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THE BIRTH OF A DREAM

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. Last month you mentioned the FCC go-ahead. When did you receive the construction permit for Channel 26?

Marv Sparks — The permit was issued in December, 1979.

Q. What was the first thing you did once the permit arrived?

Sparks — I had an old fashioned prayer and praise time with the Lord!

Q. It was winter in Ohio when the go-ahead came. Did you really start construction immediately?

Sparks — Yes! Two days after Christmas, 1979, we began the construction process. In anticipation of the permit, John Elliott, Chief Engineer, had compiled a listing of equipment needed. I had negotiated terms in advance. When the permit came, we placed orders and were told by suppliers that delivery time was 90-120 days. We reasonably expected to have a test pattern in 6 months.

Q. What about the delays in construction of Channel 26?

Sparks — The first indication of delay was sales reps for equipment companies who failed to return calls concerning delivery. The recession had deepened. One by one, equipment suppliers had cut inventories to reduce their overhead. Therefore, much of the equipment needed was back-ordered. Some equipment that did arrive was inoperable from the factory. Often we chose to repair new equipment ourselves rather than wait for lengthy warranty service.

Q. In reality, how long was the construction process?

Sparks — The time from the placement of the equipment orders to limited television service was about 10 months. The delays in delivery of equipment ran to nearly one year on some items! For this reason, we were technically very limited.

Q. Where did you turn for engineering support during this period?

Sparks — John Elliott, has worked with me as chief engineer for nearly ten years. Pete Warren and Alex Blomerth of Satellite Technology for Christ, were heaven sent! Pete and John together installed the transmitter. Other staff members took on jobs of wiring and hook-up of equipment as they were assigned.

Q. What went through your mind during those cold winter days?

Sparks — (pause) Joy, excitement, purpose, satisfaction, could all be used to describe my feelings. We claimed each step as a victory for the Lord . . . Expectation, was also part of it. The expectation of the impact upon viewers for Christ . . . Expectation of their rallying support behind the ministry . . .

Q. Support?

Sparks — Yes, in the sense that Christians would stop everything and pray for TV-26! I suppose that most people in the ministry feel that the "church" should share their personal burden for a particular calling. My experience has shown that Christians are individuals. God burdens each in unique areas.

Q. Summing it all up, was it worth it all?

Sparks — Absolutely!

Next Month: Claiming the victory, and counting the cost!

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Cover Story: Pat Boone, widely acclaimed singer and movie star, has been able to attract advertising support for his television program, *The Pat Boone Show*—an accomplishment significant for other religious broadcasters (story on page 22).

Photo by Harry Langdon 1983

SPEAKING OUT

Is It Worth It?



How much more complex could our work be? We in broadcasting face the thorny questions of the music licensing problem, the Channel 6 educational FM interference matter, the question of the must-carry cable situation by local television stations, the question of approval for satellite-fed translators nationwide, and a hundred other complex issues.

Add to that the need for adequate revenue and support for our stations and ministries, and life can become almost unbearable at times!

On top of all that, there are the people who come along and question, "Are there really results, and is it worthwhile to broadcast and

telecast the Gospel? Is the teaching of the Word by the media simply 'ear tickling' for Christians? Are the warnings of sin and eternal consequences falling on deaf ears? Is it really worth it all?"

Well, of course it is! Just within the last few days I have seen a number of indications in our own ministry that people are being helped in a vital way. But that question is a natural one for us. We must fight the natural instinct to quit, fight on to solve the problems.

I am reminded of Jeremiah who was called to a hard, impossible task. He served for 40 years, warning the Israelites of impending judgment, receiving no praise or honor, but being rejected and maligned. I suppose there were people who said, "Jeremiah, prove the worth of your ministry by the number of converts you've made!" And maybe he could not point to any. Was it worth it?

In the New Testament, it is recorded that the disciples were with the Lord when He asked, "Who do men say that I am?" And the response was, "Elijah, John the Baptist, or Jeremiah the Prophet." Imagine, to be compared to the Lord Jesus Christ! Was Jeremiah's life of service worthwhile? Of course, it was! It was worth it all ...

E. Brandt Gustavson

President

National Religious Broadcasters

The Common Thread: Rather than concentrate on a single theme in this issue, the editorial focus lights on several topics, all of immediate concern. The opening trio of articles from page 22 to 27 reports on innovative but proven methods and sources for fund raising. A TV program producer says the Christian audience is a strong selling point for stations seeking ad revenue. A radio sales manager makes the same point. A teleconference producer recommends it to fund raisers.

Since September is the traditional time (though changing) for the season's new programs, Religious Broadcasting mentions some worthwhile TV programs projected for the season (page 28). Radio will get a similar treatment next month.

From their vantage point overlooking the broadcasting industry, two NRB leaders sound the tocsin for some alarming developments in recent days. The first cause for alarm emerges from a growing trend to challenge the constitutional rationale for religious broadcasting (page 32). The second danger has to do with a specific type of broadcasting (page 35). Both merit the kind of prayer support and public action that has come to characterize the *esprit de corps* among religious broadcasters.

NRB

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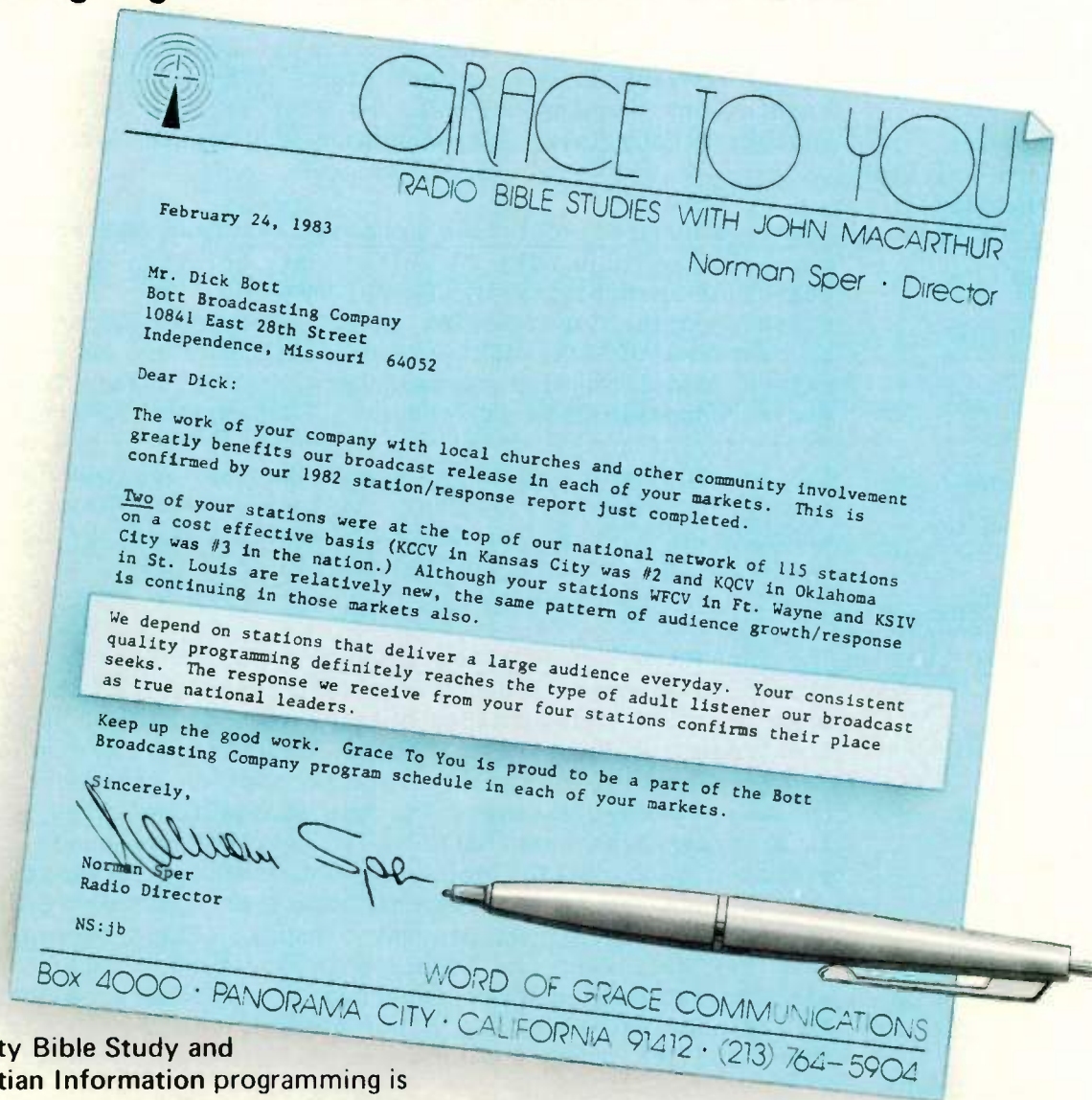
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PRESS-TIME REPORTS

Moody president
latest speaker
for NRB '84

George Sweeting, president of Moody Bible Institute in Chicago, is the latest nationally-known speaker to confirm plans to address the NRB '84 convention. He will speak at the Sunday morning worship service on January 29. The 41st annual convention begins that night at the Sheraton-Washington, Washington, D.C. and will include Jerry Falwell, Joni Eareckson Tada, Pat Robertson and Oswald Hoffmann.

Members briefed
on Central
American issues

Nearly a hundred religious broadcasters from NRB ranks participated in a July 28 White House briefing on the political instability in Central America. They heard reports on the Cuban-Soviet covert actions in Nicaragua and an overview of U.S. military capabilities from navy secretary John Lehman; ambassador-at-large H. Eugene Douglas, whose responsibility is refugees; ambassador J. William Middendorf II, this country's representative to the Organization of American States; and an unnamed administration source who discussed current military issues. The session came during a week when Central America was capturing center stage in the nation's capital and in the press.

Car bomb
levels CBN TV
studio in Lebanon

The Christian Broadcasting Network's Middle East television studio in southern Lebanon was destroyed July 23 in a car bomb blast of undetermined origin. (See photos on page 12.) The tragedy did not result in any injuries. The station was not broadcasting at the time and no station personnel were on duty. Damage estimates to the studio facilities, located in a border area near Metulla, Israel, were assessed at almost a half million dollars. The station's transmitter and antenna are at a different location. Channel 12/METV was back on the air within seven hours. Plans to replace the facility will keep the location in war-torn Lebanon. A similar automobile blast occurred in the same area last spring causing relatively minor damage. METV recently increased its transmission power to 1.4 million watts.

South-Central
NRB chapter
is proposed

Robert L. Nations, program director for WOKJ/Jackson (Mississippi) is the driving force behind early plans for a sixth chapter of NRB covering the South-Central United States. Formerly of Bay St. Louis, Mississippi, Nations reported at least 50 prospective members in his state, Louisiana, Alabama and southern Tennessee. The southern part of the country is now served by two NRB chapters, based in Tulsa and Atlanta.

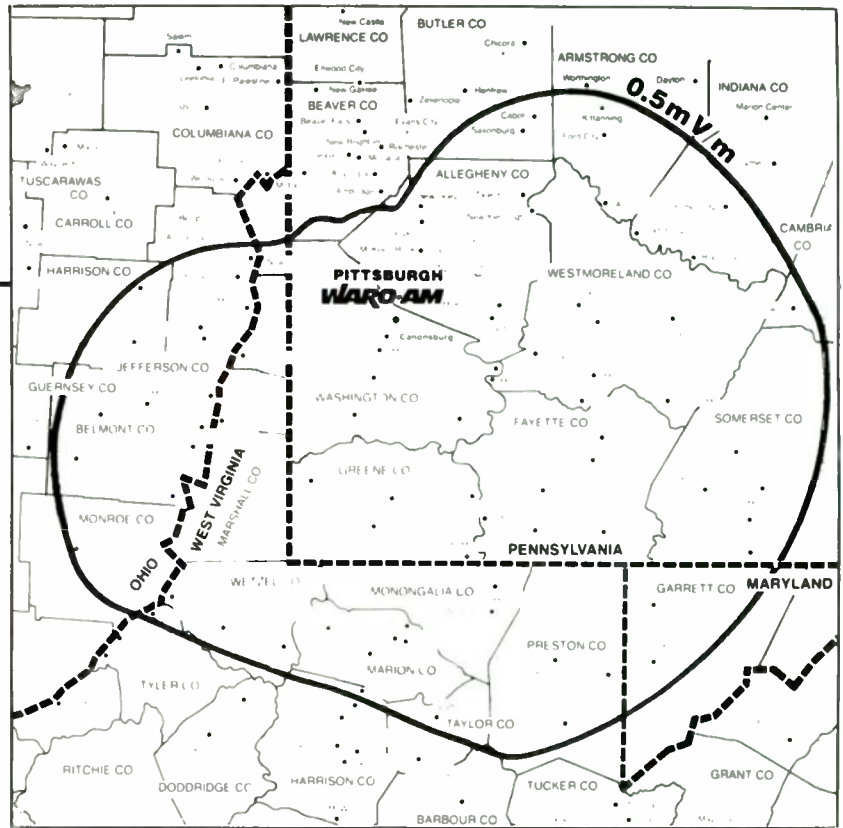
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FCC Expands the Number of Available FM Assignments

The Federal Communications Commission's recent "Report and Order in BC Docket No. 80-90"¹ may permit hundreds of additional commercial FM broadcast stations to go into operation over the next few years. The additional stations would become possible because of the creation of new classes of FM stations and several changes in the technical standards for allocating new channels to communities.

Before an FM channel is available for use in a community, the FCC must assign the channel in a rule-making proceeding. In this proceeding, the FCC decides whether the public interest would be served by assigning a channel for use in a particular community. The proceeding also determines the channel to be assigned to the community and the class of station that can operate on the channel. After a channel has been assigned, any qualified applicant can apply for it.

Previous Classes

Prior to the decision in Docket 80-90, the FCC's Rules provided for three classes of FM stations, each with a defined maximum power and

by Richard E. Wiley

be occupied by a station operating at the maximum power and antenna height permitted for its class.

Many stations, however, operate with far less than their maximum allowable facilities. As a result, the allocation standards precluded the FCC from assigning particular channels to a community even if the possibility of actual interference with an existing station was negligible and the existing station had no intention of ever having the maximum permitted facilities. The FCC's policy against assigning Class A stations on Class C channels further limited the agency's flexibility to respond to requests for new FM service.

In its decision in BC Docket No. 80-90, the FCC balanced the objective of preserving the service area and potential for expansion of existing stations with the goal of meeting the public demand for additional FM stations. A number of parties filing comments questioned whether new standards for FM

New Classes

In its "Report and Order," the commission announced that it would begin assigning Class A stations on Class C channels. The new rules also create three new classes of FM stations:

(1) Class B1 stations with a maximum power of 25 kw and antenna height of 100 meters (328 feet);

(2) Class C1 stations with a maximum power of 100 kw and antenna height of 300 meters (984 feet);

(3) Class C2 stations with a maximum power of 50 kw and antenna height of 150 meters (492 feet).

These additional classes of stations will give the FCC increased flexibility in revising the table of FM allocations to add new channel assignments to more communities. In addition, the new classes of stations will give many FM licensees a strong incentive to improve their present facilities.

Existing Class B and Class C stations must meet minimum facilities requirements for their class within three years or be reclassified as a lower class station. The minimum facilities requirement for a Class B station is an effective radiated power of 25 kw, and the minimum facilities requirement for a Class C station is an effective radiated power of 100 kw with an antenna height at least 300 meters (984 feet) above average terrain. Class C stations that have not yet been constructed will not be given the three-year grace period to meet minimum requirements.

Future Implementation

The FCC will not start to assign the new FM channels that the "Report and Order" makes possible until it has sufficient staff and funds to process the large number of expected requests. Once the resources are available, the agency will begin modifying its computer programs to permit the use of the new rules. Rather than allocate all of the new channels by separate rule-making proceedings for each

The FCC will not start to assign the new FM channels until it has sufficient funds and staff to process the large number of expected requests

antenna height above average terrain:

- (1) Class A, 3 kw at 300 feet;
- (2) Class B, 50 kw at 500 feet;
- (3) Class C, 100 kw at 1,000 feet.

In determining whether an additional FM channel could be assigned to a community without interfering with existing or future operations on previously allocated channels, the FCC applied technical standards which assumed that each FM station eventually would

channel allocations would degrade the service of existing FM stations, particularly stereo signals.

While acknowledging a possible effect on some stations, the FCC determined that the public demand for new FM facilities outweighed the possible hardship to existing stations. Thus, the commission ultimately chose to expand the number of stations in the hope that many underserved communities would obtain new radio service.

community, the FCC plans one large-scale rule making based on a list of approximately 500 locations where FM service may be needed. The public will have an opportunity to indicate interest in the proposed assignments or to suggest alternative assignments for the new chan-

the FM Table of Allocations. Until the new rules are implemented, however, the FCC will not accept any petitions or applications that do not conform to the rules as they existed prior to the "Report and Order."

The commission's decision in BC

ious consideration to the possibility of improving their facilities to exceed the minimum specified in the new rules. Otherwise, they risk being reclassified as lower class stations and losing future opportunities for station growth.

For existing religious broadcasters and potential new entrants in the field, the commission's decision holds out the promise of many new channels available for additional FM stations.

Many Class B and C licensees will need to give serious consideration to improving their facilities to exceed the minimum specified in the new rules or risk being reclassified

¹ See "Report and Order" in BC Docket No. 80-90 (Modification of FM Broadcast Station Rules to Increase the Availability of Commercial FM Broadcast Assignments), 48 Fed. Reg. 29486 (June 27, 1983)

nels.

After the large-scale proceeding has been completed, the commission will accept and consider other petitions for amendments to the FM table of assignments, now renamed

Docket No. 80-90 should be of direct interest both to existing FM licensees and to those who desire to enter the broadcast industry. Many licensees of Class B and C FM stations will need to give ser-

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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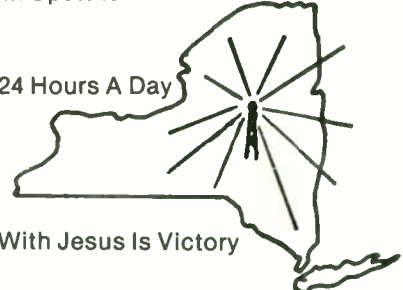
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Assemblies Of God Air Live Vesper Service

SPRINGFIELD, MO (NRB)—The Assemblies of God hoped to attract more than a million viewers, their entire membership, to view a live telecast on August 14. The broadcast was aired live on three Christian networks during a week of meetings at the Anaheim, California Convention Center.

Live! From Anaheim that evening was planned as the highlight of the 40th general council of the Assemblies of God. The denomination is America's fastest growing Christian group. According to a "Christianity Today" report, growth of the charismatic denomination was 70 percent between 1970 and 1980.

AOG general superintendent Thomas F. Zimmerman called the live program "a unique event of signal importance." He urged every AOG church in the country to participate in the event. Dr. Zimmerman is a founder, past president and current executive committee member of NRB.

An audience of 15,000 convention delegates, mostly pastors, was expected to attend the August 11-16 gathering. The Sunday afternoon program, planned as a vesper service, was aired live by PTL, CBN and

Trinity networks. Even without cable television, the telecast may be viewed with an earth station antenna.

The one-hour program was hosted by Lee G. Shultz, AOG national director for the Division of Communications. He suggested churches without cable access plan participation by renting space in nearby hotels with cable hook-up or an earth station or meet as small groups in homes of members with cable. The broadcast "will be a tremendous opportunity for ministry and evangelism in your community," Shultz predicted.

Liver Transplant Child Helped By Radio Ministry

WALNUT, MS (NRB)—When two Baptist ministers signed on the air late last winter with a 500-watt Christian radio station in this northeast Mississippi hamlet of 600, they could not have dreamed that within months word of their station's ministry would spread around the world. WLRC/Walnut was instrumental in a fund-raising drive for Brandon Hall, the 13-month-old liver transplant recipient who died May 11.

The child received national attention as the second youngest

child to undergo a liver transplant and the youngest to have two such operations. The boy was born without bile ducts needed to filter out poisons from the body. He lived in Walnut with his mother, Billie Carol.

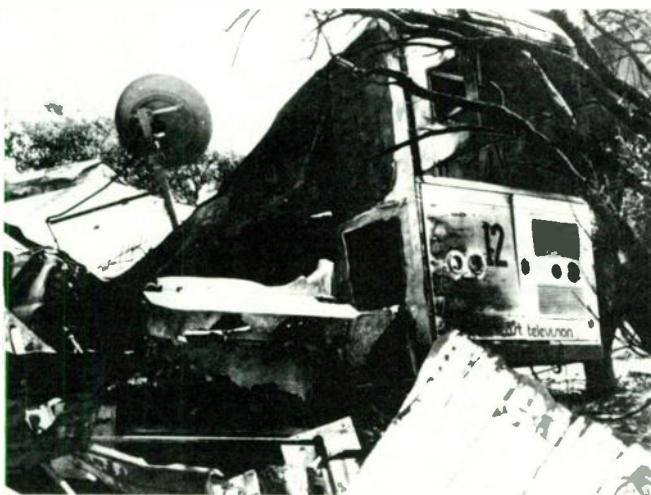
The day before the child's death, station co-owner and general manager Larry Dunlap, pastor of Chalybeate Baptist Church, called Religious Broadcasting to request prayers from the Christian community and to report on progress in the fund-raising effort. He later said that by the end of May \$140,000 was received from numerous sources. Another \$50,000 was needed to pay Mrs. Hall's medical bills.

Dunlap told "Variety" magazine in an April 27 statement, "The radio response has been incredible. When we started broadcasting for surgery funds for little Brandon, people were flocking to our small station from all areas." He indicated that people from around the world responded because of broadcast coverage in seven states and media attention from everywhere.

In a letter to Mrs. Hall on the day of her son's death, President Reagan called the boy "a gallant little fighter ... you have our prayers."

Less than one month before his death, on April 13, Brandon said

Remains of CBN's television studio in southern Lebanon (l.) and the car that concealed the bomb (r.)



No injuries resulted from the July 23 act of terrorism, but damages are estimated at \$500,000 (story pg. 6)



Mrs. Hall testified in Washington, D.C. before the investigation and oversight subcommittee of the House Science and Technology Committee on procurement and distribution methods for human organs for transplantation.

New Dimensions Taking Form in Cableporn Battle

NEW YORK, NY (NRB)—The religious struggle to combat pornography on pay cable television continues to win some small victories in a tremendously large war.

President Reagan appointed a cabinet level staffer, Stephen Galesbach, to coordinate enforcement of existing smut laws. (See also pages 21 and 48.) Religious broadcasters and other concerned citizens were calling for the move.

As reported by Religious Broadcasting in May, more than two dozen religious leaders met at the White House March 28 to seek vigorous enforcement of anti-pornography laws already on the books.

For religious broadcasters, the focus of attention has been with the pornography being broadcast, code named cableporn. This "smut glut" has given cable television a poor image in some circles. The trend toward more and more explicit sexual perversion has been ebbing recently, according to a May report from New York City-based Morality in Media.

Late in April the Utah House of Representatives, by a 53-16 vote, overrode a gubernatorial veto and passed a law prohibiting "the cablecasting of the indecent." The state Senate concurred with a 21-5 vote. As expected, four cable operators and the American Civil Liberties Union are appealing in federal district court.

Morality in Media reports that in the last year other state legislatures, city councils and citizens' groups have addressed in some form the growing cableporn controversy. These include Arizona, California, Connecticut, Florida, Illinois, Iowa, Massachusetts, Minnesota, Missouri, New Mexico, New York, North Dakota and Tennessee.

On the federal level, the cable TV deregulation bill (S.66) introduced by Senator Barry Goldwater of Arizona passed the Senate June 14 with an overwhelming 89 to 9 roll call. Earlier in subcommittee, the legislation was amended by Virginia Senator Paul S. Trible, Jr.

to reflect concern for the growth of cable pornography.

The Trible Amendment permits cities to prohibit "obscenity or other nonconstitutionally protected speech" from the cable system.

Meanwhile, Morality in Media has received several letters from around the country from unwilling recipients of cable pornography. One cable subscriber from Norfolk, Virginia reports, "We have the Playboy channel that is not scrambled very well. I have seen a great deal

of nudity just changing stations." The letter writer added that the cable company promised to scramble the signal better but after some time "it was still so clear that I could follow the programming without subscribing to it."

The need for control of cable pornographic trade was demonstrated by two announcements in "Broadcasting" magazine. The first said that a weekly half-hour game show featuring seminude contestants has been cleared on 80 U.S. cable systems starting this fall. The 26-

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episode first season is being produced by In Production, Inc., an affiliate of American Television Syndication. ATS president Larry O'Daly said the show, *Razzle Dazzle*, is being purchased by some

of the leading cable MSO's including Warner, TCI, Storer, Times Mirror, United Cable and Sammons. The series failed to attract a single buyer at last March's NATPE International conference.

Another example of the growth of cable pornography is the Los Angeles adult movie distributor that will start airing X-rated films via satellite on September 15. Pleasure Channel president Norman B. Smith, in announcing the plans during the NCTA convention last June, unveiled company plans to coproduce 10 erotic films in South Africa over the next two years.

Senate To Debate School Prayer Laws

WASHINGTON, D.C. (NRB)—The long-debated voluntary school prayer amendment to the U.S. Constitution and the related issue of judicial relief for students who want to gather within the school walls for religious activity were issues that drew the attention of the Senate judiciary committee this summer. Both issues are expected to be debated by the full Senate early this fall.

In a mid-July roll call, the Senate judiciary committee voted overwhelmingly by a 14-3 margin to pass two versions of the prayer amendment on to the full Senate, where it will be voted on in September or October.

The first version, called S.J. Resolution 73, says, "Nothing in this Constitution shall be construed to prohibit individual or group prayer in public schools or other public institutions. No person shall be required by the United States or by any State to participate in prayer."

The revised amendment retains that exact language but, bowing to pressure from groups on both sides of the sensitive issue, the President added a third sentence that says, "Nor shall the United States or any State compose the words of any prayer to be said in public schools."

National Religious Broadcasters strongly supports the President's revision to the prayer amendment, according to telegrams sent by executive director Ben Armstrong to three senators.

Evangelical leaders in and out of government remain at opposite sides of the amendment issue. Pat Robertson, president of the Chris-



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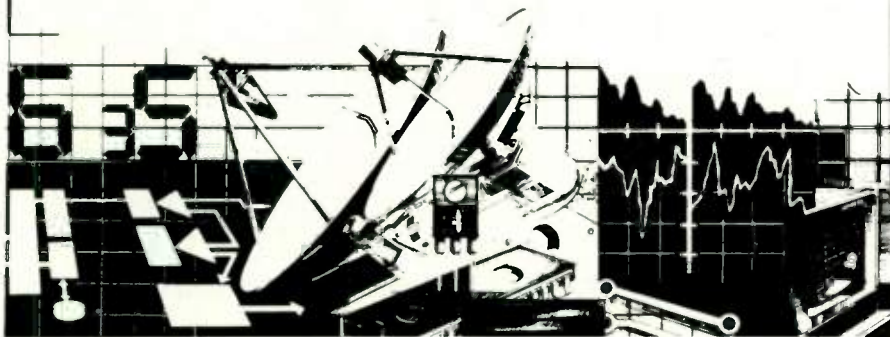
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tion Broadcasting Network (CBN), supports the revised wording. In his role as president of the Freedom Council, an interfaith conservative task force that upholds basic freedom rights of Americans, Dr. Robertson made his thoughts known to the President at a recent meeting.

Others present at the White House session were Jerry Falwell, Ben Armstrong and thirty other church leaders.

Oregon Senator Mark Hatfield, sponsor of related legislation that would give judicial relief to students now banned from religious meetings on school property, remains opposed to the revised amendment. Hatfield's legislative assistant Randy Sterns told Religious Broadcasting the senator based his decision on his Baptist beliefs of separation of church and state. Hatfield "opposes the State getting involved through its agents." The revised wording "still allows for the possibility of teacher-led prayer," Sterns said.

Hatfield prefers student-initiated activities for secondary school students. His legislation, "The Religious Speech Protection Act of 1983," (S.815), and a similar bill by Alabama Senator Jeremiah Denton (S.1059) were expected to be considered in the judiciary committee in early August. If action is taken there, the full Senate could be expected to debate the bills, or a compromise version of both pieces, in September or October, Sterns said.

In a June 6 letter to judiciary committee chairman Senator Strom Thurmond of South Carolina, President Reagan expressed his commitment to voluntary school prayer. "I am persuaded that this approach (S.J. Res. 73) carries with it broad support from many religious groups and the general population," the President's letter said in part.

The President also expressed support for legislation with similar intent to the Hatfield and Denton bills.

Families Benefit From New Disney Film and Channel

BURBANK, CA (NRB)—Even before its April 29 nationwide release, Walt Disney Production's latest feature-length movie, *Something Wicked This Way Comes*, generated considerable interest among evangelical leaders.

Segments from the movie were

shown at the conventions of National Religious Broadcasters, National Association of Evangelicals and Greater Chicago Sunday School Association. Additional screenings were planned for Christian leaders at the Billy Graham Center of Wheaton College, Wheaton, Illinois, and Disney Studio in Burbank.

Why all the attention from religious broadcasters and other Christian leaders? The movie's theme, survival of a typical American family amidst "the temptations in this modern age," as a Disney spokesman described it, is one reason. Specifically though, the "wicked something" of the plot is "Mr. Dark," another name for Satan. Several characters are enticed to surrender their lives to Mr. Dark so "they can realize their fondest wishes."

The classic battle between good and evil, the theme of many movies, has a conclusion based on scriptural precepts, according to the Disney spokesman. Love and faith triumph over the evil forces, he said, with reference to the biblical proclamation that, "Perfect love casteth out fear."

Jason Robards, Jonathan Pryce, Diane Ladd and Pam Grier star in *Something Wicked This Way Comes*, the release based on the novel and screenplay by Ray Bradbury. The film is directed by Jack Clayton and produced by Peter Vincent Douglas.

In another Disney development, a 16-hour-a-day pay cable channel commenced operation April 18 with mostly new "family programming."

Officials of Walt Disney Telecommunications, operator of the satellite-delivered program service, said during its second month of operation the total number of affiliates rose to 627 cable systems or slightly over 200,000 subscribers. The Disney Channel also signed Cox Cable Communications, the fourth-ranked MSO with 1.3 million pay subscribers.

New programming will occupy some 60 percent of the channel's schedule, according to a published report. Each morning will commence with classic cartoons starring Mickey Mouse and Donald Duck. A physical fitness program for the entire family, *Mousercise*, follows immediately. Preschoolers will learn problem solving and social skills from *Welcome to Pooh Corner* and *You and Me, Kid*.

Other notable programs being
(continued on page 37)

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Advertising Deadlines

Reservation deadline.....October 17, 1983
 Materials deadline.....November 4, 1983
 Publication date.....December 15, 1983

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Regionals to Offer Practical Solutions To Common Problems

MORRISTOWN, NJ (NRB)—Three of the five regional NRB conventions will be held this month; the fourth is scheduled for October and the final will be in early November. These conventions are held each fall from Los Angeles to Atlanta and points in between to provide fellowship and technical information to religious broadcasters who cannot wait for the national convention.

The national convention, scheduled at the Sheraton Washington Hotel in the nation's capital as last year, will be held for four days starting January 29. Featured speakers there include CBN president Pat Robertson, *Old Time Gospel Hour* broadcast pastor Jerry Falwell, and Oswald Hoffmann from the *Lutheran Hour*. Other plenary participants in Washington, D.C. will be evangelist Jack Van Impe, author Joni Eareckson Tada, and Los Angeles Baptist pastor Edward V. Hill. Each person has participated in NRB gatherings before, either on the national or regional level.

The initial regional convention will be held September 11-13 at the Los Angeles Marriott Hotel. The western chapter of NRB, led by president Ed Steele, will feature as banquet speaker best-selling author Charles Swindoll.

Dr. Swindoll is pastor of First Evangelical Free Church, Fullerton, California. As Bible teacher and pastor of *Insight For Living*, he was 1983 recipient of the NRB Award of Merit for radio program production.

Dr. Swindoll's current best-selling books are "Improving Your Serve" and "Strengthening Your Grip."

That same evening sacred musician Ralph Carmichael will be honored by the western chapter with the Award of Merit for innovation and leadership in Christian music during the past 30 years. He is president of Lexicon Music and Light Records, both divisions of Word, Inc. of Waco, Texas. Carmichael also serves the industry this year as president of the Gospel Music Association.

At least 50 Hispanic broadcasters ministering to four million in southern California will attend a workshop series designed to meet their broadcasting needs, Steele said. The convention is being planned for 350.

A week later, from September 21 to 23, religious broadcasters from the midwestern NRB chapter convene in St. Louis, Missouri at the Sheraton West Port Inn. President Joseph A. Springer said the gathering will highlight the theme "Workers Together With Him."

Plenary speakers for the midwestern meeting include David Mains, director and Bible speaker on *The Chapel of the Air*; Stuart Johnson, manager of WETN/Wheaton (Illinois), who will discuss "Responding to New Technologies"; and Daniel Betzer, speaker on *Revivaltime*, the 30-minute weekly preaching program on radio that is sponsored by the General Council of the Assemblies of God, Springfield, Missouri.

The midwestern gathering will close with a luncheon sermon from David Breese of Christian Destiny,

Inc., Wheaton, Illinois. His weekly commentary on the news from a biblical perspective is "Dave Breese Reports." Introduction of new chapter officers will round out the final session in St. Louis. Last year's meeting was held in Chicago.

Another feature of the midwestern NRB session this month is a panel discussion featuring anti-ERA activist Phyllis Schlafly, Charles Wagner, Thomas Sommerville and David Mains. Recognized experts will lead a variety of workshops on topics such as news programming, trends in television, increasing the effectiveness of radio, sales ideas, fund-raising techniques and how to enhance station image.

In addition to Christian music that Springer described as "outstanding," the midwestern convention this year includes a session for the Intercollegiate Religious Broadcasters (IRB).

Less than a week after the midwestern meeting, religious broadcasters from Washington, D.C. to Florida will meet at the scenic Stone Mountain Inn in suburban Atlanta, Georgia for three days of "personal and spiritual activities." Southeastern chapter president Norman Plunkett described the coming event as "the most spiritually refreshing and informative event of the year." The dates will be September 28-30.

Several nationally known personalities will be participating, including Charles Stanley of *In Touch Ministries*, Atlanta; Kay Arthur, executive director of Reach Out, Inc., Chattanooga, Tennessee; and Bill Gillham, president of a Christian counselling firm in Fort Worth,

Charles Swindoll



David Breese



Charles Stanley



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Texas.

Plunkett regrets to inform attendees that Jerry Falwell, pastor of *Old Time Gospel Hour*, will not be participating in the southeastern convention as was previously announced. Plunkett said he made the announcement before the final confirmation was nailed down, adding that while this last minute change in plans is unfortunate, attendees can expect a good meeting.

The Atlanta convention will honor Charles M. Leaming with its annual Award of Merit. Dr. Leaming, for more than 50 years, has been active in religious broadcasting, most recently as president and pastor of *Faith Gospel Broadcast*. That program is the 60-minute weekly radio worship of Faith Temple, St. Petersburg, Florida, where Dr. Leaming is pastor.

Dr. Leaming is also known on radio for the half-hour weekly devotional program *Waves of Truth*.

The second Sunday in October will open the southwestern regional

For Details on NRB Conventions Contact ...

Western Chapter	Ed Steele	(714) 997-8450
Midwestern Chapter	Joseph Springer	(312) 943-0466
Southeastern Chapter	Norman Plunkett	(404) 881-0550
Southwestern Chapter	Dennis Worden	(918) 445-1186
Eastern Chapter	David Eshleman	(703) 896-8933
National Convention	Ben Armstrong	(201) 575-4000

convention of NRB in Tulsa, Oklahoma. Chapter president Dennis Worden said of the October 9-11 gathering at the Camelot Hotel, "We will zero in on the Year of the Bible and increase the sense of awareness about the purpose of Christian broadcasting." He said the purpose of religious broadcasting is "to equip us to do the Lord's work better."

Convention speakers in Tulsa will include David L. Hocking, Bible teacher on *The Biola Hour*. Biola University, a Christian college in La Mirada, California, chose its name

from the acronym for Bible Institute of Los Angeles. Hocking will preach at the annual banquet.

Others leading the southwestern gathering will be Bob Larson of Denver, known for his *Talkback* radio show over the Satellite Radio Network (SRN); Craig Harper, vice president of Birch Radio, Inc., Dallas; and Kenneth Greenwood, president of Sales Performance Systems Co., Tulsa. Greenwood, planned as a plenary speaker on radio sales training, is associated with the Radio Advertising Bureau. Harper, a workshop leader, will discuss the

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value of radio ratings and research to the owner and operator. Larson, author of "Larson's Book of Cults," will close the convention with a luncheon address.

The 100 people expected at the Tulsa gathering will choose from a variety of workshops on "commercial radio, formatting, sales and television," Worden commented. As was true last year, the television workshops will be conducted on the nearby campus of Oral Roberts University under the direction of ORU telecommunications director Thomas Durfy.

The final regional gathering for Christian broadcasters before the national meeting is planned for Parsippany, New Jersey. The November 3-5 session of the eastern regional NRB chapter will return to the Aspen Hotel, a mile from NRB's national office.

Principal speaker this year will be Robert A. Cook, the daily radio Bible teacher who is president of The King's College, Briarcliff Manor, New York. Dr. Cook serves NRB nationally as first vice president.

Other leaders of the eastern meeting will be Donald Mercaldo, pastor of Gateway Cathedral, Staten Island, New York; Eugene McGee, pastor of First Alliance Church, New York City; and Tony Campolo, Jr., a conference speaker and professor of sociology and anthropology at Eastern College, St. Davids, Pennsylvania.

A two-part panel discussion is planned for the eastern meeting that will focus on practical problems faced by station owners and operators and program producers. Chapter president David Eshleman said the informal agenda for the panel sessions will likely include agency-station relations, understanding the audience needs, and personnel problems.

Other events at the New Jersey session include a luncheon address by Charles Rizzo on "why two-way live religious radio is effective," involvement from Black and Hispanic groups, a Friday afternoon small group sharing period to continue the panel debates on an even more practical level and workshop sessions on radio and television.

The eastern regional award, the Percy Award, is being given posthumously to Dr. John Roach Straton, former pastor of the famed Calvary Baptist Church in New York City. Dr. Straton is being recognized as the founder of the second oldest, continuous, live religious broadcasting service in the country.

With this coupon all will be revealed: How to arrange 11 low-cost days in the Holy Land and Jordan and raise funds for good works in the process. And who's better to trust than Alia, The Royal Jordanian Airline? We Jordanians have been guiding groups to the Holy Land since the time of Moses.

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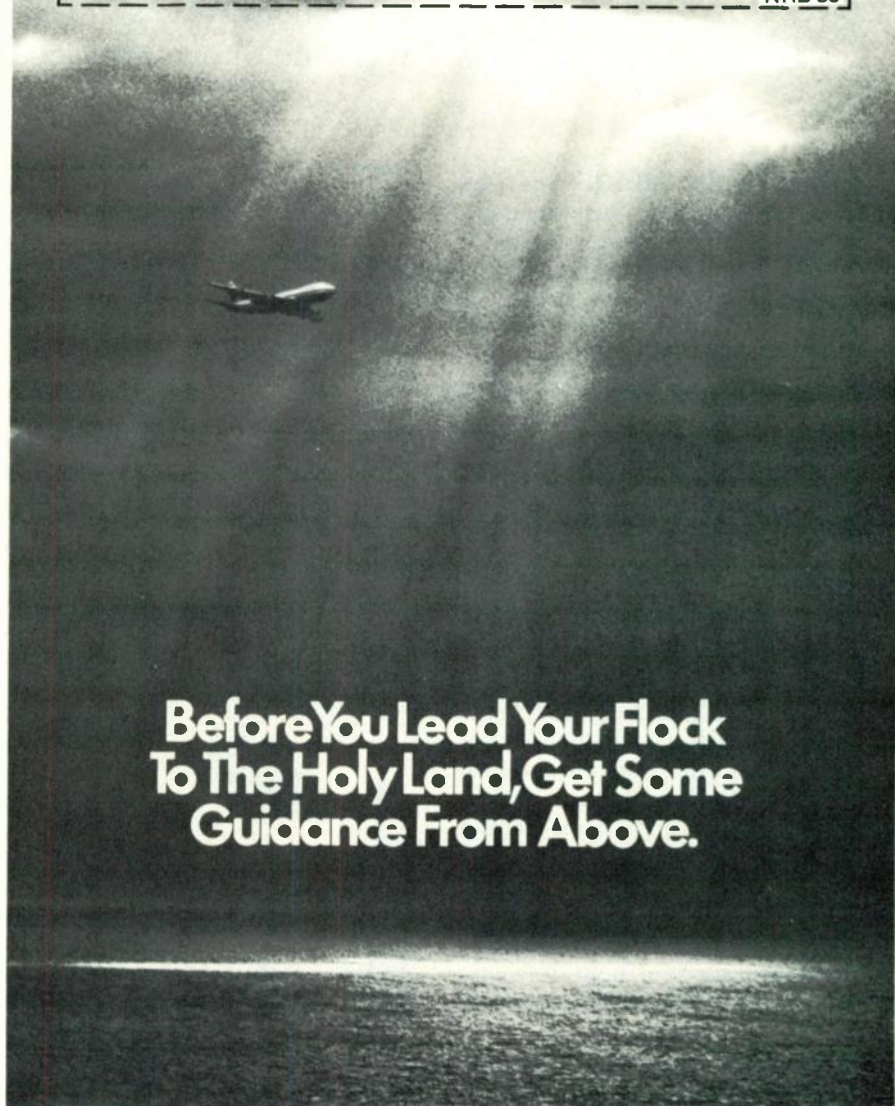


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NRB 83



**Before You Lead Your Flock
To The Holy Land, Get Some
Guidance From Above.**

Reagan Follows Through with Anti-Porn Appointee

WASHINGTON, D.C. (NRB)—Last March 28 a group of religious leaders including representatives from NRB and New York-based Morality in Media met at the White House with President Reagan to seek unified, consistent enforcement of existing anti-pornography laws. In a July 15 letter, the President announced his action on suggestions made at that meeting.

"I want you to know that we have set up a working group here at the White House to coordinate enforcement efforts under Federal anti-obscenity laws," Mr. Reagan wrote to NRB executive director Ben Armstrong.

The working committee that is charged with enforcing laws against the growing \$6 billion porn business in this country includes "representatives from the Department of Justice, the Federal Bureau of Investigation, the Customs

(continued on page 38)

Bayer Backs Pat

*With proper strategy and presentation,
religious programmers local and national
could have results similar to
The Pat Boone Show with Bayer Aspirin*

SEVEN YEARS ago Pat Boone and I first discussed syndicating a contemporary gospel radio show while jogging through the streets of Jerusalem, Israel. We had been encouraged by the ABC radio network to put together a gospel show for Sunday mornings and sell it to major advertisers. We chose to wait.

Several more years went by and the timing was finally right. We chose to put the show on Christian radio programmed stations first. If we could clear the top 100 markets we knew we stood a chance to attract national advertisers to our demographic profile.

Techniques

The problem I faced was to sell a program that had no numbers. How was I to do it? I had two basic techniques: I believed in my product, and I went out and sold it accordingly.

When I hit the road to sell The Pat Boone Show I firmly believed that contemporary gospel music was needed. I believed the hour-long show was a winner, and that Pat Boone was the perfect host.

I believed that any advertiser associated with The Pat Boone Show would benefit from airing his commercials within the show.

I believed in Christian radio, and I also believed that Amy Grant, Will McFarlane, Silverwind, Sandi Patti, The Imperials, The Archers, and the rest of our singers and musicians were as good or better than anything else the American public was listening to everyday.

Strategy

But we needed help. The Pat Boone Show would be for all of us. It would give all of Christian radio a na-

by Ed Lubin

tional vehicle to attract the huge secular advertising dollar.

Help came from broadcasters who also believed and were willing to work hard with us. Men and women like Ed Steele, John Boyd, and Wayne Bears at CCA, Jamie Clark, Tom Wallace, Dick Marsh, Joe Battaglia, Jack Kandel, Fred Jacob, Sue Bahner, Jack Nelson, Faye

Lindsay, John McCooley, and many others.

They saw the importance of The Pat Boone Show to the industry and the opportunity to attract national dollars. The team at CCA began clearing stations. We worked day and night for eight months clearing, writing, producing, selling, and praying.

We decided to stay away from the advertising agencies and time buyers because we had nothing to show them at

Pat Boone tapes the show in his home recording studio for a personal feeling



the time regarding numbers. But we had a story to tell their clients so we called on the top decision makers of some major corporations.

We sold them an idea. We sold them an alternative to their present radio endeavors. We sold them on our demographics. We sold them on an unduplicated audience of loyal, working, attentive, affluent, educated, and committed "believers" from all walks of life.

Walter Camas and Jerry Mattimore of Bayer Aspirin, one of the most prestigious national advertisers in the world, provided the first big break. We added 52-week contracts for Hoffy Hot Dogs on the West Coast and Adventures in Health. Our Atlanta office manager Jack Perk has just sold Chick-Fil-A a 13-week schedule! The Pat Boone Show has now paved the way for all of us in Christian radio to attract Madison Avenue and Wilshire Boulevard advertising dollars.

Alternative

But we realize we are not competing against other radio stations; we are not in competition against other networks, rep firms or syndicated shows. Forget selling numbers or even looking for an edge in ratings. We in Christian radio offer advertisers an *alternative*.

Our sales people have eight hours a day to stand in front of decision makers and tell our story. Get them on the street! Make one more sales call each day. Do you realize how important our product is? Do you realize the power we have in our sales presentation?

I welcome the opportunity to sit across the table from any chief executive officer of any major corporation in America, look him straight in the eye and let him know how important Christian radio advertising is to his company's image, welfare and sales goals.

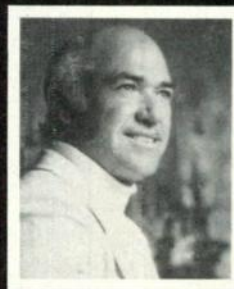
We can help Christian bookstores and all the other Christian-oriented businesses by selling our 60's and 30's to decision makers who do not even know who we are, or how much they need us. We should be the leaders in broadcasting sales; not followers.

NAB



Mr. Lubin, producer and CEO of The Pat Boone Show, is president of the Edward Lubin Productions firm, which specializes in broadcasting production and management.

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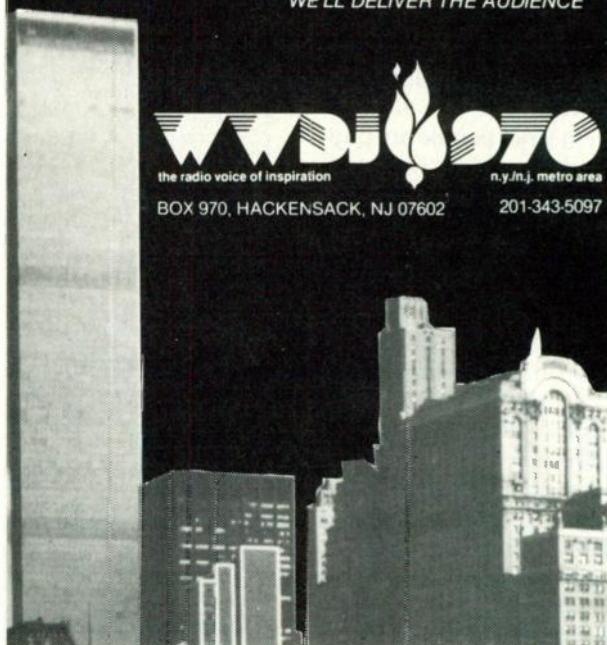


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Good News for Gospel Radio

by Joseph Battaglia

FOR YEARS, Gospel Radio has had little, if any, tangible information to present to a media planner or buyer at an advertising agency that could compare against other stations in our markets. Demographic profiles and product usage surveys were non-existent.

Recent studies by Mediamark Research Inc. (MRI) of New York City have changed all that. For the first time ever, Gospel Radio has access to credible research that reveals some very startling and useful information regarding brand-product usage by religious radio station listeners and how those percentages compare with other radio format listenership.

MRI is one of several reputable companies that provide media audience estimates related to demographic and marketing characteristics of the adult population.

Mediamark compiles its data through a complex diary system that is done twice yearly. The information is then assembled into a number of volumes of specific categories containing thousands of figures and statistics helpful to those interested in seeing what people are buying, reading, and viewing, as well as an abundance of demographic information.

As a result of initial interest several years ago by the Gospel Radio Network, Mediamark began to include Religious/Gospel in its questionnaires. The radio formats surveyed included Adult Contemporary, Album-Oriented Rock, Black, Beautiful Music, Classical, Top 40, Country, Disco, Jazz, News, Oldies, Religious and Gospel, and Talk.

In overall listenership, Gospel Radio ranked 11th of the 13 formats, beating out jazz and classical, and coming in just behind oldies and disco stations.

Although ranking 11th in total numbers of daily listeners, Gospel Radio has some startling figures when compar-

HOT PROSPECTS

Various products and categories in which the percentage of listeners patronizing or purchasing is the highest of any radio format.

Example: The number of Gospel Radio listeners shopping at Montgomery Ward is 51% above the average set by listeners of all formats combined, thus ranking Gospel Radio No. 1.

	% Above National Average
a. Department Stores	
J.C. Penney.....	16
Sears.....	17
Montgomery Ward.....	51
Other Discount Stores.....	31
K-Mart.....	6
(Gospel Radio ranks #2)	
b. Family Restaurants & Steakhouses	
All Use.....	9
Heavy.....	29
Medium.....	36
c. Leisure Activities	
Making Clothes.....	45
Baking.....	25
Flower Arranging.....	43
(Gospel Radio ranks #2)	
d. Household Appliances	
Gas Dryer.....	90
Electric Dryer.....	43
Freezer.....	67
Dishwasher.....	42
Canning Jars & Lids.....	50
Vacuum Cleaners.....	82
Dehumidifiers.....	183
Deep Freezers.....	91
Central Air Electric.....	89
e. Personal Appliances	
Cassette Players.....	48
Reel-to-Reel Recorders.....	110
Hot Lather Machines.....	193
Water Purifiers.....	214
Cameras (other than SLR 35's).....	105
Still Cameras using 110 carts.....	10
Electric Typewriters.....	74
Non-Electric Typewriters.....	47
Instant Black & White Film.....	158
Color Film Cartridge.....	29
Pre-Recorded Reels.....	106
Mechanical Toys.....	58
Action Games.....	44

ing the buying habits of listeners of all other formats. Gospel Radio listeners, percentage-wise, ranked first above listeners of all other formats in the purchase of many products and showed well above national average figures in the purchase and/or use of many other products.

In other words, the percentage of listeners of Gospel Radio patronizing a specific store or purchasing a specific type of product was, in numerous cases, a higher percentage than among the listeners of any other radio format.

In two important demographic categories, MRI shows the greatest percentage of Gospel Radio listenership in the 25- to 44-year-old category and in the \$20,000-\$25,000 income bracket.

There are various product categories where Gospel Radio listeners rank #1, percentage-wise, over listeners of all other radio formats (see box).

How can this information be used to approach a particular account?

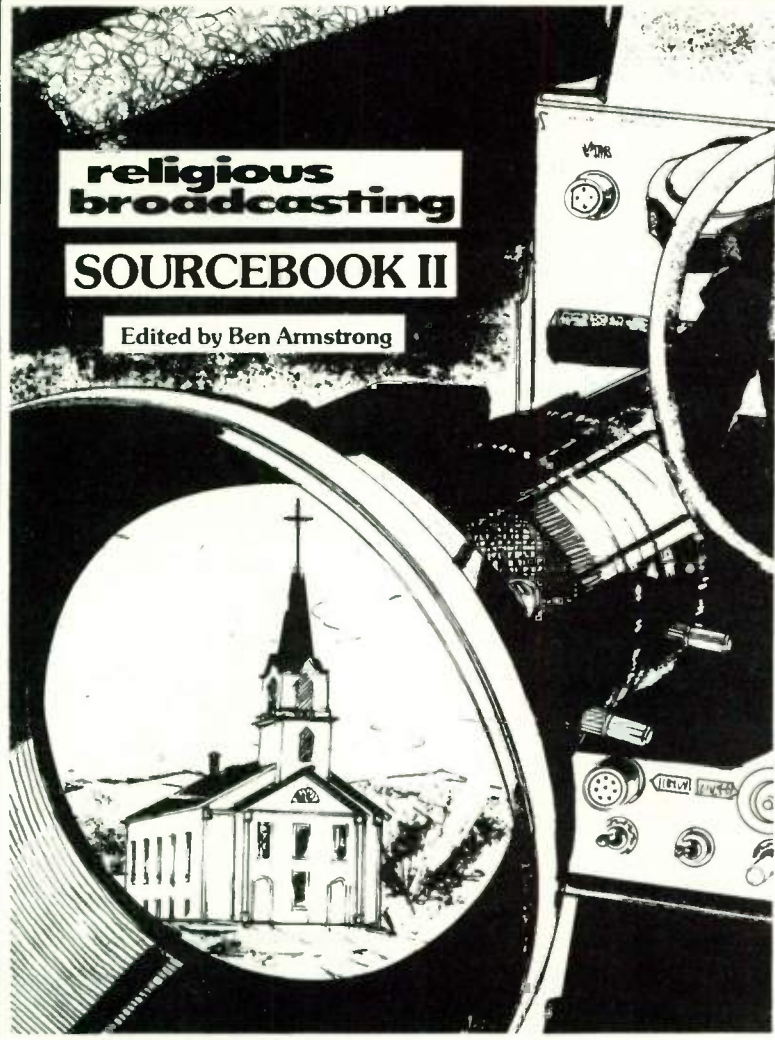
In the department store category, for example, those listening to Gospel Radio are more likely to shop at J.C. Penney, Sears, and Montgomery Ward. Those particular accounts can now be approached to show that our audience indeed shops there. Why not suggest a specific buy, such as advertising the sale of Christian music in their record departments? It would be advantageous for them to do so, since many Gospel Radio listeners go there for their general shopping. This could even affect the expansion of Christian music into such outlets.

Gospel Radio can now boast increasingly upscale demographics and product-usage figures. Gospel Radio stations must begin to utilize this material in creative presentations, aggressive sales techniques, and a desire to have some of those advertising dollars previously beyond our reach.

NRB

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Mr. Battaglia is sales manager of WWDJ/Hackensack (New Jersey)



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One-on-One Via Videoconference

NASA began the technology and fight promoters perfected it. Now broadcasters have a new tool for fund raising

CLOSED CIRCUIT television, or videoconference, is a tool in the fundraising toolbox whose time has come.

Originally developed by NASA for visually tracking space craft, closed circuit television was perfected by heavyweight boxing promoters.

Its application for fund raising arises from at least two basic facts. First, God has placed the desire to give in every person's heart. Whether an oil mogul donating a kidney transplant to a needy youngster or a skidrow transient sharing a cigarette butt with a comrade in a lonely alley, we love to give.

Second, people more generally give

when asked face to face. This leads to the conclusion that the key to successful fund raising is establishing a one-to-one relationship. Closed circuit television provides to a large extent that kind of relationship.

In the past two years we have been involved in seven large videoconferences. The most recent was for Dr. M. G. "Pat" Robertson and the Christian Broadcasting Network. Perhaps the largest yet in telecommunications history, it encompassed over 215 American cities, 7 Canadian cities, and included Alaska and Hawaii. The event offered CBN's 700 Club members R.S.V.P. responses to 244,000 seats.

This technology can and should be utilized to capture the unique style or personality of a ministry. For example, one videoconference we produced recently took place simultaneously in 23 cities as guests met in hotel meeting rooms and country clubs.

The evening began with wonderful hors d'oeuvres during a reception one hour prior to the broadcast. Then guests were seated theatre style as the lights dimmed and the giant color television screens came alive.

Selective Communication

This particular use of technology allows the ministry host to be simultaneously multiplied live in as many locations as supporters of the ministry would participate. Meeting facilities are selected in close proximity to the donors.

by Michael Clifford

Because the ministry host broadcasts a message not intended for public distribution, the participants may be selected from a highly specialized profile of similar demographics.

Attractive R.S.V.P. invitation packages are mailed and responses are processed via an 800 number.

Meeting facilities can be enlarged, added, deleted, or cancelled until the night of the event. When the lights are dimmed the live satellite signal is transmitted from the origination point 22,700 miles above the earth to a communications satellite. The satellite within seconds transmits the signal to transportable television receive-only antennas stationed outside each meeting facility. From the receive antenna the signal is transferred to a wide screen color TV projection system for viewing.

Videoconferencing allows the host of the ministry to communicate powerfully and privately to a select group. This tool is the most cost effective means to reach your supporters available today. Based

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on experience, the return on investment is extraordinary when compared to other vehicles. I am reminded of Hebrews 10:24-25 which exhorts Christians to assemble together. Videoconferencing allows concerned supporters of a media ministry to meet together.

Active Relationship

Unlike television, videoconferencing demands an active rather than passive viewer relationship. When randomly surveyed, attendees of the closed-circuit events we produced thoroughly enjoyed participating and were eagerly looking forward to the next event.

Videoconferencing is technology's answer to an active one-to-one relationship between a ministry and supporters. When considering closed-circuit television for your ministry—whether for fund raising or ministry outreach—keep two aims foremost in your plans: 1) be creative, dream big, and know whatever concept you desire can be achieved technologically; 2) make sure you engage a specialist in the producing of a videoconference because the stakes are high—the results can be tremendous or devastating.

Christians have just now touched on the impact videoconferences will have in fulfilling the Great Commission. I believe that in the coming days we will truly see events that bring Christians together around the world in unity of praise, worship and witness. The time has come to set goals greater than ever because technology now available will make them attainable.

Imagine for a moment an event in which stadiums are secured in major cities around the world as Christians "bring an unsaved friend" to hear world class evangelists preach the Gospel.

Imagine the giant 30 x 40 foot color TV projection screens under the stars at night with Billy Graham live from Amsterdam, Bill Bright in Washington, D.C., Dr. Paul Cho over in Korea, and Jerry Falwell at Madison Square Garden.

Other methods are in the fund-raising toolbox, but few if any can match the effectiveness of videoconferences in developing that one-on-one relationship that is the key to fund raising. **NRB**

Mr. Clifford is president of Victory Communications International based in Scottsdale, Arizona.

Videoconferencing allows the host of the ministry to communicate powerfully and privately to a select group

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Rolling Out The Television



Christian Broadcasting Network



Kathy Parker

Kenneth Copeland

WHAT does a "typical" Christian look like? What does the "average" religious broadcasting viewer need?

These and other complex questions are being asked by an increasing number of television producers and ministries. Seeking answers, they are offering a new television season of innovative—in a few cases trend-setting—formats designed to help the Christian live a more concerned and God-pleasing life.

Demographics of the "average viewer," if there is such a composite, will be brought into sharper focus when a religious television research study is released in January. "Religion and Television: The Annenberg/Gallup Research Project" is being prepared by George Gerbner of the Annenberg School of Communications of the University of Pennsylvania and George Gallup of the Gallup polling organization in Princeton, New Jersey. An ad hoc committee including National Religious Broadcasters is coordinating the project.

While 1985 programming is expected to reflect to some degree the results of the research project, this year's programs are already improving the face of Christian television.

The genre of self-help shows with either off-the-air or on-camera calling facilities is increasing. While the intensity of personal crises—economic, family,

by Daniel J. Nicholas

sexual or spiritual—continues to abound, the response of evangelicals has for the most part been superficial. Examples of the Christian Broadcasting Network (CBN), the Southern Baptist Radio and Television Commission and programs like WTLW-TV 44's *Help Wanted* daily feature are setting a pattern being emulated by numerous other ministries.

Other new formats draw attention to world missions, evangelism, horticulture, women's issues, music makers and youth. Some producers target the millions of Spanish-speaking Americans.

The Year of the Bible became a reality last February 3rd when President Reagan signed Public law 97-280. While the emphasis has generated considerable discussion in Christian and American Civil Liberties Union circles, it has not grabbed center stage during this new television season. The Holy Bible and the faith it describes will be the focus of a pair of television specials planned by the Year of the Bible national committee for early December.

Addressing Personal Needs

WTLW-TV 44/Lima (Ohio), the station that is "witnessing the living word" in their community, offers a daily six-minute feature that helps meet the unemployment crisis that has hampered

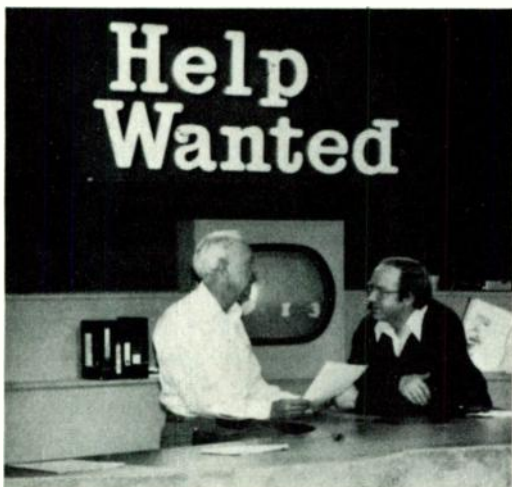
many midwestern families. *Help Wanted*, working in co-operation with state and private employment agencies, provides brief, practical tips on job openings. It is a simple idea that is not being reproduced in enough communities.

The same station is planning a monthly documentary program that will address controversial issues from a Christian perspective. The close-up reports, followed by "live, on-air call-ins fielded by opinionated guests (on the hot seat)," will discuss AIDS and the gay lifestyle, abortion, nuclear arms and crime issues. Moderator will be Roger Rhodes.

The Christian Broadcasting Network, Virginia Beach, is planning a syndicated special that promises to "zero in on the deep longings uppermost in the heart of every human being." While the program's content and title have not yet been released, a list of nationally known actors and actresses was announced last month.

Almost all major religious broadcast ministries, and a growing number of the smaller ones, offer a telephone intervention counselling service to their viewers. One source has described this service, usually via a toll-free line, as "completing the communications cycle." In the past this telephone service was used just for fund raising. Now, however, whether a viewer responds to a program by Billy Graham, Robert Schuller, Jerry Falwell, Jim Bakker or Pat Robertson, there is always a willing, confidential listener who

Tapestry



WTLW-TV/Lima (Ohio)

will counsel, pray and refer the client to a local church.

Since July 31 *The 700 Club* has been featured on the New York-based Spanish International Network (SIN) that serves many of the Hispanic households in the United States via 220 cable systems and a handful of television stations. The half-hour international Spanish version of "The Club," which has drawn attention throughout Central and Latin America, features a dubbed Pat Robertson.

Spanish is also an integral part of the new season plans for evangelist Kenneth Copeland, whose *Believer's Voice of Victory* is on more than 200 television stations worldwide. He will also air nationwide over the SIN network. His program adopted a revised opening last June "showing people in everyday situations as they triumph over their circumstances."

When the Southern Baptist ACTS network is first aired next May, the innovative counselling programming will include a live call-in show called *Cope*. Guidance on spiritual, personal and social needs will be provided from trained counsellors. Other ACTS features will include how-to shows or program segments on topics such as health, hobbies and careers.

Softsell Evangelism

Some of the new programming such as *The Pursuit of Happiness*, being pro-

Helpful formats for everyday needs dominate the pattern of programming for the new season on religious TV

duced by Pathway Evangelism, Inc., of Lubbock, Texas, offers the non-believing viewer a clear evangelistic message couched in a disarming entertainment format. The prime-time network program featuring Joseph Barnett, formerly of *Herald of Truth*, is being test marketed in eight locations including the states of Texas, Michigan, Washington and Rhode Island. The program claims to reach out to the felt needs of hurting people.

At least three other dramatic programs being developed will add a different slant to the sharp evangelistic Gospel without detracting from the point. CBN is planning a half-hour weekly situation comedy that could be ready for January airing.

CBN is also considering a second Christian soap opera because of the success of its *Another Life* drama, now in its second season. Target date for the new soap is early 1984.

The International Lutheran Laymen's League of St. Louis is currently marketing a new after-school special that fits the same mold as the soaps except that the audience is younger. *Little Boy of Summer* tells the story of a nine-year-old boy whose father abandons the family when he is a baby. As the lad's mother prepares to remarry, he hears about a new rookie pitcher for the St. Louis Cardinals who has the same name that he bears. After he runs away from home in search of his father, the ballplayer helps



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him adjust to life in a changing family environment.

The application of "a loving heavenly Father who will never forsake him" is made evident through the characters' lives. *Little Boy of Summer* is the latest in a series of religious dramas that began in 1952 with Lutheran Television's *This Is The Life*. Members of the 1982 world series-winning Cardinals team are included in this drama.

Traditional Evangelism

Traditional, still-effective evangelism programs are a part of the new television season. As in past years, Billy Graham will continue to produce approximately four prime-time crusade series of hour-long programs for three nights each. The cities of these crusades were not named by a Graham spokeswoman.

Meanwhile, Rex Humbard will continue his emphasis this season on speaking in the "great churches of America." His goal is to further improve relations between the local churches and religious broadcasters. At least one weekly broadcast from each of the churches visited is planned.

Reaching America's youth with the

life-changing Gospel is the fall goal of the Trinity Broadcasting Network (TBN), Santa Ana, California. Two new television series will target the volatile teen years. *Venturing into a Teen's World* features a Christian psychologist's exploration into parent-teen communications; *Teenagers: An Endangered Species* highlights the humor-styled thoughts of Pat Hurley before a live parent-teen audience.

On a more serious note, Howard Estep, best known for television's *The King Is Coming*, will be heard on a new daily program beginning September 5th called *The News in Revelation*. National Christian Network, Inc., of Cocoa, Florida, is airing the program over its nationwide cable network and on selected television stations.

Variety Programming

The Christian Broadcasting Network is featuring still more innovative programming this season. One weekly series titled *Miracles* is based on dramatic testimonies via telephone. The format calls for "re-enactments of miraculous testimonies." A new animated series will be based on Pat Robertson's new best-

selling book, "The Secret Kingdom." Each weekday morning believers can stretch to the sounds of Christian music and the sights of aerobic exercises on CBN's new *Believers*. The show will include nutrition and health tips.

An original four-part series will air this month on CBN. *Keeping Time*, hosted by former Kentucky beauty queen Kathy Parker, promises to "deal with overcoming handicaps and victorious living despite adversity."

A variety of programming plans including musical specials from Jerusalem and Florida's Disney World, two shows for women called *Carousel* and *Taking Time*, and some more wholesome westerns will round out CBN's new year's package for its potential 20 million subscribers.

WTLW in Ohio is featuring *Just for Fun*, "a lighthearted, uplifting variety show" featuring local music talent and unusual animals. It is reportedly patterned after Art Linkletter's classic *Kids Say the Darndest Things*. The station will also air a weekly *Talent Show* with down-home "average" people whose performances will be judged by the public calling the studio. Still another WTLW creation, *Time for You*, will encourage prayer requests from viewers. The program's theme is "Jesus Christ being the answer to human needs."

Finally, a series of Southern Baptist programs will play up the need for advice on human needs around the world. *Life Today*, a daily one-hour talk show, emphasizes the personalities and challenges of Southern Baptist foreign missionaries. A television handyman on home repairs, a gourmet chef with kitchen ideas, and a plant care and feeding specialist add more vitality to the May line-up on the denomination's network.

Whether the CBN list, the Baptist line-up, or the myriad of locally produced programming too numerous to be inclusive here, one fact is evident. There is no shortage of diversity or vitality in Christian television this year. Speaking about his network, CBN's Timothy Robertson has perhaps summed up the challenges and the accomplishments of the industry as viewed in the block of new programming. "We can't produce everything we want to all at once," he said, "so we'll roll them out little by little in keeping with our commitment to develop high-quality programming for the entire family."

NBB

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



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Multiplying attacks on local stations evidence a trend that challenges the right of religious broadcasters to proclaim their message

A Matter of Survival

by Ben Armstrong

SURVIVAL, more often than not, means more than existing. It can mean having to fight for that very existence. National Religious Broadcasters is in such a position today. It is fighting front-line battles on many sides against those who would deny religious broadcasting the right of free and equal access to the airwaves—the right to exist.

From its earliest years religious broadcasting has overcome problems through “survival techniques,” and has grown and prospered with the changing times into the booming religious broadcasting industry of the 1980s.

Grave complications, however, are on the horizon.

Faced with mounting attacks from secular elements, religious broadcasters must band together as never before to keep their message from becoming a nice, nostalgic notion. Recently, religious broadcasting has challenged those who would secularize it, literally killing it, turning it into an unwanted, archaic irritant.

As it was the organization “of the time” in 1943 when founded, National Religious Broadcasters remains so today for these times. Initially, fellow broadcasters united in a common cause, fostering the strength to resolve favorably the “commercial-noncommercial” controversy for the free enterprise of religious broadcasting. Through the unified efforts of these evangelical broadcasters and NRB’s unflinching representation of their cause, religious broadcasting got its foothold and thrived.

The success gained throughout the early years of NRB reminds us of just how far we have come as a legitimate, important part of the broadcasting in-

dustry. It is beneficial for us to remember the past—if for no other reason than to learn from it in order to avoid the same problems in the future.

But religious broadcasting is no longer concerned with whether or not some enemy will come to challenge how it should conduct itself. Religious broadcasting has stepped into a new era, an era in which some are challenging whether or not religious broadcasters have the right to exist at all.

NRB has thus shifted into the role of protector, safeguarding the airwaves for religious broadcasters. NRB makes it its business to address cable carriage issues, challenges to radio stations and related issues that threaten its members.

Religious broadcasters do have the right to broadcast! The Lansman-Milam petition RM2493, which asked the FCC

to freeze assignment of station licenses on FM frequencies for religious programming, was among the first to challenge the constitutionality of religious broadcasting. It was also among the first defeated unanimously by the FCC in 1975 after NRB and supporters generated over 700,000 letters and cards to oppose the petition.

Attacks on Access

But the fight still goes on. Thanks to the First Amendment, religious broadcasters have the assurance that “Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof.” As Congressman William E. Dannemeyer of California states, the First Amendment provides freedom for religion, not the modern interpretation of absolute freedom from religion.

However, others nurture the modern interpretation of the First Amendment and are determined to have their way. A request filed with the FCC by the Washington law firm of Farrow, Schildhause, Wilson & Rains proposes that it amend FCC television “must-carry” rules to exclude carriage rights for religious stations. In their petition, the law firm states that “Commission compulsion of cable operators to carry the signals of requesting religious stations, however, violates the Religious Clauses of the First Amendment.” This recent danger is not the first of its kind.

The Cable Carriage and Copyright Bill H.R. 5949 was the historical antecedent to the Farrow et al petition. H.R. 5949 resulted from a compromise worked out between representatives of commercial TV stations, cable TV system operators and motion picture producers. In its original form, the bill threatened to

**Religious
broadcasting
has stepped
into a new era
in which some
are challenging
whether or not
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have the right
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destroy religious television by denying the rights to be carried on local cable television systems. NRB spent over \$90,000 in legal fees to draw up the Collins amendment to the bill and fight for NRB demands. The issue as yet has not been resolved. We are still vigilant.

Point of Contention

Perhaps the bottom-line of the whole First Amendment controversy is this: Many say that religious broadcasters force one point of view upon audiences. In their eyes, we do not have that right. Opposition to the perceived narrowness of religious broadcasting has resulted in the challenge of the licenses of two religious stations: WCTN-AM/Potomac-Cabin John (Maryland) and WAWZ-FM/Zarephath (New Jersey).

Celebrity Broadcasters, Inc. is challenging Seven Locks Broadcasting Co., licensee of WCTN, in proposing that it can provide secular programming to the entire community for Montgomery County, Maryland. Celebrity complains that WCTN has mainly religious programming but "ignores" non-Protestants who make up 31 percent of

**It all comes
down to the
same issue:
the fight
for survival
against those
who would
relegate religious
broadcasting
to a niche
in history**

the residents in the surrounding county.

Radio New Jersey of Hackettstown, owner of WRNS-AM, echoes the same complaint against WAWZ-FM in the Zarephath section of Franklin Township. Radio New Jersey contends that it can provide the community with more public service broadcasting than WAWZ has.

The aforementioned issues represent the major ones facing us now. There are

still others that call for NRB attention.

Related Issues

Daytimers: Religious radio stations should have every opportunity to make the most of the broadcasting day. Therefore NRB supports formation of legislation that would extend AM daytime radio broadcasts from two hours before sunrise to two hours after sunset.

Social Security: Beginning January 1, 1984, all non-profit religious employees will be taxed by Social Security including many NRB member organizations.

Postal Rates: Postal rates are dramatically increasing for non-profit religious organizations. Rates have been frozen for a year, but a fight to keep costs down will soon occur.

Channel-6 TV: NRB recently filed comments with the FCC for the interests of educational-FM radio stations (see page 35). NRB stated that "The selection of television interests over those of non-commercial FM broadcasters is a capricious and potentially dangerous precedent."

If even one religious television station or one religious radio station is lost to the secular realm through constitutional claims or side complaints, then a foreboding precedent may take place. That is why it is imperative that NRB exist—to monitor and actively participate in countering the efforts of those who would deny us the right to the airwaves, the public domain.

NRB was important in the 1940s, but it is absolutely irreplaceable now. The challenges coming upon us at a rapid-fire pace require the rallying strength of an organization such as NRB. We need the NRB Washington office managed by Dr. Kenneth Beachboard; we need NRB legal counsel in the Washington law firm of Wiley, Johnson & Rein; we need help from the NAE Office of Public Affairs in Washington; we need the NRB headquarters staff in the greater New York area, the hub of the broadcasting industry.

NRB's role has shifted from getting religious broadcasters on the air to keeping them on the air—from promoter to protector, from spokesman to defender of the right to access to the airwaves. But it all comes down to the same issue: the fight for survival against those who would relegate religious broadcasting to a niche in history. We cannot let it happen. **NRB**

Dr. Armstrong is executive director of National Religious Broadcasters.

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Romans 5:2

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Educational-FM — An Endangered Species

THIS IS the beginning of the end of educational-FM radio.”

The warning is from Dan Barker, a consulting engineer in the thick of the battle to save educational-FM radio from the onslaught of channel 6 TV stations.

Is he overdramatizing the situation? Probably not.

The FCC calls it Docket 20735. It has been a long-standing question the commission has preferred not to address, but the new Fowler team is wasting no time in its efforts to clean the books. On May 26, 1982 they released a second further notice of proposed rule making, which showed the true mindset of the commission's technical staff. It contained several suggested restrictions on educational-FM stations to prohibit their interference with channel 6 reception.

But do they really interfere with their television cousins? No! The problem could better be stated that commercial

by John M. Cummuta

television receivers are designed and built to sufficiently loose specifications that they allow various non-TV signals to mix and interfere with the chosen television signal—within the receiver's own circuits. Educational-FM stations just happen to be spectrum-adjacent to the channel 6 allocations, so they appear to be the worst offenders.

What we have is a problem caused by the viewer's own receiver, but the commission's technical staff is proposing severe restrictions on educational-FM broadcasters to bandaid the symptoms of inadequate commercial design.

The entire issue would have been swiftly dealt with by the end of last year, except that there were those individuals—even among the television interests—who knew that the commission staff's action would have been so obviously capricious that it would have failed its first legal challenge.

Enter the NAB.

The National Association of Broadcasters volunteered their services and resources towards the resolution of 20735.

Lopsided Report

In the fall of 1982, when the comment period was supposed to be soon closing, NAB convinced the well-meaning National Public Radio offices, and another TV group—the Association of Maximum Service Telecasters—to join them in an engineering study. The conclusions would answer, once and for all, the technical questions surrounding the TV 6 interference issue.

With NPR on board, the report would have appeared to represent the collective positions of TV and educational radio, but National Public Radio has

**Recommendations
before the FCC
select television
over radio
and subjugate
the latter
for the benefit
of the former**

since removed themselves from participation in the report. They now intend to submit their own comments by the new deadline.

De Facto Freeze

What about the NAB report? For starters, it supports many of the commission technical staff's original recommendations. Those recommendations select the television medium over the radio medium, and subjugate the latter for the benefit of the former.

It reinforces the concept that current educational-FM stations should be locked into their present technical parameters, not to be allowed future signal improvements—without the consent of affected channel 6 broadcasters.

It further establishes a de facto close to the growth of educational-FM radio. By giving the channel 6 broadcasters protection far beyond their Grade B contours—to their “Service Areas”—the proposed rule making eliminates possi-

**The report
reinforces the
idea that current
educational-FM
stations should be
locked into
their present
parameters**

ble approval of any new educational-FM stations. Existing channel 6 "Service Areas" appear to blanket the entire continental United States and Puerto Rico.

So when people like Dan Barker say that this is the swan song for educational-FM, they are not exaggerating. "NAB, to a large degree, has formulated the FCC thinking on this docket. The result of their \$300,000 study is to convince the FCC that the commission's originally proposed restrictions against educational-FM are insufficient. They would like to see even further power and height restrictions against the radio people. NAB seems to be trying to revert educational-FM radio to a secondary service status." Barker's firm conducted extensive technical studies on the interference problem, and although his data correlates closely with NAB's the conclusions drawn are markedly different.

What has NRB done? President Brandt Gustavson submitted formal comments last month on this docket.

We suggest that everyone concerned send comments by September 6 to Mr. William J. Tricarico, Secretary, Federal Communications Commission, 1919 M St. NW, Washington, D.C. 20554. The

**At issue is
the survival
of the
educational-FM
band, on which
many Christian
institutions
reach out to
their communities**

deadline for reply comments is October 25. The submissions should include five copies and the original, and the more technical in nature, the better the impact.

It is debatable whether these submissions will turn the tide. According to Joe Emert, general manager of WTLR-FM/State College (Pennsylvania), his people are already planning the next step. Emert has been a leading voice in the

fight to save educational-FM, and his legal counsel is working up a strategy for several actions that would both precede and follow the expected commission vote later this year.

Counter Moves

The first is a projected series of personal visits to the commissioners themselves, briefly explaining the rationale and details of comments already filed. Next, should an educational-FM defeat occur, would be a petition to reconsider. This would be the first real opportunity for voices, other than the commission staff, to make their case. Emert estimates that educational-FM might have a 50 percent chance of winning at this stage.

If the reconsideration action should fail, Emert and his Washington attorney suggest the filing of a challenge in the U.S. Court of Appeals. Emert sees educational radio's chances being better than even at this stage, because of the inherent unfairness of the proposed rule making, and the Court of Appeal's history of overturning arbitrary FCC actions.

This all sounds like the good guys win in the end, except for one thing. Even the good guys have to pay the costs of doing business in Washington. Emert estimates that this entire course of action would cost between \$10,000 and \$15,000, but WTLR cannot afford it. He is looking for support to start a legal fund through which all affected and interested parties could support the fight.

NRB endorses this self-help strategy, and will lend its good offices and facilities in whatever ways possible. Emert can be contacted at WTLR-FM, 315 S. Atherton St., State College, Pennsylvania 16801. Or call him at 814-237-9857.

This is a challenge similar to the ongoing cable carriage fight. Christian television stations, and the membership at large, contributed to pay for the legal activities necessary to fight continuing threats to Christian-programmed TV's access to the cable. Now the issue is the survival of the educational-FM band, on which many Christian institutions reach out to their communities.

It is another question of the Gospel having access to the medium, the kind of fight we should all be in. Let us not shrink from our duty just because "there are giants in the land."
NRB

Mr. Cummuta is operations manager for National Religious Broadcasters.

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(continued from page 15)
developed for the entire family include *Contraption*, a weekly game show for children; *Disney Studio Showcase*; *EPCOT's America*, a one-hour, weekly special from Disney's Florida playground; and finally, a light-hearted takeoff on a television classic, *Mouseterpiece Theater*.

Another generation of Mousekeeters may soon be joining ranks.

California Member Dies After Brief Illness

LONG BEACH, CA (NRB)—Jean Anne Fowler, director of promotion for KGER/Long Beach (California) for more than 15 years, died May 24th following treatment for a virus of unknown origin.

Mrs. Fowler, 58, is survived by her husband Clint and her four sons and daughters: Clinton Jr. and Kristin Fowler, Deborah and Dave Payne, Andrea and Roy Halbert and Joanne Faye Fowler; and by five grandchildren: Sonny, Shannon, Lou Ann, Jenny and David Charles.

Her work with KGER included responsibility for the popular "Listener's Guide" which is published three times each year. Civic and church activities found her working as a member of the board of directors for the Christian Women's Club of Long Beach. She was a longtime member of Grace Brethren Church, Long Beach, and an active volunteer with the Bluebird

Jean Anne Fowler



Campfire Girls, the Long Beach Republican Women's Committee and the Long Beach Rescue Mission.

Mrs. Fowler was also a faithful volunteer at the National Religious Broadcasters' registration desk for many years.

The Fowlers have many friends through their combined activities with the National Religious Broadcasters. Clint Fowler is a past president of the western chapter. The Fowler family has been associated with KGER since 1951.

Clinton and Jean Anne are alumni of John Brown University and have been associated with the Christian university for the past 43 years.

Two Colleges Graduate Young Religious Broadcasters

VIRGINIA BEACH, VA (NRB)—Two Christian colleges graduated another flock of young religious broadcasters in separate ceremonies last May. Both graduation speakers are well known to NRB convention attendees last year.

The Christian Broadcasting Network University (CBNU) here presented 75 students with Master of Arts degrees in Biblical Studies, Communications and Education. Of that total, 39 were communications students. CBNU does not offer undergraduate courses.

U.S. Ambassador J. William Middendorf II, permanent representative to the Organization of American States was the featured speaker.

Other CBNU speakers that day included chancellor Pat Robertson and S. Tucker Yates, chairman of the board of regents.

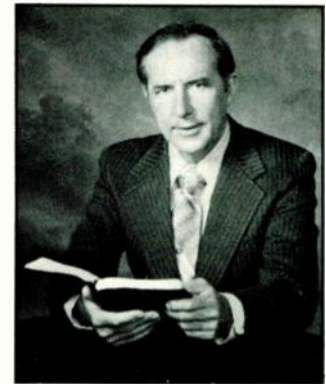
Earlier that week on May 9 Liberty Baptist College and School, Lynchburg, Virginia, presented diplomas to 568 graduates. Thirty-three students, up from 10 in 1980, were listed as telecommunications majors.

Interior Secretary James Watt told the graduates and guests that religious liberty and spiritual freedom are in jeopardy today.

Other LBC graduation participants included chancellor Jerry Falwell and president Pierre Guillermin.

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(continued from page 21)

Service and the Postal Service," the letter added.

Direction for the working group is being provided by Steven Galesbach from the White House Office of Policy Development. He is the so-called "smut czar" that religious broadcasters and other conservative leaders have been seeking for many months.

Anti-pornography laws are contained in Title 18, Sections 1461 to 1465 of the United States Code. The call from the March meeting to "morally re-educate the nation and strengthen enforcement" has been heard by the President, Dr. Armstrong commented.

Mr. Reagan cited "the destructive effect of pornography on our children, our families and our communities" as a prime reason why the group was established and the porn czar named.



President Reagan with NRB's Ben Armstrong during meeting on enforcing pornography laws. See related items on pages 13, 21 and 48. (White House Photo)

TV Committee Maps Its Convention Strategy, Accepts New Members

PITTSBURGH, PA (NRB)—The NRB television committee held a two-day convention planning meeting here. The committee's agenda focused on methods to increase committee visibility during the four-day convention that starts January 29. The committee adopted a comprehensive plan for workshops, a television meeting, reception and a plenary breakfast meeting.

Those at the meeting hosted by committee chairman Russell Bixler, president of WPCB-TV 40/Greensburg (Pennsylvania), decided that the workshops should include topics like producing a church service, post-production techniques, how to purchase television equipment and ethics of direct mail by computer. Other sessions at the 41st annual NRB meeting in Washington, DC will highlight cable, legal, computer and new technology issues such as direct broadcasting satellite and low power television.

On Sunday of convention week, the television committee will meet for an afternoon meeting and workshop orientation. A TV plenary breakfast will be held Monday morning, followed by the first of the five workshop sessions. Another workshop period will be held Monday afternoon. A third session will be held Tuesday morning and the

final two are scheduled for Wednesday morning and afternoon.

Tuesday afternoon is scheduled tentatively for a television meeting and reception. Alternative times suggested were Tuesday morning and evening.

The committee is planning a convention brochure that lists TV-related activities. Target date for completion of the brochure is October.

By a unanimous vote the television committee was expanded by three members and the class of 1984 was renominated to another term of service, becoming the class of 1987. The new TV committee members recommended were: Elmer Bueno of *Buenos Amigos Tel-A-Vision*, Irvine, California; Martha A. Addison of *Time of Deliverance*, Deliverance Evangelistic Church, Philadelphia; and Thomas W. Smith, general manager of WYAH-TV 27/Portsmouth (Virginia), the CBN station.

Four television representatives to the Board of Directors were recommended to the national NRB nominating committee: Theodore Baehr, president of Good News Communications, New York City; Raymond Wilson, best known as Black Buffalo, who serves as chairman of the NRB Cable Television Committee; William H. Thompson, director and producer of *What A Fellowship Hour*, Fellowship Missionary Baptist Church, Chicago; and Russell Bixler.

The first post-convention meeting of the television committee was planned for May 3-4, 1984.

Those present for the Pittsburgh meeting were Russell Bixler, Ronald Mighell, William Thompson, Jack Hightower, Ben Armstrong, Raymond Wilson, Theodore Baehr, William Hull, Heather Sholl, David Clark, Ken Beachboard, Norma Bixler, Paul Cole and Janet Hixon.

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The Manager and His Church

IN ORDER for the manager of a Christian radio or TV station to function effectively, he must move in carefully balanced spheres of involvement. This is one in a series of articles dealing with the manager's involvement in the world at large, his community, his church, his family, and his devotional life. A balanced commitment to these areas is important for a well-rounded Christian media manager.

Christian broadcasting has the reputation deserved or undeserved of being competition to the local church. Some pastors consider the electronic church a threat. They think that the preaching of the top pastors in the country, the finest musical productions, and the revenue drawing power of the media could put pressure on the local church.

For that reason it is important for the broadcaster manager to lead his staff in

by Wayne Pederson

demonstrating commitment to the local church. We should not just contact a church when we want them to do us a favor.

I do not personally enjoy serving on boards. Maybe that is why I recommend against managers serving on church boards. Since they serve as policy makers and decision makers on the job, it is good for them to serve in a different capacity at church.

Singing in the choir or some aspect of the music program may be a constructive outlet for your artistic talents.

Teaching a Sunday School class may be a proper expression of your insight into Scripture.

Involvement in the evangelism program will help you express your faith in

its simplest terms and learn how to approach the secular man with the Gospel.

Your attendance at services and your support of pastoral staff models your own commitment to the value of the church. Your giving to para-church ministries should not preclude your tithes and offerings to the church.

In addition, encouraging notes to your pastors and sharing books and articles demonstrate your interest in their ministries.

Of course, attending local ministerial meetings, meeting some local pastor each week for lunch, having local ministers on a weekly "Ask the Pastor" call-in show can help build bridges with the churches in your area. NRS

Next: The Manager and His Family

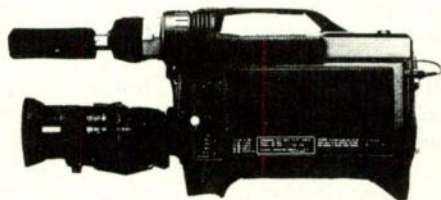
Mr. Wayne Pederson is station manager of KTIS AM/FM, radio station of Northwestern College, Roseville, Minnesota.

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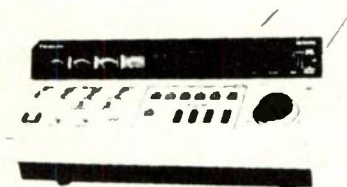
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BROADCAST BOOKS

Preparing Quality Ads

How to Produce an Effective TV Commercial, by Hooper White, *Crain Books, 1981, 302 pages.*

Books like this one tend to discourage small television station owners who have not the time, money or facilities to produce expensive commercials. Jones' Hardware, Pete's Garage, or the Maranatha Christian Bookstore in one's local community are not likely to ask their station to produce \$50,000 30-second commercials.

Even so, it is interesting and even instructive to read how the big agencies and advertisers go about their work. Author White is well qualified to give such insight. In the business for more than 30 years as a writer and producer, he has worked with CBS, J. Walter Thompson and Leo Burnett, and now has his own concern. If images from the Marlboro Man, Kellogg's Corn Flakes and Virginia Slims stick in your mind, White may be the creator responsible.

In chapter 3 he outlines 12 essential steps in television commercial production, from the conception of the idea to the completion of the finished product. Many of these essential steps, however, are not essential or even practical in a small budget station.

The reader might think that the 12 essential steps would logically serve as the outline for the rest of the book. Not so. Instead, White gets into more helpful work-a-day items such as casting the commercial, shooting on location or set, and music.

Other chapters devoted to animation, computers and special effects speak less directly to the needs of the local television commercial producer.

White gives attention to both film and videotape; but he stresses the first because that is where he has done most of his professional work.

The volume includes a glossary of production terms, a glossary of video terms, two appendices giving mostly production and specification sheets used at Leo Burnett, and a third appendix on rules and regulations governing the employment of minors in the entertainment in-

dustry. There is also a complete index.

The book is lavishly illustrated with drawings and photographs.

Having started in the business of writing radio copy, White carries over this same informal style. The result is very readable chapters.

The title "How to Produce an Effective TV Commercial" may be somewhat misleading because the author never discusses how effectiveness is measured.

The primary weakness of this for Religious Broadcasting readers lies in its direction to those working in advertising agencies rather than to local television station personnel.

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

Study in Broadcast Promotion 101

Broadcast Advertising and Promotion: A Handbook for Students and Professionals, by Fred L. Bergendorff, Charles H. Smith and Lance Webster. *Hastings House, 1983, 449 pages.*

One way to best describe the theme of this book is to relate a story about former Green Bay Packer head coach, Vince Lombardi. The Packers had just lost a game through an assortment of mental errors and sloppy play. Calling a team meeting, Lombardi proceeded to chew out his players for their inability to make even the most basic of plays. Deciding to illustrate the need for fundamentals, the great coach reached under the podium, held up a football and barked, "Gentlemen, this is a football."

This book is very similar in approach to coach Lombardi's team meeting. The editor's game plan is to stress the very *basics* of broadcast advertising and promotion, and as such, is properly defined in the introduction as "a definitive and instructive compilation of the responsibilities of the promotion director in a television or radio station."

A better title might be Broadcast Promotion 101. The book was written for teaching college and university students the basics of radio

and television advertising, promotion and publicity as well as being a useful tool for station promotion staffs. According to the editors, this handbook is "designed to explain thoroughly the activities of a broadcast promotion professional. It underscores the idea that the promotion director's job is multifaceted, whose functions range from supervisory to planning to creative to public relations, all usually intermingled through each working day."

Much of the research came from member stations and organizations of the Broadcast Promotional Association and their promotional staffs. From their experience, they have compiled a textbook of general principles, specific examples, illustrations and unique situations drawn from experiences in the field. Actual examples, case histories and visual materials in dealing with promotion work are discussed, including how to understand research and ratings, how to plan budgets for promotion, understanding motivational techniques, how to select media for your station image buys, on-air promotion and publicity practices, plus how to handle special promotional challenges such as public broadcasting and cable television.

This book is appropriate not only for those involved directly in broadcast promotion but is particularly useful for management to gauge the effectiveness and creativity of their own promotional people. No text can cover all the creative possibilities a promotional director's job requires, yet this book attempts just that, and effectively, if you can wade through 400 pages.

After reading the book, one would think that the promotion director is the center of the broadcast facility universe and all departments revolve around it. In today's fast moving, complex society that requires the transmission of quick and accurate information between broadcaster and audience, that may not be far from the truth.

The reviewer, Joseph Battaglia, is sales manager for WWDJ-AM/Hackensack (New Jersey).

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TECH TIPS

Using Computers in Broadcast Ministries

The use of computers in the broadcast ministry is revolutionizing virtually every task from news gathering and word processing to financial management and telephone marketing. Like the tip of a giant iceberg, this month's product information demonstrates only a small segment of the newly available equipment and related services available for evangelical ministries with efficient stewardship in mind. In future issues, you will be hearing more about computer technology and its application for your ministry.

Radio Computer Developed by Solid State Logic

The SSL Primary Studio Computer provides complete machine and mix management. Routines include music, effects and dialogue spotting, with automatic logging of all cue points in either EBU/SMPTE code or any foot/frames standard.

The system can convert between timecode and foot/frames, allowing entries made directly from either an EDL or a dubbing chart to be freely transposed. Locate and insert commands may be called by time, an assigned cue number, or by key words.

Complete dynamic mix programs provide unlimited frame updates with automatic nulling. Faders and mutes may be written and updated either separately or simultaneously. Any number of mixes may be stored. Manipulation capabilities include joining any mix segments on- or off-line, inserting portions of any mix into any other mix and creating new mixes using selected channels from previous mixes.

SSL's new "rollback" function emulates film-style pickup recording, allowing the engineer to roll past a transition point, establish a new balance, rollback prior to the transition, and then perform the pickup directly into the mix data.

For further information contact Solid State Logic Inc., 2633 Fifteenth Street N.W., Washington, D.C. 20009. Telephone (202) 333-1500.

Fund-Raising Productivity Improves With Computerized System

Campaign Marketing Group has announced a new computerized paperless telephone marketing system making it possible to increase the number of fund-raising pledges each communicator generates per hour by a minimum of 20 percent.

Among the system's features are automatic priority-based selection and dialing of the next number to be called; elimination of all manual paper handling; and instant productivity and status reports that give fund-raising directors immediate access to results while the campaign is progressing.

The call is automatically routed to the least expensive long distance line available. When it has been completed the communicator presses the "P" button and inserts the amount of the pledge. A letter or mailgram confirming the pledge is automatically printed and mailed.

The CATS system increases the number of calls per hour and the number of decisions secured by a minimum of 20 percent. For example, a campaign with an average 30 calls per hour and an average of nine pledge decisions per hour will achieve minimally 36 calls per hour and 12 decisions per hour with the CATS system.

For further information contact Campaign Marketing Group, 714 G Street, SE, Washington, D.C. 20003. Phone (202) 544-8600.

The Evangelical Data Bank Now Available

The establishment of the first Evangelical Data Bank has been announced by Bernice S. Bush, president of Bernice S. Bush Company.

This new data bank, which has been named The Evangelical Marketplace (TEMP), is made up of 49 of the most active lists in the evangelical market. TEMP has more than 1,517,000 unduplicated U.S. names and Canadian names will be available shortly. The lists making up the

data bank are all active subscribers, donors, book and record buyers and purchasers of religious materials.

TEMP will be updated semi-annually and new lists will be added as they become available.

For more information contact Bernice Bush at Bernice S. Bush Company, 15052 Springdale St., Suite A, Huntington Beach, California 92649. Telephone (714) 891-3344.

UPI Develops Computer System for News and Finance Tasks

United Press International has unveiled a new computer system for radio stations that will help with a variety of news and administrative tasks.

UPI's Radio Computer System accepts and stores all UPI stories, including state news, national and international news, business and sports. The system prints out the stories the station wants to use and automates all traffic and billing.

Radio Computer System accepts UPI stories from the wire, which then are viewed over a video screen. The station's new staff selects only those stories of interest and pushes a button to have the stories printed out. The system is compatible with CustomCast, UPI's new tailored custom broadcast news service. CustomCast allows the station to pre-select desired kinds of news at specified times.

The business/accounting features of the system include posting of commercials to the appropriate places in logs each day of the week, checking to make sure no two identical products have commercials slotted into the same program break or time block, generation of the log for the day ahead, generation of invoices, generation of affidavits, and generation of aged trial balances on advertiser accounts.

For further information contact William Adler, United Press International, 220 East 42nd Street, New York, New York 10017. Telephone (212) 850-8842.

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BROADCASTERS



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Lloyd T. Anderson



James N. Birkitt, Sr.



Luis Palau



James Blackwood

Charles Stanley, Bible teacher on *In Touch*, was named president of the Southern Baptist Pastors' Conference during the denomination's annual convention in Pittsburgh. **James T. Draper, Jr.**, who spoke at last year's NRB convention, was re-elected by acclamation to a second one-year term as president of the 14-million member denomination.

Gordon S. Anderson, director of Tele-Missions International, Nyack, New York, spent much of his summer ministering in Norway and Denmark. Episodes of his television program, *Focus on Faith*, were shown in Scandinavian seminaries and churches.

Lloyd T. Anderson, 68, died April 13 following a massive heart attack. He was best known to religious broadcasters as the radio Bible teacher for Biola University, La Mirada, California. Anderson, who is survived by his wife and two children, was former president of the Conservative Baptist Foreign Missions Society, Wheaton, Illinois, and a board member of the National Association of Evangelicals. He retired from the pastorate of Bethany Baptist Church, West Covina, California in 1979.

Jerry Falwell was named the "most admired conservative" outside of Congress by "Conservative Digest" magazine. The controversial pastor from Lynchburg, Virginia finished ahead of **President Reagan** and **William F. Buckley, Jr.** Among the Top Ten, the Digest poll also listed **Senator Jesse Helms**, an outspoken proponent of

school prayer; **Senator William Armstrong**, honorary cochairman of the National Year of the Bible committee; **First Lady Nancy Reagan** and **Beverly LaHaye**.

James N. Birkitt, Sr., president and founder of WIVE/Ashland (Virginia) received two doctorates from International Bible Seminary, Orlando, Florida. Dr. Birkitt, an NRB board of directors member, completed all requirements for the TH.D., and a Doctorate in Religious Education (DRE). Dr. Birkitt is heard twice daily on WIVE's *Radio Bible Institute*.

Evangelist **Billy Graham** was honored for his "outstanding contributions in applied Christianity" by his own denomination. **Foy Valentine**, executive director of the Southern Baptist Christian Life Commission, presented Graham with its Distinguished Service Award just prior to the second service of the Central Florida Billy Graham Crusade in Orlando. The award remembered Graham for his role as Christian statesman, "trailblazer in race relations and advocate of peace with justice."

Exiled Russian pastor **Georgi Vins**, who addressed NRB delegates last winter, disclosed that one of the nine charges brought against him by Soviet officials was that he was the original author of the 23rd Psalm. They had found a hand-written copy of the best-known psalm among his papers, verified the handwriting as that of Vins and concluded he was the author. The Soviet court claimed no

knowledge of the true author, **King David**.

Argentinian-born evangelist **Luis Palau** starts an intensive ministry in London next month that will run through next summer. His "Mission to London" will include nine suburban campaigns this fall and a united campaign next summer in a football stadium.

Pacific Broadcasting Association, Wheaton, Illinois, has just appointed **Nobumichi Murakami** as associate radio pastor. He shares responsibility for *The Light of the World* broadcast with host **Dr. Hatori**. Pacific produces all the Japanese programming for Trans World Radio's Guam station, KTWR.

Robert Root, U.S. executive director of Pacific Broadcasting Association, Wheaton, Illinois, died June 9 after a six-month battle with cancer.

James Blackwood, originator of gospel music's **The Blackwood Brothers**, was awarded an honorary Doctor of Music degree last June by Golden State University, San Marcos, California. Blackwood, 64, a Memphis, Tennessee resident, was elected into the Gospel Music Hall of Fame in 1974.

Psychologist and author **James Dobson** was honored in the nation's capital with a formal dinner given by White House chief of staff **James Baker III**. The 160 guests in attendance heard Dr. Dobson urge government leaders to keep family life among their highest priorities.

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

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LETTERS

Opinion Feedback

Dear Editor:

"Airing Our View" is to me the highlight of the magazine. My secretary automatically photocopies the article before placing the magazine on my desk. If nothing else, I am sure to read your page. And each time I do, I am blessed with a presentation of an articulate, relevant, well-thought-out issue.

My portfolio at Revivaltime Media Ministries includes editorial, promotional, and fund raising efforts, and I find I need times of mental recharge. Your editorials have helped meet that need.

Stephen J. Vaudrey
Revivaltime
Springfield, MO

Dear Editor:

Re: your editorial "Equal Access" in the July/August issue—I liked it and I am going to use it on our network broadcast in the encouragement to students.

Mel Johnson
Young World Radio
Roseville, MN

Alleged Inaccuracy

Dear Editor:

I am sure there is a mix-up or lack of knowledge of what is happening in Alaska ("Radio Station Planned," pg. 42, July/August issue).

We are known across the United States as the 50,000 watt Voice in the North, covering the State of Alaska with fulltime religious programming of FM, AM and television. We have verified reception in other countries in the North as well ...

It is therefore inaccurate to report that "many villages don't have a fulltime Gospel witness in their villages."

Don Nelson
KJNP
North Pole, Alaska

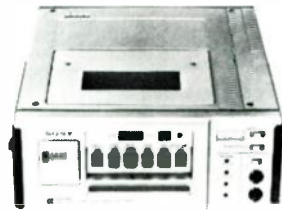
Editor's Note: We regret any false impression that may arise from reports or articles appearing in our magazine, and trust that this reader response will correct any such error relating to the religious broadcasting in Alaska. We are of the opinion, however, that our source person was referring to resident witness, not radio or television.

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AIRING OUR VIEW

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A Pox on Porn

President Ronald Reagan recently moved against one of America's most promising growth industries. And rightly so.

Pornography is big business and getting bigger. In 1981 it grossed an estimated \$6 billion. In the Los Angeles area alone, according to police sources, porn made more money than Sears and Roebuck nationwide.

The President's small but significant step was to appoint Stephen Galesbach to head a White House-based coordinated enforcement of Federal anti-obscenity laws.

However commendable, the appointment is long overdue, a neglect shared by several administrations.

Crime syndicates and smut peddlers have proven much more alert and resourceful. Long established in the printed porn industry, they turned video and satellite technology to profit as quickly as it became available years ago.

Law enforcement officials in Dade County (Miami), Florida saw evidence of mob involvement in the hard-core video cassette business as early as November of 1975. That was just weeks after the first home video cassette recorders went on the market. So-called "adult" video cassettes now gross about \$2 billion annually.

The Los Angeles Times reports some law enforcement officials estimate organized crime's share of the \$6 billion traffic is roughly half. That makes pornography the mob's third biggest money-maker, behind narcotics and gambling.

Incredibly, much of the animal-level obscenity flourishes in open defiance of the law. The Rev. Morton A. Hill, S.J., executive director of Morality in Media, has accurately maintained for years that anti-pornography laws already in the books are enough to shut down the industry within months.

Citing the unmitigated arrogance of porn movie makers, Hill reports that the Adult Film Association of America plans to establish an "attorney hotline" to bring complaints of film piracy to one central location "in order to pressure the FBI to investigate and track down the film pirates for persecution.

"Indeed," he continues, "if the Department of Justice and its 94 U.S. Attorneys were doing their job, the FBI would be investigating and seizing their films, and the AFAA would be out of business in a few months."

The U.S. Postal Service does no better. Faced with the mounting volume of obscene literature flooding the mail routes, postal inspectors look the other way. In 1981 only 23 cases of obscenity mailings were investigated. There were no convictions.

Instead of fighting pornography, the Department of Justice seems to abet it. The department ruled several years ago that cable casting is not broadcasting, and therefore does not fall within the purview of rules and restraints that have some influence on the broadcast industry.

In terms of moral catastrophe, that decision must rank with the Supreme Court's rampage against religion in public schools and its acquiescence to the mass murder of unborn infants.

Some 24 million American homes now receive cable TV. Thirteen major services and many local access programs offer both soft- and hard-core movies to cable subscribers.

Cable officials claim that legally they can show any R-rated film, though they hesitate thus far to do so. But an Escapade (Playboy channel) executive boasts, "The true market for the hardest, most explicit stuff is enormous. It's just going to take someone to break the barrier."

It's now up to Stephen Galesbach and his White House-backed team to see that Escapade's filthy dream does not come true.

The committee's top priority will be to overcome laxity within government circles to prosecute smut. That will not be easy. Permissiveness of both government and governed can be traced to an obvious fact: it's hard to fight publicly what one enjoys privately. The porn industry's \$6 billion comes from a lot of wallets and purses.

The predictable outcry of liberals and libertines must go unheeded by the White House porn squad. The issue is not individual preference but national survival.

Nothing will undo this nation and its homes more quickly and completely than unbridled smut served up by the media.

"As a man thinks in his heart, so is he," says the Bible. That goes for the nation too. America's thinking is largely influenced by what is read in print and seen on television. Given sustained exposure to moral filth, society will inevitably copy it.

The thinking citizen must therefore conclude that his neighbor's attitude toward obscenity *is* his business.

One way to express that concern is public support of the President's initiative to put a pox on porn. Aroused citizens will give Galesbach and his associates more clout than even a presidential mandate in their efforts to coordinate official action against the filth industry.

It still holds that we will have the government—and nation—we deserve.

—Robert L. Niklaus

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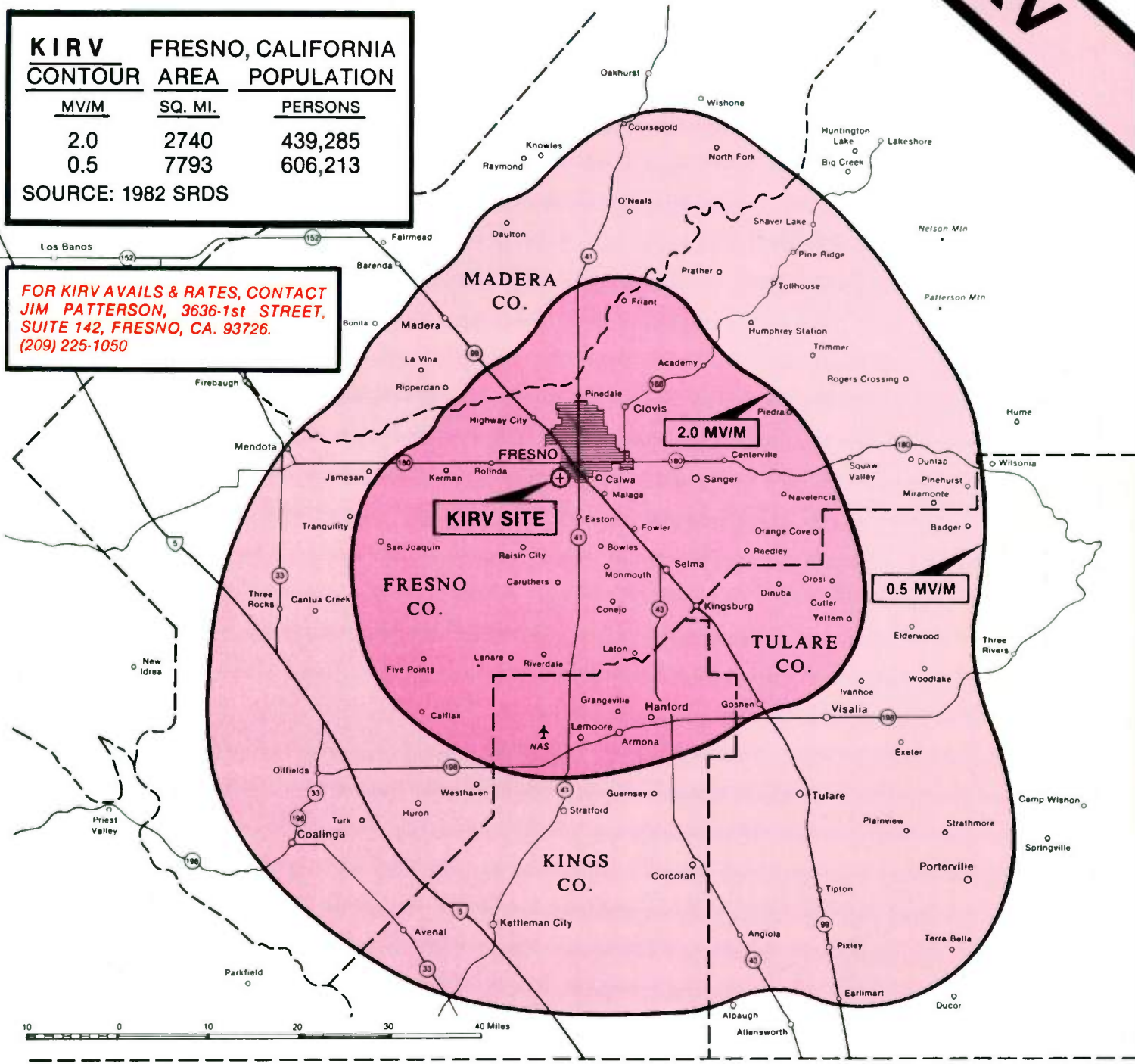
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