

*Jerry Falwell:*  
**The Deafening Silence  
of Christian Leaders**

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**Gospel Message and  
Government Mandate**

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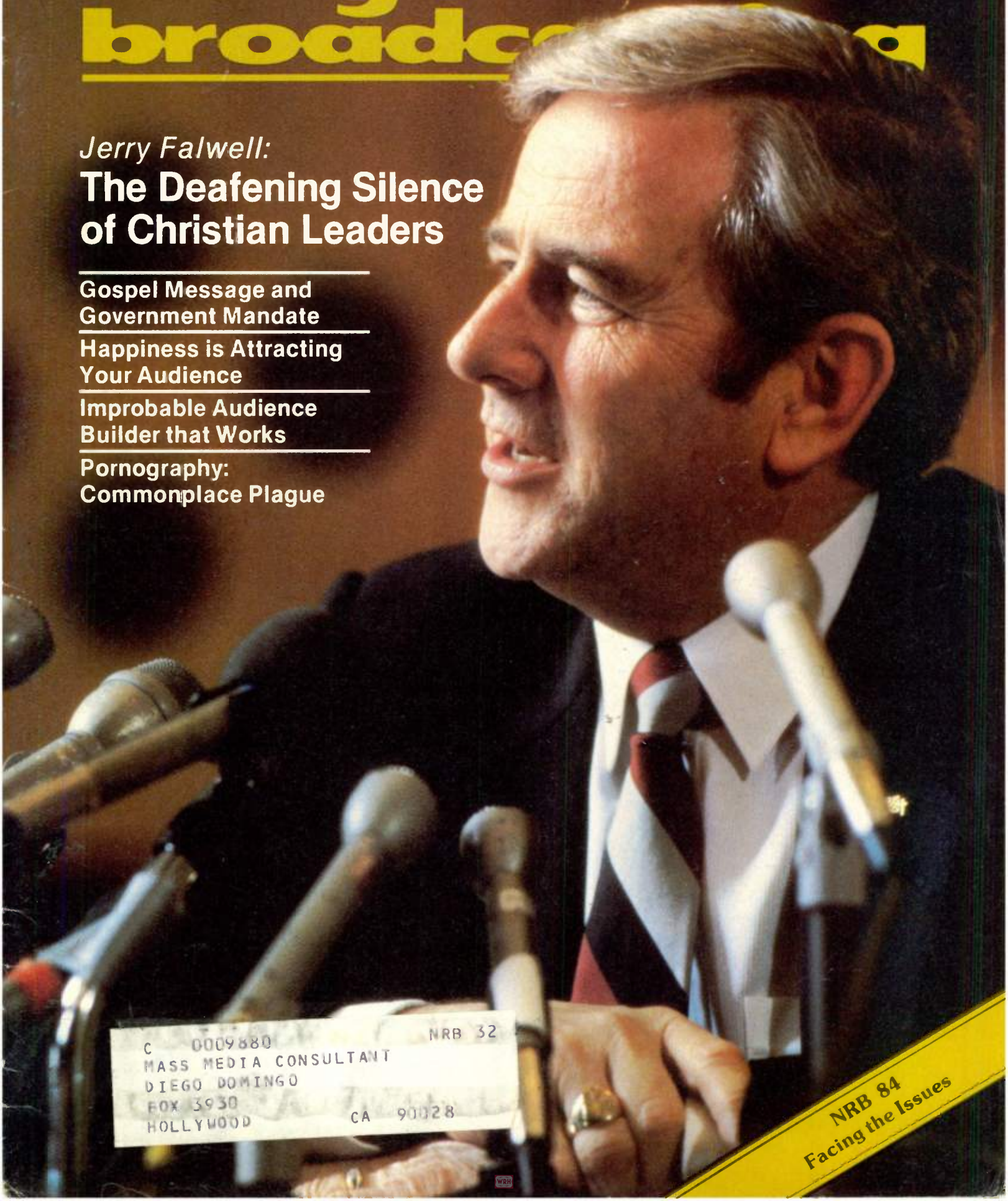
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that all newly allocated channels be available for application by all parties and whether the requirements of *Ashbacker* could be met so long as one other channel would be available for application. In addition, the agency wants to develop guidelines on how the proposed license modification procedures should apply to television allocation proceedings.

**New FM Channels**

The commission is particularly interested in comments about the effect of the proposed changes on FM allocation proceedings in Docket 80-90. A large number of the new FM channels made possible by Docket 80-90 will be allocated nationwide in a forthcoming omnibus rulemaking proceeding.

The standards under which incumbent licensees can seek modification of their present facilities

without facing competing applicants could determine whether many licensees participate in the Docket 80-90 proceeding to improve their existing service.

The license modification procedures proposed in the FCC's recent *Notice* are consistent with the agency's continuing effort to streamline its regulatory procedures and to encourage fuller and more efficient use of the radio spectrum. Allowing modification of licenses at the rulemaking stage could permit licensees to institute service on a new channel at an earlier date and with less expense.

In addition, licensees would be encouraged to improve their present service, because the risk of unknown applicants competing for the new channel would be removed. Thus, the burden of an unnecessary application process and further rulemaking proceedings for ad-

ditional channel assignments could be eliminated.

For many FM and TV licensees—particularly those who have considered expanding their facilities by moving to a new channel—the adoption of the proposed rule would create an important opportunity and a major incentive to improve the technical quality of the service available to their communities.

<sup>1</sup> Notice of Proposed Rulemaking, MM Docket 83-1148 (Amendment of the Commission's Rules Regarding the Modification of FM and Television Station Licenses), FCC 83-484, released October 28, 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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## FCC Proposes New Rules for Modification of FM and Television Station Licenses

In its recent *Notice of Proposed Rulemaking in MM Docket No. 83-1148*,<sup>1</sup> the Federal Communications Commission is proposing to change the procedures under which incumbent FM and television licensees can request the modifications of their licenses to obtain a different channel through rulemaking proceedings.

The new rules could benefit FM and TV licensees who want to improve their facilities by moving to another channel, but who have been discouraged from seeking to have a new channel allocated by the threat of competing applications.

In addition, adoption of the proposed rules could well have a major impact on the forthcoming omnibus rulemaking to allocate the new FM channels made possible through the commission's rule changes in Docket 80-90.

### Change in Procedures

The rules proposed by the commission would change the procedures used by the agency to auth-

by Richard E. Wiley

orize service by incumbent licensees to improve their facilities. Thus, for example, the licensee of a Class A FM station who sought superior Class C facilities first would have to petition the FCC to allocate a suitable channel to his community.

Once the rulemaking proceeding begins, however, other parties may become interested in applying for the channel. The licensee's expense and effort in bringing a new channel into the community well might result in a new facility for someone else. For this reason, the incumbent licensee—who might otherwise be the most likely party to seek better service for his community—may be hesitant to begin the rulemaking process.

In its *Notice*, the commission proposes to broaden the exceptions in its present rules under which an existing licensee can request the modification of its license at the same time it seeks to have a new channel allocated to its community.

tion of license and will open the proposed channel to all applicants. If, however, assignment of the new channel would foreclose the existing station from using its authorized channel, the licensee generally would request withdrawal of the rulemaking request and the FCC would terminate the rulemaking. The commission has referred to this present license modification procedure as the *Cheyenne* doctrine, because it first was applied in channel allocations for Cheyenne, Wyoming.

### Modified Version

In a recent proceeding involving FM allocations in Helena, Montana, the commission applied a modified version of the *Cheyenne* doctrine which it now proposes to expand and make broadly applicable to FM and TV proceedings. In the Helena proceeding, the FCC assigned a new Class C FM channel for each of the incumbents requesting modification of license and also for each of the parties expressing an interest in applying for an FM facility in that city.

One party ultimately appealed from the Helena proceeding on the ground that the Supreme Court's 1945 decision in *Ashbacker Radio Corporation v. FCC* required the commission to make all the newly allocated channels available for any applicant. The *Ashbacker* decision established, in essence, that the FCC generally may not grant one application for radio facilities without holding a hearing to evaluate comparatively all timely filed mutually exclusive applications.

Although the appeal in the Helena proceeding eventually was withdrawn, it made the agency aware that it needed to clarify legal and policy issues underlying its allocation procedures.

The proposed rules, as set forth in the *Notice*, would not permit the filing of competing applications against an incumbent licensee seeking to upgrade its facilities if other interested parties could compete for a different channel.

The commission is now asking for public comments on whether the *Ashbacker* decision would require

### **The proposed rules would not permit filing of competing applications against an incumbent licensee if other interested parties could compete for a different channel**

orize service by incumbent licensees on newly allocated FM and TV channels. Unlike AM channels, FM and TV channels are assigned to communities based upon a table of allocations which is contained in the commission's rules. A channel is not available for application until the FCC first has held a rulemaking proceeding to allocate the channel to the community.

The FCC's current procedures for allocating FM and TV channels often discourage efforts by incum-

A station that obtains a license modification in a rulemaking proceeding bypasses the application process and does not face the possibility of competing filings.

Under the present rules, an incumbent's license can be modified in a rulemaking proceeding only if no one else expresses interest in applying for the new, superior channel proposed for the community. If the other parties indicate an interest, the commission will deny the incumbent's request for modifica-

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# PRESS-TIME REPORTS

Gospel music plans for NRB 84 include premier concert

The best of Gospel music will be a part of the 41st annual NRB convention that begins January 29 at the Sheraton Washington Hotel. Other than Pat Boone (see page 16), the Gospel Music Association (GMA) of Nashville is planning a Monday night premier concert with Larnelle Harris and Cynthia Clawson. Also lending their considerable talents to the performances in the main ballroom, the exposition hall or numerous smaller functions are The Richard Smallwood Singers, The Rex Nelson Singers, former Miss America Vonda Van Dyke, Lanny Wolfe and numerous others. Joni Eareckson Tada, who will speak to the annual Congressional Breakfast, will lend her music skills to the GMA concert. The internationally acclaimed Rong-Shing Children's Chorus from Taiwan will perform for the convention's opening night. Gospel music artist Doug Oldham will be the convention song leader. Vern McLellan from the PTL Television Network will return as strolling violinist during banquets. Neil and Pat Macaulay will return for NRB 84, she as convention organist and he as song leader before Oldham arrives.

GMA experts answer "Why Music?" during convention seminar

Gospel Music Association executive director Donald Butler, Sr. described a Monday seminar that will be part of NRB 84. "Why Music?" will be moderated by poet and concert artist Ragan Courtney. Panelists will include GMA president Ralph Carmichael of Light Records, Noran Spurr of Splendor Productions, singer Cynthia Clawson and Joe Battaglia of WWDJ/Hackensack (New Jersey).

NRB magazine comes a long way in just fifteen years

Fifteen years ago this month "Religious Broadcasting" magazine was reborn from "Radio Telegram" as a 20-page bi-monthly with a full-page ad selling for just \$100. The NRB executive committee voted on December 16, 1968 to change the design and frequency. Aiming for a thoroughly modern magazine, the second "Religious Broadcasting" ran a cover photo of the earth as seen from the moon's surface. The publication has been looking up ever since. The average magazine today, now a monthly, has more than doubled in size with convention issues approaching 150 pages.

Hundreds of pastors protest arrest of Nebraska Seven

Hundreds of fundamentalist pastors have converged on Louisville, Nebraska in recent weeks to quietly protest a court order by county judge Ronald Reagan that wanted to close a Baptist secondary school (see related article on page 24). Seven laymen have been arrested for "contempt of court" and held without bond, according to one of the pastors who comprise The American Coalition of Unregistered Churches. He said the protests in Nebraska will continue "until hell freezes over."



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## 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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# SPEAKING OUT

## Strength Through Weakness



At a recent management retreat, Dr. Kenneth Hanna, dean of education at Moody Bible Institute, shared from the Word and from his heart some thoughts about King Uzziah and the stories of his life and service from the 26th chapter of II Chronicles.

Ken pointed out that at 16 years of age Uzziah ascended the throne, coming to the kingdom at a time when Israel was at a low ebb. Amaziah, Uzziah's father, had been murdered and the nation's morale was suffering.

What would a boy of 16 have to offer his country as the new king? Uzziah simply cast himself on the Lord in his weakness. Verse 5 of II Chronicles 26 says, "As long as he sought the Lord, God made him to prosper."

Uzziah built up the country and its defenses in a very substantial way. He worked in interdependence with God and the people, which is always the secret of lasting success. Eventually his elite army was 307,500 strong, and he could wage war with great power.

In his weakness, he depended on the Lord, and the Scripture says he was marvelously helped, until he was strong. Later, in his strength, he was so proud that he was corrupt and unfaithful to the Lord.

It is interesting in this passage that he defied the priests of God, deciding to burn incense himself in the temple. When he took that liberty, the priests withstood him and ordered him out of the sanctuary.

Uzziah became enraged and at that moment leprosy broke out on his forehead. He lived the rest of his life as a leper and was buried as one in a lepers' field.

Here is a person who had great potential. In his weakness, he served the Lord with great power because he depended on his God. When he became strong in his own strength, he lost out with God, forfeited blessing, and became useless for the rest of his life. It shows there's a very real way of winning through weakness. It reminds me of this poem:

### I ASKED ... GOD GAVE

I asked God for strength, that I might achieve ...  
I was made weak, that I might learn to humbly obey.  
I asked for health, that I might do greater things ...  
I was given infirmity, that I might do better things.  
I asked for riches, that I might be happy ...  
I was given poverty, that I might be wise.  
I asked for power, that I might have the praise of men ...  
I was given weakness, that I might feel the need of God.  
I asked for all things, that I might enjoy life ...  
I was given life, that I might enjoy all things.

I got nothing that I asked for, but everything I had hoped for.  
Almost despite myself, my unspoken prayers were answered.  
I am among all men, most richly blessed.

Anonymous

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

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**Note:** The colorful art for the December issue cover and convention brochure was provided through courtesy of the Michael R. Ellison Company.



# VOLUNTEERS: Christian Television's Essential Resource

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



**Q.** Last month you talked about the importance of strategic planning. How does the use of volunteers impact strategic planning?

**Sparks —** Not-for-profit organizations have a tremendous resource in their volunteer groups. At TV-26 we have allowed volunteers to work with us since the start. However, the strategic positioning of the ministry greatly impacts the selection of these dear friends.

**Q.** What do you mean?

**Sparks —** The volunteer today is somewhat different than volunteers of past years. We see essentially four categories of volunteers, each with specific motivations beyond their desire to "serve Christ" in our work.

Young people under 25 years of age compose the first group of volunteers. These people usually seek volunteer association in order to strengthen career skills, decide upon specific career options or to make new friends.

The second group is typically composed of women aged 25-50 who are homemakers looking forward to intellectual stimulation and outside activity to broaden their awareness.

Group three are those individuals aged 25-50 who are working full time in another line of endeavor. Often these individuals are seeking increased responsibility, job skills outside their primary line of work, or influence in their peer groups.

Finally, retired people over 60 years of age compose the last group of volunteers. These dear friends often look to volunteer work to provide productive use of their time and allow for socialization with others.

For the sake of study, each group of volunteers may be considered a strategic market. By careful positioning the ministry may internally reposition jobs to maximize the impact of volunteer labor.

**Q.** Can you give an example of such positioning?

**Sparks —** Certainly. At TV-26 we often divide jobs to match the specific "markets" of our volunteers. Retired people are provided opportunities for volunteer service in social settings such as group tasks with low stress characteristics. These kinds of environments allow for socialization while at the same time are a blessing to the ministry.

**Q.** What happens if you do not reposition the ministry internally to meet the needs or markets, of the volunteers?

**Sparks —** The very same thing that would happen when the work is positioned wrong externally; disappointing returns. In fact, most volunteer programs which fail to work usually miss the mark in this area. They fail to provide sufficient satisfaction for the volunteer who then becomes bored, discouraged, absentee, or simply becomes difficult to manage. In summary, I do not believe there are problem volunteers. There may, however, be volunteers whose market needs are beyond our scope of provision.

**Q.** How does a ministry attract volunteers?

**Sparks —** More than 90% of volunteers are contributors of ministries and respond as a result of personal invitation. It should be underscored that care must be taken in job assignment for new volunteers. Assigning a volunteer to the wrong internal "market" could result in permanent loss of their continued donation.

**Q.** What is the result of a well administered volunteer program?

**Sparks —** (thoughtfully) When the load of the ministry gets so burdensome, when the sky is cloudy, when discouragement looms, the sight of our volunteers and the sound of their cheerful voices means more than I can tell you. To know there are people who want to serve Christ, and love our ministry enough to travel at their own cost, work for no wages, and help shoulder the work, makes me feel blessed beyond belief to be in God's work!

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## Chicago Superstation Enters Statewide's Christian Group

CHICAGO, IL (NRB)—Statewide Broadcasting Co. of Pompano Beach, Florida, purchased WCFL-AM on November 3. The premier Chicago station plans to air a "soft adult contemporary" Christian music and talk format as soon as FCC approval is secured. Company sources say the approval could come in time to broadcast the Rose Bowl football match of the University of Illinois and UCLA from Pasadena on New Year's Day.

The 50,000-watt clear channel secular station was purchased from Mutual Broadcasting for eight million dollars. When the transition is made it will be one of the most powerful Christian stations in the country, according to the station's operations manager, John M. Cummuta, formerly with NRB. The signal is heard at night in 24 states and in the daytime in five states. Mutual purchased the station in 1978 for \$12 million.

The purchase "underscores our commitment to bring to Christian broadcasting the biggest and best stations available with the best facilities and the best voice we can," said executive vice president Tony Lupo.

During the last six months Statewide has also purchased four Florida stations. Last September WAPE-AM/Jacksonville, a 50,000-watt facility known in the 1960's as a leading rock and roll sound, started programming Christian music and talk.

Steven Downes, regional director for the CBS Radio Network told Lupo that WAPE is the only Christian station with which CBS affiliates. Station manager Bruce Maduri confirmed that since the station changed from the big band sounds that dominated the last year to Christian programming, the response has generated more than 300 letters.

Like WCFL, the Jacksonville station is being programmed as a full service station with an eye on community interests. Plans are already under way to broadcast the World Series, the Superbowl and Monday

night football. Locally produced news and public interest programs are being introduced with a Christian slant. "We need to reach out and touch the people, as well as those Christians who don't listen to Christian radio," Maduri said.

The other Statewide stations are WVCG/Miami, another 50,000-watt station purchased for \$1.5 million; and WKQE/Tallahassee, a 5,000-watt AM with a Christian format. The final station in the corporation thus far is WBGM-FM, a Tallahassee beautiful music station which airs a sprinkling of religious programming.

Statewide is owned by Scott Ginsburg, a Boca Raton attorney with experience in Washington, D. C. At 31, Ginsburg has already built a small empire in the religious broadcasting field.

His company's growth is not complete. "We're still looking at major markets. We're not closing our eyes to anything," revealed vice president Lupo, formerly an executive with Crawford Broadcasting for five years.

Another major station acquisition in line with the WCFL purchase will be announced in the near future. Lupo would not indicate which major market is Statewide's next target.

## Inspirational Network Inaugurates Stereo Cable TV Broadcasting

CHARLOTTE, NC (NRB)—The PTL Inspirational Network has inaugurated full-time stereo telecasting 24 hours a day, seven days a week, becoming the first religious television network to do so.

The first program, *Dave Boyer Uptown*, was carried over PTL's satellite network on October 15.

One of the first regularly scheduled programs to utilize the stereo system on the network is *The Jim Bakker Program*, seen live daily and re-broadcast several times throughout the programming day.

Jim Bakker, president of the PTL Television Network, received "an enthusiastic reaction" when he announced the news of the innovation for cable viewers.

The PTL satellite network cur-

rently delivers its signal to approximately 750 cable systems, reaching nearly 10 million homes.

## Robertson Program Based on Findings of Gallup Survey

VIRGINIA BEACH, VA (NRB)—The first week in January CBN is releasing a prime time television special that attempts to answer with dramatic vignettes five of the most pressing questions asked by Americans. The questions were chosen by a Gallup poll that asked people across the country, "If you could ask God one question, what would it be?"

Another Gallup poll commissioned last summer by CBN compared the spiritual climate in America today with five years ago. Nearly 60 percent of Americans responded that they are more interested in religious and spiritual matters than five years ago.

The January program, *Don't Ask Me, Ask God*, will be syndicated in more than 85 percent of the top 150 markets. CBN Cable will air the program January 9 and 27 in its 3900 markets across the U.S. CBN Cable now reaches some 23 million TV households.

"This special will have incredible power because it will answer directly the questions that Americans are asking in language and format which will be both informative and entertaining," said president Pat Robertson, who will co-host with Anita Gillette.

The questions most often asked center on the future, evil and suffering in the world, the possibility of lasting peace and love, and life after death. The answers are provided by top names in the entertainment industry including stars from *Taxi*, *Fame*, *Roots* and *General Hospital*. A series of Scriptures will also flash on the screen "like something from *Star Wars*," one source said.

The actors and actresses include Norman Fell, Ben Vereen, Steve Allen, Jayne Meadows, Dorian Harewood, Dean Jones, Ned Beatty, Doug McClure, Marvin Kaplan, Ruth Buzzi and Tony Danza. The hour-long program also features





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RB-184



thoughts from noted observers General William C. Westmoreland, Malcolm Muggeridge, Vincent Price, Alvin Toffler and Mother Theresa, who comments from the streets of Calcutta, India.

The show was produced by Echo Productions in the Virginia Beach studios of CBN. After completing the program, some of the actors and actresses themselves tackled the questions they had dramatized and told how the public's questions relate to their lives.

The program will be syndicated fully paid and without fund-raising appeals because of a successful fund-raising effort last summer. Last July 16 CBN raised the money with a closed-circuit telecast to 200 hotels, auditoriums and convention centers. Some 250,000 people were reached via the ad hoc network patched together by Netcom Enterprises of Burbank, California. The live program was also carried to 30 other locations by terrestrial microwave. Netcom worked with Victory Communications of Phoenix, Arizona, and Momentum Enterprises of New York in setting up for the two-hour fund raiser.

When CBN commissioned the Gallup Organization to examine the spiritual climate of the country as compared to 1978, researchers found what Robertson termed a "groundswell of religious belief" during the last five years "that is absolutely overwhelming."

When asked if religion can solve the world's problems, Gallup personnel found that more than half (54 percent) said it does to a greater extent than in 1978. Twenty six percent indicated that religion is less likely to produce the solutions than five years ago.

In this year before national elections, about one-third of Americans (35 percent) said they form political opinions based on religious beliefs to a greater extent than five years ago. Nearly as many, however, (27 percent) said "to a lesser extent" on political opinions, while the balance said "about the same."

The survey gauged involvement in ten religious activities and included these results: Bible study groups, 26 percent or 43 million people; religious education class, 19 percent, or 34 million; and prayer and medi-

tation groups, 17 percent or 30 million.

**First Non-Government TV Station Planned for Ghana**

TAMPA, FL (NRB)—If a West African Bible teacher's plans are successful, his native Ghana will receive a Christian television station within a few years.

Mike Milliar, who came to this city three-and-a-half years ago from Accra, Ghana, wants to sponsor the first privately-owned broadcasting entity in his country.

The first step in approval of his application is writing a "working law," something he expected to be completed by December. His effort may be successful because the prospective broadcaster's uncle is currently Ghana's defense secretary, Paul Pauplukuu. His industrialist father is an unsuccessful two-time presidential candidate in the West African seacoast country.

If the legislation is passed, the second hurdle is raising \$3 million to finance construction. A \$300,000 goal has been established for a planned telethon in Tampa. Milliar already has the backing of Christian businessmen here including Barry Curtis, his board president who is in the fashion industry; and Robert D'Andrea, president of WCLF-TV 22/Clearwater and WTGL-TV 52/Cocoa. The telethon would air on D'Andrea's stations if the law is passed by the Ghana legislature.

The national Ministry of Information postponed approval of Milliar's plans. In a letter last April they said, "The Ministry will appreciate any other means by which you may wish to educate our people, particularly in the fields of agriculture, health and sanitation." To establish this "credibility with the Ghana government as eloquent Christians," Milliar's ministry organization is seeking farming implements, tractors, harvesters and irrigation equipment. Ghana has "many already dying of hunger," he said.

Milliar indicated that more than two-thirds of Ghana's population is "Christian directed," but that approximately 20 percent know Christ as personal Savior. He said a Chris-

tian heritage is "a national pride" in Ghana. Broadcasting on the proposed station would be produced in English, the national language, and in several local languages.

A perceived opposition to indigenous broadcasting, which some say derives from established denominations, is not true, according to Milliar's observations. "If God wants a Christian television station in Ghana, by all means he will establish it," he said.

The vision to return to Ghana as a religious broadcaster came to Milliar when he was a student at Florida Beacon College in Largo, the Christian college founded by Charles Leaming. Leaming recently completed 40 years as an NRB board of directors member. Milliar is completing a masters of Biblical Theology degree at the same school.

**Faith Center Says "Fraud" Charges Untrue**

GLENDALE, CA (NRB)—When the FCC dismissed the re-licensure of KHOF-TV 30/San Bernardino (California) and thus closed the television station of W. Eugene Scott last May 24, their decision was not based on a "lengthy fraud investigation" as reported by *RELIGIOUS BROADCASTING* (July/August, October 1983 issues).

Oral arguments before the FCC review board were held on December 2 to name an interim licensee for the Los Angeles area station. An FCC Public Affairs spokesman said the interim licensee could control Channel 30's license "for several years" while the commission reviews 41 applicants for the permanent license.

In an October 10 letter, Faith Center legal affairs spokeswoman Melana R. James explained that the KHOF-TV problem began when a former church cameraman, Paul Diederich, allegedly complained to the FCC that while he was employed there Dr. Scott "raised money for certain projects that never came about." Dr. Scott steadfastly refused to turn over donor records to the FCC. The spokeswoman said, "All the church asked

*(continued on page 48)*



## Famed Philosopher and Popular Singer Add New Dimensions to NRB 84

WASHINGTON, D.C. (NRB)—Christian philosopher Francis Schaeffer and singer Pat Boone are joining nine other leading Christian communicators as plenary participants for the NRB 84 convention which commences later this month in the nation's capital.

The 41st annual convention of NRB already features internationally-known speakers including Pat Robertson of CBN, Jerry Falwell of *The Old Time Gospel Hour*, Charles Colson of Prison Fellowship and George Sweeting of Moody Bible Institute.

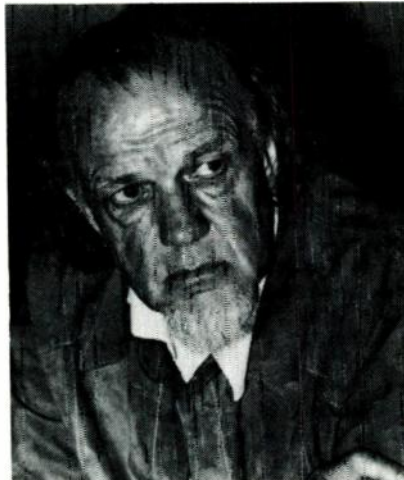
The other leaders are Joni Eareckson Tada, an advocate of the handicapped; Oswald C. J. Hoffmann of *The Lutheran Hour*; Edward V. Hill, the black preacher from Los Angeles; evangelist Jack Van Impe from Michigan and Carl Richardson of *Forward in Faith*.

With 3,500 program producers, station owners and operators, agency representatives and other broadcast professionals expected, the four-day session begins January 29 at the Sheraton Washington Hotel. Delegates from around the world will attend the plenary sessions, scores of workshops and several banquets.

The convention theme at the start of the presidential election year is "Christian Media: Facing the Issues in 1984." President Reagan is being invited to return to the NRB podium for Monday afternoon, January 30. No decision has been announced about inviting the leading Democratic presidential candidates to NRB 84.

Francis Schaeffer can claim a lengthy list of books and film projects produced during the last decade. His recent book, "A Christian Manifesto," discusses the continuing secularization of present society and the covert threat that places on religious liberty. It discusses the effect of anti-religion biases in the courts, the legislatures and the media and suggests some Christian alternatives.

"A Christian Manifesto" is being released as a film, according to



Francis Schaeffer



Pat Boone

Schaeffer's son, Franky Schaeffer, president of Schaeffer V Productions, Los Gatos, California. The release was expected at the end of November.

Schaeffer addressed the 1982 convention on the struggle between secular humanism and a Christian world view.

"Time" magazine called Schaeffer a "missionary to intellectuals." Through his writing and speaking, which have not declined despite a battle with cancer now in remission, Schaeffer has presented the biblical faith as a reasonable alternative to secular humanism for thinking people.

An international study and religious community in Switzerland called L'Abri grew out of Francis and Edith Schaeffer's opening their home to youth travelling through Europe. More than 25,000 people have been influenced by this ministry.

The other plenary participant recently announced is Pat Boone. He will sing of his Christian faith at the Monday night plenary session, at the Tuesday morning Congressional Breakfast and again before President Reagan speaks in the main ballroom.

Boone debuted a 60-minute weekly radio program a year ago that was the first gospel music program to attract major national sponsors, including Bayer Aspirin. *The Pat Boone Show* premiered in Janu-

ary 1983 on 80 stations and now has more than 100 stations around the country and in several foreign locations.

He is producing half a dozen radio spots for airing on his program about the NRB convention. Several other radio networks will air the promotional announcements also.

A descendent of pioneer Daniel Boone, the singer signed for his first television show in 1956, *The Pat Boone Chevy Showroom* on NBC. Since then Boone's career in film, television and records has never slowed down.

Boone was part of the NRB convention program in 1973 and again at the 1976 NRB-NAE gathering.

## Wilcox Travel Named Official NRB 84 Agency

WASHINGTON, D.C. (NRB)—NRB 84 delegates who have not confirmed travel arrangements for the convention which begins here January 29 should contact Wilcox Travel Agency of Asheville, North Carolina.

Wilcox Travel, the official agency for Billy Graham, is offering a discount of 30 percent or more for unrestricted airline coach fares at the time of ticketing. The discount is valid on United Airlines and Piedmont Airlines only.

For further information call Wil-





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cox toll free and mention that reservations are being made for the NRB convention. The number outside North Carolina is (800) 438-5828. In the state call (800) 452-2803.

Hotel reservations are not made by NRB. For details about room rates and availability contact the Sheraton Washington Hotel directly at (202) 328-2000. Rates for NRB delegates are lower than the public rates.

For other questions about the convention, contact the "convention registrar" at NRB by calling (201) 428-5400.

**International Workshops  
Designed to Build  
Cross-Cultural Ministries**

WASHINGTON, D.C. (NRB)—A series of five workshops on problems unique to international religious broadcasters is being offered as part of the NRB 84 convention. David Adams, director of the International Training and Research Center (INTRACARE), is convener of the workshops. INTRACARE is the Netherlands-based branch of Trans World Radio (TWR).

The workshops are being designed to "provide information, encouragement and instruction to national broadcasters who are considering an international ministry," said Donald Chambers, TWR's assistant international program director.

The workshops are planned for "people who have a vision and want to fully support" the work of TWR, World Radio Missionary Fellowship

(HCJB), Far East Broadcasting Company (FEBC), Eternal Love Winning Africa (ELWA) or other of the leading international radio ministries.

One workshop asks participants the question, "Should you have an international radio ministry and what can you expect from it?" Moderator for that session will be David Schroeder, TWR's international program director.

The second workshop takes the concept another step by offering suggestions on "Planning an International Radio Ministry." David Lawrence, director of media for FEBC, will be moderator.

Roger Stubbe, director of the Communications Division for HCJB, will lead the next workshop on "Sharing Your International Vision." Attendees of this session will learn from each other.

"Current Issues in International Radio Ministry," another NRB workshop, will be moderated by David Manney, international program director for HCJB.

The final workshop on international ministry is being called "Cooperating Together." David Adams will moderate this session.

**Updated Directory of  
Religious Broadcasting  
Shows Growth Trend**

MORRISTOWN, NJ (NRB)—A revised and updated "Directory of Religious Broadcasting" is being released later this month by National Religious Broadcasters. The 1984 directory, with some 425 pages and

a streamlined indexing, demonstrates that Christian broadcasting and related industries are growing at a steady pace when compared to the NRB 1982-83 Directory.

Under the direction of managing editor Marge Stevens, the new directory took most of the last year to research, edit and ready for printing.

The new volume, edited by executive director Ben Armstrong, will be selling for \$29, beginning at the NRB convention. The price for NRB members is reduced to \$24.

Tabulations indicate that the number of U.S. religious radio stations has increased during the last two years by 123, or 13.3 percent. (See box on page 52.)

The number of religious television stations is increasing at an even faster pace, with a 21.5 percent increase listed in the 1984 directory.

According to the figures, religious television and film producers are the fastest (30.3 percent) growing segment of the Christian broadcast industry.

Smaller categories in the 1982-83 directory such as "Film Companies" were combined with the "A/V Production Facilities" section of the new directory to enhance the value of the book. The "Master Index" was eliminated in favor of listing complete references with each entry, making the directory even easier to use.

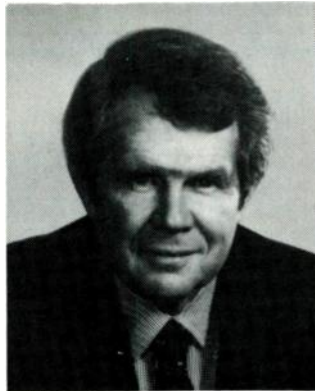
The number of religious radio program producers whose product is used outside the United States has slightly decreased in the new

*(continued on page 52)*

Joni Eareckson Tada



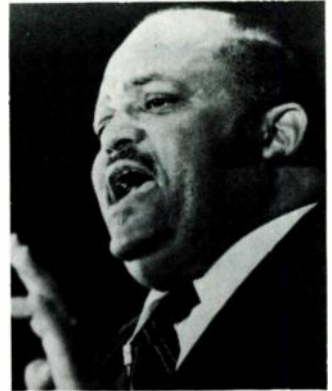
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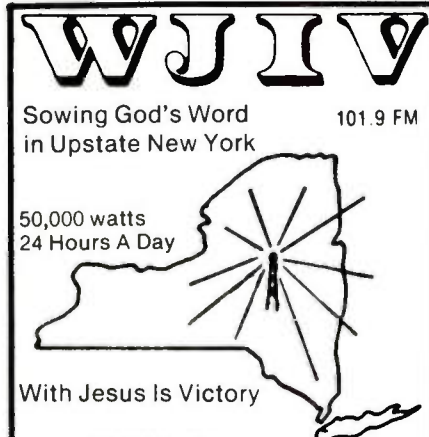


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*Silence in  
the religious community  
is more responsible for the  
moral decadence and  
breakdown of the republic  
than any other  
contributing force*

# The Deafening Silence of Christian Leaders

**S**INCE World War II, America has gone through a period of affluence unparalleled by any other nation in history. Yet today we are a nation falling a-

part, facing a troubled economy, insurmountable social problems, and a myriad of other catastrophic concerns.

From the 13 million babies who have been allowed to die in abortion chambers to the epidemic of incurable herpes affecting 20 million people, the evidence of moral decay in America stacks up with dizzying rapidity. A 40 percent divorce rate chips away at the foundation of the family. A drug epidemic deteriorates the minds of our youth and spans the age categories to victimize even the adult population.

Homosexuality, recognized through the media and governmental officials, has become an accepted lifestyle. Pornography, once available only through the dark recesses of pool halls, can now be found at the local supermarket, openly displayed at the eye level of a five-year old.

## **Penalty of Silence**

In looking for a way to change this disastrous course, we must first identify the reason for the moral deterioration. We could easily blame the Democrats or the Republicans, the national media or the entertainment industry. Certainly, all these have played a part, and there are others which could be added to the list.

Yet the most influential force in the country is found within its churches. Two-thirds of the population belongs to a religious body and 94 percent profess belief in God. Religious Americans form the largest block of influence in this nation. Then why, with such a profound possibility for steering the moral course of the country, have church people allowed America to drift in such an immoral direction?

Frankly, the silent Christian leaders of America are more responsible for the moral decadence and breakdown of the republic than any other contributing force.

Historically, do-nothing Christian leadership bears in part the responsibility for such atrocities as the Civil War and the holocaust of Jews in Germany. In either case, the majority of churches were not vociferous enough on the sinfulness of these actions to bring the evil to a swift conclusion.

by Jerry Falwell

One of the results of the thousands of silent leaders regarding the sacredness of life is the Supreme Court's legalizing abortion on demand. Since the Court's 1973 decision, over a million babies a year have been literally torn from the womb and thrown away as garbage. The horrors of this holocaust go unmentioned in most religious circles.

Those people who say, "I'm against abortion but I don't think you should have a law to stop it" are really saying the same thing as "I'm against slavery, but if you want to have a slave that's up to you."

If an action is morally wrong and degrading to the civil and human rights of any person, then it should be against the law. Laws are made to protect human and civil rights, and Christians should not be afraid to say so.

## **Reasons for Silence**

Why the silence? Like everyone else, Christian leaders desire to be accepted. It is comforting not to have anyone angry with you. There is false security in knowing that the Christian community is not upset with you, that a church founder is not mad at a particular sermon or speech you made, or that no one is outside the church doors demonstrating against your position on a specific issue. Chances are you will not aggravate anyone if you do not speak out against sin or immorality.

A man is known by his enemies. If a pastor or another Christian leader is not upsetting somebody with his statements, he usually is not doing a good job of attacking sin. He should have no desire to please the people who are trying to degrade moral principles, destroy the traditional family, and devalue human life in general.

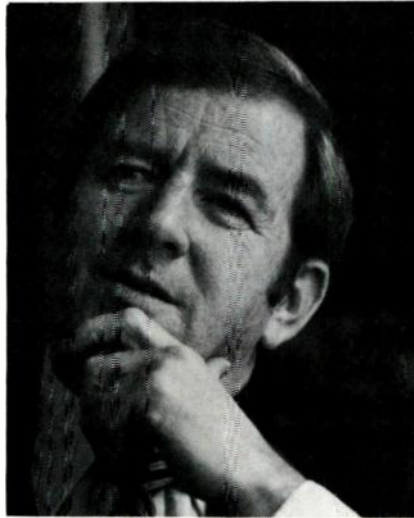
Secondly, many Christian leaders are silent because of financial pressure. Donors threaten to stop sending money when they start stepping on toes. In these tough economic times, losing the support of a consistent donor can create financial difficulties.

If dollar bills determine what leaders preach and teach, they cannot consider themselves men of God but only hirelings. Anyone who preaches the message God called him to proclaim and who practices good stewardship will have his financial needs met.



*Dr. Falwell will address participants of the NRB National Convention at the FCC Luncheon on Tuesday, January 31, 1984.*

*In addition to being speaker on the Old-Time Gospel Hour, Dr. Falwell is founder of Moral Majority, Inc., pastor of Thomas Road Baptist Church in Lynchburg, Virginia, and director of related ministries in education and publishing.*



eousness. The church is supposed to be the moral conscience of the society in which it exists. It should lift the moral standard and make sinners uncomfortable in sinning. The church is not supposed to be loved by everybody; it needs to be opposed by those who pervert God's Word.

Most importantly, Christian leaders must not be silent about teaching the lordship of Christ in individual lives. What better way to make an impact on our society than through Christians living consecrated holy lives. If Sodom could have been saved by the presence of ten righteous men, then how much more could God bless America if our church members would wholly dedicate their lives to the Lord.

Finally, Christian leaders have been silent on judgment. A current example is herpes. It is considered by some to be the judgment of God upon a generation that has waved its fist in the face of Almighty God and said, "I'll do as I please; you're not going to tell me what I can and cannot do." "Be not deceived; God is not mocked; for whatsoever a man soweth, that shall he reap" (Gal. 6:7).

Our pulpits and radio or TV programs need to preach of judgment now and judgment to come. There is a real burning hell where the unsaved will spend an endless eternity, and we have the obligation to warn people of God's coming judgment.

Those in places of religious influence in America must be willing to speak out if there is to be a revival of truth, decency, and morality. Ezekiel wrote, "So thou, O son of man, I have set thee a watchman unto the house of Israel; therefore thou shalt hear the word at my mouth, and warn them from me. When I say unto the wicked, O wicked man, thou shalt surely die; if thou dost not speak to warn the wicked from his way, that wicked man shall die in his iniquity; but his blood will I require at thine hand. Nevertheless, if thou warn the wicked of his way to turn from it; if he do not turn from his way, he shall die in his iniquity; but thou hast delivered thy soul" (Ezek. 33:7-9).

Christian leaders must heed the warning, accept the responsibility, take the initiative, and make their governments resound with the whole counsel of truth that will make an impact on our land and the world in which we live.

*Copyright by Fundamentalist Journal; adapted and used by permission.*

The desire to be promoted in the church organization hinders many men from speaking out. Thoughts like "It would be nice to be president of the movement, or even executive secretary," or "I'd sure like to be on the mission board" can easily lull a leader to silence.

The leader who takes a strong stand on a critical moral issue or who speaks against the liberals at the seminary will hurt his chances of ever rising in the religious hierarchy. He must decide whether he wants to be an ecclesiastical mortician or a man of God, ready and willing to say what God directs.

#### **Silence on Basics**

Many leaders are silent today on the preaching of the Gospel. Paul said, "For I am not ashamed of the gospel of Christ: for it is the power of God unto salvation to every one that believeth; to the Jew first, and also to the Greek" (Rom. 1:16).

He also wrote, "Moreover, brethren, I declare unto you the gospel ... that Christ died for our sins according to the scriptures; and that he was buried, and that he rose again the third day according to the scriptures" (I Cor. 15:1-4).

The simple and complete Gospel is the death, burial and resurrection of Jesus Christ. That is the only message that can save lost people.

Many pulpits and religious organizations are silent today on doctrine. When I went to Bible school 30 years ago, everybody believed in the inerrancy of Scripture. When you talked about the inerrancy or infallibility of Scripture nobody argued.

Today the phrase "authority of Scrip-

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### **Those in places of religious influence must be willing to speak out if there is to be a revival of truth**

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ture" is used in many circles and is usually just an avenue to interpret a convenient meaning into a verse. Either the Bible is truth or it is not. We need preachers and speakers who boldly declare, "The Bible is the inerrant, infallible Word of God. From Genesis 1:1 through Revelation 22:21, there is not one error, not one false statement in its pages; it is totally believable and reliable."

Doctrine has been absent in our proclamation. Many pastors and media preachers preach only about loving everybody and everything. They leave out creed and doctrine because these issues separate. Love sounds wonderful, but love based outside biblical precepts is a weak relationship at best.

Spiritual togetherness must be based on the person of Jesus Christ and the integrity of the Word of God. That does not mean we hate anybody; it means that our basis of fellowship is the person of Christ and His Word.

The Christian community has been silent when it comes to biblical right-

# Gospel Message and Government Mandate

**W**HEN Billy Graham addressed the annual Congressional Breakfast at the National Religious Broadcasters Convention last winter, he challenged the assembled officials and broadcasters.

"The people in this room," he said, "perhaps more so than any other group of people in the world, have a weighty responsibility on their shoulders ... As believers in the one true God, you have the spiritual insight and energy to distinguish between right and wrong. And those of you in the Congress, with all the powers that the American people have invested in you, also have the position and authority to lead us in the right moral and spiritual direction. It is an awesome responsibility—and a tremendous privilege."

Christian broadcasters are indeed responsible for declaring the message of the Gospel; elected officials are responsible for preserving the constitutional liberties that keep work unfettered. However, there is a crucial third point to the triangle: Christian broadcasters and other ministries also have a right and a responsibility—to influence government, so that their constitutional liberties remain intact.

## Eroding Liberties

Because Christians have failed to have adequate influence on their elected representatives, government agencies and officials have steadily encroached upon the religious liberties so clearly guaranteed by the Constitution. The newspapers tell the story:

- An amendment quietly written and attached to a standard funding bill increased non-profit organizations' postal rates by about 50 percent this past year.

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by John B. Conlan

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This financial burden could cost Billy Graham's ministry alone some two million dollars in 1983, and the many smaller ministries will together have to spend in the billions. And in 1983 the Office of Management and Budget is pushing to force all non-profit organizations to pay *commercial* postage rates.

- A Nebraska minister went to jail, his church's school was closed, and his church was padlocked. He had simply refused to hire teachers steeped in humanistic education, or to let curriculum and textbooks of state-mandated humanism be taught in the church school. He is not alone. Other churches and ministries have been harrassed by courts, zoning commissions, and city councils.

- A judge in New York ruled against

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John B. Conlan  
is the convenor  
of the workshop  
Seminar on  
Christian Leadership  
at the NRB 84  
National Convention

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President Reagan's Department of Health and Human Services, declaring that parents do not necessarily have the right to know when their minor children receive contraceptives from government funded clinics.

- A midwestern judge faced a storm of criticism—and the possibility of official

reprimand—because he would not authorize a teenage girl to get an abortion at five months.

- In Lubbock, Texas, as elsewhere, Bible studies on school property—even on the students' own time, before and after school—are prohibited by decision of courts and school boards.

Had Christians been steadily at work, influencing government's attitude toward Christians and their work, none of these news stories may have ever occurred.

## Common Misconception

Some have hesitated because they have come to believe that common misconception about moral values having no place in government—the ill-conceived theory of "separation of church and state," for example. Actually, that phrase appears nowhere in the Constitution. Christians are *not* second-class citizens, although the "separation theory" suggests this.

The framers of our Constitution, who were by and large godly men, counted on Christian people to influence government. This is why, when they wrote the First Amendment, they specifically set forth freedom of religion, and forbade the government to "*prohibit the free exercise thereof.*"

When humanists say "You can't legislate morality," they forget that every law on the books is a legislation of morality—laws about everything from air pollution to murder, from taxes to homosexual teachers. It's not a question of *whether* morality is legislated, but *whose* morality is legislated ... theirs or yours!

In truth, the law clearly provides for churches and other non-profit organizations such as religious broadcasters to get involved in government at every



level. For example, a church or ministry can encourage, finance, and conduct a voter registration drive without endangering its 501(c)(3) tax-exempt status whatsoever.

As long as the activity is technically non-partisan, it is completely legal and does not jeopardize the tax-exempt status of any charitable not-for-profit organization. The same holds true for lobbying, petition drives, and other legislative activity, as long as no "substantial" part of a ministry's work or funds is devoted to legislation-influencing activities. (Court cases have established a limit of 5 percent of gross annual income.)

Voter registration is a crucial area for Christians today, for there are some 15 million Bible-believing Christians *not registered to vote*. Most elections, even at the congressional level, hinge on only a few thousand votes. Because of this, the participation of even half of those unregistered Christians in the next election could have a tremendous impact on our government and its attitude toward religious broadcasting and other ministries!

### Political Legalties

Ministers are also free to make public statements on political matters and to endorse a candidate or a position on an issue. Being employed by a ministry does not nullify his or her constitutional freedom of speech and his right to religious and political expression. The IRS has never challenged a church on this issue.

In fact, a minister's name and job title can appear in political advertisements and campaign materials of any kind. Only the ministry itself, *as an organization*, cannot officially endorse a candidate or party, nor contribute from its corporate treasury any funds to a political party or candidate.

Furthermore, a non-profit organization is completely free to set up a separate fund for voluntary contributions to support a certain social or legislative issue or petition drive, provided this fund is not connected in any way with the ministry's regular operating budget, and the contributions made to the legislative fund come exclusively from individuals.

Many non-profit ministries have mailing lists that could be valuable in drives to pass legislation or influence government. Is this use of a ministry's mailing list legal?

It is clearly legal for a church or other

non-profit organization to *rent or sell*, but not lend, its list to a party or candidate (presuming the sale or rental is made at something like a fair market value). The list can be *lent* at no charge to activities influencing legislation or encouraging voter registration. Of course, if a candidate or organization acquires a mailing list from a private citizen, without formal authorization by the church or ministry organization, the ministry cannot be considered responsible.

"If Christians really want to have godly

people in leadership," says Bob Dugan of the National Association of Evangelicals, "they must put them there. So I especially urge Christians to make the difference by volunteering to help in the campaigns of candidates in whom they have confidence—whether it is for the school board in a local community, the county commission, the state legislature, or the U.S. Congress. A few extra people can make the difference ... If by God's grace we begin, we can shape the history of the United States."



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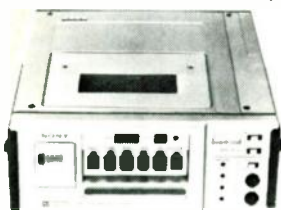
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The responsibility to influence government is not only legal, it is biblical. From the earliest governments in history, there are biblical examples demonstrating the mandate to God's people to choose leaders with godly values. Daniel, Joseph, David, Esther are just a few examples of God's people playing major governmental roles.

David, in fact, made this statement on his deathbed: "He that ruleth over men must be just, ruling in the fear of God" (2 Samuel 23:3).

"Look out a man discreet and wise," Joseph told Pharaoh in Genesis 41:33, "and set him over the land."

To fail to influence government has tragic consequences. Ezekiel prophesied along these lines: "I sought for a man among them, that should make up the hedge, and stand in the gap before me for the land, that I should not destroy it: but I found none" (Ezek. 22:30). When Israel failed to possess the land and instead compromised with the ungodly, they soon were suppressed and enslaved.

The message to religious broadcasters today? A government without guidance from godly citizens will not automatically maintain your religious liberties for you. *You must guide your government.* And the laws of God and man distinctly give us that command—and that capability.

"Go ye into all the world," Jesus said in Mark 16:15, "and preach the gospel." He may well have said "Go ye into all the worlds," for Christians must influence not only foreign lands with the Gospel, but also the world of art and music, the world of business, and particularly the world of government, which so deeply influences every aspect of modern life.

As George Washington pondered the proper mix of Gospel and government, he came to a formidable conclusion: "It is impossible rightly to govern the world," he stated, "without God and the Bible."

That principle, though often shunned in this modern age, should guide the work of each religious broadcaster, each Christian, and each citizen. **NAB**

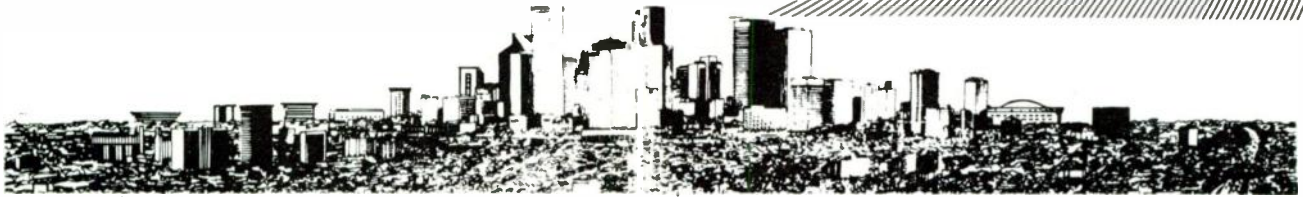


*John B. Conlan of Scottsdale, Arizona, is a former United States Congressman and state senator from Arizona. He is a practicing attorney and a leading authority on political and religious liberties.*



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# The Manager and His Devotional Life

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

If we expect to lead our listeners to a closer walk with the Lord, our producers and air staff must have a strong devotional life. If we want our staff to have a close walk with the Lord, we as leaders need to model spiritual priorities in our own life.

It is so easy working in a Christian en-

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by Wayne Pederson

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vironment, with Christian programming surrounding us all day, to float along on atmosphere. If we get our spiritual nourishment only secondhand, our relationship with the Lord soon dwindles and we become strangers to Him.

Along with other disciplines important to a media executive is a consistent quiet time with God. We, who are constantly putting out spiritual energy, who are always with people, who are constantly ready to make instantaneous decisions, must have daily input from God's word.

The Psalms tune us in to the Lord, the Proverbs give us direction with people and situations. The Gospels show us

Christ's pattern to follow, the Epistles teach important spiritual truths we can draw on. If you are not daily opening the Bible, God will not have a channel by which to speak to you.

In addition to reading and studying the Word, memorize it. You will be amazed at how God will shape your thought patterns when you have made selected scripture portions part of your life. And you will be surprised at how God brings them to mind in the proper situation.

Make it a point to read books and magazines that will develop the inner man and challenge your spiritual life.

We have a tremendous management resource available through prayer. Pray through those difficult decisions and impossible situations. Pray for your staff by name. Pray for a powerful impact from your station. Our refusal to take matters to the Lord shows our lack of faith.

I urge you to set a goal for yourself: as a person, as a family member, as a manager, to grow spiritually and establish a close walk with the Lord. It will reveal itself, intangibly, but unmistakably in your life as you lead the people and program of your station. NAB

*Mr. Wayne Pederson is station manager of KTIS AM/FM Roseville (Minnesota).*

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# 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.

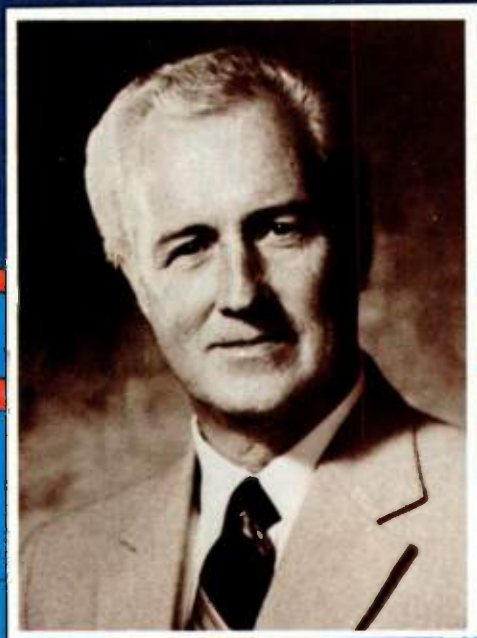
NATIONAL RELIGIOUS BROADCASTERS  
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Christian Communications: Facing the Issues in 1984



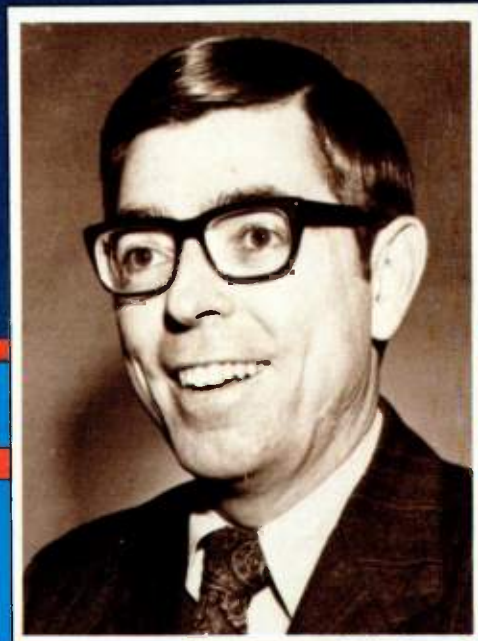
# Stirring speakers and superb musicians will enlarge your vision



**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

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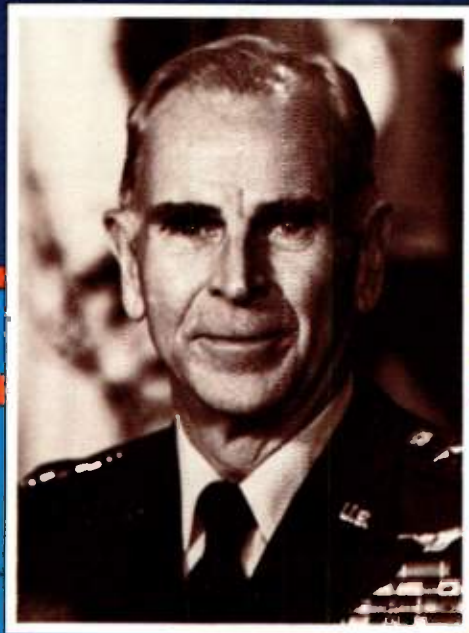
## ATTENTION STUDENTS!

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 Sundseth, 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 Burkhardt; *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 Brees

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 Neff; *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*





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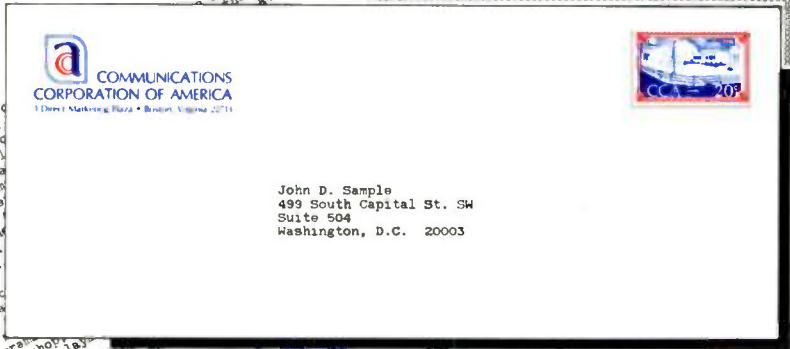
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*Even the best of messages  
has no value  
without an audience  
to receive it  
and respond*

# Happiness Is Attracting

*In last month's issue, Michael Nason discussed ways to cut costs in religious broadcasting. Now he shares ideas on making your program more effective.*

**N**O MATTER how much of a message your program has to tell, you cannot get it across unless your audience is watching.

The most inspiring sermon, the most profound passage of Scripture, the most moving anthem cannot influence your audience if your viewer has changed channels.

Attracting—and keeping—your audience are essential if you want to accomplish your goal as an effective religious broadcaster. Frequently that means understanding the tools of secular television ... and knowing how, and when, to use them.

During the 10 years I have been executive producer of the *Hour of Power*, these ideas have worked for us. I believe they will work for you.

## **Define your audience.**

In secular broadcasting, advertisers know their demographics. More men than women watch Monday night football. More children than adults watch Saturday morning cartoons.

Without being sacrilegious, I would like to suggest that you use a similar approach when planning your religious programming. If you want a program geared to women, such as Dr. James Dobson's excellent, effective daily radio program which promotes the Christian message in the Christian home, then plan to appeal to that specific group.

Pinpoint the audience you would like to reach, then devise effective strategies for interesting them.

## **Highlight your principal's strengths.**

Perhaps the person you are present-

ing on television is a great preacher. What style of preaching? There are preachers who tell. There are preachers who preach. And there are preachers who share.

I believe Dr. Schuller is a sharing preacher. He uses many stories and parables about people. He is not afraid to share his feelings and to show his humanity. He makes persons in the congregation and in his television audience feel as if they are having an intimate conversation with him.

That is one reason the *Hour of Power* often welcomes guests to the pulpit. Dr. Schuller is a natural interviewer who easily helps his guests share their testimonies. These discussions have become an important factor in the program's success.

**Michael C. Nason  
will speak in  
the workshop,  
"Producing a  
TV Program from  
a Church Location,"  
at the NRB 84  
convention**

Other ministers, however, may have different strengths.

Suppose, for instance, your preacher is an outstanding Bible teacher. To make your program most effective, then, spend less air time on the hymns and more on the Bible.

## **Analyze other Christian programs.**

No matter how complacent you are about the success of your program, unless you know what others are doing, you may be left behind. You need to watch what is on in your local market, where your particular program is being shown.

Very few religious television programs have national ratings and huge national audiences. But plenty of programs on

## **by Michael C. Nason**

smaller stations or on cable can do an effective job of reaching audiences.

You need to be familiar with other programs, both secular and religious, to be able to rate your own. Would you watch yours, if you were not involved? Or would you, at times, prefer someone else's? Why?

## **Do your public relations homework.**

I believe firmly that public relations is an integral part of your program, whether you are on national television or just being seen in your local cable market.

Send press releases to the religious editor of your local paper, both on news and possible features. Often they will get used—maybe even trigger other stories.

For instance, Dr. Schuller is widely known, not only because he preaches every Sunday, but because the media write about him and other religious television programs.

Go to see the promotion manager of the local station that carries your program. Exchange ideas. He or she already has a network of local contacts and can spread the word your program is worth watching.

## **Do not be afraid of controversy.**

Sometimes religious broadcasters are termed "slick" because they advertise in TV Guide.

I do not think advertising is wrong. In fact, I think it is necessary.

Why is your program on television? To spread the message of Christ to as many people as you possibly can. If you are afraid of being called controversial because you let the public know you are on television, then I seriously doubt whether you have the courage of your convictions.

Advertising, public relations, and marketing are perfectly acceptable ac-



# Your Audience – and Keeping It

tivities in the business community. They should also be acceptable in religious broadcasting.

Used together properly, they are synergistic.

But sometimes doctrine gets in the way of effectiveness. Even though people in religious television have a genuine belief and calling, sometimes they do not want to appear self-serving. If they are afraid of being in conflict with their own denomination, they may be gun-shy of going forward in television advertising, marketing, public relations, and promotion.

They are afraid of being accused of ego tripping.

Because they believe Christians should be humble, they do not really want success.

But that attitude will not get your message across.

I say, if you believe in what you are doing, promote your program. Take every opportunity to spread the news.

## Pace your program.

When you watch secular shows, you see breaks ... graphics ... effects. For instance, how does a show handle the segueing from one segment of the program to another?

Does your program have energy? Does it flow? Does each program have cohesiveness? If not, you need to pull it together.

## Scripting helps.

Even though the *Hour of Power* is a church service, we still have a script that averages 17 pages weekly. We know exactly how long the anthem will take ... how many minutes to allow for the guest interview ... how long the prayer will be.

Script at the appropriate level. If you have a variety show, you need a script showing what is going to happen, so you can rehearse it. If you are doing a dramatic program, such as a play, you will probably need a word-for-word script that is 50 or more pages long, so

the director can carefully block his shots.

## Prepare your host properly.

When you have guests on your program, many times the bios or the press kit sent by the guest's public relations people do not necessarily carry the real import of that person's message. You must get into the heart of that person's ministry.

If the guest has written a book, the host or staff person should read it ahead of time. If the guest is a performer, a staff person should give the host a briefing sheet outlining what the performer has done, what his or her ministry is, and

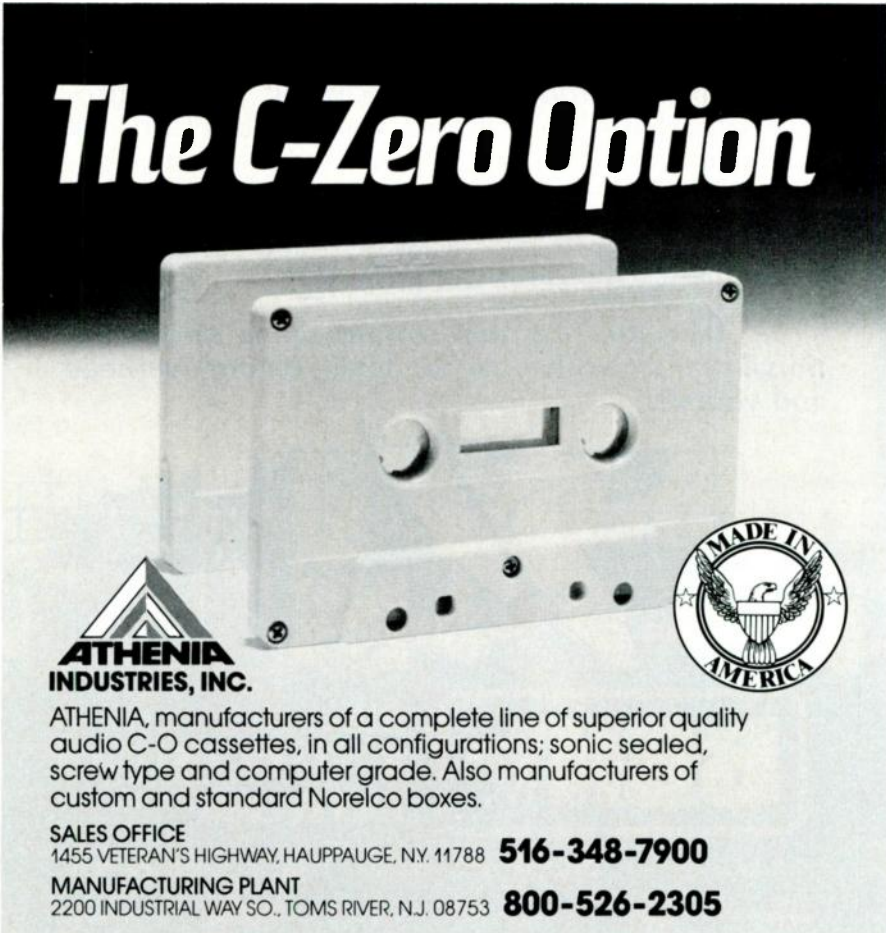
what the performer is trying to accomplish.

That lets the host ask questions designed to bring impact to the guest's story.

## Edit effectively.

Use editing to give your program the professional look. Borrow techniques from secular television.

For instance, when we shoot a question-and-answer interview for the *Hour of Power*, I have one camera on Dr. Schuller, one camera on the guest, and a third camera on a two-shot. That way, we can select our best shot in the edit.



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## First edit the audio and then look at the picture

Just because it *happens* does not mean everything needs to be on screen.

Remember Jackie Gleason's plea, "Give me a little traveling music!" You do not need to shoot the long walk as your guest rises and comes over to the pulpit. You do not need to put on screen the congregation's standing for the hymn. You can edit in a musical bridge instead.

Use editing to tighten unneeded segments.

But do not edit so tightly that you lose spontaneity. You do not want your program to lose its humanity. If Dr. Schuller has an emotional moment; for instance, if a tear comes in to his eyes, we do not take that out. We keep the integrity of his emotions.

One useful editing technique is to handle audio and video separately. It is easier.

On the *Hour of Power* I first correct audio. I close my eyes and listen. I may go over that audio edit three, four, or five times. Then we look at the picture. That is when we make the visual edited correction.

These principles have worked for us on the *Hour of Power*. I think they will work for all religious broadcasting, no matter who your audience is, or what format you are using.

The real purpose of religious programming, I believe, is not the ego trip from being seen on television or working behind-the-scenes on a program. I think those of us who stay in religious broadcasting do so because of an inner conviction that we are using our talents and abilities as effectively as we can to help spread the message of God's love. **NRE**



Michael C. Nason, executive director of the *Hour of Power*, is president of Nason Media Corporation, Anaheim, California.



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Sunday morning worship service. First Baptist Church in Atlanta



Dr. Charles Stanley, *In Touch* speaker

# An Improbable Audience Builder That Works

**A**NOTHER CHURCH service? I'm sorry, but we have more of those than we can use now. We're looking for talk or magazine format programs or those with a youth, children or news theme. We sure don't need another worship service to televise."

This was the recurrent comment of station managers and sales people in 1980 when we began expanding the *In Touch* television program to move beyond the Atlanta market.

Since that time *In Touch* has seen rapid growth in spite of its "worship service" format.

Today *In Touch* and the teaching ministry of Charles Stanley is seen and heard on three satellite networks, 48 UHF and VHF television stations and

---

by Norman Plunkett

---

130 radio stations across America. On November 13, 1983, ratings indicated that *In Touch* was viewed in 739,600 homes on the CBN Satellite Network alone.

The program is a weekly, one-hour, edited worship service of the 10,000-member First Baptist Church of Atlanta, Georgia, where Dr. Stanley has been pastor since 1971. The *In Touch* daily radio program is produced from the same service.

---

### An Attractive Vehicle

---

The growth and dynamic of *In Touch* is reflective of the nature of the ministry of First Baptist Church under the leadership of Dr. Stanley.

In the early '70's, the fellowship at the church saw television as an effective vehicle to share Dr. Stanley's teaching ministry throughout the metropolitan Atlanta area.

They initiated a live one-hour television worship service and produced a half-hour teaching program which was televised locally. People began coming to downtown Atlanta to see what was really happening. Attendance grew quickly from 500 to 2000.

An in-house television production facility was begun in 1976 and carefully selected equipment laid a foundation for the quality production which characterizes the program.

Key to quality is an excellent technical staff, sufficient equipment and competent volunteers. All of these were in place, together with the ability to respond



*The standard worship service format  
should turn viewers off,  
but In Touch builds both  
media audience and church congregation*

to inquiries, when in 1977, Pat Robertson and the Christian Broadcasting Network invited *In Touch* to share the program on the new CBN satellite network. Telecasting at 8:00 pm (EST) on Fridays and at 11:00 am (EST) on Sundays gave the teaching of Dr. Stanley a national exposure.

*In Touch* grew apparently in direct proportion to the developing growth of the CBN satellite network. Each week we tracked 35-50 new towns, cities and communities which were picking up the satellite telecasts and which were generating responses to the ministry.

God had set the stage for *In Touch* to fulfill what the First Baptist Church fellowship had sensed was His purpose for their commitment to fulfill their part of the great commission.

#### **Philosophy of Ministry**

In September 1981, Dr. Stanley spoke to the Southeast Chapter of National Religious Broadcasters and presented "Seven Challenges of Religious Broadcasting." This message subsequently appeared in *RELIGIOUS BROADCASTING* magazine.

This list of seven challenges represents Dr. Stanley's philosophy of ministry through public media and provides direction to *In Touch* Ministries.

In this message he said, "When God tells us to do something, if we settle the question in our minds of *why*, we never have to bother with *how* to accomplish

anything once we are committed to doing what He requires us to do. Why television? Why radio? Because the church has been commissioned by the Lord Jesus Christ to share the truth of the Gospel with the entire world. The *why* is the Great Commission. The *how* is His responsibility to provide."

The *In Touch* translation of the seven challenges provides direction for the ministry.

1. Our first priority is to exalt Jesus Christ and the Word of God, not Charles Stanley or First Baptist or *In Touch* Ministries.

2. We are to involve people in this ministry who are called by God. Each employee and volunteer must know Jesus Christ as Savior and understand what it is to trust and obey Him in their daily living.

3. The needs of others must be met—even at great distance. People must sense our reaching out to them. This gives validity to the existence of the ministry.

4. The production of the *In Touch* television and radio programs must be the highest quality possible because we are representing Jesus Christ. With good format, substantial content and technical excellence, barriers are removed, exposing the listener and viewer to the ministry of the Holy Spirit without the obtrusive intervention of personalities.

5. Every segment of our society needs to be permeated with the principles of the

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*Jon Bulkley, producer/director of the In Touch radio broadcast*



*Dick White, producer/director of the In Touch television program*



**In Touch seeks to undergird the local church and reminds supporters that their first responsibility is to their church**

Word of God. The Body of Christ must say to the world: We stand upon these biblical principles and cannot remain silent on issues that may be controversial.

6. Prayer support is essential to the effectiveness of ministry. Prayer support is more important than financial support. God honors our obedience when we see and experience this reality.

7. Financial support is not unimportant. But it cannot be the focal point of ministry. If all six of the prior guidelines are met, financial support will be met

also—by God's supply. A prudent and faith-filled stewardship must apply to acquisition and application of monies. The focus then is upon God to provide funds and the guidance for their utilization. *In Touch* seeks to undergird the local church and reminds supporters that their first responsibility is to their church.

These seven challenges serve as the plumb line for all that is planned and implemented at In Touch Ministries.

### **Sense of Direction**

In a decision not based upon past experience but in response to our sense of God's direction, we took the program to Dallas and Norfolk. And later in 1980 we placed a less than ideal weekly radio program on three stations.

These were giant steps of faith which have since proved also to be the better part of wisdom.

Even at the risk of being misunderstood, we attribute the effectiveness of *In Touch* programming to the definitive leadership of God in its development. If that sounds simplistic, I assure you it is not.

As long as proven techniques do not run counter to the objectives and philosophy of In Touch Ministries, we implement them. These techniques include public relations, direct mail, promotion, media buying and broadcast production. But situations have arisen when some techniques have been set aside because of what we perceived as the Lord's leading, and success resulted.

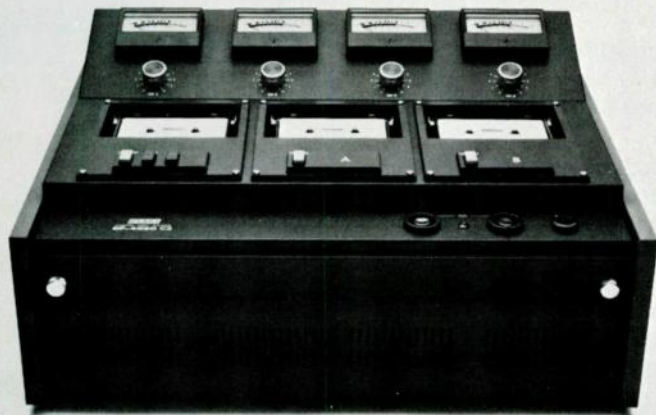
We are aware of the uniquely empathetic and directive teaching of Dr. Stanley and thank God for it. But we also see it as a part of the overall design of the Father.

In this vein, one may question the wisdom of a 40- to 50-minute sermon every week. Who would watch a program with that much preaching? If that defies conventional broadcast wisdom for the 1980's, we are at a loss to know how to revise the programming. But, obviously, that does not consume much of our thinking these days. NRB



*Norman Plunkett is director of In Touch Ministries, Atlanta, Georgia, and president of the Southeast Chapter of NRB.*

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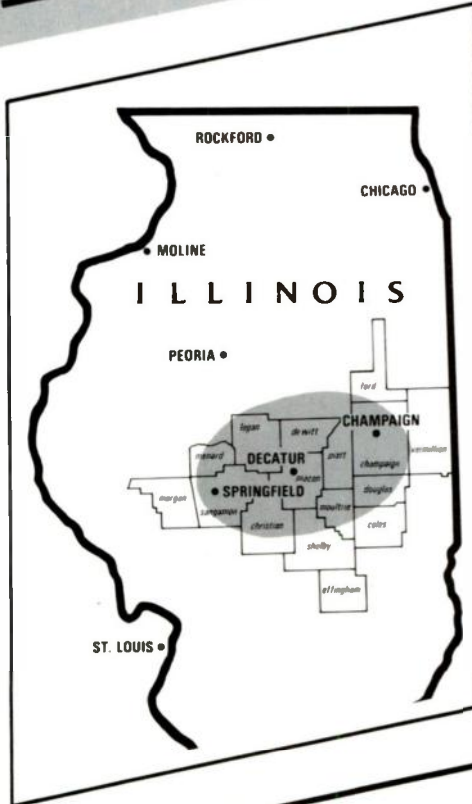
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\*Source—Arbitron ADI Report—July 1983

\*\*Source—D.C. Williams and Associates, Inc. Consulting Engineers—Radio and Television.

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*The moral strength of the nation  
is being drained by an evil  
increasingly taken for granted*

# PORNOGRAPHY: Commonplace Plague

**W**E DO NOT understand the enormity of the issue. Pornography in the last decade has become commonplace in America. In just about every city there



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**by Ben Armstrong**

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are x-rated movies, hard-core bookstores, massage parlors, and topless bars.

It does not stop at that. Now pornography is conquering another frontier: the potent world of cable television. This will add considerably to the more than \$6 billion porn is presently grossing annually.

Pornographers are operating with such low risk of prosecution that there is actually in existence a trade newsletter for the industry called The Adult Business Report (TAB). It operates out of Washington, D.C.

There is also in existence a group of pornographic film producers, distributors, and exhibitors known as "The Adult Film Association of America." This organization meets in convention once a year, holds an annual awards dinner, and retains five "First Amendment" attorneys to guide them.

There are some twelve "adult" programming services operating on cable television and over-the-air subscription television services with "Adult-tiers" (late night porn films) available in eleven cities.

Hard-core films are offered on cable television on a pay-per-view basis in at least two cities. Playboy developed a pay television channel which became available in 1982 and has expanded four-fold since. Not to be outdone, the editor of Penthouse has announced "Penthouse Entertainment Television (PET).

Such programming has not gone unnoticed. Quite the contrary, organizations nationwide have cried out for regulation of "Cableporn." Morality in Media, Inc., one of the most outspoken proponents of regulation, supported an intensive crusade, including making cableporn a "MIM Target of the Month."

The organization's president, Father Morton Hill, is engaged in a nationwide speaking tour designed to awaken franchising communities to the threat of pornography in the home. MIM has also sponsored a model ordinance for all franchising communities which makes the distribution of "indecent material" a misdemeanor.

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### Call for Regulation

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Various attempts at regulation of program content have been considered, but so far there has been no definitive solution. Any regulation of program content must provide First Amendment protections for speakers, cable operators, and viewers alike. The delicate balancing of these competing interests poses a unique legislative challenge which has not yet been addressed to the satisfaction of all concerned parties. Cable operators competing for franchises are at a loss to know how to approach this sensitive subject without antagonizing some faction of the community involved.

During the early years of cable development, municipal franchise ordinances were the only real means of regulating the infant industry. As time went on and cable began to expand, competing with broadcast television for viewer audiences, the FCC and a few state governments began to assume regulatory roles.

A two-tiered regulatory system exists today, with the FCC regulating areas of broadcast television and radio signal carriage, program exclusivity, channel

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**Now pornography  
is conquering  
another frontier:  
the potent world  
of cable television**

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**Pornographers face such low risk of prosecution that they have openly organized and give annual awards**

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capacity, cablecasting and operational procedures and requirements.

Local authorities often regulate system design and capability, franchisee selection, subscriber rate, systems performance and compliance and operation of municipal channels. Local authority is divided between the municipality and the state, with the state sometimes delegating regulatory authority to the State Public Utilities Commission. Thus, the history of cable television regulation is a muddled interplay between federal, state, and local authority.

The FCC has shifted its jurisdictional position several times, from refraining from control, to asserting complete jurisdiction, to withdrawal from certain aspects of cable communications.

### **Thriving Industry**

In all this confusion, Cableporn continues to flourish and thrive, despite the government's appreciation of this grave and serious problem. Last March I attended a meeting with a coalition of national leaders at the White House. President Reagan stated at that time, "We need to establish specific, identifiable goals to combat pornography. We must get the most from the laws on the books." The President also said, "This vicious sexual industry is polluting the minds and spirits of America's children," and, "We can't make America great again without remembering that America was great because America was good; and that when we cease being good, we cease to be great."

Mr. Stephen Galebach, deputy director of policy development, was appointed as executive secretary of a White House working group on pornography. The group consists of representatives of the Justice Department, Postal Service and U.S. Customs, along with the F.B.I. Despite this initiative, the tide of pornog-

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**Our Code of Ethics states that religion and morality are indispensable supports of our form of government**

raphy has not yet been stemmed. Many of us think that the interest some people have in pornography is their own personal business and rationalize that it really does not hurt anyone. But the fact is that pornography does hurt. It hurts women by portraying them as sexual ob-

jects only, and it hurts men and boys, especially those exposed to it at an early age, by giving them a limited, leering view of the opposite sex.

According to estimates, there are more than 400 "porno" or "skin" magazines on the market, and perhaps as

many as 20 million men and boys buy them regularly. Similarly, 2 to 3 million Americans view pornographic movies each week; videotapes of such films represent about 50 percent of the home video market.

Another disturbing development: in a rapidly growing number of cases, pornography is not about women at all, but about *children*. It is estimated that there are at least 250 "kiddie porn" magazines on the market. This plunge towards moral decadence must stop.

**Vicious Assault**

Pornography is wrong, it is dangerous, and it is harmful. Pornography destroys human sensitivity. The proliferation of pornography has a hand in the increased divorce rate, makes premarital and extramarital sex more acceptable, and fuels a total degradation in the value of humanity itself. The fact that the pornography of children demands so large and lucrative a market is but one indication of this fact.

Pornography is a corrosive influence. Society can no longer look at the burgeoning spread of pornography from a passive point of view, but rather must act to quarantine itself in much the same way that we outlaw other unacceptable, aberrant or deviant behaviour patterns.

As religious broadcasters, our Code of Ethics states that religion and morality are indispensable supports of our form of government. Pornography constitutes a vicious assault on those supports. It dehumanizes the person, reduces him to an animalistic level, and is therefore contrary to the will of God.

Is it not time for us to fight back: to fight with the best weapon we have—the law?

We do have the laws. Our government must enforce those obscenity laws as aggressively and vigorously as possible, and begin as soon as possible. We cannot afford to delay. Already large sections of some of our nation's biggest, most beautiful cities have become crime-ridden wastelands in the wake of saturation infestation by pornography establishments of every description.

Members and leaders of the churches of our nation, including religious broadcasters, *must* provide leadership and support to roll back the tide of commercialized pornography which threatens to totally engulf our nation and drain its moral strength. **NRB**

*Dr. Ben Armstrong is executive editor of RELIGIOUS BROADCASTING and executive director of NRB.*

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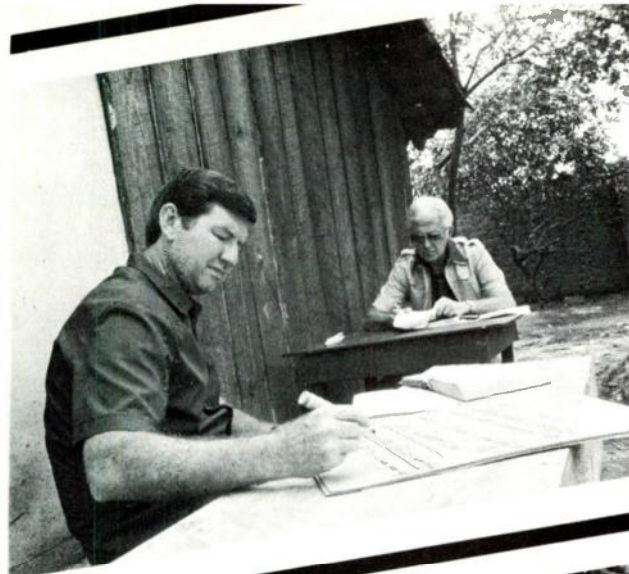
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## Year of the Bible in retrospect:



# High-Flying for the Best-Selling Book

**T**HE HOLY BIBLE has always been the best selling book in America. After the Year of the Bible emphasis throughout 1983, it may also be the most heavily publicized book.

Last February 3 at the National Prayer Breakfast, President Reagan proclaimed 1983 The Year of the Bible. Eleven months and more than a million dollars later, that emphasis has taken hold in the Christian community internationally.

From Texas to Taiwan, from Hollywood to the Holy Land, religious leaders, and especially evangelical Protestants, have been rallying around the Bible theme as never before. This year seven million pieces of information have been mailed; 13,000 information requests handled; 400,000 Year of the Bible (YOB) newsletters mailed to churches, synagogues and para-church organizations; and proclamations made in more than 200 cities.

In addition, governors of 17 states made proclamations. The states are: New York, California, Texas, Oklahoma, Kansas, Missouri, Georgia, Florida, Hawaii, Louisiana, New Mexico, Illinois, South Dakota, Rhode Island, Alabama, South Carolina and Minnesota. At least six other states have been considering Year of the Bible proclamations.

A Jerusalem Congress on the Bible was held December 26 to January 3 in Israel. Planned as a climax to the year-

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by Daniel J. Nicholas

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long emphasis, the congress was to include Dr. Jimmy Draper, Jr., president of the Southern Baptist Convention and Dr. Harold Lindsell, editor emeritus of "Christianity Today."

That same week 35,000 college students participating in the KC 83 conference distributed Scriptures throughout Kansas City, Missouri.

Thanksgiving week was named National Bible Week with November 20 as Bible Sunday in congregations throughout the nation. This effort was jointly coordinated by the New York City-based Laymen's National Bible Committee and the Year of the Bible National Committee, Irving, Texas. A media blitz including newspapers, television and radio was in full swing during November and December.

The print media effort included full page ads in the Wall Street Journal, Reader's Digest (a donation worth \$155,000) and the Atlanta Constitution. Last summer alone, the American Bible Society distributed 179,133 Bibles in both complete Bibles and New Testaments bearing Year of the Bible logo.

"People are finally realizing that this year is unique in history, and still provides a window of opportunity we may never see again," said YOB executive director Glenn Jones, a retired Air Force colonel. "I suspect President Reagan knows that only divine intervention

could account for this turn around" in crime rates, unemployment statistics and inflation, Jones added. He indicated that the President and Congress signed the proclamation (P.L. 97-280) because "we needed God's help and still do."

### Continuation of Program

The fifth and final meeting of the national YOB committee, chaired by Dr. Bill Bright of Campus Crusade for Christ, is scheduled for February 1 in Washington, D.C. The committee intends to review the past year and discuss continuation of the Bible-related programs when it meets in conjunction with the NRB national convention. That convention begins January 29 at the Sheraton Washington Hotel. NRB executive director Ben Armstrong, a YOB committee member, said of the emphasis, "The Year of the Bible was so successful that I would like to see President Reagan continue the emphasis through 1984." That possibility is being discussed.

Television played an important role in the final months of the Year of the Bible. A national television broadcast during

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the first week of December focused on biblical personalities from the Book of Genesis and the Gospel of Luke. A series of brief television programs drew attention to the importance of the Bible in America's formative years with glimpses of George Washington and others.

Similar programs and spot announcements on radio and television were either locally or independently produced. Singer Pat Boone, who will be part of NRB 84, Dallas coach Tom Landry, Colorado Senator William Armstrong, who is an honorary co-chairman of the YOB committee, and others were featured in spots produced by the Arthur S. DeMoss Foundation. The DeMoss promotion alone produced more than 173,000 responses.

Sports figures have been getting into the act this winter by kneeling in silent prayer for a half a minute before nationally televised football games and encouraging scripture distribution at stadium entrances.

J. Wu, director of *The China Lutheran Hour*.

Involvement was sought and received by Protestants, Catholics and Jews. Jones concedes that most of the YOB support came from Christians who "take literally the commands and exhortations of the Bible." He added that mainline Protestant churches have not responded well and that the National Council of Churches has merely "paid lip service" to the campaign goals.

NRB second vice president Jerry Rose told EP News Service, "It appears to me as this Year of the Bible has developed, some of the other groups (non-evangelicals) haven't committed as much of themselves or their personal resources to this." He added that it might have been more productive to form separate committees of Protestants, Catholics and Jews to promote the Year of the Bible.

Honorary chairman President Reagan was joined by co-chairmen Senator Armstrong, Congressman Carlos J.

### **Most of the support for the Year of the Bible has come from Christians who "take literally the commands and exhortations of the Bible"**

Other examples of local participation have included a 72-hour Bible reading marathon in early October by 433 volunteers at KYFC-TV 50/Kansas City (Missouri), similar marathons by a Spokane pastor and others, Year of the Bible fireworks in Florida, transposing the Bible by hand by some Tulsa congregations, reproduction of the YOB logo on soda cans and pie plates and thousands of city billboards and magazine articles.

#### **International and Ecumenical**

Christians in the Republic of China planned to extend the American emphasis on the Bible throughout Taiwan. Complete with a Chinese YOB logo, a campaign was planned to send Bibles and YOB news to mainland China by balloons from a nearby island. Bible seminars, campaigns aimed at reaching the Chinese family with the Bible, public readings of the Scriptures, press conferences and a documentary film were being planned, according to Henry Go H.

Moorehead of California and Advisory Board chairman Dr. Billy Graham. Dr. Bright was chairman. Protestant interests were represented by Dr. Thomas F. Zimmerman, general superintendent of the Assemblies of God and an NRB executive committee member. Roman Catholics were represented in the YOB leadership by John Cardinal Krol, senior prelate of the Diocese of Philadelphia. Jewish participation was led by Dr. Gerson D. Cohen, chancellor of The Jewish Theological Seminary.

Although the YOB national committee has been struggling with financial shortcomings, they seemed to avoid the potentially divisive questions of which version of the Bible to promote. Catholics and Jews have different canonical collections of Scripture than Protestants. "This is the year of the entire book," director Jones stressed. The committee aims to continue the impact of the Year of the Bible well beyond 1983.

*Daniel J. Nicholas is assistant editor of RELIGIOUS BROADCASTING.*



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# MEDIA WORLD

(continued from page 15)

for ... was that our First Amendment rights ... and status as a church be respected."

James added, "The FCC mischaracterized Diederich's complaint as charges of fraud." She said that the former employee "denied under oath any allegation of 'fraud' in solicitation or expenditure of funds." According to the letter, Diederich later filed an amicus brief on behalf of Faith Center and its pastor, Dr. Scott, before the Supreme Court.

"Even a local United States Magistrate said that Diederich's 'complaint' never alleged fraud," James said. "The church is respectful of the government as long as it operates under the umbrella of the United States Constitution," she stressed.

Meanwhile, the FCC tentatively granted the application of Faith Center for a distress sale of its

WHCT-TV/Hartford (Connecticut) to Interstate Media Corporation (IMC) for \$3.1 million. The commission said in a published report that the grant was conditioned on the suitability of IMC. The sale price reportedly amounted to 48 percent of the station's appraised value of \$6.5 million.

## **Eye Surgeon Sees TV-23 for Dallas-Ft. Worth**

DALLAS, TX (NRB)—International American (I AM) Broadcasting Co., Inc. plans a new full-service commercial television station for the Garland, Texas and Dallas-Fort Worth metro area. The Federal Communications Commission has granted the construction permit for 24-hour daily operation of UHF channel 23. The projected air date will be during the second half of 1984.

The granting of this construction permit represents a major milestone for I AM Broadcasting and its founder and president, Dr. Elizabeth Vaughan.

A medical doctor and eye surgeon in Dallas for 15 years, Dr. Vaughan wants to communicate the Gospel with powerful programming that will attract spiritually lost viewers to Jesus Christ.

I AM Broadcasting is a non-profit corporation established in 1978 to provide Christian television in this north central Texas area. Television studios located in Garland are presently operative and tower facilities will be constructed north of Dallas.

## **Family Station Uses SCA to Reach NYC Hispanics**

NEWARK, NJ (NRB)—After five months of Spanish broadcasting to New York City on their sub-carrier frequency (SCA), WFME-FM/Newark is doubling the number of daily programming hours as of January 1 from six to 12. Weekend hours will expand from nine to approximately 12 per day.

As detailed by *RELIGIOUS BROADCASTING* last June, the FCC removed SCA restrictions that had denied non-commercial stations from using the alternative frequency for

profit. These new developments are of particular interest to religious stations because they provide new avenues for stations to seek funds to support their basic operation. SCA can be used for electronic mail delivery, paging services and other telecopy-like services to offices.

WFME, an affiliate of Family Stations, Inc., Oakland, California, maintains the listener-supported status that characterizes other company stations around the country.

Since September 1 WFME has been broadcasting Spanish programs that were produced for Family Radio's shortwave stations into the Hispanic world. Juan Bonstra, the Hispanic voice of *The Back to God Hour*, and Family Radio's Gabriel Otero, whose programs include *La Biblia Habla*, are among the personalities now being heard by potentially two-and-a-half million New York area Hispanics. Music by Christian groups in Latin America is also aired by WFME.

## **Hermano Pablo Celebrates 40th Ministry Year**

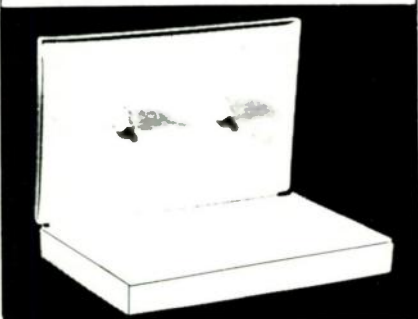
COSTA MESA, CA (NRB)—Paul Finkenbinder, a popular Christian radio speaker throughout Latin America, celebrated his 40th anniversary in the Gospel ministry at a November 22 rally in Costa Mesa.

Through radio, television, crusades, and daily columns in 44 Spanish newspapers, Finkenbinder is known widely as Hermano Pablo (Brother Paul). His daily radio program, *Un Mensaje a la Conciencia* (A Message of Conscience), is currently heard on 543 Latin American radio stations. It first aired in 1955 after the missionary served 12 years in El Salvador. The five-minute daily ministry began from the capital city of San Salvador on one station.

Through donations of supporters, the Costa Mesa-based international ministry now also airs on 12 television stations in Latin America each day. Hermano Pablo Ministries has produced six motion pictures including a 1971 release on Elijah and Baal which won the Best Film of the Year award from the National Evangelical Film Foundation.

At the 40th annual NRB conven-

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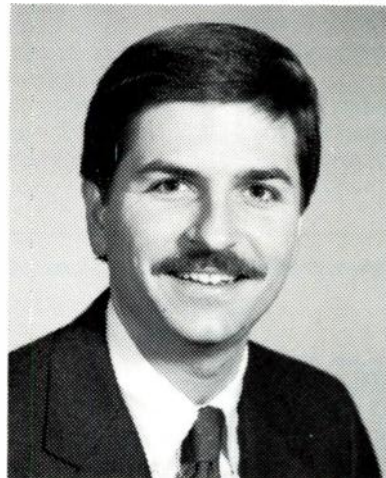
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tion last year, Hermano Pablo's broadcast ministry was honored as the Hispanic Program of the Year. *Un Mensaje a la Conciencia* was recognized in 1980 by Religion In Media as the Best Spanish Broadcast.

**Cable TV Penetrates 31M Households Says Arbitron**

NEW YORK, NY (NRB)—U.S. cable penetration is up by 2.5 percent since July, according to Arbitron Corporation's October-November report. Penetration now stands at 37.5 percent or 31,461,900 households. The July figure was 35 percent and 29.04 million households.

Small California and Texas cities predominate the list of markets with the highest penetration. Larger markets in the northern United

States are among those with the lowest penetration. Of the 15 largest markets (areas of dominant influence), Pittsburgh has the highest percentage of cable households, 55 percent; followed by Seattle-Tacoma with 42 percent, and San Francisco with 43 percent.

Lowest penetration estimates were registered in top 15 ADI's in Minneapolis-St. Paul with 12 percent, Chicago with 17 percent, and Washington, D.C. with 18 percent.

The nation's largest city, New York, has an estimated 28 percent, as do Boston and Dallas-Fort Worth. Based on 209 ADI's, Arbitron revealed that San Angelo (86 percent) and Laredo (83 percent), both Texas cities, are the two most cabled cities in the country.

Arbitron used responses received from diary keepers in 400,000 households to compile these esti-

mates. Information from the past four sweep surveys since November 1982 by Arbitron has been averaged into these estimates. The next estimates will be available in January.

**First Episcopal Teleconference Airs Aging Concerns**

NEW YORK, NY (NRB)—The Episcopal Church held its first-ever national teleconference recently and took the occasion to address a topic of special concern to denominational leaders, *The (In)dignity of Aging*.

Over 4,000 participated in groups of 40 to 100 at 58 sites from Seattle to Miami. Throughout the five-and-one-half hour teleconference a live two-way satellite link was maintained with church leaders and gerontologists in a New York studio.

"This is like going back to the fifties—this is live television," reflected Dr. Theodore Baehr, the program's executive producer. Technical delays caused a loss of only 40 seconds air time, he said.

The Episcopal Church, with 2.8 million members in 7,234 churches nationwide, has the highest percentage of people over 65 of any denomination. Noted speakers including Dr. Robert N. Butler, head of the Geriatrics Department of New York's Mt. Sinai Medical Center, addressed not only the needs of the elderly but their "potential and actual value as a primary resource of the church."

Each site, using primarily the Holiday Inn "Hi-Net" system, cost \$600 to \$2,000 and the satellite and studio cost will approach \$10-12,000, said program host Dr. Durstan McDonald, director of the program co-sponsor, Trinity Institute. *The (In)dignity of Aging* was also sponsored by the Episcopal Society for Ministry of Aging.

The call-in capability was a particularly popular element of the teleconference. Due to time limitations, several sites were not able to air their queries.

The program was produced by Good News Communications, Inc., Atlanta, where Dr. Theodore Baehr, NRB television committee member, is chairman.

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(continued from page 18)

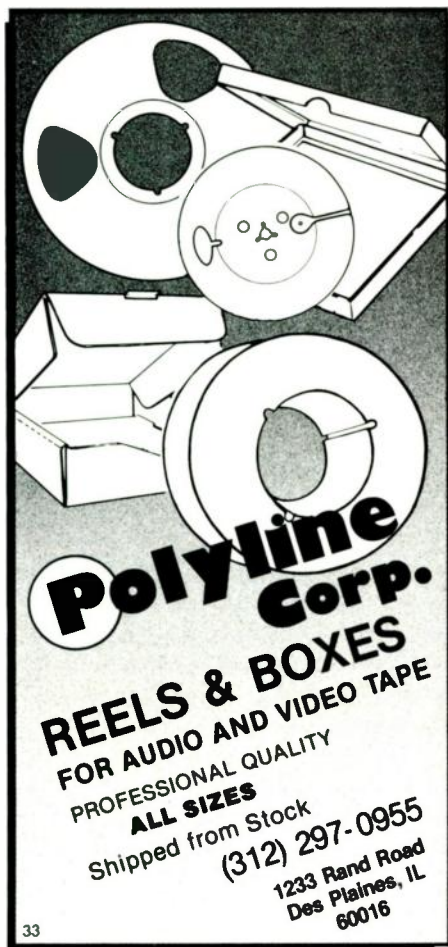
directory. The number of programs they produce, however, has increased by more than 10 percent.

Securing a copy of the 1984 directory is "critical to a ministry's awareness of the growth industry in which they participate," Dr. Armstrong said.

## Eastern Broadcasters Asked to Uphold "High Standards of Excellence"

PARSIPPANY, NJ (NRB)—The Eastern regional chapter of NRB held its convention November 3-5 and drew 75 broadcast professionals from Maine to Virginia.

Highlight of the session was the annual banquet at which Dr. Robert A. Cook of *The King's Hour* called for a "high standard of excel-



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## Directory Reveals Growth Industry

Within United States	1982-83	1984	Increase/Decrease
Total radio stations with religious format (includes campus stations)	922	1045	+ 13.3%
Total TV stations with religious format	65	79	+ 21.5%
Religious program producers - radio	535	600	+ 12.1%
Religious program producers - TV and film	280	365	+ 30.3%
Total religious radio programs	835	850	+ 1.8%
Total religious TV (video and film) programs	996	1081	+ 8.5%
<b>Outside United States</b>			
Producers of religious programs	235	233	- 0.85%
Religious radio programs	360	400	+ 11.1%

lence in Christian broadcasting." Dr. Cook is retiring as president of The King's College, Briarcliff Manor, New York. He serves NRB nationally as first vice president.

He challenged the audience to "live in terms of priorities" and to judge success by Christians by faithfulness. His wide-ranging speech based on Philippians 1:20-21 described principles on how to know God's will in everyday life. Dr. Cook said believers should practice the person and presence of Jesus Christ with all of life's decisions and "pray your way through the day."

Dr. Anthony Campolo of Eastern College, St. Davids, Pennsylvania, spoke the following morning on how television affects concepts of reality. "Fantasy becomes reality via the media," he said. He chairs the Sociology and Youth Ministry Department at the greater Philadelphia Christian college.

Dr. Campolo's comments drew attention to the ethical role of religious broadcasters in post-reading society where "technical changes" on television programs draw attention of the viewer regardless of content. "We're moving into an age where it doesn't matter what is said, just how it is said." The more the number of technical changes per minute, the greater viewer interest is generated, he said. This has "fantastic possibilities in religious broadcasting for good."

Campolo cited examples of programs that do not heed the technical changes principle. In his opinion, "There is very little honest criticism of how Christians use media tools."

Another feature of the Eastern

convention was an FCC briefing from attorney John Logan of Wiley, Johnson and Rein. The convention began with a gospel music concert by Kenny Marks of Word Records that drew 200, mostly non-broadcasters from New Jersey.

Devotional comments were given by Daniel Mercado of Gateway Cathedral, Staten Island, New York; and Eugene McGee of First Alliance Church, New York City. A luncheon speech on effective two-way religious broadcasting was delivered by Charles Rizzo of WWDJ/Hackensack (New Jersey).

The following day Benjamin Smith of Deliverance Evangelistic Church, Philadelphia, closed the convention with thoughts on Christian love and identity. "We are sending a message to the world by the love we have for each other," said the pastor of the 7,000-member predominantly Black church. One of his church members, Joy Simpson, sang Friday night and again on Saturday. She is a member of the Tri-Cities Opera Company in Binghamton, New York.

The annual Percy Award from the Eastern NRB chapter was given posthumously to John Roach Straton, former senior pastor of New York City's Calvary Baptist Church. He began a radio ministry in March, 1924 on the church's WOAQ station. The broadcast is the second longest, continuous running live broadcast in the United States. His grandson, Robert Straton, accepted the award. The younger Straton is an account executive with the Walter F. Bennett Agency and an Eastern Chapter board member.

The next chapter convention is



# “The Electro-Voice Sentry® 500 is a monitor by design.”

## Greg Silsby talks about the New Sentry® 500 studio monitor...

Everyone expects a studio monitor system to provide a means of quality control over audio in production.

True, other audio test equipment can supply you with valuable data. But that data by itself is incomplete and only displayed in visual form.

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I believe the Electro-Voice Sentry 500 Studio Monitor System will meet your every expectation.

### What's a “studio monitor?”

The term “studio monitor” is often a misnomer. It's easy to tack a label on a box and call it a “studio monitor” without including the best precision engineering available, and careful attention to application design. Too often, these all-important considerations are traded-off for such marketing reasons as high cosmetic appeal, a particular type of popular sound, and low component manufacturing cost. While all of this may translate into high profit margins for the manufacturer it does nothing to produce a reliable standard for audio testing and evaluation.

### Linear frequency response

The Sentry 500 follows the well-established Electro-Voice tradition of combining the most advanced engineering and manufacturing technology available. The Sentry 500 has been carefully thought-out and built to meet the specific needs of the audio professional. Like the smaller Sentry 100A, the Sentry 500 provides linear response throughout its range (40-18,000 Hz  $\pm$  3dB). In fact, because the two systems share this linearity, program material may be mixed on one, sweetened on the other, with



complete confidence in quality. Acoustic “Time Coherence” (the synchronous arrival of acoustic wave fronts from both high and low-frequency drivers) has been maintained through careful crossover design and driver positioning.

### Constant Directivity

The Sentry 500 is a Constant Directivity System, benefitting from years of E-V experience in the design and application of constant directivity devices. Utilizing a unique E-V-exclusive high-frequency “Director”, the Sentry 500 provides essentially uniform coverage over a 110° angle from 250 Hz on up to 10kHz and 60° dispersion from 10kHz clear out to 18,000 Hz! And it does this on both the vertical and horizontal axes. This means the “sweet spot”, once a tightly restricted area large enough for only one set of ears, has been broadened to allow accurate monitoring by the engineer, producer, and talent—all at the same time. That's what we call Constant Directivity.

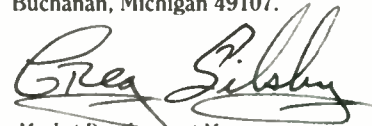
### A monitor by design

To qualify as a truly accurate test device, a monitor speaker system must faithfully reproduce the wide dynamic range required by today's music and current digital recording techniques, and do it with low distortion. This is no problem for the Sentry 500 which combines the high efficiency of an optimally-tuned Thiele-aligned cabinet to the brute power handling of Electro-Voice Sentry components. Consider what you get with proven

(Circle 175 on the Reader Service Card)

E-V components in the Sentry 500: the Sentry 500 will deliver 96dB at one meter with only one watt and yet will handle 100 watts continuous program material with 6dB of headroom. That's 400 watts on peaks! The same Super-Dome®/Director combination which maintains uniform dispersion of linear response out to 18kHz also handles a full 25 watts of program power or 5 times the power handling capacity of most “high powered” tweeters. After all, tweeters should convert electrical energy to acoustic energy—not to smoke and fire.

The Sentry 500 is another no-nonsense Electro-Voice Sentry design with the incredible performance and credible price you've learned to expect from E-V. I'd like to tell you the rest of the Sentry 500 story and send you the complete Engineering Data Sheet. Write to me: Greg Silsby, Market Development Manager/Professional Markets, Electro-Voice, Inc., 600 Cecil Street, Buchanan, Michigan 49107.

  
Market Development Manager,  
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planned for Washington, D.C. on October 4 - 6, 1984. Since this was not an election year for Eastern Chapter officers, David Eshleman of WBTV, Broadway, Virginia, will be president for another year. The executive committee also announced plans for a one-day conference in the Boston, Massachusetts area with lunch, workshops and dinner and development of a bi-monthly newsletter.

**Larson and Roberts Highlight NRB Southwest Conference**

TULSA, OK (NRB)—The southwestern chapter of NRB held its annual convention at the Camelot Inn here October 9 to 11. More than 70 broadcasters, program producers and agency representatives registered for the two days of plenary speakers and workshops.

Richard Exley, host of *Straight from the Heart*, opened the convention with a challenge to the Christian communicators with new beatitudes for communicating effectively on the air.

The keynote speaker for the annual banquet, David L. Hocking of *The Biola Hour*, asked attendees to review purposes and goals of their broadcast ministry.

Practical workshops included presentations on commercial sales, TV satellite, news talk formats, audience measurement and station positioning.

"Motivating Your Employees," a workshop conducted by Jack Rabito of KWJS/Arlington (Texas), offered biblical principles on establishing good human relations among staff and methods for employee retention.

Oral Roberts, the television evangelist from Tulsa, addressed a Tuesday luncheon meeting. He shared many letters from children, which demonstrated the reach of Christian television into that age demographic, a group often overlooked. Field trips were taken to Roberts' City of Faith Medical Center and Oral Roberts University Telecommunications Department.

The convention concluded with a forceful address by Bob Larson, host of *Talk Back with Bob Larson*,



Regional President Ed Mahoney

a nationally syndicated call-in program. Larson reportedly ended the convention on a high note by talking about his "pursuit of excellence" in Christian broadcasting and daily living.

Larson said he found inspiration in the life of British Prime Minister Margaret Thatcher. When asked about her accomplishments, Thatcher mentioned two principles by which she lives her life. "If it's not done right, it's not worth doing at all," and "Always remember to stay a little cold and hungry," are the prime minister's axioms. In reviewing his own ministry, Larson admonished listeners to be willing to pay the price for success and perform needed research.

Chapter officers were elected for the next two years. They are: president Ed Mahoney, general manager of KGOL/Houston; vice president Jack Rabito, general manager of KWJS/Arlington (Texas); secretary David Payne of Kenneth Hagin Ministries, Tulsa; and treasurer Burt Perralt, operations coordinator with KGOL. Board members-at-large are Bruce Robertson, assistant manager of KCBI/Dallas and Sharon Berela of BMC Advertising, Tulsa.

Membership dues will be \$25 a year effective January 1. Inquiries can be made to president Ed Mahoney at KGOL.

The next southwestern chapter convention will be held in Houston on October 8 and 9, 1984.

**Premier Tours of Washington, D.C. Sights**

*Tours During NRB 41st Annual Convention*

**Sunday, January 29, 2:30 - 5:00 pm** Special sightseeing tour of city on a London-style double decker bus. \$7 per person.

**Monday, January 30, 2:30 - 5:00 pm** Tours of Embassies of Taiwan, Israel and New Zealand. \$10 per person.

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**Wednesday, February 1, 7:15 - 10:00 am** Tour of the White House. \$10 per person.

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**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.

## FOR SALE

**Equipment:** 6 1/8" copper coax, flange fittings, bullets, some hardware. 14 20', 10 19 1/2' \$450; Ampex 350 rec/pla electronics \$200; Townsend/Ampex TD-15B aural/visual exciter with 1085 proc amp/visual modulator, 10 watt out tuned ch. 44 \$15K negotiable; 2 PC-60 1 PC-70 Norelco color camera with CCU's, Angenieux 18-180 mm lenses and cables \$15K negotiable. Ron Mighell (419) 339-4444.

**18 - 20 ft. sections** Prodelin 6 1/8" 75 ohm flanged transmission line. Harold Nash, KXTX-TV, 214-521-3900.

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# TECH TIPS

## CCR Creates Donor Accounting System

The Donor Accounting System, designed to help religious organizations answer letters and increase the efficiency of their direct mail programs, has been introduced by Creative Computer Resources (CCR) of Costa Mesa, California. This combination of custom software and IBM System/38 equipment can generate personalized responses to written inquiries as well as capture donor information for use in future direct mail campaigns.

Speed and personalization are two of DAS's principal virtues. In most cases, letters can be answered in one day, and no two responses will be alike.

For clients whose volumes do not yet warrant the purchase of their own computer hardware, CCR offers a service bureau to which the customer is linked via remote term-

inals.

For more information on the Donor Accounting System and service bureau, contact Creative Computer Resources Inc., 151 Kalmus, Suite B-103, Costa Mesa, California 92626. Telephone: 714-540-7893.

## JVC Develops RM-86U Editing Controller

For an editing controller compatible with both ¼-inch and VHS videocassette recorders, JVC Company of America has developed the RM-86U. It performs insert and assemble edits and features two dial search knobs for tape shuttle control, independent LED indicators to identify tape location, record monitor control for single-monitor editing, and eject buttons for both recorder and player.

For further information contact US JVC corp., 41 Slater Drive,

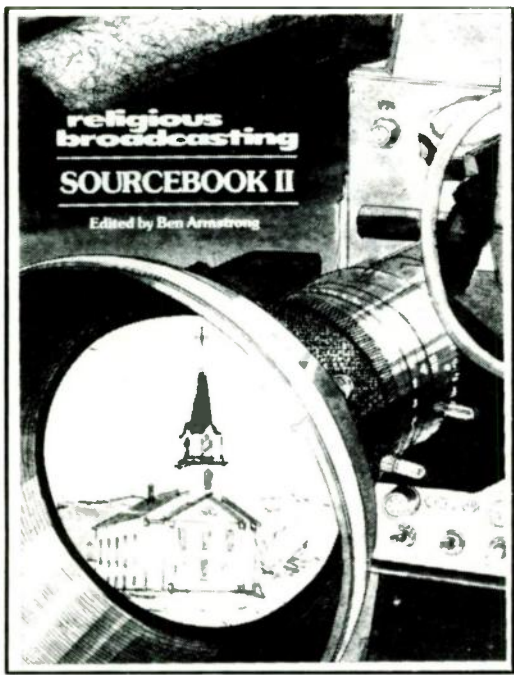
Elmwood Park, New Jersey 07407. Telephone: 201-794-3900.

## Audico Co. Produces Cassette Length Verifier

The ability to determine rapidly the exact lengths of cassettes is now available on the Model 200-9 Timer/Exerciser/Rewinder from Audico, Inc. This unit, which times a C-60 in less than 20 seconds, provides a read-out in minutes and seconds of playing. Prior to duplication, the exact lengths of both masters and blanks can be determined or verified.

The 200-9 is a two-station unit with a unique sensing device that distinguishes between tape and leader. Both independently operated stations can be used as high speed rewinders.

For further information, contact: Bill Hinkle, Audico, Inc., Elk Grove, Illinois, 312-640-1031.



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AT THE NRB CONVENTION



**HELPING YOU FACE THE ISSUES IN 1984**

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.

**THE SYMBIOTIC MINISTRY**

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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**Doug Ross, President**  
Doug Ross Communications  
1208 E. Broadway, Suite 206  
Tempe, Arizona 85282  
602-966-1744



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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# BROADCASTERS

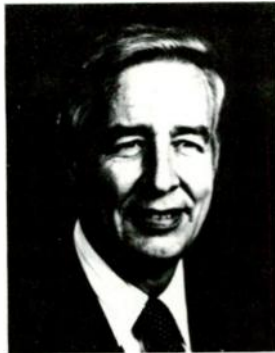
When *Back to the Bible* begins a new emphasis this month called *Friday Forum*, **Dr. Abe C. Van Der Puy** will host the international version. Now based in Lincoln, Nebraska, the NRB executive committee member and past NRB president, was president of World Radio Missionary Fellowship, the parent agency for HCJB/Quito (Ecuador). *Back to the Bible* associate teacher **Dr. Warren W. Wiersbe** has responsibility for the North American edition of the new program.

Back to the Bible Broadcast has expanded its Spanish outreach in the United States and appointed **Miguel Mesias** the counsellor and coordinator for the Spanish ministries. Born and educated in Ecuador, Mesias pastored churches in Latin America and New Jersey. Until 1978 he was assistant pastor in Back to the Bible's Quito office. In making the announcement, director of missions **Eric Bowley** said that the Spanish program is on 20 U.S. radio stations.

**Frank E. Stranges**, director of *Truth On The March*, the 15-minute weekly radio ministry in Van Nuys, California, has been honored by the American Police Hall of Fame, Sarasota County, Florida. Dr. Stranges, whose organization is International Evangelism Crusades, Inc., received the citation known as the Good Citizen Award for his assistance to an officer who was the victim of a hit and run accident.

**Luis Palau** was presented the first annual Joshua 1:8 award by Bible Pathway Ministries, Murfreesboro, Tennessee. The award was given to the Latin American evangelist in Monterey, Mexico, during the closing night of a city-wide crusade, by international director, **Glenn Barnes**.

The Michael R. Ellison agency of Phoenix, Arizona has realigned its staff and added new officers. Newly appointed vice presidents are **James Overrein**, creative director; **Richard Parrish**, client services; and **Steven Pittendrigh**, special projects. New department directors are **Douglas Preudhomme**, donor services; **Cameron Wilson**,



Abe Van Der Puy



James Dobson



David W. Clark

special projects; and **Audrey Langdon**, formerly with *RELIGIOUS BROADCASTING*, in public relations. Vice president **Phillip D. Wallace** is now responsible for development and international operations. Vice president **Larry Cummings** continues as head of media.

**Dr. John Perkins**, founder and president emeritus of Voice of Calvary Ministries, was appointed to **President Reagan's** Task Force on Food Assistance. The civil rights activist and author has been a guest on several Christian talk shows.

**Dr. James Dobson** spoke before 13,000 people at Arizona State University, Tempe, about challenges facing families. It was the largest crowd ever gathered for a speaker at ASU's Activity Center. His wife, **Shirley Dobson**, discussed the destructiveness of alcoholism and shared childhood fears of having an alcoholic father. **Governor Bruce Babbitt** proclaimed September 22-29 Focus on the Family Week, after Dobson's radio program.

**Ronald C. Melzer** is the new director of United Methodist Television of Dayton, Ohio. UMTVD is a ministry of the Dayton North and South districts of the Methodists in western Ohio.

**Jerry Falwell** filed a \$45 million lawsuit October 31 against publisher **Larry Flynt** and his "Hustler" magazine, claiming a fake advertisement damaged his reputation. The full-page in the November issue of "Hustler" reportedly mentions the television

preacher by name and describes his youthful experiences with sex and liquor. The Moral Majority founder says that the ad's "inferences and innuendos" falsely indicate he "commits illegal, immoral and reprehensible acts." Sources say the ad carries a disclaimer.

**David W. Clark**, vice president for marketing for CBN, was named 1983 Distinguished Alumnus by Evangel College of Springfield, Missouri. A 1962 graduate, Dr. Clark majored in history education. He also earned the M.Div. in 1966 from Northern Baptist Seminary and the Ph.D. in 1972 from the University of Iowa. He is an NRB board member and television committee member.

**Max McLean**, advertising manager of *RELIGIOUS BROADCASTING*, formerly a professional actor, has been performing a solo version of "The Gospel According to Saint Mark" since last September. The two-hour dramatic recital of the entire Gospel from memory was first performed publicly at Nyack (New York) College. The performance, in the works since May, 1982, will be performed at NRB 84 on Sunday evening, January 29 at 9:30 pm and again on Tuesday, January 31 at 9:30 pm.

**Mother Angelica**, founder of Eternal Word Television Network (EWTN) of Birmingham, Alabama, was among a select group of Italian Americans who lunched October 12 with **President Reagan** in remembrance of Columbus Day. She broadcasts a live nightly program on the popular Roman Catholic cable television network.

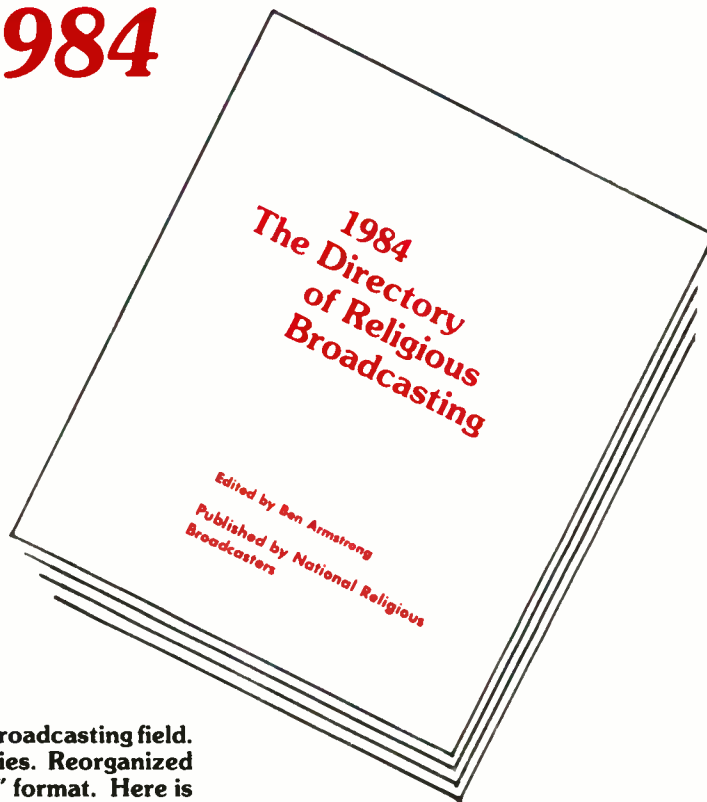


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# AIRING OUR VIEW

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## Is ERA Against the Constitution?

The Equal Rights Amendment may have been conceived out of concern to win respect for women. But the actions of some ERA supporters have given birth to a more basic concern: respect for the Constitution.

Evangelicals have no problem with the principle of equality for women. They worship God "who does not show favoritism." They believe "there is neither Jew nor Greek, slave nor free, male nor female, for you are all one in Christ Jesus."

They suspect, however, that something has gone wrong with ERA. The movement whose legitimacy derives from the constitutional declaration that "all men [and women] are created equal," has somehow turned against the Constitution itself. This became apparent when the ERA resolution ran out of time without ratification by the mandatory three-fourths (or 38) states of the Union. The ERA lobby pressured Congress to extend the time limit from seven to ten years.

When the pro-amendment members of Congress could not secure the two-thirds majority vote required by Article V of the Constitution, they resorted to a simple majority vote to pass the ERA Time Extension. A U.S. District Court later ruled the legislative action unconstitutional, but the Supreme Court delayed reviewing the case until the extension period was over.

The American public was so turned off by this political maneuvering that not one state ratified ERA during the extended time period.

Apparently this disgust did not register with Congress because the pro-amendment forces displayed the same contempt for legislative integrity again in November of 1981. ERA supporters tried to pull another fast one. They succeeded in suspending the normal rules and limiting debate to 40 minutes. This parliamentary device is normally reserved for noncontroversial legislation.

The House minority leader, Robert H. Michel, protested this highly irregular tactic: "Most of us have spent more time in line to see a movie than we have been given today to debate an amendment to the Constitution of the United States."

The parliamentary blitzkrieg narrowly failed to win enough votes, but the defeat failed to reflect accurately the rejection and disillusionment of the American people over the last ten years concerning the equal rights movement.

Public sentiment surfaced recently from another quarter. A New York Times poll published in December indicates that two-thirds of the American public believe the women's movement has done nothing to improve their lives.

After 15 years of feminist activism, only one in

four Americans says the movement has done them any good.

More respondents (60 percent) had favorable opinions about Nancy Reagan than they did about any other woman in public life. Gloria Steinem, the most popular feminist leader, received a favorable rating by 19 percent of those polled.

ERA lobbyists and their supporters in Congress follow a clear pattern of disdain for the will of the majority. What cannot be won fairly and openly across the nation by public referenda may be secured by political shenanigans in the cloistered halls of Capitol Hill—and all in the name of constitutional rule.

This is only half the problem.

The hidden agenda of ERA as it now stands would not only mock majority rule, but make a shambles of the constitutional balance between federal and state powers.

Take, for example, the "gay rights" issue. The ERA resolution reads, "Equality of rights under the law shall not be denied or abridged ... on account of sex." Note the word used is "sex," not "women." Homosexuals and lesbians could also be included.

"Gay rights" activists across the nation have largely failed to secure legislation granting public recognition that homosexuality/lesbianism is a socially acceptable lifestyle. What they could not do through the democratic process at the local and state levels they may achieve through federal intervention if ERA is passed in its present form.

Senator Sam J. Ervin, Jr., the leading constitutional lawyer in the Senate for many years until his retirement, stated: "I don't know but one group in the United States the ERA would do any good for. That's homosexuals."

Other items in the hidden agenda of ERA could also be cited. Like federal funding of abortions on demand, combat duty for women in the military, total sex integration of all public institutions where education and training occur.

But the pro-amendment members of Congress refused debate on a single issue in their foiled attempt to ramrod the resolution through the House of Representatives last November.

Inequalities for women do exist. Otherwise the equal rights debate would not have been around for 60 years. But let questions be faced honestly and openly, and let adjustments be made so that the majority can in good conscience live with the law.

Otherwise, warns Harvard Law School's Paul A. Freund, "The real issue is not the legal status of women. The issue is the integrity and responsibility of the law-making process itself."

—Robert L. Niklaus



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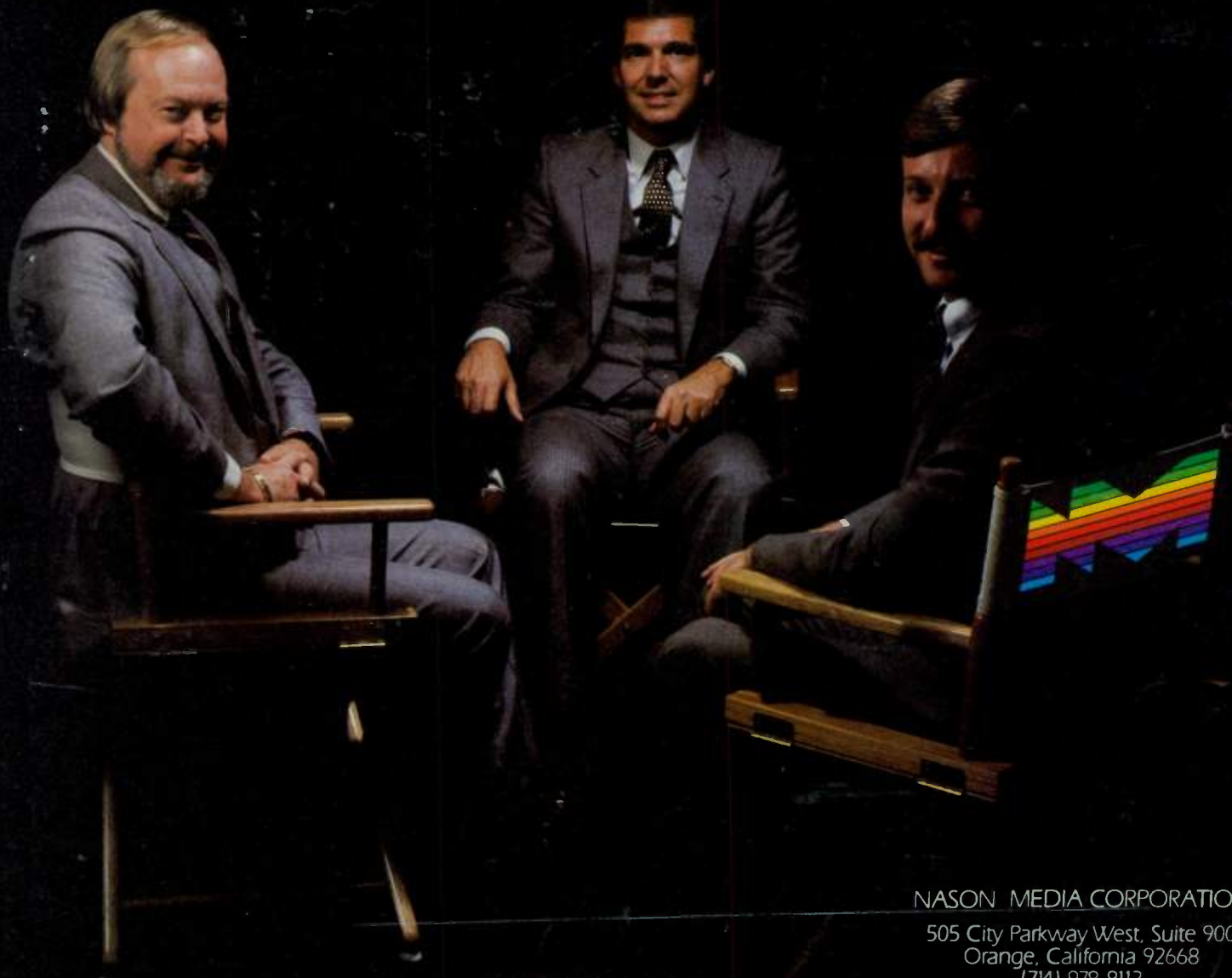
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