for the foreseeable future. That recommendation was approved by the board of directors at its annual meeting during the 40th annual convention. NRB will not be moving to Washington, D.C.

Research into comparative costs and advantages of a move to the nation's capital was completed by Washington representative Dr. Kenneth Beachboard, legal counsel Richard E. Wiley and the task force chaired by Dr. Thomas F. Zimmerman.

The task force reported that a move would cost between \$175,000 and \$400,000. That figure does not include costs associated with "a significant interruption of the smooth functioning of our national office" during the transition.

William Ellis



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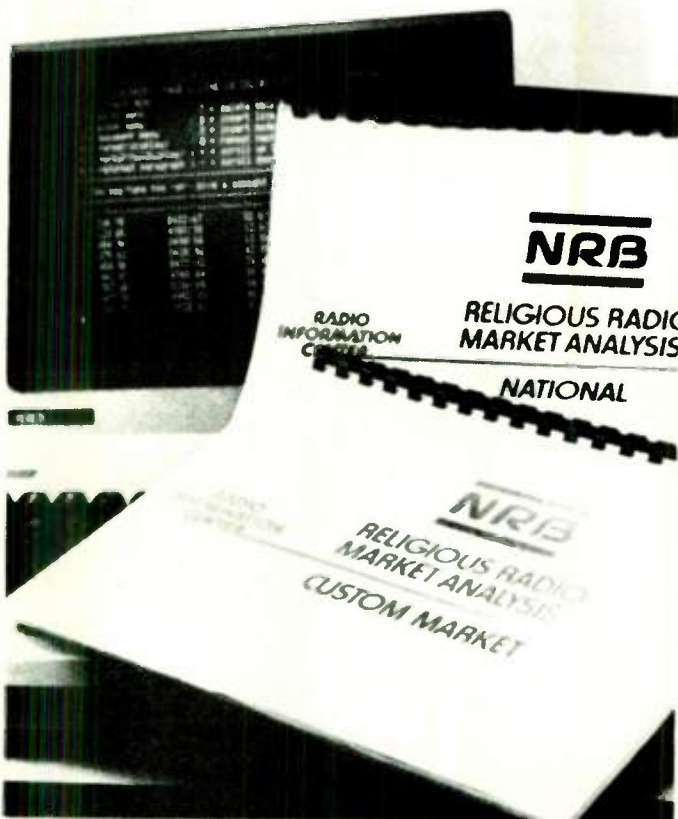
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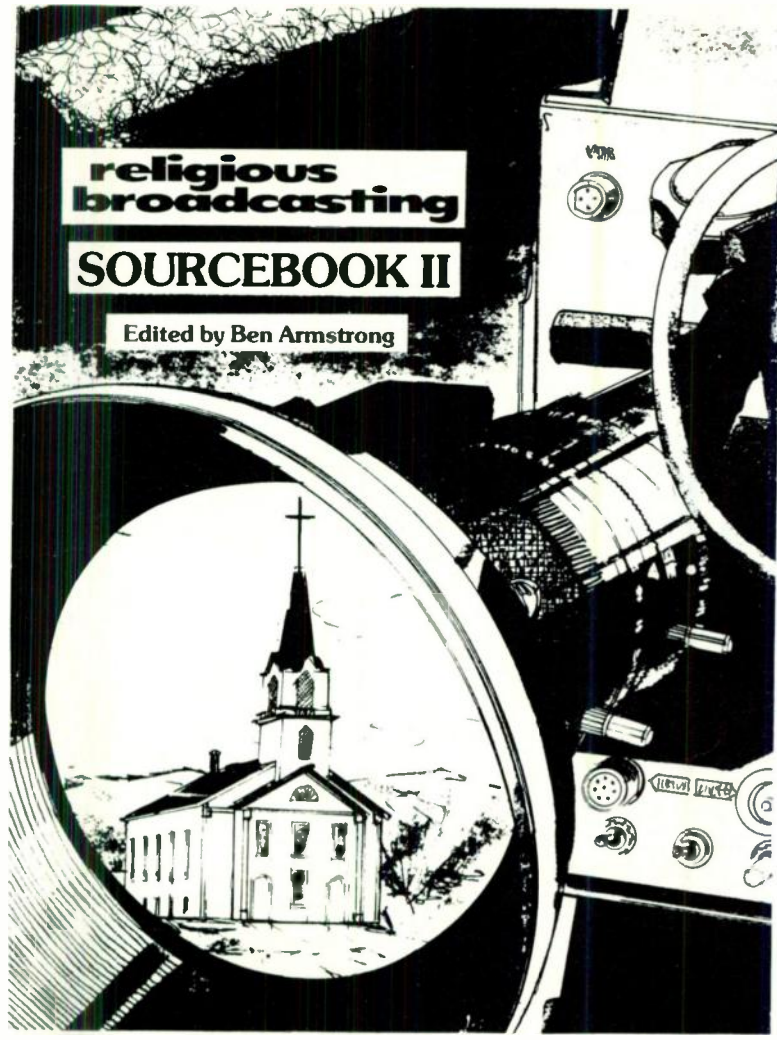
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BROADCASTERS



Ben Kinchlow



Raymond C. Ortlund



G. Christian Weiss



Jerry Falwell



Charlton Heston

Ben Kinchlow, co-host of *The 700 Club*, was named as vice president and director of national ministries for the Christian Broadcasting Network. His responsibilities will continue to involve him in CBN projects related to the daily talk show, such as the telephone counselling centers that receive some 1.4 million calls each year. Kinchlow will continue to co-host *The 700 Club* with **Pat Robertson** as he has done since 1975.

Universal Broadcasting of Pasadena, California promoted salespeople to general managers at two of its radio stations. **Marion Luther** was appointed general manager of WARO/Canonsburg (Pennsylvania) from the sales staff of KCNW/Kansas City. **Linda Tiernan** was named general manager of WCBW-FM/Columbia (Illinois). She was sales manager of the same station.

Herm Gebert is the new general manager of KHEP-AM and FM/Phoenix (Arizona). He replaces **Jack Willis** who left the post in November after 20 years. Gebert has been with KHEP since late 1980, most recently as sales manager.

Raymond C. Ortlund was appointed as regular Friday speaker beginning last month on *The Haven of Rest* broadcast, the daily, half-hour program sponsored by The Crew of the Good Ship Grace, Inc., Los Angeles. Dr. Ortlund, known for his ministry with Renewal Ministries, will join program host **Paul Evans**.

Rev. Byrl Moreland was elected chairman of the cable television

committee for the Greater New Orleans Federation of Churches. His committee is actively planning the role of cable TV in their ministries.

Television commentator **Bill Moyers** and **Bob Keeshan**, the man behind Captain Kangaroo, received the annual Gabriel Awards from the National Association of Catholic Broadcasters. Both were cited for personal achievement in their years of broadcasting.

George Christian Weiss, former voice of foreign missions for *Back to the Bible*, Lincoln, Nebraska, died in his sleep February 1st. He was 72 years old. He wrote many books including "On Being a Real Christian," which was published in 25 languages. He retired in 1978 due to health problems. Dr. Weiss was a former missionary in Morocco and director of the Gospel Missionary Union, Kansas City, before joining *Back to the Bible* in 1952.

Rev. Sidney Roberts of Hurst, Texas was appointed chairman of the United Methodist telecommunications study task force, a project related to the denomination's General Council on Ministries and the United Methodist Communications.

Cameras were rolling when **Norm** and **Susan Mau** were married in December. The groom, assistant engineer for WTJC-TV 26/Dayton (Ohio), decided to videotape the event for posterity and a feature segment on the people-oriented **Family Reunion**. Chief engineer **John Elliot**, officiated at the wedding inside the television studio.

Jerry Falwell of *The Old Time Gospel Hour* ranks second only to **President Reagan** among the men most admired by readers of "Good Housekeeping." Dr. Falwell's position in the survey rose from tenth place last year. **Billy Graham** was in the third spot on the list this year.

Arla Bott was appointed advertising sales manager of KSIV/St. Louis, the AM station that began broadcasting as a Bott Broadcasting Company facility last April. She was formerly on the sales staff at the company's flagship station KCCV/Kansas City.

Kitty Griffiths is celebrating her tenth year of telling Bible stories to little children of some 125 countries. Over 450 episodes of *A Visit with Mrs. G.* have aired throughout the world and have centered on Bible characters and events.

Actor **Charlton Heston's** first television special, "When Will The Dying Stop?", will be seen on over 200 stations this year. He tells the story of World Relief Corporation, the branch of National Association of Evangelicals that helps residents in poor nations. Heston donated his time to the relief agency and reportedly wrote much of the script.

Charles Cappleman, president of the United Methodist Communications Commission, was one of two persons honored with the Bishop Gerald H. Kennedy Layperson of the Year Award. Cappleman is vice president of production facilities for the CBS-TV network's Television City in Los Angeles.

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A33-11

AIRING OUR VIEW

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Long Live the Chaplains!

Two decades ago the conflict flared in the classroom. Today it heats up on the military base and in the chambers of Congress.

The issue remains the same: religion in public-funded institutions.

A case presently pending in the U.S. District Court in Brooklyn challenges the legality of military chaplains. Later this spring the Supreme Court will deliberate on a similar question: Is it constitutional for legislative bodies to have chaplains on the payroll?

The High Court appeal of the case involving chaplains originated in Nebraska three years ago. State Senator Ernest Chambers, a self-styled "non-Christian," objected to a state-paid chaplain for the legislature. Federal District Judge Warren K. Urbom agreed, ruling that the Nebraska practice violated the Constitution.

The basic issue does not seem to be prayer before deliberative sessions of government. Even Judge Urbom suggested that an opening prayer was a way "to bring legislators to order by means of a brief, solemn and thoughtful act."

The problem is payroll, not prayer. Some people oppose the use of public funds—their taxes—to support clergy in government posts.

Such opposition is short-sighted. Enlightened industry, for example, pays specialized chaplains to help employees cope with the problems and stresses particular to their occupation. Management people know that an employee at peace with himself turns out the best work.

What is wrong with a humane state or national government employing ministers who, because they live and work in the same environment, can help lawmakers through the temptations and struggles unique to their heavy responsibilities?

Dr. Richard C. Halverson, chaplain of the United States Senate, does far more than offer an occasional prayer to begin another morning session in Congress. He officiates at weddings and funerals, visits the sick and counsels the troubled, preaches on occasion and otherwise ministers just like other full-time pastors.

"I'm trying to be a servant to about 6,500 people," says Dr. Halverson. And many Senators are better lawmakers as a result.

* * *

The pending court case challenging the legality of military chaplains is more potentially disastrous than opposition to chaplains in the legislature.

Congressmen can usually find a church near home or in the next town. They are not limited to the chaplain for their spiritual enrichment.

Not so the soldier. In many places, especially overseas or on a high security base, if the Army does

not provide a chaplain, he has nowhere to go.

That dilemma did not seem to bother two college students who, unwilling to do military service themselves, set out through legal means to deprive the armed forces of their military chaplains.

Joel Katcoff and Allen M. Wieder began a taxpayer's suit—which could eventually cost the taxpayer millions of dollars—against the U.S. Army in 1979. At the time they were Harvard Law School students and their legal challenge was nothing more than an academic exercise.

They charged the government "with lending its prestige, influence and power to organized religion, inculcating religious values, and favoring religion over non-religion, and certain religions over others."

The alleged problem of the chaplaincy is the separation of church and state. The ostensible purpose of the lawsuit is twofold: to eliminate the chaplaincy from the list of taxpayers' expenses; and to put control of the chaplains in the hands of sponsoring churches, not military commanders.

If members of the judiciary are truly concerned with the historical validity of the chaplaincy, they should recall that George Washington's Continental Army had chaplains before the fledgling government had its Constitution. And even when the First Amendment was drafted, the status of the military chaplaincy went unchallenged.

Furthermore, that same First Amendment clause that prohibits state-supported religion also guarantees the free exercise of religion. When therefore the government stations its armed forces at home and abroad for reasons of national security, it is obligated by law to provide them the necessary trained personnel and programs to insure the free exercise of their religious rights.

No religion—Catholic, Protestant or Jewish—either individually or collectively, can provide civilian clergy in adequate numbers with adequate preparation for the spiritual needs of the armed forces.

Abolishing the military chaplaincy would thereby deny freedom of religion to those who are sworn to preserve the Constitution with their lives.

* * *

George Washington wrote in his Revolutionary Orders issued at Valley Forge, 1778: "While we are duly performing the duty of good soldiers, we are not to be inattentive to the highest duties of religion. To the distinguished characteristics of a patriot it should be our highest glory to add the more distinguishing character of a Christian."

Whether on the military base or in the legislative chambers, the best way to achieve that "more distinguishing character" is through the ministry of trained, dedicated chaplains.

—Robert L. Niklaus

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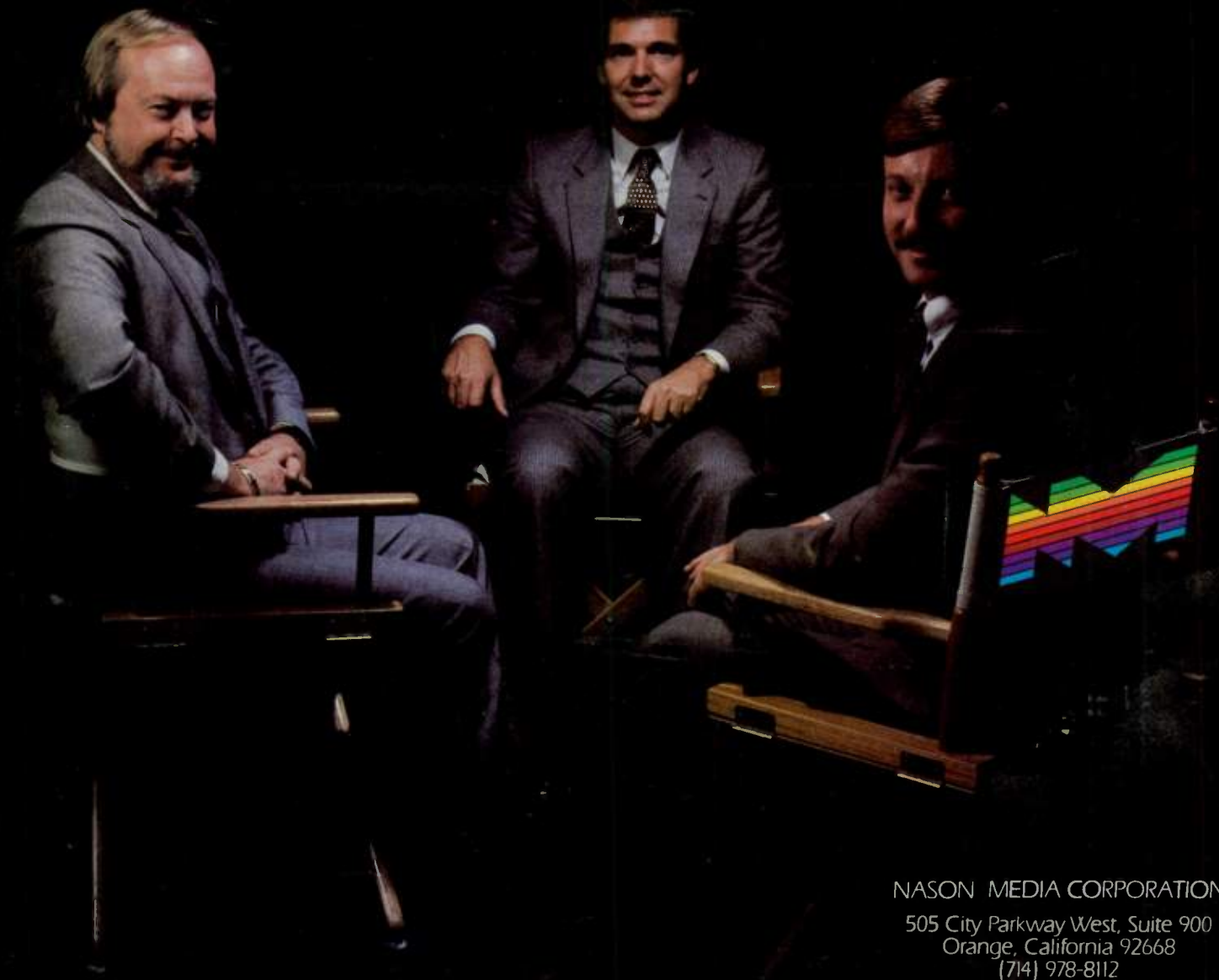
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