

religious broadcasting

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AT THE NRB CONVENTION



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Dr. Larry Ward, President of Food for the Hungry and Dr. Tetsunao Yamamori, President-Elect, will be available for interviews as a part of Food for the Hungry's information-education effort.

Throughout the convention our production crew will be fully equipped to record you interviewing Dr. Ward or Dr. Yamamori on a wide variety of pertinent issues of the 80's. You may then use that interview (audio or video) for any broadcast purpose. Interview subjects are wide-ranging and can include:

VIETNAM—THE AFTERMATH

Larry Ward has personally visited Vietnam 14 times since 1979. This untold story can now partially be told. Larry's involvement with the brave evangelical protestant Church in Vietnam and his equally rare opportunity of assisting in approaching the Vietnamese government regarding the 2,941 Americans still missing in action and unaccounted for, make up an exciting story of interest to all Americans.

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Dr. Ted Yamamori, a recognized authority on church ministry, is particularly adept in articulating the responsibility we evangelicals have to combine evangelism and social action in an interlinking - symbiotic - Biblical approach to helping hurting people.

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This is a hungry world in which 40,000 people starve to death or die of extreme malnutrition every day. Hunger indeed is a prime issue of 1984.

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National broadcasters, local radio stations and television stations are invited to make advance arrangements for either an audio or video recorded interview. We are creating a special set for this occasion. We'll record the interview and give you the tape for your unlimited use.

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Yes, we'd like more information. Please provide complete details regarding a WINDOW ON THE WORLD INTERVIEW during the NRB Convention.

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BUILDING THE MINISTRY OF CHRISTIAN TELEVISION

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. Marv, what part does strategic planning play in ministries?

Sparks — All too often, very little. It is amazing to see how many Christian leaders will seek medical attention when ill. But these same leaders will continue struggling with the business aspects of their work with no apparent competent expertise.

Q. Let's say that God has called me to a work . . . I have noticed for some time the revenue shows no adjusted annual growth. What can I do?

Sparks — Rod, you and I have heard similar questions in seminars we have given. Fortunately, there are many solutions to this dilemma. The limitations of this article will only allow me to explore several possible areas.

Christian media opened the door for the rapid expansion of the Gospel message by offering an undifferentiated product. When any new market is opened, an undifferentiated product will often induce hyper-competition. In the case of the Gospel, that inducement has served to carry out Christ's command to preach the Gospel to all nations and spurred the rapid growth of Christian radio, television, and publishing.

The problem arises when we have many, undifferentiated ministry products vying for the same market. This volatile situation is the catalyst for rapid change, and has occurred periodically throughout church history. Organizations unwilling to grasp the significance of the times declined in importance. Others, using principles of strategic planning, prospered.

I believe we are again at this juncture, in the church in general and Christian media in particular.

Assuming my hypothesis has validity, there are a number of strategic positions a ministry may take to strengthen its base. Let's examine two strategic positions one may follow.

Position One: Segment the market. Traditionally, this tact has been taken by many. The strategy identifies a market subset, and then re-positions the ministry accordingly. Downside of segmentation are problems associated with narrow, restrictive ministries, supported by philosophically rigid donor pools.

In the short term, segmentation will serve to solidify an ailing ministry, or provide a starting toe-hold, but offers little real growth.

Position Two: Differentiate the ministry. The Gospel message, I believe, flourishes in this strategy. An organization seeking to establish a pattern of growth may wish to apply the old, old Gospel story to new markets. Key to this strategy is differentiation of the Gospel to meet specific social and cultural tastes (needs) of these new markets.

For example, a large ministry mired in no-growth may start new divisions targeted toward the elderly, handicapped, sick, homeless or any new market. These new "divisions" in order to be effective, must communicate in language and style of the new markets.

Downside of differentiation are problems associated with entry-level barriers such as under-capitalization and inadequate new market potential to cover costs.

Q. What do you recommend for localized radio-TV ministries?

Sparks — For ministries struggling to start, the example of Dr. Pepper may be of help. In an industry dominated by the giants of Pepsi and Coke, head to head competition would prove costly, if not impossible. So, rather than fight, Dr. Pepper capitalized on the unique taste of its soft-drink and marketed a market segment for the product. So it is with local Christian radio and TV. Find that unique aspect not being served in your local market, conduct a marketing study, and if profitable, follow the segmentation strategy.

Q. Shouldn't Christians be separated from the business aspects of the world?

Sparks — (smiling) . . . Reminds me of a story. In the story there was a man who was given a sum of money to manage. He invested all the money, and through sound management of the portfolio, doubled his starting capital.

In Matthew 25, Jesus said that businessman was a good and faithful servant. Because of his business ability Jesus said the man would be blessed and receive greater responsibility.

Maybe that is why some ministries today are experiencing such rapid growth!

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FEATURES



20

20 **Possibility Thinking for Program Producers** / *Michael Nason*

First of a two-part series on how religious broadcasters can cut costs and improve program content as they seek to expand their audience



28

27 **The Manager and His Family** / *Wayne Pederson*

If a broadcaster gives everything he has for the sake of his career, but fails in marriage and family life, he loses life's important priority

28 **"Never Give Up"** / *Carl Richardson*

At some time or other, for whatever reason, everyone is tempted to give up, but an NRB national convention speaker says there is a better way

30 **Religious Broadcasters Under Attack** / *Douglas Mills*

By calling into question the "relevance and legality" of American religious programs, Australian humanists have involved the courts in broadcasting

34 **Guidelines for Fund-Raising Success** / *Dorothy Valcarcel*

Fund raising has no magical secrets or pet organizations, only well-reasoned, credible principles and techniques that encourage response by donors



30

38 **Expanding and Redeeming** / *Ruth A. Piatnochka*

The Slavic Missionary Service did not begin as a radio ministry, but its programs have become a favorite of many Russians, believers and otherwise



34

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
- 12 **Media World**
Pertinent items of national and international scope for broadcasters
- 16 **NRB News**
Coverage of media events and people related to NRB
- 41 **Broadcast Books**
Publications of practical import to media professionals
- 42 **Classifieds**
NRB Bulletin Board for individual and group needs of the industry
- 44 **Tech Tips**
Newly marketed products that answer needs of the industry
- 46 **Broadcasters**
Experiences and accomplishments of NRB family members
- 48 **Airing Our View**
Editorial comments on current problems and issues

Cover Story: Christian communicators taking part in the NRB national convention are (clockwise from top right) Jack Van Impe, Oswald Hoffmann, Jerry Falwell, Joni Eareckson Tada, E. V. Hill and Pat Robertson.

SPEAKING OUT

Faithful, Prayerful and Open



I read Richard Winchell's recent article, "What? You don't need more money?" in his organization's magazine, Team Horizons. Mr. Winchell serves as general director of the Evangelical Alliance Mission. The article was so thought-provoking I'm sharing some excerpts with you.

A sincere Christian, an expert in fund raising, sat before me vainly trying to explain that he was sure his proposals would provide what we needed. Just as vainly I tried to convince him that I did not think so. I didn't doubt that the services of his company would provide an increase in income to our mission organization. He had simply

misjudged our need. He assumed that every organization needed more money.

What he was not prepared for was my ultimate statement. In my attempt to explain our philosophy of finance, I had to say, "We don't need more money!" He couldn't believe that. "All Christian organizations need more money. What do you mean, you don't need more money?"

We believe God will supply what we need as we need it. TEAM's philosophy over the years has been:

- be faithful with what you receive;
- be prayerful about what you need;
- be open about what you are doing.

We believe God's people respond to this kind of financial philosophy. I prefer to think of it as a biblical theology of stewardship. It is required of a steward to be faithful, prayerful, and accountable. We want to be stewards of that kind.

We find it necessary to remind ourselves—missionaries and staff—that God is the One who supplies. He knows what we need, and if He graciously withholds it, we must not question His wisdom, but trust.

Throughout these difficult economic times, God has continued to supply our needs. We have held down homeland administrative expenses. Similarly, our missionaries have kept their support to modest levels. They know that many in the homeland are experiencing unemployment or limitations on their income as well.

The spirit with which we look at money governs our philosophy of finance. Money is:

- not a necessary evil, but a trust bestowed;
- not a temptation from the devil, but a provision from God;
- not an object of our affection, but an instrument of service.

God's riches in glory by Christ Jesus have not run out yet, nor shall they.

Gets you to thinking, doesn't it!

E. Brandt Gustavson
President
National Religious Broadcasters

NRB

national religious broadcasters

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

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for daily spiritual growth!**

REPRINTED FROM
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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. They have 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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ST. LOUIS, MISSOURI

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PRESS-TIME REPORTS

Schaeffer to
open convention
on world issues

NRB 84 will feature "An Evening with Francis Schaeffer" on Sunday January 29. The popular Christian philosopher from Switzerland, author of "A Christian Manifesto," is making a return visit to NRB to discuss six major issues the world faces today. He spoke at the closing banquet in 1982.

Pat Boone to sing
at plenary and
Congress breakfast

With two months before the NRB 84 convention, entertainer Pat Boone has confirmed his participation. He will sing at the Monday night plenary session on January 30 and the Tuesday morning Congressional Breakfast. Plans call for Boone to sing just prior to President Reagan's address, should the President accept the Monday afternoon invitation.

Management seminars
planned by Fuller
for NRB 84 week

The Institute for Christian Organizational Development, a division of Fuller Theological Seminary, will offer two management workshops in conjunction with the next NRB convention. "How to Build a Direct Mail Package" is planned for January 27 and 28 with Keith Jespersen, a vice president of the Russ Reid agency, as leader. "Strategic Planning" will be a one-day workshop January 27 with Dr. Robert Pirsein, a vice president with CSF International. Each workshop will be limited to 25 participants.

Two New York radio
pastors suffer heart
problems on same day

Pastor Eugene McGee of The Home Bible Study Hour suffered a heart attack November 14 while exercising at his home. He was in "good and stable condition" according to a spokesman at First Christian and Missionary Alliance Church of New York City, where Dr. McGee pastors. The same day Dr. Donald R. Hubbard, pastor of the famed Calvary Baptist Church of New York City, underwent quadruple heart bypass surgery. Dr. Hubbard, radio preacher on The Calvary Church Hour, was reported in "excellent condition" by a church spokeswoman.

L.A. officials honor
Billy Graham at site
of 1949 crusade

Dr. Billy Graham was honored November 7 by the City and County of Los Angeles for his 65th birthday. The noontime ceremony, which included unveiling of a plaque for the evangelist, was held at the South Hill Street Traffic Courthouse, location of Dr. Graham's historic tent revival meeting in 1949. That series launched his international recognition. Deputy mayor William Elkins and county supervisor Kenneth Hahn participated in the ceremony marking the first-ever joint plaque recognition by the City and County of Los Angeles. The leaders also proclaimed "Billy Graham Day" throughout L.A. County. Comparing changes in his style, Dr. Graham said, "I'm not as loud or flamboyant and I don't wave my arms as much these days." Referring to his birthday, the evangelist joked, "The association can't retire me. But they may draw up some guidelines for what I can do when I reach 70."

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—Billy Graham

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FCC Proposes Revisions to its "Seven Station Rule"

The Federal Communications Commission is proposing major revisions in its so-called "seven station rule," which limits the number of broadcast stations which can be commonly owned. In its *Notice of Proposed Rulemaking in General Docket No. 83-1009*,¹ the FCC stated that it intends to reduce this restriction on national broadcast ownership to the maximum extent feasible, consistent with the record developed in the proceeding. The options to be considered include the complete elimination of any nationwide restriction on multiple broadcast station ownership.

The "seven station rule," which is separately codified in the AM, FM, and TV rules, prohibits any individual or corporation from holding an ownership interest in more than seven AM, seven FM, or seven television broadcast stations. No more than five of the seven permissible television stations may be VHF stations.

In addition, agency policies require that a licensee seeking a fourth television station or a third VHF station in the top 50 markets make a compelling public interest showing that the benefits of the acquisition would overcome the detriment of having multiple mass media outlets under the ownership of a single party.

Background of the Rule

The "seven station rule," which initially was adopted in 1954, grew from a series of FCC multiple ownership policies dating back to the early 1940's. As recognized in the *Notice*, the agency restricted national broadcast ownership to further two goals: (1) to promote diversification of ownership in order to maximize diversification of program and service viewpoints and (2) to prevent any undue economic concentration contrary to the public interest.

The commission is now questioning whether the "seven station rule" still advances these objectives and whether the rule in fact hinders the quality of broadcast service

by Richard E. Wiley

available to the listening and viewing public.

The FCC decided to revise the "seven station rule" because the broadcast marketplace has undergone major changes and because recent FCC staff studies have shown that the present rule often is arbitrary in operation. As the commission observed in the *Notice*, the increase in the number of over-the-air broadcast stations, combined with the continuing growth of broadcast-like alternatives, suggests that there is far less reason now than in the 1950's to be concerned about the effects of national ownership concentration.

The number of broadcast stations has increased tremendously since the adoption of the "seven station rule" in the early 1950s. There are now almost twice as many AM stations, more than five times as many FM stations, and more than four times as many television stations as when the commission first issued the rule.

In addition, conventional broadcast stations now operate in a far more competitive marketplace that includes cable television, multi-point distribution services (MDS), subscription television services (STV), satellite master antenna television services (SMATV) and video cassettes and video discs.

Arbitrary Restriction

A second factor favoring reexamination of the "seven station rule" is the arbitrariness of the restriction, as pointed out by the FCC's staff in the 1980 Network Inquiry.

Since the limitation applies only to the number of stations owned, it does not distinguish between the ownership of a television station which reaches relatively few people in a rural area and the ownership of a VHF television station in a major market such as New York City or Los Angeles. The rule thus produces anomalous results.

For example, one television sta-

tion in the New York City market potentially can reach approximately the same number of people as one station in each of seven markets between 14 and 20 or one station in each of the 86 smallest television markets. Yet, all licensees are limited to seven television stations, regardless of the number of people reached by their stations.

The FCC has requested comments on several different aspects of the present "seven station rule," including how the commission should deal with the issue of economic concentration. Under one option, the agency would rely upon private antitrust actions and the enforcement activities of the Department of Justice and the Federal Trade Commission to prevent undue concentration of control. It would no longer attempt to deal with economic concentration issues through specific limitations in its own rules.

Market Concentration

Alternatively, the agency could adopt an economic concentration index to determine whether the acquisition of particular broadcast stations or other media could lead to unacceptable levels of concentration in the market. As the *Notice* recognized, however, there is substantial debate over the nature and extent of the economic market in which broadcast stations operate.

Thus, for example, questions have arisen about whether competing sources of programming, such as cable, MDS and STV, or competing sources of information, such as newspapers and magazines, should be considered in determining whether there is an undue concentration of control in the marketplace that includes broadcast services. The commission is concerned that the indexing approach may well be too unwieldy to serve as a replacement for the "seven station rule."

The Diversification Question

The *Notice* also raises the ques-

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tion of whether the seven station restriction limits the diversification of program and service viewpoints that it was intended to advance. As the agency acknowledged, the maximum dispersion of ownership of

media outlets may not necessarily promote the dissemination of information from diverse sources.

For example, common ownership of more than seven stations in a service might create economies of

scale that would lead to a greater production of programming, including non-entertainment programming. Furthermore, by making program production less economical, the "seven station rule" could foreclose the development of new over-the-air television networks and reduce competition.

The commission asked for submissions on whether existing networks should be subject to special regulations and restrictions in the event the agency decides to loosen the "seven station rule" for broadcasters generally.

Major Step

The FCC's proposal to relax its long-standing restrictions on national broadcast multiple ownership marks a major step in the agency's policy of relying upon marketplace forces as a substitute for detailed governmental regulations. Multiple ownership restrictions have been a part of FCC policy for more than four decades.

As the agency pointed out in its *Notice*, however, the rapidly developing marketplace for broadcast and broadcast-like services calls into question the basic premises underlying the seven station limitation. Given the major expansion in religious broadcasting during the past few years, revisions to the "seven station rule" may be of immediate benefit to several religious licensees.

Moreover, if, as the FCC has suggested, the repeal of the rule would lead to greater economies of scale and greater production of original programming, both religious broadcasters and all other broadcasters may benefit from a change in the present restrictions.

¹ *Notice of Proposed Rulemaking, General Docket No. 83-1009 (Amendment of Section 73.35, 73.240, and 73.636 of the Commission's Rules Relating to Multiple Ownership of AM, FM, and Television Broadcast Stations), FCC Memo No. 83-440, released October 20, 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 in the firm.

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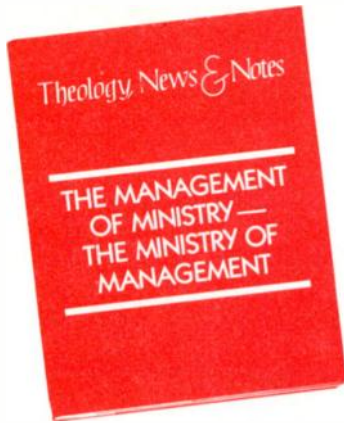
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Canadians Anticipate Religious Television, Mainse Buys C-Channel

TORONTO, CANADA (NRB)—David Mainse, president of Crossroads Christian Communications Inc., and host of *100 Huntley Street*, reports that the Canadian Radio and Telecommunications Commission (CRTC) has issued a decision in favor of a full-time religious satellite channel for Canada.

This long-awaited decision was made subsequent to hearings into religious broadcasting held in 1981. These hearings resulted from an application for a satellite channel from Crossroads Christian Communications, producers of *100 Huntley Street*. Crossroads' application was denied at that time, but the commission did agree to schedule hearings into their religious broadcasting policy.

The CRTC says that they are now ready to receive applications for this new license, and Mainse says that Crossroads definitely will apply. The CRTC has stated that they would favor an interchurch group application. Mainse stated, "Regardless of who receives the license, we hope to be considered one of the major production houses for religious programming in Canada, and we are ready to serve the licensee chosen by the CRTC with our master control and uplink."

Interestingly, about the same time the CRTC announced their decision, one of Canada's three pay-TV channels, "C-Channel," declared bankruptcy. Until the bankruptcy was announced, neither Mainse nor any of his staff were aware that the offices, studio and master control for "C-Channel" were located at 77 Huntley Street, nearly across the street from Crossroads headquarters at 100 Huntley Street in downtown Toronto.

Anticipating the need for additional facilities and master control broadcast facilities, Crossroads made a bid with the receiver to purchase the assets of "C-Channel." The bid was accepted and the signing over of the assets took place during a live telecast of *100 Huntley Street*.

The signing and handing over of



Live telecast documents signing for first Christian TV station in Canada. Seated are (from left): Ronald Thomas, David Mainse and Larry Ward. Family and board members look on.

a check for just over one million dollars took place in the new studio of "C-Channel." The 1.2 million dollars in cash was raised in just over two weeks. David Mainse states, "We believe that the timing of these two events, and the location of the beautiful studio and master control, had to be the hand of the Lord."

According to Barry Armstrong, executive director for Crossroads in the United States, it is anticipated that the license will be granted sometime in mid-to-late 1984. Armstrong says, "Things have been happening fast. There are a lot of questions remaining to be answered, such as how much government control, who will actually receive the license, how will it be financed, and other big questions, but we believe that this religious satellite channel for Canada is an answer to prayer."

Two Countdown Programs Impact Christian Radio

MORRISTOWN, NJ (NRB)—Christian music on radio, a growth industry, has been developing a new upbeat image since October. That month two competing "countdown"

programs debuted around the nation. They are *American Christian Countdown* and *Christian Music Countdown*.

Starting October 8, the two-hour weekly *American Christian Countdown* opened with 50 U.S. markets and planned to add HCJB/Quito (Ecuador), the super-powered missionary radio station. Each program, according to Daniel C. Yanklowitz, airs the top 20 Christian middle-of-the-road contemporary songs that were sold or requested that week. He is president of the program's developer, the Spirit Productions of Clifton Park, New York.

"We feel that today's Gospel artists deserve at least the same, if not better, promotional impact as today's secular artists," Yanklowitz explained. The target audience is not exclusively Christians. "Our goal has been to design a show with strong appeal that can draw both Christian and unsaved listeners," he added.

Timothy S. Horton, called "The Lord's Disc Jockey," is program host. Now director of broadcasting, Horton came to The Spirit Productions after experience around the country with WGNA/Albany (New York), WROS/Jacksonville (Florida) and several other stations.



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The charts for *American Christian Countdown* derive from the top requests received by numerous radio stations and sales data from 15,000 retail outlets. The program includes features on new musicians and Christian music news. It airs without charge to the stations.

Christian Music Countdown, a weekly two-hour countdown of the 25 most popular contemporary Christian records in the nation, debuted in late October courtesy of Bethany Productions of Scottsdale, Arizona.

A recently released survey claims that more people listen to religious radio than to jazz, classical, foreign language, or all-oldies radio. Doug Reinhart of KRDS in Phoenix is the host for *Christian Music Countdown*. Reinhart states, "The program is modeled after the highly successful American Top 40, as we'll talk about the artists whose

music we're playing. We'll also interview artists who are prominent in the world of contemporary Christian music."

Christian Music Countdown determines its top 25 each week by polling contemporary Christian radio stations in the top 40 markets. Said Reinhart, "Polling Christian music is different from polling rock music because it doesn't sell in the same quantities. We figure the program and music directors of the individual stations know their own market better than anyone else. With their help, tabulating requests and checking with the local Christian retail outlets, we will come up with an accurate representation of what's going on nationwide."

The program will not be playing much, if any, hard-rock Christian music so it is also designed for religious stations that are not contemporary Christian, but would like

to include music of that genre.

British Vote to Establish Christian Broadcast Council

WESTMINSTER, GB (NRB)—At a meeting in the House of Lords here on October 26 an interdenominational group of British businessmen and publicists voted to form the Christian Broadcasting Council of Great Britain.

For the previous four months an investigating committee, under the chairmanship of the Rev. Lord Milverton, a House of Lords member, has been studying the legal, political and ethical problems which arise from the Christian imperative to broadcast the Gospel of Jesus Christ. A Christian Broadcasting Council for Great Britain would prepare the way for direct

(continued on page 39)

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

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

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

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

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

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

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



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

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

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NRB NEWS

Convention Tours Described; Early Registration Suggested

WASHINGTON, D.C. (NRB)—When NRB 84 delegates are not engaged in plenary sessions with leading religious broadcasters or being challenged by scores of educational workshops, they will be able to hop a London-style double-decker bus and tour the scenic streets of Washington, D.C.

Dr. Kenneth Beachboard, NRB Washington office manager, is coordinating the tour that will stop at the Washington Monument, the Lincoln and Jefferson Memorials, the White House and the Capitol, to name only a few sites.

Another series of low-priced tours will take in some of the most popular foreign embassies that dot the streets of Washington. Embassies being arranged include those of The Republic of China, Israel, Jordan, Great Britain, Spain, Greece and Australia.

Times and dates of the tours and a registration form will be available in the January issue of *RELIGIOUS BROADCASTING*, Dr. Beachboard said.

Other tours being considered for the 3500 delegates expected for the 41st annual gathering of NRB include the Smithsonian Air and Space Museum and a return visit to ABC News studios. Some of the tours are being planned for Sunday afternoon, January 29, for early arrivals. The convention begins that evening at 7:00.

This year NRB has named an official travel agency to help with airline reservations. Wilcox Travel Agency of Asheville, North Carolina, can be contacted toll-free at (800) 438-5828. In North Carolina the phone exchange is (800) 452-2803. Unrestricted coach fares are being offered by Wilcox at a 30 percent reduction.

The convention dates at the Sheraton Washington Hotel are January 29 to February 1. Reservations can be made directly with the hotel by calling (202) 328-2000. Other convention questions can be directed to NRB at (201) 428-5400.

Early registration for the conven-

CONVENTION HIGHLIGHTS

SUNDAY, JANUARY 29, 1984

11:00 am Worship Service
Speaker: George Sweeting
12:00 pm Registration Begins
7:00 pm Plenary Session

MONDAY, JANUARY 30

7:00 am Prayer Time
8:00 am Registration
8:45 am Media Expo Opens
9:00 am Keynote Plenary Session
Presidential Address: E. Brandt
Gustavson, NRB President
Keynote Address:
Jack Van Impe
11:00 am Workshop Session I
12:30 pm Board of Directors/Chapter
Officers Luncheon
2:00 pm FCC Plenary Session
3:45 pm Workshop Session II
7:00 pm Evening Plenary Session
Speakers: Chuck Colson
Carl Richardson

TUESDAY, JANUARY 31

6:30 am Prayer Time
7:00 am Registration

7:15 am Annual Congressional
Breakfast
Address: Joni Eareckson Tada
9:00 am Media Expo
9:30 am Workshop Session III
11:00 am NRB Business Session I
Washington Seminar in
Communications I
12:30 pm FCC Luncheon
Address: Jerry Falwell
2:00 pm Plenary Session
5:30 pm International Banquet for
Overseas Delegates
7:00 pm Plenary Session
Speaker: Pat Robertson

WEDNESDAY, FEBRUARY 1

7:00 am Prayer Time
Registration
9:00 am Media Expo
9:30 am Workshop Session IV
10:00 am Washington Seminar in
Communications II
11:00 am NRB Business Session II
2:00 pm Plenary Session
4:00 pm Workshop Session V
7:00 pm Anniversary Banquet
Address: Oswald C.J. Hoffmann

tion ends January 22. No refunds will be given after December 31. Advance registration for NRB members is \$195; non-members are being charged \$295. These figures were held at the same rate as last January's convention.

After January 22, registration must be sent directly to the hotel. On-site registration will cost \$245 for members and \$345 for non-members. Special member and non-member rates are available for spouses and students.

NRB Workshops to Help 3500 Face Issues

WASHINGTON, D.C. (NRB)—Some 75 workshops are being planned for the 1984 NRB convention which commences at the Sheraton Washington Hotel here on January 29. With 3500 attendees expected for the four-day convention, the workshops will help religious broadcasters better understand the technical and social issues they confront regularly.

The convention theme, "Christian Media: Facing the Issues in 1984," will be further amplified by nationally-known plenary speakers. Confirmed so far are Pat Robertson, Charles Colson, Oswald C. J. Hoff-

mann, Joni Eareckson Tada, Carl Richardson, E. V. Hill, Jack Van Impe, George Sweeting and Jerry Falwell.

Workshop sessions are coordinated each day for these categories: *program producers*, led by Dave Breese of Christian Destiny; *commercial station owners and operators*, led by Dennis Worden of KCFO-FM/Tulsa; *non-commercial station owners and operators*, led by Ward Childerston of KGBI/Omaha; *international broadcasters*, led by Dave Adams of Trans World Radio, The Netherlands; *seminar for Christian leaders*, led by John B. Conlan of Faith America Foundation, Scottsdale, Arizona; *television*, led by Russ Bixler of WPCB-TV/Pittsburgh; *contemporary technology*, led by E. Harold Munn, Jr. of Coldwater, Michigan; *Black broadcasters*, led by Roderick Caesar, Jr. of Hollis, Queens, New York; *Hispanic broadcasters*, led by H. O. Espinoza of San Antonio, Texas; and *Christian communicators*, led by Kay Arthur of Chattanooga, Tennessee.

The commercial and non-commercial station workshops are exclusively for radio owners and operators. The workshops for Christian communicators were being called "women in media" before

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Jack Van Impe



Carl Richardson

leader Kay Arthur decided to involve men also. The seminar for Christian leaders, led by former Arizona congressman Conlan, is the only workshop series that will not concentrate on broadcasting issues; the focus there is on a Christian's response to public affairs and political issues at the start of the new election year.

Among the workshops already lined up are several television workshops with a variety of titles. Theodore Baehr of Good News Communications in Atlanta will moderate a workshop on "Financing: Advertising, Underwriting and Foreign Participation." William Thompson of *What a Fellowship Hour* in Chicago plans to teach delegates "How to Purchase TV Equipment." Lou Schierbeck of cable channel 13 in Peoria, Illinois, the broadcast ministry of Grace Presbyterian Church, will share practical knowledge about "How to Start a Cable TV Ministry." Another television workshop will concentrate on the needs of children. Jean Donaldson of Adventure Club, Toms River, New Jersey, will lead "Children's Programming: Needs and Ideas."

Pastor James R. Belk of City of Light Christian Center in Kingwood, Texas, plans a workshop on "Computers in Media Ministry." David Clark of the Christian Broadcasting Network is organizing a workshop on "Promotional Strategies for the Local TV Station." Wil-

liam B. Hull, media consultant with *Faith for Today* of Newbury Park, California, will moderate a session on "How to Use TV Spots for Public Relations and Image Change."

Kay Arthur, hostess of *How Can I Live?* a weekly television series in Chattanooga, Tennessee, will lead attendees in "Is Your Ministry Pleasing to God? How Can You Know?" Another workshop in the Christian communicators will be taught by NRB treasurer Paul Ramsey on "How Accountable Are We to God for Our Use of Air Time?"

Morris Ruddick, a media researcher from Tulsa, will lead a workshop that looks for answers to the question "Who Are We Talking to Anyway?" Eric Small of Modulation Sciences, Inc., Brooklyn, New York, is preparing a workshop on the effectiveness of SCAs.

Richard Staub of Intercristo, the Seattle-based Christian job placement agency, will lead a workshop on "How to Find Good Employees and Keep Them." Ed Mahoney of KGOL/Houston, new president of the southwestern chapter, will discuss "Promoting and Positioning Your Station."

The seminar for Christian leaders will include a workshop on presidential politics moderated by Conlan. "The Significance of the 1984 Elections" will also feature Robert Dugan of the National Association of Evangelicals, Washington, D.C., and John Lofton of "The Washington Times."

Richard Bott, Sr., of Bott Broadcasting, Independence, Missouri, will lead another seminar about "Christians Becoming Influential in Public Affairs." David L. Hocking of *The Biola Hour* will reactivate a theme that drew attention at the 1982 NRB convention: "The Contest for the Family." Gary Bergel from Intercessors for America, Reston, Virginia, will moderate another seminar addressing "Constitutional Issues in the Religious Liberty Battle." Christian attorneys Sam Ericson and John Whitehead will participate in Bergel's workshop.

Student Broadcasters Plan Actively for School Year

MORRISTOWN, NJ (NRB)— Since last month, leaders of Intercollegiate Religious Broadcasters (IRB), the student branch of NRB, have been recruiting new members and preparing actively for NRB's annual convention which begins January 29 in Washington, D.C. Last year IRB logged some 100 members on 40 Christian university campuses.

Since membership lasts one year and expires each September, IRB has been soliciting new members from campuses around the country. Dozens of communications professors received membership information with literature for their students. Membership cost remains at \$15.00 each this year. The cost drops to \$10.00 each if 12 or more students from the same school enroll together.

IRB membership provides a complimentary subscription to *RELIGIOUS BROADCASTING* and to *Campus Broadcaster*, the updated newsletter for IRB which is slated for three issues a year. Reduced fees for the national convention and IRB's job referral service are among the other benefits extended to IRB members.

IRB president Edward Fry challenged readers to examine the proper role of the student organization in relationship to NRB. "During the few months before the convention ... think about why we have an

(continued on page 40)

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Possibility Thinking for Program

RELIGIOUS broadcasting—the spreading of God’s word through radio and television—is a tremendously effective way of reaching people. Whether talking about estimated audience totals for *all* spiritual programming, or talking about a single program, millions of people who hear and watch religious broadcasters *do* care.

The numbers are impressive.

For the *Hour of Power* with Dr. Schuller, the July 1983 Arbitron survey shows the program is watched by 1,719,000 households. It is seen on 190 stations in 164 markets, with an estimated 2,449,000 viewers.

That does not include Canada. There, the *Hour of Power* airs on 16 television stations in 20 markets. In Australia, the program is seen on eight stations in eight markets.

The program airs on several Christian affiliated television networks, as well as throughout many prison closed-circuit systems. Additionally, the *Hour of*

No matter how good of a job we do in spreading the Gospel, we face the same problems as broadcasters who do secular shows

by Michael Nason

Power is beamed worldwide over the American Armed Forces Television Network.

In short, we like to think we are helping bring a sense of God’s nearness and presence into people’s lives through carrying Dr. Schuller’s inspiring message of possibility thinking.

But no matter how good of a job we—and all religious broadcasters—are doing in spreading the Gospel, in telling audiences the difference that God can make in their lives, we face the same problems as broadcasters who do secular shows.

Top Challenge

The top challenge in today’s economy is money. We all have to live within budgets and justify expenses. The bottom line is just as important in religious broadcasting as it is for a profit-making television program.

In short, we are all looking for ways to

cut costs, increase revenue, and be more effective.

No one has all the answers, but I have learned a lot in 10 years of producing the *Hour of Power*. In 1973, when Dr. Schuller asked me to take over the production, I had no television experience to offer, despite my marketing and sales background.

“That doesn’t matter,” he told me. “Run the show with management by objectives. Decide what you want to do and figure out how to get there.”

It must have been a good recipe, because it seems to have worked. From the beginning we have been able to hire professionals. Since 1981 Phil Roberts, *Hour of Power* producer/director and Nason Media staff person, has continued to hire top-quality crews. Slowly, with all of us pulling together, we developed the team approach that took the *Hour of Power* from its place in 10 markets to its worldwide viewing.

Some of the things I have learned over the years should work for you, too. Although your organization will ultimate-

Filming the Hour of Power



Producers

Dr. Robert Schuller's Hour of Power provides a clinic on ways to cut production costs while improving program quality



Michael Nason, executive producer

ly have to decide what is right for your particular situation, here are some tips that should prove useful.

Equipment Purchases

Don't buy equipment if you can avoid it.

I know that is controversial. Plenty of broadcasters do not agree with me. But if you are producing a religious program similar to the *Hour of Power*, and televising one day a week, it is probably not cost-effective to own your own equipment.

When you broadcast over commercial channels, you should be using one- or two-inch high band color VTR. You are going to need professional studio cameras. You need a top-quality switcher to get the effects you want—the dissolves, the fades, the precision cutting between cameras. You are going to need a tremendous amount of lighting.

The audience watching your program over a commercial broadcasting channel expects it to look good. They are used to programs produced to commercial stan-

dards. And you cannot do it with sub-quality equipment. You cannot decide to put on a show, shoot in a garage, and get a product that will satisfy an audience expecting top audio and visuals.

Financially speaking, it is just not practical with a one-day-a-week shooting schedule to amortize the cost of the equipment you need. For example, the five to six cameras we use on *Hour of Power* cost approximately \$1.5 million to own. Instead of buying them, we spend approximately \$180,000 a year (including maintenance) to lease what we use: five cameras most of the time, six for special occasions.

If you owned the \$1.5 million in equipment you would need to pay a full-time maintenance supervisor \$35,000 a year to keep the equipment in order on a week-to-week basis. You have no time to worry about whether or not something is working—not when you are shooting a service.

Cable, of course, is a different story.

Because of cable's narrowcasting, your audience will probably stay with

The audience watching your program over a commercial broadcasting channel expects it to look good. They are used to programs produced to commercial standards

you, and may accept different standards of programming than they expect from a network affiliate. For cable, you will probably use 3/4-inch record machines. You do not need Hitachi or RCA cameras; a good industrial camera will probably do the job. You are going to need good lighting. That is your primary expenditure.

If you already own your own equipment, and need replacement, consider leasing in order to give you state-of-the-art capability. Cameras, recording machines, lighting, and sound equipment are getting better every day. Leasing gives you the chance to keep up with industry developments without having a huge fixed debt that will be charged against your program week after week.

If you are producing programs two to three days a week, your cost situation would be different. Either way, an experienced consultant with sharp financial know-how can help you evaluate what is right for your particular situation. Money spent for a good consultant, in my opinion, is a wise expenditure.

Staff Needs

Use volunteers to cut crew costs. But train them well.

The *Hour of Power* has over 20 paid professional staff working every Sunday. Some are network cameramen from Hollywood. Since we are not a union production, it is not necessary for us to pay union scale, but we do. Because of our location's proximity to the entertainment industry we can get top people, and we feel it is fair to pay them appropriately.

At the same time, if a local church or a new, growing ministry wants to get on television, their expenditure for crew determines the market they can go after.

For instance, if you are looking at cable, I would suggest hiring one good professional producer/director, and let him train volunteers from your organization to become cameramen, grips, recording operators, etc. Even for a commercial venture, you may only need two or three key professionals. In fact, if you are a church, you probably have people in the congregation who may be technically oriented, who can—and will—perform a great service.

Periodic Evaluators

Do not drift along with the status quo.

If you are already working with a paid professional staff, are they on annual written contracts? How long has it been since you really evaluated them?

Two years ago, we examined the *Hour of Power* carefully. I cut the crew by four people. By blocking shots carefully, I eliminated one camera on a regular basis. For most weeks, we shoot with five cameras. That reduced our production outlay by the cost of one cameraman and a grip—a significant amount.

As contracts come up, I suggest you look at the number of people you are paying. Do you need that many cameras? grips? cameramen? And if you

are not working on annual written contracts, consider getting them. Not only is it a morale booster because of job security, it forces you to evaluate each person's contributions with an eye to the bottom line when those contracts expire.

Think generically.

You will always want special holiday or theme programs. But if your set can stay essentially the same, week after week, you will have an easier time pulling shots from past programs if you need more material while you are editing.

Paying Talent

Do not pay talent, if possible.

Many people may be happy to appear on your local program without charge. Perhaps they have a hit record, or they have written a book. They may be legitimately willing to take part in your broadcast and to witness their faith. Because they are known, they add interest to your broadcast.

You can contact record distributors and book publishers to find talent that is well known in the gospel and written fields. Let these publishers know you are always interested in guests they recommend—guests who can share their testimony and who have a story to tell.

In addition, you can contact prominent pastors whose message parallels your beliefs and your program. Often they will be glad to be on your show; perhaps you can trade and appear on theirs.

High-priced talent can add a burden to your budget. With some creative searching, you probably will not need it.

Financial Concerns

Match your program theme to your direct mail promotion.

Suppose you are appealing for contributions to buy air time for your broadcast ministry. Your direct mail is going out to your previous contributors.

You can increase the amount of giving by mentioning money on the air. It does not have to be a hard sell. In fact, it must fit your style of ministry. You can point out the need for keeping the program going and tell viewers where to send contributions.

We have found on the *Hour of Power* that having Ed Arnold, our announcer, suggest contributions is effective and increases our rate of return on our direct mail response. I believe it is because he is another voice, reinforcing what Dr. Schuller has said.

Planning, of course, is fundamental to making this work. Our group works at least nine months ahead to coordinate our programming, our advertising, our direct mail and the offers we make to viewers. That way, our efforts are synergistic. We accomplish more than we could if we tackled each one of these points separately.

Use an agency with religious broadcasting experience when you decide to buy air time.

Sunday morning time is so heavily demanded that it has raised the cost for other time periods. A sophisticated television station manager will attempt to get the most dollars for his station that he can. Consequently, it is important that you are using a veteran agency—one with an experienced staff person who can be a sharp negotiator. That person must know what the market is and what the other stations are charging in order to cut the best possible air time for your ministry. NRS

Next month, the second and final section of this series concentrates on how to make your program more effective, drawing ideas from the production of Hour of Power.

Michael Nason is president of Nason Media Corporation in Anaheim, California.

NRB 84

WASHINGTON, D.C.
JAN. 29-FEB. 1



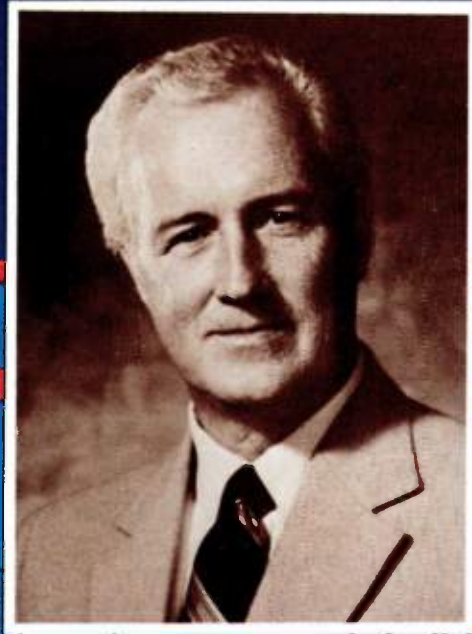
Christian communicators (clockwise from top right) Jack Van Impe, Oswald Hoffmann, Jerry Falwell, Joni Eareckson Tada, E.V. Hill, and Pat Robertson are speaking at major sessions. President Ronald Reagan will be invited as a special guest.

NATIONAL RELIGIOUS BROADCASTERS
41st Annual Convention - Sheraton Washington Hotel
Christian Communications: Facing the Issues in 1984

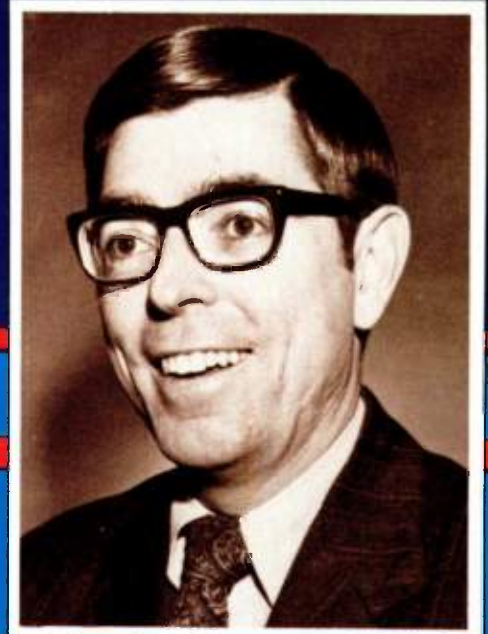
Stirring speakers and superb musicians will enlarge your vision



CHARLES COLSON, former White House aide, speaks at the Monday evening plenary session. Now the head of a nationwide ministry, he approaches today's issues from a Biblical perspective.



GEORGE SWEETING, president of Moody Bible Institute in Chicago, is an internationally known conference speaker and a popular author on Christian living themes. He will preach in the worship service on Sunday morning.



RICHARD E. WILEY, former chairman of the Federal Communications Commission, moderates the FCC plenary session Monday afternoon. One of the capital's most respected authorities on communications law, he is counsel to NRB.

World renowned broadcasters will give you new insights into your role in shaping the nation's future. Pat Robertson of CBN and The 700 Club will open NRB 84 with a thought provoking analysis of America's direction. Keynote speaker Jack Van Impe will supply the Biblical mandates for action and Joni Eareckson Tada will speak to your heart. Jerry Falwell and E.V. Hill will give you information you won't hear on network news, and Oswald Hoffmann will bring NRB 84 to a rousing climax at the 41st NRB Anniversary Banquet.

Professional workshops for broadcasters and other Christian communicators will prepare you to take advantage of changes in technology, marketing, regulations, and audience needs. Special events will spotlight the role of broadcasters serving Black and Hispanic audiences and international communications. The latest advances in technology and ministry aids will fill the 300-plus exhibits at the NRB Media Expo. Pat Boone, Cynthia Clawson, and a host of others will share their ministry of music.

CONVENTION HIGHLIGHTS

SUNDAY, JANUARY 29, 1984

- 11:00 am WORSHIP SERVICE
Speaker: George Sweeting
- 12:00 pm REGISTRATION BEGINS
- 7:30 pm PLENARY SESSION
Speaker: Pat Robertson

MONDAY, JANUARY 30

- 7:00 am PRAYER TIME
- 8:00 am REGISTRATION
- 8:30 am KEYNOTE PLENARY SESSION
Presidential Address: E. Brandt Gustavson, President of NRB
Keynote Address: Jack Van Impe
- 9:30 am WORKSHOP SESSION I
MEDIA EXPO OPENS
- 12:35 pm BOARD OF DIRECTORS/
CHAPTER OFFICERS LUNCHEON
- 2:00 pm FCC PLENARY SESSION
- 3:45 pm WORKSHOP SESSION II
- 7:00 pm EVENING PLENARY SESSION
Speakers: Chuck Colson, Carl Richardson

TUESDAY, JANUARY 31

- 6:30 am PRAYER TIME

- 7:00 am REGISTRATION
- 7:15 am ANNUAL CONGRESSIONAL BREAKFAST
Address: Joni Eareckson Tada
- 9:00 am MEDIA EXPO
- 9:30 am WORKSHOP SESSION III
- 11:00 am NRB BUSINESS SESSION I
WASHINGTON SEMINAR IN COMMUNICATIONS I
- 12:30 pm FCC LUNCHEON
Address: Jerry Falwell
- 2:00 pm PLENARY SESSION
- 6:30 pm INTERNATIONAL BANQUET FOR OVERSEAS DELEGATES

WEDNESDAY, FEBRUARY 1

- 7:00 am PRAYER TIME
- REGISTRATION
- 9:00 am MEDIA EXPO
- 9:30 am WORKSHOP SESSION IV
- 10:00 am WASHINGTON SEMINAR IN COMMUNICATIONS II
- 11:00 am NRB BUSINESS SESSION II
- 2:00 pm PLENARY SESSION
- 4:00 pm WORKSHOP SESSION V
- 7:00 pm ANNIVERSARY BANQUET
Music: Cynthia Clawson, Larnelle Harris
Address: Dr. Oswald C.J. Hoffmann

SAVE!

On Convention Travel Expenses

Get the lowest fares on your flight to the convention by using the official convention travel agency. Wilcox Travel Agency will save you 30% off unrestricted coach rates on United or Piedmont Airlines. You must call Wilcox direct for these savings.

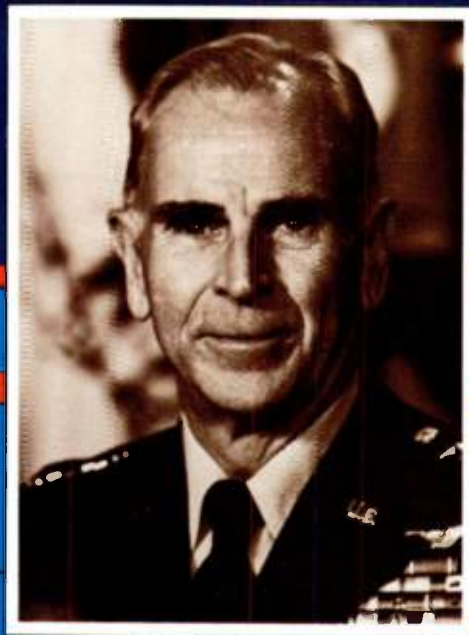
In North Carolina Toll Free 1-800-452-2803
From Other States Toll Free 1-800-438-5828

ATTENTION STUDENTS!

In addition to all the workshops and plenaries listed here, we're putting a special program together just for you. IRB functions begin on Sunday. There'll be a student lounge where you can meet old friends and make new ones, and you'll be there when trends are set for a year of great challenge for religious broadcasters. NRB 84 - will be an education in itself.



DOUG OLDHAM, acclaimed recording artist, comes to NRB as convention song leader. Returning by popular request are convention organist Pat Macaulay, music director Neil Macaulay and violinist Vern McLellan.



GENERAL JOHN VESSEY, JR. shares his testimony at Wednesday's Anniversary Banquet. Leader of the nation's highest military echelon, General Vessey is Chairman, Joint Chiefs of Staff.



LARNELLE HARRIS, winner of many Dove Awards, is one of the outstanding musicians appearing at the gala Anniversary Banquet, Wednesday night. Dove Awardees are featured in a special concert Monday night, presented in cooperation with the Gospel Music Association.

You'll share ideas and plans with church leaders, broadcasters, authors, and musicians you've always admired. You'll have breakfast with close to 100 members of Congress (including perhaps your own Representative and Senators); You'll lunch with the commissioners from the FCC, and you'll be present at news conferences.

You'll have opportunities to tour the power centers of Washington . . . with exclusive NRB visits to embassies, Congressional offices, Federal courts . . . perhaps even a special event at the White House.

You'll learn how to win the battle for religious liberty in an informative, rewarding series of five Seminars for Christian Leaders. John Conlan of Faith America Foundation, formerly a member of Congress, has lined up the top authorities on the critical Constitutional issues of our time: attorney John Whitehead, Sam Erickson of the Center for Religious Liberty, political columnist John Lofton, White House staffer Carolyn Sundveth, Jerry Regier of the U.S. Office of Family Affairs, former FCC counsel Ashton Hardy and many more.

NRB 84 WORKSHOP SCHEDULE (Partial Listings)

Commercial Radio

Coordinator--Dennis Worden

TOPICS: *How to Identify & Attract an Audience*--Brad Burkhart; *Who Are We Talking to Anyway?*--Morris Rudick; *Does It Pay? Does It Work?*--Eric Small; *Promoting & Positioning Your Station*--Ed Mahoney; *Broadcasters in Search of Excellence*--Dennis Worden

Christian Communicator

Coordinator--Kay Arthur

TOPICS: *Is Your Ministry Pleasing to God? How Can You Know?*--Kay Arthur; *How to Get the Job Done God's Way*--Jim Roberts; *Communicators' Relationship to Their Audience & Co-laborers*--June Hunt; *How Accountable Are We to God for Our Use of Air Time?*--Paul Ramseyer; *What About You? The Communicator's Lifestyle*--Panel

Non-Commercial Radio

Coordinator--Ward Childerston

TOPICS: *Translators--Can They Help Us?*--Dean Sippel; *How to Find Good Employees & Keep Them*--Dick Staub; *News Gathering & Reporting*--Jim Schweickart; *Radio Formats of the Future*

TV & Cable-TV

Coordinator--Russ Bixler

TOPICS: *Management Philosophies*--Ron Mighell; *How to Produce a Church Service for TV*--Heather Sholl; *How to Start a Cable Ministry*--Ray Wilson; *The Use of Premiums in Fund Raising*--Bill Hull; *Audio Needs for TV*--Bill Thompson; *Fund Raising*--Ron Mighell; *Legal Questions & Answers*--Russ Bixler; *Children's TV Programming--Needs and Ideas*--Ray Wilson; *Ethics in Direct Mailing*--Paul Cole; *Directing*--Ted Baehr; *Techniques of Post Production*--Heather Sholl; *New Technologies*--Jack Hightower; *Cable Operators*--Ray Wilson; *TV Lighting*--Paul Cole; *Promotional Strategies for the Local TV Stations*--David Clark; *The Gospel & Entertainment*--Bill Hull; *Advertising, Underwriting, Foreign Participation in Financing*--Ted Baehr; *TV and Cable Production for Beginners*--Ray Wilson; *Marketing & Syndication*--Paul Cole; *Computers in a Media Ministry*--Jack Hightower; *Documentary Production*--Paul Cole; *How to Purchase TV Equipment*--Bill Thompson; *Sales*--David Clark; *How to Write a Successful Television Program*--Ted Baehr; *Public Relations*--Bill Hull

WRB

Program Producers

Coordinator--Dave Breese

TOPICS: *Media and the Use of Related Materials*--Dr. David Webber; *Evaluating Your Changing Constituency*--Brian Ericson; *Promotion, Accounting & Accountability*--Arthur C. Borden; *Radio--What of the Future?*--Robert Nell; *The Emerging Force of TV*--Rev. David Lewis

Seminar for Christian Leaders

Coordinator--Honorable John B. Conlan

TOPICS: *Constitutional Issues in the Religious Liberties Battle*--Rev. Gary Bergel; *Significance of the 1984 Elections*--Honorable John B. Conlan; *Christians Becoming Influential in Public Affairs*--Richard Bott; *What Broadcasters and Non-Profit Organizations Can Do in the Arena of Public Affairs and Politics*--Honorable John B. Conlan; *The Contest for the Family*--Dr. David Hocking

International

Coordinator--David Adams

TOPICS: *Program Production, Station Membership and Operation, Careers, Audience Building and Research*

Instructions

1. Use a separate registration form for each person. (Please use a separate form for your spouse.) Photocopies of this form are acceptable.
2. Please fill out the form completely. All information is vital for expediting your registration.
3. Registration fees are listed below.
4. Make checks payable to National Religious Broadcasters.
5. Organizations with 5 or more registrations (not including spouses) may qualify for special group discounts. Please call the NRB Registrar for details. 201/428-5400.
6. Mail completed forms and your check to NRB, Morristown, NJ 07960.

Room reservations for the official convention hotel must be made directly with the Sheraton Washington Hotel, 202 328 2000, 2660 Woodley Rd. at Connecticut Ave. NW, Washington, DC 20008.

1984 Convention Room Rates:

Single \$69 \$76 \$80
Doubles \$84 \$91 \$95

Suites: Call NRB for details and for information on other priced hotels.

NAME _____
 Dr. Mr. Rev. Miss Mrs. Ms.

ORGANIZATION _____

ADDRESS _____

CITY/STATE/ZIP _____

TELEPHONE: AREA CODE/NUMBER _____

NUMBER OF YEARS ATTENDING NRB CONVENTION (Including 1984) _____

TITLE/JOB FUNCTION (Please check only one.)

- | | | |
|---|--|--------------------------------------|
| <input type="checkbox"/> President/Director | <input type="checkbox"/> Owner/Operator | <input type="checkbox"/> Pastor |
| <input type="checkbox"/> Program Producer | <input type="checkbox"/> Publisher | <input type="checkbox"/> Musician |
| <input type="checkbox"/> Engineer/Technical | <input type="checkbox"/> Editor/Writer | <input type="checkbox"/> Designer |
| <input type="checkbox"/> Speaker/Announcer | <input type="checkbox"/> Actor/Performer | <input type="checkbox"/> Manager |
| <input type="checkbox"/> Listener/Viewer | <input type="checkbox"/> Faculty/Student | <input type="checkbox"/> Other _____ |

PRIMARY MEDIUM (Please check only one.)

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> Radio | <input type="checkbox"/> Print |
| <input type="checkbox"/> TV/Cable | <input type="checkbox"/> Films |
| <input type="checkbox"/> Records/Audio Cassettes | <input type="checkbox"/> Music |
| <input type="checkbox"/> Video Cassettes | <input type="checkbox"/> Theater |
| <input type="checkbox"/> Audio-visual | <input type="checkbox"/> Other _____ |

YOUR ORGANIZATION IS: NRB Member Non-Member Exhibitor

For Presidential Security Clearance
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Registration fee includes tickets to Congressional Breakfast, FCC Luncheon and Anniversary Banquet, plus admission to workshops and 1984 Media Expo.	NRB member	Non-member	Total \$
ADVANCE REGISTRATION must be paid in full to qualify for reduced rates. Advance registration closes Jan. 11, 1984. No refunds will be made after Dec. 31, 1983.	Advance Registration	\$195	\$295
	On-site Registration	\$245	\$345
SPECIAL STUDENT RATES: Full registration includes all events. Limited registration does not include Congressional Breakfast, FCC Luncheon, Banquet tickets.	Spouse Advance Registration	\$120	\$200
	Spouse On-Site Registration	\$170	\$250
	Student Full Registration	\$125	\$150
	Student Limited Registration	\$80	\$90
Member rates apply only to members whose dues are current.			
TOTAL AMOUNT ENCLOSED			

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Management Memo:

The Manager and His Family

IN ORDER for the manager of a Christian radio or TV station to function effectively, he must move in carefully balanced spheres of involvement.

Of all the important spheres for the broadcast executive, this one is nearest to my heart. I have seen too many Christians give all for their career or ministry at the expense of their family. If you succeed at running a successful Christian station, but fail at family and marriage, you have blown life's important priority.

It is a matter of time management, structuring your schedule to allow needed time with your family. Have you ever had to cancel a night out or a vacation because "something has come up at the station?" Do not let your child grow up thinking of the station as something that

by **Wayne Pederson**

took Dad away from him and home.

There are enough nights taken up in the regular flow of meetings and church activities that require we protect evenings with the family. You can decline an invitation by saying, "I have a commitment that evening."

I work hard and intensely through the week, but I determine to protect Saturdays as much as possible as a time to be with the family. (You know that Sundays can be anything but quiet family days.) I try to make sure that one of my lunch or breakfast engagements each week is with my wife.

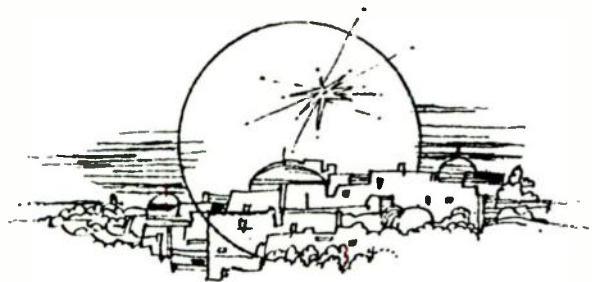
There are also times I can involve my family in my work. I take them along to our Sunday night presentations in churches.

We make it a family outing, and for helping set up the equipment and display they get rewarded with a treat at a restaurant. If I have to go to the office on a Saturday or evening for an hour or so, I take the kids along. Taking your wife along to the NRB convention helps her to understand your work and provides a nice get-a-way for the two of you.

In our day of anything-goes morality, men in Christian ministry need to protect their home territory. They need to guard against situations that might lead to powerful romantic or sexual temptations. (I think those in "Christian entertainment" are especially prone to this.)

Let us provide our families with commitment, time and affection. With marriage and family in high priority we will protect our life and ministry from scandal and disrepair. NRB

*Merry Christmas and Best Wishes
for a Joyous New Year*



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(Circle 132 on the Reader Service Card)

*At some time
or other,
for whatever reason,
everyone is tempted
to give up,
but a well-known
radio preacher says
there is a better way:*

“NEVER GIVE UP”

EARLIER the same day John Lennon was killed, he said to an interviewer, “I thank God, or whatever it is that’s up there, that He saw us through the turbulence of the sixties and seventies. As long as there is life, there is hope.”

Later that day, an assassin’s bullet ended John Lennon’s life. And for him hope was gone.

Hope is the last thing that dies in a man. But it can die.

During his final days, Sir Winston Churchill, ageing and sickly, was called upon to give the commencement address to the graduates at Oxford University.

Feebly, Churchill tottered to the podium. Hanging his cane on the podium, Sir Winston, peering at his youthful audience through his thick, bushy eyebrows, set his jaw and exclaimed, “Never give up!”

He took a step backward. And again he searched the young faces of the graduates. Reaching back from some inner reservoir of strength, Sir Winston’s voice rose with intensity as he exclaimed again, “Never give up!”

Pausing for what seemed to be an interminably long period of time, Churchill shouted again, “Never give up!”

by Carl Richardson

Then, he took his cane from the podium and shuffled back to his seat.

Stunned, the graduates sat for a moment in silence. Then, some began to applaud and others joined them in what became a thunderous, standing ovation.

Sir Winston Churchill had delivered one of the briefest commencement addresses in history. But one of the most unforgettable.

Never give up.

I. Though you feel that you are a failure, do not give up!

From all appearances the man appeared to be a born loser.

The man who failed at everything except one thing—the man who never got started until it was time to stop—was Harland Sanders. Colonel Harland Sanders. And the business he started with his first Social Security check—was Kentucky Fried Chicken.

He refused to give up.

Tired, bedraggled, discouraged fishermen were coming back to shore after a long night of work with no results.

Jesus told them to “Launch out into the deep and let down your nets for a drought.”

Though they had been toiling all night and had taken nothing, they refused to give up. They did what Jesus said and caught a great multitude of fish.

Though you feel that you are a failure, do not give up.

Carl H. Richardson will be the plenary session speaker on Monday evening, January 30, at the NRB National Convention, Washington, January 29 - February 1, 1984. Minister for Forward in Faith, the international radio and television voice for the Church of God, Mr. Richardson speaks regularly to millions of listeners.



II. Though you feel you have been forsaken, do not give up!

Job had lost everything—everything, that is, but his faith. He had lost his wealth, his health, his ten children in a whirlwind directed by the devil.

He had lost the confidence of his best friends. Even his wife was telling Job to “give up—curse God and die.”

Give up? Never! Though Job felt forsaken, he did not give up!

His body was racked with unspeakable pain. His mind was tormented by conflicting advice. When everything seemed lost, what would he do? What would he say? Where would he turn?

See him there: alone, throbbing boils, pulsating pain.

With a sense of desolation that must have seemed maddening, Job refused to give up.

“Woman,” he said to his wife, “did you say ‘give up,’ ‘curse God?’”

I know my redeemer liveth.

Though He slay me, yet will I trust Him; For in my flesh I shall see God. (Job 13: 15; 19: 25, 26)

Though you feel you have been forsaken, do not give up.

III. Though you are going through a storm, do not give up!

All hope was gone that day on board that storm-tossed ship. The mariners were nearly hysterical—waiting to die.

Paul, the apostle, was also on board that ship, en route to Rome where he would ultimately lose his life on Nero’s chopping block.

Here is how the Bible describes the event:

And when neither sun nor stars in many days appeared, and no small tempest lay on us, all hope that we should be saved was then taken away.

But after long abstinence Paul stood forth in the midst of them, and said, Sirs, ye should have hearkened unto me, and not have loosed from Crete, and to have gained this harm and loss. And now I exhort you to be of good cheer: for there shall be no loss of any man’s life among you, but of the ship.

For there stood by me this night the angel of the God, whose I am, and whom I serve, saying, Fear not, Paul; thou must be brought before Caesar: and, lo, God hath given thee all that sail with thee. Wherefore, sirs, be of good cheer: for I believe God ... (Acts 27:20-25).

Hope was reborn.

The key? “I believe God!” (Acts 27:25)

In the Broadway musical, “Carousel,” Rogers and Hammerstein created a song that became a classic.

When you walk through a storm

Hold your head up high.

And don’t be afraid of the dark.

At the end of the storm there’s a golden sky

And the sweet, silver song of a lark.

Walk on. Walk on

With hope in your heart,

And you’ll never walk alone.

No, you’ll never walk alone.

Though you are going through a storm, do not give up.

IV. Though you feel that all is lost, do not give up!

David was a king who enjoyed the adulation of his people. He rose to the lofty summit and plunged to the lowest misery.

“I found trouble and sorrow,” he says. (Psalm 116:3) He was not looking for trouble, but he found it. And along with trouble, he found sorrow.

The sorrows of death compassed me, and the pains of hell got hold upon me: I found trouble and sorrow. (Psalm 116:3)

But he made a comeback.

I was brought low, and he helped me. Return unto thy rest, O my soul; for the Lord hath dealt bountifully with thee. For thou hast delivered my soul from death, mine eyes from tears, and my feet from falling. (Psalm 116:6-8)

David was a king, and felt like giving up, but he did not give up and God miraculously helped him.

Samson was a mighty man of God who must have felt that all was lost. It would have been so easy for him to just give up.

He had disgraced himself, his God, and his nation.

Publicly scorned and held up to ridicule of a pagan nation, Samson had lost his eyesight and his power.

Taking the place of an animal, “he did grind in the Philistine prison house.” (Judges 16:21)

As a final insult, Samson was led staggering and shuffling by a small Philistine lad into an amphitheatre where the lords and ladies of the Philistines were praising their statute god, Dagon, for delivering their enemy into their hands.

He suffered the ultimate humiliation to hear the name of his God mocked. He was the object of cheap scorn. As a Philistine woman spit in his face, the large crowd applauded and burst into uproarious laughter.

Samson just stood there—a broken and defeated man—the symbol of a broken and defeated nation, Israel.

It would have been so understandable, under the circumstances, for Samson to give up.

And it may seem so easy for you—so understandable for you to give up.

But my friend, do not give up.

In one final splendid moment of Samson’s life he would make an effort to make a comeback. Was it possible for him? Is it possible for you?

Though it seems that all is lost, do not give up.

For Samson, and for Israel, it appeared that all was lost. But all was not lost for them.

And all is not lost for you.

Do not give up.

You can make a comeback if you are willing to take these three simple steps.

Step one. Do not allow the past to paralyze the present. Some past sin may haunt you. Some past failure may paralyze you. You may be as spiritually helpless as blind Samson. But it is not too late for you.

Step two. Do not allow the guilt of the past to drain your hope for the future. God forgives. Let Him.

Step three. Forgive yourself.

By faith you can take these three steps that can turn your life around. **NRE**



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Religious Broadcasters Under Attack "Down Under"

MOST American religious broadcasters know something about the scene "Down Under." If asked, they would describe it as being something like America ten years ago and they would use words like "pioneer work" and "growth potential" to describe the efforts here. That is all true, but it does not mean that everything looks rosy for the future, especially the immediate future.

The reason is that ten years ago America did not have approximately 50 percent of its religious programming originating from "foreign" producers. Because this is the case in Australia in 1983, we face a different and more volatile ballgame when it comes to dealing with TV and radio stations, government regulatory bodies and the many, highly vocal critics and opponents of religious broadcasting in this country.

Government Scrutiny

At a recent enquiry by the Broadcasting Tribunal into free or statutory religious broadcasting time, the Australian Humanist Society subtly opened up a can of worms and called into question all American religious programmes by attacking their "relevance and legality" under the Australian Content clause of the Australian Broadcasting Act of 1960.

In addition, the Federation of Commercial Television Stations has proposed that any concept of statutory time is not in line with the Australian Constitution. This has made the Tribunal a little sensitive. Now all paid religious programmes will come under Tribunal scrutiny, with hearings (the dates to be decided) wherein our vocal opponents can state their claims and we will have to state ours. That is going to take true wisdom and professionalism.

The dilemma facing religious broad-

by Douglas Mills

casters in Australia is that we have to operate as narrowcasters within a broadcasting system.

Stations in our major cities treat religious broadcasters with polite tolerance. One program manager has gone so far as to shift two hours of religious programming (four shows) and replace them with cartoons called *Sunday Comics* and then watch his ratings go up 12 points.

You cannot argue with that. Instead, you have to be professional enough to work around it.

In December 1979, the major Sydney morning newspaper published the results of a survey stating that 19 percent of the population attended church at least once a week, half the comparable percentage in the United States—half the percentage on a population base one-twentieth that of America.

On the positive side, several international ministries have found that the average dollar gift per letter in Australia is significantly higher (sometimes 50 percent higher) than the average per letter in America. This happens despite the fact Australian gifts to religious organizations are not—repeat not—tax-deductible.

That response indicates how great the

**We have to operate
as narrowcasters
within a
broadcasting system**

desire is among Australian Christians to have religious broadcasting. And it is a need that is being filled by American broadcasters. Only 12 percent of the population here are church members.

The 1979 survey on church attendance hints that, in the last three years or so, four to five percent of the population have walked out of church. They did not stop being Christians, they just walked out of the buildings and have not been back.

Limited Support

So we must keep filling that need to the best of our ability and that is the key: to the *best* of our abilities. Unfortunately, we cannot look to the traditional churches for any real help since their attitude to mass media is reflected in the amount of funding they give the combined Christian Television Association in New South Wales, the state with the largest population. This year, the Baptists' annual contribution was \$2,000 and the Churches of Christ gave even less.

In the human body, the main communication vehicle for messages from the brain to the outlying members is the central nervous system. It is the same in the Body of Christ: the healthier the communications system is, the more active and better co-ordinated the Body can be.

Because of the superb growth of religious broadcasting in America, both in hardware and software, as well as the work of industry groups like NRB, that central nervous system is healthier than anywhere else in the world. That helps explain why the Body of Christ is more active in the United States.

However, in Australia, that central nervous system is not as healthy as it should or can be and we need help. The hardware side will not be able to go into place until the government grants more licenses, and thereby opens up the air-

All paid religious programs will come under Tribunal scrutiny, with hearings wherein our opponents can state their claims, and we state ours

waves and breaks the stranglehold that a few secular broadcasters have on this country.

Professionalism Needed

The Australian Broadcasting Tribunal (equivalent of the FCC) recently held a license hearing for a Christian group desiring to start an FM radio station. When asked what sort of music they planned to play on the station, the group predictably replied "Christian music." But when the chairman of the Tribunal asked, "And what is wrong with 'normal music'?", the chances of getting that license flew out the window after the group spokesman answered, "because it comes from Satan."

Australian secular TV and radio executives are as tough, sophisticated and have as much savvy as their American counterparts. So being Christian is not good enough. You have to be good at your job as well.

Lack of professionalism is hurting the church in Australia. That is why the media have welcomed the entrance of a professional organization like Michael R. Ellison, Ltd. into the market. It is not going to get any easier over the next few years while we wait for the advent and proliferation of narrowcasting through UHF, cable and satellites.

As religious broadcasting "Down Under" comes under attack, Australian Christians need the support of their fellow broadcasters in the United States.

NRB



Mr. Mills is general manager of Michael R. Ellison Ltd. in Australia.



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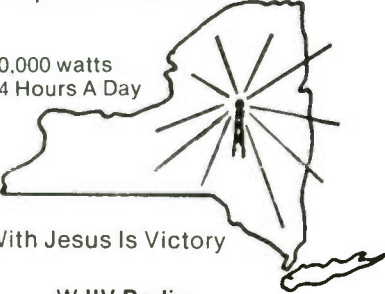
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Positive Guidelines for

Fund raising has no magical secrets, only

by Dorothy Valcarcel

ARE THERE magical secrets that will allow you the privilege of being successful in your organization's fund-raising activities?

It is doubtful! Raising money never was, and probably never will be, an act of magic. It has more to do with good, hard work. (Just ask any person who has been given the task of raising money.)

However, in the midst of your feverish exploration for money for your organization, you are bound to find out that there are certain techniques, albeit guidelines, that if followed, will help bring you the success you desire when raising money.

These guidelines are not secrets. In fact, you may already be following all or part of them. But inevitably, your success in raising money for all the worthy projects your organization embarks upon, will be determined by a combination of hard work and following principles that have proven useful to successful organizations.

So here is to your success in fund raising!

GUIDELINE #1 – Ask for money

I have never quite figured out what makes it so hard for religious organizations to ask for money. It seems if a ministry is trying to save the life of a hungry child, there is not any hesitancy to ask for help. But when it comes to saving the life of a person bound for eternal destruction—an organization becomes nervous about having to tell people they need money.

This does not mean you have to resort to using cheap junk mail. In a simple, straightforward manner your organization must make its needs known if you are to achieve your optimum income levels.

Proven Guidelines

1. Ask for money
2. Be honest and credible
3. Make it easy for people to respond to you
4. Respond with speed
5. Treat every respondent in a special way
6. Show your gratitude
7. Allow yourself freedom to be creative
8. Put your best foot forward
9. Communicate with other staff members
10. Be proud of your organization and what you do

Do not try to disguise your request for funds amid a lot of organizational rhetoric.

In other words, do not beat around the bush!

If you want to get on a new radio station, ask your donors to send \$25 each to help put your program on the new station. Your donors like when you tell them how much to give. (There is a difference between ordering them to give and asking them to give.)

Many times your donors do not know how much money you need. So if you need money for a specific project, give your donors an amount of money that they know will help you reach your goal.

If you ask for money you will receive it. Without compromising the image of the organization you can still place your special needs before your donors in a tasteful yet effective manner.

GUIDELINE #2 – Be honest and credible

If you want to raise money effectively, you must be believable. If your organization faces a crisis and needs more money, there is nothing disgraceful about explaining this situation. Why not be honest and tell your donors you need

more money? This very need may just show that your organization is growing

Know someone who deserves a journalism scholarship?

The Evangelical Press Association, a non-profit corporation composed of some 275 Christian periodicals, is vitally interested in the future of religious journalism.

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Evangelical Press Association
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Fund-Raising Success

well-reasoned, credible principles and techniques

and deserving of their support.

But being honest and credible also concerns the image you want to portray of your organization. There can be a tendency to try to copy identically another organization's work because they are successful, and hopefully their success will rub off on you.

Look squarely at your organization and decide what makes it unique. Why do people want to give money to your cause? Once you have come to a reasonable conclusion, then ask yourself: "If I copy someone else, will my donors still get the correct image of our organization?"

When an organization copies someone else—they can lose some of their own identity. This does not mean that certain fund-raising techniques do not work from organization to organization. There are basic techniques that all successful ministries follow. However, copying appeals nearly verbatim, or trying to make programs identical to other organizations, may only decrease your overall response. And it can muddy your own distinct image.

GUIDELINE #3 – Make it easy for people to respond to you

My father (like most dads would) always perks up his ears when someone mentions his daughter's interest—in my case, fund raising—and he likes to pass tidbits of information on to me.

He was talking recently with friends who were lamenting the fact that one of their favorite religious programs had been taken off the air in the city where they lived. The reason the program went off the air was lack of money.

However, my dad's friends had no idea that the program needed money. They thought since there was never any request for money on the air, and since the organization did not ask for them to write in, that there was plenty of money to fund the program.

If you want people to respond to you, you must make it easy for them to get in touch with you. You must let them know you have specific needs.

For example, although I am not that old and my eyesight is supposed to be excellent, half the time the addresses of organizations who have television programs are so small and left on the screen for such short periods of time I find it hopeless ever to write to them.

Furthermore, have you ever noticed how just when you need a pencil and piece of paper you can never find one? This does not happen just when you are on the phone either. It happens when a person wants to copy down your address from the television.

And for those ministries in radio, remember that giving your address one time is not enough. In that one moment a person may be driving a car, or may be at home with the telephone or the doorbell or the neighbor clanging for attention—all at once!

Give people more than one chance to respond to you and you will find that results increase dramatically.

In addition, when you send out materials such as television or radio book requests, add a reply envelope so your prospective new friends can send a donation back to you, or a prayer request or a letter. And make certain your address is in plain sight so these people know where to write.

GUIDELINE #4 – Respond with speed when you meet a new friend

Every person that responds to your ministry is a potential new friend. One quick way to turn off a friend is to act as if you are not the least bit interested in that person.

When people write to your organization requesting material, unless they specifically tell you, you have no idea as to the deep, hidden reason they felt motivated to respond. They may be suf-

fering from some critical problem that they feel you have the solution to. That is why they must hear from you as fast as possible.

When a few weeks pass without a person receiving a reply from you—he will go on to something else or forget what he even asked for.

In addition, when people give you a gift—within 48 hours if possible—make certain they receive a letter that thanks them for the money sent.

When you respond quickly to new friends your organization meets, you do more to cement a long-term relationship than all the preaching in the world.

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the more successfully you will complete
the giving process**

GUIDELINE #5 – Treat every person that responds to your organization in a “special” way

Not every person is alike. Some people respond to your organization for spiritual reasons. Others respond because they like your prayer ministry. Still others respond because they like your family ministry. We all have different and varying interests.

Since people will respond to you in different ways, your response needs to be targeted to their needs also. When you add a new name to your file, attach a source or response code to the name so you can easily identify their interest in the future.

GUIDELINE #6 – Show your gratitude

There is nothing I like more than sending a gift to an organization and then receiving a personal thank-you letter from the head of the organization.

This cannot always be done. But remember, the more personal you can make your thank-you program, the more successfully you will complete the giving process by turning it into a wonderful experience for the donor.

Another idea that has come into its own is the use of the telephone. Your donors will be extremely appreciative if someone will take the time to thank them by phone for their gifts.

GUIDELINE #7 – Allow yourself freedom to be creative

Many times we become our own worst enemies when it comes to raising money.

So do not limit your creativity just because your ideas may not always find an eager reception.

If you work in an organization where creative thought is not appreciated or accepted—maybe you should find some other place to work. Or perhaps you can become a “spark” to encourage others to have the freedom to try new ideas, new ways of raising money.

In our agency, we will sometimes spend an afternoon going over client accounts and sharing our ideas. We have a motto that no idea is too bizarre to be expressed out loud. Some ideas have been unusual, to say the least! However, some of these unusual ideas have been transformed into money-raisers for our clients.

GUIDELINE #8 – Put your best foot forward

One of the phrases I hear the most in visiting with small organizations is: “We just don’t have much money to spend, so how can we compete with organizations who have a lot of money?”

First of all, even big organizations usually do not have a lot of money. All ministries find themselves with financial limitations—just at different levels.

However, all organizations, even small ones, can still put their best foot forward.

Sometimes, in order to save costs, organizations will resort to the use of “cheaper” types of mailings rather than putting a little more into making certain that they portray the correct image.

This does not mean that you should send out four-color brochures with extremely costly details. However, crisp, clean artwork that does not detract from the copy, with simple, clean lines and

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Romans 5:2

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well-written copy, are techniques that any organization can use.

Make certain that everything you send out from your organization gives off the proper image you want to convey. It will make a difference in the long run.

GUIDELINE #9 – Communicate with other staff members

No person in any organization has the luxury of becoming an island unto themselves.

I have found that the times I have had the most problems are when I have been too busy to take the time to communicate with other people.

Take time to share your ideas with other staff members. Set up times when the staff members involved in the fund-raising activities get together just to discuss new ideas.

Try to take time to have these meetings when you do not have to discuss problems. It is wise to separate creative brainstorming sessions. Ideas will flow better.

GUIDELINE #10 – Be proud of your organization and what you do

The most effective religious ministries were not built by listening to detractors and reading thousands of letters on criticism.

This is not to say there are times when constructive criticism is not helpful.

However, if you want your organization to succeed, you must have an air of positive, forward-looking ideas coming not only from yourself, but from everyone involved with the organization.

Be proud that you are involved in work that is helping people put their lives on the right track.

This point was driven home to me recently after an article appeared in the "Los Angeles Times" giving one writer's opinion of religious fund raising.

In response to the writer's remarks, the following letter to the editor appeared several days later. I believe this letter sums up the work that religious organizations are trying to do:

"Your article on Page 1, 'Evangelists Cashing In On the Mail,' was well-written and factual, I am sure. It shows how millions of dollars are being sent by viewers to TV ministries.

"I am one of those who, on a comparatively small scale, donate to Dr. Robert Schuller, the Reverend Oral Roberts, the Reverend Jerry Falwell, as well as to various other religious groups

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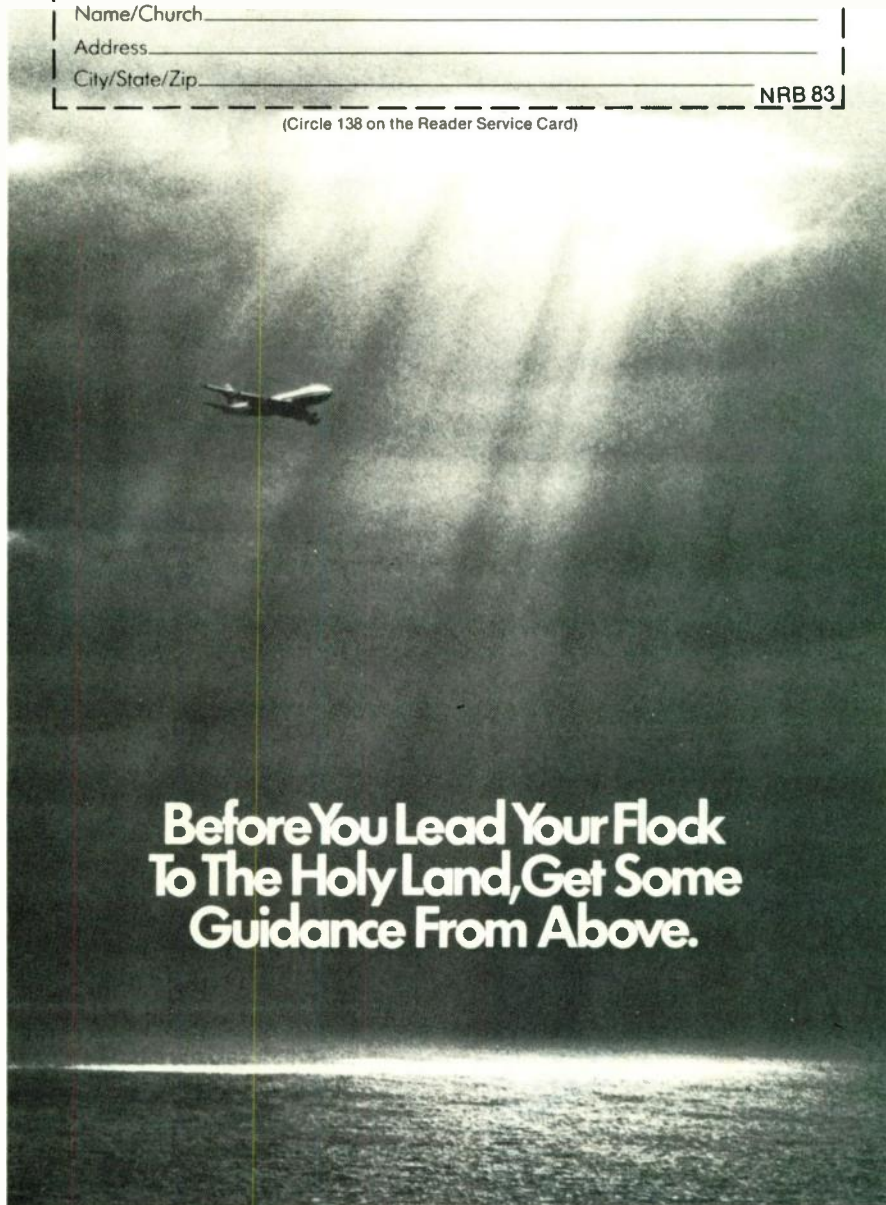
Name/Church _____

Address _____

City/State/Zip _____

NRB 83

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regardless of their denomination.

"Your article will not change my habits.

"Whereas millions are being spent for TV religious programs, billions are being spent for drugs and pornography.

"We each must decide where our extra money will go.

"With apologies to no one, the small sums I contribute will continue to go where they have been going. The TV ministries are doing a lot of good for a lot of people.

"Wouldn't it be nice if pornography

and drugs were doing the same?"

Perhaps the above letter will help remind you to be proud of the work in which you are involved. **NRB**



Dorothy Valcarcel is president of West Coast Direct Response, Inc. The above information was given during a seminar at the 1983 NRB national convention.

Expanding and Redeeming

Already 50 years young, the Slavic Missionary Service continues to expand its broadcast ministry

AS THE Slavic Missionary Service celebrates 50 years of ministry this year, its priority continues to be expanding and redeeming—"Expanding Horizons ... Redeeming the Time," as the anniversary banquet theme expressed it.

This double emphasis has been the goal of SMS during its ministry: taking advantage of the times to expand and

by Ruth A. Piatnochka

improve its outreach. Founded in 1933 by Russian emigre pastor Ivan V. Neprash, the mission's original goal was to raise funds among Americans for distribution of the Gospel in the Soviet Union.



Alex Leonovich

In the years following, the vision expanded. SMS increased its ministries by printing books and tracts, providing relief to needy Slavs, supporting Slavic national missionaries worldwide and supplying aid to Slavic emigres.

After the sudden death of Mr. Neprash in 1957, Alex Leonovich was invited to direct the mission. Under his leadership the outreach widened to include radio broadcasting. His dream to reach the Slavic world by means of missionary radio became a reality as he developed and broadcast the *New Life* Russian programs. Today the program ranks among the most popular Gospel programs aired across the Soviet Union, ministering in areas that have no other witness for Christ.

The SMS studio produces two kinds of broadcasts. One is targeted for believers. Its purpose is to build up the body of Christ in Eastern Europe through a traditional preaching program which carries the messages of well-known Russian-speaking pastors such as George Bolt-niew, Peter Kolibaiev, Alex Leonovich and others.

While these programs are beloved by and necessary for the spiritual growth of believers, Mr. Leonovich has found that

they "fall on deaf ears as far as the youth and general public are concerned." SMS has therefore initiated an innovative program aimed at reaching the contemporary Russian.

The expense and complexity of designing a new format is a small hindrance in contrast to the enthusiasm generated by the new programs. These innovative "specials" use a variety of approaches to attract all levels of Russian society. Dialogues and stories in the third person help the listener to identify with the person of the narrative, whereas traditional preaching often strikes the unbeliever as "religious propaganda." Background music and sound effects set the mood and hold the Russian's attention.

Mikhail Morgulis, an emigre journalist, is the chief writer and voice of these unique programs. Having recently come from the Soviet Union, he says, "I know firsthand that Russia needs programs for unbelievers. There are millions of people who have no other way of learning about Christ except by means of radio. So we write these programs to reach a variety of people—the workers, the intelligentsia and the students."

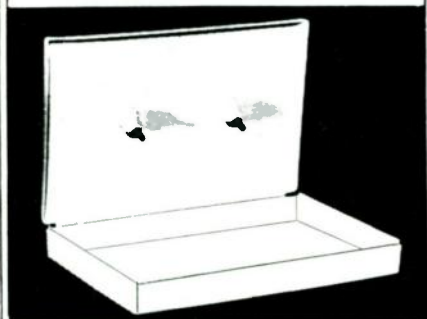
The response has been encouraging. Soviet emigres in the U.S. and Europe comment that they are deeply moved by the program. A former editor of "Pravda" newspaper in Moscow was impressed. He said, "I have heard many religious programs before, but this is the first that has moved me to listen to the end. Every argument I have used against faith in God has been destroyed."

"The most thrilling response," says Mr. Leonovich, "has come from the youth in Russia—both believers and unbelievers. They thank us for imaginative programs that are professionally produced and 'easily compete with the best that Radio Moscow can produce.'"

"With the advancement of scientific innovations, with new ideas and opportunities generated by the age in which we live, I am very optimistic about the future," said Mr. Leonovich at an NRB workshop. The years of experience have taught him that to be effective in communicating the message, ethnic program producers must "have a greater knowledge of the needs of the audience and respond to these needs" by "capitalizing on all the modern technology made available." NRB

Ruth A. Piatnochka is a staff member of the Russian Ukrainian Evangelical Baptist Union.

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(continued from page 14)
broadcasting.

The council will also act as a bridge between the church and the broadcasting industry; it will gather together the several Christian initiatives who are growing impatient with the present system and will seek to bring the most modern techniques into use for broadcasting the Word of God.

The new council will apply to the British home office for the fifth satellite channel due to be available in 1986 and more immediately for a VHF radio frequency for broadcasting in the United Kingdom.

It will also negotiate with the Christian broadcasters in the USA and Canada who already have great experience in satellite broadcasting to millions of viewers weekly.

John Q. Davis, who was proposed as vice chairman for the Christian Broadcasting Council, said, "The proposed cable bill will mark the end of broadcasting restricted to monopoly interests which control limited channels and frequencies. Cable makes it possible for all minority interests to be represented on the multiplicity of channels and radio frequencies which the cable can carry.

"The advance of direct broadcasting by satellite (DBS) spans all national boundaries and we have already been offered transmission facilities by a European Christian consortium," he added.

Committee chairman Lord Milverton is assisted by a number of British Christian broadcasters whose organizations are active throughout the world. Charles Bowler, with the Assemblies of God Broadcasting Council, heads the group's research and technical committee.

Malcolm W. Goodman of the World Radio Missionary Fellowship leads the public relations and fund raising committee.

Other investigating committee members include representatives of the Full Gospel Businessmen's Fellowship, the Far East Broadcasting Company, Gideons International, Trans World Radio, the Billy Graham Evangelistic Association and Radio Worldwide.



PTL's Richard W. Dortch

PTL Names AOG Leader Executive VP

CHARLOTTE, NC (NRB)—Richard W. Dortch, superintendent of the Illinois District for Assemblies of God churches, has accepted a position with the PTL Television Network as senior executive vice president and corporate executive director.

The announcement about Dr. Dortch, a PTL board of directors member, was made October 3 by PTL president Jim Bakker.

Bakker said, "Pastor Dortch's coming to this ministry has been the answer to a longtime prayer by Tammy and myself. He will certainly be a great asset and I can't think of anyone more qualified for this position."

As the new corporate executive, Dr. Dortch will be involved in leadership, ministry and administration.

Having ministered in over 45 countries, Dr. Dortch brings a broad background of experience to PTL. He received his theological training at North Central Bible College and studied at the Language School of the University of Liege, Belgium. He has served as pastor in churches in South Dakota, Kansas and Illinois.

Dr. Dortch has been an executive officer of the Illinois Assemblies of God since 1966, when he was

elected executive secretary-treasurer. In 1970, he was elected district superintendent, and has served in that capacity since that time.

Dr. Dortch pledged to the Bakkers and PTL, "I will, under God, do everything I can to take your burden and assimilate it into my spirit and together we can see this ministry become what God wants it to be."

One-Hour Christmas Special Airs December 5 on NBC

NEW YORK, NY (NRB)—*The Best Christmas Pageant Ever*, starring Loretta Swit as the harassed director of a school nativity play, airs on the ABC Television Network, December 5.

Based on the best-selling novel by Barbara Robinson, who also wrote the teleplay, *The Best Christmas Pageant Ever*, is a heart-warming tale of what happens when the six meanest kids in town discover the true spirit of Christmas.

Ralph, Imogene, Leroy, Claude, Ollie and Gladys Herdman are feared by everyone in the small New England town where they live. With their father having abandoned them and their mother working two jobs they are left pretty much to their own devices which include lying, stealing, cursing, bullying and setting fires. Lured to Sunday School by the news that free cookies and ice cream can be found there, they muscle their way into the annual Christmas Pageant, literally threatening the other children not to audition for any of the roles.

After much aggravation, however, the group is molded into a hazardous ensemble, and the Herdman children begin to get involved in the play after Grace Bradley (Swit), the play's director, relates the Christmas story to them. They never heard the story before and, intrigued, begin to interpret it in more modern times. When Christmas Eve, the night of the pageant, finally arrives, Grace is surprised to find the church filled to capacity. The whole event comes off not too smoothly, but with spirit.

(continued from page 18)

organization and what it can do for us." He is a student broadcaster with KSUC-FM/Keene (Texas).

Professor Joseph Bridges of Wheaton (Illinois) Graduate School is coordinating the achievement awards that will be presented to students at the national convention.

Student radio and television productions will be judged for technical execution, creativity and overall impact of the script, the audio and the film or video. Application forms for the awards judging were mailed last month to the colleges.

Professors who attend NRB 84 will be welcome to attend another

series of faculty seminars. Still in the preliminary stages, these sessions are being planned by professor Wesley Baker of Cedarville (Ohio) College.

100 Speak Out at St. Louis NRB Convention

ST. LOUIS, MO (NRB)—Gathering for the three-day annual meeting of the midwest NRB chapter, some 100 delegates spoke out against liberal trends in the secular broadcast media and in favor of "a strong stand on moral issues."

With a live broadcast, a panel discussion, several workshops and a resolution, attendees decided to "move to the forefront in presenting what we believe to be the cause of righteousness." The resolution wording also urged the national NRB convention to adopt a similar resolution that tackles the "moral decay of our country."

Similar themes were adopted by plenary speakers, including Christian Destiny president Dave Breese and David Mains from *Chapel of the Air*. "We still enjoy liberty," Breese commented, "but unless the trend is stopped, we are in danger of losing our religious liberty." His remarks were made at the final day's luncheon.

Dr. Oswald C. J. Hoffmann of *The Lutheran Hour* asked the Thursday luncheon group to understand the "challenge and privilege we have as broadcasters." Dr. Hoffmann will be

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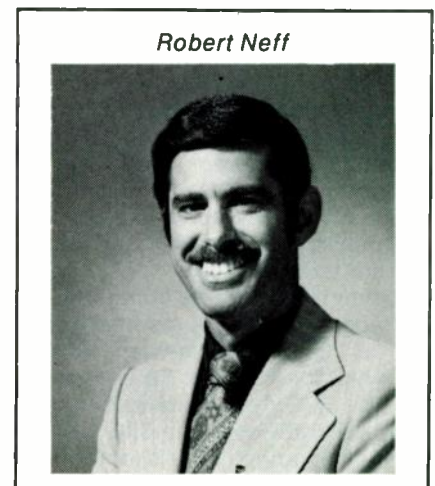
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one highlight of the NRB national convention when he addresses annual banquet attendees in Washington, D.C. on February 1.

The September 21-23 gathering was held at the scenic Sheraton-West Port Inn, St. Louis.

An on-the-air panel discussion was conducted from the convention over KSIV/St. Louis, the Bott Broadcasting station. Richard Bott moderated questions to three panelists from telephone callers.

Robert Neff, director of broadcasting for the Moody Broadcasting Network, was elected president of the midwestern chapter. Herb Roszhart, general manager of KROA/Grant Island (Nebraska), was elected vice president replacing Neff. Secretary Stan Guillaume and treasurer Ron Mighell were reelected as was board member-at-large Stu Johnson. Edward Elliot, president of Domain Communications, replaced Vernon Friesen as the second board member-at-large.

Southeast NRB Gathering Becomes Spiritual Retreat

ATLANTA, GA (NRB)—Meeting in the shadow of the world's largest exposed granite monolith located in suburban Atlanta, 100 religious broadcasters from Virginia to Florida participated in the southeastern chapter meeting of NRB, September 28-30. With 3200 acres of scenic beauty surrounding it, the Stone Mountain Inn was the setting for what chapter president Norman Plunkett, director of In Touch Ministries, Atlanta, called "a three-day spiritual retreat."

In Touch president Charles Stanley, one of several conference speakers, set the tone at the annual southeastern banquet. "We can avoid fruitlessness, feelings of failure and frustration, if we would rearrange our priorities. The priority of the servant of God is his relationship to Jesus Christ, never his service to Him." Dr. Stanley, recipient for *In Touch* of the 1983 NRB Award of Merit for Program Production, described spiritual lessons gained during a recent illness.

The spiritual theme was continued by nationally-known speaker Bill Gillham of Fort Worth, Texas. Addressing the delegates four times, Dr. Gillham challenged defeated and frustrated believers to "understand how God made us and how we can react in victory" to life's difficulties.

Awards of Merit were presented

by the southeastern chapter to Dr. Charles M. Leaming and Dean L. Sippel. For more than half a century, Dr. Leaming has been preaching the Gospel by radio. He is president and pastor of Faith Temple, St. Petersburg, Florida and a founder of NRB. Sippel has been a religious broadcaster for 27 years. He is general manager of WMBW-FM/Chattanooga (Tennessee), a Moody Broadcasting affiliate. During 1981-82 Sippel was southeastern chapter president.

In a regional business session, delegates discussed sponsorship of meals at the next convention

which is scheduled for September 26-28, 1984; an annual awards program similar to the national NRB awards; and the keeping of accurate records of members and affiliates. Beginning next month, a regional newsletter is planned. This was not an election year for southeastern chapter officers.

Other remarks were received from NRB executive director Ben Armstrong, who reported on a recent trip to the Far East.

A Georgia-style barbecue one evening aboard the Henry W. Grady Riverboat was one of the convention's fellowship highlights.

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CLASSIFIEDS

EMPLOYMENT

Broadcast Executive required for Mid-East broadcast operations. Established Mid-East broadcast ministry with two MWAM's and shortwave facilities needs unique individual to oversee day to day operations and provide a dynamic Christian leadership with international leaders. Must be experienced in PR and have good knowledge of both broadcasting and Christian leadership. This could be the most challenging opportunity to the right person who feels a strong call of God to serve in a very critical area. A knowledge of Hebrew or Arabic would be a great asset, but not essential. Write executive vice president of High Adventure Ministries, Fred Johnson, PO Box 7466, Van Nuys, CA 91409, USA.

GM Gospel Radio in Houston. Major group needs experienced manager for new facility. Fantastic opportunity for local sales-oriented, take-charge person. Contact Dick Marsh, vice president, Universal Broadcasting, 3844 East Foot-hill Boulevard, Pasadena, California 91107, 213/577-1244. EOE

Moody Broadcasting is looking for mature, experienced announcer. Quality voice and spiritual commitment are essential. Send resumes and tapes to Personnel Department, Moody Bible Institute, 820 N LaSalle Dr., Chicago, IL 60610.

Corporate Program/Production Director needed by Christian radio group. Bott Broadcasting Company is looking for a proven professional with solid experience. Must be highly motivated, committed to quality and very creative. Must have ability to manage others and control overall sound of each station. Must be team player and results-oriented. If you are a broadcast professional with talent, creativity and demonstrated experience, and you desire to be a part of Christian broadcasting, send resume and salary history to: Dick Bott, president, Bott Broadcasting Company, 10841 East 28 St., Independence, Missouri 64052.

Christian Radio Group owner seeks "management professional" with demonstrated successful administrative/management experience. Must be highly motivated with proven success in sales, administration and promotion. Must understand the dynamics of the Christian community and must be a no-nonsense organizer, advance planner. Must be results-oriented. Our company is well-established, over 20 years, and growing fast. We know our market and our mission. We're looking for an experienced manager/administrator who understands how to make things happen and get things done. Age is not important—but past experience and performance record are very important. No amateurs, please! Excellent salary and benefits. Send resume and salary history to: Dick Bott, president, Bott Broadcasting Company, 10841 East 28 St., Independence, Missouri 64052.

Maintenance Engineer for Christian UHF station. Requires 2-3 years experience in component level repair of studio equipment. Transmitter experience a plus, not required. Send resume, salary requirements to Chief Engineer, WCFC-TV, 20 North Wacker Dr., Chicago, IL 60606. EOE

A World of Opportunity awaits you at Trans World Radio. Committed to reaching the unreached with the message of salvation through Jesus Christ, Trans World Radio is looking for people who will answer God's call to become involved. Are you a studio operator, a secretary, a transmitter operator, an audio technician, a bookkeeper, a data processor, a general maintenance person? Contact Trans World Radio to find how God can use your special talents and abilities in this tremendous ministry of international gospel broadcasting. Write Trans World Radio, Box 98, Chatham, NJ 07928.

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IBM Electronic Typewriter 75. Features include 7500 character memory, one-line correction memory, automatic centering, column layout, automatic carrier return, number alignment, etc. 3 years old, with instruction manuals. Original cost \$2600, now only \$600. For further information call Jennie at NRB, (201) 428-5400.

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Weekly Employment newsletter, all broadcast categories, \$15.00/15 weeks, Job Leads, Trent Bldg., South Buckout St., Irvington, NY 10533.

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CONVENTION NEWS

Washington, D.C.

Sunday, January 30, 1983

NRB Focuses on the Future

Baptist President Opens Convention

WASHINGTON, D.C. (NRB)—Southern Baptist president Dr. James T. Draper Jr. will give the keynote address at tonight's opening session of the 40th annual NRB convention.

Since assuming the presidency of the nation's largest Protestant denomination, with membership now estimated at 13.9 million, Dr. Draper has moderated discussions over the inerrancy of Scripture that have threatened to divide the denomination. He represents the theologically conservative mainstream in the lengthy debate with the more moderate factions. Dr. Draper commented that the main goal of his presidency is "to get Southern Baptists talking to each other instead of about each other."

With that background, Dr. Draper will address the convention that will equip delegates to "Face the Future with the Bible." The program begins at



Dr. James T. Draper

7:30 p.m. in the hotel ballroom. Several awards including the coveted Hall of Fame will be presented. *Continued on page 12*

Welcome to A Time of Inspiration

By Ben Armstrong

I want to cordially welcome you to our 40th annual convention which promises to be the best gathering ever. We want to invite you to derive the most from this profitable time of inspiration, instruction and active participation between today and Wednesday night.

Our hard-working staff stands ready to help you at any time.

The theme this year—"Christian Media Facing the Future with the Bible"—is perhaps the most important and timely ever selected by an NRB member. Whether



The ConventionNews newspaper will be the primary source of news and information for the 41st annual NRB convention. This specific, on-target advertising medium can effectively convey your message to the 3,000-plus attendees. Religious broadcasters from around the world come to NRB to make contacts and purchasing decisions on products, services, programs, and air time necessary to continue the global outreach of the Gospel. They use the ConventionNews to plan their daily agenda and keep abreast of convention events. Your ad can greet them with a word about your hospitality suite, exhibit booth, product announcement and service. Some excellent positions are still available. For information, deadlines, and other information, call Max McLean at 201-328-9108 or Michael Glenn at 201-428-5400.

Welcome to NRB's 40th Birthday!

By E. Brandt Gustavson

Welcome to the NRB 40th Annual Convention!

Have you noticed that men and women quite often dread their 40th birthday? I've known some who have not wanted the numbers to even be uttered! Many of us, however, have sailed right through the 40th year—mine was six years ago—and except for the developing of creases and groans, most seem none the worse for wear.

National Religious Broadcasters has come of age. I am convinced we are not downhill from here, for the challenge has only begun! The 40th Annual Convention attests to the fact.

Workshops, seminars and plenary sessions will be very helpful. They will be formational, along the lines of coping with government pressure, aligning ourselves with rules and regulations, becoming more proficient in producing excellent broadcasts and telecasts, plus a host of other essential subjects.

We must remember that the founding purposes of our organization were to keep the airplanes of America open for the presentation of the Gospel of our Lord Jesus Christ and to promote excellence in Christian broadcasting. I believe we've kept the organization on target throughout the year, attempting to accomplish these purposes. In addition, in the design of the program we offer for the convention, those purposes have been kept in mind.

On behalf of the board of directors, its executive committee, and the officers, I welcome you to this convention.

HAPPY 40TH BIRTHDAY, N.R.B.!

Three-Chip CCD Color Camera Available from NEC

NEC America, Inc. announces a unique three-chip CCD color camera, the SP-3 CCD broadcast-quality color camera with universal tape interface.

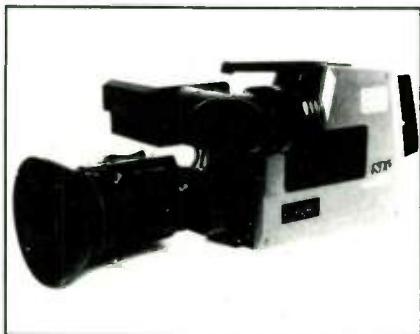
The new camera interfaces directly with 1/2 inch Beta and M tape formats, as well as with 3/4 inch U-matic tape formats. An optional 1/2 inch VTR may be attached to the back of the camera to provide a camera-VTR combined ENG system.

SP-3 CCD camera features include 100 percent solid state, resolution greater than 500 lines, stable and accurate registration, minimization of ghost signals, image sharpener circuit, and optional 1/2 inch on-board VTR.

The SP-3 CCD camera also features a signal-to-noise ratio of 54 dB (typically), f/1.4 prism optics, and low power consumption.

The SP-3 3-chip CCD color camera is priced at \$19,000.

For further information, contact the Broadcast Equipment Division, NEC America, Inc., 130 Martin Lane, Elk Grove Village, Illinois 60007. Telephone: (312) 640-3792.



Sharp Increases New Slide/Sync Recorder Package

The Professional Products Division of Sharp Electronics Corporation introduced a new "Slide/Sync" recorder package, the RD670SS.

The RD670SS slide/sync package includes Sharp's RD670AV two-projector sync recorder and a sturdy carrying case. The recorder independently advances either two pro-

jectors or one projector plus program stop.

The case features a built-in screen in the lid for making small presentations and has room for the recorder, a Kodak projector including the new Ektagraphic III models, slide tray, spare lamp, zoom lens, cassettes and other accessories.

The RD670SS has a suggested list price of \$325 (USA), the RD670AV has a suggested list of \$250 (USA).

For further information contact Sharp Electronics Corporation, 10 Sharp Plaza, PO Box 588, Paramus, New Jersey 07652. (201) 265-5600.

Newsroom Switcher Designed for Recording and Editing

Modular Audio Products has released yet another new product, the 7301 Newsroom Switcher. Applications for the 7301 are many, but the unit is primarily designed to serve as a record/edit facility for newsrooms, recording and monitoring of wire news services, station remotes and cassette recorder (interviews) duplication.

The 7301 has a 10-position high level input selector, bridging transformer input and a separate, selectable, mic input for intros or news packaging.

A high level input sensitivity control is incorporated for levels of -10 dBm to +8 dBm.

Contact Modular Audio Products, 50 Orville Drive, Bohemia, New York 11716, (516) 567-9620.

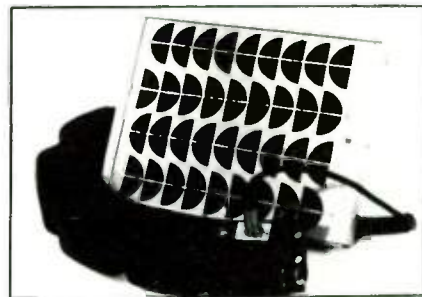
Acrodyne Releases VHF TV Transmitter

Acrodyne Industries, a unit of Whittaker Corporation, introduces the TT-3510 10 kw VHF transmitter series. The new line produces 10 kw peak sync and 1000 watts average aural output power from a single tube. A hybrid combined solid state amplifier features plug-in modules drives the tetrode output stage.

Forced-air cooling of the final amplifier stage insures low maintenance. The system is fully automatic and is adaptable for remote con-

trol operation. Additional options can be provided for specific broadcasting needs. Model TT-3510 VH is for high band (band III) applications; Model TT-3510 VL, for low band (band I).

Acrodyne Industries, Inc. is a unit of Whittaker Corporation, 516 Township Line Road, Blue Bell, Pennsylvania 19422. (215) 542-7000 or (800) 523-2596. Telex: 846358.



Portable Energy Products Introduces New Solar Chargers

Portable Energy Products, Inc. announces the availability of economical high-technology solar chargers that convert light energy to electricity for charging cameras, tape recorders, film cameras and lighting equipment.

The solar chargers are designed to charge both NiCad and sealed lead-acid batteries. Portable Energy Products has standard solar chargers available for NC-4 NiCad plug-in 20-volt battery packs (for GSMO/CP-16 cameras), 12-volt sealed lead-acid battery belts for video and film cameras, etc.

The solar panels are specifically wired to provide adequate voltage to fully charge batteries of various types and ratings, and can be custom-packaged. The low power output eliminates the need for voltage regulation. Each solar charger is equipped with a blocking diode to prevent battery discharge during darkness.

Designed to charge at the normal rate of a typical slow charger, Portable Energy's solar chargers can also be paralleled to increase the rate of charge.

For further information, contact Portable Energy Products, 1875 South Pearl St., Denver, Colorado 80210. Telephone (303) 778-8616.

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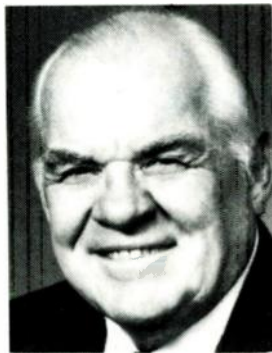
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BROADCASTERS

William Schafer, founder and director of Lifeline Ministries, Inc., of Osprey, Florida, has been combating a malignant cancer in his chest since last summer. He and his wife **Anne Schafer** continue to broadcast regularly on *The Lifeline Hour* over 13 radio stations around the country. Since inception of the cancer Schafer, 70, has added five new markets including Phoenix and Seattle because he "can't preach outside the home anymore." Despite regular chemotherapy and cancer having spread to his throat, Mrs. Schafer says her husband does not miss a taping session.

Media and Values editor **Sr. Elizabeth Thoman** was honored October 10 in Washington, D.C. with the Faith and Freedom Award for religious communications presented by the Religious Heritage of America. She is the first Catholic sister and one of the few women to



William Schafer



Don Sutton



John DeBrine

receive the award for "outstanding and creative" use of the media to communicate ethics and principles of religious values. Thoman is executive director of the magazine's publisher, the Center for Communications Ministry, Los Angeles.

Heather Wraight becomes director of Radio Worldwide next month. She will replace **Noel S. Gibson** as head of the London-based radio program producer whose programs include the 30-minute weekly, *Quiz Time*, and a 15-minute weekly *Nature Trail*. She came to Radio Worldwide in 1972 after a career in nursing.

Milwaukee Brewers baseball pitcher **Don Sutton** is now a religious broadcaster. His daily five-minute radio program, *Don Sutton's Sports Scene*, debuted September 1 and is currently heard on a network of 70 stations nationwide. Conceptualized by Creative Communications Associates, the program is a "cross-over" that airs equally well on secular and Christian stations. Formerly with the Los Angeles Dodgers and the Houston Astros, Sutton is an experienced broadcaster. He reportedly carries a tape recorder with him wherever he goes for on-the-spot interviews. The radio program is available to stations without charge.

Two of **Billy Graham's** latest crusades were in the western United States. An average audience of 25,000 attended stadium crusades each night in Sacramento, California. September 11-18 was Billy Graham Week there according to a

proclamation by the County Board of Supervisors and the Sacramento mayor. The Roman Catholic newspaper in Sacramento, *The Catholic Herald*, devoted an entire front page to encouraging their members to attend. Graham's next city-wide crusade was in Oklahoma City, October 23-30, where an equally warm welcome was expected.

Christian radio personality **John DeBrine** of Songtime, Inc. was honored at a November 18 banquet for 35 years of Gospel ministry. **Steven Brown** spoke that evening and **Ben Markley** was emcee and soloist. The Braintree Highlands, Massachusetts broadcaster was presented with an audio-visual program of greetings from friends who could not attend.

Martin Luther, the Protestant reformer who would have been 500 years old November 10, was the subject of a live, one-hour television drama last month. **David Soul**, best known for television's *Starsky and Hutch* police series, played Luther. Presented by the Lutheran Film Associates, *Martin Luther: A Parade of Witnesses* showed the former Catholic monk talking with other historical figures including **Philip Melancthon**, **John Bunyan**, **Karl Marx**, **John Wesley**, **Dietrich Bonhoeffer** and **Martin Luther King, Jr.**

Judith Saxton has joined the television-radio faculty of Liberty Baptist College, Lynchburg, Virginia. Professor Saxton came to the Baptist school from the University of Maryland at College Park where she taught for four years.

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BROADCAST BOOKS

Hooking The Viewer

Life on Daytime Television: Tuning-In America Serial Drama, by Mary Cassata and Thomas Skill. Ablex Publishing Corp., 1983, 214 pages.

This book is an excellent collection of research studies of serial dramas and provides a history and brief analysis of some of the important issues related to soap operas.

A social scientist's view of daytime serials and drama and a humanist's view are presented in the introduction of this book and the rest is a report of research on the daytime serials in an interview with Robert E. Short, manager of daytime programs for Proctor and Gamble.

The research studies that form the bulk of the book are well done and cover most of the areas that might be discussed in courses on mass media and society.

There are studies on the way women, the elderly, the family, sex, interpersonal communication, and conflict are presented in soap operas. The statistical scope of these studies is broad and the analysis seems quite sound.

The chapter by the authors, "Television Soap Operas: What's Been Going On Anyway?" is an update of the landmark study published in 1972 in *Public Opinion Quarterly* by Nathan Katzman. Katzman concluded that in 1970 there were roughly over 50 million viewer hours spent on soaps every day of the week.

According to the Nielsen report of February of 1981 this number was approaching the 85 million mark. The increase is due to the switch from daytime to night for such serial dramas and *Dallas*, *Dynasty*, *Knot's Landing*, *Falcon Crest* and others.

Another reason for the expanded viewership, according to the authors, is: "The audiences are becoming more diversified, the soaps are creating new and kinkier story lines to appeal to the young ..." They also stated that according to some critics of the social scene the lowering of moral standards was a normal consequence of the moral

murkiness of our times due to "... a society unsure of its moral fiber and its ethical goals."

One perspective of the serial drama mentioned by the authors—that the soap opera "hooks the viewer into willing complicity in the life it offers"—is rather frightening. Especially since, as reported earlier in the book, there has been a great increase in the explicitness of sexual activity and more overt presentation of problems that had not been a part of the soap before. As these problems are now being given more prominent attention, moralizing about such problems has been on the decrease.

No one seems to disagree that the soap operas are reflecting life in a more open and "realistic" way than in the previous decade. However, if the intent of the soap opera is to hook the viewer, then there should be concern on the part of Christians about the possible effects of this kind of programming.

There is the alternative approach. CBN has a soap opera, *Another Life*, now in its second year, which presents the problems of life found in soaps. But this program provides realistic answers to moral questions in subtle Christian ways.

It is indeed the purpose of *Another Life* to hook the viewer into willing complicity in the life it offers, but it is "another life" than that presented by the other soaps.

The reviewer, Paul Hunsinger, is a professor of communications at CBN University.

Writing Procedures For Daily Radio News Reporters

Broadcast News, Radio Journalism and an Introduction to Television, by Mitchell Stephens. Holt, Rinehart and Winston, 1980. 301 pps.

Stephens, from New York University, secured cooperation of 300 broadcast news directors in his preparation of "Broadcast News." He clearly cites examples from 155 radio stations, nine TV stations and nine networks.

Twelve chapters are devoted to radio newswriting, two for television visuals and a concluding

chapter on the broadcast journalism profession.

"In radio," he says, "without the extra problems presented by visuals, it is possible to concentrate on basic writing and reporting skills."

"Broadcast News" is a helpful handbook of techniques for writing, reporting and producing.

Stephens gives eleven standards for readability in treatment of numbers, abbreviations, corrections, avoiding split words and sentences, giving proper emphasis and pauses, using exact spelling, proper pronunciation, timing in seconds, and testing copy by reading aloud to prevent distracting consonant sounds.

He recommends conversational style with simple, concrete words, active verbs and present tenses. He favors idiomatic expressions and metaphors but discourages slang and clichés.

Acceptable and unacceptable examples are given for precise and objective meanings. He advocates simple sentence structure, with pauses indicated, and quotes from the speaker's audio taping. The author treats intriguing leads that are newsworthy and how to make details meaningful with a punch. He examines soft, set-up, and angle leads.

Radio news stories are to be "tight," but flow to support the lead with information in organization, transitions, and the final "snapper" sentence.

Stephens applies his broadcast journalism rules to network reporting. He describes the problems of getting news tips from various sources and stresses the necessity to research information. He outlines techniques for gathering news by phone, on the scene, in interviews, and contacts. One section reviews ethical standards and FCC guidelines.

In producing newscasts he orders the priorities of newsworthiness, variety, geography, natural tie-ins, tapes, blocking news segments, producing spots, kickers, and timing.

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

AIRING OUR VIEW

The free use of this editorial, with proper credit, is granted to broadcasters

Slaughter of the Innocents

IT TOOK Baby Doe six days to die of starvation last year in Indiana.

Now on Long Island it is Baby Jane Doe's turn—only she still lives because the Federal Government has intervened to try saving her.

Why have the parents of these babies sentenced them to execution by neglect?

They were born defective. Down's syndrome, the professionals say. That sounds better than the old, ugly term, Mongoloid.

Slaughter of the innocents happens more often than commonly suspected. University of Wisconsin law professor John A. Robertson warns that infanticide is "a pervasive and widespread practice in pediatric nurseries, hospitals and intensive care units across America, Europe and elsewhere."

Ten years ago, according to the "New England Journal of Medicine," of the 299 babies who died in the special care nursery at the Yale-New Haven Hospital, 43 had been allowed to die.

The death of Baby Doe last year spurred the Federal Government to set up a hotline and post notices concerning its existence. In the next several months, scores of telephone tips from all over the nation spared handicapped newborns from the executioner's syringe or a cold, empty room without food and water.

No one knows how many other defective infants died for lack of an intercessor.

This slaughter often has the consent of attending physicians. A survey revealed that 59.9 percent of pediatricians and 76.8 percent of pediatric surgeons would "acquiesce in a parent's decision" to deny a Down's syndrome baby life-saving treatment.

One in four surgeons would actually recommend such a course of inaction. Nearly three in four surgeons would allow their own handicapped infant to die of starvation.

That survey was taken in 1977. The percentage is even more appalling today. "Pediatrics," the official journal of the American Academy of Pediatrics, makes that clear.

A lead editorial in the July 1983 issue of the journal states, "We can no longer base our ethics on the idea that human beings are a special form of creation, made in the image of God, singled out from all the other animals, and alone possessing an immortal soul."

The editorialist argues, "If we compare a severely defective human infant with a nonhuman animal, a dog or a pig, for example, we will often find the nonhuman to have superior capacities, both actual and potential."

Why do evangelical Christians get so upset about this cavalier attitude toward the value of life?

No doubt many people are willing to allow Christians to keep their own deformed offspring—even if it means society must pick up the tab for their perceived stupidity.

But let it stop there, say the others. Don't impose your standards on us. Do what you want, but stay out of our affairs. We, too, want our freedom to choose.

Evangelicals oppose abortion and infanticide not only because the Bible prohibits the wasting of human life—though that would be reason enough. They settle moral issues on the basis of biblical teaching. And murder is such an issue.

These Christians oppose mercy killing of Baby Doe on societal grounds as well. They hold that the welfare of society depends on the value it sets on human life, reasons an editorial in "Christianity Today." They wish to protect society against a policy that would deny the importance of human life and lead people to take it cheaply.

In recent years, the editorial observes, there has been a rapid shift away from extraordinary measures preserving life to ordinary measures to no measures at all to positive action destroying unwanted human life.

The sacredness of human life has been replaced by a policy of convenience. The quality of life for both baby and parents has become the moot question, not that of life itself.

In an attempt to recall the nation to respect of life, some churches are celebrating Sanctity of Human Life Sunday* on January 22, 1984. That date comes exactly 11 years after the Supreme Court gave the United States the most permissive abortion laws in the Western World.

Since then, over 13 million unborn innocents have been slaughtered. Only God knows how many handicapped infants were doped, starved, carved and even bludgeoned to death.

Freedom to live is a fundamental right of mankind, concludes the "Christianity Today" article. For its own good, society must stand against any attempt to destroy that right to life, and protect it at every possible point.

Whether through the celebration of Sanctity of Human Life Sunday, the election of public officials, or the use of whatever legal means possible, let it be said of Christians that at least one group stands consistently for the value of the individual, thus passing on some hope to future generations.

—Robert L. Niklaus

*For information and a media kit, contact the Christian Action Council, 422 "C" Street NE, Washington, D.C. 20022; or call Norman Bendroth at 202/544-1720.

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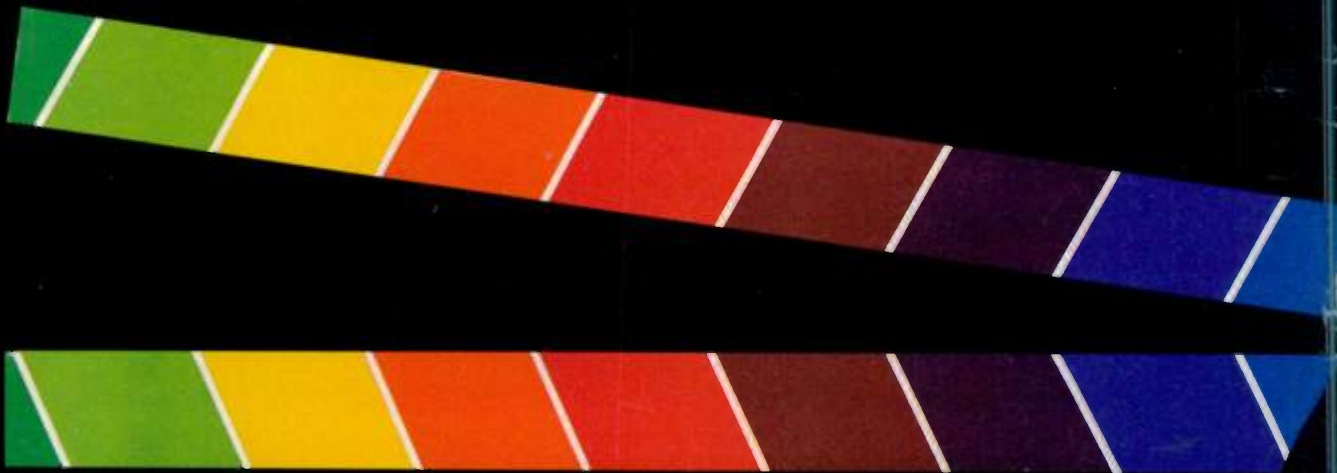
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