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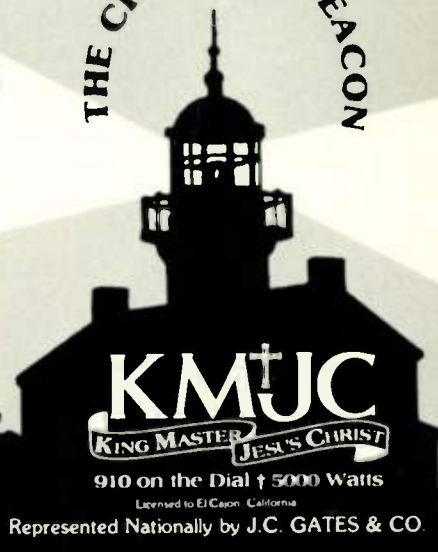


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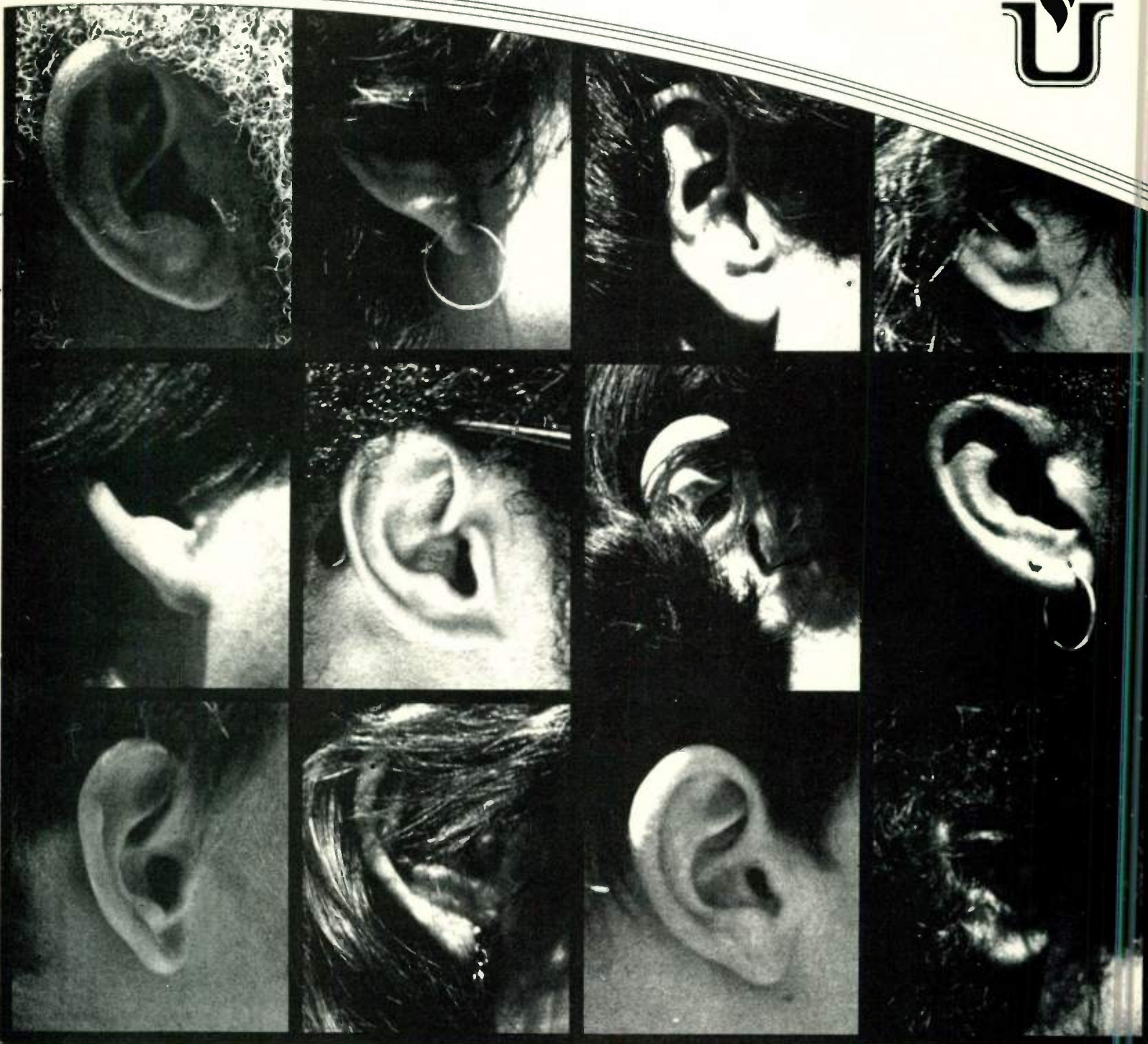
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*Photo by Thomas White*



# SPEAKING OUT

## A Bridge Called News



In a recent article in *Broadcasting* magazine, some interesting information was included in the column titled "Riding Gain." It indicated that a nationwide survey conducted among 500 radio station managers found that news programs ranked first among considerations by individual stations when deciding to affiliate with a network.

In reading the article, it occurred to me that the factual, quality presentation of news is a very good way to reach the non-Christian segment of our community.

News emerged in first place, accounting for 49 percent of the total results. It was interesting that prestige had 23 percent, presence of a national sound 9 percent, coming down to sports coverage at 1 percent.

Stations surveyed said they use only about 54 percent of network news feeds they receive; over 30 percent of those surveyed felt that the newscasts were too long, 3½ minutes of coverage being the ideal length.

Regarding network-produced features:

24 percent rarely carry them

61 percent carry only occasionally

14 percent always carry them

Regarding music specials:

56 percent prefer highly-produced specials over live concerts

It reminds me again of the admonition of the Apostle Paul, "I am made all things to all men, that I might by all means save some" (I Corinthians 9:22b). Cannot news coverage along with public affairs programming be part of that "means?"

### E. Brandt Gustavson

*President*

*National Religious Broadcasters*

**The Common Thread:** Religious organizations have proven their readiness to make prompt use of every technological advance in communications. They have linked proclamation of the Gospel to high-tech vehicles like direct broadcast satellites and local systems like cable television.

But what about the churches? Must they allow organizations to reap all the benefits of advanced electronic technology?

This month RELIGIOUS BROADCASTING deals with this problem. Grace Presbyterian Church in Peoria, Illinois, leads off by showing what they are doing with cable TV (page 16). Redwood Chapel Community Church in Castro Valley, California, enlarges on the value of CATV to the local church (page 20). The Lakewood Assembly of God Church in Dallas uses videocasting for its Bible school (page 26).

An experienced TV consultant reviews some basics to all television programming (page 24) and two NRB leaders follow up with other ways local churches can plug into high-tech opportunities (pages 28 and 30).

The Southern Baptists weigh in with the last word, as reported by RB's assistant editor, on what is yet to come. Much of the information, however, applies to any local church or denomination concerned about greater use of communication high tech: what they need, what they can expect to pay, and how they can use what existing systems already offer.

Who knows? Maybe scores of churches will realize they too can get into the use of extended media to communicate the Gospel. If that happens, this issue will have accomplished its purpose.

# 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

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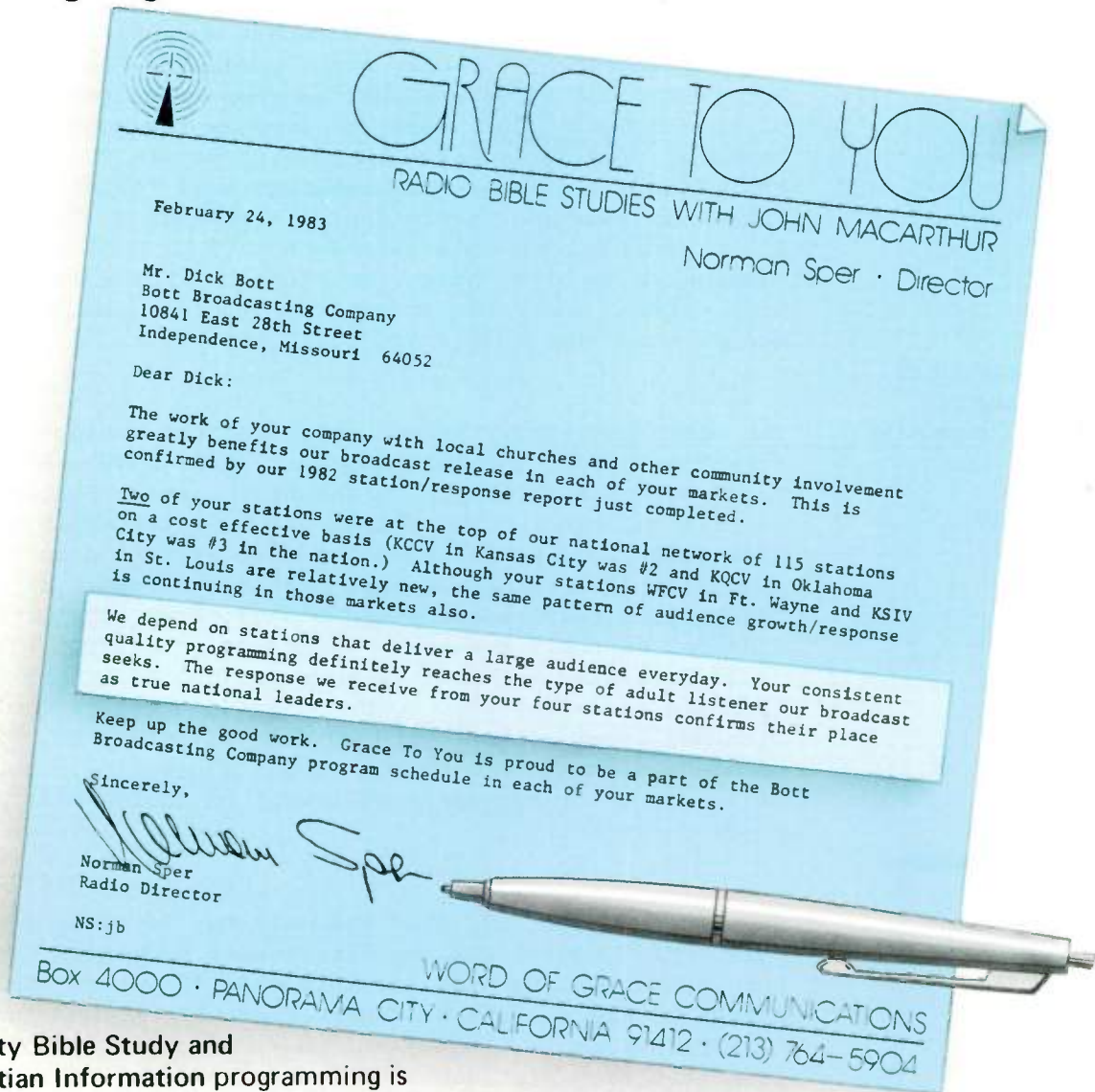
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# PRESS-TIME REPORTS

Speakers invited  
to 41st annual  
convention of NRB

An impressive lineup of speakers is being invited to the next national convention of NRB. The dates to mark on your calendar are January 29 to February 1, 1984. The place is unchanged, the Sheraton Washington, Washington, D.C. The plenary speakers planned at a recent executive committee meeting include: a Sunday night speech by CBN's Pat Robertson; the annual banquet address from Oswald Hoffmann of the Lutheran Hour; Jack Van Impe as the Monday morning keynoter; and Jerry Falwell speaking at the FCC luncheon. This year's congressional breakfast will feature Joni Eareckson Tada and (tentatively) Aleksandr I. Solzhenitsyn. Other participants will include Edward V. Hill of Mt. Zion Missionary Baptist Church, Los Angeles, for a Tuesday plenary session, and a testimony from General John Vessey, chairman of the Joint Chiefs of Staff.

Cable must-carry  
issue returns,  
NRB filed comments

The cable must-carry issue, which was the subject of much attention during the last Congress (H.R. 5949), has surfaced again at the FCC. Turner Broadcasting System, Inc., of Atlanta, has requested that the FCC give expedited consideration to a petition it filed in 1980 to delete the commission's mandatory signal carriage rules (R.M. 3786). These rules require cable systems to carry local television stations on their systems. Religious television stations could be denied the ability to reach the audiences they are licensed to serve, said John Logan, an attorney who works with NRB legal counsel Richard Wiley. On May 20, NRB filed comments with the FCC on Ted Turner's petition. Supporters of religious broadcasting will want to follow this proceeding carefully.

California member  
dies after  
brief illness

Jean Anne Fowler, 58, died suddenly May 24 after a brief illness. Mrs. Fowler was the director of promotion for KGER/Long Beach (California) for more than 15 years. She was active at Grace Brethren Church, Long Beach, and in the Christian Women's Club there. Her husband, Clinton H. Fowler, is KGER's vice president and general manager. He serves NRB as a board of directors member and as former chairman of the music licensing committee. The couple has four children and five grandchildren. Mr. Fowler requested that flowers be omitted and that contributions be made instead to the Long Beach Rescue Mission, Box 1969, Long Beach, CA. 90801.

Cable television  
convention upcoming  
in Houston

Houston's Astro Hall will be the location later this month for the National Cable Television Association (NCTA) annual convention that organizers say will draw almost 13,000 people. Senator Barry Goldwater and Representative Timothy Wirth will be convention speakers for the June 12-15 session.



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

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

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

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

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

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

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

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



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

For more information on how a General Electric projector provided a solution for First Presbyterian of Chattanooga, and for information on how it can help you, contact our application experts at General Electric Company, Projection Display Products Operation, Electronics Park, 6- 206, Syracuse, NY 13221, (315) 456-2152. TWX 710-541-0498

GENERAL  ELECTRIC

# WASHINGTON WATCH

## FCC Removes Restrictions on FM Subsidiary Communications Authorizations

The Federal Communications Commission recently has announced the repeal of a number of restrictions on the use of FM subcarriers, both for commercial and educational FM broadcast stations.

In BC Docket No. 82-536, the agency streamlined its procedures for authorizing the use of FM subcarriers for any legitimate communications purpose.

In a companion proceeding, BC Docket No. 82-1, the FCC amended its rules to allow noncommercial FM stations to use subcarrier frequencies for profit-making purposes. These new changes in the FCC's rules should be welcome news for religious FM broadcasters, since the new standards will permit a wide variety of profitable uses for subcarrier frequencies.

by Richard E. Wiley

The technology long has been available to divide the authorized transmitted signal of an FM station into a main channel and a specified number of subchannels through the use of multiplexing techniques. In this way, a station can provide stereo programming using the main channel and one subchannel and then use another subchannel for other services. Previously, licensees have been required to obtain authority to multiplex the FM signal by applying for a Subsidiary Communications Authorization, commonly referred to as an "SCA."

### Previous Restrictions

Prior to the recent amendments in

BC Docket No. 82-536, the FCC's Rules required FM broadcasters to use SCAs only for "broadcast-like" services. Thus, stations were foreclosed from obtaining an SCA to offer paging, dispatching, or similar services.

Given this restriction, SCAs were used, for the most part, to provide background music to businesses on a subscription basis. Even this use was limited, since no transmissions could be made on the SCA except when the main FM channel was in operation. Licensees of noncommercial stations were forbidden to use their subcarrier capacity for profit. Instead, they were limited to noncommercial uses to further the station's overall educational purposes.

In its recent actions, the commission determined that its restrictions on the use of FM subcarrier frequencies artificially had reduced the types of radio services that could be made available to the public and unnecessarily had deprived noncommercial educational FM stations of a valuable source of revenue to support their operations. Thus, the commission now has eliminated the requirement that FM subcarriers be used only for "broadcast-like" operations.

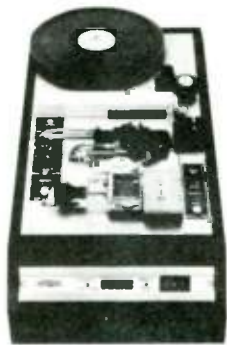
### Liberalized Rules

This change will open up a wide variety of profitable uses for FM subcarriers, possibly including the delivery of paging services, the distribution of inventory, price, and delivery information by businesses, electronic mail delivery, telecopy-like services to offices, and dispatching services. A powerful FM station may be particularly well-situated to provide wide area dispatching and paging communications for city governments and transportation companies.

The decision in BC Docket No. 82-536 also liberalized the operational rules for FM subcarriers. FM stations now may operate their subchannels regardless of whether the main channel is carrying broad-

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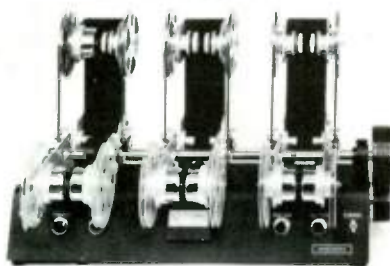


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cast programming.

In addition, the FCC plans to change the engineering standards for FM subcarrier operation to permit the more effective use of this capacity. Finally, the recent decision will eliminate the need for FM broadcasters to retain program logs for SCA operation and will eliminate the present SCA application form.

### Opportunities for Profit Making

In a decision simultaneously announced in the companion proceeding in BC Docket No. 82-1, the

ties that now have been made available for commercial FM stations.

Because of the prior ban on using an educational station's FM subcarrier for profit-making purposes, this valuable capacity often was completely unused. The few educational stations actually using an SCA had employed it to provide radio reading services to the blind.

In permitting the use of educational FM SCAs for profit, the commission cautioned that educational FM stations may not undertake any use of the subcarrier for remuneration if the operation would diminish

station.

### New Range of Possibilities

The commission's decision in BC Docket No. 82-1 and BC Docket No. 82-536 will open up an entire range of new possibilities for the licensees of FM stations.

These new developments should be particularly advantageous for religious educational stations since they will provide many new avenues for stations to seek funds to support their basic operations.

Some entrepreneurs already have been exploring possibilities for satellite-interconnected networks to offer various services through FM subcarriers. From the standpoint of the public, the removal of FM subcarrier restrictions should provide a major benefit by permitting a far more effective use of the radio spectrum.

*Richard E. Wiley, former FCC chairman, is NRB communications counsel and partner in Wiley, Johnson and Rein law firm, Washington, D.C. Mr. Wiley was assisted in the preparation of this article by John S. Logan, an associate of the firm.*

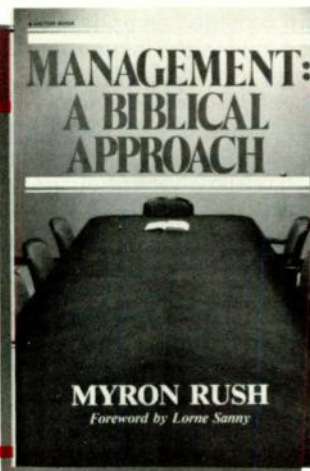
## These decisions will provide many new avenues for religious stations to seek funds.

commission amended its rules to permit FM stations operating on the educational reserved band to use their subcarrier capacity for profit. As a result, the licensees of educational FM stations can take advantage of the same new opportuni-

ties in quality or quantity the provision of existing or potential radio reading services for the blind. Aside from this restriction, however, educational stations can use their subcarriers in essentially the same ways as a commercial

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—Dr. Glenn F. Arnold, Chairman  
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## Commission May Drop To Four, Sharp Bows Out

WASHINGTON, D.C. (NRB)—FCC Commissioner Stephen Sharp, whose term expires June 30, has taken his name out of consideration for the seat vacated by commissioner Anne Jones. Jones unexpectedly resigned from the commission effective May 31.

At the commission's late April meeting on television programming for children, Sharp said, "I am stating publicly that I do not intend to serve beyond the expiration date of my current term." He cited family concerns as a reason for his decision.

Sharp, who was appointed by President Reagan and sworn in as a commissioner just eight months ago, on October 5, 1982, indicated that his future plans were tentative except that he plans to stay in the Washington, D.C. area. During his brief tenure at the FCC, Sharp has been a proponent of issues that favor religious broadcasting.

On July 1, the FCC will be reduced from seven commissioners to five, a decision that is expected to save the government \$379,000 during fiscal 1984. Commission spokeswoman Maureen Peratino said that the White House had not made a decision on who will be the fifth commissioner when Sharp and commissioner Joseph Fogarty leave at the end of this month.

It is possible that the FCC will operate with four commissioners for a period of time, she said, because the appointee must clear Senate confirmation and an FBI background check before taking office. All federal regulatory agencies will reduce to five commissioners under Reagan administration plans to streamline the government bureaucracy, Peratino indicated.

In other FCC business, the low-power television application process will start to pick up speed this month but, Peratino said, it will not "be going full speed" until October. The FCC now has approximately 12,000 LPTV applications, a number that is expected to rise to 20,000 by the end of the year. Most of the 300 LPTV applications

already approved are for facilities in Alaska, the spokeswoman said.

## Dobson Continues On Armed Forces Network

ARCADIA, CA (NRB)—*Focus On The Family*, Dr. James Dobson's daily radio ministry, received unanimous approval for renewal of another 13 weeks over the U.S. Armed Forces Network. The program is the first independently produced and syndicated series to be carried by the international entertainment network.

*Focus* director of broadcasting Michael Trout also described a successful rally that drew a capacity audience to Denver's McNichols Arena. The April 22 appearance by Dr. and Mrs. Dobson marked the first time that stadium, with 17,800 seats, was filled for a non-musical feature.

Trout provided an update report on a morally-laden issue that Dr. Dobson and *Religious Broadcasting* have been following for many months: the refusal of Los Angeles County officials to release 17,000 aborted fetuses for burial. (See *RB*, December 1982, page 12). The case of the fetuses, 193 of whom would have lived if not aborted illegally, is reportedly still stalled in the California Supreme Court. "We will continue to fight that situation. There has been no movement at all," Trout said.

In another broadcasting develop-

James Dobson



ment, Trout indicated that the popular *Focus On The Family* seven-part film series that has been shown in churches throughout the country will be test-marketed during prime time this January. Further details of this plan were not immediately available.

The Armed Forces Radio and Television Service (AFRTS), at an April 13 "world-wide workshop" that met to review programming, gave unanimous approval for a second quarter of *Focus On The Family*. The program was first aired over the network on January 8. It was also heard over the Voice of America transmitters in California, Ohio and South Carolina.

Altogether, *Focus* is heard over 86 radio stations using AFRTS programs around the world and also aboard ships at sea. Locations that receive Dr. Dobson's messages include Beirut, Lebanon; West Berlin, Stuttgart, and Munich, Germany; Naples, Italy; Seoul, South Korea; Spain, Turkey and Greenland.

*Focus* is the only religious radio program being syndicated over the AFRTS Network, according to Trout. Other religious broadcasters are heard via an AFRTS disc service made available to military personnel and civilians, he said.

In addition to being the only religious program on the satellite-delivered network, *Focus* is reportedly the only independently produced program received regularly over the network. All the other programming is made available by ABC, NBC, CBS or Mutual Radio networks, or produced by AFRTS itself, Trout indicated.

The April rally in Denver, Colorado was noteworthy because it demonstrated the popularity of a religious broadcaster and author outside of the so-called Bible Belt of America. The gathering, which was sold out at \$6.00 per ticket, was only the third major speaking appearance by Dr. Dobson since he suspended public lectures in 1978.

Similar rallies were held at the Seattle Center Coliseum last October where 15,000 people attended, and at the Fort Wayne, Indiana Memorial Coliseum where 20,000 reservations were made for the 9,400 seats available.



**CBN Cable  
Chooses New York  
Ad Agency**

VIRGINIA BEACH, VA (NRB)—The CBN Cable Network awarded its advertising account to Foote, Cone and Belding Company of New York. With over 20 million subscribers to its 24-hour-a-day family programming, CBN has attracted a host of new advertisers in recent months.

In making the announcement, group vice president Timothy Robertson said, "CBN Cable Network has become a substantial force in the communications industry and we felt it was time to seek an outside agency to expand our market impact." Robertson expects CBN's enhanced industry position to be furthered by the new agency because of "innovative and aggressive marketing campaigns."

Advertising billing in the \$4 million dollar range is expected. One CBN source described the new advertisers signing on with the Virginia Beach-based network as "a mild stampede." New advertisers include American Home Products Corporation, Banquet Foods Corporation, Delta Airlines, Warner-Lambert Company, Hunt-Wesson Foods, Dow Chemical Company, Amway Corporation and Amour-Dial Company.

Renewal orders have been received by many advertisers including Proctor and Gamble Company, the Clorox Company, Nabisco Brands Company, The Nestle Company, and Texas Instruments Company.

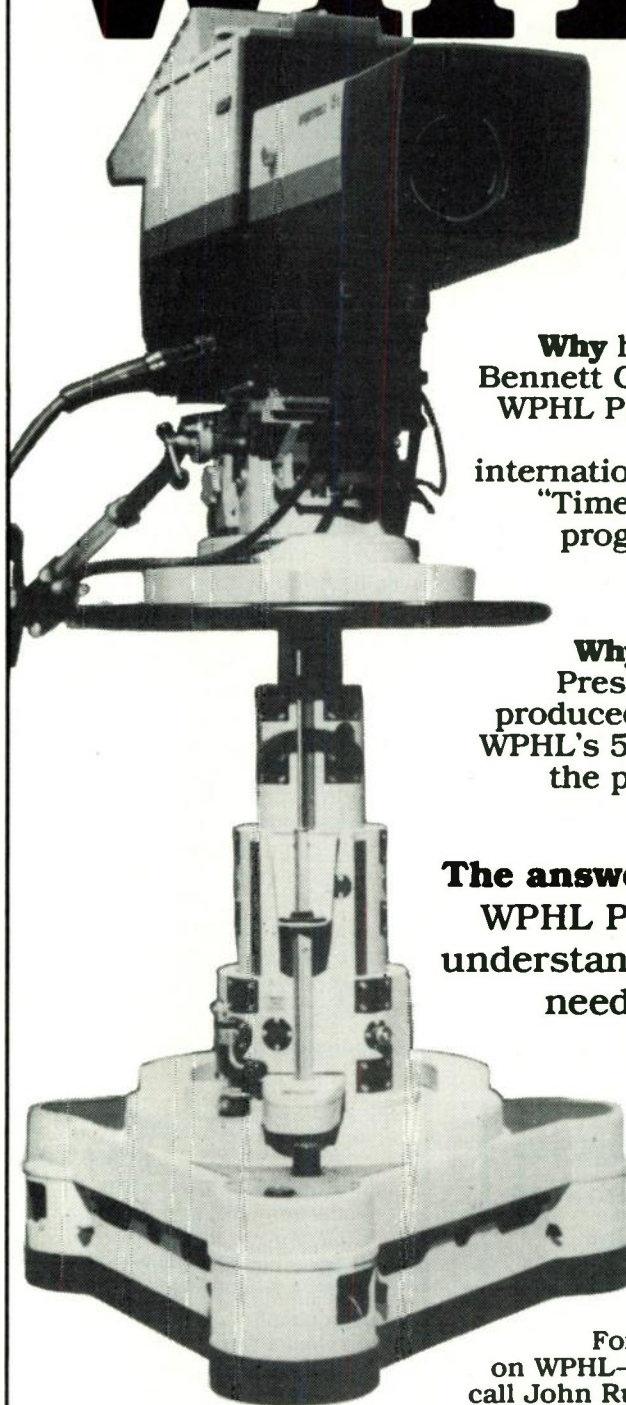
Increased subscriber count has "brought an impressive collection of new advertisers to the CBN Cable Network almost overnight," said vice president of sales Ted Norman. He predicted continued growth in advertising.

**College Hosts  
Church and  
Media Conference**

ITHACA, NY (NRB)—Ithaca College will host a four-day church and media conference in mid-June that will concentrate on state-of-the-art media including video, radio, cable, satellite and print. The June 12-15 meetings will be for pastors, editors, program producers and other church-related communicators.

The conference, being developed by the college's School of Commun-

# WHY?



**Why** has the Walter F. Bennett Company chosen WPHL PRODUCTIONS to produce the internationally syndicated "Time Of Deliverance" program for the past six years?

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ications and an Ithaca associate pastor, is being called, "The Churches and Media: Helping The Church Communicator." The use of computer technology in church communications will also be discussed.

"Right now there is an amazing number of ideas and formats being developed and used by communicators in all denominations," said conference developer Thomas Bohn, dean of the communications school. "What we'd like to do is bring some of these people together."

Co-planner Charles Vance, assistant professor of corporate and organizational media, added, "Since both communication practitioners and policy makers in the church play important roles in media efforts, the conference has been designed to appeal to both groups."

Francis Forde Plude, telecommunications consultant and professor of mass communications at

Emerson College, Boston, will keynote the conference with an address on "The New Technologies."

Other conference speakers include John Geany, president of UNDA-USA, a Roman Catholic association of communicators and broadcasters; and Lois Anderson, director of communications for Religion In American Life.

**Non-Religious  
Cable Association  
Plans National Promotion**

WESLEY CHAPEL, FL (NRB)—The cable television industry is planning a nationwide program aimed at alerting consumers to the explosion of unique programs and services that distinguish cable from its competitors.

Thomas E. Wheeler, president of the National Cable Television Association, unveiled the broad outline of the proposal at an NCTA seminar here at which top cable executives discussed marketing and research strategies.

Noting a recent study by the broadcast industry which showed increasing dissatisfaction with traditional over-the-air television, Wheeler said the cable industry should seize the opportunity for an aggressive national information campaign to reposition cable in the eyes of consumers.

Wheeler said that Daniel Ritchie, chairman and chief executive officer of Group W Broadcasting and Cable, has agreed to oversee the organization of a consortium for cable information which will commission research and marketing plans.

"Our potential is tremendous," said Wheeler. "We can link this country together like no other medium, but we must differentiate ourselves from the competition, deflate the myths and misperceptions and explain to consumers exactly how cable brings education, information and entertainment into the American home like no one else will ever be able to."

**Britain Ready  
For Cable TV**

LONDON, England (NRB)—The British Government has announced its proposals for developing cable television. The action clears the way for approval this year of up to 12 privately operated pilot projects.

In its 90-page white paper, the Government said it would approve pay television systems, which require viewers to pay for each program they watch. However, such systems would not be able to buy rights to events that Britons already see on broadcast television,

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broadcasters.

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**216-758-5747**

**Grant, Imperials Take Home Top GMA Music Dove Awards**

NASHVILLE, TN (NRB)—Gospel Music Week, April 10-13, was capped off in this city of music with the presentation of 19 Dove Awards. Also, two gospel music names were inducted into the industry's Hall of Fame, and a third, Ralph Carmichael, took over the leadership of the Gospel Music Association as its new president. The awards made include:

- Amy Grant
- The Imperials
- Larnelle Harris
- Sandi Patti
- Barbara Mandrell
- Rex Nelon Singers
- Leon Patillo
- Al Green
- Amy Grant
- Michael Card
- Sheila Walsh
- Dino Kartsonakis
- Marvin Norcross
- Bill Gaither

- Gospel Artist of the Year*
- Gospel Group of the Year*
- Male Vocalist of the Year*
- Female Vocalist of the Year*
- Gospel Album of the Year by Secular Artist*
- Traditional Album of the Year*
- Contemporary Album of the Year*
- Contemporary Album of the Year (Black category)*
- Contemporary Gospel Album of the Year*
- Gospel Songwriter of the Year ("Age to Age")*
- The International Award*
- Instrumentalist of the Year*
- Gospel Music Hall of Fame (Deceased category)*
- Gospel Music Hall of Fame (Living category)*



## Christian Networks Share in Cable Explosion

Christian programming is well represented in the growing field of cable television and audio services. The Gospel is now being heard via at least four television networks and three audio networks. Most of the religious networks started within the last three years.

Cable penetration is estimated by the Nielsen service at 37.2 percent of American television households with 31.1 million of

the 83.3 million homes with television having cable. Arbitron's more conservative estimates (to be updated by July) project 30 percent cable penetration, with 24.8 million of the 83.5 million television homes having cable. Those figures represent a 26-28 percent increase in cable households in one year. Cable is unquestionably making permanent inroads into American homes.

The National Cable Television Associa-

tion survey of March, from which most of these figures come, reveals that there are 57 cable services operating from four satellites. (42 television services, with the balance being audio or text services.) Most of the additional 17 cable networks being planned will be aired this year. It is likely that the Gospel will continue to be well represented during the cable explosion in coming years. Here are the details:

Network	<u>Video Networks</u>				Satellite/ Transponder	Start-Up
	Systems	Subscribers (in millions)	Hours/Day			
CBN Cable Network Virginia Beach, VA	3,367	19.4	24		Satcom 3R Transponder 8	April 1977
National Christian Network Cocoa, FL	76	1.3	14		Satcom 4 Transponder 7	June 1980
PTL Inspirational Network Charlotte, NC	600	6.5	24		Satcom 3R Transponder 2	April 1979
Trinity Broadcasting Network Santa Ana, CA	235	2.3	24		Stacom 4 Transponder 17	May 1973
	<u>Audio Only Networks</u>					
Family Radio Network Shenandoah, IA			24		Satcom 4 Transponder 7	June 1980
Moody Broadcasting Network Chicago, IL	23	0.32	24		Satcom 3R Transponder 3	May 1982
Satellite Radio Network Charlotte, NC	50	0.28	24		Satcom 3R Transponder 2	April 1981

such as soccer cup matches.

Companies seeking pilot project licenses could serve up to 100,000 homes and sell as much advertising as now appears on Independent Television, Britain's commercial TV network.

The Department of Industry is to see how applicants would advance cable technology, and the Home Office is to study their program plans.

### Cable Television's Revenues and Assets Increased Dramatically

MORRISTOWN, NJ (NRB)—A number of news items of interest to religious broadcasters are noted briefly:

In a March 28 announcement, the FCC released financial data based on the cable television industry's operations for 1981. Operating revenues totalled over \$3.5 billion, which was a 60 percent increase over 1980. Net income before taxes was approximately \$40 million and the cable industry's total assets had book value of \$7.91 billion, an increase of 79 percent over 1980.

*"Video is the wise investment for multiplying your message."*

James W. Jackson  
Christianomics  
Evergreen, Colorado

*"We're excited about the prices in video duplication now offered by Creative Video Duplication."*

Randy Bridges  
Innovations In Learning  
Los Alamitos, California

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# NRB NEWS

## **Members' Commitment Sought on Restructured Dues Plan**

MORRISTOWN, NJ (NRB)—During one week in late May, NRB staffers called more than a fourth of the membership to interpret the new dues restructuring plan. The telemarketing project, being called "Operation Future," would double membership revenue by 1985 if early returns from the telephone survey prove representative.

The endeavor follows a unanimous board of directors decision last January that revised the membership dues plan. The association's transition from a parachurch organization of people interested in broadcasting, the predominant image during the first forty years, to a professional trade association that advances the Gospel, will be completed when the plan is fully implemented by January, 1985.

When the executive committee met May 23 in Chicago, executive director Ben Armstrong reported on this "most important project undertaken during the years I've been with NRB." Operation Future reminded the members that "our organization commands respect, not only from the government, but among other professional broadcasting organizations." Response was encouraging, Dr. Armstrong said.

"I'm overwhelmed by the number of small broadcasters offering to pay more than their new dues amount would require from them," Dr. Armstrong commented. This generous response revealed the perceived value of NRB to the "average" member. The smaller broadcast ministry has not always felt an integral part of the association, Dr. Armstrong said.

Some members contacted during the project increased their dues from \$16 per month, the base under the old system, to \$48 per month. Another increased the amount from the base figure to \$167 immediately. Most of those contacted expressed what operations manager John Cummuta called "a very good feeling about NRB." He determined that "the

over all tenor of the project is very uplifting and the economics are going up."

Under the restructured plan, a member will pay a monthly fee that is determined on the gross revenue during the last fiscal year. A multifaceted organization, such as a denomination or a Christian college, would figure the dues on the media budget only. The full amount of dues would be required by January 1985. The board of directors decided to phase this plan in, effective last January.

A member who is now contributing \$200 each month would be required to pay, for example, \$320 per month and has the option of phasing into the full \$120 increase. Under the plan, an additional \$40 per month would be paid (retroactive to January 1983) on or before December. The second \$40 would be required during calendar 1984 and the full \$320 per month would commence with the first billing of calendar 1985.

Members with "severe financial reverses" can apply for "special consideration until they can meet the new challenge." Only a small number are in this category, he said.

The new plan, as outlined in an April letter from finance committee chairman Thomas F. Zimmerman, breaks the membership into 26 classes (categories A-Z) according to annual revenue. A member grossing \$100,001 to \$125,000 (class E) would be billed \$34 per month. A member grossing \$2,000,001 to \$2.5 million (class X) would receive a monthly bill for \$422. Those over \$3 million are assessed at \$489; those under \$25,000 at \$10. Monthly dues will be voluntarily reclassified annually by the members according to the gross income of the previous year. As in the past, NRB dues will be tax deductible for commercial organizations.

Fiscal 1982 income from membership dues totalled \$243,971. Income from the same source for the first seven months of fiscal 1983 was \$124,389. The budget for fiscal 1984 is \$280,000; the goal projected for fiscal 1985 is \$400,000.

"Already we're well above the proportionate increase" in fiscal

1983, Dr. Armstrong commented. The increased revenue "will give us the ability to provide more needed services that the lack of funds does not. Examples include increased staffing and decreased cost of membership services and publications."

The membership commitment plan "portends for the future the ability to do what we've always realized needed to be done but didn't have the finances to accomplish," he added. Increased services include full-time representation in Washington, D.C. The current Washington office manager, Dr. Kenneth Beachboard, is employed half-time.

A strengthened NRB will "help religious stations be more effective and efficient in their Gospel outreach," the executive director thought. Regional seminars on practical topics are being considered for the near future. A resurrected Summer Institute of Communications is being discussed. Detailed advice about how to start or improve a broadcast program will be offered in a depth that present staff cannot readily deliver. The membership newsletter, recently reworked by Cummuta, will become "even more relevant and comprehensive," Dr. Armstrong suggested.

Under the new plan, members in good standing will benefit from significant discounts on the annual directory, future publications, the annual convention and other events.

NRB will be able to maintain and increase its legislative presence on critical issues such as cable must-carry, the educational television-FM interference, and the AM daytime-only radio concerns.

Dr. Armstrong concluded, "God has given us the mandate of reaching the whole world with the Gospel. Commitment to the new dues plan will help us to meet that challenge."

## **Magazine, Convention Audiences Surveyed; Goal to Meet Needs Better**

MORRISTOWN, NJ (NRB)—National Religious Broadcasters was the subject of two separate surveys that will help the national staff bet-



ter understand the needs of the membership and plan strategies to meet those needs more effectively. The first survey is being sent to "Religious Broadcasting" readers, the second to individuals who attended the 40th annual NRB convention last winter.

The magazine readership survey will help the "Religious Broadcasting" staff keep pace with the changing readership demographics. NRB's magazine will continue to serve broadcast professionals, and not the general Christian audience. The magazine mailing list is continually being refined as efforts are under way to change from a trade publication to a paid circulation.

"We are a readership needs-oriented magazine," said managing editor Robert L. Niklaus. The survey, which was mailed to 25 percent of the total readership last month, will help NRB "speak more intelligently to the advertisers about our total audience," Niklaus added.

The survey was field tested in April to 100 readers. Twenty percent responded to that test mailing, a response Niklaus termed "positive and very helpful." The questionnaire, which will be processed for results by this fall, was refined based on the initial responses.

The survey is being held to 11 questions plus a "confidential market information" section that asks specific levels of spending on capital equipment, radio and television air time, printing and promotion, fund raising, news services and other expenses of a typical broadcast budget. Advertisers and convention planners will find this data helpful in planning better service to NRB's membership.

The final question is narrative. Respondents are asked to comment in sentence form about the content of "Religious Broadcasting." The editorial staff is asking for an "article idea or practical tip" for the magazine.

The other 10 questions ask about the magazine departments that are read regularly, time spent reading an average issue, and the number of other people who read each issue. Other questions deal with magazines that the respondent reads, the magazines that influence purchasing decisions and the impact of "Religious Broadcasting" on "the operation of your ministry."

The second survey centering on NRB will "determine the strengths and weaknesses of the [40th annual] convention." A marketing research organization, the Ameri-

## 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  
Pres., Western NRB Chapter  
Creative Communications Assn.  
876 North Batavia  
Orange, California 92668  
(714) 997-8450

Dr. Joseph A. Springer  
Pres., Midwestern NRB Chapter  
Moody Church  
1609 North LaSalle Street  
Chicago, Illinois 60614  
(312) 943-0466

Norman Plunkett  
Pres., Southeastern NRB Chapt.  
796 West Peachtree Street  
Atlanta, Georgia 30308  
(404) 881-0550

Dennis Worden  
Pres., Southwestern NRB Chapt.  
KCFO-FM  
3737 South 37th Street  
Tulsa, Oklahoma 74107  
(918) 445-1186

David Eshleman  
Pres., Eastern NRB Chapter  
WBTX  
Box 337  
Broadway, Virginia 22815  
(703) 896-8933

Dr. Ben Armstrong  
Executive Director, NRB  
National Religious Broadcasters  
CN 1926  
Morristown, NJ 07960  
(201) 575-4000

Western Regional  
September 11-13  
Los Angeles Marriott Hotel  
Los Angeles, California  
Speaker: Charles Swindoll

Midwestern Regional  
September 21-23  
Sheraton Westport Inn  
St. Louis, Missouri  
Speaker: David Mains

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

Southwestern Regional  
October 9-11  
Camelot Hotel  
Tulsa, Oklahoma  
Speaker: David L. Hocking

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.

(See Press Time page for speakers.)

can Research Bureau (ARB) of Wheaton, Illinois, conducted the census of all convention attendees during May. Their goal, according to researcher George Barna, is to examine the level of "dissatisfaction" that might exist about NRB workshops. ARB, an affiliate of McKay-Doerschuk and Company, is conducting the census independently of NRB. Some 70 workshops were targeted to program producers, cable ministries, minority broadcasters, women and other groups.

Barna said, "Religious broadcasting is entering a period of growth. There is tremendous potential at NRB. We want to maximize that potential." Barna said that his research effort "does not want to criticize, but to build" on the successes of religious broadcasting. He added that some in the field of Christian broadcast

media are "not terribly sophisticated."

ARB, in business since 1979, concentrates its research on Christian ministries. The bureau is best known for a 1980 study entitled, "Profile of the Christian Marketplace," a national opinion study done through the Gallup research organization. It surveyed 1586 people to determine their media preferences, leisure activities, reading habits and consumer attitudes.

ARB's 20 questions, some with multiple-part answers, ask the reason(s) that motivated attendance. On a scale of one to four, respondents were asked to rate the importance of eight reasons for attending the convention. The reasons include: to increase professional knowledge, to make business contacts, to display products, (continued on page 36)



A cable television ministry can head your church toward in-depth community witness

# Cable Television:



Grace Presbyterian's microwave tower used to transmit the TV signal is at far left.



At the production control, the technical director activates the video switcher.

**C**ABLE TELEVISION is exploding around the country. Broadcasting Cablecasting Yearbook 1983 says, "There are 5,000 operating cable systems in the United States, serving some 14,200 communities. Another 2,500 franchises are approved but not built. Pennsylvania has the most systems (349) and California the most subscribers (2.4 million). Operating systems currently reach about 30.2 million subscribers, perhaps over 84 million people—37 percent of the nation's TV households."

Cable aims for a captive audience with a narrowcasting concept. You watch an all-sports channel, an all-health network, a Black entertainment channel, and channels that are all-news, all-kids, all-movies, all-music, and the list goes on. And we have several 24-hour Christian satellite networks.

## Objectives of CATV Ministry

Cable television is one of the best methods of extending the walls of the church and enlarging the outreach of its ministry into your local community. It can serve several objectives:

1. Cable TV can preach the Gospel as found in the Great Commission. Jesus said, "Go throughout the whole world and preach the gospel to all mankind." In the Greek, "preach" means "to pro-

## by Lou Schierbeck

claim," "to announce."

2. It can be alternative viewing to network programming.

3. It can improve the moral life of the community by speaking out on moral issues.

4. Cable TV can also improve the spiritual walk of Christians by ministry during the time they are not in church.

5. It can provide an opportunity for Christian service by members of your church who feel they cannot teach in Sunday school or sing in the choir.

We need more Christian television channels around the country. Fallen mankind will find hope nowhere else except in Jesus Christ, and seldom will he find hope except from a Christian television channel.

## Local Cable System

Every cable system should be anxious to carry programming of special interest to their community. They can offer a variety of programming, hoping to attract individual interest groups. The greater variety of programming a cable system is able to offer, the greater number of subscribers or households it is able to persuade to become customers.

You can offer your local cable system an alternative to the commercial and

secular programs they now air; and you can tell them you will be able to open up a whole new group of potential subscribers who live in areas the system already covers. This group is the Christian families that will not subscribe to cable because they are "fed-up" with current television programming in general; but who would want to subscribe if they were able to receive Christian programming.

Contact the cable system manager and tell him you want to fill a channel with Christian programming. Tell him you feel this will not only give him new subscribers, but will meet a community need by offering an alternative to current programming. Tell him you will be glad to either use his system's equipment or provide the necessary equipment yourself. He may tell you he has no existing channels available. Many new cable systems are offering 35 or more channels; however, many of the older systems still have the basic 12 channels.

Quoting from Broadcasting Cablecasting Yearbook 1983 once more, "As a result of a U.S. Supreme Court decision on April 2, 1979, the FCC no longer requires any cable television operator to provide channels or equipment for public, educational, governmental or leased access use nor to provide a certain channel capacity." However, many cable systems offer public access or religious ac-



# Community Bridgehead



Above: the programming console for the television channel.

Left: Medical Monitor, health education program, in the church television studio.

cess to their community. It would be best to check with your local system manager or ask your city attorney for a copy of the franchise agreement between the city and the cable system to check for yourself if the city requires the system to have access time.

## **Programming a Cable TV Channel**

If a channel is available, it will take many hours of programming to fill the air time. I would recommend starting slowly and, if possible, programming prime time for three or four hours a day. Then gradually back up your start time according to the availability of finances and personnel. I would recommend contacting program producers listed in the Directory of Religious Broadcasting 1982-83 that NRB has available. Ask for an audition tape so you can check technical quality and content of the program to see if it meets your standards.

Most broadcast television stations charge a fee for their air time; however, with cable it is difficult to justify this fee because Arbitron and Nielsen have yet to supply numbers on any large scale for cable viewing.

Grace Television is an outreach of the Grace Presbyterian Church in Peoria, Illinois. It offers air time at no cost and most religious producers will provide their programs at no cost. It is a trade out that helps both parties.

It is just the opposite if you would like to air a secular program like *Flipper*, *Gentle Ben*, or old movies. You will pay accordingly for the program depending

upon what TV market you are in. The larger the market, the higher the price depending upon the number of times you wish to run it and over what period of time you want to use it.

Some programs will come directly from the producer and others will be on what is called a "bicycle." The bicycle might have five different TV stations on it. The producer would send the program to the first station which would send it to the second station once it has been aired; and finally, the last station would return the video tape to the producer.

Another way producers reach more television stations is through distributors. They send their master tape to a distributor, who makes copies and then sends the copies to TV stations to be aired and returned to the distributor. Depending upon the number of hours you are on the air, bicycling of the tape can run into thousands of dollars in postage and UPS costs in a year.

If your objective is to program a cable channel for 16 or 24 hours a day, I would recommend a satellite dish. Four Square Church in Decatur, Illinois has a satellite dish in their church parking lot. They receive PTL Satellite Network and CBN Satellite Network, both on Sat Com III R Satellite. The church takes what they feel their audience would like to see from each satellite network and mixes it with their own local productions. This saves them money from bicycling tapes; in addition, the audience receives a very good quality picture plus local programming.

Here at Grace Presbyterian Church,

we do something similar. General Electric Cablevision has the satellite dish which receives CBN Satellite Network 24 hours a day. At certain times of the day the cable system gives control of the channel to us; and we insert our own local productions, plus video tapes that we bicycle or receive directly from religious program producers. Other



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QUALITY  
CASSETTE DUPLICATION  
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OR TEN THOUSANDS  
STEREO OR MONO  
MASTER RECEIVED IN  
ANY FORM  
COPIES DOLBY "B"  
LABELED, BOXED  
& MAILED  
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P.O. BOX 861  
Valley Forge, PA  
19481  
215-935-1422  
or 644-3266



Christian satellite networks available are Trinity Broadcasting Network, a 24-hour Christian network in Santa Ana, California, and National Christian Network, on 14 hours daily from Cocoa, Florida. These two are on Sat Com IV Satellite.

### Local Productions

You can produce programs yourself. In most cases, cablecasting groups are using volunteer help. Here at Grace Television, we have 60-plus volunteers that operate the equipment and handle every phase of a production. They are people from varied backgrounds and are doing an excellent job. Each has been trained by experienced television personnel from the congregation.

Our main program is the weekly Sunday morning worship service, *Grace Worship Hour*, with our senior pastor, Dr. Bruce Dunn. It is aired live on the cable channel; the same program is shown one week later on the NBC affiliate in Peoria and on Channel 43, a new family TV station in Bloomington, Illinois. *Grace Worship Hour* is also heard on over more than 200 radio stations around the world.

Grace Television produces two other programs during the week. On Monday

**In most cases, cablecasting groups are using volunteer help**

*Volunteer staff at the production control center*



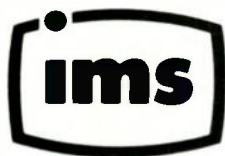
night we videotape our children's program called *Rock House*. It is targeted to pre-teens, fourth through the eighth grade. Our other production is a health education program called *Medical Monitor*. The host is Roger Monroe, director of public relations for the Methodist Medical Center of Illinois. The guests come from every segment of the medical profession.

Ray Wilson, known as Black Buffalo, spends two weeks every summer with us, producing and hosting his children's television program, *Black Buffalo's Pow Wow*. These programs are a concept

any church can do in their community. The next step is to acquire equipment to program a channel and/or produce local programs.

### Equipment

Probably the best and most economical equipment to use, if you are just starting out, would be 3/4" U-Matic Video Cassette machines. From this point on, it is just a matter of your objectives and how much you can spend. Space does not permit a list here; but if you write to me at Grace TV, 114 W. Forrest Hill Ave., Peoria, IL 61604, I



## LISTENERS DEMAND IMS NEWS

MBN AFFILIATE STATION WTLR (FM), STATE COLLEGE, PA RECENTLY COMPLETED THEIR ANNUAL SHARATHON... SURPASSING THEIR GOAL BY 5%. LISTENERS WERE POLLED CONCERNING THEIR DESIRE IN ADDING INTERNATIONAL MEDIA SERVICE HOURLY NEWS OVER THEIR PRESENT SERVICE.

**THE RESULTS? OUT OF 780 VOTING CALLERS, ONLY 40 DESIRED TO RETAIN THEIR PRESENT SERVICE!**

"The message is clear. The professional and Christian approach by IMS is long overdue and our listeners are requesting it loudly. We are delighted that IMS represents national and world news, edited and delivered by professionals with Christian priorities and philosophy. We look forward to adding the news to our other MBN programming in the very near future."

JOSEPH EMERT, GM, WTLR.

**NEWS... REPORTED FAIRLY AND FROM A CHRISTIAN PERSPECTIVE, 103 TIMES A WEEK**

**MAKE IT COUNT FOR YOU!  
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IN ILLINOIS, 312/329-4433**



**INTERNATIONAL  
MEDIA  
SERVICE**





**Cable TV is one of the best methods of extending the walls of the church**

*Rock House, the children's program*

tapes, postage, UPS, telephone, maintenance, conventions, sets, advertisements, legal fees, staff, and miscellaneous.

Finally, I would recommend a legal contract between your organization and the cable system no matter how few hours you are on. Keep it simple, yet specific. The contract should include hours of operation, any fees charged by the cable system, technical requirements, length of contract, a termination clause, and who, if anyone, will share the channel with you.

Be cautious. Talk to people in the industry; take your time; and most important, do all to the glory of God. Our challenge is clear—to communicate the Word of God in such a way that all the world will understand that Jesus Christ is "the Way, the Truth, and the Life." **NBB**

would be happy to send you a list of equipment recommended by our engineer.

If your objective is to program a channel, the approximate cost for equipment would be \$32,000. Now add to that, depending on your cable system, an additional \$30,000 for a broadcast quality satellite dish with associated equipment. Next, you will need a way of transmitting your signal to the cable system for distribution to people's homes. Again, depending on the cable system, they might install a cable to carry your signal to them. Your alternative would be to install

a tower with a microwave dish to transmit your signal to the cable system. This would cost approximately \$25,000. Be careful: the height of the tower could be subject to city zoning laws.

Maybe you would like to produce programs in your own studio. A TV studio outfitted with all the necessary broadcast quality equipment would be approximately \$56,000. This would not include your construction costs for the studio. All these figures will vary according to the dealer and the area of the country. Remember, these are start-up costs which do not include your yearly budget for



*Mr. Schierbeck is station manager of Grace TV, a ministry of Grace Presbyterian Church, Peoria, Illinois.*



## **MBN AFFILIATE GRABS LARGE INCREASE IN THEIR AUDIENCE**

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\*as reported in several trade magazines

*Twelve years  
of intensive use  
have pushed out  
the windows  
and doors  
of a church  
until the  
entire community  
is served*

# Cable TV for the Church: Is It Worthwhile?

## **R**EDWOOD CHAPEL Community Church of Castro Valley, California, launched the first religious cable television channel in America. On Thanksgiving

Day of 1971, using borrowed equipment, the church presented its first program and received its first phone calls of community support. That first program was broadcast from a makeshift shed to approximately 1,000 Castro Valley homes. Thus began the ministry of cable television for Redwood Chapel.

Today, Redwood Chapel operates a 24-hour-a-day cable television ministry into 10,000 homes, produces programming, teaching materials and ministers to thousands of lives.

The use of television has been part of Redwood's plan of ministry. Often unconventional and simple, Redwood uses cable TV in a unique way that blends with its total ministry goal of "by all means" preaching the Gospel. By many standards, Redwood has been successful in using cable TV to reach its community for Christ.

Redwood Chapel Community Church uses cable TV in several areas that influence our community for Christ. These key areas are measures of the strengths and weaknesses of television as a ministry tool and reflect Redwood's evaluation of the media over a period of time to discover what works and what does not.

### **Proven Programs**

First, we have found television to be a tremendous public relations tool. Many churches today never have any influence in their community. Many are nonexistent as far as their community is concerned—they have no voice, influence or even contact with those outside their fellowship.

Cable television has allowed Redwood Chapel to open up all the doors and windows of the church and to push the walls and building out into the community. We are seen and heard in over 10,000 homes. Surveys report that over half of those on cable TV have viewed at

**by James Williams**

least one of our programs and that seven out of ten people know that Cable 12 is operated as a religious channel by Redwood Chapel. Viewers find their way into our services on a regular basis and trust in Christ.

Ministry via cable television when it is coupled with a local church allows viewers the opportunity to participate in a non-threatening manner. People are fearful of churches today. They see us as mystical, ritualistic, and often greedy. Cable television has enabled Redwood to break down those barriers by allowing anyone at any level to view what happens at our church, to listen to the music and to meet our ministers and congregation, all from their living rooms.

In a sense, we are out in the highways and byways compelling viewers to come in. We share our phrases and terms, our rituals, even our worship experience with viewers and many have responded. We invite them to come and they respond.

### **Advance Agents**

Second, Redwood's cable television ministry prepares members of the community for influence by the church. Anyone who has ever visited homes, conducted door-to-door evangelism, or undertaken a door-to-door sales campaign will know how difficult it is to get

*The chapel's around-the-clock cable TV ministry reaches into 10,000 of the cable-subscribing homes in the community.*







Seven out of ten people in the community identify Channel 12 as a religious channel by the Redwood Chapel.

past the front door of the average member of our community.

Cable TV and its influence and ability to go past walls and doors is in itself a mighty force, but when it is coupled with personal visits from our visitation evangelism team, results are fantastic. Men, women and children are coming to know Christ. Cable television has the ability to go before and prepare the soil for ministry.

Third, cable television can be evangelistic. Unlike other broadcast ministries, we concentrate only on our community. Our program schedule is not designed to be patently religious, but to appeal to families seeking alternatives to the average network fare. Wholesome, entertaining programming is available and enables us to reach people, draw them in, and then in the same manner, present the Gospel. Our efforts in program production have been in program areas that clearly present the Gospel, but also entertain and inspire.

Music and drama are two attractions we use extensively to draw in viewers. Additionally, we produce spots and commercials from around our community. We share community spirit and give viewers a glimpse of their community never seen in this major market.

#### Measurable Results

Last, we share the message of Christ through strategically placed testimonies, pretaped on location, and presented by members of the congregation, businessmen and community leaders. The effect of wholesome family programming,

community spirit, and life-changing testimonies has been exciting. Lives are being changed, church attendance has grown and our influence in our community is being felt.

What are the measurable results of our cable television ministry? Well, we believe that for us and our community many more lives are being touched with the Gospel because of our cable television ministry. Our church has grown, we have a significant influence in community affairs and the lives of people in Castro Valley.

We have access to over 10,000 homes and 60,000 people on a daily basis. Certainly television in itself cannot do all of this, but coupled with the ministries of a local church, cable television can have a powerful impact on lives. **NRB**

**Coupled with the ministries of a local church, cable television can have a powerful impact on lives**



Mr. Williams is director of media services at the Redwood Chapel. Rev. Neal Doty is senior pastor.

**"We rejoice in our hope of sharing the Glory of God."**

Romans 5:2

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The ads are printed in black and white only. Each one measures 2 1/4" x 3". There are no more than nine ads per page. The pages are attractively set apart and are easily identified.

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# TV Success Formula:

*With the honeymoon years of TV over,  
Christian television producers  
must make the basics work for them*

# Premise Image Effect

**T**HE HOOPLA is over. The bloom is off the rose. The Arbitron Company shows that audiences for the Electronic Church have been declining steadily since 1976.

The questions that Christian television producers have to ask is "Why?" Is it possible for us to capture a larger audience? To reach more people with the Gospel of our Lord and Saviour Jesus Christ? Or, have we relegated ourselves to narrowcasting to a minority of deeply religious Americans?

The guiding drive of America television is to capture as large an audience as possible. A program captures an audience by attracting the audience's attention and holding that attention throughout the entire length of the program.

A quick look through the 54 cable channels here in Atlanta at any given time gives a good indication of how attractive and attention-grabbing Christian programming is (and also how banal most programming is no matter what the genre). For instance, on Monday evening, April 11th, we find "The Clash of the Titans," "The Sword and the Sorcerer," "The Happy Hooker Goes to Hollywood," "Night Games," punk rock on The Music Channel, Nashville Music, skiing on ESPN, Congressional Subcommittee hearings, "Alice," Great Performances," USFL Football, "Benny Hill," "Lie Detector," "The Academy Awards," and several talking and interview religious programs some of which exhibit a certain degree of quality and expertise and others of which are unattractive and dull.

---

## by Theodore Baehr

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It seems that unless you are searching for Christian programming you will not stop to watch a Christian cable program unless it is well produced, which some are, or one of the rare examples of very high-quality Christian dramatic television productions such as "The Lion, the Witch, and the Wardrobe" or "Martin the Cobbler" or "Jesus of Nazareth."

What makes a program interesting and attractive to an audience? It should be noted that it is not just how much money you spend. There are many network television programs produced for millions of dollars that attract no audience at all. There are three factors involved in producing an audience-grabbing television production, and such a program can be produced relatively inexpensively or expensively.

---

### The Critical Premise

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The most critical factor is the premise, for the premise is the engine that drives the production. The premise is the heart of the drama; and the bottom line for any successful television program is drama, whether that program is an interview program, a documentary, a drama, or whatever.

Drama is simply the telling of a story from beginning to the end through the use of conflict, crisis, climax and resolution. This story can only be told through the articulation of a simple, clear premise, which states the storyline in one sentence, and that premise is then proved logically throughout your drama or documentary or interview program. The premise is the basis of your argu-

ment, antecedently stated, which you will prove in your program. Therefore, the premise leads your viewer to the goal you want him to reach.

Of course, pure drama is usually more attractive than any other form of television, but the principles of drama—crisis, climax and resolution through conflict—are present within almost all forms of successful television—game shows, variety shows, etc. The key is to peak the viewer's curiosity, capture his imagination, hold his intellect and tell him a story or carry him along throughout the program on the back of the premise, the motor.

Let me illustrate briefly a premise. The premise of "Romeo and Juliet" is that "great love defies death." The premise of "Macbeth" is "ruthless ambition destroys death." The premise of a toothpaste commercial may be something on the order of "Crest gives you more girlfriends (or boyfriends)."

Our premise can be any simple indicative sentence such as "Jesus loves you," then the program takes your premise and allows it to control the antagonist/protagonist, whether an interviewer/interviewee situation or actual dramatic characters. Our premise then is proved through dialogues, through conflict, through crisis, through resolution.

For example, with "Macbeth" we are shown from the very first line of the play that ruthless ambition destroys itself; Macbeth, being ruthlessly ambitious, proves the premise. Probably the best place to familiarize yourselves with premises is Lajos Egri's book "The Art of Dramatic Writing," which everyone involved in television programs should read.



Combined with the necessity of telling the story of the premise is the necessity of presenting images in a manner that will capture the viewer's emotions. Beautiful locations, women, stars, etc., etc., are all imaging techniques to capture the viewer's attention. These images hook the viewer and hold his attention while the premise drives the story home to his comprehension.

The third factor is the frequency of technical effects which hold the viewer's attention. *Sesame Street* uses a distractor machine in testing their programs with children so that whenever the children look away from the *Sesame Street* program at the distractor machine they know that they have to add a technical effect.

A technical effect is a cut, or an edit, or a camera move, or a change in scene, or an addition of a character. A successful program usually has 20 to 60 technical effects per minute with pauses in frequency providing respites and bridges for the audience.

The purpose of technical effects can be analogized to neon signs: those that are blinking attract your eye more quickly than those that are not. Of course, there is a saturation point, so a very elegant

**There is no reason that we have to relegate ourselves to narrowcasting when we can reach as broad an audience as any of the network programs**

and well-placed program will capture an audience's attention much more effectively than an overly hectic program.

**Overall Attraction**

If these three factors are put together properly, that is, premise, image and technical effects, our programs will effectively capture a larger audience. Dial turners will land on our programs, see them and be impressed by their quality. There are several British children's programs that come over cable systems now which are clearly produced on low budgets but are very attractive because they embody the three basic factors of television so ingeniously and effectively. If Christian television programming is going to grow it must use the tools of effective television production in a professional and *inspired* manner (under the headship of Jesus the Christ).

At this point, there are several programs which do use these tools but which aim at a very small audience. To reach out to a greater audience we have to think in television terms. Many of our programs forget the grammar of television, and therefore fall flat or are excruciatingly dull. There is no reason that we have to relegate ourselves to narrowcasting when we can reach as broad an audience as any of the network programs.

**NRB**



*Dr. Baehr, chairman and president of Good News Communications, Inc., conducts workshops to teach broadcasters how to communicate successfully through the electronic media.*

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# Videocasting the Church's Bible School

*Applied technology enabled a pastor to fulfill a vision and share the benefits with many*

**A** **VISION**, a challenge, a goal, a mission!  
Several years ago the Lord laid upon my heart the vision of every church, large or small, having a well-taught Bible school. At first, the idea seemed an utter impossibility.

After many months of labor, prayer, divine guidance, counseling, and financial responsibilities, God miraculously brought to pass a video Bible school, adaptable to all churches of many denominations.

In addition to our instruction tapes, we have a series of interview tapes in which participants can meet choice servants of

by **Everitt M. Fjordbak**

the Lord of the past and of the present. Through the interview series students become acquainted with these pioneers in a very personal way, not simply their ministries, but the persons themselves.

Our main thrust and goal was aimed at helping especially the smaller church (those from 75 to 350 in attendance). We wanted to make it possible for them through video to have the benefits, blessings, and challenges that come from the ministry of these teachers. Two difficulties face the smaller church: they are not financially able to obtain the ministry

of these men, neither do the professors or teachers have the time to accept the invitation to minister in each of these churches.

We do not rent the tapes. They are purchased, thus building a school. The cost per tape is \$48. Structure of the Lakewood Video Bible School is built around a professor or theologian who teaches for us the same subjects he teaches to his students at the seminary or Bible school. This gives those who cannot afford to go to school, or who do not have the opportunity to attend, the privilege of obtaining the same teaching in their own home church. The course is condensed to 12 or 13 lessons—a full quarter.

The video Bible school lessons will soon include 75 seminary or Bible school professors. We have over 600 tapes already available in English; 100 in Spanish; and over 100 tapes for children (Sesame Street quality).

For the English courses we have the professor on video tape, a text book for each student chosen by the professor, a student's guide workbook, and a teacher's guide. In Spanish we have the video tape and the text. For children we have the tape and the Bible workbooks from Accelerated Christian Education, forming a complete school for the children.

Since God has graciously supplied the need, we can allow the church to have the school at a small cost. Our joy is that we have the opportunity of sharing the Gospel with multitudes of people, thus becoming a missionary outreach, helping to bring in the return for the Lord Jesus Christ. NRB

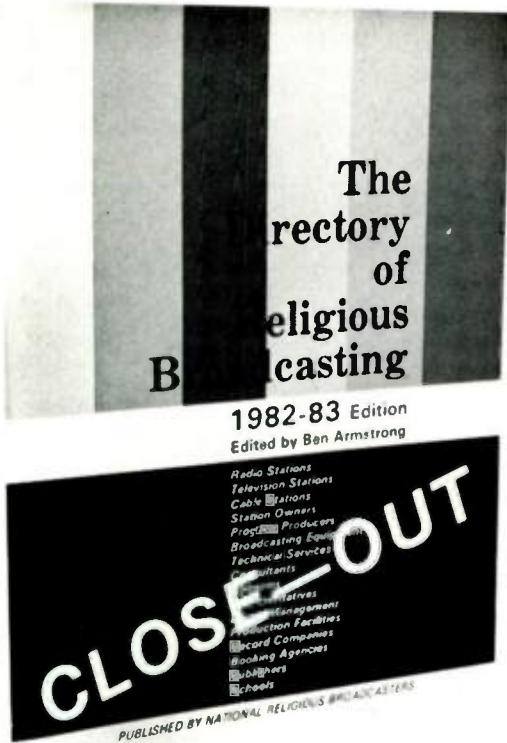
## **Requirements for Belonging to Lakewood Video Bible School**

1. All tapes must be paid for in advance. We do not rent the tapes, you must purchase them. The benefit to you is; first, the cost is very little more; and second, you will begin to build your own personal church video Bible school.
2. You must promise not to duplicate the tapes. They are copyrighted.
3. You must promise not to rent the tapes to others.
4. If the tapes are lent, they must be lent without charge. Our desire for this ministry is to have the greatest benefit possible from the tapes.
5. Please follow the guidelines for establishing your video Bible school. After very careful study and counsel, we believe you will derive the greatest value by following these specific and directive guidelines.
6. We expect and require that you purchase the chosen student workbooks to go with the tapes. Each student in the class should have his own student manual which is usually the video teacher's own pamphlet or book.
7. We expect, where available, for you also to purchase the teacher's guide for the course. Usually the course will be led and instructed by the pastor. The leader's comments and the people's response will greatly enrich the class session.
8. The instructor of the class should provide an examination paper which he will also grade.
9. Each student will be required to pay \$3 a session for the privilege of going to the school. For example, twelve lessons would equal \$36; eight lessons would equal \$24 (25 students would require only \$2.00 per session). In following this plan, a minimum of 16 students will completely pay for the school, thus taking the financial responsibility away from the church. If the local church would pay for the first set of tapes, then the money collected from the first session would automatically pay for the second, the second pay for the third, etc.
10. No college credit will be given since our teachers come from our own Bible schools, and we do not want to be in competition with them. Our basic goal is to train laymen, workers, and teachers in the local body, not to prepare men for the full-time ministry.



*Rev. Mr. Fjordbak is pastor of the Lakewood Assembly of God Church in Dallas, Texas, and executive producer of Lakewood Productions.*





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

# Cable Radio – Don't Miss Out

*A newcomer on the block  
is sure to be heard from  
and rightly so*

*"It's the least expensive and most cost-effective way to get into broadcasting." – Steve Samples, First Baptist Church of Alcoa, Tennessee.*

*"Cable radio is the future." – "Sugar Ray" Richardson, CHGC Black Cable Radio in Charlottesville, Virginia.*

*"If I were a radio station operator, I'd contact all the cable companies in my area to make sure that I'm being carried. It's not automatic." – Doug Hastings, Moody Broadcasting Network*

**A**LL THESE people are expressing enthusiasm for a concept that has been experimented with in the past, but is now ready to move into a new era of expansion: cable radio. It can take several forms, from the retransmission of a local station, to the placement of a satellite network on cable, to the development of a new "station" that exists only on the cable.

How does this impact the church, and the Christian broadcaster? For starters, it gives the local church the opportunity to develop a broadcast outreach for a fraction of the cost involved in a radio or television station. It also avoids all the paperwork snarls inate to media regulated by the government.

The First Baptist Church in Alcoa, Tennessee was already doing a TV program titled *Pastor's Bible Class* and several radio spinoffs when the cable company came to town. Matrixvision of Blount County saw that the church possessed the production facilities needed to do local-oriented programming. The cable operator had already made a commitment to provide such programming, so an arrangement was struck.

According to Steve Samples, the church's TV-ministry director, the cable operator gave two channels to the church, in return for the good will fostered by the church's religious and public affairs programs. Samples makes the point that cable operators receive franchises from the local community government and must commit to a cer-

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**by John Cummuta**

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tain amount of local-access programming. Many times this is a burden for the operator, who makes his money by selling subscriptions to homes in the area. The expense and time consumed by operating a local channel is seen as a cost.

## **Value of Local Access**

This is where the local church or Christian station can come in. First of all, you should remember that the cable operator has no obligation to program religious programming, but rather local "Public Interest" programming. In addition, such video channels may be committed to "Local Access," which means that they will be available for a variety of community groups to speak out on. In such situations, a church might find itself juxtaposed with some strange "fellow broadcasters."

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**The concept of  
cable radio has been  
experimented with  
in the past,  
but is now ready  
to move into  
a new era  
of expansion**

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Since the topic of this article is cable radio, we will confine our examination to the possibilities that are in that area, although there are myriad opportunities for local churches on the video channels of cable. The "radio" side of cable is a relatively new service in the eyes of most cable operators. In fact, many still do not see the value in offering the FM hookup. But in some communities they are learning quickly.

In Quincy, Illinois the cable operator, because of new copyright regulations, was forced to pay higher royalties to the many copyrighted programs carried on the "super stations," such as Channel 17/Atlanta and Channel 9/Chicago. Because of these higher costs, this cablecaster dropped the two distant TV stations and picked up the Christian Broadcasting Network from the satellite.

You might have to be a Chicago Cubs fan to understand what happened next. The outcry that followed the removal of the Chicago station, which carried Cubs games, forced the cable operator to bring the service back, at the expense of CBN. This resulted in another outcry from the Christian community.

The poor cable operator, feeling like he could not win, approached a group planning to build a Christian radio station in the area and asked them if they could put a studio together now and begin supplying Christian audio programming for that constituency. The cable company would take the audio and put it on a signal that would appear on the dial of any FM receiver hooked up to the system.

The group agreed to try that, which raises the question, "Couldn't the local church or other Christian organization do the same thing?" Yes!

It is a much simpler thing to approach your local cable operator and propose supplying him with Christian audio than it is to approach the Federal Communications Commission and suggest that you should build a radio station. It's much, much cheaper, and it can happen relatively quickly.

It will happen even faster if you can



give the cable operator some assistance in meeting his responsibilities. This might involve doing some local public affairs programming on community issues or covering local high school sports. Samples say that a public affairs program, "Focus on Blount County" done by First Baptist, is "one of the most popular things" they do. It attracts the community to the Christian programming they offer.

If you are wondering how you could possibly produce enough programming to fill the clock, do not fret. Moody Broadcasting Network in Chicago and Satellite Radio Network in Charlotte, North Carolina will both be glad to talk to you about their supplying as much quality Christian programming as you need. Moody is furnishing about 20 hours a day for First Baptist of Alcoa.

#### **Community Niche**

According to Moody's Bob Norris, "In most communities, there is a segment that won't subscribe to the cable because they think it's mostly dirty movies. These are by and large Christians. This segment

### **Nearly ten percent of radio stations nationwide are already involved in some cooperative venture with the local cable; nearly a third are investigating the possibilities**

is looking for something unique that might not be offered locally." If your church, group, or "daytimer" radio station could fill that unique niche, it is your chance to be on the crest of a rising wave. And the ability to attract that underserved group of the community to the

cable is your leverage with the cable operator.

If you are a Christian station operator, you have many tools to bargain with in your discussions with the local cable franchise. In addition to supplying the services already mentioned, you could use your news department to do live, on-camera local news. And if you are commercial, you could use your sales department to sell commercials that would run on both your station and the cable—sharing the revenue.

A recent study shows that nearly ten percent of the radio stations nationwide are already involved in some cooperative venture with the local cable, and nearly a third of all radio stations are investigating the possibilities. With average cable penetration nearing fifty percent, it certainly looks like a concept whose time has come.

Cable radio: it could be God's answer to the high cost of broadcasting the Gospel.

*Mr. Cummuta is operations manager at the NRB office.*

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# Cable TV: Narrowcasting

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**E**ARNEST EFFORTS to win followers to the gospel of Jesus Christ—that is how Webster's Dictionary defines evangelism. That explanation may suffice—with superficial observation.

But we at National Religious Broadcasters realize that "earnest efforts" in winning others to Christ materialize into use of every available technology, whether it be television, radio or variations, to spread the Gospel. To insure complete access for that end is one of NRB's major objectives. That goal alone indicates that we care, that we strive to reach the greatest number of people in the shortest space of time with the greatest message, and that we strive to carry the Gospel to the 4.6 billion people alive in the world today.

Surely, this attitude is commendable, but to follow through with this notion we

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**Cable now reaches into 23.7 million homes  
and industry observers believe it  
could penetrate over 70 percent of the  
television homes by the end of the decade**

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**by Ben Armstrong**

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need to realize that getting the message out will take more than just thinking. It will take action. It will take reaching masses by starting at the local level. Video cable is a natural for such local evangelism.

Cable television offers one of the greatest opportunities to reach the local community for Christ, according to cable expert Ray Wilson. Dr. Theodore Baehr of Good News Communications, Atlanta, has pointed out that cable TV does not yet reach mass audiences and can best be used for sharing and narrowcasting.

Most are aware that cable has come into its own and is now a legitimate medium for religious communicators. As early as 1949, cable TV wired customers' homes to antennas and became big business in the 1960s. Cable now reaches into 23.7 million U.S. homes. In addition, industry observers believe cable could penetrate over 70 percent of the television homes by the end of the decade.

## **Churches on Line**

Those facts alone are reason enough for us to take seriously our role as religious broadcasters in video cable for evangelism. We can offer local alternatives to commercial and secular programs that permeate the scene today—and may very well do likewise in the future if we do not act now.

It may seem to be a simple act to exhort this single challenge: start at the local level, perhaps with video cable. But the challenge reflects real possibilities. You as a church or individual can enter into the video cable ministry. Channel 20/Knoxville, Christ Vision of Keokuk, Iowa, and the First Church of the Chris-

tian and Missionary Alliance, New York, New York, are excellent examples of video cable ministries which reach out to the local community.

Owned and operated by the St. John's Episcopal Church in Knoxville, Tennessee, Channel 20 is an example of a medium whose primary policy is to be established as a community station, with the church conducting local origination and offering public access for Athena Cablevision, the system from which they operate.

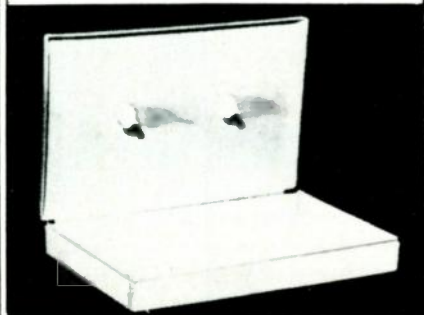
A Christmas Eve service in 1975 was the milestone debuting Channel 20 as the community cable station. Eight years later, Channel 20 now reaches approximately 30,000 homes. Cable time slots are 1:00 pm to 10:00 pm weekdays (Monday-Friday) and two hours Sunday morning, featuring a live St. John's liturgy. They offer religious programs which are ecumenical in nature, entertainment, talk shows, demonstration shows and public meetings such as city council and county commission gatherings.

Along with a three-member employed staff and 150 volunteers who produce programs, the station provides facilities and equipment to train people to produce programs.

All the religious programs are local. Through the years, the station has had a great variety of programs such as gospel music, interviews, dramas, puppet shows, monologues of characters in Scripture, musicals such as the "Messiah," choirs, classical music, organ music, Easter and Christmas programs. *Trinity Talk Back* is a program in which a minister expounds on part of a previous sermon, and guests discuss the issue with the minister and his church members.

A model for church participation in

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# Net for Evangelism

*a grass-roots approach to evangelism*

video cable, Channel 20 is a station which has made significant strides. However, individual involvement in cable is also conceivable.

Two former ministers of the Gospel, Harold and Lucile Meyers, were the impetus behind Christ Vision, a video cable ministry in Keokuk, Iowa. The Meyers moved from their independent congregation to the cable ministry and are now part of an undertaking which reaches approximately 19,000 individuals.

Launched September 2, 1978 on Channel 9, the cable ministry at origination consisted of borrowed 3/4" audio and video tapes played in the back office of the Continental Cable System, the company they are presently affiliated with. Seventeen volunteers shared the work of broadcasting two hours a night throughout the week. Then one day someone suggested that the ministry have a fund raising Sharathon. That suggestion resulted in the securing of a studio (a former hotel dining room) next to the Continental office.

Today, Sharathons are the only means of support for Christ Vision, whose monthly operating fees run an estimated \$1,000, even though all volunteers work there. Twenty-four-hour events occur twice yearly and generate participation from area churches.

In a recent Sharathon, Christ Vision scheduled for participation the Assembly of God Church in Rushville, Illinois; Bethel Presbyterian Church of Hamilton, Illinois; Hamilton, Illinois Christian Church; Evangelical Free Church of Keokuk; All Saints Parish, a Catholic church from Keokuk; the Messiah Lutheran Church of Keokuk; First Baptist Church of Keokuk; and the Salvation Army.

Most regular programming is taped, with Christ Vision receiving programs from Continental's satellite dish. This satellite programming has allowed them to progress from 34 to 86 hours of broadcasting and then to their present 105 hours. On cable from 6:30 pm to 7:30 am weekdays and Saturday and Sunday beginning at noon, Christ Vision has three more hours of live origination. The Saturday night *Keokuk Show*

**Some contend that cable TV may foster more community – even congregational – fragmentation, but others believe it encourages church growth and a feeling of community**

(7:30-9:30 pm) and the *Church of the Week* (9:30-10:30 pm) offer unique opportunity for local creativity.

## Televised Teaching

A local congregational message in early 1977 set the stage for a major goal. Later the same year, a businessman made the goal a reality. That in short describes how the Rev. Eugene McGee's First Church of the Christian and Missionary Alliance entered its video cable ministry. Located at the church's Manhattan, New York site, the cable

studio is home for production of the *Eastside Bible Study*.

Mr. McGee, senior pastor of the 325-member First Alliance Church, stressed the objective of producing a cable television program in a message to his congregation in 1977. Subsequently, the ministry was initiated after a businessman, who raised funds for the purchase of television equipment, offered McGee black and white TV equipment. Later, seeing the handicap in producing black and white when many viewed cable in color, the congregation raised \$5,000

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B  Operations (managers, program directors)  
C  Technical (engineers, etc.)  
D  Marketing/sales/fundraising  
E  Other (specify) \_\_\_\_\_

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for second-hand color TV equipment.

The *Eastside Bible Study*, broadcast on Manhattan Cable Television (TV Channel D) at noon on Wednesdays and on Teleprompter TV at 9:00 pm Saturdays, reaches upper Manhattan and parts of Bronx. The program is solely dedicated to Bible teaching. McGee has expounded on much of the New Testament, some of the Old Testament, and a series on "Prophecy." A teenage crew aids in production of the programs, which are all taped without access to editing equipment.

Having an outreach of "up and outers" (estimated medium income of those who tune in is \$40,000), the program reaches approximately 45,000 households with a potential audience of one-half million.

It is heartening to witness cable ministries which have started up in the late 70s, maintained themselves and progressed as much as Channel 20, Christ Vision and First Alliance Church have. Generally, however, some may not share much enthusiasm for the cable medium. There is a contention nurtured by some that cable may foster more community, even congregational fragmen-

tation. Some feel that cable may, through Christian evangelism, draw people to God but away from active fellowship with other believers.

### Fragmentation Potential

Mrs. Meyers of Christ Vision does not believe that cable fosters more community or congregational fragmentation. She knew of a situation whereby a girl watching the *PTL Club* on the cable system gave her life to Christ and joined a local church. Later, eleven of her family joined the church. Also, she pointed out that two years ago a man and his wife from the community were lukewarm Christians. After watching the PTL program, they became enthusiastic Christians and attended church on a regular basis.

Mrs. Peggy Gilbertson, general manager of Channel 20, believes that people producing programs must be aware of the possible validity to the fragmentation assumption in order to help counteract it. She said that their station is not a substitute church and that they encourage individual participation in local churches. She also said that it is difficult to gauge how many people come to know Christ through Channel 20 because the station

does not ask for financial support and therefore it does not receive donor response.

However, Mrs. Gilbertson explained that there are indications people who work as volunteers for the station have joined St. John's Church. Overall, the station has had good emotional support, especially from the local daily newspaper, "News Sentinel," whose editorials express opinions that the station is of great value to the community.

### Promising Future

Video cable, and subsequently the total media environment, can offer valuable avenues for spreading the Word. Channel 20, Christ Vision, and First Alliance all experienced good results and now have plans for expansion.

Channel 20 is in the process of discussing with a local Methodist-sponsored prison ministry how to take a port-a-pack crew to videotape prisoners giving their testimonies for Christ. The station also hopes to increase its viewership by 20,000 homes through affiliation with the Athena Cablevision county system.

Christ Vision applied in 1981 for a low power television station and is the first in line for consideration when the FCC works on tier two of LPTV applications. They believe that if the LPTV signals go 15 miles in all directions they can reach approximately ten times more people. Christ Vision already has a LPTV transmitter and estimates that with \$50,000, it can be on the air in good shape. In regards to their cable ministry, they may receive an entire channel in the next two years if Continental's planned expansion to 40 channels goes through.

Even though its main thrust is *The Home Bible Study Hour* radio program heard on four stations, First Alliance Church plans to raise funds to buy new equipment for the video cable ministry. In addition, the program outreach is expected to increase by 15,000 households when put on the Westchester Cable system (Channel 34) 11:00 am Sundays.

You can start, maintain and expand your ministry to spread the Gospel throughout the world by a local effort in much the same ways as the three ministries cited. Let this challenge be the beginning of your earnest efforts to win followers to Jesus Christ.

*Dr. Armstrong, editor of Religious Broadcasting, is NRB executive director.*



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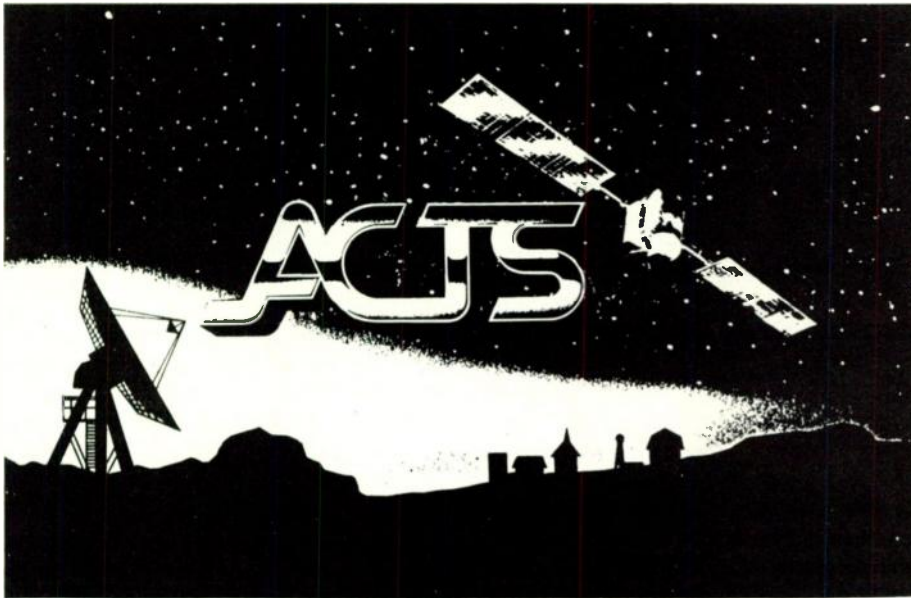
Before you buy a compact audio recorder, be sure to compare what you're getting on the inside. Look at the chassis, the headblock, the motors, the switches, the PC boards, and the wiring. When you do, you'll notice a difference between the PR99 and everything else in its price range. The PR99 looks better because it must adhere to stricter standards of quality. Standards that have made Studer Revox the world's most respected name in audio recording.

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# Baptists Ready To Take ACTS On The Road

by Daniel J. Nicholas

*An interdenominational  
telecommunications  
clearinghouse  
is fast taking shape*

**T**HEIR STRENGTH deep in the heart of Texas may be the principal reason that Southern Baptists approach every missions project on a grand scale. Tradition dictates that everything in Texas is larger than life. Consider the nation's largest Protestant denomination, with 13.9 million members, 36,000 churches representing every state, the largest denominational seminary, also in Texas, and the largest private publishing company, in Nashville. As recent developments will prove, Southern Baptist involvement in telecommunications is no exception to the big-is-better rule.

The Fort Worth, Texas-based Radio and Television Commission (RTVC) is inaugurating a satellite-delivered, interdenominational television network in May 1984. When the history of Southern Baptist broadcasting is written, last April will be remembered as a significant turning point for the denomination for two reasons.

**Anyone who wants to  
serve the Lord  
in front of the camera  
or behind the camera  
is welcome**

First, the RTVC board of trustees formally approved the network plans at an April 11-12 meeting. Only a few years ago, the ACTS Satellite Network, as the effort is being called, was a dream on the drawing boards. Trustees authorized the formation of the non-profit corporation which will distribute the religious and family-oriented programming to cable systems and full-power television stations around the country. Low-power television stations, owned and managed exclusively by local church members, will benefit from the program feed when they come on line in the next few years.

Later in April, at Atlanta's Ramada Renaissance Hotel, the Radio and Television Commission co-sponsored a National Conference on Broadcast Ministries, a gathering of 500 media-minded church and denomination leaders that explored local church implications of the telecommunications explosion. Those attending the three-day conference from April 25-27 chose from 23 workshops on implementation of the ACTS Network in their communities.

Thoughts were shared on a similar broadcast development for the churches called Baptist TelNet (BTN). BTN, also coming in 1984, is focused on Baptist churches rather than the community. It is more educational than entertaining or evangelistic. BTN is being planned by the Baptist Sunday School Board (BSSB), the Nashville-based publishing and educational arm of the denomination. BSSB and the Southwestern Baptist Theological Seminary mentioned earlier were co-sponsors with the RTVC of the Atlanta conference.

The Baptist conference is generally considered the second largest annual gathering of Christians involved in broadcast ministries and the largest such conference for a single denomination.

Delegates heard messages of inspiration and engineering detail from Baptist leaders including RTVC president Jimmy R. Allen, BSSB out-going president Grady Cothen, Home Mission Board president William G. Tanner, and Southwestern Seminary president Russell Dilday, Jr.

Guest speakers were Jess Moody, pastor of First Baptist Church, Van Nuys, California and Sidney Topol, board chairman of Scientific Atlanta, Inc., the nation's largest producer of satellite receivers.

### The ACTS Network

Principal speakers concentrated their attention on the ACTS Network, the implication of the telecommunications explosion on local church ministry, missions strategy and theological education.

Christians from many backgrounds will want to know about the ACTS Network because their involvement will be sought by local ACTS boards. To begin with, ACTS is an acronym for the American Christian Television System. Beyond that skeleton definition, there are almost as many descriptions as there are Baptist churches. Some have called it "a new ship upon the vast sky sea" or "a force for tomorrow in your community."

The ACTS Network, simply described, is planned as an outreach of local Baptist churches, a mechanism for community involvement, cultural awareness and family-building communication. Seventy percent of the ACTS programming will be wholesome entertainment that, as Jess Moody said, will re-win "the absolute, pitched battle for the soul of

America" being waged by secular television today.

The remaining 30 percent airtime will be reserved for traditional religious instruction, worship services and preaching. RTVC's Allen laid to rest thoughts of a round-the-clock revival service that would be of little interest to the non-believer and possibly unsettling to the non-Baptist.

ACTS management will be maintained by the Southern Baptist churches but active participation and programming will be sought from all denominations that profess Christianity. All the mainline denominations in a given community will be asked to write supportive letters that will convince cable company executives that ACTS represents a cross-section of "the public interest."

ACTS boards will form advisory committees designed to include Methodists, Presbyterians, Episcopalians, Lutherans, Catholics and many more mainline denominations. ACTS spokesmen said that the cable companies will appreciate this approach because they can anticipate new subscribers that approximate 2.7 percent of the total membership of the advisory churches.

Another selling point of the ACTS Network is the 224 30-second "announcement" time slots each week from which the cable company can earn "revenue." No solicitation of funds is made over the airwaves by any Southern Baptist programs, including ACTS.

### Non-Baptist Input

Others at the Atlanta meeting assured delegates that input from non-Baptists on the local level was not only welcome, but crucial for the success of ACTS. RTVC consultants stressed their "advisory" role in the new network.

William Reed, a participant from Charleston, South Carolina said during a panel discussion: "Our philosophy is that anyone who wants to serve the Lord in front of the camera or behind the camera is welcome."

Reed, whose Citadel Square Baptist Church has been involved in religious broadcasting since 1928, added "The pay is always the same; it's the same thing we pay the guys in the choir."

Reed expressed the philosophy of programming held by most of those who will be active in the ACTS Network. His church's radio and television ministry, called "Christian Video," will include specially targeted programs such as

### Guidelines for Hardware

The Radio and Television Commission of the Southern Baptist Convention has prepared two television equipment packages for those planning to be part of the ACTS Satellite Network and produce their own programming. These could serve as guidelines to any church interested in a television ministry.

	<b>Package One</b>	<b>Package Two</b>
<i>Purpose</i>	A low cost starter package for cable television productions	A more complete, higher technology system for use in more sophisticated cable systems or delayed telecasts
<i>Cameras</i>	one tube camera (each) Price Range: \$3,600-7,000 or three tube camera (each) Price Range: \$5,500-7,500	three tube camera (each) Price Range: \$7,000-14,000
(Camera cable cost is approximately \$400 per 100 feet and is not included in above prices)		
<i>Camera Support System</i>	(non-fluid heads) Price range: \$400-1,200 per unit	(fluid heads) Price range: \$2,000-4,000 per unit

(May include tripod, dolly, head, handles and claw ball adapter)

#### Summary Of Each Package

Both packages include two cameras in a complete studio configuration, one switcher, one character generator, support equipment and installation.

Package One adds:  
one 3/4" video recorder

Package Two adds:  
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Package price ranges:  
one tube camera \$15,000-24,000  
three tube camera \$26,000-35,000

three tube camera only \$46,000-82,000

**MEMO:** Prices are guidelines only. These two packages do not include special effects generator, monitors, audio mixer or some other hardware in the support system. Contact the Radio and Television Commission for details.



## We Want You

The 1984 Directory of Religious Broadcasting is being compiled this summer for release in the fall. If the contact person, program titles, address or other details of your organization have changed, please notify us of the changes in writing by August 1, 1983. If you know of a broadcast-related ministry organization not yet listed in NRB's directory, please let us know. Send your information to:

National Religious  
Broadcasters  
CN 1926  
Morristown, NJ 07960  
(201) 575-4000  
Attn: Directory Update

*American Sacred Symphony* and *International Kitchen*. "This church is a full-service church. The television ministry is simply one expression of that," Reed commented.

Citadel Square senior pastor Dr. Stuart Arnold described the significant impact that the present cable ministry has

on church membership and projected the same response from ACTS watchers. In the first four years of his television ministry on cable, "80 percent of the people that joined the church came as a result of the cable ministry," Arnold said. That figure has levelled to 65 percent, still an impressive figure, the pastor said.

James Staubes, associate pastor of Calvary Baptist Temple, Savannah, Georgia is responsible for "In The Word Ministries." During the Atlanta panel discussions, he described two of his church's 30-minute television programs that will be made available to ACTS next year. Both programs are targeted for specific age groups of interest to the church. *Aging: The New Frontier* and *Youth Alive!* will gain a wider audience when ACTS becomes a reality.

"Our church is an interdenominational clearinghouse for religious broadcasting on cable for the people in Savannah," Staubes said.

That phrase—an international clearinghouse for religious programming—describes well the planned ACTS Satellite Network that will add a new dimension to Christian broadcasting. NRB

*Mr. Nicholas is assistant editor of Religious Broadcasting.*

## How Cable Operators Think

When local ACTS boards approach cable system operators for cable access, they will be prepared. Radio and Television Commission executives just started negotiations with multiple cable systems operators (MSO's) including Group-W, Cox, Storer, Warner-Amex and Times-Mirror. For the non-MSO cable systems, delegates at the Atlanta conference were given detailed advice for successful negotiation. Lloyd E. Hart, a RTVC broadcast services consultant, related "how the cable people think." In order to accept ACTS (or any Christian programming) on their system, cable operators must know:

a. *Is the program or network financially stable?* ACTS has the backing of the nation's largest Protestant denomination and input from numerous local congregations.

b. *Will the programming have quality?* A demo tape is being made available to ACTS boards of the high-quality, locally originated programming that will typify ACTS. The RTVC has been stockpiling programming for the May, 1984 launching of ACTS.

c. *Will the programming provide a community service?* Letters of support will be received by the ACTS boards from as many local church leaders as possible. ACTS is to be interdenominational.

d. *Will the programming or network attract new subscribers for the cable system?* The letters of support with total membership will demonstrate the potential of new subscribers. Typically, 2.7 percent of members listed will sign up for cable service, ACTS executives estimate.

e. *Is the cable access request and the network's plan organized and well-planned?* ACTS literature is available for cable system operators that describes the plan in detail. The advantages of ACTS, called "Mega Values for Cable Operators," include free access to the ACTS programming, free equipment, revenue sharing (224 30-second spots to be sold), guaranteed subscribers from the churches membership, the Southern Baptist policy of no on-air solicitation, and a locally-originated, creative variety of family-building programming.

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# NRB NEWS

(continued from page 15)

to hear a specific speaker or simply for Christian fellowship. "The results of these and other questions will help planners better target future conventions," according to NRB President E. Brandt Gustavson, who was consulted recently in Chicago about the survey.

Other questions examined the impact of plenary sessions and workshops and asked respondents to rate 12 "topics that could be included in plenary and workshop sessions at future NRB conventions."

NRB operations manager John Cummuta welcomes the census of convention-goers because "no professional organization can make sound decisions without pertinent data." Cummuta said the results will have impact on the 41st annual meeting and future gatherings.

Some have sought more practical and technical input from the NRB conventions—what Cummuta termed, "the nuts and bolts business material." He has received some feedback from radio operators who want more sales emphasis at the convention. "It is not that they don't like the spiritual, just that they want more of the practical," he said.

NRB staffers will want to glean information from the survey about the impact of the media exposition on convention attendees' plans. Expo manager Michael Glenn indicated that the survey will "help the exhibitors know the market so they can adapt their products and services to meet the diverse needs." He said exhibitors in the past have had to "assume the needs" without specific data.

Glenn reported that the 1983 media exposition "was superior to previous years." He cited an increased atmosphere of teamwork, rather than "conflict," as the principle reason for the positive report. "NRB and the exhibitors are complementing each other" more completely than in previous years, Glenn added.

## William Ward Ayer Honored At NRB Rally

ST. PETERSBURG, FL (NRB)—National Religious Broadcasters commended religious broadcasting pioneer Dr. William Ward Ayer during a celebration rally in his honor May 1 in St. Petersburg, Florida.

An estimated congregation of over 1,000 was on hand at the Fifth Avenue Baptist Church of St. Petersburg to witness the afternoon event marking Ayer's role in religious broadcasting and his 90th birthday.

NRB president E. Brandt Gustavson presented Ayer with an engraved plaque for his founding role in serving as NRB's first president and chief architect of the NRB Code of Ethics.

Dignitaries present included featured speaker Dr. Jerry Falwell of the *Old Time Gospel Hour* and pastor of Thomas Road Baptist



NRB's first president honored. From left: president E. Brandt Gustavson, executive director Ben Armstrong and William Ward Ayer. (St. Petersburg Times)

Church, Lynchburg, Virginia; Dr. Ben Armstrong, executive director of NRB; Dr. Dale Crowley, former first secretary of NRB; Dr. Charles M. Leaming, director of Faith Temple Ministries (St. Petersburg) and presiding minister at the rally; and Richard Florence, secretary of the Southeastern NRB chapter.

Known as "God's Man in Manhattan" and presently executive director and vice president of Marching Truth Ministries of St. Petersburg, Ayer's involvement in spreading the Gospel spans decades.

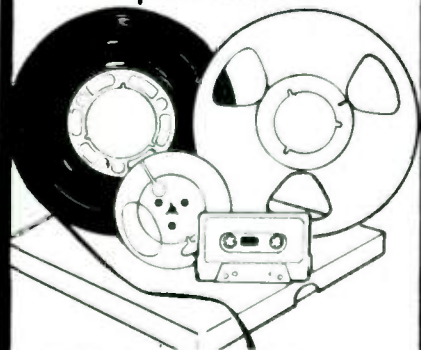
Ayer was converted to Christianity during a Billy Sunday evangelistic rally in 1916 at age 24. From there he went to study for the pastorate at Moody Bible Institute in Chicago, Lincoln College near Atlanta, and Northern Baptist Seminary. His pastorates included churches in Illinois, Indiana and Canada.

For 14 years he was pastor of Calvary Baptist Church in New York City. In 1950, he resigned the New York pastorate to be full-time evangelist and radio preacher.

In all, Ayer gave 41 years to gospel radio broadcasting, which included weekly half-hour broadcasts of *Marching Truth* until 1968.

Voted one of New York City's most influential citizens in 1947 and inducted into the NRB Hall of Fame in 1978, Ayer is the subject of the biography "God's Man in Manhattan" by Mel Larson.

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# TECH TIPS

Whether you are putting together a program of your own, duplicating one for distribution, or running someone else's, the final picture on the viewer's screen can be no better than what is on the video cassette tape. Taking that a step further, it can be no better than the tape the program is on.

In this month's column, we're going to tell you about several manufacturer's latest entries into the video cassette tape market. Use only quality tapes, and recheck that quality often.

## **Agfa Offers New U-Matic Video Cassette**

The Magnetic Tape Division of Agfa-Gevaert, Inc. introduced a new 3/4 inch U-Matic video cassette for broadcast and professional use.

Agfa-Gevaert claims unsurpassed quality for the most critical mastering applications with features that include: a 3dB advantage in each color signal-to-noise and video signal-to-noise, an RF output greater by 2 dB, and an extremely low dropout rate as compared to the industry standard. In addition, Agfa U-Matic Cassettes utilize a black anti-static backcoating for better tape transport and winding properties.

Each Agfa U-Matic video cassette is packaged in a rugged black storage case provided with a slip-out label for complete tape identification. Ample space is provided on the label for pertinent information and for *Date*, *Time*, and *Contents*. In addition, the label has ten small boxes to be checked for: NTSC/PAL/SECAM: MONO/STEREO: AUDIO 1/ AUDIO 2/DUAL LANGUAGE: B & W/ COLOR.

The cassettes are available in three sizes, with recording lengths of 20, 30 and 60 minutes: KCS 20 mini-cassette for portable in-field use, standard KCA 30 and KCA 60 cassettes respectively.

Agfa U-Matic video cassettes are available for immediate delivery. For further information call or write Agfa-Gevaert, Inc., Magnetic Tape

Division, 275 North Street, Teterboro, New Jersey 07608, 201-288-4100.

## **Fuji Markets Improved H521 U-Matic Video Cassettes**

Fuji Photo Film U.S.A., Inc. is now offering the new H521 3/4 inch video cassettes for broadcast, industrial and commercial use. The new video cassettes offer an even further improvement on the H20 series.

In addition, Fuji H521 U-matic video cassettes stop motion capabilities have been extended to over 180 minutes in total for prolonged standby and pauses during editing.

Fuji's new backcoating technology claims greatly reduced surface electrical resistance. This, in turn, reduces the creation of static electricity, which attracts dust particles, one of the major causes of dropouts.

Video and color signal-to-noise ratios have also been improved through refinements in Fuji's BERIDOX magnetic tape particles increase the coercivity of H521 so that both color and video S/N are improved by + 2dB.

Fuji H521 U-matic videocassettes will be available this summer in both KCA and KCS configurations. For further information contact Thomas Shay, Fuji Photo Film U.S.A., Inc., Magnetic Tape Division, 350 Fifth Avenue, New York, New York 10118, 212-736-3335.



## **BASF Expands Video Line**

BASF Systems Corporation expanded its video product line with the recent introduction of five new pure chrome super-high-grade video cassettes: the VHS TX-20, T-120, T-160 and BETA L-500 and L-750.

These chrome super high grade video cassettes are the result of improvements in BASF's pure chromium dioxide formulation. BASF reports these improvements produce superior signal-to-noise ratio, reproduction of sound, long-term stability, resistance to rub-off, and outstanding characteristics for use under extreme climate conditions.

All BASF highgrade video tape cassettes are packaged in PVC (vinyl) sleeves.

For further information contact BASF Systems Corporation, Crosby Drive, Bedford, Massachusetts 01703, 617-271-4000. Telex 951856-US, Richard C. Howland, Jr.

## **Maxell Produces Video Cassette for New ENG Devices**

The Professional/Industrial Division of Maxell Operation of America announced the introduction of its HGX pro 1/2-inch video cassette in the VHS format.

The new product is designed specifically to be used in the new portable electronic news gathering (eng) units the beta scan and recam cameras.

Maxell claims superior chroma response, high resolution, exceptional picture clarity, image stability and low chroma noise, even in slow motion or still frame modes. It features a newly developed carbon backing system and has Maxell's Epitaxial coating. This special magnetic coating combines ferric oxide with cobalt ferrite.

Information is available from the Maxell Corporation of America, Professional/Industrial Division, 60 Oxford Drive, Moonachie, New Jersey 07074, 201-440-8020.

# BROADCAST BOOKS

## Understanding the Fast-growing Cable Industry

*Cable Television*, by John E. Cunningham, 2nd edition. Howard W. Sams & Co., Inc., 1982, 392 pages.

Is the completely "wired city" a reality? According to John Cunningham, author of "Cable Television," the future of our communities may very well include not only television, but many other electronic messages carried via cable.

As the spectrum of the broadcast bands becomes more and more crowded because of more and more voices wanting to be heard, cable TV seems to offer those channels of communication. Even now cable TV is one of the fastest growing industries, with new program producers and distributors appearing almost monthly.

What do these venturesome en-

trepreneurs, and in our case, ministries, really know about the technology and the potentials and limitations thereof? What about recent advancements and new applications?

For the ministries whose intent is primarily to produce a Gospel program that may be distributed via cable, this book will hold little interest. But for the growing number of churches, Christian agencies and ministries who are now or will be managing cable channels or even networks, "Cable Television" speaks their language.

Cunningham approaches most of the technical concepts with clarity, talking of line amplifiers, coaxial cables, system requirements, the headend antennae and signal processing with a concern that basics be understood. There is a necessary amount of engineering jargon and explanations for those who need

the statistics and measurements, but he includes chapters on two-way transmission, long-distance transmission, program origination, fiber optics and communications satellites which inform those in management and production, as well.

For educators, or those interested in self-teaching, the author has included questions and exercises at the end of each chapter which help confirm the essential facts of that section. The book's first edition has been used as a text. No doubt this edition will gain an excellent reputation in classroom use.

There are no references to religious uses of cable, but the book's purpose is to inform, educate and explain the technology of this growing industry and not to examine the message which will be transmitted. It succeeds in that task.

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*The reviewer, Dr. Joseph L. Bridges, is associate professor of telecommunications at Wheaton (Illinois) College Graduate School.*

### **Media In The Market Place**

Mass Media, Past, Present, Future, by Danna R. Illoth, Peter Klinger, and Sandra Eells. West Publishing Co., 1983, 429 pages.

In a vivid and empathetic presentation Illoth, Klinger, and Eells survey mass media against their background and potential. Although they approach media from a social responsibility perspective, the authors accept ideological changes within the realities of the 1980's.

Media information they quote, for example, should stimulate "the desire for and the widening of human knowledge and understanding ... and solutions ... in the spheres of economics, culture and human relations." Accepting international input in the development of media, they give fair treatment to persons, technology, and positions within each medium.

Unlike some social responsibility communicators, the authors examine America's mass media within the interplay of the marketplace and the free enterprise system. They sense the power of corporate organizations to manipulate media content, but also note newer technologies that give greater significance to the reporter in the field.

Fewer intermediate steps are forecast between the initial communicator and the final electronic message to the receiver. The authors explain this "repositioning" by business to reach changing demographics of the population.

In describing the "advertiser-supported businesses" of radio and television, the authors describe spot advertising, network advertising, program-length commercials, trade-outs, rate cards, and drive time.

Aspects of the cable industry are described, including coaxial cable, headends, the cable grid and amplifiers. Rather than defend older technologies and methods, this text points out the uncertainties of the marketplace. Satellite and low-

power TV may check the present ascendancy of cable TV, the authors suggest.

The authors mention religious broadcasting as one possible format. A decline of sex and violence in the media is understood without a complaint that freedom of speech will be hampered.

The strength of radio is seen by the larger number of radios in the United States than TV sets. The latest developments in radio formats, including religious, have brought radio "from the brink of bankruptcy to a new highly profitable position."

The authors summarize new trends in communication technologies as reflected in the growth of cable TV, interactive cable, large screen projection sets, direct satellite broadcasting, video disks, digital TV, and videotex.

This book shows the interaction of technology, personalities, entertainment, business and values in our free enterprise system.

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

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# BROADCASTERS



Leighton Ford



David Mainse



Corrie ten Boom



E. Peb Jackson



Billy T. Barber

**Louis C. Schuедdig** started new duties February 15 as president and executive director of the Episcopal Radio and Television Foundation, Atlanta, Georgia. Rev. Schuедdig, former rector of Saint Michael's Church, Cascade, Michigan replaces **Theodore Baehr**, who resigned in September. The new president is a graduate of Northwestern University, with a degree in radio, television and film, and also a graduate of Virginia Theological Seminary. The announcement came from foundation chairman **Bishop Harold Robinson** of the Western New York diocese.

Evangelist **Leighton Ford**, co-host of **Billy Graham's Hour of Decision**, addressed more than 53,000 people during a week of crusade meetings in his hometown of Charlotte, North Carolina. The Wednesday night session during the April meetings drew 11,500, a capacity crowd for the Charlotte Coliseum. Leaders for the "There is Hope" meetings recorded 866 public decisions for Jesus Christ that week. Ford, a Charlotte resident for 27 years, proved that a prophet is welcome in his hometown.

The evangelist also spoke recently to church leaders in Novi Sad, Yugoslavia and Orlando, Florida.

Canadian religious broadcaster **David Mainse** of 100 Huntley Street in Toronto will host five live programs entitled *The Maple Leaf Salutes the Stars and Stripes*. The programs will be aired from Washington, D.C. July 4-8 via the PTL Satellite Network at 9:30 am EDT each day. **Dr. Thomas Zimmerman**, general superintendent of the As-

semblies of God, is confirmed as one of the guests. The National Christian Network, Naples, Florida, the Christian Communications Network, San Diego, California and 10 other religious television stations will rebroadcast the one-hour specials at various times each day. Crossroads Christian Communications of Pittsburgh has further information.

Christian author **Corrie ten Boom** died peacefully in her sleep at her Placentia, California home on April 15, her 91st birthday. Her 18 books have sold over 7 million copies, the best known being made into a motion picture in 1975, *The Hiding Place*. Ten Boom spent the first fifty years of her life in relative obscurity as a watchmaker in her father's shop in Haarlem, Holland. Her family became heavily involved in the Dutch underground movement by protecting Jews from the Nazis in World War II. She was caught and imprisoned for almost a year in the Nazi camp at Ravensbruck.

**Lonnie Lein** is the new radio program co-ordinator for the Wycliffe Bible Translators, Huntington Beach, California. Lein replaces **Norma Jean Waterhouse** as the person responsible for Wycliffe's daily five-minute interview program *Translation Report*.

**E. Peb Jackson** was named vice president of *Focus on the Family* by its founder and president **Dr. James Dobson**. Jackson was involved with the *Focus* ministries from their inception in 1977. He

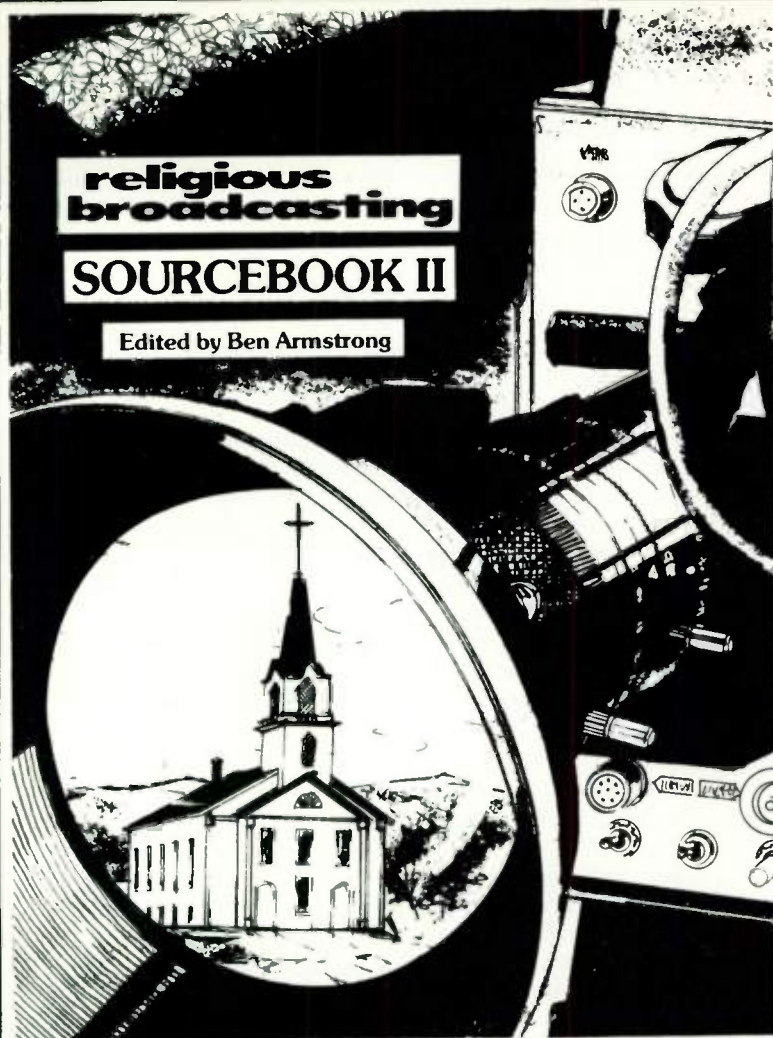
co-ordinates special ministry projects such as the *Where's Dad* syndicated telecasts that will resume in the fall, city-wide rallies and other development work.

**Billy T. Barber**, 52, becomes the newest vice president of the Southern Baptist Radio and Television Commission (RTVC) as of June 1. Barber, former pastor of First Baptist Church, Tampa, Florida, will oversee development services including fund raising, direct mailings, promotion and audience response monitoring. He succeeds **John Scales**, who became director of development at Baylor University, Waco, Texas.

**Beverly J. Chain** has been named director of the Office of Communications for the United Church of Christ, replacing **Everett C. Parker** who retires August 31. Dr. Chain, an internationally recognized expert on Third World communication issues, is currently an assistant general secretary of the General Board of Global Ministries of the United Methodist Church. A former missionary to Brazil, Dr. Chain was an executive with Intermedia, the overseas arm for communications for the National Council of Churches in the U.S.A.

The World Association of Christian Communication (WACC) appointed a new chairman for the Asian region at a recent biennial assembly in Bangkok. **Rev. Kim Kwan Suk**, president of the Christian Broadcasting System in Korea, succeeded **Alfred Simanjuntak** of Jakarta.





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# AIRING OUR VIEW

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## It's Time the Courts Back Off

The courts of our nation seem intent on convincing this generation of young people that the Constitution guarantees certain basic freedoms to all Americans—except those religiously inclined.

This conclusion could easily be drawn from two lower court decisions upheld by the Supreme Court.

In *Brandon vs. Board of Education of Guilderland School District* the court rejected a request by high school students in upstate New York. They wanted to have a daily voluntary prayer meeting in a vacant classroom before the school day began. The court ruled that "to an impressionable student even the mere appearance of secular involvement in religious activities ...[is] too dangerous to permit."

In *Lubbock School District vs. Lubbock Civil Liberties Union* the court outlawed a policy set by a school board in Texas. It would have permitted student groups to use school facilities before or after regular school hours "for any educational, moral, religious or ethical purposes" just as it allowed other student groups to meet. The court objected only to the religious group.

Both court cases must make "impressionable" students wonder if religious free speech and practice are illegal, unimportant, or both.

The dissenting Supreme Court justices in the *Brandon* and *Lubbock* cases warn "that the young student may ... be given the impression that our government and the courts and the schools are hostile to all religious belief and practice."

It is difficult for many adults to follow the convoluted reasoning of the courts. How much more difficult it must be for young people to be assured of their constitutional rights, but then on grounds of "mere appearance ... too dangerous to permit," to be denied their rights to free speech and exercise of religion.

Even more outrageous and incomprehensible is the court backing of a school principal's order forbidding kindergarten children from saying grace before meals on their own initiative.

Robert P. Dugan, Jr. of the National Association of Evangelicals comments: "Unencumbered by the mental gymnastics and judicial hocus-pocus the courts have employed to reach such a patently absurd result, those Americans familiar with cases such as *Brandon* and *Lubbock* are demanding action to end repression of the religious liberty of their children."

Americans are justly incensed by the manner in which the courts, sworn to uphold the law, have twisted it into an instrument of repression against

basic freedoms it was designed to protect.

Even dissenting Supreme Court justices are constrained to question, "Is neutrality still the objective or is it the fashion now to make the state the adversary of religious belief?"

This trend in the courts, which Dugan describes as "religious oppression ironically perpetrated in the name of religious freedom," relegates devout Americans to the status of second-class citizens.

A Washington Times Magazine editorial drives home the point: "Free exercise of one's right to practice free speech and to assemble with whomever he wishes in public places should not be limited to those who profess no religion or have no religious purpose in mind. When did they become the privileged few?"

Such a development is intolerable in a democracy where 97 percent of the people profess belief in a personal God, and where 75 percent or more of its citizenry endorse the concept of voluntary group prayer in public schools.

Senator Mark Hatfield of Oregon has moved to eliminate this discrimination by introducing legislation that would overrule *Lubbock*. His "equal access" bill (S. 815) recognizes the right of students to meet for religious purposes on the public school campus during free periods on the same basis as other student groups.

The National Association of Evangelicals has sought to strengthen the intent of Hatfield by suggesting to Congress some language of its own. It reads:

*Nothing in this Constitution shall be construed to prohibit prayer or other religious activity in public schools or other public institutions. Neither the United States nor any state shall require any person to participate in prayer or other religious activity, or influence the form or content of any prayer or other religious activity.*

Passage of "equal access" legislation would help balance the scales now weighted heavily in favor of forces hostile to the rich religious heritage of our nation.

Inclusion of language such as that proposed by the NAE would make clear no one religion can lord it over the others. Neither are there special privileges for people who have no religion.

This kind of action from the the other two branches of government might make the judicial system back off from a hostile stance that teaches a whole generation of young Americans that the free exercise of religious speech and practice is unworthy of constitutional protection.

—Robert L. Niklaus





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