

religious broadcasting

OCTOBER 1983

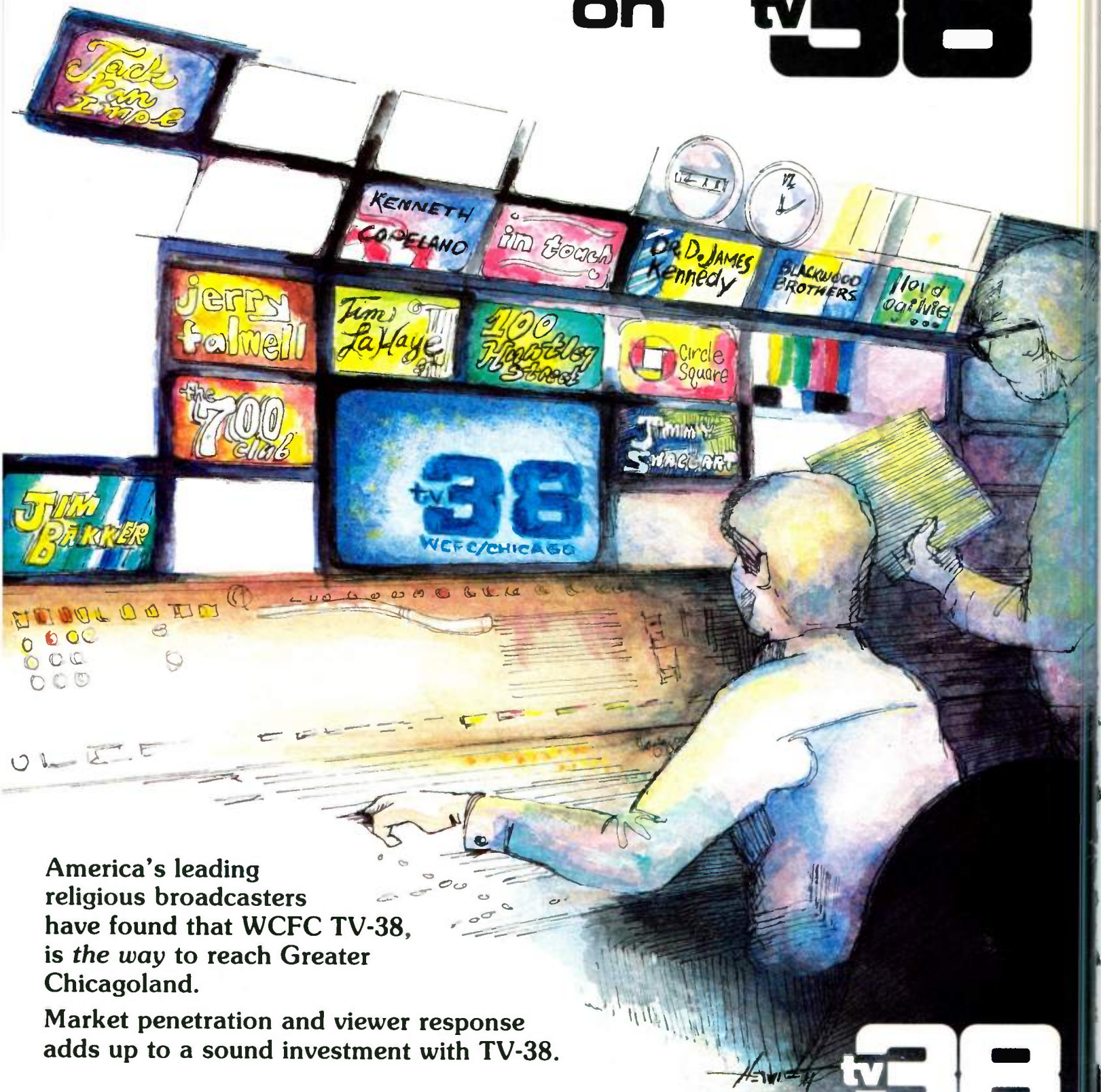
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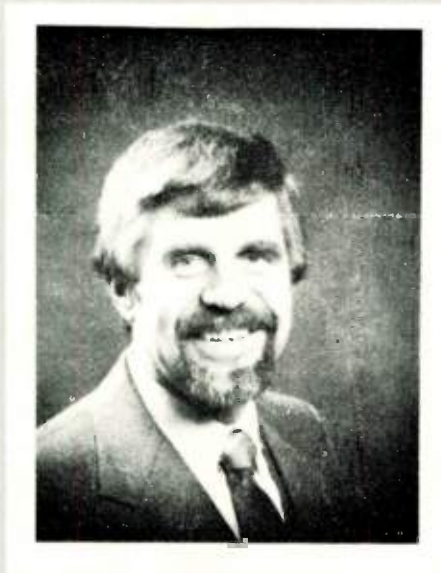
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“Welcome Aboard..And Congratulations!”

Rev. Norman A. Olsen



The New Associate Director, Thru the Bible Radio Network

Norman A. Olsen is a missions executive who has served for the past 22 years with *Trans World Radio*. He has served at the International Headquarters and at two of TWR's locations: Monte Carlo, Monaco, for nine years, and Bonaire, Netherlands Antilles, for three years. His travels and experience have taken him around the world, meeting with mission leaders and broadcasters in an endeavor to further the message of the gospel.

Norman is joining the staff of *Thru the Bible Radio Network* as Associate Director. It is the intent of Dr. McGee and the Directors that Norman will eventually assume full responsibility for the *Thru the Bible Radio Network* as Chief Executive Officer. His prayful acceptance was based upon his commitment to see such a work continue in the States as well as abroad.

Wishing you great success!

James C. Gates

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LAYING THE FOUNDATION 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 talked about the construction process and the excitement of Christian TV. But there was a cost to it all, right?

Sparks — Yes . . . a tremendous cost. I could tell you about the years of prayer, the years of setbacks, the months of work with so few helping hands, and friends who turned their backs in ridicule. But when God calls you to a task, He will provide all that is needed to finish the work.

Q. What are some concrete guidelines in the physical or business sense you might share with ministries considering television?

Sparks — I think you have just described a book I'd like to write someday! Let me center my comments to those thinking of owning and operating a station. Time just won't allow a detailed discussion, but these pointers may start someone thinking . . .

Fund raising expertise ranks near the top of priorities. This area is a key toward fulfillment of all the dreams and projects of the ministry. A thorough, effective, coordinated plan of direct mail fundraising should be in place long before an organization begins ordering equipment or hiring engineering and program people. That local support base must be cultivated, and the new ministry carefully positioned as any product to be successfully marketed. Care spent in this area early will save many, many heartaches and bitter personality conflicts later on.

Q. Wait a minute. What do you mean, conflicts?

Sparks — Simply that a new ministry must define its support base first; then, through careful analysis, project programming to those donors. This eliminates the arguments of whether some favorite program will be on, or why will THAT preacher be on the station.

Closely linked with this concept is another economic fact: many markets cannot support television targeted to small doctrinal population subsets. That's why Christian television is usually more broad in programming than a Christian radio station in the same or similar market. Interestingly enough, the economies of low-power television may allow more narrow doctrinal targeting for those groups unable or unwilling to be more broad. However, my experience has shown the more doctrinally targeted, the greater the possibility of conflict from within the donor base over program content . . . sounds like a paradox, but all too often, true.

Rod, you and I have acted as consultants to a number of groups. We have witnessed the results when the management and fund-raising systems are in place in advance. We know first hand the importance of these systems and the turn-around possible when they are implemented.

Q. Let's get personal. What has Christian TV done in your life?

Sparks — More than we have time to tell! First, it has centered my life's desire on serving Christ as my Lord. Secondly, I've learned the reality of God's miracle power in this day. I have personally seen prayer answered for the sick and so many other needs. Thirdly, I have a greater understanding of the truth that we are one in Christ, but all different individuals. And as unique individuals, we are touched through different ministries on Christian radio and television. Fourthly, managing a Christian station always in need has taught me to carefully prioritize in every area of life.

. . . Next Month: Standby! Take One! Cue Him!

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22

FEATURES

22 **God Is Still in Control** / *Joni Eareckson Tada*

A visit to Auschwitz, coupled with reflections of her own traumatic accident, forced again the question "Why?" and brought again an ageless answer

24 **Changing Male Demographics** / *J. Thomas Bisset*

More men are listening more to radio, and there are reasons why: readiness by stations to increase services and programs of interest to male listeners

26 **Mission and Transmission for Decision** / *Phill Butler*

An evangelist who pioneered the synchronizing of media with preaching campaigns does it again in an even bigger way for the sake of England

28 **Listening More to Be Heard Better** / *Daniel J. Nicholas*

Taking audience demographics seriously is having visible impact on radio and television programming for the new season, and on the response

32 **Doing Better than Good** / *George Barna*

A survey of participants at the 1983 national convention reveals significant facts about the eventful gathering—and those who helped make it so

36 **A Voice Lives On** / *Dennis M. Schultz*

Broadcasters have an added incentive in their vocation: a quality ministry has longevity that can surpass that of the individual himself



24



26



28



32

DEPARTMENTS

- 4 **Speaking Out**
Comments by the President of National Religious Broadcasters
- 6 **Press-Time Reports**
Last-minute information of consequence to broadcasters
- 8 **Washington Watch**
Trends and decisions of the Federal Communications Commission
- 11 **Media World**
Pertinent items of national and international scope for broadcasters
- 14 **NRB News**
Coverage of media events and people related to NRB
- 44 **Classifieds**
NRB Bulletin Board for individual and group needs of the industry
- 46 **Broadcast Books**
Publications of practical import to media professionals
- 48 **Tech Tips**
Newly marketed products that answer needs of the industry
- 50 **Broadcasters**
Experiences and accomplishments of NRB family members
- 52 **Airing Our View**
Editorial comments on current problems and issues

Cover Story: Joni Eareckson Tada, featured speaker for the Congressional Breakfast at the 1984 National Convention, backs up an incredible statement with the reality of experience.

SPEAKING OUT

Open Doors Here and There



I know your deeds, Behold, I have put before you an open door which no one can shut, because you have a little power, and have kept My word, and have not denied My name (Revelation 3:8).

I am reminded of this Scripture verse as I think of the trip I made recently to Taiwan, Republic of China, to be involved in board meetings of the Chinese-American Christian Friendship Alliance (CACFA), with fellow board members Dr. Eugene R. Bertermann, Dr. Ben L. Armstrong, and Dr. Paul Freed.

Taiwan has an "open door which no one can shut." Though Christians represent only about 5 percent of the 18 million population, worship and religious work can be conducted in the Republic of China without fear of government involvement

if it is non-political. That means our missionaries are free to conduct their work for Christ, and Chinese on Taiwan are not prevented by government from practicing their Christian faith.

This "open door" was confirmed to us as we met several government officials including the Secretary General to President Chiang Ching-Kuo, Mr. Ma Chi-chuang; the Premier, Sun Yun Suan; the Minister of the Interior, Yang-Kang Lin; the Director General of the Government Information Office, James C. Y. Soong; and Chiang Hsiao-Wu, president of the Broadcasting Corporation of China (BCC). It was at the invitation of the government of Taiwan that we CACFA board members came, and government officials warmly welcomed us.

However, as we were on Taiwan in our CACFA meetings, we discussed how the oppressed and restrained people on mainland China long for this same kind of religious freedom. Political control of Christian churches is common there. But there is still an "open door" even on mainland China—through Christian missionary radio.

Missionaries are broadcasting the Gospel to mainland China's downtrodden people, and many are receiving Christ, and Christians are being encouraged in their faith. Some stations are even "dictating" the Bible over the air.

As I have returned home again to the U.S., how I thank God for Christian communications! What a blessed privilege we have here to preach Christ, to openly exalt His Name, and to teach the Bible by means of radio and television. And how I thank God for missionary radio stations, reaching boldly into the homes of the oppressed with the message of salvation, peace, and freedom.

May this be our reminder to continuing praying for "open doors" for Christian radio abroad; and may we never take for granted the blessed opportunities we have each day to proclaim Christ through Christian radio and TV here at home.

E. Brandt Gustavson
President
National Religious Broadcasters

The Common Thread: Mrs. Tada, a featured speaker at the NRB National Convention, delivers a timely reminder (page 22) as this magazine and the convention deal with some of the issues of the near future. Articles by Tom Bisset (page 24) and Phill Butler (page 26) demonstrate that religious broadcasters are expanding their use of the media and their coverage. Dan Nicholas completes his overview of the new radio and TV season (page 28) and George Barna provides a helpful evaluation of the 1983 convention (page 32) so that planners can "Do Better Than Good" in 1984 (page 32).

NRB

national religious broadcasters

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WEEKLY NEWS-
LETTER...

Have You Listened To Your Radio Lately?

Recently God called us as a family to relocate. This time we went to the big city called St. Louis. I'm sure that many of you have had this same experience. It involved not only finding a new house, but a new doctor, new shoe stores, etc. I found that the hardest thing for me to find was a Christian radio station. Here in St. Louis, I found good classical stations, not-so-good rock stations, but for me, I was looking for something that would keep me "gassed up" throughout the week.

While in the car driving my children to and from school, I just happened upon what I was looking for. It was so exciting and carpooling has become quite a joy.

The name of the radio station is KSIV, 1320 AM Radio. Since I started listening, the adult Sunday School class may have gotten tired of my saying, "I heard this on KSIV Radio." "So and so said this."

Last week I visited the studio of KSIV, and met the people. They graciously supplied me with lots of information. KSIV is a division of the Bott Broadcasting Company from Kansas City, and has other stations in Oklahoma City, Fort Wayne and Kansas City. KSIV was started in April, 1982. It has quality Christian programs all day, every day. It begins at 6:00 a.m. with Wake Up and Live Music and News. At 6:30 THRU THE BIBLE, followed by MORNING CHAPEL HOUR, GRACE TO YOU, FOCUS ON THE FAMILY with Dr. James Dobson, INSIGHT FOR LIVING with Charles Swindoll, IN TOUCH with Charles Stanley, etc. Such Bible study and Christian information programs are broadcast throughout the day.

I thank God this 5,000-watt station is heard in the St. Louis area. I invite you to join me and others of this congregation to hear the Bible-study programs on Station KSIV. I'm sure that, like me, you too will become excited about what this station can offer your Christian life.

Rosemary Wiggers

Rosemary Wiggers, member
Trinity Christian Reformed Church

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PRESS-TIME REPORTS

Crystal Cathedral
pays back taxes
under protest

Dr. Robert Schuller, senior pastor of Crystal Cathedral in Garden Grove, California, paid state taxes amounting to \$473,185.94 because the California Board of Equalization ruled that the church violated its non-profit, tax-exempt status by hosting non-sacred concerts. "We believe firmly that we do not owe these taxes as assessed, and that our position will prevail," said Dr. Herman Ridder, president of the congregation. Dr. Schuller announced the payment "under protest" at an August 30 press conference, the day before the taxes were paid. A hearing is set for this month.

New committee
defends Ed-FM
stations from TV-6

In response to the struggle over interference on the FM band, a five-member committee has been established, an attorney specializing in communications law is being secured and petitions will be made in person to the four FCC commissioners. The Educational FM Spectrum Defense Committee was formed August 9 to defend educational FM radio stations from encroachment by television channel six, which occupies an adjacent frequency position. An FCC proposed rulemaking, Docket 20735, would, if approved, "severely restrict the technical parameters of FM educational stations," said NRB operations manager John Cummuta. He is a committee member and NRB's liaison to the committee. Other committee members are Joseph Emert, chairman, from WTLR/State College (Pennsylvania); Robert Neff of the Moody Broadcasting Network, Chicago; Paul Ramseyer, NRB treasurer, from Northwestern College, Roseville, Minnesota; and Paul Gathany of WCDR/Cedarville (Ohio). Comments on the proposed rulemaking close this month. Legal and court fees could reach over \$10,000. For this reason, some of the affected stations are establishing a legal fund.

FEBC missionary
electrocuted after
fall from tower

An employee of the Far East Broadcasting Company on the island of Saipan was electrocuted when he fell from an antenna tower into the radio transmitter's power source. Byrd Brunemeir, 56, served FEBC as a missionary engineer on the Pacific island, part of the Commonwealth of the Northern Marianas. His accidental death on July 27 ended six years of ministry with FEBC. He is survived by his wife and two children. FEBC has installed three large radio transmitters on Saipan. Plans calling for their full operation by September 1 would spread the Gospel to people in China, Russia, India, Southeast Asia and Indonesia.

Commission expands
on-air hours for
daytime-only stations

The FCC decided September 9 to provide much needed relief for daytime-only radio broadcasters who are currently restricted to air during local sunrise to sunset hours. Affected stations will be notified by mail by the end of this month about when and how their broadcast hours will be allowed to expand.

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FCC Initiates TV Deregulation Proceeding

The Federal Communications Commission has started a new rule-making proceeding to deregulate commercial television broadcasting. In its *Notice of Proposed Rulemaking in MM Docket No. 83-670*,¹ the commission is proposing major changes in its policies and regulations affecting television programming, commercialization, ascertainment, and program logs.

If the commission ultimately adopts the most sweeping of its alternative proposals for deregulating the medium, the FCC's television regulations largely would parallel those adopted for commercial radio in the 1981 radio deregulation order.

The FCC began its review be-

by Richard E. Wiley

Regulation of Programming

The first area slated for reform by the *Notice* is the regulation of television programming. The FCC has a number of general policies under which broadcasters are expected, for example, to provide educational and age-specific programming designed for children and a reasonable amount of time for the discussion of public issues.

In addition, present rules preclude the FCC's staff from approving commercial television applications that propose less than five

would lower the percentage guidelines for local and non-entertainment programming, but keep its other programming policies. Thus, at renewal, the FCC still would examine a licensee's program promises in light of the licensee's performance under quantitative guidelines.

Applicants submitting initial program proposals, however, would be encouraged toward innovation through more liberal acceptance of proposals varying from the guidelines.

Ascertainment Process

The second major area proposed for deregulation is ascertainment. The FCC now requires a continuous formal ascertainment process, replete with community leader checklists to ensure consultation with all significant community elements and standards for the specific number of consultations to be made. Television licensees must maintain in their public files information on the composition of their communities, documentation of ascertainment procedures, and an annual list of the ascertained problems and needs of the service area and the programs which addressed them.

In its *Notice*, the commission is proposing either to eliminate the ascertainment obligation entirely or to dispense with formal ascertainment procedures. Eliminating the ascertainment obligation would parallel the agency's action in deregulating commercial radio.

In that proceeding, the commission decided that government-mandated ascertainment requirements were superfluous because, in a competitive market, radio broadcasters must ascertain and respond to community needs to keep their audiences.

As an alternative to the complete elimination of the ascertainment obligation, the *Notice* suggests keeping a general ascertainment obligation but permitting licensees to use any reasonable procedures. The FCC then would not inquire into an applicant's ascertainment procedures absent a valid complaint that the licensee had failed to meet its programming obligations.

The present FCC limitations impose a significant burden on small TV stations

cause major changes in the television and video services market had substantially increased competition. Since 1964, the number of television stations has more than doubled so that at least 90 percent of all television households now receive four or more television signals.

Moreover, traditional broadcast television now faces competition from cable television, subscription television stations, microwave-fed multipoint distribution services, video disc and video tape, direct satellite broadcasting and low power television.

The FCC believes that competitive forces in the video marketplace may provide sufficient incentive to ensure service to the public without detailed governmental regulation.

Furthermore, unnecessary regulation could inhibit competition with other unregulated or less regulated technologies, stymie the growth of conventional television, and lessen the quality of broadcast service.

percent local programming or less than five percent informational programming. These guidelines initially were issued not as binding requirements but as standards to determine which applications the full commission should examine. As a practical matter, however, the delay and risk that an applicant faces when he falls short of the guidelines has made them the equivalent of substantive rules.

Under the first option for revamping television programming regulation, the commission would adopt the policies now applied to commercial radio stations and eliminate quantitative guidelines. A broadcaster who presents programming reasonably calculated to address issues of community concern would meet the programming obligation.

Under this option, the commission would not routinely consider a licensee's programming at renewal, absent a petition to deny based on a failure to present programming that addressed community problems.

Under the second option, the FCC

Standards for Commercialization

The FCC also is proposing to modify or eliminate its standards for commercialization. Under present rules, the FCC's staff generally cannot act upon a television application proposing commercial time in excess of 16 minutes per hour. The rules provide limited exceptions for political announcements.

Under the first option proposed in the *Notice*, the commission no longer would consider commercialization, on the assumption that the need to compete with other services would discourage excessive commercial time.

Alternatively, the commission would amend the commercial guidelines either to increase the permissible amount of commercial time or to require adherence to time limits only for a specified percentage of a station's operating hours.

Program Logs

Finally, the FCC proposes to modify its program logs and reporting requirements. Program logs document a licensee's adherence

to FCC policies on programming and commercialization. If the FCC fully deregulates these areas, present logging requirements would have little purpose.

As the FCC recognized, however, the complete elimination of programming logs was the only aspect of radio deregulation that the D. C. Circuit remanded to the agency for further consideration. The D. C. Circuit suggested that the FCC might have to require some program records to permit a reasonable level of scrutiny of licensees' performance.

The commission is now determining, on remand from the court, what specific programming logs or records it will require for radio stations. Developments in this proceeding may influence the commission's decision on program log requirements for television.

The FCC proposal to deregulate commercial television is a major new step in the agency's ongoing effort to reduce unnecessary regulations and rely instead upon marketplace forces to ensure adequate service to the public.

The present FCC limitations on programming, commercialization, ascertainment, and programming logs impose a significant burden on many television licensees, particularly small UHF stations. Eliminating these requirements may benefit substantially the large number of religious television stations which have gone on the air in recent years.

Comments in the television deregulation proceeding are due on November 2, 1983, with reply comments to be filed by December 19, 1983.

¹ *Notice of Proposed Rulemaking, MM Docket No. 83-670 (Revision of Programming and Commercialization Policies, Ascertainment Requirements, and Program Log Requirements for Commercial Television Stations), FCC Mimeo No. 83-313, released August 4, 1983.*

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

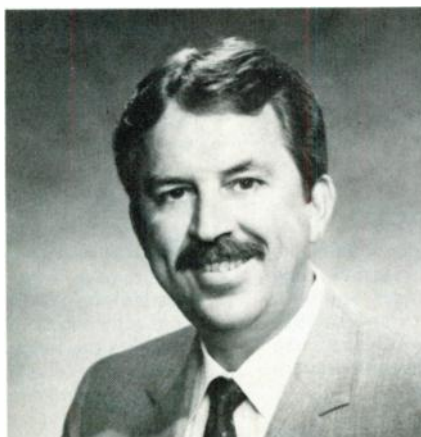
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Boston Station Loses Latest ASCAP License Battle

BOSTON, MA (NRB)—The federal court here reached a decision that will affect similar legal challenges still pending. The court ruled that WEZE/Boston (Massachusetts) violated music copyright laws when it broadcast 14 Christian songs over a two-day period in March 1979. On June 27 the court ordered the station to pay ASCAP \$112,000 damages plus legal fees.

ASCAP, the American Society of Composers, Authors and Publishers is the largest music licensing organization in the country. Religious broadcasters, all-news radio stations and other limited users of recorded music such as television stations are challenging ASCAP's blanket licensing requirements. These broadcasters contend that paying for permission to use 400,000 selections when no more than a few hundred will be aired is "grossly unfair."

ASCAP brought the suit on behalf of musicians Michael and Stormie Omartian, Audrey Mae Mieier, and the late C. Austin Miles.

WEZE is owned by New England Continental Media, Inc. The company led by Ed Atsinger and Stuart Epperson has several radio stations. Norman Bie, the company's attorney from Largo, Florida, is representing religious broadcasters in several related court cases. In a report published recently by "Musicline," Bie said he is confident of victory in the other still-pending cases filed by ASCAP.

ASCAP attorney Richard Reimer estimated that the attorney fees and costs would increase WEZE's costs to \$150,000.

Baptist TV Network Signs on Greenville and Two LPTVs

FORT WORTH, TX (NRB)—The American Christian Television System (ACTS), the Southern Baptist television network scheduled to begin next May, signed on three television stations in June.

Radio and Television Commission president Jimmy R. Allen told

more than 13,000 delegates at the annual convention of Southern Baptists in Pittsburgh that the first full-power station to affiliate with the ACTS network will be in Greenville, NC. During an hour-long service in that city June 8, just a week before the national convention, a construction permit for a new UHF television station was transferred to ACTS of Eastern North Carolina, Inc.

Following the model of local autonomy for churches that is a belief of Southern Baptists, all stations affiliated with ACTS will be locally controlled by a community board. Fourteen trustees will oversee the Greenville station.

Allen said that attempts to begin other high-power stations are under way in 25 cities including Dallas, San Francisco and Houston.

In addition to high-power facilities, the denomination has made application with the FCC for over 125 low-power television permits. The first two stations were approved during the same week in June. The markets to be served are Paragould, Arkansas and Tyler, Texas. Each of these stations will be operating on a maximum of 1,000 watts and reach a 10-15 mile wide area.

By contrast, the Greenville station will be aired with five million watts and cover an area 50 miles in radius that includes almost two million viewers.

The two LPTV facilities are the first of 20 that Allen expects to acquire before the network commences next May. He anticipates two additional full-power stations by that date. ACTS planners are negotiating with local cable systems and MSOs for maximum coverage by the same date.

The Pittsburgh convention of the nation's largest denomination, with messengers representing 14 million members, voted by acclamation to re-elect their president. Dr. Jimmy Draper, pastor of First Baptist Church, Euless, Texas, was named to a second one-year term as president. He addressed NRB delegates at the opening session of last year's convention.

The Baptists took a strong stand against proliferation of cable por-

nography. As expected, the moderate contingent of the denomination did not challenge conservative gains made at last year's Southern Baptist convention. The inerrant interpretation of Scripture, a view held by President Draper, is safe for another year.

Eight Seek Interim License for KHOF-TV

SAN BERNARDINO, CA (NRB)—Now that KHOF-TV 30 in San Bernardino is no longer owned and operated by Faith Center, Inc. and Dr. Eugene Scott, eight applicants are seeking the interim license. Half of the interim applicants are religious organizations.

An FCC public affairs spokesman said that the successful applicant could control Channel 30's license "for several years" while the commission wades through 41 applicants for the permanent license. "I have no idea yet as to when the decision on the interim will be made," he said. When the decision on a permanent licensee is finally made, administrative hearings and court challenges are expected to draw out the action for an extended period.

The spokesman termed the large number of interim applicants "very unusual" because an interim applicant is usually not eligible for the permanent license.

A move is under way to combine four of the interim applicants into one and thus reduce the number of applications to five. The FCC spokesman could not confirm whether any of the religious broadcasters are planning to be part of the coalition.

The four religious broadcasters are Parachurch Consultants, Anaheim, California; Christian Media and Education Foundation, Costa Mesa, California; Christians Aware, Santa Ana, California; and Nova Communications Network, Inc., Cocoa, Florida.

The other four applicants are Angeles Broadcasting Network, Glendale, California; United Minority Broadcasting of San Bernardino, Inc., Costa Mesa; James L. Oyster of Falls Church, Virginia; and

Asian-American Broadcasting Foundation, La Canada, California.

The FCC forced KHOF off the air last May 24 after a lengthy court battle that cut to the core of separation of church and state debates. Dr. Scott refused to submit donor records and videotapes to the commission during a fraud investigation. He says that the charges against him, raising money over the airwaves for a purpose not honored, have never been proven.

The investigation began in September 1977 with complaints of alleged fund misuse by two former church members.

**New Show
for Parents
on CBN Cable**

VIRGINIA BEACH, VA (NRB)—The CBN Cable Network is televising a new series aimed at educating and entertaining expectant

and new parents. *The American Baby* on CBN Cable Fridays from 2 to 2:30 pm features segments on all aspects of pregnancy, child care and child development. "American Baby Magazine" editor Judith Nolte hosts the show with health and medical experts as guests.

The show covers a wide range of parenting information including prepared childbirth, nutrition during pregnancy, preparing for baby's arrival, and the idea of using a modern midwife.

Parents will discover useful information on bathing and feeding the newborn, a baby's physical development during this first year, and ideas about teaching a baby to swim before he can walk.

On upcoming shows, guests model maternity and toddler fashions. And viewers will learn how their children can benefit from early exercise and dance lessons.

Parents are often invited on the show to offer their common sense and realistic view of being parents in the 80s.

**Support Denied
Non-evangelical
Broadcasts to China**

BUDAPEST, HUNGARY (NRB)—The possibility of Protestant broadcasts into the People's Republic of China as a supplement to the conservative, evangelical transmissions was rejected by Lutheran World Federation delegates meeting here. The plans were given conditional approval at a Hong Kong meeting last November.

Over 90 percent of the some 400 hours a week of Christian broadcasting beamed into China is now done by two organizations: Trans World Radio and the Far East Broadcasting Company. In addition a few Roman Catholic programs are transmitted by Radio Vatican from Italy and Radio Veritas from the Philippines.

The working proposal which was started in Hong Kong by the Norway-based International Mass Media Institute (IMMI) said that there was room for additional broadcasting that supported the present unity efforts in the Church of China. It directed IMMI to sub-

mit a full report to the Lutheran World Federation Commission on Communications.

The Budapest gathering was the latest meeting in Lutheran circles to discuss China broadcasting during the last 10 years. Though the exact number of Christians in China is not known, the planners were told by a number of China experts there is agreement that a marked increase in the number of Christians has taken place over the last 33 years since the revolution.

**Bott Plan
Makes Available
Dial-A-Religious Station**

INDEPENDENCE, MO (NRB)—Bott Broadcasting Company has introduced "hotlines to quality," a direct-dial hook-up to any of its four radio stations.

Using special telephone circuits and separate phone numbers, program producers, advertisers and curious Christians can gain access to the transmitters of KCCV/Kansas City (Missouri), KSIV/St. Louis (Missouri), KQCV/Oklahoma City, or WFCV/Fort Wayne (Indiana). A religious broadcaster can monitor the quality of a particular program or tune in any of the midwestern radio stations, even from a Los Angeles or Miami phone booth.

"We are committed to consistent, quality Christian programming," said Gary Coulter, national sales and operations manager. "I believe program producers want to know how local stations air their programs and to know more completely the unique qualities of the stations on which their programs are heard.

Now our clients can hear for themselves. We have nothing to hide!" Coulter stressed.

**Proposed Russian
Network to Offer
Alternative Ideology**

Wheaton, IL (NRB)—"The greatest single need in effectively communicating the Gospel to the Soviet Union today is to establish an evangelistic radio network." With this challenging proposal,

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Peter Deyneka, Jr., general director of the Slavic Gospel Association (SGA), outlined a comprehensive plan for reaching non-Christians in Soviet Union and Eastern bloc countries.

Deyneka, whose Wheaton-based missions organization is responsible for broadcasting over 900 evangelistic programs monthly, wants to bring together the "most effective evangelistic and pre-evangelistic radio broadcasts." The network would air on several strategic stations in the same 30-minute time slot each day of the week.

Radio is making a significant impact on the Communist world, Deyneka thinks. "Radio is shaping the thinking of people in the Soviet Union more than any other media," he commented. "This is the greatest hour of opportunity for evangelism that the church in the West has had in affecting the thinking of the Soviet Union."

At the beginning, the SGA proposal would secure the half-hour time slot for seven different programs each on a once-a-week basis. The programs would be changed from time to time to maintain interest of listeners.

Future plans include a second half-hour of network time for an intensified evangelistic program for those already introduced to the framework of Christianity. Long-range planning for the Russian Radio Evangelistic Network would include a third half-hour program for discipleship of believers, "a necessary part of the full spiritual life and growth cycle," Deyneka said.

There are at least 11 international radio stations presently broadcasting daily into the Soviet Union which can be used to transmit the Gospel throughout that nation. SGA estimates that there are more than 50 million shortwave radio sets and additional millions of medium wave sets in the Soviet Union today. "The present number (of radios) is sufficient to cover our target area," Deyneka said.

There are cultural barriers to be crossed by Western-oriented programs. The proposed network would insist on "radio broadcasts based on an understanding of the thinking of the people of the Soviet Union and realistic communication principles based on the interests of people living in a Marxist society," the general director continued.

(continued on page 37)

THE COUNTRY'S LEADING CHRISTIAN BROADCASTERS BROADCAST ON THE COUNTRY'S LEADING CHRISTIAN STATION



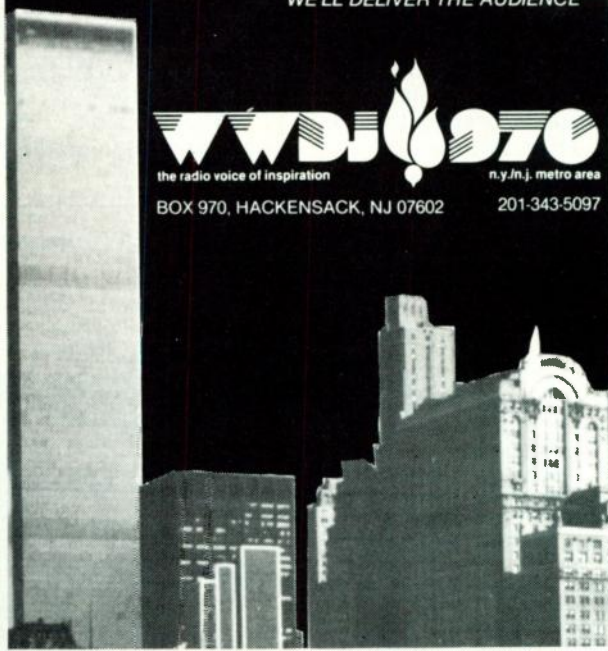
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NRB NEWS

Technical and Social Issues Focus of NRB 84 Gathering

WASHINGTON, D.C. (NRB)—NRB 84 will assist religious broadcasters to better plug into helpful answers on numerous issues they are facing this year. Some 75 workshops plus plenary sessions, meal functions and press conferences are being planned as part of the January 29 to February 1 sessions in Washington, D.C.

The issues include technical problems and opportunities by non-commercial station owners and operators, those encountered by their commercial counterparts, and features unique to program producers.

The convention theme, "Christian Media: Facing the Issues in 1984," is further amplified by workshops for Black broadcasters, Hispanic broadcasters, international broadcasters and women in media.

Still other workshops for the 41st annual convention will concentrate on engineers, television and cable personnel.

One series of workshops, the Seminars for Christian Leaders, will draw attention to the social issues that will be attracting increasing attention from religious broadcasters during the upcoming presidential primary season. These issues include abortion, prayer in the public schools, school access for religious groups, nuclear armaments, cable pornography, the wars in the Middle East and Central

America and a possible increase in not-for-profit postal rates.

With the advent of technological breakthroughs that affect broadcasting ministries, the NRB convention promises to increase awareness of the myriad of changes. These include direct broadcasting satellites, teletex and videotex services, AM stereo, the impact of computers on the broadcast ministry and industry deregulation.

The 3,000-plus delegates expected at the Sheraton Washington Hotel this winter will be served a smorgasbord of issues and informed by some of the top leaders in the religious broadcasting field. Featured plenary speakers for NRB 84 will include Pat Robertson, president of CBN; Jerry Falwell, broadcast pastor of *The Old Time Gospel Hour* and founder of the Moral Majority; Joni Eareckson Tada, who helps churches involve themselves with the handicapped; Oswald Hoffmann, Bible teacher on *The Lutheran Hour*; Jack Van Impe, the preacher who has memorized much of the Bible; Edward V. Hill, the black Baptist pastor from Watts; and Moody Bible Institute president George Sweeting.

Annual Banqueters To Hear International Media Clergyman

WASHINGTON, D.C. (NRB)—When Oswald C. J. Hoffmann steps to the NRB microphone February 1

NRB Relocates, Gets New Phone Number

MORRISTOWN, NJ (NRB)—The national offices of National Religious Broadcasters were relocated in late September to Parsippany, New Jersey from neighboring Pine Brook. A few changes in how to contact NRB and *RELIGIOUS BROADCASTING* personnel are brought to your attention.

After September 24, the NRB phone number was changed to (201) 428-5400. The street address is now 17 Eastmans Road, Parsippany, New Jersey 07054.

The mailing address remains unchanged at CN 1926, Morristown, New Jersey 07960.

Advertising manager Max McLean can still be reached through his business phone number, (201) 328-9108, or through the new NRB exchange.

The move to new headquarters will provide added office space for NRB staffers in time for the activity that accompanies convention planning. The move was a cost-effective decision for NRB.

to give the final address at the annual banquet of the 1984 convention, he will do so as Religion In Media's International Media Clergyman of the Year.

Since 1955 Hoffmann has been the nationally-known radio preacher for *The Lutheran Hour*, a produc-

NRB '84 Workshop Conveners

Dennis Worden
Commercial Stations



Ward Childerston
Non-commercial Stations



E. Harold Munn, Jr.
Engineering and Technical



Kay Arthur
Women in Media



John B. Conlan
Leaders Seminar

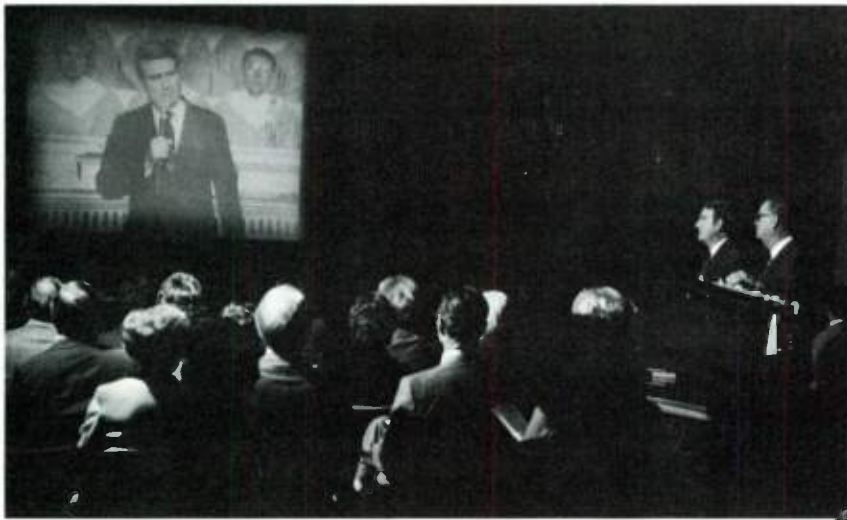


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Videotape of Ben Haden’s message during a Sunday service is projected for a crowd in a 500-seat fellowship room. Ben Haden (left) and Volunteer Director of Audiovisual Henry McKinney (right) stand by the General Electric projector bought by the church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

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

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

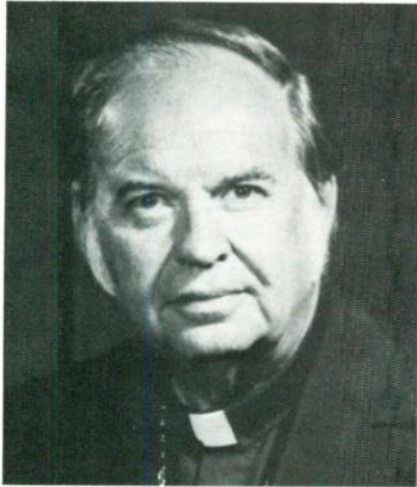
“The projector still produces an image as clear as it did when it arrived 11 years ago. During all that time, General Electric has given us personal attention. It is one of the most high-toned businesses we’ve ever worked with.”

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

GENERAL  ELECTRIC

tion of the International Lutheran Laymen's League. His devotional thoughts are absorbed each week by countless listeners over more than 1300 U.S. and Canadian radio stations and over 116 additional stations in 34 other countries.

His March 28, 1976 sermon entitled "No Other Gospel" might be



Oswald C. J. Hoffmann

typical of the style and message of this biblical scholar. "What I am talking about today is not religion, but faith. (It) does not come from me or any other human being. It comes from God... the Gospel," Hoffmann told his attentive listeners. "Jesus died for our sins, and God forgives for the sake of His Son Jesus."

It is that directness of preaching that has earned several awards from NRB. *The Lutheran Hour* was one of the earliest programs awarded the Award of Merit for excellence in program production, in 1961. A Milestone Award was presented to the program in 1981 for continuing excellence and achievement. When the Religious Broadcasting Hall of Fame was established in 1975, one of the first four inductees was the late Walter A. Maier, founder of *The Lutheran Hour*.

Dr. Hoffmann's expertise extends beyond the microphone and the pulpit. Among his many responsibilities is being president of the United Bible Societies since 1977. UBS translates, produces and distri-

butes Scriptures or Scripture portions for affiliate Bible societies, including the American Bible Society.

Born December 6, 1913 in Snyder, Nebraska, Dr. Hoffmann graduated from Concordia College, St. Paul, Minnesota in 1932. He also earned a bachelor of divinity degree from Concordia Seminary, St. Louis, in 1936 and a master's degree from the University of Minnesota in 1935. In 1952, Hoffmann was honored with a doctor of divinity degree from Concordia Seminary and a doctor of law degree from Valparaiso (Indiana) University.

Hoffmann's varied career has included the pastorate, college teaching in linguistics and the classical languages, publicity director, radio speaker and author. His books include "Life Crucified" and "God Is No Island."

Dr. Hoffmann and his wife, Marcia, have three sons and one daughter.

Media Expo 84 Draws Positive Responses

MORRISTOWN, NJ (NRB)—An integral part of any NRB national convention is the trade exposition. More than half of the 300 planned display booths have already been reserved, says manager Michael Glenn.

This year's exposition, called Media Expo 84, is planned for January 30 to February 1 at the Sheraton Washington Hotel, Washington, D.C. The 41st annual gathering of NRB commences the afternoon before the expo ribbon cutting.

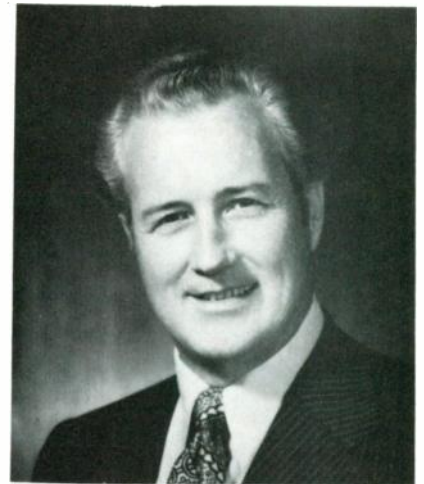
The opportunity is being made available to program producers, manufacturers, distributors, publishers and a countless variety of broadcast-related ministries to display their best before an estimated 3000 religious broadcasters and leaders. The media expo this year will "tap the explosion in religious media" that has been occurring recently, Glenn added.

In addition to the decorative and informative booths, contemporary Christian music will be provided by leading artists. The regularly scheduled performances will add

life to a theme center highlighting the work of NRB. The names of musicians will be released as the convention draws nearer.

Other features of the NRB Media Expo.84 will include a continuous video theater with the latest Christian films, best-selling authors and performers signing autographs and a cafeteria for good food and casual business conversations.

The NRB convention theme this year will be "Christian Media: Facing the Issues in 1984." Plenary speakers include Pat Robertson, Jerry Falwell, Joni Eareckson Tada, Oswald Hoffmann, Jack Van Impe, George Sweeting and numerous others.



George Sweeting, president of Moody Bible Institute, Chicago, will preach at the opening worship service of NRB' 84

NRB Leader Shoots Photos of Manila Assassin

MANILA, PHILIPPINES (NRB)—When the opposition leader to the Philippine president Ferdinand E. Marcos was assassinated in Manila August 21, NRB executive director Ben Armstrong was only a few hundred feet away at the international airport terminal.

Senator Benigno S. Aquino, Jr. was returning to his homeland from three years of self-imposed exile in Boston, Massachusetts. As he stepped from the jet and anticipated greeting thousands of his supporters, the 50-year-old sena-

(continued on page 20)

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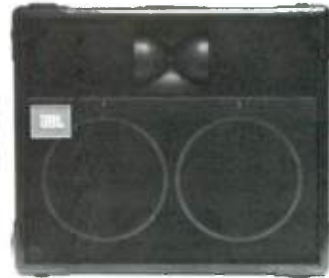
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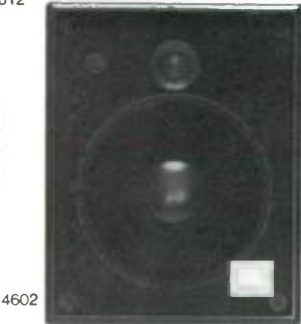
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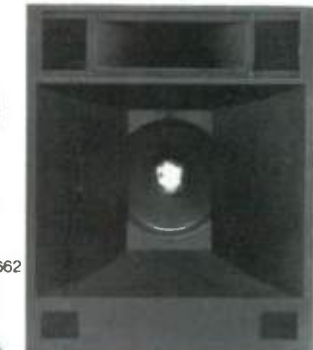
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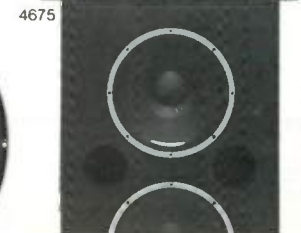
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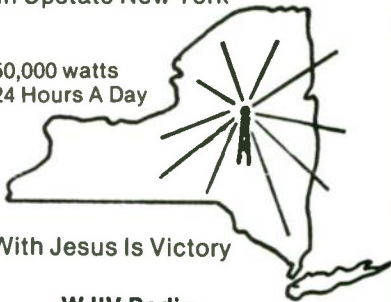
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(continued from page 16)

tor was hit with a single bullet in the head.

The lone gunman was killed by army soldiers guarding the airport. Before the body was covered and removed from the place where it fell, Dr. Armstrong ran with camera in hand to a vantage point from which the action was continuing.

The dramatic shots provide some remarkable photographs of the afternoon in Manila. "Time" magazine expressed interest in Dr. Armstrong's photos.

The NRB leader, uninjured in the swift ordeal, was in Manila for a brief visit to Radio City Manila, the FEBC headquarters location.

Chinese and American Christians Incorporate Friendship Alliance

TAIPEI, TAIWAN (NRB)—A group of NRB leaders from the United States and Christian leaders from the Republic of China met here in August to adopt plans for the Chinese-American Christian Friendship Alliance (CACFA) which has been forming since its first meeting in February 1983.

Dr. Eugene R. Bertermann, CACFA chairman and president, called the meeting to order on August 15 to approve articles of incorporation and bylaws that have as their first purpose the proclamation of the Gospel in both countries.

The articles were approved unanimously without discussion. Dr. Bertermann explained later that the articles apply to incorporation for the State of California only. John Kang, a CACFA staffer who is general secretary of the Republic of China (ROC) Church Union, clarified that in his country a non-profit corporation must be approved by the Ministry of the Interior before applying for corporate status.

The bylaws were amended to allow for 21 authorized directors instead of the former 10 directors. At E. Brandt Gustavson's suggestion, those present approved a further change to the bylaws that gives directors three-year terms of office, with the first group of seven directors expiring their terms of office in three years, the next in 1987 and the

final group in 1988. The bylaws were accepted unanimously as revised. Mr. Gustavson is president of NRB and a CACFA board member.

The specific objectives, as outlined in the articles and on page one of the August 16 "China Post" daily newspaper, are proclamation of the Gospel and church building in both the ROC and the USA, development and strengthening of friendship bonds between Christians in each country, furtherance of mutual cultural understandings, the establishment of CACFA chapters in both countries, the furtherance of freedom of religion and freedom for the individual, and the preservation of the free enterprise system and trade and commerce advancement between the nations.

Missing from the formal purpose, but not from the meeting's deliberations, was discussion on the Republic of China's relations with the communist mainland.

The "China Post" article reported that Dr. Bertermann presented a letter from the White House to NRB executive director Ben Armstrong. The letter from White House public liaison staffer Morton C. Blackwell reportedly "assured Dr. Armstrong of the Reagan administration's deep concern for the well-being of the people of Taiwan and its dedication to the Taiwan Relations Act."

In another reference to the political tensions always present in Taiwan, CACFA board member Dr. Cha Liang-chien expressed "fervent hope that next year's meeting can be held in August 1984 in mainland China under a free Chinese government."

The opening ceremonies for the CACFA meeting held at Taipei City Hall were highlighted by remarks from vice premier Chiu Chuang-huan. "Although there are many differences in cultures between the East and the West, on the point of seeking the spirit of love, we are marching toward the same goal," he commented. He added that unless "the evil power of communists" is eliminated, "the loving kindness of Christ cannot shine on the whole world, and there will not be real peace among mankind."

The vice premier pointed to the Christian beliefs of Dr. Sun Yat-sen,

founder of the Republic of China, and of the late president Chiang Kai-shek.

CACFA board members from the USA present were Dr. Bertermann, associate director, Lutheran Bible Translators, and former executive director of the International Lutheran Laymen's League; Dr. Armstrong; Mr. Gustavson; and Dr. Paul Freed, president of Trans World Radio, Chatham, New Jersey. All four men were accompanied by their wives. Each NRB leader preached a sermon in one of Taiwan's churches.

Chinese board members were Dr. Ley Fa-tsang, CACFA vice president; Dr. Cha Liang-chien; Bishop Cheung Pei-yang; Mme. Chou Wangle; General Samuel Wu and Dr. Wu Ching-yih. Several CACFA staff members and Christian observers were also present.

Mr. Gustavson presented appropriate citations to the 11 Chinese CACFA board and staff members, not all of whom were present. "It is my impression that Taiwan has no greater friends than the members of National Religious Broadcasters," he said.

August 19 was a day for official visits to Lin Yang Kang, minister of the interior; Chu Hu Hsiung, minister of foreign affairs; Ting Mao Shih, vice minister of foreign affairs; and the national palace museum. The visits were planned by another CACFA staffer Henry Go H. J. Wu, who directs the *China Lutheran Hour*.

Some of the board members visited premier Sun Yun-suan and president Chiang Chin-kuo as official representatives of CACFA.

Other excursions included a tour of the Broadcast Corporation of China facilities, a visit to the man-made Tai Chung Harbor, exploration of an aborigine village at Sun Moon Lake, a look inside a Chinese marble factory, lunch with the president of Tung Hai Christian University and a tea reception at the Lai-Lai Sheraton.

The next CACFA board meeting be held during the NRB 84 convention in Washington, D.C. next January. At that time the Rong-Shing Children's Chorus from Taipei will perform.

(continued on page 40)

When the mind cannot conceive
and logic cannot construct an answer
to the question, "Why?"

God Is Still in Control

By Joni Eareckson Tada

IT WAS ONLY a month ago that I sat in the courtyard of Auschwitz, the Nazi death camp situated in southern Poland.

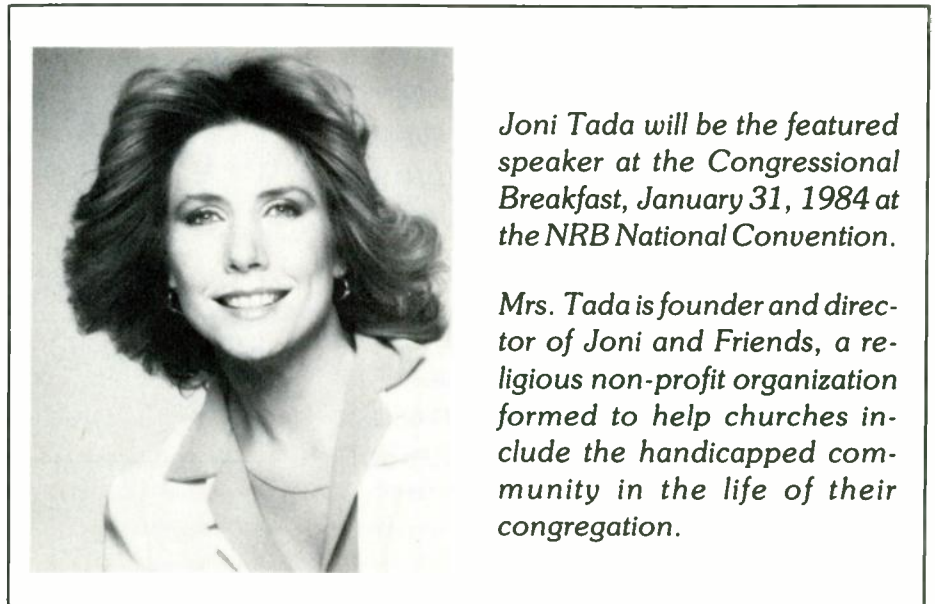
I had been invited to Poland to speak in various churches and rehabilitation centers, offering a message of hope from God's Word. It had been so exciting to meet the people, see the smiles on their faces, visit handicapped individuals and share ideas with them. But now, the afternoon sun hid behind the cloud and I sat in my wheelchair in the middle of Auschwitz, thinking. Wondering ...

I thought about that beautiful verse from Romans 8:28 which has been a Christian favorite for hundreds of years. It says, "Moreover we know that to those who love God, who are called according to His plan, everything that happens fits into a pattern for good."

My mind traced back to those first months after my injury. Back then, I took the good toward which everything was working to mean that I would regain the use of my limbs and go back to college. God's idea of good for me certainly meant that I would marry some wonderful man who made a great salary and drove a flashy car. We'd have a family and a house with a white picket fence and Ethan Allen furniture.

Giving Thanks in All Things

Of course, in the hospital, a friend showed me the verse that followed Romans 8:28. It explained the *real* good that my trials were accomplishing. The 20th verse records, "For those God foreknew, He also predestinated to be conformed to the likeness of His Son." The Great Sculptor had taken in His



Joni Tada will be the featured speaker at the Congressional Breakfast, January 31, 1984 at the NRB National Convention.

Mrs. Tada is founder and director of Joni and Friends, a religious non-profit organization formed to help churches include the handicapped community in the life of their congregation.

hand the hammer of suffering and was chiseling away at my character to shape it like Christ's.

And that was God's idea of good for me. Little did I realize that simple portion of Scripture was the whole foundation, the best reason for giving thanks in all things. *All things*, not just a few or occasional things or the comfortable and nice things. But we are to give thanks in all things. And we can only do that because of the certainty that these things actually fit together into an extraordinary pattern for our good and God's glory.

Sure, in the hospital there were seemingly senseless operations and unnecessary regulations; even incorrect advice from doctors. Yet, even those things were not outside of God's sovereignty. Slowly it began to sink in that my injury was no accident and that through it all

God was developing in me a unique and beautiful message.

Now I was in Poland giving that message. The Polish people enthusiastically received the insights which I shared from my life in the wheelchair and study of God's Word. They seemed delighted to know that God was in control, even of their own problems, confinements, disillusionments and disappointments.

But as I sat there in Auschwitz, my heart strangely quieted, I looked around at the broad expanse of barracks and barbed wire fence. My eyes followed the long railroad tracks over which scores of thousands of people were brought into this death camp by train. I looked at the deep trenches dug on either side of the tracks, the remains of the crematoriums which the Nazis quickly demolished as they made their fast retreat from the

camp. My heart quieted as I sensed that every brick, blade of grass and barrack was screaming out, "Why?"

After all, I was just one young woman in a wheelchair, dealing with my own suffering and coping with my own set of problems. But here on this day I came across the memory of millions of others who suffered in a degree and a dimension that I probably will never understand. My heart simply breathed, "Why?"

Curtain Time for Evil

But at that point I bowed my head to pray.

The words just seemed to come. Words that sounded of the "Blessed hope of the glorious appearing of the Lord Jesus Christ ...", requests that Christ would come soon and close the curtain of Satan and all of his awful deeds, punishing the Devil and his legions for their terrible work among mankind throughout the ages.

I prayed that the Lord would continue to comfort all those who are similarly afflicted in parts of the world where even

Joni's daily radio program *Joni and Friends* is currently being aired by over 200 outlets across the country. It is also heard in the Philippines. The five-minute, public service feature is directed at providing Christians, both disabled and able-bodied, with a "higher view of God," says Joni.

now the suffering of persecution continues. My thoughts echo those words in Isaiah 16, "The oppressor will come to an end, and destruction will cease; the aggressor will vanish from the land. In love a throne will be established; in faithfulness a man will sit on it—one from the house of David—one who in judging seeks justice and speeds the cause of righteousness." My prayer ended and I raised my head.

My husband Ken and I wheeled away from the camp, with very few words to

say. It all seemed such a mystery. But we knew in our hearts that God was, and still remains, sovereign. In spite of the seemingly senseless suffering around us, our faith, stretched and tested, knew that God's Word still was true. Even though our minds could not conceive and our logic could not construct an answer to the question "why," we were convinced that God allows suffering for a plan and purpose—a mystery to be sure, but not a mystery without direction.

As we drove away from Auschwitz I thought more on the truth of Romans 8. That portion of Scripture continues on to ask, "Who shall separate us from the love of Christ? Shall trouble or hardship or persecution or famine or nakedness or danger or sword? As it is written: 'For your sake we face death all day long; we are considered as sheep to be slaughtered.'

"No, in all things we are more than conquerors through him who loves us. For I am convinced that neither death, nor life ... will be able to separate us from the love of God that is in Christ Jesus our Lord." NAB

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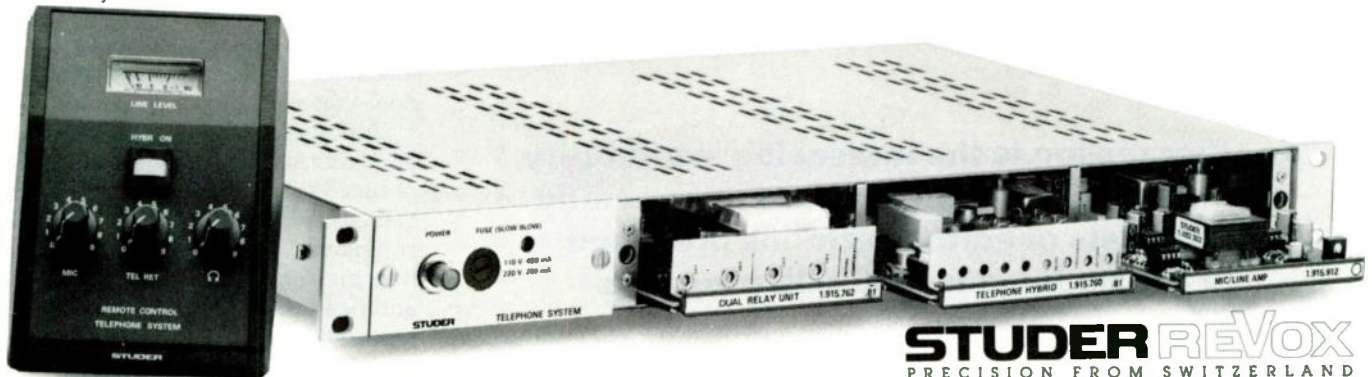
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Changing Male Demographics

Why are men listening to radio in widening age groups and increasing numbers?

by J. Thomas Bisset

ONE OF THE MOST encouraging trends in religious broadcasting is the growing number of men who listen to Christian radio.

Ten years ago demographics for Christian radio reflected predominantly female listeners. That has changed. Men are listening in increasing numbers and widening age groups. The principal listening periods are before and after work, including the so-called "drive-time" period. Male listeners are also showing up at unlikely times during the day, particularly during the late morning, noon and early afternoon hours.¹

The available research is not detailed enough to tell us precisely who these midday listeners are, but we can assume that they have schedules which permit them to listen during these hours. The drive-time listeners are obviously men going to and coming from work. But what about the noontime male listeners? Are they business, sales and professional types? We cannot be sure, but we can speculate that these men were "there" ten years ago but chose not to listen to Christian radio during these hours or at other times.

Full Service Station

Why the change? What has caused this increase in male listenership to Chris-

One reason is a readiness of Christian broadcasters to use their stations as a source for news, sports and other public service features along with Christian programs

tian radio? In my view, there are two key reasons.

First, there is the readiness of Christian broadcasters today to use their stations as a source for news, sports, traffic reports, weather, time and other public service features along with Christian music and programs.

As simple as it sounds, this represents a fundamental change from the way Christian radio operated in the early years when it was thought that religious stations could not and perhaps should not compete with secular stations in such areas. In those days, Christian radio sounded very much like Sunday morning worship—somber, serious and separate from worldly considerations—fine for church, but incomplete in terms of addressing the practical, day-to-day needs and interests of the average radio listener.

Once Christian stations began to provide the full range of services people expected of radio along with the desired Christian programming, the number of

listeners began to increase, most notably among men, but among women as well. It has been a lesson lately learned, but nevertheless surely grasped by Christian broadcasters today: no matter what the format, radio is radio is radio.

Men-Oriented Programming

The second reason for the growing numbers of men listening to Christian radio is the increasing availability of programs that appeal to men. A great deal of the program material in religious broadcasting has been and still is to a large extent female-oriented in concept, content and time positioning.

Certainly there is nothing wrong with programming for women. They richly deserve the fine programs meeting their needs. One thing is certain: without the interest and support of women over the years, Christian radio stations and programs would have not made it. But why not reach men as well?

Apparently this is a concern of several recent entries into national religious broadcasting. Indeed, some media directors and agencies have made it clear that they are interested only in time positions that allow men to listen.

Curiously, these male interest programs are almost exclusively broadcasts of edited sermons preached to "live" audiences. Why so? Are these preachers consciously speaking to men? Or, do their messages simply reflect the family and head-of-household concerns of a pastoral ministry? Are these sermons more practical in concept, more natural and everyday in language and applica-

Another reason is the increasing availability of programs that appeal to men, especially broadcasts of edited sermons preached to live audiences, and talk programs

in Radio

tion? Do men sense an awareness of the "real world" in these pulpit-based programs which jibes with the realities of their workaday worlds?

Whatever the case, market surveys and ratings books tell the tale: men listen in greater numbers to "live" preaching and teaching than to studio produced programs. The one exception is *The King's Hour* with Dr. Bob Cook, whose percentage of male listeners is the highest of all Christian broadcasters.² Dr. Cook's approach obviously appeals to men, but his high percentage of male listeners may also be linked to other factors as well.

Appeal of Talk

Another interesting fact that emerges from an hour-by-hour analysis of male listening patterns is that men tend to listen to "talk" programs more than music programs. Preaching, teaching, news, interviews, sports—all appeal to men more than Christian music. Possibly the MOR musical sounds of most Christian stations are too mellow for men. Whatever the explanation, the interest of men in Christian talk programs corresponds to the demographics of secular news/talk stations where men dominate the ratings.

The story of increasing male listenership to Christian radio is most encouraging and augurs well for religious broadcasting in general. It means in the first place a broadened economic base for programs and stations at a time when giving to Christian broadcasting appears to be leveling off. It also means that Christian radio's "presence" is more widely felt in the community, particularly in government, business, the professions and labor. To be known and respected throughout one's community of license gives the Christian station—and its message—credibility and acceptability.

Finally and most importantly, the increase in male listenership means that Christian men are growing spiritually. They are listening, studying and absorbing the Word of God taught daily by some of America's outstanding

preachers and Bible teachers. The ripple effect of that can only mean good things for families, husband/wife relationships and the local church.

We who are in religious broadcasting hope with all our hearts that we can continue to attract men to Christian radio. To do this we need program producers who are increasingly sensitive to the needs and interests of men as well as women. Together, we can use radio to reach our communities with the Good News of Jesus Christ.

¹ Arbitron, Fall, 1982.

² Arbitron, Fall, 1982. Also, my own survey data obtained from 12 major religious broadcasters.



Mr. Bisset is general manager of WRBS/Baltimore.

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Mission and Transmission for Decision

by **Phill Butler**

THE LUIS PALAU Evangelistic Team plans to use satellite distribution linked with local radio stations to extend the influence of two major evangelistic crusades in London, England during the next 12 months.

The first mission to London, in October of 1983, will be relayed to the United States via satellite for distribution through the Moody Radio Network. The second, in June of 1984, will be distributed via satellite to at least four major international missionary broadcasting organizations for transmission to Commonwealth-related countries.

Luis Palau says, "Our goal is to speak to millions about Christ and to raise the visibility, the awareness of evangelism in the countries served. Then we want to work with the churches in these areas—giving them tools with which to evangelize in their own areas of influence."

Moody's Wayne Shepherd is coordinating the October broadcasts via the Moody Network in the U.S. Luis Palau's



Richard Ball



Richard Ball

director of media, Stan Jeter, supervises the overall planning and project execution.

The Palau team pioneered the use of satellite-distributed, crusade-based evangelism with their crusades in Latin America. A major effort was mounted from Managua, Nicaragua in 1975 when Palau's messages were relayed by satellite to Quito, Ecuador and station HCJB. Via HCJB's shortwave service some 56 other stations took part in the coverage of Central and South America.

The Palau team has done a variety of similar broadcast projects since the Nicaragua crusade—incorporating both live transmission and tape delay. Trans World Radio, HCJB and a number of local stations in Central America have participated in extension of crusades in Santo Domingo, Dominican Republic; Guayaquil, Ecuador; and Guatemala City, Guatemala.

Church-Media Cooperation

In addition to the satellite-relayed broadcasts from London's Wembley

Evangelist Luis Palau (top left) makes extensive use of the media (top right), such as in Argentina, in conjunction with his citywide campaigns (above).

Arena October 21 and 22, Moody has also transmitted a series of special documentaries on evangelism, reports from London, and other features tied into the project. Doing production of news and features from London is Nick Page, well-known BBC and free-lance Christian broadcaster.

Local churches in the cities served by the Moody Network have been asked to participate by encouraging their members and their friends to listen to the broadcasts. The same churches are being asked to do followup with those who respond to the crusade messages. Special materials have been prepared for local churches designed to help them develop their own local evangelistic efforts around the special broadcasts.

Plans for 1984 are now being finalized. However, initial discussions have



Ake Lundberg

been held with Far East Broadcasting Company, Trans World Radio, HCJB, and Far East Broadcasting Association (the British counterpart of FEBC broadcasting to Africa), the Middle East, Central Asia, and India from the Seychelles in the Indian Ocean.

Consideration is being given to the possibility of limited distribution of the broadcasts to commercial or government-operated facilities in countries where access is possible.

Target Commonwealth

Television features including interviews and news film clips will be distributed during the winter of 1983-84 to stations in the U.S., Canada, Africa, Asia, and Australia and New Zealand. The Palau team is now evaluating the possibility of a TV evangelistic special that would air in some of the Commonwealth countries in '84 during and immediately following the London Crusade.

Mission agencies' and local churches' participation is being coordinated with broadcast activity for Commonwealth 84 since the Palau team wants to insure local followup and personalized contact during and after the special broadcasts.

Stan Jeter, working on the coordination of broadcasting with the other components of the plan, commented, "As complex as it is, the broadcast side of a plan like this is comparatively easy. The tough job is genuinely tying in with local churches and other ministries—trying, wherever possible, to have personalized contact with the listener. After all, the long-range goal must be to build up the local church."

British Telecom is handling all arrangements for London satellite up-link and distribution for the broadcasts. In-

An average 10,000 people filled the football stadium each night of the week-long campaign in Modesto, California, in August.

interdev in Seattle, Washington is acting consultant to the Palau team.

Luis Palau, born in Argentina and now based in Portland, Oregon, was initially known for his evangelism in Latin America. But in recent years the team has responded to requests for city-wide missions in a variety of other areas including Australia and Scotland.

The Moody Network distribution of the October 83 Mission to London will be through its owned and operated stations, affiliates, and a group of specially selected additional stations in key U.S. cities. The list of participating stations was not final at press time, but the total number carrying the special series could be over 30. **NRB**



Phil Butler, a former broadcaster who has worked on several NRB projects, is director of Interdev, the International Development Organization in Seattle, Washington.

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Taking audience demographics seriously
has rewarded religious radio with
better programming and increased audiences

Listening More To Be Heard Better

by Daniel J. Nicholas

Religious radio stations now "desire to find out what the audience wants instead of what we think they want," says one program director

WHAT DOES Charles Capps know about religious radio broadcasting trends that others are still learning?

If you drive southeast of Little Rock, Arkansas, you will pass a tiny town of 3,000 called England, Arkansas. Charles Capps, described by some as "a faith preacher in the Kenneth Hagin tradition," now broadcasts his *Concepts of Faith* from there on 100 religious radio stations nationwide. Until this year, the pastor shared his witty, practical aspects of Christian life on some 20 television stations. Why did the rice farmer-turned real estate millionaire and preacher pull out of religious television and reinvest it all in radio?

One reason is that Christian radio has been undergoing a metamorphosis in this decade that reflects solid growth. The general manager and the program producer have each been sensitized by numerous factors of their mutual audience.

Radio programming being developed for the first time this season and formats set in place in recent months reflect this change. A definite increase in live talk and news shows is currently the name of the game in Christian radio. Broadcasters are learning from their audiences and from their secular counterparts.

Research Concerns

There are valid reasons for this rethinking. Last year's recession, increased competition for the advertising dollar, and for some a new vision for spreading the Gospel because of the year-long na-

tional emphasis on the Bible, are some of the rationale given. The principal reason, however, is a fresh awareness of demographics.

Religious radio stations now "desire to find out what the audience wants instead of what we think they want." That is the view of Brad Burkhart, the new Christian radio programming director for the Burkhart, Abrams, Michaels, Douglas and Associates agency in Atlanta. The former promotion man for Word, Inc., came to Atlanta because the company decided that religious radio was a market to pursue.

"Programming decisions must be based with the listeners' moods and trends in mind," he commented. The goal of increasing audience sensitivity is growth. "More listeners means a greater number of people will hear the Gospel as well as a sales and profit increase for the station," he said.

"Christian radio stations across the country are beginning to operate by a new book. (It) gives them a profile, a count, an estimate of how many people in their community listen," commented Michael Gliner, vice president of Satellite Radio Network. "For years Christian radio stations ignored this information mainly because they never consulted statistics compiled by rating services." Gliner added that the "new breed" of Christian radio programs emphasizes live-remote, satellite-delivered, talk, news and music.

And yet problems—or some would say, opportunities—remain for Christian radio. In the top 10 Arbitron markets 5.1 percent of all U.S. radio stations are classified as full-time religious. These stations account for only 1.3 percent of the total audience. It has been estimated that 90 percent of these listeners to religious radio are Christians. Some forward-looking station personnel are realizing that there is another 98.7 percent of the radio listening public that needs to be reached with the Gospel. (The figures came from the fall 1982 Arbitron report as compiled by the Radio Information Center, New York City.)

What can religious broadcasters learn from their secular counterparts, the very broadcasters that reach to other segments of the radio public? The Radio Advertising Bureau, with its colorful graphs and ear-enticing spots, reminds us that their favorite medium is "red hot because it works." The potential of 9,252 AM and FM stations reaching into 80.5

million households is awesome to the smaller, special interest religious broadcaster. In 1981 there were 475.5 million radio sets in use, a figure that is up a staggering 193 percent from 1960.

Radio may be the best medium for those on a tight budget who want to attract a specific type of consumer. That thought comes from an ABC-TV executive who reflected on the role of radio in a video era. Budget concerns and a targeted audience—those terms describe the present focus of religious radio.

Sensitive Talk Shows

A programming example on Christian radio that reflects sensitivity to demographic concerns is Bob Larson's *Talkback*. The live, two-way program is aimed at current social issues and their biblical answers. Christians finally have a counterpart to what secular radio offers in Larry King and television in Phil Donahue.

Larson, unlike his secular counterparts and some Christian contemporaries, meets people head-on with biblical remedies of today's difficult questions. The topics that have drawn recent praise and controversy on *Talkback* include abortion, homosexuality, child abuse, cults and healing by prayer. The Larson program, aired in many cities live, is reportedly in first place in each of the 60 markets to which he broadcasts.

Bott Broadcasting Company, with its four midwestern religious stations, is developing an all-talk format that will include locally produced news magazine formats. Guest hosts from each community will be heard on their *Straight Talk from the Heart* program, according to national sales and operations manager G. Gary Coulter. Topics for the new formats will jump from local elections to an interview with a Christian author or newsmaker to open telephone lines for callers to talk about anything they wish. Coulter reports, "terrific response" to Christian radio counsellors.

Another live call-in program is offered nightly over the 31-station Moody Broadcasting Network. *Open Line* involves callers from around the country in discussions about Christian living. The program, which has been gaining new listeners since it started last year, and Moody's drive time daily, *Prime Time America*, recently added live news reports to their formats. One example was the reporting done live from Amsterdam 83, the Billy Graham conference for

itinerant evangelists in The Netherlands last summer. This month Moody will air live reports on evangelist Luis Palau's London crusades. The dates are October 21 and 22.

Issues and News

Mortenson Broadcasting is offering a new daily radio format called *In Touch America*, which promises to report and then interpret news, sports and human interest trends with a fast-paced style that will capture attention. The program and another first season feature called *Let's Talk* come from Visions, Inc., an affiliate of Mortenson. Visions spokesman Peter Waldron commented that quality Christian radio programming can also be timely because of satellite delivery from remote locations. The other show, *Let's Talk*, concentrates more on analysis and "biblical understanding of life" than on up-to-the-minute news coverage.

In New York City, broadcast pastor Eugene McGee of the First Christian and Missionary Alliance Church is addressing directly one of the most controversial issues mentioned by a religious broadcaster. He is making available a four-part taped counselling conversation on ac-

A definite increase in live talk and news shows is currently the name of the game and reflects audience awareness

quired immune deficiency syndrome (AIDS). The AIDS tapes include a conversation with a church member who is a reformed homosexual and a 26-year-old man with AIDS whom the pastor has been counselling.

WHME-FM/South Bend (Indiana), a LeSea Broadcasting station, is offering a new fitness radio program this fall and a monthly talent show from a local restaurant. *Total Health* is a 3-minute

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Romans 5:2

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“The days of program producers buying time because they like the people at the station are over”

daily fitness program “dedicated to the Judeo-Christian concept of wholeness of the body.”

The *Come and Dine Christian Breakfast Club*, on the other hand, might not provide the most nutritious food but it attempts to fill 30 minutes each month with lively entertainment and local talent. The Grand Ole Opry-style format on the Christian radio station comes complete with an Amish homestyle brunch and a gourmet salad bar. Producers are calling

this format “a new concept in radio programming.”

Some broadcasters are demonstrating a trend in Christian radio towards short feature programs targeted to specific audiences. “These programs feature a host who is extremely knowledgeable or well-known in a specific area, giving listeners information usually not available on the local level,” says Nancy S. Gruben, creative director for Domain Communications, Wheaton, Illinois.

As an example, *The Phyllis Schlafly Report* is a new public affairs and news broadcast being offered without cost. Her three-minute daily program presents a side of the news seldom heard in the secular press: the pro-family, moral perspective. Mrs. Schlafly is best known for her 10-year fight against the ERA.

Age Grouping

The National Association of Mature People in conjunction with the Domain Agency is producing another short feature called *Best Years Magazine Radio Series*. The four-minute daily will report on topics of special interest to those over 40 such as retirement planning, health concerns, personal hobbies and finance. The target group here is the active and informed adult.

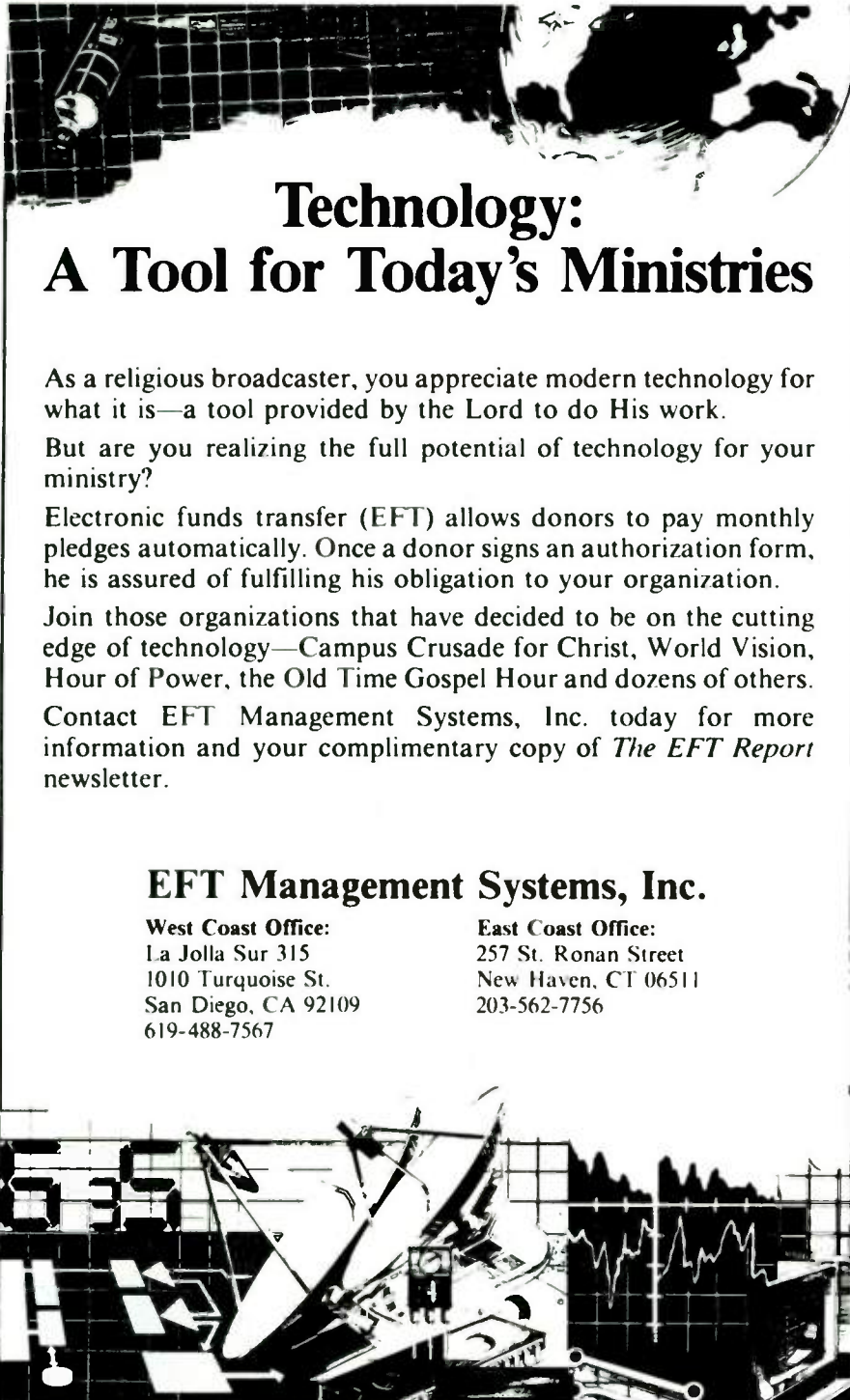
Another short program will focus attention on the mid-life experience. Co-hosts James and Sally Conway will draw listeners’ attention to issues such as mid-life crisis, raising teenagers, career changes, becoming a grandparent and strengthening marriage bonds.

You and Your Child is a four-and-a-half minute feature for Christian radio that is hosted by Dr. Grace Ketterman. The topics discussed by this pediatrician and child psychiatrist include care of the newborn, teenagers’ dating, discipline, helping children deal with death and hyperactivity.

The Don Wildmon Report continues to garner attention and stations for its daily brief program on the immoralities of secular media trends. Wildmon is the Methodist commentator from Tupelo, Mississippi who took on NBC-TV with a boycott last year.

Wider Audiences

Several examples of religious radio being translated for service to a wider audience include evangelist Luis Palau. His programs in Spanish attract a daily audience estimated at 15 million, mostly in Latin America. Since May Palau has



(Circle 133 on the Reader Service Card)

been testing response in California to his first English-language program, *Luis Palau Responds*. In the daily five-minute counselling program, he demonstrates the Bible's relevancy to daily living.

Half a world away, Billy Graham is being heard on the *Hour of Decision* broadcast in Russia. With assistance from the Slavic Gospel Association, the Graham team is being broadcast by HCJB, Quito, Ecuador and by Trans World Radio in Monte Carlo, Monaco.

Trans World Radio itself is producing a number of programs for the first time this year including *The Sacred Page*, a preaching program featuring Paul Bubna, pastor of Long Hill Chapel, Chatham, New Jersey; and author Evelyn Christenson on prayer. The latter program is being developed in Holland for the Hindi language and eventually for Mandarin and Portuguese.

An Assemblies of God pastor, Hilton Sutton from Humble, Texas, developed a 15-minute daily *Prophecy Update* for Christian radio. The live-by-satellite news and commentary relates daily headlines to biblical prophecies.

Even the more traditional, reliable, Christian programs like *Back to the Bible* are introducing innovations this season to draw more listeners. Starting in January the broadcast will add a *Friday Forum*. Warren W. Wiersbe, associate teacher for the ministry, will host the North American forum. Abe C. Van Der Puy is president of HCJB and an NRB executive committee member.

The Northwestern College Radio Network, Roseville, Minnesota, is preparing a radio special on the navigators ministry for this fall. The 30-minute documentary, called *Fifty Years of Navigating for Christ*, features a montage of voices and events that shaped the discipleship ministry. With NRB treasurer Paul Ramseyer at the helm, Northwestern Radio is also producing a 15-minute weekly called *The Book and the Spade*. This program is being developed with the Year of the Bible in mind. It reportedly has potential to outlast that emphasis.

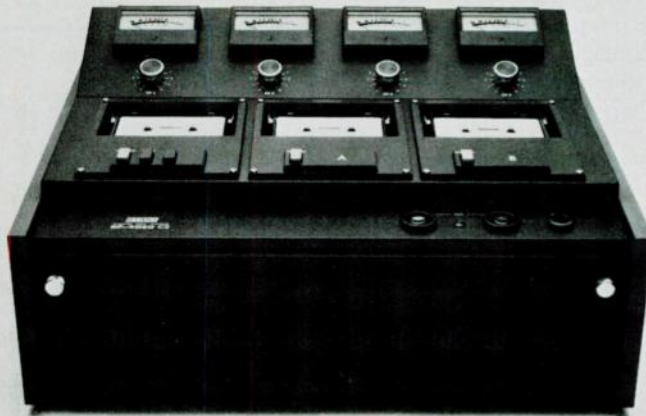
The National Committee of the Year of the Bible is now releasing radio spots that highlight the role of the Scriptures in American history. Segments ranging from quotes by John Adams and Abraham Lincoln to Apollo 8 encourage listeners to "read the Bible today" because "this is the Year of the Bible." The dramatic spots are available without charge in 15 and 30 second formats.

As one agency spokesperson commented recently, "The days of program producers buying time because they like the people at the station are over." As never before in Christian radio, awareness of audience desires, moods, needs and buying habits is critical to successful ministry. The new examples of program formats and the topics addressed on them demonstrate that the long-awaited changes in this industry are coming, slowly. **NRB**

Mr. Nicholas is assistant editor of RELIGIOUS BROADCASTING magazine.

As never before, awareness of audience desires, moods, needs and buying habits is critical to successful ministry

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Doing Better than Good

Researched reflections on last year's convention will make for an even better one in 1984

by George Barna

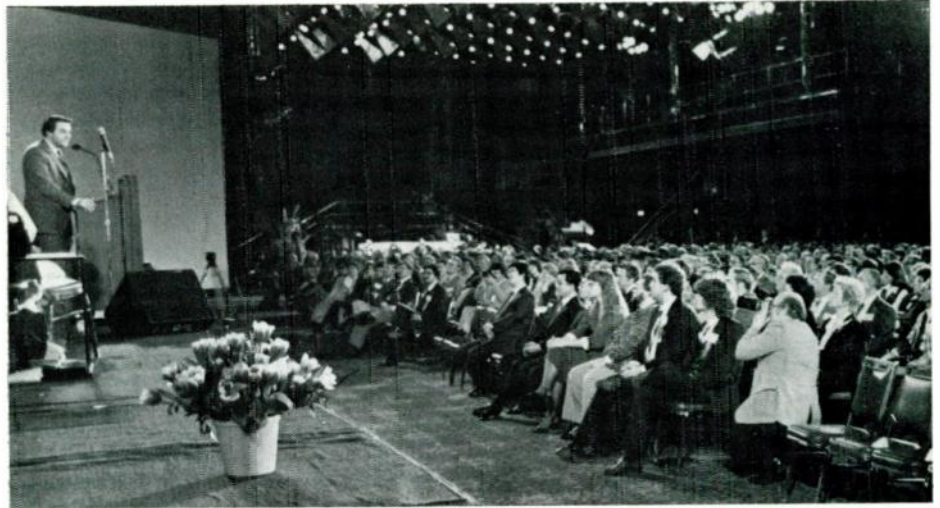
GENERALLY speaking, the convention was good, but it could have been improved in a few areas ...” In a nutshell, that was the prevalent opinion of the 525 people who responded to a survey conducted by the American Resource Bureau concerning the 1983 NRB Convention. All of the survey respondents had attended the convention, and provided insight into their reasons for attending, their evaluation of the convention, and suggestions for next year's convention.

Who Attends?

Not surprisingly, broadcasters made up the majority of the convention attendees. Radio broadcasters were the most widely represented group; about two of every five people in attendance were from radio stations. The second largest group were television broadcasters (15%), followed by people involved in both media. Almost two-thirds came from radio or television stations.

The large percentage of attendees from non-broadcast sources was unexpected. Roughly one-third were from in-

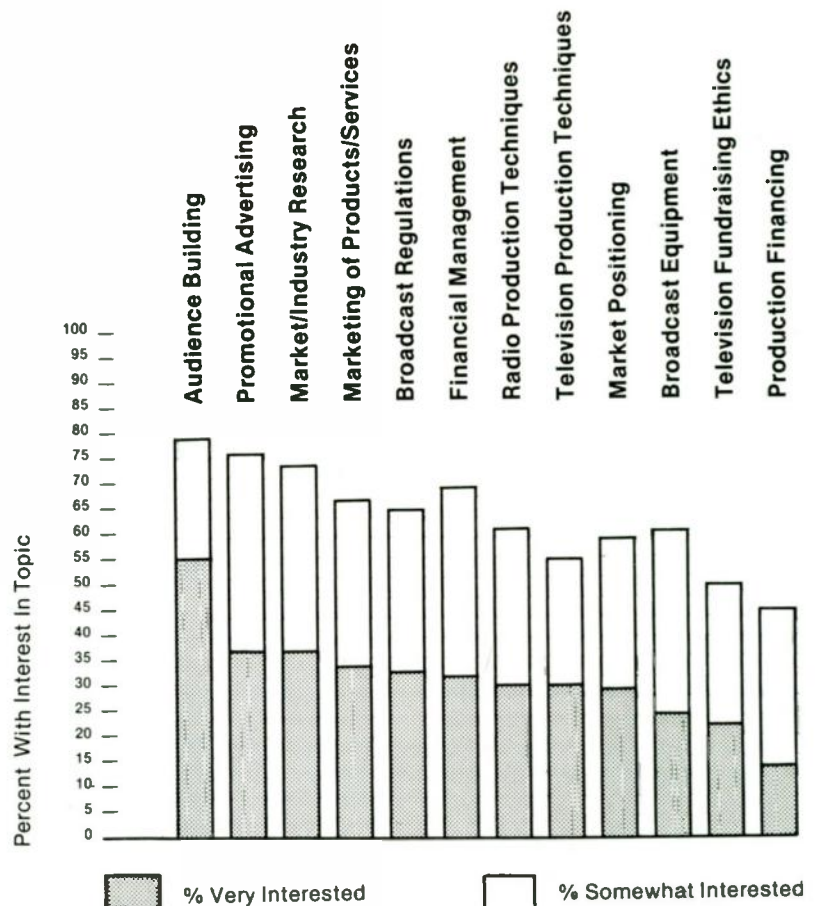
Jerry Falwell



Plenary session

Photos by Ken Deats

LEVELS OF INTEREST IN WORKSHOP TOPICS





Media expo

dustries such as publishing, education (both professors and students), film production, and personal ministry (pastors, personnel from parachurch groups).

The breadth of backgrounds represented at the convention was confirmed by the occupational titles of those who responded to the survey. Titles ran the gamut from chairman of the board to college student. The most frequent listings were station manager; department director; president/chairman; and broadcaster (non-management).

The variety of backgrounds and perspectives represented at the convention helps to explain the diversity of opinions uncovered by the survey. Further, they suggest the difficulty involved in planning a forum that will satisfy the needs of all those in attendance, given limited time and resources.

Convention Evaluation

Generally, attendees were satisfied with the proceedings. About four out of five (81%) gave the convention a positive rating (either "excellent" or "good"). Relative newcomers were somewhat more generous in their evaluation than were NRB veterans, indicating that the convention loses its sparkle after a time or two.

NRB 83 compared favorably to other business conventions attended by the survey respondents. Four in ten people rated NRB as "better than most"; five in ten felt it was "about average"; and just



Presidential address

one in ten stated that it was "worse than most."

Perhaps the most meaningful test of performance was the likelihood of returning measure. This is the "put your money where your mouth is" yardstick. The vast majority (85%) indicated their intention to return in 1984. Among those who were not likely to return, the primary reasons given for that posture were the high cost of attendance (listed by 28%); overall dissatisfaction (22%); and poor sales of their products at the media exposition (20%).

Workshop Evaluations

Obtaining information is a major objective of many attendees. While new insights could be gained through browsing through the exposition, or in conversations with colleagues, the workshops were the dominant source of professional information. Most people attended at least one workshop (64%). In fact, almost two-thirds of those who went to a workshop sat in on four or more!

While a great majority were satisfied with the range of topics covered by the workshops, significant concern was expressed over the "superficiality" of the content. Some respondents believed that this was the fault of the workshop leaders—either they were poorly prepared, or they were simply not qualified to carry a discussion on a professional level. Some of the NRB veterans noted that they had heard similar information in previous years.

Workshops represent one area requiring serious scrutiny by the convention planners. Respondents stated that they found the workshops to be of average interest and average value. While this is not a blatant condemnation, it is an indication of uneasiness that, if not checked in the early going, could result

in more substantial losses in attendance over time.

Workshop Preferences

"You can't have a conversation if there's no one at the other end."

Attendees demonstrated their grasp of this basic principle of communication through their preferences for future workshops. As the accompanying table illustrates, three related items stood out as "favorites."


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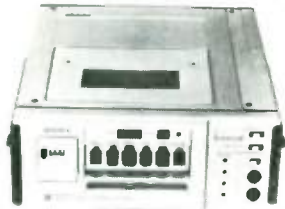
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topic was "audience building." Four out of five respondents showed interest in this topic. Although of greatest interest to "information seekers" and those directly involved in broadcasting, even people from peripheral industries were keen on the subject.

A pair of related topics were also highly regarded. Both "market/industry research" and "promotional advertising" were of interest to three-quarters of the sample. All three of these items strike at the heart of the concern of contemporary religious broadcasters—how to identify and attract an audience.

The strong interest in market research, in particular, indicates that Christian broadcasters are moving toward a greater appreciation of modern techniques, and an increasingly practical view of broadcast competition.

More moderate levels of interest were registered for six items related to administration and production. Production techniques and regulations, methods of marketing and positioning, and financial management appealed to roughly six in ten respondents.

Workshops on broadcast equipment, television fund-raising ethics, and production financing drew favorable reactions from the relative handful of people who were intimately involved with those activities. Perhaps this group of topics demonstrates most clearly the dilemma involved in attempting to produce a convention that meets the needs of all, without sacrificing the depth of insight

Georgi Vins



and appeal that success demands.

Attendees were in general agreement that they did not care whether workshop leaders were from secular or Christian institutions, as long as they were competent professionals with a significant message to share. Conversely, only a handful suggested that there is no place at NRB for our secular counterparts.

One popular suggestion was to make future workshops "longer and more intensive." Better than three-quarters responded favorably to this option. Attendees were not nearly as bullish toward the thought of 2- or 3-day intensive workshops held at a time and location other than that of the annual convention.

Looking Ahead

Respondents were not at a loss when it came to suggesting changes for next year's convention. Perhaps surprisingly, no single change was mentioned by more than (20%) of the respondents. The most frequent comments were the following:

1. "Turn down the music." The music was indeed controversial—comments ranged from "bring back traditional gospel music" to "we need more contemporary Christian music." Perhaps the sole area of harmony was in requesting that the volume be turned down.

2. "Let me sit where I want." The new seating system (first come, first served, based upon date of registration) did not sit well with patrons.

3. "Improve the workshops." Most of the comments levied in this regard served to support or expand upon the types of preferences and concerns expressed earlier.


4. "Listen to me!" Numerous respondents expressed gratitude for the opportunity to let their feelings be known. One of the apparent drawbacks of the convention is that people have few, if any, chances to evaluate their experiences toward improving future conventions.

5. "Less showy presentations." Many comments expressed the sentiment that NRB should be more conscious of "substance" in the choice of presentations and less supportive of "show business-oriented" productions.

Overview

All things considered, the 83 convention rated well. The survey results indicate that, by and large, attendees are

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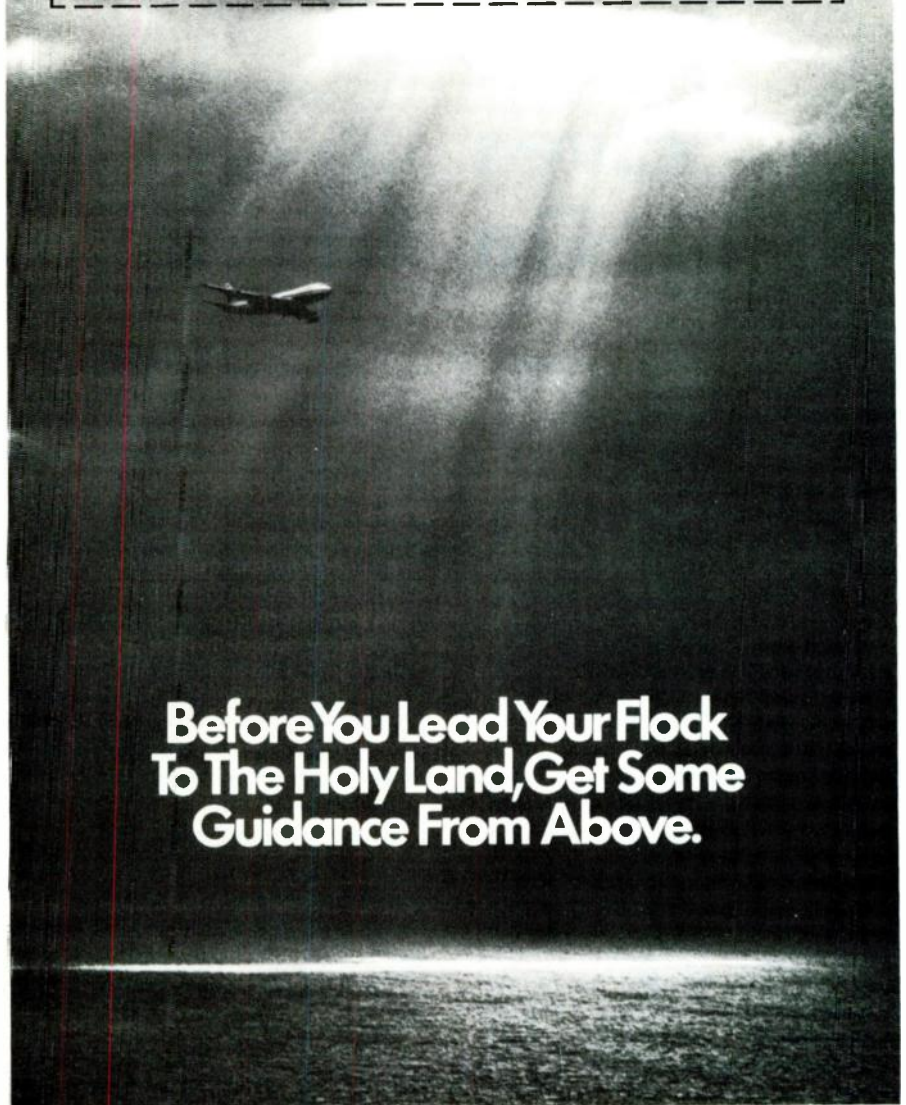
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NRB 83



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serious professionals who look to NRB to help them advance their understanding or their contact base. While the 83 convention did a respectable job of satisfying their needs, there are indications that the failure to implement significant improvements may result in declining return attendance.

The importance of a well-rounded convention cannot be overemphasized. Besides the disparate motivations of attendees, each of the major aspects of the convention (workshops, exposition, and fellowship opportunities) are inter-

related. A poor performance in any one area will impact the perceptions and experiences of everyone in attendance, regardless of primary motivations. **NRB**



Mr. George Barna is national research director for American Resource Bureau, a Christian research company in Wheaton, Illinois. He is currently writing a book on Christianity in America.

*A quality broadcast ministry
has a longevity that can surpass
that of its speaker*

A Voice Lives On



by Dennis M. Schultz

BY FAITH he still speaks, even though he is dead." This scripture verse (Hebrews 11:4 NIV) aptly applies to the late Donald Grey Barnhouse.

Today, 22 years after his death, Dr. Barnhouse's voice still booms across the airways from California to the Caribbean by means of the broadcast, *Dr. Barnhouse & the Bible*. The re-broadcast of his famous series from the book of Romans, 455 messages in all, continues to be a favorite among religious broadcasting audiences.

In a worldwide Bible teaching career that stretched four decades, Barnhouse proved to be cosmopolitan and often controversial. Best known as speaker on the *Bible Study Hour* and editor of *Eternity* magazine, he was also pastor of Tenth Presbyterian Church in Philadelphia and a popular Bible conference speaker. He could speak and write on wide-ranging topics, but he remained foremost a powerful teacher of the Word.

Commitment to Growth

Often he likened himself to a "spiritual pediatrician." "The obstetrician," he would say, "has the responsibility of helping to bring a child to birth." The evangelistic preacher is the spiritual obstetrician.

"But I am a pediatrician; those who are already born again I train in the things of the Lord so that they may grow in Him."

And many there are that have grown leaps and bounds under the ministry of Dr. Barnhouse. Such men as Billy Graham, Ray Ortlund, and Vernon

Grounds have been deeply inspired and challenged by his clear, forceful exposition of Scripture.

Though he conceived of himself as primarily a spiritual pediatrician, Barnhouse was also used by God in the practice of "spiritual obstetrics," bringing new life to those in unbelief.

One such individual was manager of an Arthur Murray Dance Studio in Tampa, Florida. One afternoon following a late night party, he awakened to the voice of a preacher blaring from his alarm clock radio. Before he could turn the dial, he became captivated, even through his morning-after hangover, by the radio preacher's words. "What answer would you give if death had just claimed you and God would say to you, 'What right have you to come into My heaven?'"

Within a week this man became a Christian through the preaching of this radio message. The radio preacher was Dr. Barnhouse. That former dance school manager is D. James Kennedy, now pastor of Coral Ridge Presbyterian Church, president of Evangelism Explosion International, and a noted religious broadcaster himself.

Vesper Beginnings

In 1927 Dr. Barnhouse entered religious broadcasting by airing his Sunday vesper services on a local radio station. After twelve months he had a balance in his radio fund of \$.11, but to him it was a symbol of God's blessing. He then signed a contract in 1928 for more than \$40,000 to broadcast coast to coast

on CBS radio, thereby becoming the first minister on a national network.

Barnhouse's radio ministry had its ups and downs during the depression years and World War II. The year 1949 proved to be time to begin anew. With a small board of directors, Evangelical Foundation (now Evangelical Ministries, Inc. [EMI]), a non-profit corporation, was organized and registered. His radio broadcast, named the *Bible Study Hour*, was launched on only six stations. Barnhouse resolved to go verse by verse through Paul's Epistle to the Romans, though critics said it could not be done successfully.

When Barnhouse died in 1960, he had virtually completed his verse-by-verse study in Romans. Able men of God, Dr. D. Reginald Thomas, Dr. Ben Haden, and since 1969, Dr. James Montgomery Boice, have served over the last two decades as speakers on the *Bible Study Hour*.

Qualities of Performance

Even as the broadcast continues to grow, many radio stations are asking if they might re-run the Bible studies of Dr. Barnhouse in addition to the new *Bible Study Hour* format.

Dr. Barnhouse's enduring broadcast ministry proves that expository teaching of the Bible can be popularly appreciated. To be sure, Dr. Barnhouse was a dynamic speaker and a gifted sermon illustrator, but much of the popularity of his ministry has stemmed from his in-depth teaching of Scripture.

Keeping up with the times is another reason for his ministry success. "Whatever was the latest thing in technology, he found a way to use it," says Don Wetzell, a 30-year veteran recording engineer with the *Bible Study Hour*. Such applications included the early use of magnetic recording tape, taped portable church services, and films for church and television.

This same commitment to the use of technology in Bible teaching ministries is seen today in EMI's utilization of cassette tapes, expansion into video cassettes, and its production of new tapes gleaned from existing messages.

Dr. Barnhouse's long Bible teaching ministry has shown that a successful religious broadcast can follow an individual's death, allowing him to preach the Gospel to new generations so that "by faith he still speaks, even though he is dead."

NRB

MEDIA WORLD

(continued from page 13)

Deyneka's plan calls for programming to which Soviets can "listen and consider an alternative ideology—from a Christian perspective."

Deyneka said that the current programming being beamed into the Soviet Union is "part of a hodgepodge time bloc of broadcasts including programs directed to Christians, nonbelievers, young people, older people, students, peasants, and so on." He said that, although there are "some effective evangelistic programs," the current strategies "could discourage a nonbeliever from listening on a continuous basis."

The proposed program content is being carefully planned by SGA. It would not concentrate on problems faced by Christians or on subjects focused generally on the Christian faith. "We would be dealing rather with predetermined specific material helping a person in communist Russia who has been raised on a Marxist-atheist philosophy of life to come to understand and know God and the true meaning of life as outlined in the Bible," Deyneka indicated.

Current problems include determining the seven best radio programs to initiate the network, securing financing for program production and air time, and generating sufficient inter-ministry cooperation to make the network feasible.

"The strength of this network concept will be best realized in direct relationship to the number of stations that can begin this network simultaneously," Deyneka stressed. He called this year "a critical time in history when a spiritual vacuum is rapidly developing across the Soviet Union and Eastern Europe." The proposed Russian Radio Evangelistic Network, according to Deyneka, would aid Soviets to "come to know God."

Steady Growth Reported For Radio Show On Moral Issues

TUPELO, MS (NRB)—Don Wildmon, United Methodist critic of immorality in the media, indicated that his new radio report is experiencing steady growth after an im-

pressive beginning May 2. He also commented on winners of the Pornographer of the Month award.

The Don Wildmon Report, a three and one-half minute radio spot for each week day, started with 225 stations. Sixty percent of the stations are reportedly airing the program, which heavily emphasizes television trends, in prime drive time.

Twice as many secular radio stations requested pilot tapes and are considering airing the program. He said the media and the public is now realizing that "our concerns are legitimate and I'm legitimate." His self-described perception until now has been "some kind of right winger."

Wildmon heads both the National Federation for Decency and the Coalition for Better Television, both with similar goals. He is now sponsoring a toll-free telephone line to provide information to radio listeners.

When Wildmon said of his new program, "Now another perspective of television can be presented to the public," he was probably thinking of the May recipient of the NFD's Pornographer of the Month award.

People for the American Way, the political organization founded by television producer Norman Lear, was selected because of a full page ad in the March issue of "Playboy." Wildmon said that the Playboy Foundation gave Lear's organization a \$40,000 grant plus additional smaller contributions.

"Mr. Lear has mailed hundreds of thousands of letters asking people for contributions to help his 'ministry,'" Wildmon said.

Cable Television, Video Interest Lutherans In U.S., Norway

NEW YORK, NY (NRB)—Cable television is drawing the increased interest of churches in the United States and Norway. The Inter-Lutheran Video Pilot Project in the US has received from a Lutheran insurance company and three churches \$238,500 in grants to study the uses of video technology in local congregations

and the Lutheran community in general.

An ecumenical group in the San Francisco area formed a cable TV channel.

And a task force on cable television in Norway, chaired by Lutheran media expert Dr. Sigurd Aske, recommended that the country go ahead with local cable TV broadcasts.

The US video study project will select two communities as experimental sites for the research, with 15 congregations and five satellite congregations at each site. The grant money will cover up to one-half the equipment cost for a VHS video recorder and camera for the participating congregations.

The year-long experiment among Lutheran congregations in the pilot clusters is expected to assist other congregations in developing



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demonstration videotapes as well as manuals and kits for production and use of video software, according to the Lutheran Council news service here.

Late last year a committee for cable television in Norway presented a report to Minister of Cultural and Scientific Affairs Lars Roar Langslet unanimously supporting cable television. The committee, headed by former LWF broadcasting service director Aske, said broadcasting companies should be meeting specific licensing requirements and that the programs include local, national and international fare. The committee supported all forms of sponsorship—government, advertising and pay-TV. Where laying cable is too costly, the committee recommended low-power stations. (Lutheran World Information.)

Relief Agency Sponsors Music Program

SAN FRANCISCO, CA (NRB)—World Vision International, the relief agency based in Monrovia, California, is expanding its religious broadcasting interests by sponsoring a weekly adult-contemporary Christian music program.

The Sounds of Joy, now being aired on 36 radio stations across the United States as well as foreign stations in Ecuador, Panama, Honduras, Tasmania and Australia, features music, interviews with recording artists and discussions with other Christian personalities. Recent program schedules have included football star Rosey Grier and author William Murray, son of atheist advocate Madalyn Murray O'Hair.

World Vision producer Robert Carlson said the relief ministry, best known in broadcasting for hour-long television specials, will include two or three public service announcements during each airing of *The Sounds of Joy* to inform listeners about the physical and spiritual needs of people around the world. The 30-minute program is offered free to radio stations.

Shortwave Jamming Part of Life for African Ministry

MONROVIA, LIBERIA (NRB)—Most shortwave radio broadcasters operating in the high frequency international band accept signal jamming as a fact of life. Missionary radio ELWA is no exception. "The listeners will just have to do their best to find us," explains chief engineer John Shea.

ELWA, short for "Eternal Love Winning Africa," is the 50 kw shortwave facility in Monrovia, Liberia. A one-hour program in Arabic is aired each morning and repeated the same evening. Formats generally include chanting the Scripture, preaching and a magazine program.

The evening broadcast has been the subject of jamming by an unidentified station or stations, Shea confirmed. The jamming is probably not malicious. Rather the reason is that dozens of stations, some ten times the size of ELWA, are competing each evening for the same listeners. "We're small so they're ready to run us over if they can," Shea said while on furlough in the United States.

ELWA's target is North Africa, but the Message can be clearly heard throughout Europe at night. It is the numerous broadcasters trying to reach Europe that cause the jamming. The solution used, Shea says, is that "we may change frequency every few weeks to find another hole." The listeners must be dedicated to search regularly, he commented.

Sudan Interior Mission (SIM) operates ELWA and several non-broadcast ministries in Monrovia. When Shea returns there in February he

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will work full time on SIM administration. He has been chief engineer for ELWA since 1972.

Shea felt that "North Africa has been neglected by Christian broadcasters, generally." ELWA reportedly constitutes 57 percent of all evangelical broadcasts to North Africa.

ELWA's antenna was redesigned to optimize the signal direction and strength. The rebuilding was completed in May, according to Shea. The improved signal provides only a small measure of improvement in evening reception and still allows for some jamming. Shea described the noise generated by jamming a signal as "a horrible grinding noise."

Long range solutions to this technical problem are slow in coming. "We haven't felt that our thrust should be expanding the ministry there," the engineer commented. He estimated the cost of extensive power upgrading at \$2 million. Meanwhile, the "tremendous pressure on the 25-meter band" and the listener's need to search occasionally for their favorite station will continue in Northern Africa.

CBN Sells Atlanta Television Station for \$32M

MORRISTOWN, NJ (NRB)—A number of changes at Christian television and radio stations around the country are noted briefly:

The Continental Broadcasting Network, Inc., a subsidiary of CBN, is selling its Atlanta television station for \$32 million. WANX-TV 46 will be owned by the Tribune Broadcasting Co. That Chicago-based parent company owns The Chicago Tribune, The New York Daily News and several broadcasting concerns.

The Voice of Christ Ministries, Inc., of Nenana, Alaska, is planning a 5-kw AM radio station.

Family Radio of Oakland, California has applied with the FCC for an 8-kw FM radio station in Buffalo, New York. The network managed by Harold Camping is also an applicant for a TV station in Stockton, California and an FM radio station in Okeechobee, Florida.

Two contemporary Christian radio stations in Arizona are being sold by Grace Broadcasting System, Inc. KSOJ-FM/Flagstaff and KVOI-AM/Tucson will be owned by Merit Media International. The Flagstaff station, licensed to Harvest Ministries, went for \$429,492. The Tucson facility, listed to

Abundant Life Ministries, brought \$990,279.

Central Massachusetts is getting Christian broadcasting for perhaps the first time through efforts of a new organization. Worcester County Christian Communications was granted a construction permit by the FCC for an FM radio station, WAYW-FM/Worcester, Massachusetts. The same non-profit organization is applying for a new AM station in neighboring Leicester.

The Federation of Lutheran Churches in Ecuador inaugurated a new radio station in Canar that includes six hours of programming in the Quichua language. The balance of the programming, which includes music and a one-hour news program, is in Spanish. Ten percent of the programs are religious. The Lutheran World Federation is consulting on the station.

WFOM-AM/Marietta (Georgia) was bought by Agape Communications, Inc. for \$482,500. The new owners are a group of 13 stockholders each owning 7.7 percent. The station was purchased from Woofum, Inc.

The twin cities of Duluth, Minnesota and Superior, Wisconsin are the recipients of radio ministry from a new station, KDNW-FM/Duluth. The FCC granted the license to Northwestern College, Roseville, Minnesota after what director of radio Paul Ramseyer termed "eight years of delays, detours and disappointments." The new station brings the Northwestern College group to 10 including KNWC/Sioux Falls (South Dakota). That station is now served by a 2,000-foot tower that greatly expands the coverage area.

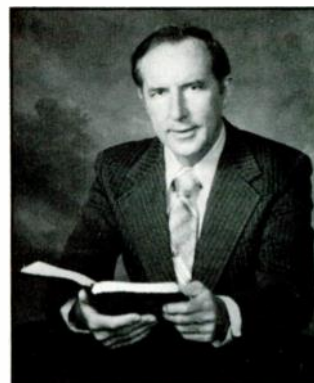
The Far East Broadcasting Company's San Francisco station, KGEI, went on the air earlier this year with a new high-gain antenna beamed directly over the North Pole to Moscow and other Asian locations. More than three years in the planning, the antenna cost \$360,000. Combined with the 250,000-watt transmitter, KGEI is now reportedly the most powerful non-government voice in the United States.

The European religious community, under the auspices of the World Association for Christian Communication (WACC) and its Roman Catholic counterpart, the International Catholic Association for Radio and Television (UNDA), organized another international Christian Television Week last June.

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NRB NEWS

(continued from page 20)

Service Is Goal of NRB Advertising Innovations

MORRISTOWN, NJ (NRB)—Advertising manager Max McLean is developing four new avenues of service for religious broadcasters and those interested in reaching that growth market with their products or services. The first two are impacting *RELIGIOUS BROADCASTING* this fall. The other two programs being developed are also cost-effective advertising methods.

A two-page Religious Radio Station Guide premiered in *RELIGIOUS BROADCASTING* last month with ads for nine commercial religious radio stations on each page. "The guide is designed to provide a cost-effective advertising medium for radio stations," McLean said.

Each inexpensive ad will reach over 4,000 program producers around the nation and the world. The new format provides "constant, continuous exposure ... at cost-effective rates," he added.

One positive response from the ad could offset the ad's cost, McLean noted. Twenty stations have already responded positively.

The second magazine innovation begins this month. A Reader Service Card will help readers "avail themselves of important information" offered by advertisers. By circling a coded number and returning a postage paid postcard, information on any of the ads in *RELIGIOUS BROADCASTING* will be sent to the reader.

REGIONAL CONVENTIONS

Only two regional conventions remain before the national meeting of NRB for 1984. Plans for NRB 84 are changing rapidly this fall. For the latest information or to register for a convention, here are the details:

Southwestern Regional

October 9 - 11
Camelot Hotel
Tulsa, OK
Speakers: David L. Hocking
Bob Larson

Dennis Worden
Pres., SW NRB Chapter
KCFO-FM
3737 S. 37th Street
Tulsa, OK 74107
918-445-1186

Eastern Regional

November 3 - 5
Aspen Hotel
Parsippany, NJ
Speakers: Robert A. Cook
Anthony Campolo

David Eshleman
Pres., East NRB Chapter
WBTX
Box 337
Broadway, VA 22815
703-896-8933

NRB 84 Annual Convention

January 29 - February 1
Sheraton Washington Hotel
Washington, D.C.
Speakers: Pat Robertson
Jerry Falwell
Oswald Hoffmann
Joni Eareckson Tada
E. V. Hill
George Sweeting
Jack Van Impe

Dr. Ben Armstrong
Executive Director
National Religious Broadcasters
CN 1926
Morristown, NJ 07960
201-428-5400*

* new phone listing

November 16 is the day that NRB's next Action Card Deck will be mailed. The postcard-sized advertising format in a loosely bundled deck began as a test last February. The service generates business leads for program producers, manufacturers, publishers and others interested in reaching the religious broadcasting market.

Closing date for reservations for the November mailing is October

17. McLean described this deck as a method to gain a headstart on convention marketing. Copy deadline is October 26. Thirty-five cards are expected.

Other action decks are planned for mailing in April, August and November 1984. In each case, reservation deadlines are six weeks prior to the mailing.

McLean is now accepting advertising for the fully-revised "Directory of Religious Broadcasting." Reservation deadline is also October 17; copy deadline is November 4.

The 1984 directory will be the only source of information about stations, program producers, advertising agencies and associated services that serve the religious broadcasting market that is available in one comprehensive volume. Some 2,500 copies are being printed for distribution starting before the national convention next January.

Advertising copy can be placed for a full page or as small as one-ninth page, he said.

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Program Schedule

Friday, November 4th

- 8 am Broadcasters Breakfast -- Devotional -- Rev. Dan Mercaldo
- 9:30 - 11:30 Plenary Session #1 -- Station Owners and Operators and their relationship with local religious broadcasters
- 12 noon Broadcasters luncheon -- Speaker: Rev. Charlie Rizzo
Why Two-Way Live Religious Radio Is Effective
- 2:00 - 4:00 Plenary Session #2 -- Local Broadcasters and their relationship with religious stations and formats
- 4:15 - 5:30 Time provided for meeting by various groups -- Hispanics, Blacks, IRB, Also special rap sessions on various topics.
- 7 pm Awards Banquet -- speaker Dr. Robert Cook followed by a concert by Joy Simpson

Saturday, November 5th

- 7:30 am Broadcasters Breakfast -- Devotional Rev. Eugene McGee
- 9:00 - 10:00 FCC legal update
- 10:15 - 11:45 Plenary Session #3 -- Concepts in Video Broadcasting -- Topics to be discussed include -- Direct Broadcast, TV Satellite distribution, Video Cassettes, Cable TV
- 12 noon Broadcasters Luncheon -- Speaker: Tony Compolla
- 2 pm Dedication service of new NRB national headquarters
Invited guests include: Jerry Falwell, Pat Robertson

Thursday, November 3rd

- 8:00 pm Kenny Marks in concert (Compliments of Word, Inc.)

Location:

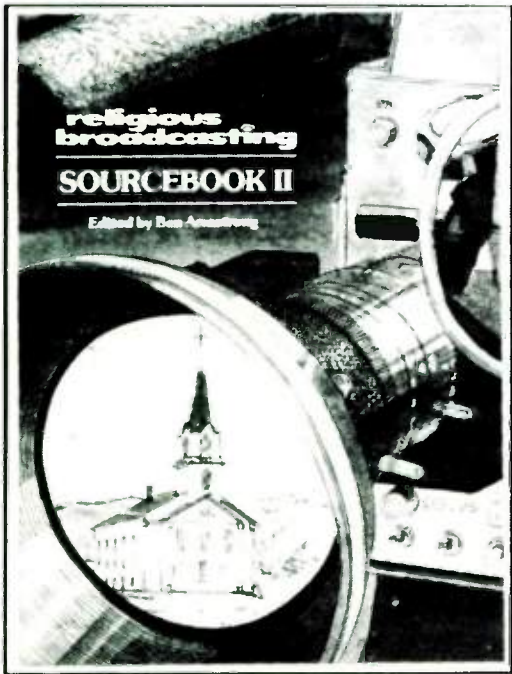
*The Aspen Hotel
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Convention Registration Fees:

- Members \$70 advance (by Nov. 1st)
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- Non-members \$95 advance (by Nov. 1st)
\$105 on site
- Pastors or spouses -- \$25 plus meals

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| | |
|---|--------|
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| Alla..... | 35 |
| Bott Broadcasting..... | 4 |
| Camera Mart..... | 34 |
| Channel 26..... | 2 |
| Tony DiGirolomo..... | 12 |
| EFT..... | 30 |
| GE TV..... | 40 |
| GE Video..... | 15 |
| Guidelines..... | 27 |
| JBL..... | 17 |
| KMJC..... | 1 |
| MPL..... | 47 |
| Moody..... | 7 |
| NRB Cassette Tapes..... | 51 |
| NRB Eastern Convention..... | 45 |
| NRB 1984 Directory..... | 45 |
| NRB Sourcebook..... | 41 |
| Nason Media..... | bc |
| Otarl..... | 31 |
| Paragon..... | 9 |
| Polyline..... | 37 |
| Derek Prince..... | 39 |
| Religious Broadcasting Convention Issues..... | ibc |
| Religious Radio Station Guide..... | 18, 19 |
| Schwartz..... | 10 |
| Studor Revox..... | 23 |
| Universal..... | 21 |
| WCFC TV..... | ifc |
| WMAX..... | 29 |
| WWDJ..... | 13 |
| WYNX..... | 49 |
| Wheaton College..... | 25 |
| Wholesale Tours..... | 38 |

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BROADCAST BOOKS

Information Technology Affected by Marketplace Forces

The Coming Information Age: An Overview of Technology, Economics and Politics, by *Wilson P. Dizard, Jr.* Longman, Inc., 1982, 214 pages.

Dizard advocates a quick public acceptance of the electronic transfer of information. In his book he warns the time is short to initiate a wholesome policy to coordinate the merging of television and computer programming in information transfer.

Without a public concern for electronic communication replacing linear communication, Dizard fears the future elite will be arbitrary technicians and business entrepreneurs of electronic information-based services. Such a coalition he believes could not provide a fully accessible information system.

Electronic technology, Dizard points out, uses mathematics rather than social resources to solve problems. He feels technicians would not have adequate perspectives for a democratic society.

To interact with impersonal domination by technicians, Dizard welcomes the social dynamics of the marketplace and the consumer. He proposes a triangular communication grid of technology, economics and politics.

Dizard concedes network television has provided from 1949 to 1979 the cohesive perspective uniting America's pluralistic society. To help break up this network monopoly on perspective, Dizard welcomes competitive technologies including cable TV, satellite communication, low power TV, voice-mail systems, and a range of computer developments. Very Large Scale Integration (VLSI) on computer silicon chips, microfiche, and holography is also discussed.

Economic forces are assisting the dissolution of TV network control of information. Interacting with networks in future information transfer are companies such as AT&T, IBM and Xerox. The author recognizes that the marketplace in-

teracts with technology and thus cannot assure a fully accessible information system.

Dizard proposes public input to interface with technological and economic forces in information transfer. From his perspective of 30 years in foreign service in the U.S. State Department, Dizard asks for all elements of society to be involved in information transfer. By politics, he does not mean control of information policy by an authoritarian government.

Public participation for Dizard means more than national and state lobbyist activity. He proposes a new social compact with contributions from the White House, Congress, state and local governments, business-communication-computer corporations, and U.S. export leaders in "strengthening communication and information resources in the Third World." Such a social compact would identify information priorities as well as methods.

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

Managers Learn From People

Case Studies in Broadcast Management, Second Edition, by Howard W. Coleman. Hastings House, 1978, 154 pages.

This is a book about people problems in the broadcasting industry. It is really a book on how to manage people since it is written in such an interesting literary style. Unlike most case studies, the reader can empathize with the characters and get a feel for the situations.

Coleman has the touch of a storyteller. In the cases presented just enough information is given for a reader to get a feel for the character. Often, case studies have a clinical sound and the people are stereotyped. In this book the characters seem real—they are probably composites of people Coleman has known over the years.

By centering attention on the personalities rather than on the ratings, technical, and administrative problems, Coleman made this book

more than a supplementary book for a class in broadcast management. The broadcast industry is necessarily ruthless in dealing with people since errors in administrative judgement are quite often on public display.

People in other organizations can be handled in a more gentle manner since there is often more time and changes in program can be done without the public being aware of what is going on. However, this is usually not the case in broadcasting when talent and programming problems are involved. This feeling for people is what makes Coleman's book of value to students as well as established professionals.

There are three general divisions to the book: Case Study Problems, Case Study Profiles, and Situation Statements. (The last division has been added to this second edition.) The case studies are written in a succinct narrative style and are not tedious clinical outlines as found in some case study books. A summary statement of the problem is included but there is no review of the pertinent facts for each person involved in the case. This would make it easier for the readers when discussing the case with colleagues.

For those who know "the way it is," these stories are possible sources of comfort. Our problems are more universal than we may have imagined.


Though designated for broadcast management, this book could be used for organizational communication, interpersonal and group communication.

It is rather strange that the cover design of this book is an organizational flow chart. Few of the cases presented could have been handled properly by reference to such a chart.

People make positions, rather than positions making people. This is what Coleman's book so aptly brings out.

The reviewer, Dr. Paul Hunsinger, is professor of communication at CBN University, Virginia Beach, Virginia.

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The receiver is just 1 3/4 inches high, 10 inches deep, and fits a standard 19-inch rack. It weighs 5 lbs. and requires about 20 watts of power.

For additional information contact: Microdyne Corporation, Marketing Department, 491 Oak Road, Ocala, Florida 32672. (904) 687-4633.

Shure Expands PE Series

Shure Brothers has added two top-of-the-line microphones to the company's PE Series.

Both microphones are unidirectional (cardioid), dual-low impedance models with shock-mounted cartridges. The PE86 has a frequency of 50 to 15,000 Hz; the PE66's is 40 to 15,000 Hz. Both models feature a fixed bass rolloff and the upper midrange presence peak. The PE86 also features a built-in spherical windscreen to minimize wind and breath noise.

The PE86 and PE66 are each packaged with a professional swivel adapter and a vinyl gig bag. User net prices are: \$125.00 for the PE86L-LC and \$109.25 for the PE66L-LC. For further information, contact Shure Brothers Inc., Customer Services Department, 222 Hartrey Avenue, Evanston, Illinois 60204.

Corner Console Flexible and Expandable

A new four-bay corner console can be configured into a space-saving three-bay editing console. The Model 85-40CU console recently introduced by the Winsted Corporation provides ample rack



space to accommodate all necessary video equipment.

Modular components also are available to expand the system while additional upper 14" rack space modules can be added to the console to make a three high unit for added space and flexibility. A complete line of accessories is available, including rack slide VTR mounting kits, storage drawer, blank panels, and electrical outlets.

The steel constructed console is welded and bolted for stability. Complete information on the Model 85-40CU is available from the Winsted Corporation, 9801 James Circle, Minneapolis, Minnesota 55431. 1-800-328-2696.



Hands-free Communication

Advanced Videotech Corporation, Southampton, Pennsylvania, announces a new low cost "hands-free" two-way communications system. The EASY TALK™ transceiver features a comfortable headband, and adjustable boom mike that lets two or more people communicate up to a range of 1/2 mile. As the user

speaks, the voice automatically activates transmission, and then reverts to a standby mode to receive messages, leaving the hands free.

The power pack can be easily clipped to a belt or slipped into a pocket. A voice-activated sensitivity switch adjusts for all outside noise conditions and a continuously variable volume control allows the user to fine tune the ear-phone volume for an ideal listening level.

For further information contact Advanced Videotech Corporation, PO Box 122, Southampton, Pennsylvania 18966. 800-233-0013. In Pennsylvania, 205-887-8600.

New Signal Processor by Valley People

Valley People, Inc. of Nashville, Tennessee has just announced the successor to their 410/420 series Dyna-Mite™ and Dyna-Mic multi-function signal processors.

The model 430 consists of two channels of the Dyna-Mite signal processor. Each channel is individually capable of performing limiting, expanding, noisegating, keying, FM limiting, de-essing and voice-over. The two channels may be coupled for stereo operation.

Included in each Dyna-Mite channel is Valley People's Linear Integration Detector. As a limiter, the Dyna-Mite also offers Threshold/Output Coupling to maintain a predetermined out-put level. An Anticipatory Release Computer on board the Dyna-Mite insures desirably short release times without excess pumping and modulation distortion.

The model 431 is a combination of one Dyna-Mite and one Dyna-Mic channel. And, the mode 432 is two channels of Dyna-Mic. The Dyna-Mic employs modified Trans-Amp™ transformerless preamplifier technology. Each of the Dyna-Mic's two independent preamplifier sections will accept a variety of input sources.

For further information, contact Valley People, Inc., 2829 Erica Place, Nashville, Tennessee 37204. Telephone: 615-383-4737.

Class A — Number 1

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1550 AM 50,000 WATTS

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BROADCASTERS



Bill Bright



Smallwood Williams



Paul Ramseyer



Mel Johnson

Bill Bright, president of Campus Crusade for Christ, evangelist **Billy Graham**, and authors **Ellisabeth Elliot Gren**, **Josh McDowell** and **Howard Hendricks** will team up for a week-long student conference later this year in Kansas City, Missouri. The Campus Crusade-sponsored event, called KC'83, will be the first such student gathering since EXPLO '72 in Dallas. The dates are December 27 to January 1.

Comedian **Jerry Clower** and disc jockey **Bill Mack** are filming a 13-week television edition of their popular radio program *Country Crossroads* for the Southern Baptists' ACTS Network. A member of the Grand Ole Opry, Clower has recorded 13 albums and written two books. The program, which will air for the first time next May, will feature country music, humor and interviews. The current radio show with Mack is heard weekly on 1,422 stations.

Everett C. Parker, former director of the United Church of Christ Office of Communications, was honored with a namesake lecture series. Dr. Parker, who retired after 29 years in the New York post, is being remembered with the annual Everett C. Parker Lectures on Ethics in Communications. Group W chairman **Daniel L. Ritchie** was the inaugural speaker for the lectures September 9. **Beverly J. Chain**, a former general secretary with the foreign missions arm of the United

Methodist Church, replaced Parker at the UCC.

Robert Trepanier, NRB's subscription and circulation assistant, was chosen by the U.S. Jaycees as one of the "Outstanding Young Men of America" for 1983. He was chosen for "outstanding professional achievement, superior leadership ability and exceptional service to the community."

CBN public affairs specialist **Earl Weirich** married a CBN University graduate who now appears in television commercials. Weirich married **Ginger Colclough** July 30.

Smallwood E. Williams, presiding bishop of Bible Way Church of Our Lord Jesus Christ World Wide, Inc., Washington, D.C., is one of two NRB members being honored by the Religious Heritage of America. The other is **Arvella Schuller**, program director for *Hour of Power*. Dr. Williams will receive the RHA gold medal for more than 50 years in the ministry. Mrs. Schuller is being given the Church and Family Award. Both will be honored along with several other award recipients at the RHA 33rd annual banquet in Washington, D.C. on October 10.

Robert E. Anderson has joined the Michael R. Ellison agency, Phoenix, Arizona. The former television coordinator for **Oral Roberts** and media coordinator for **Rex Humbard** accepted the post as di-

rector of satellite media operations.

Norman Marshall, head of the Salvation Army's eastern territory, took over as that organization's national commander in the United States June 1. He directs the organization that includes more than 11,000 religious and social service centers around the country and produces a weekly radio drama, *Heartbeat Theatre*. He replaced **John D. Needham** who died April 13 in Montclair, New Jersey.

Northwestern College, Roseville, Minnesota, honored two radio network personnel at a recent banquet. **Paul Ramseyer**, director of broadcasting for the ten college-owned radio stations and NRB treasurer, and **Mel Johnson**, host of the 15-minute daily *Tips for Teens* and NRB board member, were honored by faculty, staff and radio personnel for 30 years of radio service.

Paulo Kerte Jung, who managed the Portugal office of the *Lutheran Hour* from 1969 to 1973, has become production and promotion secretary for the Brazil *Lutheran Hour*, Sao Paulo, Brazil. Jung's new duties will include writing for the 15-minute weekly and five-minute daily broadcasts.

Bob Turnbull, a former radio announcer in Hawaii, is now hosting a nightly radio program for KYMS in Orange County, California.

The Library of Cassette Tapes

Cassette tapes culled from NRB Annual conventions and workshops.

Program Producers

| | |
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| 83-123 | Producing Denominational Programs: Wilson, Roberts, Betzer, Haslim |
| 83-143 | Local Church Radio Formats: Straton, Rigby, Anderson, Springer, McGee, Addison |
| 83-157 | Producing Programs in Today's Economy: Skiles, Webber, Killman |
| 82-6 | Staying Spiritually Fresh: Massey |
| 82-15 | Helping Your Listener Feel Involved: Betzer, Evans |
| 82-30 | Two Perspectives on Transition: Coming & Going: Nelson, Betzer, Paul Evans, Christenson |
| 82-58 | An Agent - Friend or Foe?: Moegerle, Sper, Norman, Straton, Jordan |
| 82-73 | The Place of the Electric Church in Revival: Mains, Grant, Sala, Wick, Petersen |
| 81-3 | The Basics of Broadcasting: Steele, Campbell, Friesen, Parrish, Smith, Sper |
| 81-9 | Audience Research: Hellikson, Hollinger, Mains, Wilson, Ray Wilson |
| 81-31 | Satellites, Cables and Earth Stations: Auel, Moffit, Tyler, Kassis |
| 81-43 | Program Producers and Station Owners and Operators Come Together: Waters, Arnold, Atsinger, Bihl, Clark, Hart, Marsh, Nelson, Webber |
| 81-61 | Ethical Responsibility and Financial Accountability: Evans, Hendrix, Gustavson |
| 80-19 | Primary Principles for Program Producers: Cole, Killman, Wassenaar, Hellikson |
| 80-1 | Scriptwriting: Hull, Vinley, Davenport |
| 80-15 | Scriptwriting: Hull, Vinley, Davenport |
| 80-33 | What Stations Want Most from Program Producers: LaHays, Sturtevant, Schroeder, Moffit |

Owners and Operators - Commercial

| | |
|--------|---|
| 83-122 | Current Legal Problems: Wallace, Baraff |
| 83-142 | Christian Bookstore Advertising: Burkhardt, Liden, Hearn |
| 83-156 | Advertiser, Program & Listener Promotion: Bott, Davis, Kandel |
| 82-8 | Computers for Radio Traffic & Bookkeeping: Hollinger, Vaughn, Hall |
| 82-19 | Commercial Spot Sales - Fact or Fiction?: Worden, Mahoney, Young |
| 82-34 | Current Legal Problems: Wallace, Baraff, Secrest |
| 82-61 | Research: Bott, Ridgeway, Birch |
| 82-77 | National Spot Sales for Christian Stations: Wallace, Savalli, Webster |
| 81-4 | The Basics of Research: Boyd, Germaine, McKay, McIntosh |
| 81-10 | Music Programming: McIntosh, Boyd, Clark, Maddex |
| 81-32 | RAB Commercial Sales: Arnold, Vincent |
| 81-44 | Computer Logging and Bookkeeping: Wallace, Kenagy |
| 81-62 | EEO and other Headaches: Wallace, Baraff |
| 81-73 | Station Management: Hollinger, Ball, Worden, Larson |

Owners and Operators - Non-commercial

| | |
|--------|--|
| 83-121 | Promotions for Non-comm. Stations—What Can You Legally Do?: Pederson, Perry |
| 83-141 | Fund Raising for Non-comm. Stations: McIntyre Grant, Borden |
| 83-155 | Leadership/Management of Christian Radio Station: Snider, Virts, Hendrickson |
| 82-9 | Regulation & Deregulation for Non-comm. Stations: Pederson, Secrest, Hardy |
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AIRING OUR VIEW

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"When People Write, Congress Listens"

"Write your congressman" has become such a ho-hum response to public issues that no one bothers any more. Right?

Wrong.

A new mentality is spreading through the land. Common people, the hoi polloi once so passive, are better informed about national matters affecting them. They let Congress know what they think, and then check the roll calls.

Writing in *The New York Times*, David Shribman observes that Washington lobbyists no longer have a monopoly on influence peddling. "Lobbyists still stand, handwritten scorecards in hand, in the paneled anterooms of Congress," he writes.

"But in the age of the computer, the opinion poll and the political action committee, the most effective lobby campaigns often are not waged by lobbyists at all. These campaigns may be guided by modern computers, but increasingly they are undertaken by one of the most ancient technologies of all: the mail."

Many Washington observers believe a fundamental shift is taking place on Capitol Hill: the pen is reasserting itself. Mail speaks louder than words, says Shribman.

The Social Security issue several months ago gave a big shove to that fundamental shift. Congress had decided to tax interest and dividend income of the elderly. A massive mail response from this formidable voting block of retirees, orchestrated by bankers who also stood to lose, persuaded the legislators to backpeddle swiftly from attempts to tamper with old-age benefits.

"You're going to see more and more nationwide trade associations undertaking massive mail campaigns," predicts Senator Bob Packwood of Oregon. "There's no question that people in Congress are impressed with great volumes of mail."

Congressmen take their mail seriously for several reasons. Not only are more informed constituents writing more, legislators wonder how many others in their districts think the same way but say nothing—until election day.

Representative James M. Shannon of Massachusetts adds another reason, "It's a basic political rule: No congressman wants to write back to thousands of constituents saying that he doesn't agree with them."

The mail-induced shift on the Hill has made legislators more issues oriented than party minded. House speaker Thomas O'Neill and Majority Leader Howard Baker must look with envy on the "good

old days" when predecessors like Mike Mansfield and Sam Rayburn laid down the party line and politicians toed it.

Supporters of religious broadcasting have joined the mail run to Washington with both ludicrous and admirable results.

People still write to the Federal Communications Commission to protest an alleged plot by Madalyn Murray O'Hair to restrict religion on FM educational radio. They make themselves and the entire religious community look foolish.

O'Hair had nothing to do with RM 2493. It actually resulted in a sweeping victory for religious broadcasters. And the whole business was settled eight years ago.

Mail, however, continues to arrive at the FCC with renewed surges as seasonal as the snows. This use of mail power by misinformed people helps no one—not the FCC, not religious broadcasters, and not the American taxpayer who must pay for additional employees required to handle the unending stream of mail, which by last year exceeded 12 million letters.

The "must-carry" issue puts grassroots supporters of religious broadcasting in a much better light. Congress was considering a bill (H.R. 5949) last year that would delete laws requiring cable companies to carry local television stations. Passage of the bill would in effect have denied access of religious broadcasters to cable systems.

NRB lawyers entered the fray, but for the congressional sub-committee members the clincher came through the mail bag and the phone jangling off the hook back in their offices. H.R. 5949 expired along with the lame-duck session because the folk back home spoke out.

Supporters of the "must-carry" issue will have opportunity to use their mail clout again. The question is before the present session of Congress and a showdown inevitable.

Other issues will follow. Abortion. School prayers. FM educational/channel six interference. Equal access to public school facilities. IRS harassment of churches.

When the NRB National Convention in Washington next January focuses on these and other problems, participants should be aware that their deliberations need not be academic. A fundamental shift has taken place on the Hill.

J. Warren Cassidy, one of the most skilled lobbyists in Washington, pinpointed the difference: "When people write, Congress listens."

—Robert L. Niklaus

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