

# religious broadcasting

APRIL 1983

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MASS MEDIA CONSULTANT  
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Angel in the Sky

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Trumpeting God's Word to a Nation

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Television: Pulpit of the Humanist

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The Make-or-Break Book

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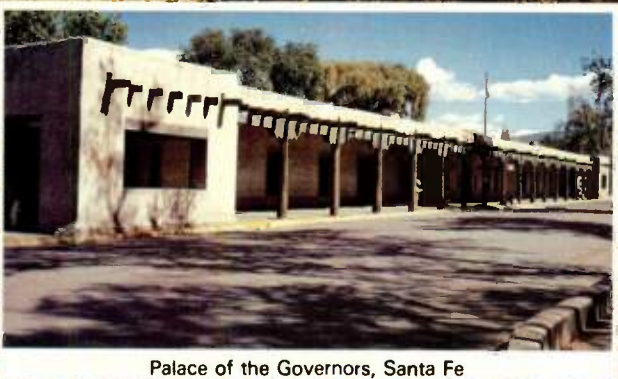
**“And they overcame him by the Blood of the Lamb, and by the word of their testimony;”**

**Rev. 12:11**

Sangre de Cristo Mountains near Santa Fe



St. Francis Cathedral, Santa Fe



Palace of the Governors, Santa Fe

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Cover art by Hughes Aircraft Company

# SPEAKING OUT

## Work-Runners and Foot-Draggers



Every company is grateful for employees who take a real interest in helping the business succeed. The business could not exist without them.

No company or ministry has a license to stay in business forever. It may look that way when the economy is booming and the sky is the limit. Sooner or later, though, every company has to deliver as good or better products or services as its competitors or be doomed to go out of business.

Producing quality with decent prices is not easy. It takes employees who understand why it is necessary and who really care about what happens to their company.

These are the kinds of people whose response to any request is: "I'll be glad to try," "I'll do my best," or "Sure, I'd be glad to." Are you not thankful for employees like that?

These are the people wherever they may be in the organization who really make it run ... who help do the job that has to be done in order to protect their jobs and everyone else's.

There are also foot-draggers in every outfit. You have heard them:

"That's not my job ..."

"I'm too busy ..."

"It's too hard ..."

"I didn't know you wanted it right away ..."

A company with enough loyal, responsible employees can carry a certain number of foot-draggers. They do contribute something—when they have to—and when they are carefully supervised. When competition gets tough, however, they become more and more of a drain on the whole operation.

Somebody has to care, and employees who do are *irreplaceable*. Everyone in the work owes them appreciation and respect. The secret of a successful enterprise is loyal employees who feel a personal responsibility to help it succeed.

We in management have our hardest task in the selection process of new employees. Let us pray that God would lead the right employees to us and give us the insight to see His provision.

*E. Brandt Gustavson*  
President  
National Religious Broadcasters

**The Common Thread:** The message of National Religious Broadcasters to the NAB annual convention in Las Vegas—and to the industry at large—is that Christians increasingly offer credible alternatives to what they find objectionable in secular mass media. "Angel in the Sky" (page 20) holds promise of an entirely new delivery system for religious broadcasters. "Trumpeting God's Word" (page 24) provides an underlying rationale for alternatives in religious programming, while "Television: Pulpit of the Humanist" (page 28) spells out specifically why broadcasters with religious convictions consider themselves increasingly pressured to raise their voices in the marketplace of ideas. "The Make-or-Break Book" (page 32) not only points to the basis of the Christian message, it pinpoints a special responsibility for NRB members.

# NRB

national religious broadcasters

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

religious broadcasting

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

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

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

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Rev. G.C. Sholtz,  
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*"Thanks from the bottom of our hearts for this ministry."*

*"We are thanking the Lord for what you are doing in*

*"I can now enjoy good radio programs on my way to work and going home."*

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Florissant, MO

*"We lived here 12 years and our prayer has been that St. Louis would have a Christian radio station."*

Mr. & Mrs. Bailey Anderson,  
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James Cooper,  
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# PRESS-TIME REPORTS

Hour of Power  
moves into first  
says Arbitron

Hour of Power's Robert H. Schuller, the reformed church pastor of the 10,000-member Crystal Cathedral, Garden Grove, California, is the most watched religious television broadcaster, according to recent Arbitron figures (see page 12). With an estimated audience of 2,667,000, Dr. Schuller ranks just above Louisiana evangelist Jimmy Swaggart whose television following was estimated at 2,653,000. In the third position, evangelist Oral Roberts attracted some 2.4 million. Following close behind in the audience count was the still active Rex Humbard with 1.8 million viewers and Jerry Falwell, pastor of The Old Time Gospel Hour, with 1.4 million faithful. The figures come from Arbitron's latest report, the November survey figures. The February Arbitron report will be available at the end of April.

Vote coming on  
Senate cable  
deregulation bill

A revised cable deregulation bill (S.66) is expected out of the Senate communications subcommittee sometime this month, according to committee counsel. The re-draft of Senator Barry Goldwater's bill will reportedly reflect a compromise between The National Cable Television Association and The National League of Cities. If passed, the measure would benefit community groups, including local churches, that seek cable time on public access channels.

Gospel Music Week  
has radio seminar  
and Dove Awards

Gospel Music Week will be highlighted this month with the 14th annual Dove Awards presentations April 13. A three-day Gospel Radio Seminar and the installation of church musician Ralph Carmichael as Gospel Music Association president are other notables. The week of activities is planned for April 10-13 at Nashville's Radisson Plaza Hotel and the Tennessee Performing Arts Center. The radio seminar, now in its 11th year, is expected to attract some 125 religious and secular radio broadcasters, said GMA executive director Don Butler.

Author Marshall,  
68, dies from  
heart attack

Noted Christian author Catherine Marshall LeSourd, 68, died March 18 at a Florida hospital after suffering a heart attack. Her former husband, Rev. Peter Marshall, was chaplain of the U.S. Senate from 1947 until his 1949 death. Rev. Marshall was involved in the formation and early days of NRB. Mrs. Marshall authored 18 books in 35 languages.



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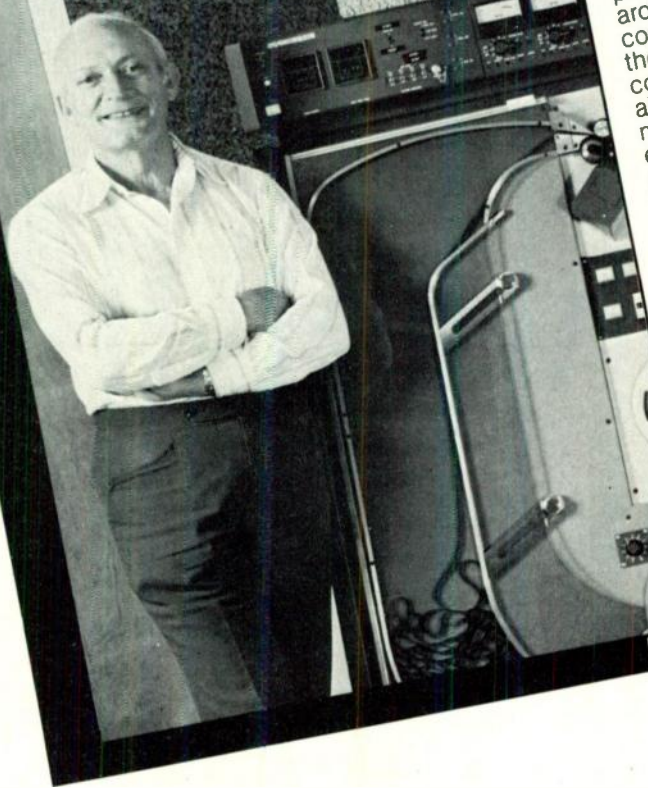
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# He Is Risen

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WHY SEEK YE THE LIVING AMONG THE DEAD?  
HE IS NOT HERE, BUT IS RISEN: REMEMBER HOW HE  
SPAKE UNTO YOU WHEN HE WAS YET IN GALILEE,  
SAYING, THE SON OF MAN MUST BE DELIVERED  
INTO THE HANDS OF SINFUL MEN, AND BE CRUCIFIED,  
AND THE THIRD DAY RISE AGAIN.

Luke 24, 5-7

AND JESUS CAME AND SPAKE UNTO THEM, SAYING,  
ALL POWER IS GIVEN UNTO ME IN HEAVEN AND IN EARTH.  
GO YE THEREFORE, AND TEACH ALL NATIONS,  
BAPTIZING THEM IN THE NAME OF THE FATHER, AND  
OF THE SON, AND OF THE HOLY GHOST:  
TEACHING THEM TO OBSERVE ALL THINGS  
WHATSOEVER I HAVE COMMANDED YOU: AND, LO, I  
AM WITH YOU ALWAYS, EVEN UNTO THE END OF THE  
WORLD. AMEN.

Matthew 28, 18-20

**wtnr**  
800 AM

PHILADELPHIA'S LEADER  
IN CHRISTIAN BROADCASTING



## FCC Issues New Policy Statement on Advancing Minority Ownership in Broadcasting

The Federal Communications Commission recently has issued a new Policy Statement to foster minority ownership of broadcast facilities.<sup>1</sup> Under the Policy Statement, tax certificates and distress sales will become more widely available to encourage minorities to enter broadcasting and to encourage investors to finance minority broadcast enterprises.

Accompanying the Policy Statement was a notice of proposed rulemaking to explore possible changes in the Commission's Rules that prohibit sellers from retaining reversionary interests in broadcast properties. These changes grew out of an inquiry by the FCC's Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications. The committee reported that financing remains the single greatest obstacle to minority entry into the telecommunications industry.

Since 1978, the FCC has granted tax certificates and distress sale relief to sellers when a broadcast property was sold to an enterprise owned and controlled by members of a minority group. The Internal Revenue Code gives the FCC the authority to issue a tax certificate for a sale or exchange of broadcast properties if the commission determines that the sale or exchange will advance the FCC's policies on station ownership and control.

A tax certificate permits the seller to defer the gain realized on a sale either by treating it as an involuntary conversion with the recognition of gain avoided by the acquisition of qualified replacement property or by electing to reduce the basis of certain depreciable property. Thus, the availability of a certificate gives sellers an additional incentive to consider a sale to minority-controlled enterprises.

### Broadening Criteria

The FCC's "distress sale" policy is an exception to the agency's general practice of prohibiting a licensee in a renewal or revocation pro-

### by Richard E. Wiley

ceeding from selling his station until the issues in the proceeding have been resolved in his favor. The FCC will permit a sale after the seller's license has been designated for hearing if the sale is to minority group members at a price substantially below fair market value.

The new Policy Statement broadens the criteria for obtaining a tax certificate or distress sale relief for an assignment or transfer to a minority-controlled enterprise. Prior to the Policy Statement, the commission, with only one exception, insisted that a proposed station sale would not justify distress sale relief or a tax certificate unless minority group members both controlled and owned a majority interest in the entity that would hold the license. The commission now has determined that this approach unnecessarily restricted the use of limited partnerships as a means to finance minority ventures into the telecommunications field.

In a limited partnership, one or more general partners exercise control over the business and are

did not own a majority interest in the limited partnership.

Accordingly, under the new Policy Statement, the commission will now issue tax certificates and approve distress sales to limited partnerships where the general partner is a member of a minority group and owns at least 20 percent of the broadcasting entity.

### Tax Certificates

The Policy Statement also adopts a recommendation of the Advisory Committee to allow shareholders in a minority-controlled broadcast entity to be eligible for a tax certificate upon the sale of their shares, provided their interest was acquired to assist in financing the acquisition of a broadcast facility. Tax certificates will be available to initial investors who provide start-up financing for the acquisition of a broadcast property by a minority-controlled entity and also to those investors who purchase shares within the first year after the minority-controlled broadcasting operation has been granted a license. To be eligible for a tax certificate, the stock transactions

## The criteria for obtaining a tax certificate or distress sale relief is broadened by the new policy statement

liable for the partnership's debts. While limited partners invest capital and share in the profits of the operation, they do not exercise any managerial control and do not incur any personal debts beyond their initial capital contributions.

Since a general partner has complete control over the station, the commission found that this ownership structure would provide for significant minority involvement in the station, even if the general partner

must not result in minority group members losing control of the entity holding the license.

### Further Changes

The new Policy Statement incorporated a notice of proposed rulemaking to explore possible changes in the commission's current policy on a seller's retention of reversionary interests in a licensee. The FCC believes that a change in these rules could encour-



age sellers to provide financing for buyers and thereby benefit minority entrepreneurs.

Although the commission has permitted a seller-creditor to take a security interest in a station's physical assets or in the stock of a corporate licensee as protection against the purchaser's possible default, it has prohibited agreements that allow an assignor to retain an interest in the license, to claim a right to future assignment of the license, or to reserve a privilege to use the broadcast facilities on the sale or transfer of the station.

According to the commission, a change in this policy to permit a seller to regain control of the station from a defaulting buyer would give sellers greater financial security and, thus, encourage them to assist in the financing of a station acquisition.

The commission's new minority

ownership policy should provide a substantial boost to minority entrepreneurs who are seeking to enter the broadcast industry, but have been stymied by the unavailability

of capital should give investors a major incentive to consider minority-controlled enterprises which otherwise might never get off the ground for want of funding.

### Minority owners, stymied by the unavailability of financing, should receive a substantial boost

of financing. By permitting the issuance of tax certificates and the approval of distress sales to limited partnerships, the commission will encourage entry of minority members who have broadcast expertise but no access to financial capital. In addition, the provisions allowing tax certificates for subsequent sale of stock acquired to provide start-

<sup>1</sup>In re Commission Policy Regarding the Advancement of Minority Ownership in Broadcasting, Gen. Docket No. 82-797, released December 13, 1982.

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

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## Humbard's TV Income Dropped 40 Percent After False Retirement Rumor

AKRON, OH (NRB)—Television evangelist Rex Humbard devoted his 30-minute weekly broadcast March 6 to refuting "lies being told" about his resignation as pastor of The Cathedral of Tomorrow in suburban Akron. He said completely false headlines announced that he was retiring from his television ministry, rumors that caused receipts to drop by 40 percent during January and February.

"I've not retired; I've reired," the evangelist now living in Boynton Beach, Florida said. "I'm not going to quit preaching the salvation message," he continued. His wife Maude Aimee Humbard added, "We're in God's work until we die."

About the rumored retirement, Humbard indicated that "my righteous indignation is rising up." He called the distorted reporting attacks of the devil on his more than fifty years of ministry. Mrs. Humbard went further in an attack on the devil. She suggested that "it is time to cock the gun and let the devil have both barrels." Mrs. Humbard added that their ministry, with 1.8 million viewers on 150 U.S. stations, was "lied about and spit on" by local media. The Humbards are also seen on some 400 television stations outside this country.

"We're millions of dollars behind," Humbard claimed as he displayed for the cameras a stack of unpaid bills March 6th. Director of public relations Jim Dailey supplied details for "Religious Broadcasting."

During 1981, the last year for which complete financial data was available, Humbard's television income totalled \$19.2 million, or \$1.6 million each month. Total ministry expense that year came to \$24.0 million, Dailey said. Expenses that year included \$6.4 million for air time, \$3.0 million for television service and \$2.6 million for conferences and rallies.

Income for this January and February totalled "right at \$1.0 million per month," Dailey indicated. The 40 percent income drop was only temporary and receipts were "ap-

proaching their former level" during the first few weeks of March, Dailey added. The public relations director said that Humbard wants to regain a "sustained income" level.

The evangelist told viewers that he resigned the Akron pastorate because he wanted to assure an orderly future for the church. Brother-in-law Wayne Jones is pastor; Humbard retains a "pastor emeritus" title. In February 1981, as Humbard was phasing out his Akron connection, his program format changed to just 30 minutes each week because, as Dailey said, the format was "more appealing."

Humbard told his viewers that 35 television stations dropped his program because of the rumored retirement. That trend was expected to reverse itself in the near future.

## Crystal Cathedral Reviews Activities After Tax Ruling

GARDEN GROVE, CA (NRB)—Television pastor Robert H. Schuller, pastor of the all-glass Crystal Cathedral here, has been working to reverse a state decision that assessed the church for almost a half-million dollars in past due property taxes levied because the church hosted non-sacred musical concerts.

A church spokeswoman said that the California Board of Equalization has been reviewing a lengthy report

that outlines how the church facilities were used each day in 1981 and 1982. The tax levy of approximately \$400,000 stands unchanged until the board completes its review. She stressed that the church is cooperating fully with the state's request and that the secular concert series has been cancelled.

Musical attractions such as Roberta Peters and Robert Goulet, with ticket prices of at least \$15.00 each, were cancelled when the state board decided that these were too commercialized and would call into question the church's non-profit tax exemption status.

Appearances such as the Vienna Boy's Choir, the church's own organ concert series, and a "Glory of Christmas" special feature were not cut from the schedule.

Earlier concerts being reviewed by the state board include those by Victor Borge and Lawrence Welk. May, 1980, five months before the Crystal Cathedral opened on September 14, was a fundraising event that garnered much controversy. Tickets for opera singer Beverly Sills' final public performance were sold for \$1500 apiece. The event was an attempt to raise \$4.5 million and open the \$16 million worship facility debt-free.

Dr. Schuller, weekly preacher around the world on the *Hour of Power*, said in a published report that the church will concentrate on "what we can do best—big religious-oriented productions that only our cathedral can stage."

The pastor of the 10,000-member cathedral, known for preaching "possibility thinking," has pastored the congregation for more than 26 years. He pioneered the drive-in church concept when he first came to Garden Grove by preaching from the roof of a drive-in theatre. The Crystal Cathedral has a drive-in section for those who prefer to worship in their automobiles.

Fred Southard, the church's vice president for finance, said in the published report that the government tax review came as "a total surprise. We didn't realize until then that we even had a problem." He described the tax exemption rules as being "so gray. There are no sharply defined guidelines. They

Dr. Robert H. Schuller now most watched TV pastor





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can't seem to tell us what is wrong until after we do it."

Howard Whitcomb, a project manager in the Orange County assessors' office commented, "It's not a question of whether these (non-church) users are commendable causes in themselves. It's a question of whether they're allowed under the cathedral's (property tax) exemption claim."

Dr. Schuller and the church's board were reportedly already considering changes in the cathedral's use apart from the tax exemption issue. "They had already discussed cutting back the use of the church to normal church uses," Southard said.

**Grant, Green Honored at 25th Grammy Awards Night**

LOS ANGELES, CA (NRB)—Contemporary gospel vocalist Amy Grant was one of six Grammy

Award winners in the categories devoted to gospel music at the 25th annual ceremony February 23.

The ceremony, broadcast live from the Shrine Auditorium, presented a total of 62 awards for music excellence. Since it was introduced to the Grammy Awards in 1962, gospel music has increased from one category to five, with gospel artists receiving some 60 awards and 100 nominations. The sixth category, "Best Inspirational Performance," is for religious recordings by other than regular recording artists. Country singer Barbara Mandrell won that category for "He Set My Life to Music" (MCA/Songbird).

Amy Grant was honored with "Best Gospel Performance, Contemporary" for "Age to Age" (Myrrh/Word). The "Best Gospel Performance, Traditional" was given by The Blackwood Brothers for "I'm Following You" (Voice Box).

The contemporary music award

in the "Best Soul Gospel Performance" category went to Al Green for "Higher Plane" (Myrrh/Word). The traditional music category by the same name was also won by Al Green for "Precious Lord" (Myrrh/Word).

Other second and third place winners in their respective categories included The Imperials, Sandi Patti, The Rex Nelson Singers, Edwin Hawkins, Ben Moore and Andrae Crouch.

**RIM Chooses List of Angels For 1983 Awards**

LOS ANGELES, CA (NRB)—Religion In Media presented Angel Awards to many religious broadcasters at their sixth annual awards presentation February 17th. The awards were given in seven categories of media including television, radio and motion pictures.

The RIM awards have been given each year since October 1977 "to honor media which contributes to the continued moral heritage of America, by awarding persons producing uplifting and spiritually refreshing media," said a RIM source.

The annual banquet, broadcast nationally from the Coconut Grove in Los Angeles, was emceed by comic Steve Allen and his wife, Jayne Meadows. Other non-religious television personalities, including Love Boat's Gavin McLeod, were award presenters. RIM executive director Mary Dorr was producer for the evening's program.

In the national television category, award winners associated with NRB include: Malcolm Neal Productions for *Freedom Held Hostage*; the Russ Reid Co. for *Women In Crisis*; The Christian Broadcasting Network for its five-part documentary on pornography called *X-Pose*, their soap opera *Another Life* #337, a spot announcement called *Forest*, and a personality profile about *June Pipkin*.

Other awardees in the same category include Faith Broadcasting for *Rejoice*; The PTL Television Network for *Heritage USA-Update*; Thomas Nelson publishers for *King*

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*James Bible; God's News Behind The News for Will Russia Invade Israel?; the Let God Love You Television Ministry for its Christmas special called Let God Love You; and Wilson Advertising Association for The Secret War.*

Another program in the national television category was produced by Ralph Edwards Productions and focused on a popular religious broadcaster. The biographical documentary was entitled *This Is Your Life, Dr. Robert Schuller*.

The international television category of RIM awards was captured by three NRB members. The awards went to the Trinity Broadcasting Network for *Voice of the Lebanese*; the Adventist Media Center (*It Is Written*) for *Hunza Series on Health*; and High Adventure Ministries for *To Lebanon With Love*.

Local television awards were given by RIM to WCFC-TV 38/Chicago for *Who Is Really Handicapped?*; WCLF-TV 22/Clearwater (Florida) for *Joy Junction 166*; and WPIX-TV/New York City for *Brand New Day*.

Among the national radio awards given this year, The Southern Baptist Radio and Television Commission was honored for *Power Line* and *On Track*.

A special category of awards for television programs in southern California included two NRB members. Awardees in this RIM category were KGER-TV/Long Beach for *Southern California Lutheran Program*; and Living Ways Ministries for *Restoring the Walls of the Human Personality*.

**Easter Sunrise Service Aired Live from Florida**

CYPRESS GARDENS, FL (NRB)—For the first time, the annual Easter sunrise worship service of the *Radio Bible Class* held each year in this resort community was aired live around the country.

A special network of radio and television stations was coordinated to carry the live program at 7 am on April 3, including the Moody Broadcasting Network, Satellite Radio Network, the National Christian Network, the WGN-TV Network, and

cable systems around the nation.

*Radio Bible Class* Bible teacher Paul R. Van Gorder preached the message about Jesus' resurrection. Musician John W. Peterson, The Discovery Singers, and Al Sanders assisted in the 10th annual service.

The *Radio Bible Class*, based in Grand Rapids, Michigan, broadcasts the Gospel via the bible class on radio and *The Day of Discovery* on television.

**Bible Church Sells \$1M Building to Finance Broadcasting**

PARK RIDGE, IL (NRB)—The Park Ridge Bible Church, a suburban Chicago congregation that takes seriously the Biblical mandate to preach the Gospel, made what might be a unique decision last year. The 100-member, non-denominational church, under the leadership of pastor James Kirkwood, sold its million-dollar building to finance a growing broadcast ministry.

"We're the unchurch," said Kirkwood of the church he has pastored for five years. "And I suppose you could say I'm an unpastor." The church meets in a nearby public junior high school, "a utilitarian" setting when compared to the facility that was sold for just under a million dollars over three years ago Faith Center Church, a full-gospel group that utilizes the building daily.

"We're a message-oriented church," continued Kirkwood. Speaking of specially-designed programs for each age group, the pastor said, "We've junked a lot of things that aren't important today." Instead, the church concentrates almost exclusively on Bible teaching. The church members found that some 70-80 percent of the budget of each tithe dollar went to supporting the church building. "We wanted to reverse that ratio, and we're much happier," Kirkwood commented. Now the 70 percent or more of the budget funds the daily 15-minute radio program called *The Jim Kirkwood Program*. The program, which reportedly blankets the Chicago area via WVVX-FM/High-  
*(continued on page 35)*

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## **The Message For the Mideast**

by Ben Armstrong

On a recent ten-day trip to the Middle East, key leaders of the National Religious Broadcasters, led by president E. Brandt Gustavson, explored the prospects for peace with high-ranking officials in Israel, Egypt and Jordan. Our fact-finding tour, part of NRB's ongoing effort to make an impact for the Gospel worldwide, studied the future of religious broadcasting in each of those countries.

We found the country of Jordan the most open to discussions about indigenous religious broadcasting of any of the countries we visited. Jordan's minister of information, Peter Salah, expressed his interest in permitting religious broadcasting in that nation. NRB representatives were invited to return for continued discussions on the subject.

The second nation visited was Israel, always a delight for the evangelical. Despite political tensions that were developing while we visited, our tour and discussions, highlighted by a personal visit with for-

eign minister Yitzhak Shamir and minister of communications Mordchai Zipori, were a time of significant interaction.

Since its historic resurrection as a nation in 1948, Israel has been served by just one government-controlled television outlet. Minister Zipori told me that when and if commercialized television comes to Israel, which he feels it might, then the doors may begin to open to religious broadcasting from within that tiny country.

The final country our group was privileged to visit was Egypt. We arrived there after an unforgettable 12-hour bus tour across the Sinai Desert that retraced the wanderings of Moses. While talking with Egyptian minister of state for foreign affairs Boutros-Ghali, I stressed the concern of evangelicals regarding the Middle East is not limited to Israel. I told him that "America has had one arm around Israel since its inception in 1948." Then, I added that "Christians in the United States want to put their other arm around the Arab world." It is only with this multi-nation emphasis that we, as religious broadcasters, can effectively reach all of the Middle East's people with the Gospel.

President E. Brandt Gustavson, vice president of the Moody Bible Institute, led the delegation that included his wife Mary. Other committee members were Dr. Bruce Dunn, of *The Grace Worship Hour*, and Mrs. Dunn; David Hofer of KRDU/Dinuba (California), and former NRB president, and his daughter Donna Hofer; Paul Ramseyer of Northwestern College Radio, and treasurer of NRB; Dr. Abe C. Van Der Puy, of World Radio Missionary Fellowship (HCJB), and former president of NRB, and Mrs. Van Der Puy; Robert Ball of Inspirational Broadcasting Corporation, and his wife Barbara.

Others in our group included Dr. and Mrs. John Olson of Trans World Missions; Rev. and Mrs. Alex Leonovich of Slavic Missionary Service; Dr. and Mrs. J. Russell Killman of the *Heaven and Home Hour*; Tiru Irani of International Marketing Tours, the trip's host; Dr. Kenneth Beachboard, NRB Wash-

## **NRB Holds Five Regional Conventions During 1983**

For information or early registration for any of the five regional gatherings of religious broadcasters this year, and the national convention, contact the following people:

Thomas "Ed" Steele  
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Speaker: to be announced

Southeastern Regional  
September 28-30  
Stone Mountain Inn  
Atlanta, Georgia  
Speakers: J. Falwell, C. Stanley

Southwestern Regional  
October 9-11  
Hotel to be announced  
Tulsa, Oklahoma  
Speaker: to be announced

Eastern Regional  
November 3-5  
Aspen Hotel  
Parsippany, New Jersey  
Speaker: Robert Cook

NRB 41st Annual Convention  
Jan. 29 - Feb. 1, 1984  
Sheraton-Washington Hotel  
Washington, D.C.



ington, D. C. office manager, and Mrs. Beachboard; and Mr. and Mrs. Richard Bott, Sr. of Bott Broadcasting Company.

Our trip was a source of blessing and post-convention relaxation despite a shaky beginning. While many of the 26 individuals were traveling to the New York airport from distant points, a blizzard dumped some 20 inches of snow on the metropolitan area, requiring the closing of JFK International Airport.

The trip was postponed 48 hours until the runways could be cleared. That unexpected delay forced cancellation of possible meetings with Prime Minister Begin of Israel, King Hussein of Jordan, and President Mubarek of Egypt. (They left their countries for trips abroad.)

That delayed departure was memorable for eight travellers of our group who spent a night on the floor of the airport, four who were diverted to Bangor, Maine, a couple who found their evening plans included a visit to Atlanta, and another couple who found shelter in an inexpensive, ghetto motel in one of New York City's toughest neighborhoods.

The return trip ended on a more unified note however. Our group joined in singing "God Bless America" when the airplane's wheels touched down again in New York. Despite a productive and refreshing visit, everyone felt it was good to be "home."

Regardless of a favorite formula for political peace, it became increasingly clear to NRB leaders that real, lasting peace can come to the Holy Land only through the Prince of Peace, Jesus Christ. On a *Hello Jerusalem* television program taped during our visit, four members of the delegation expressed thoughts about peace, religious broadcasting and the international impact of "The Year of The Bible" in the United States. The program was aired throughout this country March 13 on cable.

The Middle East is capably served with religious radio programming from Trans World Radio via short and medium wave transmissions in Arabic and Hebrew from Monte Carlo and other medium wave programming in Arabic from a

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Eternal Love Winning Africa (ELWA), the missionary radio station in Monrovia, Liberia, in cooperation with the Sudan Interior Mission, broadcasts to the Holy Land from its strategic location.

Also High Adventure Ministries operates two Christian radio facilities from southern Lebanon. "The Voice of Hope" airs the Gospel with a country-western flavor with a 25,000-watt signal that reportedly reaches to Saudi Arabia at night. George Otis started broadcasting over the AM station in September 1979 despite objections from the U.S. Embassy in Tel Aviv and later difficulties with the Internal Revenue Service. That station does not broadcast in Hebrew but the message airs in Arabic and English.

Otis' second indigenous radio station in Lebanon, known as the "King of Hope," is a growing short-wave ministry.

As seen clearly by the nationali-

zation of Radio Voice of the Gospel (RVOG) on March 12, 1977, the face of religious broadcasting to the Middle East is an ever-changing presence. Without notice, the missionary radio facility located in Addis Ababa, Ethiopia was taken over by the government and transformed into a powerful mouthpiece for the revolutionary cause that seized control of the nation. The programming of the Lutheran World Federation, broadcast since 1963 over RVOG, regained its influence in the Holy Land after a lengthy period of reorganization.

There is just one religious television station located in the Middle East. "The Star of Hope," the 50,000-watt color television facility that was donated one year ago to the Christian Broadcasting Network, continues to beam the video Gospel to Beirut, Haifa, Tel Aviv, and Jerusalem from its reasonably secure position in southern Lebanon. Because of continued occu-

pation of that country by foreign troops, we were not able to visit "The Star of Hope" facility.

High Adventure Ministries, the broadcast organization based in Van Nuys, California, gave the station to CBN on April 12, 1982 in the midst of the Easter and Passover season. George Otis said at that time that he gave the station to the Virginia Beach network rather than sell it because he felt God's leading to do so. Since then, the new station operators have found themselves in the midst of renewed tensions in Lebanon. While Israel's army and peacekeeping forces from the United States and other nations continue to hold the independent future of Lebanon in a fragile balance, the prospects of a comprehensive peace in that region of the world remain unsure.

As we know from reading the daily newspapers, the Middle East peace issue is a complex, ever-changing set of circumstances. Dur-



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Joseph Emerit, GM, WTLR, State College, PA

### OPEN LINE

"One of our best supporters said that *Open Line* was one of the most helpful and uplifting features we have added





Egypt's Ghali



Israel's Shamir



Zipori in Israel, with Gustavson (r) and Armstrong (l)



Jordan's Salah

ing our ten-day visit there, an Israeli commission made public its findings on the Lebanese massacre, the Begin government was shaken almost permanently by the findings, defense minister Ariel Sharon resigned and was replaced, and the Palestine National Committee met in exile.

In our diplomatic discussions with high-level spokesmen we found that each side in the conflict referred to the Camp David accords. A lack of mutual diplomatic recognition is another continual point of mistrust among the parties.

It should be stressed, as we were

reminded in each of the three countries, that the issues of peace and the advancement of indigenous religious broadcasting are intimately linked with each other. There can be little progress toward adding more broadcast stations in Jordan, for example, when the entire region is suffering political instability.

One memorable experience was a communion service at the tomb site at which most evangelicals believe Christ was buried. This site outside the walls of the city of Jerusalem is challenged by non-evangelical denominations. Another period of worship was held aboard the tour

bus as we journeyed across the Sinai. Brief visits to the Garden of Gethsemane, Bethlehem, Mount Nebor, The Mount of Olives and Qumrun were events that added greatly to the ten-day tour.

Our group concluded that the lack of political and economic stability in Israel, Egypt and Jordan is the most significant factor that holds back the establishing of indigenous religious broadcasting in the Middle East. The great need for the Gospel in the Holy Land today is overshadowed by the lack of current opportunities.

(continued on page 37)

# PROGRAMMING...FOR ONLY AN HOUR

since purchasing the station in 1977. This is only one of several calls and letters after only two weeks of airing *Open Line!*"

Rick Livingood, Mgr, KFLT, Tucson, AZ

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Paul Hollinger, GM, WDAC, Lancaster, PA

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Richard Ulrich, Mgr, WPEO, Peoria, IL

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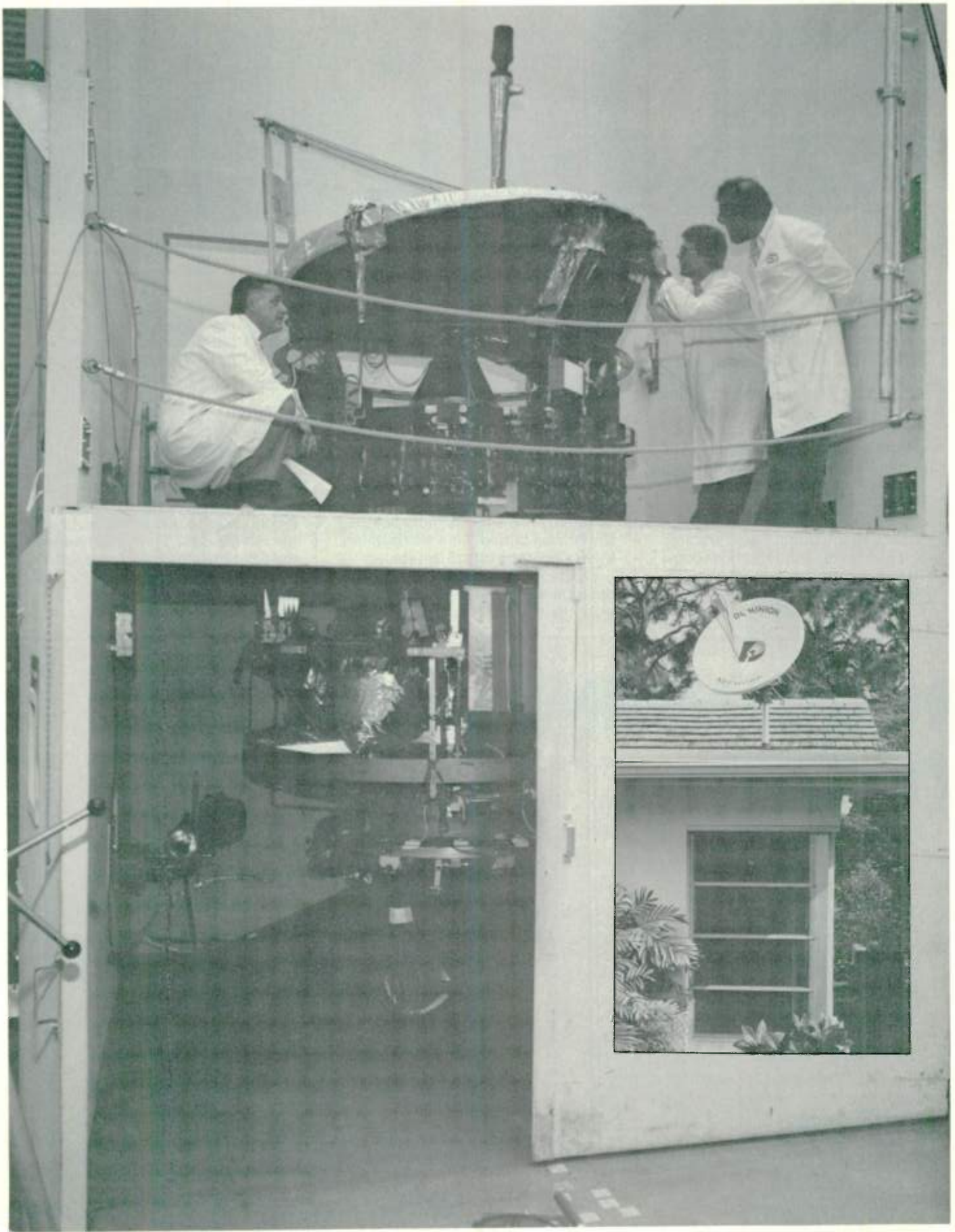
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These two convictions compelled Robert W. Johnson of Naples, Florida to launch and steer the Dominion Network.

In retrospect, religious broadcasting in the United States has expanded dramatically, principally due to the efforts of satellite broadcast pioneers like Jim Bakker and Pat Robertson. During the late 70s, even secular broadcast stations eagerly welcomed the "new" religious programming and the increased millions of dollars in revenue to their stations provided by a spiritually revived, growing national audience.

But as Johnson sees it, the popularity of satellite broadcasting as a method for interconnecting and stimulating the growth of cable in the last decade, provoked an explosion in satellite-delivered secular program services, super stations and pay movie services. The end result was an overcapacity of programming.

Cable systems in most communities were constructed with limited channel capacity. With all the new satellite-delivered programming, the cable operator is free to choose from among a great variety of program alternatives.

Simultaneous with the explosive growth in cable, terrestrial television stations are also benefiting from the many new program services available—and the religious broadcaster who just a few years ago was a welcomed addition to most major market independent stations, now finds premium program time positions either unavailable or outrageously high priced.

---

*Robert W. Johnson (left), Dominion founder and CEO, inspect a communications satellite similar to Dominion's future satellite.*

*Inset: One key component to the DBS receiving system is the receiving antenna, a 24-inch diameter parabolic dish made of spun aluminum that can be easily and inconspicuously mounted.*

---

# Angel in the Sky

---

*Direct broadcast satellite technology provides an alternative*

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Johnson says that direct broadcast satellites will give new life to Christian/religious broadcasting—and the Dominion Network is the vehicle God will use to put this exciting new technology in place for the benefit of Christians everywhere. The important attribute of DBS to Christians and Christian broadcasters is the ability to transmit a television or radio signal from any point in the 50 United States directly to any other point without using local television stations or cable systems.

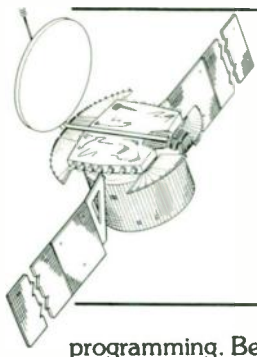
What this direct point-to-point transmission means is that nearly any residence in the United States can receive a variety of family-oriented program services, including a 24-hour channel exclusively dedicated to quality religious programming. Special equipment must be installed by the individual homeowner in order to receive the programming directly from satellite but, unlike cable television, once the receiving apparatus is installed there is no further charge for the basic service.

One key component in the DBS receiving system is the DBS receiving antenna—a small 24-inch diameter parabolic dish made of spun aluminum. It can be easily and inconspicuously mounted in a variety of arrangements and locations in the yard or preferably on the building structure.

The indoor unit sits on top of any standard color or B&W television set. Consisting of a small box which operates as a channel selector/tuner, it brings in multiple channels of programming directly off satellites located 22,300 miles out in space.

Low voltage wire connects the indoor unit to the outdoor antenna. Homes which are equipped with cable TV can simultaneously use the same interior wiring. By turning a switch the same wire can be used alternately to deliver either local cable or direct broadcast satellite

**The two-winged messenger in the heavens will prove to be a godsend to religious broadcasters**



## DBS may stimulate the creativity of local broadcast stations to provide a stronger base of local programming. This would apply to religious stations as well

programming. Because of its similarity to cable delivery inside the home, DBS is often described as a "wireless national cable TV system" without the local stations.

The other key component in DBS is what Johnson describes as the "space segment" consisting of high powered communications satellites. Without the new technology and new frequencies assigned to direct broadcast satellites, none of this would be possible. New satellites which are to be built over the next three years are 30 times more powerful than any communication satellites presently in operation which provide television program services.

Only eight corporations in the United States have been licensed by the Federal Communications Commission to provide direct broadcast satellite service. In addition to Dominion-VSS, other DBS licenses are: CBS, RCA, Western Union, Comsat-STC, DBS Corporation, United States Satellite Broadcasting, and Graphic Scanning Corporation. The approximately 30 nationwide channels available for DBS have been assigned by the FCC to these companies.

### Redirected Life

Johnson's involvement in television began in 1978 shortly after accepting by faith Jesus Christ as his Savior. Prior to this he served as associate dean and professor of marketing and communications at the University of Detroit. In 1970 he formed the Market Research Group, an international marketing and communications research consulting firm.

Shortly after his conversion, Johnson

redirected much of his efforts to consulting with Christian broadcasters. CBN became a primary client and in late 1979 Pat Robertson offered him the presidency of the newly formed CBN-Continental Broadcasting Network. Johnson declined the CBN offer because of what he describes as a stronger call of God to inaugurate a new television service. In August 1980 the Dominion Satellite Network (DSN) was formally incorporated.

Over the past three years, a number of prominent Christian men have committed themselves to the Dominion ventures. Charles Duke, one of the moonwalking Apollo astronauts, is a DSN director, as is Robert Jani, formerly Radio City Music Hall president and Disney vice president. George Metcalf, who is in charge of NASA radio and television operations worldwide, is a DSN vice president and chief operating officer of VSS.

Maurice Reid is DSN's vice president of finance and a former CBS chief financial officer. Clint Schultz with extensive experience in government is Dominion's VP, administration and Francis Cosentino is a DSN director and former president of a BBD&O advertising subsidiary. DSN program development will be handled by a number of film industry executives, including Gilbert Ralston, a former CBS and NBC prime-time program director.

### New Constellation

The Dominion Satellite Network is a for-profit commercial venture with a commitment to develop and provide a nationwide DBS family-oriented program service. Programs will consist of

comedy, drama, news, special features and public affairs—all presented with a consistent and reliable appeal to traditional American values.

In July, 1981 a second corporation was formed for the purpose of making application to the Federal Communications Commission for a limited number of direct broadcast satellite channels. In November, 1982 the new corporation, Video Satellite Systems, Inc. (VSS), a subsidiary of Dominion Satellite Network, was awarded a construction permit by the FCC to begin construction of high powered DBS satellites.

Video Satellite Systems has since awarded one of its three 24-hour DBS nationwide channels to Dominion Foundation, a not-for-profit Christian evangelistic support organization also founded by Robert Johnson.

Dominion Foundation, operating autonomously from the other "Dominion" commercial ventures, will program the 24-hour DBS channel exclusively with religious programs provided by others. Johnson reports that most major religious broadcasters have given enthusiastic support to the new venture and are planning to provide programming.

### Apparatus Strategy

A key element in the Foundation's strategy is to enlist the aid of religious broadcasters in stimulating interest among their partners to acquire the DBS home-receiving apparatus. Johnson promises that a united effort among today's religious broadcasters to equip large numbers of Christian homes with DBS receivers can generate the revenue needed to pay completely for the Foundation's DBS channel. Dominion's large volume purchases mean lower prices to consumers. Any surplus funds will be returned proratably to participating ministries, and the cost of satellite time significantly reduced.

In addition to equipping Christian homes with DBS receivers, Dominion and VSS also plan to equip every television station and cable system in

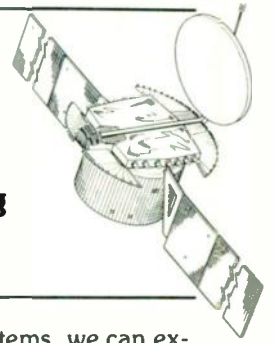


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## Most terrestrial TV stations, with the exception of news, have come to rely on nationally syndicated or network type programs and do very little quality local programming



America with a DBS commercial grade receiving apparatus which would eliminate tape syndication costs. Once a program is on the DBS satellite system, no further satellite distribution means or costs are necessary.

Dominion's goal is to equip the top 200 TV station markets with DBS satellite receiving capability simultaneous with its efforts to deliver a minimum of 1.5 million DBS-equipped homes per year. Marketing programs are being formulated to begin installation of DBS home receivers commencing January, 1985. The goal is to equip at least 1 million Christian homes and as many TV stations and cable systems as will accept by the time satellites are launched in early 1986.

### Fresh Stimulus

TV stations owners have complained that DBS could diminish their effect on local community broadcasting—and the NAB contended in recently dismissed lawsuits that DBS would destroy the concept of "localism" and diversity of media control.

Johnson disagrees with the NAB position. He contends that the concept of localism also embraces and presumes strong local programming. Most terrestrial TV stations, with the exception of local news, unfortunately have come to rely on nationally syndicated or network type programs and do very little quality local programming.

DBS may stimulate and challenge the creativity of local broadcast stations to provide a stronger base of local programming. This would apply to the religious broadcast station as well, which Johnson says could benefit from Dominion's DBS system through selective syndication of Dominion's family-oriented original programming.

During the first months of DBS service, the foundation's Christian/religious channel will be transmitted scrambled. Since DBS technology permits unique addressability to individual receivers, only those receivers acquired through

Dominion will be allowed to receive the programming. This will insure nationwide home-system compatibility and high quality installation and operation during the critical startup period.

Dominion's DBS receiving apparatus will also have limited channel capacity making possible reception of Dominion's three channel service only. Individual units can be easily and inexpensively expanded to provide added DBS channel capacity to receive competitive DBS channel offerings at the election of the owner, if desired program offerings are available.

Johnson believes that DBS has not only great potential for good, but equal potential for evil. Because DBS is relatively unresponsive to local community standards, which often influence the content of programming offered by TV

stations and cable systems, we can expect the worst type of programming to gravitate to DBS. But since individuals control the number and reception of individual channels in their home, objectionable material can simply be eliminated from the receiver, or never acquired in the first place.

In a recent nationwide opinion poll sponsored by Dominion, 8 out of 10 persons interviewed expressed interest in the Dominion Network. The survey was conducted among a random national sample of evangelical Christians. Nearly 50 percent said they would likely purchase the home receiver in order to have the multi-channel family-religious program service available. With the exception of the premium family movie channel, all other Dominion programming will be transmitted free. NRB

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# God's Word to a Nation in Decision

*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?*

**T**HE MEDIA are inescapably implicated in shaping values. Much that they offer is commendable. I spent more than 20 years as a reporter and editor and almost always have been treated fairly by the press; I want likewise to be fair to the media. Among the great blessings of the Free World is freedom of the press; that tyrants and dictators try to suppress it is no surprise.

Having said all this we need nonetheless to guard against and to challenge the sordidness, the dramatized graffiti of a retrograde culture, that airs periodically even on prime-time television.

Some networks have at least begun to self-critically examine their prime time behavior; we should applaud such efforts and whatever improvements all three major networks have made in the recent past. Portrayal of violence and of gratuitous sex is still high, however.

by Carl F. H. Henry

Television has sadly abolished the uniqueness of childhood; it promotes child abuse by thrusting on all youngsters regardless of age all manner of adult beliefs and role models. Recently an eleven-year-old—enrolled in Christian day school at that—asked his teacher: "How does one say 'let's go to bed' in French?"

We need, moreover, to monitor the propaganda role of television writers, producers, and sponsors, lest they turn church-state separation into an artifice simply to prevent moral pressure on the networks. One recent telecast of nudist scenes taken at a sex therapy group party carried "King of Kings and Lord of Lords" as background music.

Let it be known loud and clear: if we must choose between the American television industry and Christ, between certain writers and producers and sponsors and Christ, we will unequivocally opt for Jesus Christ.

But do we evangelicals as well perhaps sell Christ short and cheaply? In preserving a Christian home that prepares children to take their place in society as persons of godly faith and service we perhaps face our most important opportunity. Training children in "the Way" is a matter of parental duty. The rebellious child in your own home who on occasion is tempted to tell you to go to the eschatologically unmentionable may be the most important potential leader you will ever direct into the service of Christ.

Are we not in part responsible for the perversion of media liberty? How effectively do we, in life and literature, exhibit the supremacy of *agape* over *eros*? Why, for example, despite the many evangelical film enterprises in America, was it a

secular British company that produced award-winning "Chariots of Fire," a spectacle whose success evangelical agencies now exploit by belatedly portraying the hero's larger missionary role?

Must we not implore almighty God for new vision? Traditional evangelical hand-me-downs are inadequate for this turning time in history. Easily vocalized pieties and hurried sermonic cliches may continue to attract those whose dream bubbles have popped and who welcome some convenient escape hatch while they try to flee this planet.

Those, however, for whom cosmic nature exhausts reality as a whole, for whom impersonal processes define the source and content of human existence, and for whom moral distinctions simply illustrate private preferences, many present preaching routines reduce to an attempt to revive a person whose heart will not respond.

What distinguishes the present moral

**We need to guard against and to challenge the dramatized graffiti of a retrograde culture that airs periodically even on prime-time television**

**Let it be known loud and clear: if we must choose between American television industry and Christ ... we will unequivocally opt for Jesus Christ**



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decline in America from that of earlier generations? Simply this: today's secular *mindset* rests as never before upon a nonbiblical *willset*.

#### **A Willful Divergence**

You know enough theology, of course, when I speak of a human willset against the revealed will of God, to reply that fallen man's will has throughout history been steeled by nature against the will of the Creator; the Bible declares man as sinner to be not a lover of God but a hater of God.

We know also that, despite contemporary man's willset against his Maker, God's image however sullied remains even now a point of contact for divine confrontation. Yet, as Paul reminds the Romans, pagan rebellion in ancient times actually escalated until God irrevocably "gave them over" (Rom. 1:24, 26, 28). The Creator responded to mankind's insistent and unyielding rejection of him by finally abandoning rebellious humanity to its own determinate intellectual depravity, degrading passions, and moral impurity.

Now the West is reverting to its pagan and prechristian readiness to murder the innocents and the defenseless, to destroy unwanted infants, to dispose of the maimed and elderly and even to massacre neighboring enemy populations. The fact is, 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.

The special distinctive of a democracy, some sociologists now tell us, is its tolerance of divergent views. Tolerance thus becomes a rationale for uncritical public acceptance of any and all deviation. But the founding American fathers never declared or even intended tolerance an excuse or basis for dissolving all norms. Standing by itself tolerance destroys even itself in destroying all norms.

The perverse notion that democracy is incompatible with moral absolutes spells inevitable collapse into chaos for democracy. The flipside implication of this notion is that only totalitarian powers deal in moral absolutes, a conclusion that credits tyrants with being monitors of the good. The fact is, of course, that by arbitrarily imposing universal rules tyrants reduce the good simply to bureaucratic preference.

Only the most stupid of souls will fail to see how bleak is America's prospect if she continues to opt for sensual gratification and crass self-fulfillment. As John Wesley put it, "a studied inattention to the invisible, eternal world, an indifference to death and its consequences" leads to the tragic unhallowing of human life.

The rampant moral iniquity of our era brings us perilously near a civilizational endtime. Our nation continues to be spared from ruin—believe it!—not by technological genius, not by political wisdom, not by economic expertise, but by the forbearing mercy of God despite those who no longer "honor him as God, neither are thankful" (Rom. 1:21).

#### **Evangelical Engagement**

Can we turn the tide? Have we the resources to transpose secular society's current plight into a program of spiritual aspiration and moral earnestness? Albert Outler speaks of "Christian alternatives to the now finally discredited experiments in autonomy." Is that mere millennial enthusiasm?

For all our impressive numbers, for all our larger public visibility, for all our varied ministries with multi-million-dollar budgets, Kenneth Kantzer, retiring editor of *Christianity Today*, says candidly that evangelical Christianity is now weaker in America than it was 15 years ago, and that in the early years when evangelicals numbered only one in ten

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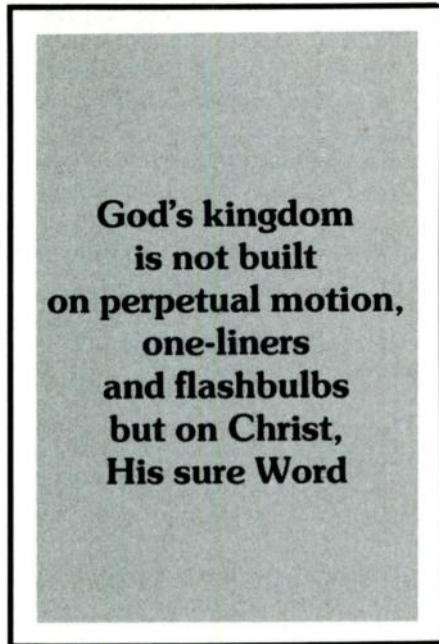
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their national influence was "infinitely greater than the evangelical influence today" (Christianity Today, Nov. 26, 1982, p.82).

In a culture where 40-50 million persons claim to be "born again," and where evangelists emphasize their growing harvest of conversions, the statistics of abortion, divorce, alcoholism and drug addiction, rape and murder nonetheless continue to mount, and a disconcertingly wide segment of American society succumbs to the premise that life has not come from God, does not move toward God, and cannot be enriched by God.

One disturbing possibility, of course, is that evangelical agencies may have ready funding but too little depth and vision to cope with the current conflict. God's kingdom is built not on perpetual motion, one-liners and flashbulbs but on Christ, His sure Word. What counts is not how many enterprises we create, but why we create them and how worthily and effectively we maintain them. Therefore we need to get on with more effective evangelical engagement in the public arena.

Evangelical preaching clouds an understanding of "the good life" if it ac-



commodates the self-fulfillment trend by failing to distinguish the old self that needs crucifixion from the new self or new character that the Holy Spirit nurtures. Decision for Christ makes us whole, we are now sometimes told, with a wholeness that embraces not only

spiritual and moral well-being, but pledges physical well-being and financial well-being also. Compound this with sexual fulfillment and—total bliss!—one caters completely to the worldly agenda of self-satisfaction.

The rub is that the world itself suspects that genuine spiritual commitment and moral restraint render questionable an infinity of material affluence and sex, and that Christian wholeness is something quite different from what secular society espouses. 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."

One sure way to frustrate evangelical awakening is for Christians effusively to give Sunday to God but for the rest of the week to accommodate a secular lifestyle shaped by craven greed. Let us show the world what life made whole truly is. Our secular contemporaries often equate great living with great self-indulgence rather than with self-giving; to them nothing seems more dubious than the emphasis that the way to find one's life is to lose it. But if we are ambiguous about modeling the evangelical lifestyle, if we have no heart to die to self, no longing for Christ's return because that would end our privileged comforts, then what right have we to judge the world?

The incongruity between how we ought to live and how much we ape our contemporaries needs to disturb us. We need to chafe under the Saviour's example—the lives He touched, the way He spent his days, the security He found in God. His portfolio carried no heavenly investment in the perpetuity of the Roman Empire or even in the real estate of Palestine.

#### **Plea for Renewal**

Nothing must obscure the need of personal conversion and the importance of holy living. When we think of Jesus Christ, his holiness is what immediately comes to mind. It is tragic indeed that not even evangelical leaders now escape the ethical lassitude or even the moral failure of the secular world. Is the world then overpowering the church that ought to be penetrating the world? Does not the New Testament warn us that not only the world but even the professing church may shelter the demonic? Was not Judas one of the twelve?

Church renewal requires not only the

We would like to say Thanks . . . to all NRB members and to all the readers of *Religious Broadcasting* magazine. Your sincere response to our presence at the NRB convention was inspiring. Your keen interest in our six-part series on pre-authorized transfers in *Religious Broadcasting* magazine further demonstrated to us the unique niche we fill.

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to declare the truth  
of revelation  
competently,  
and moreover,  
to declare it  
winsomely**

majestic truth of the Bible but also the dynamic work of the Holy Spirit. The laity are waiting for the clergy, and God may be waiting for them as well, to lead the way to his holy presence and to a bold thrust for our cities and for the nation.

Yet how sad it is that in a single generation experiential and existential concerns have come so largely to overshadow interest in theology that the great doctrines of the faith survive only like a few shredded nuts scattered over ice cream.

In my Christian college days the rugged discipline of philosophy was the most popular major on campus; no senior was graduated without a course in logic and without mastering James Orr's "Christian View of God and the World." In graduate studies we confidently set evangelical theism alongside rival worldviews in pursuit of the whole truth.

Some of us eagerly left the security of well-established jobs to plant a new seminary on the then evangelically-neglected West coast. A handful of us launched "Christianity Today" in 1956 to give the "Christian Century" a run for its prejudices. Not even a lonely 15-year project like "God, Revelation and Authority" seemed too great a burden to carry in trying to reach the human mind, the human conscience, the human will for God and his Christ.

Kenneth Kantzer attributes today's weakened evangelical influence not simply to cultural changes but also to the fact that our constituency includes too

few of the intellectual elite. I close therefore with a plea for the renewal of evangelical intellectual life. Never has the need for media presentation of the Christian worldlife view been more urgent.

Why should sunrise semester television be pre-empted by only humanists? Could not our network of sturdy evangelical colleges, some boasting communications centers, use the media to present the case for God and biblical theism?

In earlier generations great colleges were deliberately established to reflect the intellectual credentials of Christianity. When that heritage was obscured or neglected they soon became seedbeds of Enlightenment modernism and then of religious humanism. 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?

And can we not rally a first-rate panel of evangelical minds to address moral and spiritual dilemmas and to speak to the conscience of the nation? Successful evangelical business leaders sponsor all manner of media activity with no focus on the issues that now decide the fate of civilization in our time.

What this nation needs is not more personal or organizational promotional hype, not proclamation of how great you and I are or think we are, or that our public relations departments are salaried to say we are. We need a presentation of the great and all-encompassing truth and grace to God that alone can make us wise and good and happy.

Whether people want to hear it or not, we are mandated to declare the truth of revelation competently, and moreover to declare it winsomely, so that some who may not want to hear it may hear it nonetheless. So it was when you and I came to Christ, and so, if God be pleased, it can and will be for our contemporaries, and for this now dying civilization to which the Holy Spirit extends the possibility of new life in Christ. NRB



*Dr. Henry included these comments in his address to the 40th Anniversary Banquet of the NRB National Convention.*

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# Television: Pulpit of the

**I**HAVE CROSSED paths with many leaders in the "moral revolution" during the past few years. One term which kept popping up from many of these leaders was the term "secular humanism." I avoided that term like the plague.

As I listened to many of those who used the term "secular humanism" I was very uncomfortable. These people were trying to make things too simple, too pat. They were trying to make visible an invisible force.

During all this time there was something about television which worried me, something which I could not put my finger on. I kept looking, searching, trying to find what about network television was disturbing me. I finally found the answer.

Shortly after I got involved in this work, someone gave me a copy of a

---

by Donald E. Wildmon

---

ence was made that Christians could or should do the same.

In referring to Jim Brooks, producer of the *Mary Tyler Moore Show*, Dr. Alley wrote: "He (Brooks) is reticent to allow Mary to presume to 'comment on issues'; yet she and the cast do take positions on women's rights, sex, impotence, homosexuality, smoking, planned parenthood, marriage, divorce, religion, the communications industry, and medicine.

"All these have received significant comment in the last six years. So even though it is 'not our object to say anything' according to the producer (Brooks), MTM speaks effectively to the society of the seventies."

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## The people responsible for network television are "preaching" just as much as any preacher in any pulpit. They are using television to preach their secular humanist religion

---

book by Robert S. Alley entitled "TELEVISION: Ethics for Hire?"

One statement especially stood out: "The printing press undoubtedly caused a decline in the production of illuminated pages in manuscripts, thereby conceivably resulting in the loss of a distinct art form, but that same press helped create a cultural and intellectual revolution whose influences still excite historians.

"Likewise, in the twentieth century, it would appear that humanists might bear heavy responsibility for alerting citizens to alternative patterns of living and learning made mandatory by scientific advance comparable to the Gutenberg era."

I found this reference to humanists using television to educate and inform interesting, all the more so since no refer-

Regarding the *Mary Tyler Moore Show*, Dr. Alley wrote: "Yet most viewers would see Mary as a product of American Protestant ethics, interpreted through the culture, albeit conditioned by enlightened humanism. Mary is free of dogma and is not judgmental. Her ethics are personal, individual." The gist of the statement is that had Mary maintained her Protestant ethics, but without the "enlightened humanism," she would not have been such an acceptable person.

In writing about the "moral revolution" in his new book "Secular Humanism," the noted historian and professor of history at St. Louis University, Dr. James Hitchcock, says: "... Television has been by far its (secular humanism) chief

disseminator. It would be almost impossible to overestimate its influence.

"Just as destructive as its concentration on what is deviant and amoral has been television's general ignoring of religion as a positive force ... When providing viewers with fictional images of what life is like, television rarely adverts to the fact that, for a great majority of Americans, religious belief is an integral part of their lives.

"Religiously motivated characters are likely to be neurotics for whom religion is a form of sickness. Rarely are sympathetic characters presented whose lives are strengthened by prayer or the guidance of clergy. Millions of Americans attend church on Sunday and pray in their homes, but rarely are they shown doing this on television."

### Biased Elite

A recent study of the "television elite" done by the respected research team of Linda S. Lichter, S. Robert Lichter and Stanley Rothman, and published in *Public Opinion* magazine, has answered the question about why network television is anti-Christian.

The study involved 104 individuals described by the authors as "the cream of television's creative community." It included 15 presidents of independent companies, 18 executive producers, 43 additional producers, 26 of whom are also writers, and 10 network vice-presidents responsible for program development and selection. These are people who tell you what you can and cannot watch on network television.

Of these people, 25 percent say they were raised in some Protestant denomination, 12 percent as Catholics and 59 percent came from the Jewish faith. However, 93 percent say they now never or seldom attend church. Four out of five do not regard homosexual relations as wrong. Eighty-seven percent believe a woman has the right to decide for herself whether to have an abortion.

Furthermore, these people feel they should use television to reshape society to fit their desired mold. To quote



# Humanist

*While castigating the church, secular humanists push their own religion and preach their own gospel*

authors: "Two out of three believe that TV entertainment should be a major force for social reform. This is perhaps the single most striking finding in our study. According to television's creators, they are not in it just for the money. They also seek to move their audience toward their own vision of the good society."

## **Secular Preachers**

It is no secret that nearly all network entertainment programs are presented from an advocacy point of view. To further quote the authors, "... Their value orientation is fundamentally different from that of the general public."

Ben Stein, in "The View From Sunset Boulevard" which followed two years of research with many leaders in Hollywood, concurred with these findings. "By definition, the people who write TV shows and produce them are not at all devout," Stein said.

While the media has focused much condemnation on television ministers in the past few years, there has been practically no condemnation of the Hollywood leaders of social reform. The one individual who has used television more than any other to preach his doctrine is not any of the household evangelical names. It is Norman Lear. The National Association of Better Broadcasting stated that Lear "talks" by television "to more people each week than any other person in history."

Mr. Lear hired Virginia Carter, described by "Esquire" as a "fervent feminist and a passionate liberal," and gave her the task of working his favorite social issues into episodes of his programs. The difference between the preaching of Mr. Lear and other television ministers is only in style and substance.

The people responsible for network television are "preaching" just as much as any preacher in any pulpit. They are using television to preach their secular humanist religion to the impressionable children of America.

Jesus once said: "Suffer the little children to come unto me, and forbid them

not..." These people do not want the little children to come under the influence of Christ.

If you question this, I refer you to an episode of "Different Strokes," a Norman Lear program, which appeared on NBC on January 15. This program is a favorite of America's children. This episode had a lady friend spending the weekend with Mr. Drummond, the father. Dad, as he is called, sat Arnold down and told him about adult

is an overview of programming of all the networks.

George Gallup stated that 90 percent of the people in this country identify with the Christian faith. Yet censorship against Christians by network television is so complete that not one continuing series set in a modern day setting has a single person who is identified as a Christian! In fact, when Christians are depicted in programs with a modern day setting they nearly always are stereotyped as be-

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## **We must not neglect the moral breakdown in our society resulting from the promotion by the media of secular humanism, a religion which acknowledges no God**

---

relationships.

The explanation was that while adults may be good enough friends to sleep together, they do not necessarily desire to get married. The girl friend, Miss Saunders, is invited to stay.

"Are you sure you don't mind?" she asks.

"Yea, we understand. We're all adults here," Arnold replied.

## **Knocking Morals**

Traditional Christian values take a real beating on network television. Two years ago I would have been uncomfortable making such a statement. I realize that many people still are uncomfortable with it.

During the past few months the number of programs on network television directly mocking Christianity, Christian values and morals have increased at a rapid pace. This conclusion is confirmed each day as we look at the monitoring reports sent in by hundreds of monitors involved in the Coalition for Better Television's monitoring program. The general public usually looks at the programming in bits and pieces, while ours

ing hypocrites, liars, cheats, frauds, unfaithful in their marriage vows, etc.

On Christmas programs this past year, there was not a single prime-time network program in which the real meaning of Christmas was presented (the birth of Jesus and what that event means in our modern day world).

On November 13, 1982, NBC aired an episode of "Taxi" which depicted a Greek Orthodox priest recommending to a wife that she commit adultery with a friend of her husband. This was necessary for reconciliation, he said, because the husband had committed adultery.

ABC has scheduled a mini-series based on the book "Thorn Birds." The plot is about a priest who has a sexual affair with a woman about 20 years his junior. When he confesses his sin to his Cardinal, he is told: "It is as our Lord Jesus Christ wills, and I think perhaps you had a great lesson to learn which could not be learned in any way less destructive."

Name me one network program, set in a modern day context, which has depicted a Christian as a warm, loving, intelligent, compassionate human being. After seven years of studying television

I cannot recall a single character, depicted as a Christian in a contemporary setting, who was shown in a positive manner.

Four of every five intercourse scenes on television involve people not married to each other. Adultery is never shown as being immoral. By the time a youngster has graduated from high school he has seen more than 18,000 murders on television. Homosexuals are nearly always shown in a good light (The National Gay Media Task Force is consulted by the networks to review all programs involving presentations of homosexuals and the networks nearly always follow the NGMTF suggestions. The NGMTF is even paid for this service.)

The greatest educator in our nation is not the school, or the church, or even the home. It is the television. A youngster who graduates from high school has spent 50 percent more time in front of the television than in the classroom. The values and morals of the networks are diametrically different from those of the vast majority of our homes.

Now the question, "Where has been the voice of the church during all of this?"

The voice of the institutional, mainline church has, for the most part, been silent, and that silence has been deafening! Why?

### Silent Church

Part of the reason is that many leaders in the church fear the media. Anyone who questions the media, who calls attention to the secular humanist value system that dominates network television, can get prepared to be crucified. And being crucified is not an enjoyable experience whether it is on a hill outside Jerusalem or in the morning paper and evening news. I speak from experience. It could also be that many church leaders are in sympathy with the goals of the networks and Hollywood, or do not care, or simply do not know what to do.

The church has taken its stand in the area of civil rights, injustice, hunger, human rights, and other fields—and it should have. It is called of God to do so. But we must not, we cannot, neglect the moral breakdown in our society resulting from the promotion by the media of secular humanism, a religion which acknowledges no God, and views man as only an accident; a religion which has no

place for a Man hanging on a cross who, in his silence, called man to repentance and involvement; a religion which says that belief in Jesus Christ, the Son of God, is harmful to the welfare of society.

Too often the church has only echoed the voice of the secular humanists. We have blamed the deterioration of morals in our society on economics. The secular humanist says that with enough money the ills of our society can be cured.

The Christian cannot accept that. While the Christian fully recognizes the need for the material, the Christian also recognizes that man cannot live by bread alone, that he has a Creator and without a loving relationship with his Creator life will always be incomplete.

Therefore we are confronted with the eternal question of Christ: "What shall it profit a man if he gain the whole world and lose his own soul?"

What good is it if we build a society where everyone has a guaranteed income of \$50,000 yearly, the best health and dental care, plenty of food and housing, and the best school facilities possible if humans in that society perceive themselves to be nothing more than animals and proceed to act like animals?

It is the duty and the responsibility of the church to act as salt, to call society back to sanity and sensibility. If we fail to do so we will have lost our saviour and deservingly will be cast out and trodden under the foot of man.

What can you do? I offer a few suggestions. First, admit we have a problem and pray for God's guidance in dealing with the problem. Next, speak out. Stop the silence. Urge people to practice selective viewing and selective buying. Press for strong enforcement of federal, state, and local obscenity laws. Finally, go to work to get your local church or community involved and organized to address the problem.

The battle is for our hearts and minds, and those of our children. Delay today could affect the tomorrows of an entire nation.

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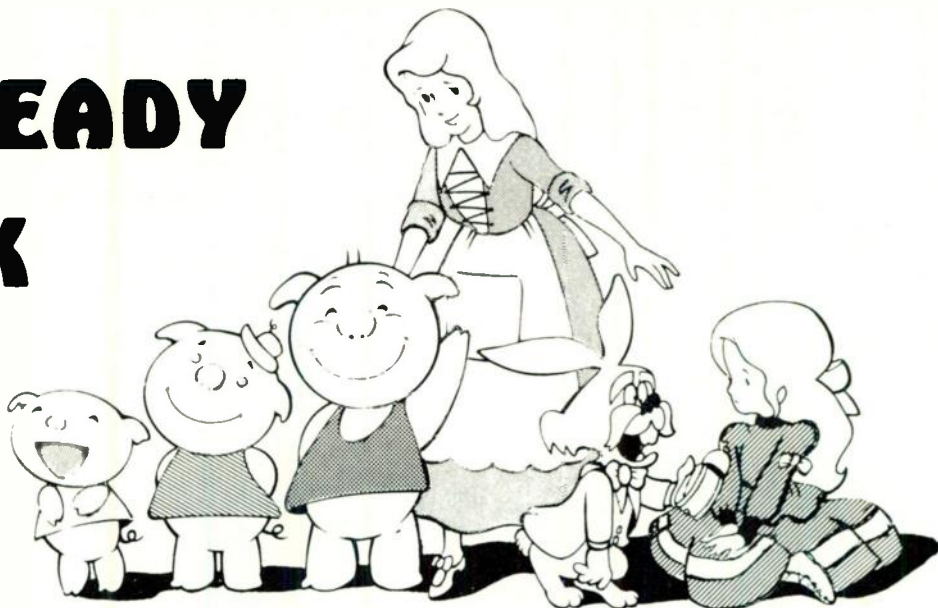
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*Rev. Donald Wildmon, chairman of the Coalition for Better Television, presented this abridged address to lay leaders of the United Methodist Church in February*



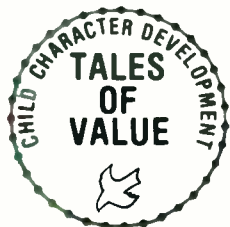
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# The Make-or-Break Book

*The presidential proclamation of  
The Year of the Bible  
places unique responsibility  
on religious broadcasters*



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by **Bill Bright**

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Noah Webster, one of the most influential figures in the early decades of the last century, said that:

“The moral principles and precepts contained in the Scriptures ought to form the basis of all our civil constitutions and laws. All the miseries and evils which men suffer from vice, crime, ambition, injustice, oppression, slavery and war, proceed from their despising or neglecting the precepts contained in the Bible.”

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### **Long-Standing Importance**

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It is interesting in this regard to see how the Continental Congress handled an unusual and unforeseen problem that was brought to them in July 1777. The war had cut off trade with England, of course, which was the main source of Bibles for the colonies.

Concerned about how the freeze in trade would affect the supply of Bibles, three Philadelphia clergymen petitioned Congress in the summer of 1777 to ask that Congress make it possible for an edition of the Bible to be printed in America.

The petition was referred to a committee which included John Adams, later our second President. When the committee reported to the full Congress two months later, they said that “the use of the Bible is so universal and its importance so great” that the petition should be carefully considered.

The committee recommended that Congress order the importation of 20,000 Bibles from Holland, Scotland, or elsewhere to meet the anticipated need, and Congress adopted their recommendation.

A few decades later, the highly educated and perceptive Alexis De Tocqueville was sent to the United States by

**O**VER THE centuries to this very day, hundreds of millions have believed that the Bible is a supernatural, holy revelation from Almighty God.

We believe:

It proclaims God's love for man.

It expresses God's hatred for sin.

It describes God's plan for men and nations.

It promises forgiveness to all who confess their sin.

It claims pardon, peace, purpose, and power for all who live before him in faith and obedience.

It promises and assures eternal life to all who in faith follow Jesus Christ as Savior and Lord.

This holy, inspired, supernaturally revealed Word of God, the Bible, is peerless, incomparable, and filled with power. The truth of its content, the beauty of its language, the life-giving message that has come through its inspired authors, are still changing the lives of tens of millions around the world who believe its promises and obey its commands.

A great many of America's most outstanding leaders through the years have paid tribute to the importance of the Holy Scriptures.

One who spoke of its vital importance was President George Washington, who made it a practice to read the Bible regularly. Abraham Lincoln called the Bible “the best gift God has ever given to man.”



the French government to study our prisons and penitentiaries. But he became intrigued by our country and its form of government, and so he spent much time studying and analyzing life in America. His findings were published in his classic study, *Democracy in America*.

Scholars have commented that the result of De Tocqueville's visit to America and the writings that followed it brought forth not only "the greatest book every written on America, but probably the greatest on any national polity and culture."

De Toqueville's findings are fascinating, and his conclusion about the secret of America's greatness, as he saw it, is something that every generation of Americans needs to read and memorize.

He wrote that he had searched for the greatness and the genius of the nation in our harbors and rivers, our fertile fields and boundless forests, but it was not there.

He next looked for it in our rich mines and vast world commerce, but still he could not find it. Then he looked for this secret of America's greatness and uniqueness in our public school system and our institutions of higher learning, then in our Congress and in the Constitution. Still, he could not find that special spark he was searching for.

He did not find it, he wrote, until he turned to the nation's churches and found their pulpits, as he said, "Aflame with righteousness." He concluded: "America is great because America is good, and if America ever ceases to be good, America will cease to be great."

### **Neglected Message**

The kind of "goodness" that De Tocqueville would have had in mind is the kind that is found in such places as the Ten Commandments and the Golden Rule.

Today, as our nation is faced with such gargantuan problems, we seldom seem to turn to these sources for guidance. And yet their words ring true and sure, as they have for thousands of years!

"Thou shalt have no other gods before me.

"Thou shalt not make unto thee any graven image.

"Thou shalt not take the name of the Lord thy God in vain.

"Remember the sabbath day, to keep it holy.

"Honor thy father and thy mother.

"Thou shalt not kill.

"Thou shalt not commit adultery.

"Thou shalt not steal.

"Thou shalt not bear false witness against thy neighbour.

"Thou shalt not covet."

And then, from the New Testament, the words of Jesus: "All things whatever ye would that men should do to you, do ye even so to them; for this is the law and the prophets."

A survey by George Gallup a few years ago, commissioned by "Christianity Today" magazine, found that 45 percent of the general public could name only four of the Ten Commandments, or fewer. Among those surveyed who said they were Protestants or Catholics, the figures were within a very few percentage points of the same disturbing figure.

Not long ago "The Wall Street Journal" ran an editorial pointing to the millions of people in the United States who identified themselves as born-again Christians and contrasting that figure

The same Gallup Poll found that 52 percent of the general public read the Bible less than once a month—or never. Even among those who identified themselves as either Protestant or Catholic Christians, the percentages of those who read the Bible this rarely were above 40 percent.

As far as the application of the scriptures' teachings are concerned, President Reagan had a pertinent comment in a speech several months ago at Kansas State University. The President pointed to "thousands and thousands" of laws passed since our nation's founding, then declared:

"If we'd simply adhere to the Ten Commandments that Moses brought down from the mountain, and the admonition of the Man from Galilee to do unto others as you would have them do unto you, we might solve an awful lot of problems with a lot less government."

As the language of the joint resolution made clear, it is the purpose of the na-

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## **The success of the Year probably depends more on members of the National Religious Broadcasters than on any other single segment of our society**

---

with the monumental moral and spiritual problems that were confronting the nation. If there are so many believers, The Journal asked, where is their influence?

Perhaps a big part of the answer to that question lies in the Gallup Poll's findings about the surprisingly low level of biblical knowledge—even of the Ten Commandments.

It is not that the Bible is no longer being bought. On the contrary, the Bible has been the world's best seller for many, many years, with hundreds of millions of Bibles and Scripture portions distributed in hundreds of languages. The entire Bible has been translated into almost 300 languages, and portions of Scripture are available in more than 1,700 languages!

### **Need to Read**

The problem seems to be that it is simply not being read and studied, as it once was, and that its teachings are not being applied in the lives of those who honor it with their words.

tional "Year of the Bible" observance to encourage every American to study the Scriptures and apply its teachings in their own lives.

### **Repeat of History**

Yet we in this country, so blessed by God and His Word in so many ways, have fallen away from the reading, study and application of the Scriptures. Our situation is not unlike that described in the proclamation issued by President Abraham Lincoln in 1863. It was during the Civil War, and the Senate had passed a resolution asking the President to declare a national day of "Humiliation, prayer and fasting." The President concurred with their request, and issued a formal proclamation.

In that proclamation he wrote that: "We have been the recipients of the choicest bounties of heaven. We have been preserved these many years in peace and prosperity. We have grown in numbers, wealth and power as no

other nation has ever grown. But we have forgotten God. We have forgotten the gracious hand which preserved us in peace, and multiplied and enriched and strengthened us; and we have vainly imagined, in the deceitfulness of our hearts, that all these blessings were produced by some superior wisdom and virtue of our own. Intoxicated with unbroken success, we have become too self-sufficient to feel the necessity of redeeming and preserving grace, too proud to the God that made us!"

What an indictment!

In approving this national observance for a "Year of the Bible," I believe that Congress and the President are indicating that they feel that we as a nation are in great need of spiritual revitalization.

Time and again since our nation was founded, our national leaders have acted in such moments in similar ways—never to compel but to encourage Americans to take stock of themselves and the nation in a fresh way, and look again to God and His Word for direction. The "Year of the Bible"—serious in its goal but totally voluntary in what it calls

for—stands in that same tradition.

Their concern is well placed. The study of civilizations throughout history shows that most last about 250 years. They usually follow a cycle that begins with a pioneer phase. Then there is a phase of conquest. Then an era of commerce, then a time of affluence, then attention to matters of the intellect, then intellectual decadence, then decline, marked by disrespect for the rule of law and by corruption.

The last stage is destruction.

### Make-or-Break Point

Where are we in this cycle? The answer is not hard to discover. We are at or near a critical make-or-break point, even though it is seldom discussed openly. How will we go in this great nation—this experiment in self-government that began with such high and God-based hopes hundreds of years ago?

The "Year of the Bible" has the potential, under the gracious hand of God, of making the greatest impact for the glory of God in the history of our nation. But the success of the Year probably depends more on the members of the National Religious Broadcasters than on

any other single segment of our society.

Those who gather here this week as delegates to this convention, and those whom they represent in communities across America, can probably do more to inform the 230 million Americans of the importance of reading the Bible than any other single group. In particular, the Christian broadcasters have an ability to reach a segment of the nation which will be active in reaching the society at large with the message of the Bible's importance to all of our lives.

Finally, a personal note. I thank God that, in His providence, He has brought along this historic year in 1983. I look ahead into the year with excitement, and exhilaration, and thanksgiving.

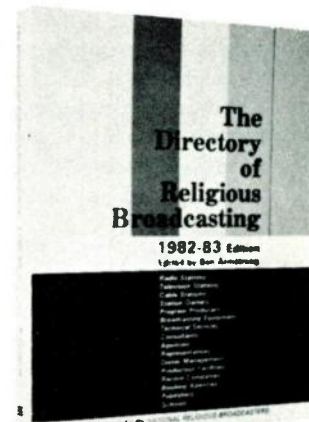
I ask your prayers, that this may be a year like no other in our history, and that we as a nation and as individuals may return to God's Word in a fresh way, and drink again of the clear and vitalizing water that has nourished both our nation and all mankind for so long, so well. **NRB**

*Dr. Bright, founder and president of Campus Crusade, is chairman of the national Year of The Bible Committee.*

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(continued from page 15)

land Park (Illinois), is "not just another devotional."

With the weekday program, Park Ridge Bible Church is able to "proclaim the message of Jesus Christ, not just keep a pile of bricks warm." The radio program addresses itself to "difficult theological and political questions." Kirkwood expressed appreciation for the content of most religious broadcasts but added, "Our program is controversial in nature."

The pastor, who once worked as an FM news reporter in Providence, Rhode Island, said that he and his church "are just getting our feet wet in broadcasting." Kirkwood's broadcast ministry is not limited to the 3000-watt WVVX. His vision extends to larger stations, broadcasts in other nearby cities, an expanded daily format, and, eventually, to television. The broadcast work is augmented by a tape ministry that distributes some 5,000 tapes a year around the country. Though the membership hovers near the 100 mark, with no significant change after the building was sold, the worship ranks more than that figure every Sunday. "But we don't emphasize membership numbers," the pastor cautioned.

The commitment to broadcasting the Gospel is total, as evidenced by the purchase of a new parsonage. Park Ridge Bible Church plans to convert the basement of the parsonage into a broadcasting studio.

## **Spring Conventions Planned For Media Associations**

MORRISTOWN, NJ (NRB)—Two broadcasting conventions and a religious magazine conference are items to consider when planning the next two months.

April 10-13 are the dates for the National Association of Broadcasters 61st annual convention at the Las Vegas Convention Center. A media exposition with 536 associate NAB members is planned as one highlight of the gathering. Principal speakers include Senator Robert Packwood, chairman of the

Commerce Committee that oversees broadcast legislation; Senate majority leader Howard Baker; and FCC Chairman Mark Fowler.

Atlanta will be the site for a national conference on broadcast ministry for the Southern Baptist Radio and Television Commission. Baptists hope to attract some 500 broadcasters or prospective broadcasters to the conference April 25-27.

The Evangelical Press Association will hold its 35th annual convention May 9-11 in Minneapolis. The three-day gathering of evangelical magazine editors and publishers will focus attention on a wide variety of issues, including an expected increase October 1 of the second class non-profit mailing rate.

## **Emphasis on Prayer Called For Early May**

WASHINGTON, D.C. (NRB)—Christian leaders from around the nation are making plans to remember a National Week of Prayer beginning April 29 and ending with a National Day of Prayer May 5.

President Reagan formally proclaimed May 5, the first Thursday in May each year, as the 31st consecutive National Day of Prayer since Congress acted by joint resolution in 1952.

Local and state proclamations, community-planned prayer meetings, bell ringing at noon of the final day, and other activities will be augmented by a May 5th prayer gathering on the Capitol steps in Washington, D.C.

"I call upon every citizen of this great nation to gather together on that day in homes and places of worship to pray, each after his or her own manner, for unity of the hearts of all mankind," President Reagan commented in the proclamation. Reagan called prayer "the mainspring of the American spirit, a fundamental tenet of our people." The President signed the annual proclamation January 27, only days before he signed another proclamation making 1983 "The Year of the

Bible."

National Day of Prayer co-chairman Vonette Bright called prayer a method by which all Americans can "make a significant contribution to our nation at a time when we desperately need God's intervention." Mrs. Bright is the wife of Dr. Bill Bright, Campus Crusade for Christ president and national chairman for the Year of the Bible committee.

The National Week of Prayer, which describes its work as a "sister observance," was organized by the national planning committee for One Nation Under God, Inc. That group organized the April 1980 gathering of 600,000 Christians in the nation's capital for the "Washington For Jesus" rally.

## **Fowler Downplays Regulation, Stresses Religion and Family**

WASHINGTON, D.C. (NRB)—FCC chairman Mark Fowler recently discouraged broadcast regulations that would require reporting of a minimum number of hours for children's programming and stressed the importance of religion and family in child development.

As reported by "Broadcasting" magazine, Fowler told an Arizona State University audience, "I have no enthusiasm for mandated minimums when it comes to children's programs." The chairman has consistently supported Reagan administration efforts to deregulate the broadcast industry by allowing marketplace forces to dictate programming content.

Fowler does not want to signal broadcasters that children's television should be reduced. "I did not want to be in the business, however discreetly, to promote programming that I might personally feel valuable," he commented. Requirements that call for a minimum number of children's programming hours for relicensure would violate the broadcasters' First Amendment rights, the chairman indicated.

One alternative Fowler described was individual support for non-commercial stations. "I believe it is incumbent on those who care about

**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
- 83-94 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
- 83-133 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





**Tuesday, February 1**  
**4:00 pm Workshop Session IIIA**

- 83-138 Preparing for the Future in Church Media Partnership
- 83-139 The Role of the Black Broadcasters in the Cities
- 83-140 The Local Church & Christian Media

**Wednesday, February 2**  
**9:30 am Workshop Session IV**

- 83-141 Fund Raising for Non-Commercial Stations
- 83-142 Christian Bookstore Advertising
- 83-143 Local Church Radio Formats
- 83-144 Other Formats for Preaching the Gospel
- 83-145 How Research Can Improve Your Outreach
- 83-146 How to Distribute Your Program Internationally, Nationally & Locally
- 83-147 Legal Questions and Answers
- 83-148 How to Start a Cable Ministry
- 83-149 Bible Distribution & Translations
- 83-150 Como Lograr Que las Emisoras Acepten Neustros Programmas (How to Get Radio & TV Stations To Take Our Programs)
- 83-152 Fine Tuning Our Program to Culture & Society Through Research
- 83-153 Low Power Television-An Answer to Prayer or a Nightmare?
- 83-154 How To's of Radio

**Wednesday, February 2**  
**4:00 pm Workshop Session V**

- 83-155 Leadership/Management of Christian Radio Station
- 83-156 Advertiser, Program & Listener Promotion
- 83-157 Producing Programs in Today's Economy
- 83-158 How to Produce a Powerful TV Spot
- 83-159 Issues & Answers Cable Operators Face Today
- 83-160 Alternativas Financieras para Sostenen Ministerios de Difusion

(Financial Options to Support Broadcasting Ministries)

- 83-162 Hurdling the Walls of Closed Country Broadcasting
- 83-163 New Technologies—How Will They Effect Religious Stations
- 83-164 Everything You've Always Wanted to Ask Media People
- 83-165 A Look at AM Stereo in Action
- 83-175 Current Trends in Educational Methodology

**Special Events**

- 83-176 Sunday Morning Worship Service
- 83-178 International Banquet
- 83-179 Black Broadcasters Breakfast
- 83-180A Hispanic Luncheon
- 83-180B Hispanic Luncheon
- 83-166 Ken Taylor/Victor Oliver Press Conf.
- 83-167 Billy Graham Press Conf.
- 83-168 Jack Van Impe Press Conf.
- 83-171 Jerry Falwell Press Conf.
- 83-171 Rex Humbard Press Conf.
- 83-171 President Reagan's Address
- 83-181 All Awards Presentations
- 83-183 Mailing—Jim Jones Press Conf.
- 83-184 Siberian Six Press Conf.

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This month and next we are going to take up some "sound" ideas.

The pieces of equipment examined will deal with the sound you work with from the wireless microphone through various connectors, processors, and reverb units and finally give you the option of making it louder with a power amplifier or simply recording on a state-of-the-art cassette deck.

Since audio is half the battle in the quality war, reading this information would seem like a sound idea.

## **Nagra to Cassette Auto Audio Recording Device**

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*New audio start device for Nagra to cassette recorders*

sette starts. It stops when the Nagra stops. Very handy for note-taking, checking and working with the audio without touching original tape.

The device includes an accessory jack to replace the one used to power and connect it to the recorder.

Price is \$275. For further information, contact Image Devices International, 1825 NE 149 Street, Miami, Florida 33181, (305) 945-1111.

## **Master - Room XL - 515 Reverberation System**

The XL - 515 by Master - Room has recently been introduced by MicMix Audio Products, Inc. of Dallas, Texas. This new unit, a spring reverberation system, incorporates advancements that stem from research into the specific qualities of properties of reverberation in plates, live chambers and concert halls. The exclusive circuit design (patents pending) incorporates state-of-the-art electronic components in a modular construction pattern.

According to MicMix the XL - 515 offers three operational modes in full stereo that actually synthesize the reverberation acoustic characteristics of a live chamber, plate and concert hall. Any of these modes can be selected from the MAIN control unit.

The control parameters allow a vast number of variations in each mode to specifically tailor the sound of the reverberation environments. The continuously variable

DECAY is adjustable, providing variations from 1 to 6 seconds. Importantly, no change in tonality occurs when the decay time is varied. The DECAY TIME is displayed by a two-digit numeric display. The equalization section contains LOW and HIGH fixed controls, along with two MID-RANGE sweepable controls, all with 12db of boost and cut. Each frequency section also contains its own BYPASS switch, in addition to a MASTER-BYPASS switch for the entire EQ section.

The main control unit is housed in a 5 1/4 inch rack-mount package. All control functions are located on the front panel, and all signal connections (XLR) are located on the rear panel. Nominal operating level is +4 in and out.

According to the manufacturer, the XL - 515 is designed to provide the versatility of an all-digital reverb system without the prohibitive cost.

For more information, contact: MicMix Audio Products, Inc., 2995 Ladybird Lane, Dallas, Texas 75220, (214) 352-3811.

Suggested User Price: \$3,990.00

## **New Audio Connectors from Neutrik**

Shown with some of the other Swiss-crafted Neutrik cable and panel connectors, the new right angle SLR-type audio connectors are available in 3, 4, 5 and 6 pin configurations. They have a unique indexing feature allowing exit at any one of seven positions. Also new is the 3FP6C locking phone jack suitable for a variety of commercial and industrial applications. Most all Neutrik connectors are available in various pin configurations and finished in high quality nickel or black-chrome housings with silver plated or gold plated contacts.

For more information contact Andrew Brakhan, Neutrik Products, 77 Selleck Street, Stamford, Connecticut 06902, (203) 348-2121.

So, now you have heard the manufacturers' thoughts on how you can improve your audio. But the proof is in the hearing, so contact some of these quality companies and ask for a demonstration. See how it sounds to you.



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# BROADCASTERS



Frank Pollard



Christine Wyrzten



Kris Stevens



Frank Gaebelein



Gene Jankowski

**Frank Pollard**, host and Bible teacher on the Southern Baptists' *At Home With The Bible* since 1978, has accepted the presidency of Golden Gate Baptist Theological Seminary, Mill Valley, California. His role on that program and the worldwide *Baptist Hour*, which he has hosted since 1976, will be unchanged by the new position. Dr. Pollard has been pastor of First Baptist Church, San Antonio, Texas.

The first four faculty members have been named for CBN University's new School of Business Administration. They are **G. Robert Greene**, associate professor of management; **Dr. Mary C. Harrison**, associate professor of marketing; **Dr. John E. Mulford, Jr.**, associate professor of economics; and **Timothy A. O. Redmer**, assistant professor of accounting.

**Christine Wyrzten** ventures into broadcasting this spring with a five-minute daily radio program entitled *Notes From Christine*. The gospel vocalist will also be heard on a 60-minute radio special called *For Those Who Hurt*. The upcoming special, which will also feature **Charles Swindoll**, will give in-depth analysis about and comfort to Christians who suffer.

**Charles Colson**, the presidential assistant who served a seven-month prison term for his part in the Watergate scandal, told the audience for Christopher Closeup that while in prison, "I found Christ working so powerfully in my life."

Colson, founder of Prison Fellowship, Washington, D.C., told of his frequent return to prison to evangelize inmates.

**Kris Stevens**, announcer for WYGA-FM/Hammond (Indiana), was named as 1982 "personality of the year" for a category of broadcasters including Christian radio stations. The honor came from "Billboard" magazine, the leading trade publication. Stevens, whose off-the-air name is Darrell Ankarlo, said "maybe people will take Christian radio a little more seriously."

**Everett C. Parker**, 70, is retiring August 31 as director of the office of communications of the United Church of Christ. During more than 40 years of broadcast-related ministry, Parker championed the causes of service to and employment of minorities and women before the FCC. A 1935 graduate of the University of Chicago, Parker entered the ministry in 1943 after graduation from Chicago Theological Seminary. Later he headed the interdenominational Joint Religious Radio Committee, lectured and researched in communications at Yale University, and established what became the U.C.C. office of communications in 1954. After retirement Rev. Parker plans to resume teaching, reestablish a public relations business, and retain a U.C.C. tie as president of its Telecommunications Career Recruitment agency.

**Lawrence Acker**, a former speaker on the *Lutheran Hour*, died Janu-

ary 7 at age 90. Dr. Acker was appointed interim speaker for one year following the death of the broadcast's founder **Walter A. Maier** in 1950. He was a Lutheran pastor in Nebraska for many years.

Author and Christian educator **Frank Gaebelein** died January 19 of pneumonia in Rochester, Minnesota. Dr. Gaebelein, 83, was founder and headmaster until 1963 of The Stony Brook School in New York.

Southern Baptists gathered February 17 to honor outstanding broadcasting professionals for their contributions to radio and television. The Distinguished Communications Medal was given to **Gene F. Jankowski**, president of CBS/Broadcasting Group, New York City, for encouraging "quality of life" broadcasting that reflects moral values needed today. The Distinguished Communications Recognition Award was given to **Bob Keeshan**, better known as television's "Captain Kangaroo," "for setting the tone for children's programming" over the past 28 years. The Southern Baptist Radio and Television Commission has awarded competitive Abe Lincoln Awards since 1970. The top award for television went to **Mary Alice Tierney**, community service director for WISN-TV/Milwaukee, for a "food for families" project. The radio award went to **David Berry**, vice president and general manager of WQDR-FM/Raleigh (North Carolina), for a 32-part news and public affairs series on Vietnam veterans. Six other merit awards were given by the commission.

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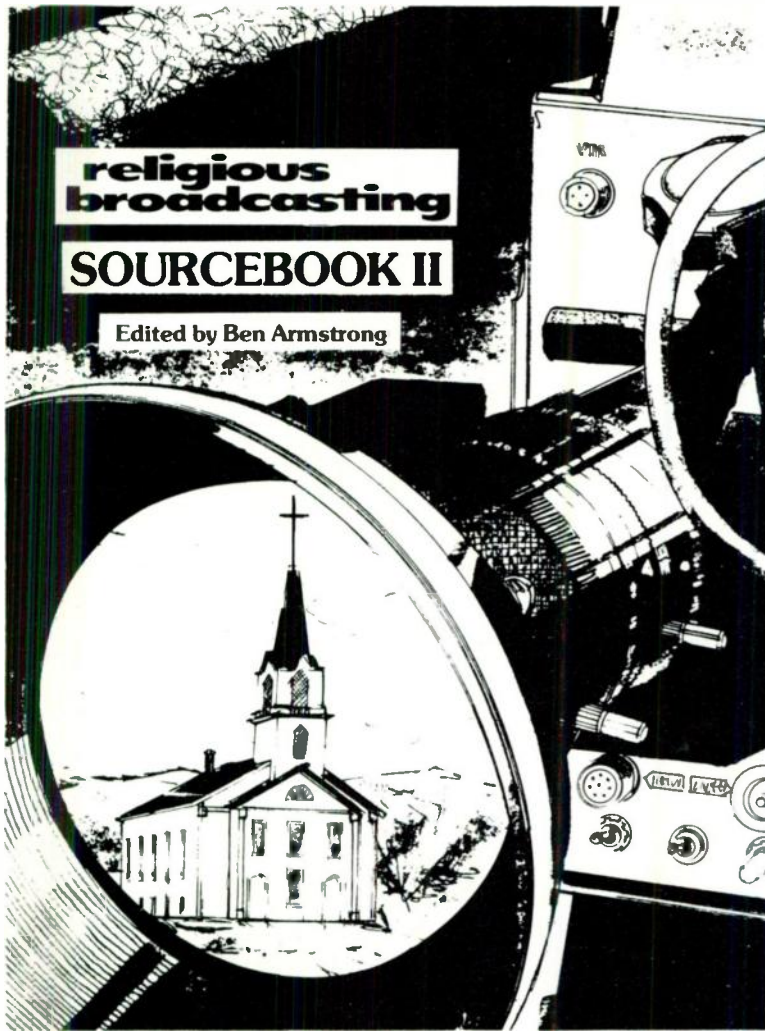
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## A Case for Alternative Programming

The torrid mini-series *The Thorn Birds* underscores the serious need for alternatives in television programming.

Whatever its literary merits, the story dramatizes an adulterous love affair between an ambitious Catholic priest and a woman determined to have him in spite of God, the church and his vows.

Is this the best ABC-TV has to offer during Holy Week, the most sacred and precious season of the Christian calendar?

Quite apart from the gross insensitivity of network timing, the relentless downbeat mood of *The Thorn Birds* delivers little more than depression and anguish during ten hours of TV prime time, albeit with some superb acting.

All the main characters suffer tragedies and carry unrelieved burdens: a sinister matriarch lusts in vain after the priest, but exacts her revenge ... an austere mother is haunted by the life imprisonment of her bastard son who dies behind bars ... an overbearing father perishes in a massive brushfire and his brow-beaten son dies under the hoofs of a frenzied boar ... the cardinal's illegitimate son drowns shortly after taking his priestly vows.

The aged and ailing hero understands at last that he never truly loved either the church or his mistress, but rather his own ambitions. And with his moment of truth comes a fatal heart attack.

Is this message—carrying a \$20 million price tag—what the nation needs as it struggles with the worst unemployment rate since the Great Depression?

True, a near-record 80 million viewers followed the four-part series, but they had paltry options. Rather than carry competitive specials, the other major networks resigned themselves to a beating by ABC-TV in the Nielsen ratings.

Two weeks earlier viewers did have an alternative to network programming, and they took it. Network prime time ratings sagged to one of the year's lowest spots as a result.

Broadcasting magazine noted that "all three networks felt the effects of what researchers said was a strong dose—four hours—of *Billy Graham Crusades* on an ad hoc network of affiliates and independents."

A recent survey by United Media Enterprises came upon the interest of viewers in alternative programming from two different directions.

The first indication was suggested by a strong showing of traditional values—the kind ignored or ridiculed on many TV shows. Most respondents said leisure had to be earned with work, and 62 percent said work should have a higher priority than leisure. Only 15 percent admitted going to a bar or a nightclub once or twice a week.

Surveying these aspects of the study he super-

vised, social scientist John Pollock said, "Our flinty Puritan heritage has its hooks in the present."

The second strong indicator of the survey was the lack of serious attention to the tube. Although Americans spend more than half their leisure time in front of a TV set (an average three hours per person each day), six out of ten viewers polled said they seldom paid close attention to the program being aired.

Who then can provide that alternative programming that respects the traditional values still held by many Americans, and win back the attention of a growing number of turned-off viewers?

Certainly not network innovators who schedule a steamy sex blockbuster during Holy Week. Certainly not media moguls who offer an already troubled nation a \$20 million drama of gloom and doom.

Some leaders of the broadcast industry are moving toward a fourth network—the "Alternative Network Project" they call it. But what viewers need is not more of the same programming they already have on the existing three networks. The Lichter and Rothman study of "television elite" (see page 28) documents the fact that these industry leaders hold a system of values, beliefs and objectives "fundamentally different from that of the general public."

True alternative programming must come from creative individuals and groups who in their thinking differ drastically from the media elite and agree generally with the basically wholesome general public.

Religious broadcasters who serve Jesus Christ fit the qualifications.

To be a Christian is to live by an alternative creed—the Apostle Paul describes such people as shining stars in a black universe. To be a Christian communicator is in effect to offer an alternative plan: "You've done it your way and failed. Now do it God's way."

To be sure, not everyone will take to TV shows without the usual fare of sex and slugfests, but at least they will have an option and that is what the marketplace of ideas is all about. The continued growth of Christian networks like CBN, PTL and Trinity Broadcasting, and the drawing power of Christian specials like the *Billy Graham Crusades* indicate strong support for alternative programming.

Here is one suggestion for a different kind of program next Easter: a plot built around a Priest after the Order of Melchizedek, who had neither beginning nor end. A Priest who, unlike the pathetic Father Ralph of *The Thorn Birds*, is tempted in every way like us, but without sin. A Priest who, because He did successfully face down every temptation, is perfectly understanding and willing to help us in our upward struggle toward maturity pleasing to God.

Now this is what I call an alternative.

—Robert L. Niklaus



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