

# religious broadcasting

JULY/AUGUST 1983

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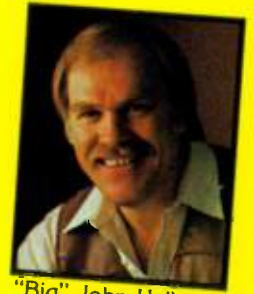
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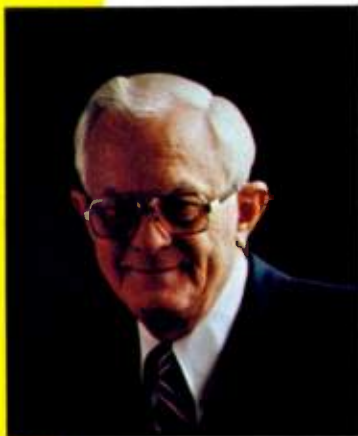


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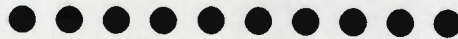
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# THE DREAM TAKES SHAPE

**Background:** WTJC-TV, Channel 26, is an independent Christian television station, serving Dayton, and West Central Ohio with 1.2 million watts. One of the founders, Marvin D. Sparks is Vice-President and General Manager. In this series of paid articles he speaks with Rod Robison, the station's Promotion Director, in an effort to encourage all interested in proclaiming God's Word through Christian broadcasting.



**Q.** How long has WTJC-TV been on the air?

**Marv Sparks** — Nearly three years. WTJC-TV first began television service in September, 1980.

**Q.** Let's talk about those early days when Channel 26 was just a dream. Why even consider Christian television?

**Sparks** — For some time our group had been involved with the Christian radio ministry. We had witnessed the blessing of God upon the work and felt led to seek a means of extending the ministry to other avenues. God began to direct me and others to consider using television to proclaim His Word. One by one, the members of the organization came to understand the tremendous impact of television in our community. From that realization we became one in purpose to use the tool for the Master. We then formed an Ohio not-for-profit organization

known as Miami Valley Christian Television, Incorporated. The organization is composed of myself and four other individuals who serve as trustees for the corporation.

**Q.** What was the first step?

**Sparks** — Before fund raising, I felt we must know what channels were available, the resources required, and who key staff members would be. Also, I consider it important to secure competent legal and engineering assistance in advance of seeking funding from the public or financial institutions.

**Q.** Where did you go for funding of Channel 26 construction?

**Sparks** — Our group felt strongly that before any fund raising was done, a tax exempt, not-for-profit organization should be in existence to accept and hold donations from the public. Once these arrangements had been made, we began solicitation of funds from the listeners of Christian radio station WFCJ-FM. From that base, the involvement spread to individual Christians throughout the Dayton area. Eventually, about 50% of the monies for startup were donated in advance of going on the air.

**Q.** Were there any "Large donors?"

**Sparks** — In the sense of large cash offerings of thousands of dollars from one individual, the answer is no. However, in light of God's Word, we know that any gift, given in sacrificial love is a large gift to the giver.

**Q.** Is it good to have so many donors of small amounts?

**Sparks** — I believe it creates a stronger ministry. When many stand together with average donations, the ministry is less subject to the uncertainties of personal whims.

**Q.** What part did your Christian experience play in the startup of Channel 26?

**Sparks** — I have known Christ as my Savior since a child. Looking back, I can see His hand preparing me and others of our staff to be part of a great ministry through Channel 26. In college years while studying for the ministry, I sensed God's direction to the field of Christian broadcasting. In 1969, through the NRB, I learned of many open doors in religious broadcasting. Following His leading, it has been a joy to combine several personal interests of business, management, and electronics with the Gospel ministry of WTJC-TV.

... Next Month: The FCC go-ahead, and construction delays!

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## FEATURES



24

### 24 **Consider a Computer—or Else ...** / *Louis B. Burke, Jr.*

If increasing productivity and income are viability factors for the long-term operation of your ministry, computerized help is something you must consider



26

### 26 **Which Computer Is Right for Your Station?** / *Jerome Kenagy*

A computer system is not guaranteed to enlarge output and income unless the right system is chosen—and that depends on asking the right questions

### 28 **At What Cost the Computer?** / *Shirley O. Mills-Hanson*

If in-house computers multiply to the point your primary concern is no longer ministry to your listeners, a service agency may be the best alternative

### 31 **The Computer as Liberator** / *Tom Benvenuti*

Computers can be programmed to take on a "ministry of helps" to set the broadcaster free for the priority task of serving audience needs

### 32 **Passing Fad or Wave of the Future?** / *Ben Armstrong*

By computerizing their broadcast operations several religious broadcasters, selected from numerous possibilities, show what high-tech can do to help



28

### 34 **For Senior Adults Only** / *Linda R. Merwin*

Recognizing that the senior adult population is the fastest growing age group in the United States, one programmer is reaching out to them

### 38 **Issues—Real and Imagined** / *John M. Cummuta*

Literally millions of religious broadcasting supporters are wasting their time on a non-existent problem while real issues go begging for attention



31

## DEPARTMENTS

- 4 **Speaking Out**  
Comments by the President of National Religious Broadcasters
- 7 **Press-Time Reports**  
Last-minute information of consequence to broadcasters
- 8 **Washington Watch**  
Trends and decisions of the Federal Communications Commission
- 10 **Media World**  
Pertinent items of national and international scope for broadcasters
- 16 **NRB News**  
Coverage of media events and people related to NRB
- 40 **Classifieds**  
NRB Bulletin Board for individual and group needs or services
- 42 **Broadcasters**  
Experiences and accomplishments of NRB family members
- 43 **Letters**  
Readers provide feedback on articles they liked—or did not like
- 44 **Airing Our View**  
Editorial comments on current problems and issues



34

# SPEAKING OUT

## Free Up Your Creativity



My good friend, Dr. Ross Rhoads of Calvary Church, Charlotte, North Carolina, has written a very thoughtful article; and I'm passing it on to you.

"Pinchas Noy, the noted physicist, said, 'The era of the intelligent person is almost over, and a new one is emerging—the era of the creative person.'

"Creativity is not common to many because it automatically looks more to what is not fixed or a part of accepted experience. Consequently a creative person is usually in opposition to the tried, proven and accustomed ways of doing things. He is novel, original and experimental in his outlook.

"People who prefer things as they are usually are offended by creativity. Logical or precisely programmed people are not too comfortable with 'creative' individuals. 'One track'-minded people are frustrated by creativity because it challenges the established order or patterns. Any deviation from the usual way of doing things is a threat and usually brings resentment and hostility. We suffer from what some call 'the hardening of the categories.'

- 1) Remember that the mind and its ability to think is staggeringly vast. Most of its powers have never been utilized.
- 2) Keep some record of new ideas and write them down.
- 3) Try the ideas out in some way. How many times have you thought: 'You know, somebody should do something about that.' Whatever it was, let that somebody be you.
- 4) Learn to be adaptable to better ideas even though they challenge your own.
- 5) Remember Isaiah's Biblical warning, 'Your thoughts are not always God's thoughts.' So don't be too quick to reason that God has no right to your life or claim to your heart. Avoid being closed minded. After all, there are always other ways to look at anything, aren't there? There's more to it than meets the eye. Do some hard thinking, free up your gift of imagination and creativity."

We are always open to your creative ideas for ways the National Religious Broadcasters Convention can be improved. Please share them.

Thanks for your good financial support of the organization; we are making solid headway.

**E. Brandt Gustavson**  
*President*  
*National Religious Broadcasters*

**The Common Thread:** If you as a broadcaster want to have a ministry five years from now, you had better be looking at computers today. That is the statement we try to make, substantiate and elucidate in this issue. Not that the eternal message of the Gospel will change. The issue is one of technology, not theology, and the future belongs to those who ask what high-tech can do for them. That is why we begin with the rather ominous title to the first article: "Consider the Computer—or Else ..." Succeeding articles deal not only with the debate between having an in-house computer system versus using a computer service agency, but also with the practical questions and steps that need to be followed *if* you need to acquire your own system, and *if* you are to have the system best suited to your own broadcast purposes.

**NRB**

national religious broadcasters

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religious broadcasting

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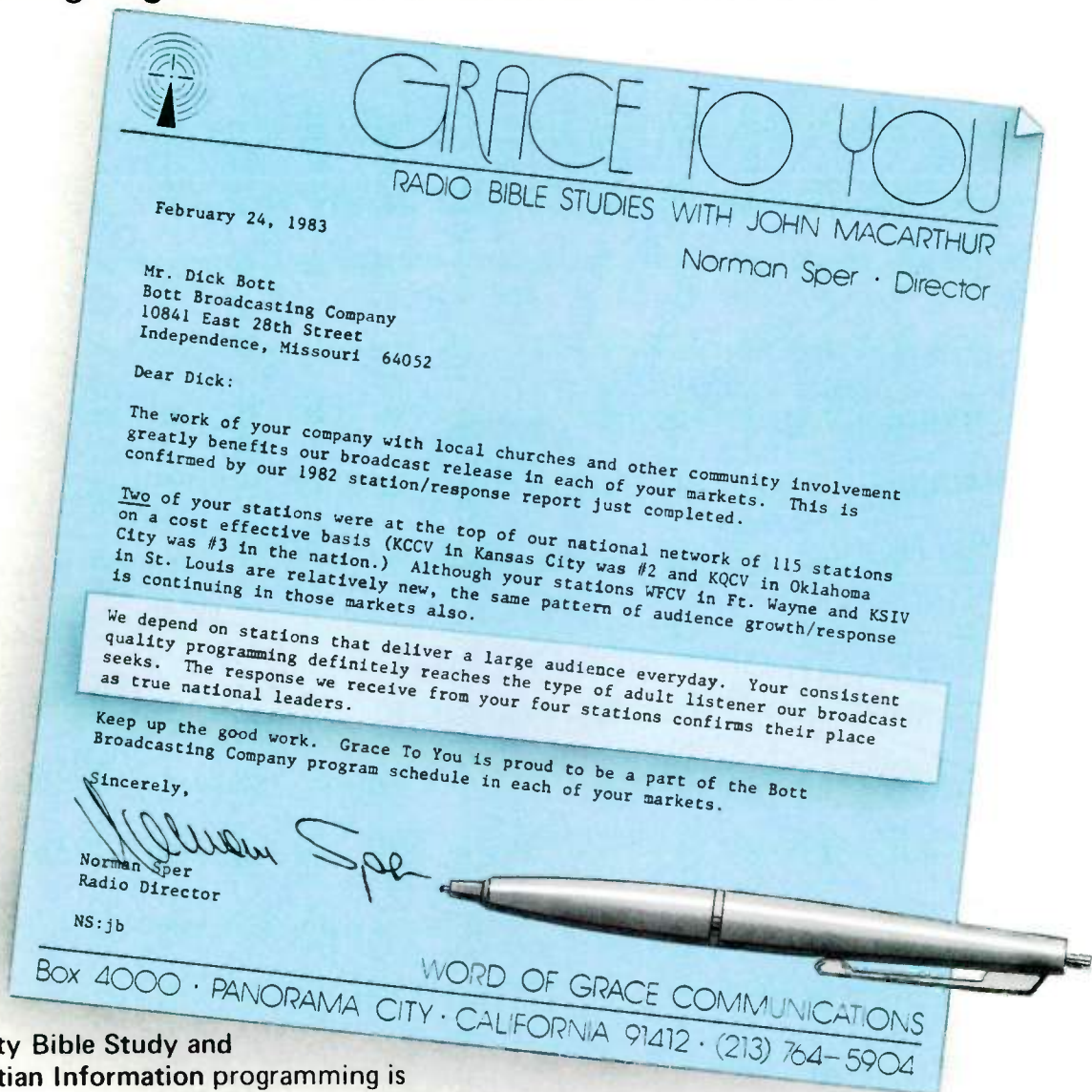
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# PRESS-TIME REPORTS

Hour of Decision  
being broadcast  
throughout Russia

The Hour of Decision, the popular weekly radio broadcast of Billy Graham, is being heard throughout the Soviet Union in the Russian language as of mid-June. The Russian version is jointly produced by Graham's association, the Slavic Gospel Association, and Mennonite Brethren Communications. The program is heard via the short wave bands of Trans World Radio, Monte Carlo, and World Radio Missionary Fellowship (HCJB), Quito. This month the Russian Hour of Decision, a 15-minute version of the Western format, will air via the short wave band of Far East Broadcasting Company, Manila, and FEBC's AM station in Cheju, Korea, HLAZ. Potential audience is a large number of the 136 million radio receivers in the Soviet Union.

Federal decisions  
said to encroach  
on Christian freedoms

First Amendment Constitutional rights of religious broadcasters and recent federal government decisions were involved in four cases, prompting some to call for a test case that would clarify legal boundaries. The related cases are (a) the possible loss of preferred rates for third-class, non-profit mailers, (b) the U.S. Supreme Court's May 24 decision denying tax exempt status of Bob Jones University and the Goldsboro Christian Schools because of racially discriminatory admission policies, (c) the closing of a Christian television station, KHOF-TV 30/San Bernardino (California), when its president, preacher W. Eugene Scott, consistently refused to supply the FCC with donor records during a lengthy fraud investigation, also on May 24, and (d) a controversial recommendation by the Presidential Commission on Social Security reform that would require non-profit corporations to pay social security taxes starting January 1. George Miller, executive director of the Non-profit Mailers Federation, Washington, D. C., called a strategy meeting on the postal rates for June 16 that included NRB representation from Washington office manager, Dr. Kenneth Beachboard, and from CBN, PTL, Swaggart Ministries and World Vision. They also heard about the Social Security tax proposal. Herbert W. Titus, dean of law at the CBN University School of Public Policy, was one of those who gave testimony in March before the U.S. Senate Finance Committee on the proposed tax. Titus said that mandated Social Security coverage for employees of non-profits would result in a decrease of private charitable gifts and an increase in costs of administering those gifts.

FCC to expand  
FM band by  
1,000 channels

The FCC decided to juggle the FM band classification policies and allow creation of 1,000 additional commercial stations effective at an unspecified future date. Religious broadcasters are expected to benefit from the vast increase of new channels available. There are 3,600 FM's now. The decision created three new station classes and would allow some stations to operate in previously restricted classes.

## FCC Fine Tunes Its Low Power Television Rules

On May 6, 1983, the Federal Communications Commission released an order clarifying and modifying its rules for the Low Power Television (LPTV) Service.<sup>1</sup> Several parties had requested that the commission reconsider its rules, which were adopted in the spring of 1982.

While the commission's *Order* leaves the framework of the LPTV regulations largely intact, the agency made several changes in the Rules that will be significant for present and future LPTV applicants, including the many religious organizations which have filed for LPTV stations.

### Unaltered Aspects

In its recent *Order*, the commission refused to alter the comparative criteria for selecting among mutually exclusive applicants. Thus, diversification of control of the media of mass communication and over 50 percent minority ownership will continue to be the two factors deter-

by Richard E. Wiley

that co-located LPTV stations operate on channels spaced at least 14 channels apart. Both of these engineering standards had been challenged as unnecessarily restrictive.

The present procedures for processing LPTV applications will remain in place, at least for the time being. Following the commission's announcement in September 1980 that it would begin processing LPTV applications on an interim basis, thousands of applications poured into the agency. In April 1981, with around 5,000 applications on file and with insufficient staff to handle them, the commission stopped accepting all but a few categories of new applications.

An exception to the processing freeze was made for (1) existing translators seeking to leave chan-

nor the exemptions expanded at the present time.

### Significant Changes

While the FCC's recent *Order* reaffirmed many aspects of the LPTV rules, significant changes were made in the rules governing amendments to pending applications. The LPTV rules issued last spring provided that ownership changes in LPTV stations would not constitute "major modifications" to a pending application.

It is particularly important for an applicant to know whether a proposed amendment would be classified as a "major modification." If an amendment is so treated, the FCC will return the application to the beginning of the processing line, where it again will be subject to competing filings.

If a competing application already has been filed and the cut-off date for submitting applications has passed, an amendment constituting a major change would result in a loss of comparative status with other mutually exclusive applications.

Under the standards announced in the commission's *Order*, an amendment or a series of amendments resulting in a change of 50 percent or more of the applicant's ownership will constitute a major change. It would then require the return of the application to the beginning of the FCC's processing line. According to the *Order*, the planned lottery for choosing among competing LPTV applications made it necessary to tighten the restrictions on ownership amendments.

The new lottery provisions of the Communications Act provide for a preference—that is, a better chance of winning—for applicants in which members of minority groups hold a greater than 50 percent interest. The commission believed that some restrictions on an applicant's freedom to amend its pending application were essential to ensure that the agency would accord the correct preference to each application once lotteries begin.

## Amendments to an LPTV license that result in an ownership change of 50 percent or more will constitute a major change and require a return to the beginning of the application ranking

mining which of several competing applicants will have a preference.

These preferences also were included in legislation adopted by Congress last September to modify the Communications Act in order to provide for a lottery. Particularly in view of Congress' action, the commission decided that any alteration of the comparative criteria would be inappropriate.

The commission also declined to alter the present engineering standards for determining when an LPTV station would interfere with a full service station. In addition, the agency will continue to require

channels 70 through 83, (2) existing translators seeking to change channels to eliminate interference to full service stations, and (3) new proposals to serve areas receiving fewer than two full service stations.

When the commission adopted its final LPTV rules in May 1982, the third exemption was altered to exclude all applications except those proposing to locate transmitting antennas more than 55 miles from any of the 212 FCC-ranked television markets. Given the continuing backlog of unprocessed applications, the commission determined that the freeze should not be lifted

### Loosened Restrictions

While the commission restricted an applicant's ability to change its ownership, it loosened the restrictions on minor engineering amendments. The initial LPTV regulations classified any change in frequency, transmitting antenna system, antenna height, antenna location exceeding 200 meters, authorized power, or community or area to be served as a major change for translators and LPTV stations. Thus, any alteration of these aspects of the engineering proposal would require an application to be sent back to the beginning of the FCC processing line.

In its *Order*, the FCC changed the definition of a "major modification" to exclude certain changes in the engineering proposal, provided the change does not increase the signal range in any horizontal direction.

The May *Order* also clarified several aspects of the initial LPTV

regulations. The FCC made clear that the operating requirements for LPTV stations do not require the presence of a licensed operator during the retransmission of microwave-fed signals (including satellite transmissions), or during the insertion of a brief station identification or public service announcement.

While the retransmission of a non-broadcast signal constitutes "origination" under the program definitions for LPTV stations, the FCC found that it does not do so for purposes of the rule which requires a licensed operator on duty when an LPTV station is "originating" programming.

In connection with its *Order*, the FCC also issued a revised renewal application form and application for consent to transfer or assignment form to reflect the new LPTV rules.

### Major Step

The fine tuning of the commission's LPTV rules in its recent *Order*

is a major step toward an established LPTV service. The commission expects soon to have in operation its computer system for the handling of applications.

Computerized processing, along with the soon-to-be implemented lottery, should permit a drastic reduction in the current backlog of LPTV applications and provide additional television service to the public at an earlier date.

, Memorandum Opinion and Order (Inquiry into the Future Role of Low Power Television Broadcasting and Television Translators in the National Telecommunications System), BC Docket No. 78-253, released May 6, 1983.

*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.*

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# MEDIA WORLD

## World Evangelism and Mission of the Church Addressed by Two Conferences

AMSTERDAM, THE NETHERLANDS (NRB)—Two international conferences early this summer draw attention to the ever-urgent tasks of world evangelism and understanding the cross-cultural mission of the Christian church.

The International Conference for Itinerant Evangelists, which will commence July 11 in Amsterdam, will bring together some 3,500 itinerant evangelists for prayer and inspiration. Amsterdam '83, which includes presentations from several NRB members, is being sponsored by the Billy Graham Evangelistic Association.

The other international conferences, which concluded July 1 at the Billy Graham Center of Wheaton College, Wheaton, Illinois, is being sponsored by the World Evangelical Fellowship (WEF) with assistance from the Lausanne Committee for World Evangelization. Called Wheaton '83 with the theme, "I Will Build My Church," the 12-day conference examined the international church with its many local settings and responsibilities. One case study, with a report by NRB executive director Ben Armstrong, focused attention on the role of religious radio and television in church growth and cooperation.

The Amsterdam conference, ten days of singing, praying, seminars and strategy for the next generation of evangelists, will draw from 137 countries. "Most of these (participants) are young, unknown men and women with limited training, but with great futures for God," evangelist Billy Graham commented. The evangelists will be coming from many continents at "great personal sacrifice," he continued.

Specialized workshops will be offered with translation into Spanish, German, French, Portuguese, and in some instances Korean, Mandarin Chinese, Japanese, and Arabic. Among the 107 workshops being offered is "Getting on Secular Television and Radio Talk Shows," with Latin American evangelist Luis Palau and Rusty Wright of Campus Crusade for Christ-USA.

Other workshop sessions of note include "Making Your Ministry Relevant to People's Needs," with the *Hour of Power's* Robert Schuller; "The Evangelist's Family Life," featuring Rev. and Mrs. Cliff Barrows of the Graham team; "Evangelism Through Radio," led by Robert Bowman, president, Far East Broadcasting Company; "The Evangelist's Study Life," with Stephen Olford, president, Encounter Ministries; evangelist Bill Glass on "Crusade Preparation for Small Towns"; and Graham team associate Millie Dienert speaking on "Developing Prayer Support."

NRB will be represented by Religious Broadcasting's managing editor Robert L. Niklaus, a member of the conference press corps.

Other conference highlights include Pat Robertson, president of the Christian Broadcasting Network, with a presentation one evening on the role of media in evangelism; Bill Bright, president of Campus Crusade for Christ International, with thoughts on the Holy Spirit's role in evangelism; a morning worship service led by Edward V. Hill, pastor of Mount Zion Missionary Baptist Church, Los Angeles; comments on faith from Paul Yonggi Cho, pastor of the world's largest church, Seoul, Korea; and Anglican bishop Festo Kivengere of Uganda, with an address on peace and reconciliation.

*Dr. Billy Graham, sponsor of Amsterdam '83, is now broadcasting in Russian to the Soviet Union (See story on page 7.)*



Program director Paul Eshleman, on loan from Campus Crusade, said that the overwhelming number of attendees decided to participate in Amsterdam '83 to hear Graham personally challenge them to be more effective evangelists. They will have that opportunity.

"If the message is going to continue in some countries," Graham commented, "it will be only through national evangelists who are trained and equipped." The world's best known evangelist added that these itinerant evangelists, like Jesus Christ himself, devote much of their ministries traveling from village to village preaching the Gospel's message of love and peace.

A major paper is expected to emerge from the conference that will affirm the biblical meaning and mandate of evangelism and seek greater commitment from churches and evangelists for cross-cultural and indigenous evangelization.

The impact expected from Amsterdam '83 begins only three weeks after the close of Wheaton '83. That gathering was divided into three simultaneous consultations. The first, focusing on the church in its local setting, included a case study of NRB's Armstrong on "The Electric Church." In a paper distributed in advance to delegates Dr. Armstrong said, "Radio has the capacity to cut across man-made barriers including geographical boundaries, language differences, iron curtains and double-bolted apartment doors."

Other case studies of the consultation addressed the church's role in urban situations, the care of itinerant pastors, as well as churches under pressure and those in middle class suburbia.

The second consultation looked at the church's role in new frontiers for missions. Case studies were presented on the "heartbeat of God in missions," renewal of the church, and various views of the church's proper role in world evangelism.

The final consultation addressed the role of the church in response to human need. Case studies were presented on evangelism and social

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transformation, culture and social change, and "God's Intention for the World."

Unlike many evangelical conferences which are dominated by North American church leaders, both conferences involve average Christians from every continent. The Wheaton '83 conference, for example, was planned for just 450 delegates with equal representation from every continent.

Church leaders were joined by substantial contingents of laymen, women and young people. The conference was planned for 50 percent local church pastors and lay leaders, 25 percent para-church workers and 25 percent cross-cultural missionaries. Of the total attendance, 20 percent were to be women and 20 percent youth.

One aspect of the follow-up will be a World Congress on Evangelization, on the order of Lausanne '74. The basic concept for this conference was endorsed last January by the Lausanne Committee under the leadership of evangelist Leighton Ford.

**Trinity Network Honored By RIM For Four Local Productions**

LOS ANGELES, CA (NRB)—When Religion In Media (RIM) presented Angel Awards for excellence in media that contributes to the moral heritage of America, the Trinity Broadcasting Network was one of the recipients.

The list of NRB-related winners was carried in Religious Broadcasting last April. The special category of Angel recipients for television from Southern California should have included Trinity's KTVB 40/Tustin (California).

KTVB won recognition for *Night Light #1*, a 60-minute variety program; a children's series called *One Way Game*; an interview of *Treasures Out of Darkness*, the half-hour weekly drama about young people saved from drugs; and a spot announcement entitled *Airline Pilot*.

Contrary to the RIM release and as reported in April, the international special *Voice of the Lebanese* was not produced by Trinity Broadcasting Network.

**Swaggart Ministries To Open \$8 Million Teleproduction Center**

BATON ROUGE, LA (NRB)—The sprawling campus-like headquarters of evangelist Jimmy Swaggart's international television and crusade ministry here is being redesigned. An eight-million dollar telecommunications production center is one of the new buildings either under construction or recently completed.

The Vance Teleproduction Center will be completed and made fully operational by October 1, said vice president Donnie Swaggart. The shell of the 44,000-foot studio complex is completed and being equipped this summer.

The building, named after a deceased San Diego millionaire, Zoe Vance, will include one large studio with separate video, audio, and light control rooms. An advanced audio recording suite will house two additional sound studios and two control rooms. The center will also feature two translating suites with their own control rooms, tape duplicating rooms, three video editing rooms and a tape library.

Vance gave a matching challenge gift of \$1.5 million used to start the construction, after being converted to Christianity because of Swaggart's broadcast ministry. She gave money to other religious broadcasters, according to Swaggart, son of the evangelist. When she died,

Vance left a will of \$8 to \$12 million to Jimmy Swaggart's ministry. The Christian Broadcasting Network of Virginia Beach, Virginia, was named second recipient in the will.

According to published reports, Vance's sister is suing Swaggart for control of the oil and cattle fortune and claiming that the evangelist used hypnotism to secure the large donation. According to Swaggart, the court battle is likely to continue for at least another two years in the California and Texas courts. Whenever the evangelist attempts to file a court deposition the court appearance is reportedly cancelled by the other party.

Phase one of Swaggart's building program was completed when his World Ministry Center was dedicated May 8 with a gospel music concert, a camp meeting-style worship service, a Mother's Day cook-out and guided tours. The first phase saw completion of an administrative building for approximately \$2.6 million.

Phase two which had already begun includes a 7,000-seat Family Worship Center to be completed by September 1984. Other possibilities include a "unique structure dedicated to prayer and Holy Spirit power," a retirement community and a walkway called the Avenue of Nations displaying flags of nations where the Swaggarts minister.

In another Swaggart development, the evangelist's television program has received extensive response in Central and South America since being translated into Spanish. Donnie Swaggart said that the ministry will concentrate on war-torn El Salvador where much of the response comes from.

The television programs are being seen in Paraguay, Ecuador, Argentina, Costa Rica and Panama as well as El Salvador. Swaggart's office in Panama, headed by missionary Lewie Spencer, reportedly receives hundreds of letters each day from enthusiastic Christians throughout the region.

Swaggart's program is also translated into Portuguese, Japanese, French, Italian, Thai and several other languages.

*(continued on page 37)*

Jimmy Swaggart



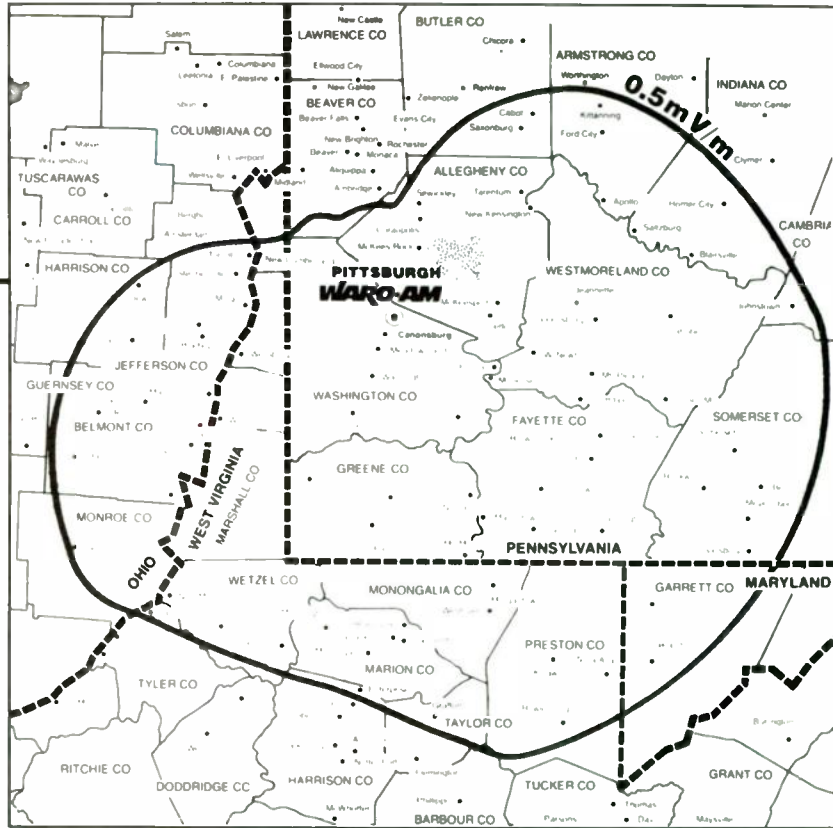
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# NRB NEWS

## Workshops and Speakers Give Substance To Convention Theme

WASHINGTON, D.C. (NRB)—When religious broadcasters gather for NRB's 41st annual convention early next year, a series of workshops led by former U.S. Congressmen will help delegates face the crucial issues facing the start of 1984.

One highlight of the musical program at the next convention, being held January 29 to February 1, 1984 in the nation's capital, will be the Rong-Shing Children's Chorus of Taipei, Taiwan.

The convention's theme, "Christian Media: Facing the Issues in 1984," will come alive with five workshops under the direction of former U.S. Congressman John B. Conlan, a Christian who now practices law in Scottsdale, Arizona.

Most of the 75 workshops being planned are on broadcast-related topics. The categories, like last year, will be program producers, commercial station owners and operators, non-commercial station owners and operators, international broadcasters, television, cable television, and engineering. More workshops will address issues of direct interest to Black, Hispanic and women broadcasters. The series of workshops coordinated by Conlan will be entitled "Seminar for Christian Leaders."

Featured speakers for the plenary sessions include Pat Robertson, president of the Christian Broadcasting Network, Virginia Beach, Virginia, who will give a Sunday night speech. Robertson is best known as speaker on the daily 700

Club television talk show from which the other programs of CBN grew. As a best-selling author, Robertson's latest book, "The Secret Kingdom," has been getting consistently high marks on religious and secular book charts. Among Robertson's many awards is being named 1981 Man of the Year by the Committee on International Goodwill, an honor that included an M. G. Robertson Day in Los Angeles that October.

Thomas Road Baptist Church pastor Jerry Falwell, known in religious circles from *The Old Time Gospel Hour*, will address those attending the FCC luncheon. Falwell has been an outspoken leader on political issues since the Moral Majority won some impressive victories in the 1980 national election. More recently, Falwell has been speaking out on television and in personal appearances against the nuclear freeze legislation passed by the House of Representatives.

Another speaker at the next national convention will be Oswald Hoffmann, Bible teacher on *The Lutheran Hour*. Hoffmann, named International Media Clergyman of the Year last year by Religion In Media, will give the annual banquet address.

Evangelist Jack Van Impe of Royal Oak, Michigan, will keynote the convention Monday morning. Those who attended the Eastern regional convention of NRB last fall heard Van Impe apologize to fellow Christians for "a critical, bitter spirit" that, he said, characterized his ministry to that point. His theme of conciliation and unity under the Lordship of Jesus Christ is expected to be one that will be touched

on by Van Impe, "The Walking Bible." He earned that nickname because of memorizing and repeating rapid-fire large portions of Scripture.

This year the speaker for the Congressional Breakfast will be Joni Eareckson Tada. Joni, as she prefers to be called, is the handicapped woman who is the subject of a World Wide Pictures release, *Blessings Out of Brokenness*. In the four-part video lecture series, Joni retells her story of being permanently crippled in a 1967 diving accident and deals with the Biblical issue of suffering. Billy Graham said of Joni, "Joni is one of the most remarkable persons I have ever met." She started an organization in 1979 called "Joni and Friends" that urges churches to involve themselves with the handicapped.

Aleksandr Solzhenitsyn, not yet confirmed for the breakfast meeting, is a Russian author and patriot now living in Vermont. His strong condemnation of Communism and equally critical remarks for the excesses of capitalism have won wide recognition for the Nobel Prize author.

Edward V. Hill, pastor of Mount Zion Missionary Baptist Church, Los Angeles, is no stranger to NRB plenary audiences. He addressed the 1982 gathering of broadcasters as the 39th annual keynote speaker. Hill is known for integrating a theology that meets the physical needs of the poor without compromising the spiritual needs.

A recent project for the Watts pastor is the STEP Foundation, a coalition of business and church leaders committed to matching sub-

Jerry Falwell



Joni Tada



E. V. Hill



Pat Robertson



Jack Van Impe



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

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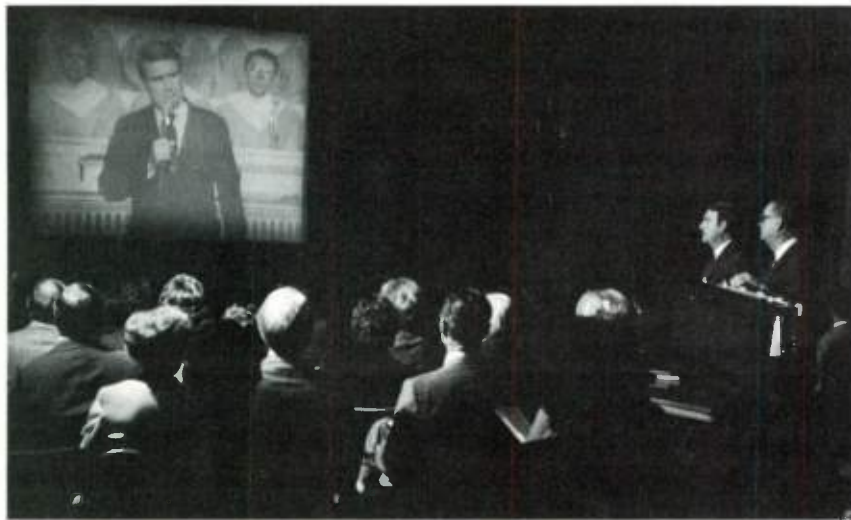
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“A volunteer runs the projector without any problems, not only for live closed-circuit TV transmission of Sunday services, but also for videotapes of renowned religious speakers which we lease for prayer services and our Teaching Series.

“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

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urban resources with urban needs. Hill is president of STEP, an acronym for Strategies To Elevate People.

In 1979, Hill was named by Time magazine as one of the seven most effective preachers in the United States. Hill's return for a Tuesday plenary address is sure to be well attended.

At the annual banquet the chairman of the Joint Chiefs of Staff, General John Vessey, a Lutheran layman, will give testimony of his Christian faith.

This year there will be five workshop sessions, two on Monday and Wednesday each, and one on Tuesday morning. Tuesday afternoon is being reserved for free time so delegates can browse in the media exposition areas.

One focus of Conlan's workshop series, the political issues, will be of particular interest to non-broad-

cast convention attendees.

Voter registration is "a crucial area for Christians, for there are some 15 million Bible-believing Christians not registered to vote," Conlan told Christian leaders gathered for the NRB luncheon at the National Association of Evangelicals convention in Orlando earlier this year. "Most elections, even at the U.S. Congressman level, hinge on only a few thousand votes," he added.

Among the issues on the current evangelical horizon have been voluntary prayer in the public schools, tuition tax credits for Christian schools, Medicaid-funded abortion, the ethics of abortion generally, nuclear weapons and defense, ever-present poverty, and numerous other issues that cut to the core of the separation of church and state debate. While an official list of issues has not been released yet, these are expected to be among the

**Register Early for Six NRB Conventions**

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:

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Creative Communications Assn.  
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Orange, California 92668  
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Los Angeles Marriott Hotel  
Los Angeles, California  
Speaker: Charles Swindoll

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

Midwestern Regional  
September 21-23  
Sheraton Westport Inn  
St. Louis, Missouri  
Speakers: David Mains, Oswald Hoffmann, Daniel Betzer

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

Southeastern Regional  
September 28-30  
Stone Mountain Inn  
Atlanta, Georgia  
Speakers: Jerry Falwell, Charles Stanley

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

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

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

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

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

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Jan. 29 - Feb. 1, 1984  
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ones considered at the next convention.

**Information Needed  
For Directory Revision;  
Planned For Fall Release**

MORRISTOWN, NJ (NRB)—Four thousand survey forms have been mailed from the NRB national office in recent weeks as the first phase of a systematic update for the Directory of Religious Broadcasting.

The 1984 Directory, expected this fall, will be completely revised and will list for the first time 300 additional radio stations that air Christian programs as part of their daily formats. Resource services director Marge Stevens confirmed that new or revised information on Christian television, cable systems, program producers, advertising agencies and equipment suppliers will also

be included.

The prepublication price good until November 1 is \$19; the price after that date will rise to \$24 for NRB members and \$29 for non-members.

Every effort is being made to update continually the information until press time, operations manager John Cummuta said. Information about address changes, staff reassignments, program additions or deletions, station sales or transfers or similar data is sought by August 1. (Send a note to NRB, Directory Update, CN 1926, Morristown, NJ 07960.)

New reference features of the 400-page volume will be helpful additions to make the directory of more value to broadcasters, affiliates and potential radio and television ministries. Several more indexes are planned, including one that would be alphabetized by ministry name. It will now be possible to locate all the varied media ministries of an organization in one listing and then refer to the specific section of the directory for details.

**Equity Sought  
For Daytime-Only  
Stations**

*by Kenneth Beachboard*

WASHINGTON, D.C. (NRB)—A bill to amend the Communications Act of 1934 to provide equity to daytime-only radio broadcasters has been introduced in the United States Senate by Senator Larry Pressler (R-S.D.). The legislation, which has been referred to the Commerce, Science and Transportation Committee (S. 880), will permit the 2,300 daytimers to broadcast during the two hours before sunrise and the two hours after sunset. The bill also will reduce the showing required and the comparative disadvantage imposed on a daytimer who applies for a fulltime AM or PM license.

Current FCC regulations allow daytime-only AM radio broadcasters to broadcast from sunrise to sunset only, and hinder their efforts to secure fulltime operating authority. Daytimers are relics of the radio licensing system developed in the 1930's when the FCC sought to develop quickly a nationwide com-

munications system and to extend radio service to rural areas.

To do so, the FCC allocated many channels for wide area service by a few large "clear channel" AM stations. The FCC also allocated numerous channels for regional stations, but allocated only 6 full-time local channels.

As demand for local licenses greatly increased over the years, the FCC assigned hundreds of licenses to broadcasters to operate on the clear and regional frequencies, but restricted them to daytime use only. The result is that in many areas of the country, some of these daytimers must wait until 7:45 am to sign on, and must leave the air as early as 4:00 pm.

More than 600 communities throughout the U.S. still have no nighttime or early morning local AM radio service. Residents often are denied access to local traffic or weather reports, both in early morning and evening, important for driving and planning, especially during the winter months; announcements of school and plant closings, the cancellation of public meetings, reports on pending disasters, etc.

The operation of daytime-only hours limits the broadcaster's ability to attract advertisers. Lower advertising revenues mean restrictions on the quality of programming which affects the listening audience.

Daytimers seek to extend their operating hours only for a very limited period of time during the transition periods around sunrise and sunset, when the distant sky-wave service the clear channel stations seek to protect is virtually useless.

Hearings on this bill were scheduled for early June 1983. Many of the stations broadcasting religious programs and members of National Religious Broadcasters are hampered by this restriction of time in broadcast hours. Stations who feel this bill should receive careful consideration should so inform their senators and congressmen. In the House it will be HR2385, in the Senate, S 880.

*Dr. Beachboard is NRB's Washington office manager.*

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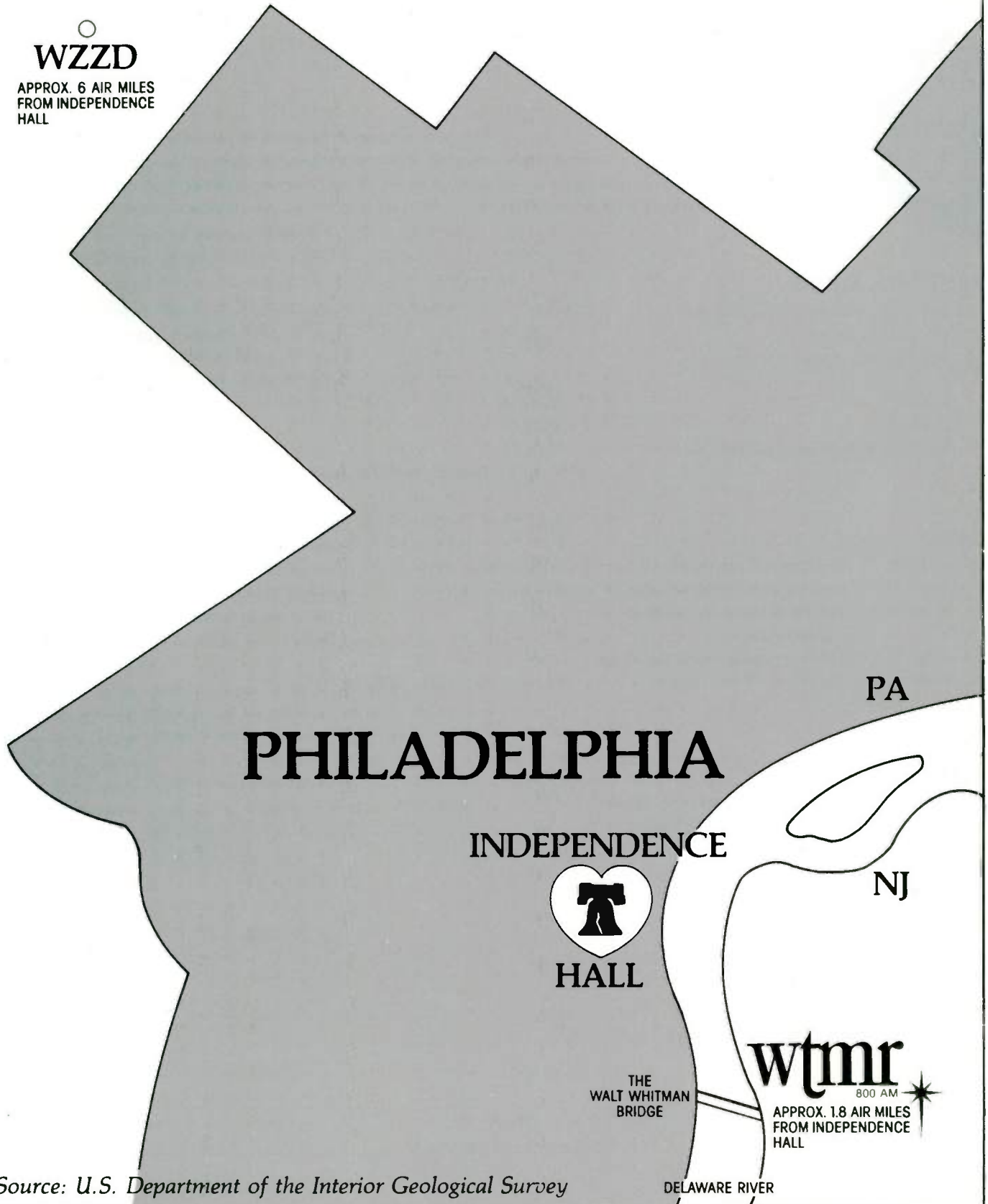
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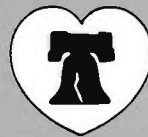
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**FACT:** In the case of WTMR (5,000 Watts) and WZZD (50,000 Watts), not only do they reach approximately the same number of people, but their signal patterns are remarkably similar (validated by COHEN & DIPPELL, Washington, DC, 1981).

*But that's where the similarities end!*

**FACT:** WTMR has been broadcasting the Christian message for nearly 8 years, WZZD for 3 years.

**FACT:** Because WTMR has been programming religion for a lot longer, WTMR delivers an established loyal audience.

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**FACT:** WTMR's programs are among the most respected in the industry.

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# Consider a Computer —

**D**O WE NEED a computer? How would a computer improve our operation? How much would a computer system cost? These are questions that every general manager in broadcasting has had to deal with at some time in the past few years.

The answer to the first question is "yes, you do need a computer"—if you intend to remain competitive and viable in the market place. In today's economy, most operators are looking very closely at the operating budget in an attempt to maintain the operating budget level or in some cases just trying to break even. It is amazing how many people will look at reducing operating cost by eliminating staff rather than increasing income and productivity.

If you are presently operating with a minimum staff, obviously you will not be able to reduce your personnel requirements through the purchase of a computer, but you will be able to increase productivity and operate much more efficiently than you have in the past.

In order to justify this statement, let us conduct a test which would represent a real-life situation. Pick up your intercom and buzz your bookkeeper and ask her to bring you the following information as soon as possible:

1. The amount of income to date for the present month.
2. Projected income for the next 90 days.
3. Commission and performance levels for each sales person to date.
4. The ratio of actual income compared to projected income to date.

## **A Life Saver**

How long did it take to receive the information? If it took more than five minutes, you have wasted time, the very commodity that you sell every day to each client. With a computer system, you could have generated this information and much more in approximately three minutes from the time you turn-

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**by Louis B. Burke, Jr.**

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ed on the system until you were reading the display of data.

Now examine another situation where the computer is a real life-saver. In order to maintain a consistent cash flow, it is very important to get the monthly billing out the door and into the hands of the client. Due to the nature of the business, this is a cumbersome task at best. In many small markets, billing can take as many as three or four days to complete. Using a computer system, billing can be completed and ready for mailing in a few hours.

Traffic is probably one of the most frustrating and time-consuming jobs at any radio station. Even the most experienced traffic director will occasionally misplace a spot or run two competitive clients in the same spot break. With a computer, traffic and the eventual generation of the station log can be accomplished in an hour or two. The traffic director can then be free to look after other tasks such as bookkeeping, the music library, public service or whatever.

There are some systems in which the sales people enter each contract they sell into the computer system and the computer will generate the log and take care of the monthly billing. This type of system requires only a minimum amount of time for a traffic director to check the entries and generate a log.

The next time you walk past the news room, take a look inside. Isn't it amazing that in that hodgepodge of paper anyone could possibly create a newscast and maintain an efficient system for tracking a news story? Computers are now finding their way into the news room of stations in all market sizes across the country.

Instead of the news wire feeding a teletype machine, the wire can be fed into a computer system for mass storage. At the convenience of the news director, the stories can be retrieved, edited, compiled and re-written through the use of a

word processor program and then fed to the system printer where a complete newscast will be printed out at a speed of 132 characters per second, which is probably a little faster than your most efficient secretary.

Your computer can also be a programmer's dream come true. Just imagine having the title of each record in your music library, along with the artist's name, play time, intro time and classification available to you at the push of a button. If your program director is using a play list or format wheel for establishing a consistent on-air sound, in a matter of minutes the computer could furnish several weeks' worth of play list without ever duplicating a single song.

Assume that you are moving your studio across town and would like to inform your clients of the move. Remember the word processor in the news room. Type in the letter to your clients and let the computer generate letter quality, personalized letters to each client. This approach would be aesthetically more appealing than a mass mailer produced at the local copy shop.

## **A Useful Tool**

There are several areas around the station in which a computer could be a very useful tool. And that is exactly what the computer is, a tool of the trade to be used to assist in the overall operation of the station. Through the proper use of a computer system, overall efficiency and productivity can be increased and turned into surplus on the bottom line of the financial statement.

It is amazing how many station managers will look at reducing staff size as a means of bringing the operating budget into sync with the station revenues instead of trying to find a way to increase productivity and income. The computer helps maintain information and data used on a daily basis to provide decision-making information to management. While the computer will not make the decisions for you, it will provide you with the latest up-to-the-minute information

necessary for making your decisions.

Actually the computer is nothing more than an electronic file cabinet capable of storing massive amounts of information and performing numerous calculations at unbelievable speeds. If you are presently using a manual system for bookkeeping or traffic or many of the clerical functions at the station, a computer will not save the initial time required to log manually each transaction. The operator is going to have to log the information

will have to spend in excess of \$50,000 to run totally the facility. A system of this magnitude would be capable of running the automation, doing the monthly billing, generating the traffic log, tracking sales, producing financial statements, projecting future sales, providing budget information and even playing a good game of chess now that you have so much leisure time.

There are systems available in the price range of \$20,000 to \$40,000 that

system to do when the program is finished. Never terminate your relationship with the programmer until you have had plenty of time to use the software package under real-life circumstances because there will always be changes necessary or additions to the program that you just did not think about in the initialization of the package.

### **Maintenance and Repair**

Another important consideration in choosing the right system is the availability of maintenance. Murphy's law dictates that computers never break before 4:30 pm on Friday and usually only at small market stations located 185 miles from the nearest computer center. Remember, computers are another piece of electronic equipment. Some time when you least expect it, a little cloud of black smoke will come rolling out of the back of the machine and the system will be totally non-operational.

At such a time a backup system would be a blessing. If you are using a micro-system, a backup computer would cost an additional \$1,500 to \$2,000. This could end up being the best insurance policy you would buy at any price. How long can you afford to be without your system if it fails? In the larger markets, maintenance and repair facilities are readily available.

If you are considering the purchase of a computer system for your station I suggest that you talk to other station managers who have already made the plunge and get their input before talking to a computer sales representative. The field of computer technology is changing at such a rapid pace that by the time you finish reading this article the computer system of your choice may be obsolete. But if you are waiting for the ultimate computer to be developed before you buy, you will have procrastinated past the point of recovery. NRB

*Mr. Burke is a broadcast consultant specializing in engineering and construction. He lives in Denver, Colorado.*

## **Through the use of a computer you will be able to increase productivity and operate much more efficiently than you have in the past**

either on paper or into the computer system. But after the information has been entered into the computer system, the calculations, reports and instant information available at the touch of a button is the point at which you really appreciate the application of a computer system.

And now to the most important question in considering a computer system. Cost. The amount you spend for a computer system will be directly proportional to system capabilities. If you are interested in tracking sales, bookkeeping and possibly generating a station log, you can accomplish these tasks and more on any number of the micro-systems currently available. These include: Radio Shack, Apple, Atari, IBM.

A micro-system consists of a computer with a minimum of two disk drives, a printer and all necessary software. This type of system is available in price ranging from approximately \$3,500 to \$7,500, depending on the manufacturer and type of printer required.

If on the other hand, you would like the system to do everything, including make coffee for the morning man, you

would be very competitive to a totally computerized operation. They provide multi-terminal operation for several staff members to use the system at the same time, each performing a totally unrelated job. The station manager could be viewing present sales information while the bookkeeper is working on the financial statements and the program director is printing out a new play list.

### **The Software**

Quite possibly the most important part of the system is the software necessary to use the system. Basically you have two choices in software. First you can buy software that is readily available but you will find that you must adapt your system of operation to the requirements of the software. Second, you can hire a computer programmer and have him or her create all custom software that will fit your present and future plans of operation.

If you plan to create your own custom software I would advise you that you spend ample time with the person doing the programming to insure that he understands exactly what you want the

# Which Computer Is Right for Your Station?

**T**HE AGE of the computer has touched all aspects of our lives. Little wonder that more and more radio stations are turning to computers. It is also not surprising that different approaches have been taken as people attempt to find the best ways to use computers.

The first step is to identify the jobs a computer can do for the radio station. Needs vary greatly, depending on the type of station, market size, geographic location and the idiosyncrasies of individual ownership.

After identifying the jobs a computer could do, you still have a number of questions to answer. Should you get an "in-house" computer (one located at your radio station)? Should you go "on-line" with a terminal located at your station and connected to a large computer at some distant location? Or should you have your work done by a "service bureau," another business that processes information for you on its computer? A further question is whether one computer or computer service can do all the jobs you need to have done or whether you need more than one computer, and if so, how many.

Underlying all these questions is the always-present factor of relative cost. How much can be done economically by a computer? What can you afford to pay, and what do you get for your money?

## **A Complete System**

The most important thing is to think in terms of complete "systems" when looking for computerized help. You never, never, NEVER buy a computer solely on the basis of its rated capabilities. Never, that is, unless you want your own horror story to tell about your introduction to the computer age.

A computer system is the way everything involved works together to do the

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**by Jerome Kenagy**

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job. This includes hardware (the actual machinery itself), software (the set of instructions written in computer language that tells the computer what to do), and people. The latter means your employees or the service bureau employees that actually operate the computer; the people who sell you the system, teach you to use it and should be available to respond to your questions and suggestions; and the people responsible for maintaining the hardware in operating condition.

While each element is important to a successful system, the key factor is software. Well designed, well written software can transform a computer from a pretty piece of metal, plastic and silicon into a marvelous tool that can save time,

**The most important thing is to think in terms of complete "systems" when looking for computerized help. You never buy a computer solely on the basis of its rated capabilities.**

eliminate drudgery, reduce errors, provide vital, timely information simply not available any other way. Such a tool not only makes your people more productive, but helps them feel better about themselves and their jobs.

## **Software Evaluation**

Evaluating computer software involves more than just finding out what it is designed to do. Of nearly equal importance is finding out how it works. Look for such things as, how easy or difficult is it to understand? What happens if you make an obvious mistake: does the computer accept it and "crash," or tell you something is wrong and give you a chance to correct it?

How long does it take to do the jobs you want? Does it actually save time? If an on-line system or a service bureau, how long is it between the time you enter or provide the information before you get it back in usable form? How flexible is it: does it give you options, or do you have to conform to its one way of doing things?

Once you have identified the best software solutions to your needs, you are close to answering questions about whether to go in-house, on-line or with a service bureau, what kind of computer to buy and how much you can expect of one computer. In other words do not waste time trying to answer other questions until you have found software that meets your needs.

## **In-House Computers**

Your investigation will probably reveal that certain jobs simply must be done by an in-house computer if they are to be done by a computer at all. This would include such things as controlling program automation, word processing, sales and office information management, and newsroom functions.

The rapid, continuing decline in the

*Demanding no-nonsense answers to common-sense questions is indispensable to finding the right computer system for your station*

cost of increasingly versatile hardware has started a trend in recent years towards in-house computers, particularly for traffic, billing, accounting and music inventory systems. In fact, of the half-dozen or so major suppliers of on-line traffic and billing systems active as recently as four years ago, only one or two still sell on-line systems. Most already have or are now converting existing customers to in-house systems.

Some applications less clear cut include ratings analysis, donor and prospect lists and some accounting functions. All of these jobs can be done in-house, but there may be good reasons for going on-line or using a service bureau.

For instance, updated ratings analysis information may be available quicker from an on-line system than from an in-house system, since the raw information is not produced locally. Large donor lists (30,000 or more names) might be handled more economically by a service bureau than by paying for the large-capacity hardware needed to store all the data required for a list that size in an in-house computer.

**Cost Evaluation**

How do you evaluate costs? Relative costs are not always as easy to determine as they seem at first glance.

A service bureau, for instance, may have a seemingly straightforward monthly charge for the service it renders. However, there may be additional charges for the forms used. There may be a penalty charge for re-processing if you inadvertently supply wrong information. The time your people spend compiling data for the service bureau is part of your direct cost. The effects on your operation of the delays between the time you send data to the service bureau and the time you get the processed information back, and the inevitable frustra-

tions of erroneous reports caused either by data-entry errors or mistakes you send to be entered must also be taken into consideration.

On-line system costs include more than just the purchase or rental of whatever equipment is located at your station, maintenance of that equipment, and the monthly service fee. Also involved are telephone line charges and the cost of forms and other supplies used.

In-house system costs include what you pay to buy or lease the hardware and software, hardware maintenance, software maintenance, and supplies. Within each of these categories you will find wide cost variations among the systems on the market. In supplies, for instance, some systems require you to use specific custom forms for data entry, printing confirmations, invoices, statements, etc. Custom statement forms can cost as little as four cents apiece or as much as 30 cents apiece. Be sure to inquire what forms are required and what they cost.

Two general principles should be kept in mind: (1) "more expensive" does not always mean "better" and (2) the system with the lowest price tag is not always the least expensive.

There is no point in paying more than you need to for a system that will solve

your problems, and the easiest thing is to pay too much. But a low-priced system that will not do the job is not an inexpensive system. The costs of an inefficient system go far beyond the direct amount paid for hardware and software that may be sitting idle because it is unusable, or the hidden costs of a system that is limping along requiring more personnel time than it should and causing continual problems.

Probably the most significant costs are the intangible losses because the problems you bought the computer to solve have not been solved and the increased productivity you expected has not been realized.

Good systems are available, but not all systems are good. Demanding no-nonsense answers to common-sense questions is indispensable to finding the right system for your station. NRB



*Mr. Jerome Kenagy is president of Custom Business Systems, Inc., located in Reedsport, Oregon. He was previously station manager of KDUN/Reedsport for ten years.*

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As in-house computer problems continue to surface,  
it is time to re-consider how you will spend  
your donor's dollars for data processing



## At What Cost the Computer?



**D**O NOT FOLD, bend, spindle or mutilate." Remember this first computer statement that struck terror into the heart of the human race?

Our Christian community was particularly affected because of a pervading concern ... how to put a number on a donor and continue to maintain a close, personal contact. Could it be done?

The computing industry has since demonstrated its effectiveness in both factors. Through advancing concepts in accumulating, storing and retrieving data, it is possible to respond in a more personal way to every individual who has expressed interest in a ministry.

Whether it be an organization, church or educational institution, whether the primary thrust is in radio, television or direct mail, the use of a computer system can expand each dimension of outreach. *What form of automation and at what cost are the issues at hand today?*

If you are less than satisfied with your present in-house system or if your organization is now considering some form of data processing, there are options available. You have a choice.

Deciding between an in-house com-

by Shirley O. Mills-Hanson

puter or a service bureau was less difficult in the past. There were fewer choices. Today, there are in excess of 2,000 different shapes, sizes and priced systems "out there." Buying a computer and applicable software in this overwhelming environment may be the best idea you ever had—or the worst.

My last ten years in data processing has been in association with Management Applied Programming, Inc. Established in 1964, this nationally recognized on-line computer service center has specialized in providing a total range of data processing services structured specifically for Christian organizations.

From firsthand experience with our clients who converted to their own system and then returned to MAP's service and from opinions expressed to me by potential clients whose final decision was to go in-house, there are grey areas of hidden problems and hidden costs which provoke a more thorough investigation.

### Time and Money

How much time and money can you



afford to install, staff and maintain an efficiently operated computer center within your organization? (The time and money alone invested in calling vendors, testing the product and making a decision is significant.) Can you afford management's time to divert energies from spiritual goals to a daily routine of trouble shooting computer center responsibilities? When your computer goes down without comparable hardware backup, when unprocessed receipts are sitting in boxes and the programmer who maintains your software has just given notice, the ministry and your donors are no longer the most important concern.

What is your projected cost for the next five years? In-house hardware has limited capacity for expansion unless the dollar investment is also expanded. A larger system with added memory core, more tapes and disk drives and faster printers can support your growth, but for how long and at what price? And, considering the dynamic changes in this industry, you, too, could own an obsolete computer in your closet.

Software development has overtaken hardware in cost. Most canned computer programs are limited in their ability to provide any more than basic accounting functions. As hardware and software are a team (one cannot run without the other), and with the lack of available sophisticated programs to fulfill the promised expectations of owning your computer, it immediately becomes necessary to hire qualified talent to design a system.

Once designed, maintenance of the programs and the ability to develop statistical reporting are essential. The initial consultant/analyst cost will involve thousands of dollars; salaries for programmers on staff are accelerating at 11 percent per year. These combined costs added to a budget already strained by the cost of the computer justify another hard look at the perilous route of an in-house system.

### **Expensive Convenience**

The availability of a computer room "just down the hall" appears to have the benefit of convenience, but the penalties for that luxury are numerous. Additional considerations for concern are the number of daily hours the computer is in actual use (costs continue 24 hours a day). Does a security area for your master file data and additional wiring, power and air conditioning add to the cost? Yes. There are costs for paper, tapes, disks, racks,

## **Buying a computer and applicable software may be the best idea you ever had — or the worst**

ribbons and the square footage to store these by-products involved.

Your general personnel is not experienced, not trained to cope with hardware failures. Can you really afford work stoppage, schedule delays and breakdowns in the ability to respond to your donors? There is an incessant flow of information that must be channeled and controlled.

All those computers out there, all those decisions to make, all that capital investment, all the inherited responsibilities ... all can be avoided.

### **A Choice**

Let's consider this option: an on-line quality controlled service bureau. The owners, management and staff have dedicated this company to the responsibility of functioning as a personal data processing center for each client. Its product is service to the client. It is their only product.

Your data is processed under secured and bonded supervision. The hardware is in step with technology, consistently upgraded to meet the growth demands of your expansion. Compatible hardware is in readiness, off-site, with software back-up in the event of down time or an emergency. Your management and staff can concentrate on the outreach of the ministry with peace of mind that although internal changes may occur within the service center, receipts, labels, statistical reports and budget accounting will continue to flow through the proper channels, on schedule. Those details are the agency's responsibility, not yours.

A service bureau of this reputation will provide unlimited software. Consultants, analysts and programmers are hired for their ability to design custom systems and programs, just for you. They are specialists in the non-profit field. (As I present workshops and seminars across the country, I am consistently in awe of the hundreds of thousands of dollars spent by Christian organizations in the development of their

software—most of which was designed and implemented years ago by a "future-aware" service bureau.)

### **Personal Attention**

This service bureau will provide daily interaction with a client/service representative, a data production control representative and a programmer/analyst. They are personally interested in understanding your ministry and in helping you utilize all the advantages within the system. With experience in controlling costs, they evaluate new projects and consult with management on the best approach. Their time is made available for retraining as your staff changes. These service bureau representative are supported by a fully staffed department in each data processing operation.

Do you have 10,000 names on your master file or 1.0 million-plus names? Do you want on-line terminals or a telephone communication hook-up? Will a reliable remote batch system with dependable turn-around time solve your data processing problems? You have a choice.

As responsible stewards, you are keepers of your donors' dollars. A service bureau with combined experience in data processing and conservative financial administration practices can provide all of the desired computer capabilities you will ever need within a cost structure to fit your budget. Combining the obvious and hidden expenditures, their service can cost at least 25 percent less than an in-house computer system.

You can experience unlimited growth with no purchased equipment and no capital investment.

**NRB**



*Shirley O. Mills-Hanson is vice president of marketing and public relations for Los Angeles-based Management Applied Programming, Inc. In 1974 she designed the company's division, "Donor Plus."*



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CHARLENE BENVENUTI - PRESIDENT  
TOM BENVENUTI, JR. - EXECUTIVE VICE-PRESIDENT  
SANDY WILSON - OFFICE MANAGER



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# The Computer as Liberator

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*A well chosen computer offers a "ministry of helps" to priority-conscious broadcasters*

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**W**ITH THE computer age truly arrived, computers have become almost a necessity to any successful business.

The advantages are staggering. Although the initial cost may seem to be a strong deterrent, when compared to efficiency and savings in both time and manpower, the computer's advantages clearly outweigh the cost.

With the upward trend in audience ratings for both Christian radio and television, and with new stations constantly opening air time for religion, the computer is finding its way into the media. Broadcasters, stations, and agencies alike find the evaluation and memorization of needed information via the computer a valued tool in becoming better stewards of both God's money and time.

In this era of television and radio ministries, personal contact with the listening audience is growing more difficult. Try and imagine contacting a mailing list of 50,000 by hand. Even on a monthly basis it would keep a staff of workers at the frazzle point. Yet, with the use of the computer, daily contact is possible if needed.

For the services rendered by a computer in comparison to the same services rendered by hand, the amount of time saved is amazing, not to mention the dollar savings.

For instance, if you had a mailing list of 50,000 people and wanted to send them all a "thank you for your support" letter with an end-of-year receipt and a return envelope, it would take roughly 80 hours of manpower to address envelopes, 80 hours to fill out receipts, plus another 40 hours to insert the pre-printed, pre-folded letter, receipt and a return

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**by Tom Benvenuti**

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envelope in the mailing envelope. What would take approximately 200 hours of manpower would take the computer, printing out the same information on a preprinted form package, including the return envelope, between eight and ten hours. Of course, the amount of time varies according to the capabilities of the individual computer, but overall the time savings is incredible for any computer.

Cutting time down is only one phase of the positives. Seemingly enormous costs can be brought to a minimum by centralized computers which can be shared by one or more broadcasters. Terminals with modules can be placed in strategic areas, and via the phone relay system, transmit data into the computer. Cost of using an extremely efficient computer with programs already written tailor-made for the religious broadcaster is shared, thus saving thousands of dollars. Some agencies offer this time-share plan.

Another important advantage of the computer is its ability to let the broadcaster know the level of contributions in relation to the cost of a station. This information can be obtained from the computer as a demographic report. This is where stewardship of God's money is really important.

For example, if you are on a UHF station in a metropolitan area with a weekly telecast that is costing \$1,000 per program, and after a six-month period of time your letter response is minimal and contribution response is even less, it stands to reason that money is being misspent. With the touch of a few buttons on the computer, a report can be extracted which reveals the audience response according to the coverage of

any particular station over any given period of time. Simply stated, if the demographic report shows low response in that area, another station should be chosen.

On the business level the computer can be used for any basic accounting needs. Check printing for payroll, as well as accounts payable, general ledger and general journal data, inventory control (for books, records, tapes, etc.), quarterly financial statements and accounts payable.

On the broadcaster's level, the computer can be tailored to meet almost all of the ministry's needs. Receipting, address labels, gift labels, demographic reports, letters, memos, and airing schedules are all available according to the need.

If there is a negative, it is that people have accused computer use of being impersonal, with individuals becoming just numbers in a machine, and to some extent that is true. Let us face it, it would be nice to get a handwritten "thank you" note for your donation.

Yet, God has called us to preach the Gospel to every nation. If the job is to be done in our generation, we must allow the computer to take on the "ministry of helps" to set the broadcaster free to do the priority task of broadcasting the Word.

All in all, computer use is a tool for our use in doing "all things decently and in order," that God might be glorified. **NRE**



Mr. Tom Benvenuti is founder and director of Family Enterprises, Inc., in Huntington Beach, California

# Passing Fad or Wave of the Future?

by Ben Armstrong

**P**AC-MAN has moved from the arcade to the private home as families have found use of the computer for many reasons ranging from playing video games to balancing the checkbook. The surge in interest and sales has the markings of a fad—or an addition to the basic, permanent lifestyle of Americans.

On a larger—and generally more serious—level, religious broadcasters are also discovering the computer for their ministries. Some, in fact, have been at it for years. It may be enlightening to know

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**Computers help the staff perform work effectively and quicker, thus freeing them to do what they can do best**

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how some organizations are using the new technology to good advantage for many different phases of their operation.

## Channel 38/Chicago

Larry Magallanes, vice president and manager of Channel 38/Chicago, gives some indication of the functions a computer can do for broadcasters. He reports that billing, payables, word processing, traffic, the telethon system, the ministries department (pastoral referral and follow-up), engineering inventory, data processing and statistical reporting are all done by their IBM System 34. Their system includes seven CRTs and two printers (one letter quality and one line printer). The organization computerized five years ago after deciding that jobs could be worked better and less expensively by computer.

"We took into consideration that we were doing everything by hand. As a ministry which is largely supported by private contributions, we are concerned with getting receipts out to donors quickly. Manual typing of receipts took days, depending on the mail flow. Now the same can be done in a few hours," said Magallanes.

IBM beginner series classes were helpful in achieving the major objective of educating the staff. Now 15 of the 64 staff members use the computer, and staff attitude is positive.

In time, the station plans to purchase a laser printer, two mini-computers, and utilize a graphics system. The staff also plans to computerize personnel, insurance claims, telephone usage, even interface with the on-air telethon and ex-

pand the word processing department.

## Moody Broadcasting Network

Filtering, toning, and "retro-fixing" the tape library is a major project made possible by Chicago-based Moody Broadcasting Network's purchase of their Computer Assisted Programming System (CAPS). According to satellite program manager Wayne Shepherd, 1981 was the year of introduction for computers at MBN. Their CAPS executes quality control for the network, switching in and out for cutaways for affiliates. MBN also makes use of a Vic 20 personal computer in their studio. The personal computer is used as a video scratch pad between the producer and host.

CAPS installation possibilities were studied for two years before the system was purchased by MBN. Thus, the organization was prepared for a number one concern—resistance to computerization.

"The staff attitude to computerization is fine because we were prepared," says Shepherd. "We obtained pointers from KTIS/Minneapolis, which had been automated before us. Fear of the unknown was a major obstacle to overcome; now resistance is decreasing. Technical and programming personnel were trained by the CAPS manufacturer, Broadcast Electronics of Quincy, Illinois."

## Guido and Humbard

Fifty percent of the staff at Guido Evangelistic Association in Metter, Georgia use the organization's computers. The staff, who had some computer

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classes plus self-teaching through manuals are very pleased with the two Lanier word processors and their dictaphone word processor.

Established by Michael and Audrey Guido over 25 years ago, the association purchased its first Lanier word processor in July 1980. With the equipment they now have, they produce letters, maintain a bookkeeping journal and mailing list.

The DEC-system 10 used by the Rex Humbard ministry of Akron, Ohio is mainly an executive correspondence system, handling information on those writing to the organization, and producing a very personal-oriented service. According to Bill Forsyth, director of data processing at the ministry, processing all the information contained in the estimated 5,000 to 15,000 pieces of mail that come in daily by manual operations would be extremely difficult. That service performed manually would require 10 times the staff that they now have.

The Humbard ministry purchased its first computer, a NCR-200 in 1970; however, in 1975 they decided that they wanted to go totally on-line, thus purchasing the DEC system.

Before investing in computers, work was done for them by a service bureau, but the data processed as such was more a mailing list. Now the DEC in-house system performs word processing, accounting, balancing of books, and reports in addition to processing mail.

### **Drawbacks and Advantages**

In general Channel 38, MBN, the Guido Association and Humbard ministries find that computers are an asset in their operations. However, they are also aware of major criticisms aired about computers, such that they put people out of work or that having one may be more an act of "keeping up with the Jones's."

Magallanes believes that Christian stewardship is facilitated by computers. He said that computers help their staff perform work effectively and quicker, freeing them to do what they can do best. However, he acknowledges that even though the computer has opened opportunities at Channel 38 for work, there are red lights to watch for.

"We should keep up with technology, but many ministries can't because of the expense," said Magallanes. "Then we have to realize that not every application requires the latest gadget. At times, people try to overapply everything, saying in

effect that everything must be computerized. Sometimes people see the machine as a god in that it can't make mistakes. People sometimes rely on computers and put their brains in neutral."

According to Wayne Shepherd, Moody has a need for computers and they view their CAPS as a tool, not technology for technology's sake.

"We identify our goals, what it would take to reach these goals, and what would perform the goals. Computerization allows us to do more with the equipment and people we do have. In general, it has changed the kind of individual to hire. We seek very select programmers, those who can make the system do what is supposed to do, plus we look for a greater number to fill entry level operation positions," said Shepherd.

Organizations which handle a large volume of information cannot ignore possibilities in computerization, according to Forsyth. He believes that if organizations do not handle the volume problems when they are small that they may be in for difficulties later. That is where computers can help.

"For our organization, the computer is a more personal record of information on people who correspond with us; this enables our response to be more personal," said Forsyth.

Forsyth said that the computer can create work and that the idea about the computer some day putting many out of work is an "old wives' tale." He cited Japan as one example of a country that has adopted automation and has only a two percent unemployment rate.

The Guido Evangelistic Association echoes sentiments expressed by all four organizations by stressing, "The computer has not replaced any in our organization."

Computer use has become one of many major issues today. With 5 million to 10 million computers estimated to be sold just this year, they may soon become as commonplace as television. As television was once scorned and later acclaimed, the computer will indeed become the wave of the future for Christian media ministries.

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

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# For Senior Adults Only



**F**ROM CLEARWATER, Florida, it's the world's only senior adult show on Christian television ... *Action 60's!* And now here's Mr. Senior Adult himself, Herman Bailey!"

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by Linda R. Merwin

quely tailored to the needs and interests of adults from 55 to 105.

With over 27 million people past the age of 65, the senior adult population is the fastest growing age group in America. The U.S. Bureau of the Census estimates there will be 51.4 million people over 65 by the year 2020.

*Action 60's* revolves around this growing segment of society. But it is not just another Christian talk show. It is a program designed to tell senior adults, "Hey! You're needed. You're not forgotten. In fact, you're important enough to have your own television program."

Herman Bailey, the 44-year-old host of *Action 60's*, feels a special call to senior adult ministry. "The Lord has a way of giving us a calling," he explains. "And this is mine. This is what I am designed to do—minister to senior adults."

Bailey obviously has what it takes to back up his calling. In 1977 he founded *Super Sixties*, a weekly program for senior adults at Trinity Baptist Church in Clearwater. *Super Sixties* grew from 150 to over 1,000 members in its first two years, making it the largest weekly senior adult ministry in the world.

According to Bailey, only one out of every half-million people over 65 accepts Christ as personal Savior. "But," he adds quickly, "*Super Sixties* has proved that statistic wrong. Over 3,400 people accepted Christ during my four years there."

In his fourth year with *Super Sixties*

Bailey felt directed toward some kind of ministry where the size of the building would not limit the number of people who could be reached. "*Super Sixties* had gotten so jammed that the time had come to make a change," he remembers.

## Expanded Ministry

At this point Bob D'Andrea, president of WCLF-TV, approached Bailey about starting a television program for senior adults. And November 3, 1980, *Action 60's* made its debut.

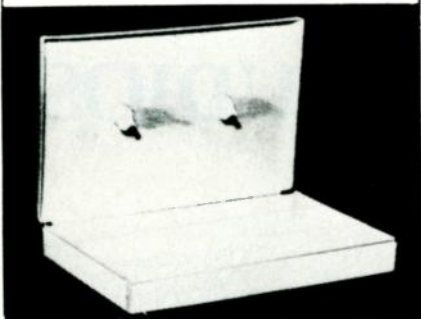
"I don't know what we'd do without it," says Grace Shively who moved to Florida from Ohio. She faithfully recruits viewers for *Action 60's* among her fellow employees at Seminole Bowling Lanes.

Katie Pyke has watched *Action 60's* since it first came on the air. She says, "*Action 60's* has enriched our lives ... It always has something you can apply to your everyday life."

*Action 60's* airs weekdays at 10 am on WCLF-TV, Channel 22. It is broadcast again at 6 pm and on Saturdays at 4 pm. In the Tampa Bay and central Florida areas it draws an estimated one million viewers, according to Bernice Watson, talent coordinator for the program. It also airs on Channel 52 in Orlando, Florida, Channel 61 in Kentucky and Virginia, Channel 26 in Ohio and Channel 66 in Washington, D.C., giving it a total potential audience of five million.

The primary goal of *Action 60's* is to encourage senior adults not to give up. Bailey frequently calls out to the audience "I love you" and gives the sign language equivalent. "I tell them not to

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Left to right: Sharon Bailey signals next program feature; Herman Bailey and Action 60's Sing-a-Long leader Gail Boyce warm up the studio audience for a song time; the bumper sticker of an Action 60's fan expresses the enthusiasm of many viewers in the Clearwater area.

think about how much time they may have left in life. It's not the *number* of years you have that counts, it's the *quality*."

A breakfast-club, variety-show format with a live studio audience gives *Action 60's* an atmosphere of informality and spontaneity. "We do things so non-Christians will tune in," Bailey explains. "Unusual things that will get viewers to tell their friends to watch. We want senior adults to say, 'This guy loves us ... he treats us as if there is no difference between us and young people.'"

*Action 60's* tries to answer questions senior adults have. Regular features include monthly Social Security updates, exercise hints, consumer news, current medical information, art displays, fashion shows, cooking segments, financial advice, weekly visits with a plant expert, bi-monthly animal features, and weekly sing-a-longs.

Special celebrity guests have included Joe Feeney and Kathy Sullivan of the

Lawrence Welk Show, Cecil Blackwood of the Blackwood Brothers, Liz Hubbard, Dave Boyer, Sandi Patti, Franklin Graham, Dino, and John and Elizabeth Sherrill.

#### Individual Touch

At the close of each show Bailey gives a five-minute, clear-cut message of salvation. He also encourages Christians who may be discouraged or down.

This philosophy seems responsible for the popularity of *Action 60's*. "The biggest thing senior adults feel today is lonely, unloved, and unneeded," Bailey says. "The thing that makes *Action 60's* succeed is that it is directed to the individual. It's done on a one-to-one basis, not to the masses."

Dottie Haugelstine, *Action 60's* volunteer, responded to the one-to-one care and attention. "I didn't know what

Herman Bailey joins with the studio audience in a time of prayer after each televised show



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I was going to do when I retired," she remembers. "I asked Herman if I could come to *Action 60's* every day. He said, 'Sure.' It is here that I received the best gift the Lord could give me—love."

Dottie returns that love by arriving early at the studio to make coffee and tea for the audience. She helps set up tables and chairs and greets everyone with a hug and a kiss. "This is my home away from home!" she exclaims. "I look forward to it every day."

But not only senior adults benefit from *Action 60's*. Marcus Graddy, one of the three cameramen, says, *Action 60's* has changed me a whole lot. When I was growing up, the only senior adult I knew was my grandmother."

Graddy graduated from Florida State University in June 1981 with a degree in television and began working at Channel 22 the following October. "I have found that the way you are when you're young, you'll be even more so when you're old. If you love people a lot when you're young, you'll love them even more when you're old."

Graddy isn't the only one who has changed since working with senior

adults. Sharon Bailey, Herman's wife and associate producer, is another.

"I've realized I could do a lot of things I never thought I could do," Sharon says. As associate producer Sharon does a bit of everything. She makes up the guests, sees that the sets are in order and oversees the floor area.

"I'm the eyes for the show," Sharon says. She helps interview guests occasionally and has even hosted the program when Herman was sick.

#### Future Plans

*Action* costs \$5,200 a week to produce and air. Monthly pledges and contributions from viewers pay for these expenses. As soon as finances permit, plans are under way to broadcast on a major satellite network such as CBN or PTL.

Each week Bailey and his staff receive hundreds of letters from viewers. Many people call the telephone numbers shown on the screen for counseling and prayer. The studio audience ranges from 25 to as many as 180.

Bailey says there are some things to remember in ministering to senior adults.

"Don't fake it. When you are sincere, people sense you care about them if you really do. And be yourself. Don't try to copy someone else."

In the future Bailey wants to travel across the country holding seminars on starting senior adult ministries. He has held seminars throughout Florida and helped start 22 senior adult ministries.

"Ministries like Full Gospel Business Men's Fellowship and Youth for Christ started with a vision to reach a certain audience," Bailey explains. "The vision of *Action 60's* is to reach adults from 55 to 105."

And for 60 minutes every day that is just what *Action 60's* is doing—reaching senior adults with a message of love and hope.

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Ms. Merwin, recent CBNU graduate, will leave shortly for Seoul, Korea, where she will work on the English language section of Dr. Paul Y. Cho's ministry at the Full Gospel Central Church.

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(continued from page 12)

## Schuller Fights State Tax Decision

GARDEN GROVE, CA (NRB)—In his first public statement about taxes on the *Hour of Power*, Dr. Robert Schuller defended his 10,000-member Crystal Cathedral from a state ruling that would remove the tax exempt status, seek collection of \$400,000 back taxes and levy an additional \$250,000 in taxes annually.

The issue centers around uses of the all-glass church for programs that charged an admission fee (see *Religious Broadcasting*, April 1983, p. 12). The California Board of Equalization, in a 29-page ruling, found that 15 concerts and musical performances jeopardized the church's tax exempt status when admission prices ranged from \$8.50 to \$15.00.

In comments published by the Los Angeles Times, Dr. Schuller acknowledged that the church had been a showcase for singers including Lawrence Welk and Victor Borge. "Since we opened this church (in September 1980), the cross, the altar, the pulpit have never been embarrassed by anything that has happened here," Dr. Schuller said. His comments were scheduled for a June 5 broadcast on the weekly *Hour of Power*.

Performers and concert organizers pay for the use of the church to defray expense, he added.

Herman J. Ridder, the Crystal Cathedral's newly appointed president of the congregation, also challenged the fairness of the ruling in a telephone interview. "Our philosophy of mission says our church should be serving the community," Dr. Ridder commented. Formerly pastor of Grand Rapids, Michigan's large Central Reformed Church, Dr. Ridder will also be known to the church membership as the senior pastor. His duties will free Dr. Schuller for the wider national ministry that broadcasting and writing have created.

In what the media called "a fiery address to an applauding crowd of 2,500," Dr. Schuller termed the tax

fight with the state "persecution." The amount of money is not the central issue for a church with an annual budget of \$30 million. The issue, as church members and Dr. Schuller see it, is freedom of speech and unrestricted use of church property; the secular versus the sacred.

"We will never pay taxes on the cross, and we will never pay taxes on this pulpit, and we will never pay taxes on those two big drive-in worship doors," Dr. Schuller told the congregation. His ministry in Garden Grove started with a drive-in church, a feature that was incorporated into the Crystal Cathedral's design.

"We are in this so deep," Dr. Schuller said. "If we lose in this, any gospel music, any gospel artist who comes in any chapel or church and presents a concert and takes these love offerings home will be in vio-

lation of the tax exemption of that property."

Dr. Schuller, known widely for his positive, upbeat style and "possibility thinking," wants to meet personally with tax officials. He said if the conclusion is that "we have overstepped our bounds ... we will accept that judgement cheerfully and pay the bill. If we have overstepped our bounds, we will step back."

Not all members of the Crystal Cathedral share their pastor's goodwill approach. Frank Colby of Los Angeles told the Los Angeles Times immediately after Dr. Schuller's comments that the state decision challenges 250 years of religious freedom. "The state's scrambling to find money everywhere they can, but before they take this place over, they'll get a fight."

The state ruling, released in early May, is being appealed by church officials and attorneys.

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# Issues – Real and Imagined

Mobilizing Christian opinion on important issues is one role of the religious broadcaster

**W**HAT development do professional actors fear the most in their careers? Having a superb performance go awry by typecasting them. In other words, having a triumph turn into a defeat.

Christian broadcasters face a similar situation when it comes to this persistent ghost known as Madalyn Murray O'Hair's attempt to have the FCC restrict Christian broadcasting. The FCC rule-making in question, RM 2493, was actually an overwhelming victory for religious-educational FM radio stations nearly ten years ago; but continued mail to the FCC on a long-dead issue is not helping anyone. A year ago, the volume

by John M. Cummuta

of letters hitting Washington had exceeded 10 million.

While inspiring to see Christians rally to a cause like this, it is sad to see such wasted effort. Especially one that, in effect, is a dead issue. With such dynamic proof of Christian responsiveness to a common challenge, religious broadcasters should help their constituencies focus their energies on real and important issues—and counsel them to stop wasting time on this Madalyn Murray O'Hair rumor. She was never involved in RM 2493.

We will examine five issues now facing religious broadcasters. These are gen-

uine opportunities to use our voices to affect the outcome of real issues.

## FM Educational Stations

The first issue is that of the "David" FM educational radio stations against the "Goliath" Channel-6 TV stations. Television receivers in homes that are close to an educational FM station's transmitting antenna are subject to interference when trying to tune in a Channel-6 signal. This is because the two services are adjacent in the frequency spectrum. Many institutionally-affiliated Christian stations operate in the educational portion of the FM band.

It's not difficult, when comparing the relative budgets of an educational FM station and a commercial television station, to decide where the economic clout lies in this battle. The issue is before the FCC in the form of Docket 20735, and if things proceed as they are going, the commission will significantly restrict the operating parameters of educational FM stations to protect the coverage of their television cousins.

While this is clearly an arbitrary choice favoring one service over another, simple and inexpensive technical solutions to the problem are currently available. You and your audiences could comment to the FCC on this case. The commission will, of course, certainly pay special attention to technically competent comments on essentially a technical question. For further information, contact me at the headquarters or W.D. Barker, WTLR Radio, 315 S. Atherton St., State College, PA 16901.

## Daytimer AM Radio

Many Christian stations fall into this category. These stations are not allowed to offer their communities full service because in the winter months—when radio information can be critical—they cannot broadcast early in the morning or late in the evening. Legislation is being formulated to give these stations an extra two hours in the morning and another two hours in the evening.

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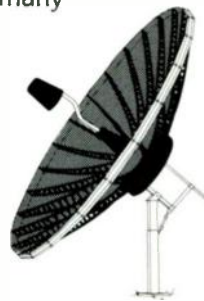
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**The FCC ruling concerning RM 2493, the so-called Madalyn Murray O'Hair attempt to restrict Christian broadcasting, was an overwhelming victory for religious-educational FM radio stations ten years ago. Continued mail to the FCC on this long-dead issue is not helping anyone.**

Since this is a legislative action, it would be beneficial to challenge your audiences to communicate with their Congressional representatives. It would also be helpful for letters to flow to the telecommunications subcommittee headed up by Congressman Timothy Wirth (D.-Colo.). Recent comments from Capitol Hill indicate that both houses are becoming increasingly sensitive to the will of the people as expressed via the mail.

**Music Licensing**

As most station operators are well aware, the music licensing organizations exact some form of payment from stations to distribute among the authors of music broadcast around the country. The standard system is to take a percentage of the station's annual revenues. This might be understandable for stations whose main staple is music; but what about those stations that program little music?

This is the catalyst of litigation involving Christian broadcasters and, at the moment, ASCAP. The stations are working to break free of the general, percentage-of-gross formula and initiate some form of a "per-use" payment structure. It has also been questioned as to whether the stations or the producers of pre-recorded programs should pay the royalties. Several court battles have resulted, the most notable being the Alton-Rainbow case in New York's Southern District Federal Court.

**Must-Carry Issue**

While not a hot issue in Congress right now, the "must-carry" question does have FCC attention because of a petition by Ted Turner of Cable News Network. Turner is asking the commission to accelerate consideration of his 1980 request for the removal of local must-carry regulations.

He reasons that because the Copyright Tribunal recently determined that cable operators should pay higher royalties to programs carried on super-

stations like Turner's Channel 17/ Atlanta, the resulting change in circumstances somehow impacts the "must-carry" question. Our attorneys have filed comments pointing out to the commission the lack of connection between royalties and "must-carry."

Since the cat is out of the bag on this question again, it would be a good idea for TV operators to keep themselves and their audiences apprised of the situation. A showdown on "must-carry" is inevitable—and it will not be cheap. NRB spent nearly \$100,000 fighting the battle in the last Congress. Because it failed to make the floor in the lame-duck session, the question was never resolved.

This issue aligns itself perfectly with one of the two main reasons for NRB's existence: "access." What we are defending is the right of Christian TV stations to have access to the whole of their communities. If they are removed from the cables, access has been denied for the spreading of the Gospel to the wired homes.

**School Prayers**

Lastly, but an important part of religious expression, is the question of prayer in the public schools. The Senate is conducting hearings and, as a ray of hope, Senator Orrin Hatch (R.-UT) is asking for a reading on the feelings of Christian community in America. This is an opportunity for religious broadcasters to act in two ways: conduct polls of your audiences and urge them to press their senators and representatives to support "Christian access" to public facilities in whatever form considered.

Senator Hatch is particularly interested in polls and other information about the pulse of the Christian citizenry, but do not hesitate to send your findings to the education committees in both Houses and to the White House. Let us participate in this and other challenges and affect the outcome. NRB

*Mr. John Cummuta is operations manager at the NRB headquarters, Morristown, NJ.*

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American Sound.....	9
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Creative Video.....	27
Dynaday.....	34
EFT.....	37
Exhorters, The.....	32
Family Enterprises.....	30
Forge.....	18
G E Video.....	17
KMJC.....	1
MAP.....	11
Moody.....	6
NRB Anniversary Cassette Album.....	36
NRB Books.....	21
NRB 1984 Directory.....	41
NRB Directory Advertising.....	19
NRB Tape Catalog.....	43
Polyline.....	20
Religious Radio Station Guide.....	14, 15
Studor Revox.....	1bc
Total Television.....	38
Universal.....	13
Video Program Network.....	39
WMAX.....	33
WPJM.....	35
WTJC-TV.....	2
WTMR.....	22, 23

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# BROADCASTERS

**Aleksandr Solzhenitsyn**, the Russian author now living in Vermont, is the 1983 recipient of the Templeton Foundation Prize for Progress in Religion. He received the recognition and \$170,000 award at a London ceremony May 10. **Billy Graham** was the recipient last year.

The evangelical population of Hermosillo, Mexico reportedly more than doubled following an evangelistic crusade with **Luis Palau**. The eight-day meeting ending May 1 saw almost 3,500 people make public commitments for **Jesus Christ**. During a local radio interview, the Latin American evangelist from Portland, Oregon expressed surprise at the record attendance figures. Ten percent of Hermosillo's 400,000 residents attended some part of the preaching meetings.

**Richard Taylor** has joined Paragon Advertising, Florence, Kentucky, as a vice president. Taylor, who was news anchor for NBC-affiliate WLWT-TV 5/Cincinnati until June 30, will develop new marketing ideas for religious accounts and plan seminars for pastors considering media ministry. His broadcast experience has taken Taylor to stations in six states and on assignments to the Middle East.

Worldteam board of directors named **T. Patrick Arnold** president of the international missions organization. Arnold, who has been with Worldteam since 1943, was appointed interim president in January 1982 when **J. Allen Thompson** resigned the post. Based in Coral

Gables, Florida, Worldteam (formerly West Indies Mission), sponsors a radio ministry in Haiti.

**Deb Hellstern** was named an account executive for WCBW-FM/Columbia (Illinois), the religious station owned by Universal Broadcasting that serves the St. Louis market. She came to the post from a St. Louis advertising agency.

Moody Bible Institute's president **George Sweeting** completed a 10-day tour of South Korea June 13 that included a preaching assignment at Suwon Central Baptist Church. **Dr. Billy Kim**, an evangelist for the Far East Broadcasting Company, is pastor. Sweeting's tentative schedule also included speaking at Yong Nak Presbyterian Church, Inchon Soong Eui Methodist Church and a visit to Panmonjom. Christian missionaries first came to Korea in 1884.

Australian-born **C. Stacey Woods**, founding executive director of Intervarsity Christian Fellowship, U.S.A., died April 10 in a Lausanne, Switzerland hospital. His death at age 73 came a week after suffering two strokes and slipping into a coma. Woods is survived by his wife, **Yvonne**, and their three sons. Author of two books, Woods' most recent work was "Growth of a Work of God," published by IVCF in 1978.

**Ronald Hyde** replaced **Victor B. Beattie** as media director and radio reporter for *News In a Different Dimension*, the 15-minute weekly program of the Pocket Testament League, Lincoln Park, New Jersey.

Beattie, who retired recently, will continue to assist the League with special projects.

Gospel musician **George Beverly Shea** turned over the rights to all music titles published by his Chancel Music Company to Word, Inc. Word vice president and director of music **Kurt Kaiser** announced the acquisition. Shea has been part of the **Billy Graham** evangelistic team since 1948.

In a May 4 sermon televised to several European countries, Lutheran World Federation general secretary **Carl H. Mau, Jr.** opened ceremonies for the International Luther Year. From Eisenach, West Germany, Dr. Mau remembered **Martin Luther** "with great thanksgiving." 1983 marks the Protestant reformer's 500th birthday.

**Neville D. Jayaweera**, director of research and planning for the World Association for Christian Communication, London, is spending two months at home while recovering from malaria.

Russian-born evangelist **Hyman Appleman**, 81, died May 27 after a distinguished world-wide ministry that included church and radio sermons. A law graduate of DePaul University, Appleman pastored several Southern Baptist churches before serving as state evangelist in the 1930's for the Baptist Convention of Texas. He is survived by his wife, a Kansas City resident. A reported one million people made professions of faith in Christ during Appleman's crusades.

Aleksandr Solzhenitsyn



George Sweeting



Luis Palau



Ronald Hyde



George Beverly Shea



# LETTERS

I enjoyed your May issue which dealt with the whole subject of music. We are really thankful to NRB for the support they are giving to this particular medium as it relates to Christian broadcasting.

The only concern I have occurred in your editorial. Quite likely the version of that particular song you heard was sung by Amy Grant. Also that particular song was just voted by the Gospel Music Association as the Favorite Song of 1982 in their recent Dove Awards.

No one enjoys hymnology more than I. I love the text of the old hymns and find myself infatuated both by the great spiritual content that is within them as well as the great lyrics. As a person very much involved in the entire gospel music field, it is my desire to change our lyrics into lyrics that would be far more God-honoring and God-centered.

It is strange that when the first song in many, many years comes

along that is heavily God-centered, it is referred to by the National Religious Broadcasters magazine as a "ditty."

I honestly feel that Word Records, as well as many other publishers, have been guilty of publishing and presenting songs that had little or no spiritual consequence. It seems ironic that when we are seeking so hard to come up with a strong criteria for our songs that you would pick the one that we have felt the strongest about.

I say all this with a slight smile on my face because I find it slightly amusing. I know what you meant to say. I think it's ironic that of all of the many songs that have come out in the past year, you would choose the one that we feel is to the contrary, and about which we are very, very positive.

**Dan Johnson**  
Vice President of Marketing  
Records & Music  
WORD, Inc.

After reading your editorial in the May issue I couldn't help but respond to your comments concerning the use of music on Christian radio.

I don't know how much of "El Shaddai" you heard, but to set the record straight, it was performed by soloist Amy Grant. It is not a rock song, and you only quoted the last two lines of the last chorus. Out of a four-minute song that is not a fair comparison [to "There's a Wilderness in God's Mercy"].

Also I disagree with your conclusion that certain forms of music are inherently better than others. A college professor of mine once said, "One form of music is not any better than the other, just different."

I agree that there seem to be some awfully shallow songs out there, but I'm also amazed that God sees fit to use those "ditties" to make someone's day brighter.

**J. Scott Curtis**  
Music Director  
WFRN/Elkhart (Indiana)

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# AIRING OUR VIEW

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## The Case for "Equal Access"

Williamsport, Pennsylvania is widely known because its sons gave Little League baseball to the world of youth. Now the town's teenagers have added to that fame by taking a stand for religious principle that could affect forty million fellow students in ninety thousand public schools.

When high school authorities refused some students permission to meet for prayer and Bible study in a classroom they dared to ask why. The answer given them by a federal court judge may reflect a new direction in the thorny issue of religion in public schools.

The facts are these:

- **September 1981** - Forty high school students in Williamsport requested permission to meet for religious discussion and interaction during the school's activity period. Over twenty-five other student groups were using that period for a variety of interests that included music, ecology and speech.

- **January 1982** - School authorities denied the students' request because they said that any student meeting with religious content violated the Establishment Clause of the First Amendment.

- **June 1982** - Lisa Bender and nine other students brought suit in federal court to resolve the direct conflict between their free speech rights and the school's interpretation of the Establishment Clause. The heart of the students' claim, as summarized by the Christian Legal Society whose attorneys represented them, was that the school district was forbidden to discriminate against their group on the basis of religion.

- **May 12, 1983** - Judge William Nealon of the federal court for the Middle District of Pennsylvania agreed with the students. He ruled that public high school students have a right, under the Free Speech Clause of the Bill of Rights, to meet for religious discussions, Bible study, and prayer in school facilities on the same basis as other student groups' meeting to discuss other topics.

- **May 26, 1983** - A club called "Petros" (the Rock) met quietly to read the Scriptures and pray in a classroom of Williamsport High School.

Judge Nealon indicated that his decision was very narrow in scope, applying only to situations similar to that of Williamsport. The implications, however, are wide ranging and in Washington *Bender* has become the name of the game.

What made the *Bender* case so significant and startling was the court's recognition that the Establishment Clause did not necessarily apply to a religious activity in a public school. This runs counter to the knee-jerking reflex nowadays to use the First Amendment automatically and sovereignly to bat down any school activity even remotely

linked to religion.

Judge Nealon's decision is a first small step back toward the historical sense and intent of the Constitution, namely that hostility toward religion is proscribed by law. Putting it positively, one columnist writes: "Great pains were taken in writing the Constitution that not mere 'toleration' of religion would be afforded, but the free expression of it."

The Supreme Court did recognize this historical encouragement of religion in *Zorach vs. Clauson*: "When the state encourages religious instruction or cooperates with religious authorities by adjusting the schedule of public events to sectarian needs, it follows the best of our traditions."

Unfortunately, this kind of reasoning is too easily ignored by school authorities and government officials who insist a student's constitutional rights stop at the school door.

What this nation needs now is a law that deals pointedly with such blatant hostility toward religion in public school life.

Senators Mark Hatfield and Jeremiah Denton have each introduced legislation addressing the issue. Professor Laurence Tribe of Harvard Law School, considered the most respected constitutional law professor in the United States, says that Senator Hatfield's bill is both constitutionally sound and wise public policy.

His bill, the Religious Speech Protection Act (S. 815), would require that student-initiated and student-directed religious activities have access to school facilities and receive consideration on the same basis accorded non-religious student activities.

Senator Hatfield's "equal access" bill has attracted over twenty co-sponsoring senators ranging from conservative to liberal. Senator Denton's version has received backing from fifteen other colleagues.

Where do your representatives in Washington stand on this issue? Do they know where you stand?

If American youth are concerned enough about God to make Him part of their school life, then their elders owe it to them to provide adequate legal backing to insure them fair and equal treatment by school authorities.

The high schoolers in Williamsport have done their part. It's high time we did ours.

—Robert L. Niklaus

*As a native son of Williamsport, and an alumnus of "Billtown High," I'm especially proud of these young people.*

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The A810 also introduces a new generation of audio electronics, with your choice of either transformerless or transformer-balanced in/out cards. Both offer advanced phase compensation circuits for unprecedented phase linearity. The new transport control servo system responds quickly, runs cool, and offers four spooling speeds.

Everything so far is standard. As an option, the A810 offers time-coincident SMPTE code on a center track between stereo audio channels. Separate time code heads ensure audio/code crosstalk rejection of better than 90 dB, while an internal digital delay automatically compensates for the time offset at all speeds. Code and audio always come out together, just like on your 4-track. Except you only pay for 1/4" tape.

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