

religious broadcasting

MARCH 1984



Reagan: Put Great Truths into Action

Colson: Dare We Speak for God?

Convention Wrap-up: A Platform for Conscience

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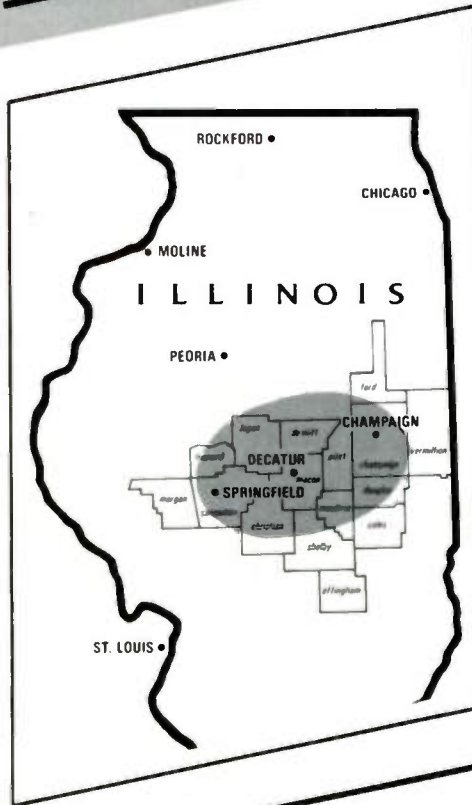
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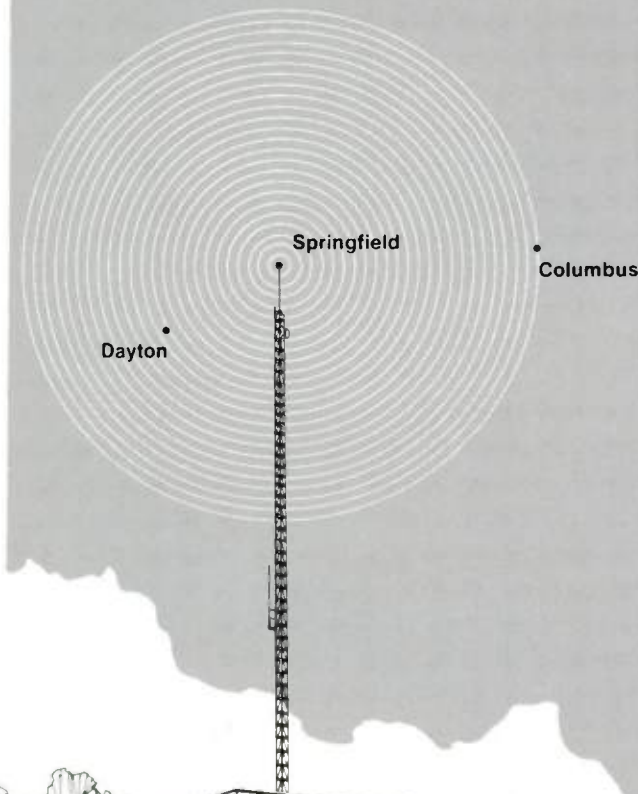


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Cover Story: In his address to the convention, President Ronald Reagan spoke on matters of conscience common both to him and to the convention participants (see article on page 30).
Photo by Ake Lundberg

SPEAKING OUT

Transition



The 41st Annual NRB Convention is history. So many of you approached those of us on the executive committee, telling us it was the best convention ever! I happen to agree with you.

There was a warm spiritual tone to our meetings. The workshops were not only well attended but were thought to be the most helpful and informative that we have ever had. There were more helpful discussions and a general willingness to serve others. How encouraging it is to see Christianity in action.

Last year's executive committee deserves our grateful thanks for their good service to the association. Dr. Bruce Dunn (*Grace Worship Hour*, Peoria, Illinois), Mr. Tom Wallace (Radio Station KFIA, Carmichael, California), Dr. Abe Van Der Puy (HCJB and *Back to the Bible*, Lincoln, Nebraska), and Mr. Bob Hall (Inspirational Broadcasting Corp., Portland, Oregon) served the association with dedication and hard work. I am thankful for them and I know you are, too.

Mr. Paul Ramseyer served as treasurer for three years and is now retired from that position. My personal thanks to Paul for his good work on behalf of NRB and the loving spirit in which he did that work.

Serving you this coming year are the following officers:

- Mr. E. Brandt Gustavson, president
- Dr. Robert A. Cook, first vice president
- Dr. B. Sam Hart, second vice president
- Mr. Mike Maddex, secretary
- Mr. Jerry Rose, treasurer

In addition to these, on the executive committee we have Mr. Richard Bott, Mr. Al Sanders, Dr. David Clark, Mr. David Breese, and Dr. Thomas Zimmerman.

As in the past, we are thankful to have Dr. Ben L. Armstrong continue in his position as executive director of NRB.

Will you please remember to pray for those of us who serve as your officers, executive committee members, and NRB executive director? We will appreciate it very much!

E. Brandt Gustavson

President

National Religious Broadcasters

The Common Thread: This post-convention coverage issue looks back on what many have termed the best NRB convention yet. Some of the familiar flair seemed to be missing, replaced by a more sober yet stirring attitude of facing up to issues that could yet be the making or the breaking of the Republic. As the wrap-up article suggests (page 22), the appeal to conscience was restated numerous times and no doubt it contributed to a very significant convention. The challenges by President Ronald Reagan (page 30) and Charles Colson (page 34) put the problems in stark relief and called for a full-hearted response.

NRB

national religious broadcasters

E. Brandt Gustavson, *President*, Moody Bible Institute, 820 North La Salle St., Chicago, IL 60610. Dr. Robert A. Cook, *First Vice President*, The King's College, Briarcliff Manor, NY 10510. Dr. B. Sam Hart, *Second Vice President*, Grand Old Gospel Fellowship, Inc., 610 Mt. Pleasant Ave., Philadelphia, PA 19119. Mike Maddex, *Secretary*, WEEC, 2348 Troy Road, Springfield, OH 45504. Jerry K. Rose, *Treasurer*, Channel 38 WCFC-TV, 20 North Wacker Dr., Chicago, IL 60606. Dr. Ben Armstrong, *Executive Director*, NRB, CN 1926, Morristown, NJ 07960.

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PRESS-TIME REPORTS

Suspects held
in deaths of
slain couple

Dr. B. Sam Hart, elected February 1 as NRB's first black officer (second vice president) returned home from the NRB convention to discover a family tragedy. His son, Bradley Hart, business manager for a Christian radio station in suburban Philadelphia, and daughter-in-law, Ferne, were found strangled and bound with duct tape (see story on page 12). In a pretrial hearing February 15, two suspects were held for trial without bail. Police believe the couple were slain on January 30. According to the "Philadelphia Daily News," the motive was money. One of the suspects, police said, did construction work for a contractor hired by the Harts "and was angry with Bradley Hart when (the victim) refused to pay him \$1,000 for renovation work done last summer" at WYIS-AM. Items taken from the home included a TV set, camera, clothing, jewelry and a rented automobile.

Top broadcasters
among crowd at
NRB convention

Evangelist Jimmy Swaggart of Baton Rouge, Louisiana, attended a NRB convention for the first time last month and twice led the 4,000 assembled delegates in stirring prayers. He gave the benediction after President Reagan spoke on January 30 and the invocation before the 41st annual NRB banquet two days later. Swaggart's daily television and radio program reaches into virtually every corner of the world with the Gospel. Meanwhile, pastor Robert Schuller of the Crystal Cathedral in Garden Grove, California was present at NRB 84 for 19 previously scheduled interviews during the four days. His Hour of Power is also among the top religious broadcasts today.

Beirut radio
director kidnapped
enroute from NRB 84

Sejean Azzi, director of Radio Free Lebanon, located in war-torn Beirut, was abducted by Moslem militia forces on return from Washington, DC, where he attended the NRB convention. He was released four hours later unharmed and in good spirit after negotiation by Amal Shihite leaders. The incident took place in early February on the road from the Beirut International Airport. Azzi, whose journey to Washington, DC was postponed for two days because of shelling at the airport, attended the NRB meeting to discuss a plan for airing 48 hours of Christian programming per week on Radio Free Lebanon (see story on page 12).

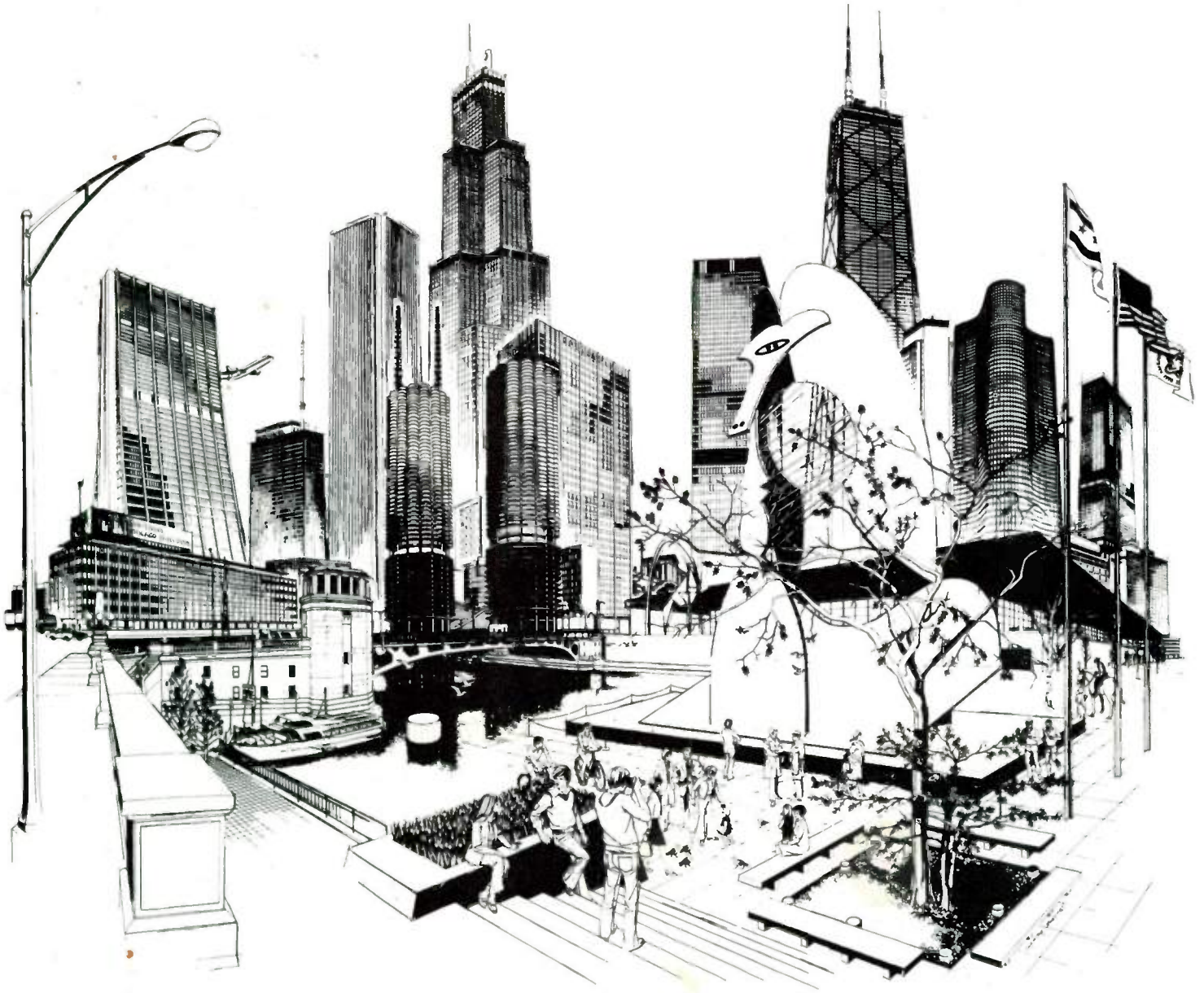
Station actively
promotes crusades
for Nicaragua 84

Despite government censorship of spots and on-site coverage, a radio station in Managua, Nicaragua was instrumental in the success of a seven-night evangelistic rally there from January 23 to 29. Argentinian evangelist Alberto Mottessi, whose crusade ministry is based in Santa Ana, California, drew 288,000 for the crusades at Central American University's baseball stadium. YNOL/Managua, known throughout the country as "Waves of Light," provided the only source of publicity on the meetings other than word of mouth. Some 36,000 attendees came forward to make a profession of faith at Nicaragua 84.

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FCC Proposes Repeal of its "Regional Concentration of Control" Rules

In its *Notice of Proposed Rule Making in MM Docket No. 84-19*, the Federal Communications Commission has proposed to delete its "regional concentration of control" rules. With this most recent *Notice*, the commission has three of its principal multiple ownership restrictions slated for major revisions of repeal.

In separate proceedings, the FCC is also considering the repeal of its "seven station" rule, a limit on nationwide broadcast ownership, and the revision of the attribution standards, which determine when an interest in a broadcast station is large

by Richard E. Wiley

omic concentration that might limit competition and (2) to encourage the maximum diversity of voices in broadcasting. An examination of the rules in operation and recent changes in the broadcast marketplace now suggest that the restrictions may be unnecessary and, indeed, harmful to these goals.

First, as the FCC observed in its *Notice*, the regional concentration of control rules imposes inflexible restrictions that in application, often

ers with three stations in a region may be unwilling to improve their existing facilities if broader coverage brings them within the orbit of the "contour overlap" standard.

Repeal of the rule also might result in more efficient use of the radio spectrum by encouraging new stations on currently unused allocations where station operation might be too great an economic risk absent the benefits of multiple ownership.

In addition, the commission suggested that the organizational and operational efficiencies accruing from multiple ownership could result in expanded production of programming to facilitate regional networking. Thus, repeal of the rule actually might increase the level of competition in broadcasting.

Changing Conditions

In its *Notice*, the commission also addressed the effect of changed market conditions on the need for continuing its regional concentration restrictions. In recent years, the number of conventional broadcast outlets has increased greatly.

Moreover, broadcasters now operate in a market which includes an expanding array of new technologies, including direct satellite broadcast services, low power television, multi-point distribution services, video discs, and video cassettes.

According to the agency, as the number of competing voices in the marketplace rises, the potential influence of any given combination of commonly owned outlets is diluted and the commission's concern with the impact of combinations on competition and diversity declines. Thus, given the highly competitive marketplace for broadcast and broadcast-like services, the need for strict multiple ownership prohibitions becomes increasingly questionable.

Indeed, by encouraging regional

Given the present diverse and highly competitive marketplace for broadcast services, the need for strict multiple ownership prohibitions becomes increasingly questionable

enough to be considered under the agency's ownership rules.

The FCC's "regional concentration of control" rules consist of three identical proscriptions in its AM, FM, and television regulations. Under these rules, no party may directly or indirectly own, operate or control three AM, FM or television stations if (1) any two of the stations are located within 100 miles of the third and (2) the primary service contours of any two of the stations overlap. For purposes of the rule, co-located AM-FM combinations generally are treated as a single station.

Primary Purposes

Like the commission's other multiple ownership restrictions, the "regional concentration of control" rules initially were adopted to serve two primary purposes (1) to prevent econ-

prove to have little bearing on the underlying purposes of the provisions. The prohibition in the rules automatically arises based only upon the coverage area and proximity of the stations involved.

In practice, however, the rigid "minimum distance" and "contour overlap" criteria have not consistently identified instances where concentration of control could occur. Moreover, the current rules actually have precluded consideration of factors plainly relevant to any true assessment of economic concentration, such as the number and influence of competing mass media services and advertising outlets.

In addition to its often arbitrary effects, the present rule, according to the commission, imposes unintended costs on both broadcasters and the public. Existing broadcast-

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networking and greater program production, regional multiple ownership above currently permissible levels could contribute to the diversification of viewpoints. In view of these circumstances, the commission stated in the *Notice* that its initial judgment is that the rule should be repealed.

Major Change

The FCC's recent proposal to delete the "regional concentration of control" rules and the pending proposals to revise the "seven station" rule and the multiple ownership attribution standards herald a major change in the commission's approach to multiple broadcast station ownership.

The commission now is bringing its policy of maximum reliance on the marketplace to bear on long-standing ownership proscriptions. For many licensees of religious stations, the repeal of the regional concentration of control restrictions may pave the way for new acquisitions; for others, it may increase the field of likely purchasers of their stations.

For all broadcasters, the recent *Notice* is a clear announcement that the commission intends to limit its regulatory responsibilities in multiple ownership matters to the maximum extent consistent with the public interest and to give licensees wide flexibility in determining their broadcast holdings.

'Notice of Proposed Rule Making (Repeal of the "Regional Concentration of Control" Provisions of the Commission's Rules), MM Docket No. 84-19, FCC 84-10, released January 17, 1984.

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



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Yours in Christ,
Pat Robertson
President, CBN

IN TOUCH Ministries, P.O. Box 7900, Atlanta, GA 30357

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Beirut Radio Will Air Gospel, Seeking Peace

BEIRUT, LEBANON (NRB)—Despite daily artillery shelling that has turned the streets of Beirut into a deadly war zone, a group of evangelicals is planning to air 48 hours a week of Christian programming over the Christian-controlled Radio Free Lebanon.

The director of Radio Free Lebanon, Sejean Azzi, and Grant Livingstone, founder and president of Christian Concern for Lebanon, travelled from Beirut to the NRB convention in Washington, D.C. in late January with a plea for support and a message of peace for the troubled Middle East.

Azzi, a frail man who spoke broken English, was reluctant to be interviewed by *RELIGIOUS BROADCASTING* for security reasons. But he released a written statement at the NRB gathering that said in part, "I am happy to be here among you because I see in you hope for the West and the world. It is to you, the new Christian leaders of this century, that we give our hearts."

He went on to describe the struggle of Christians in Lebanon in their war against Soviet-backed forces, what he called "anti-Christian terrorists." He described the United States role in the multi-national peace-keeping force as "the trusted midwife of peace in the Middle East."

Background for the planned broadcasts was provided by Livingstone, a native Canadian who is large in stature and vision. In early January, Livingstone approached Azzi about broadcasting the Gospel over the 10,000-watt station which can reach to virtually every population center in Lebanon. Livingstone described the Radio Free Lebanon director as "a man with a heart for his people."

Detailing some of the political problems, Livingstone said that Azzi's people "are in such desperate condition. They're on the edge and they're turning to God." He added that the Lebanese are weary and concerned about being exploited. "They want to find something stable in life," Livingstone added, suggesting that the timing of the Christian broadcasts is right.

"We don't expect to have any direct political impact. I expect an evangelistic impact of very considerable measure." The programming, mostly in Arabic at the beginning, will balance Bible teaching with preaching, prophecy and Christian music. Unlike other Christian broadcasts in the Middle East, the programming of Christian Concern for Lebanon will not play any secular music. "We aim to preach the straight, bold Gospel," Livingstone reflected.

Eventually, when his ministry can afford the cost of a more powerful transmitter of Radio Free Lebanon, programming will air to all of the Middle East and reach to a potential 200 million unsaved people, Livingstone challenged. He indicated that an early priority then would be Hebrew programming for Israel that proclaims unapologetically that "Jesus is the Messiah." "We're not going to muffle our sound on that."

Immediate plans, which were scheduled to commence when Azzi returned from the NRB convention, call for 48 hours of evangelical programming each week, four hours each day and 24 hours each Sunday. Livingstone has already secured Christian messages in Arabic from a Washington, D.C.-based Baptist pastor. He first shared the "vision" of the station with an NRB regional convention, the Orlando, Florida meeting, in 1978. He wants to work with NRB leaders by forming a sponsoring committee of American broadcasters.

Preliminary cost for air time is being placed at \$25 per quarter hour. "That's a ballpark figure," Livingstone stressed. "All Mr. Azzi said about the cost is to 'determine what is fair.'" Emphasizing the missionary nature of the broadcast ministry, Livingstone is looking to Christians in the United States to supply the \$4800 needed each week.

Livingstone is convinced that "Christian radio is the only way to reach" Lebanese civilians, what he called "nominal Christians," in this generation. He challenges Americans to realize that the Lebanese Christians are not right-wing radicals; "they just want to live in peace and freedom."

He said the Radio Free Lebanon

transmitter facilities, unlike the facilities of the Christian Broadcasting Network in southern Lebanon which were bombed last summer, are reasonably safe from attack because they are under control of the Lebanese army. A week after the interview, when the Lebanon Ministry of Information building fell to Moslem rebel attackers on February 7, the Radio Free Lebanon facilities were not compromised. Their location is in a Beirut suburb, north of the intense fighting.

On the presence of U.S. troops at the Beirut airport, Livingstone predicted that if they are withdrawn, "it will mean war. If those forces, which are presently calling for America to withdraw its forces succeed, it will be directly to blame for the blood of inestimable millions of lives. It will be the worst war the world has seen yet." President Reagan announced February 7 that the U.S. troops would be redeployed to ships offshore.

Murdered Couple Found by Hart, Suspects Held

PHILADELPHIA, PA (NRB)—A Mount Airy, Pennsylvania man, whose father is second vice president of NRB, and his wife were found dead February 2 in their two-story rowhouse, their limbs bound and their heads submerged in water, police said.

Police identified the couple as Bradley Hart, 26, and his wife Ferne, 31. Their seven-month-old baby, who was suffering from hunger and dehydration, was found alive near the woman's body. Mr. Hart was business manager of WYIS-AM/Phoenixville (Pennsylvania), a fulltime religious station owned and operated by Hart Broadcasting, Inc.

According to the "Philadelphia Inquirer," the bodies were found by Bradley Hart's father, Dr. B. Sam Hart, radio preacher on the *Grand Old Gospel Hour*, when he returned from the NRB convention in Washington, D.C. Dr. Hart was installed the night before as NRB's second vice president.

He and another son, Tony Hart, who manages the radio station, discovered the bodies after failing to reach the couple by telephone. Dr.

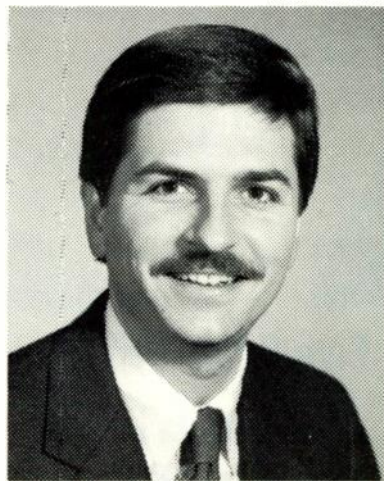
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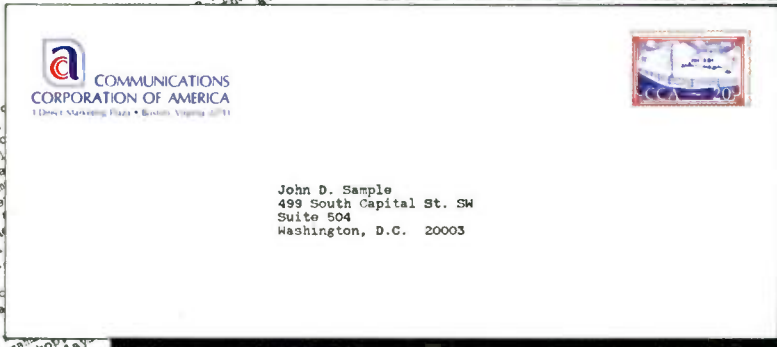
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Hart told the newspaper that when he entered the home, after summoning the police and kicking in the door, he heard a noise of the baby coming from the second floor.

Two suspects were arrested February 7 and charged with two counts of murder, robbery, burglary and one count of conspiracy to commit the murder. Robert Wharton, 21, and Eric Mason, 20, both residents of the Germantown section of Philadelphia, were arrested. Wharton was held on \$50 million bail; Mason was held without bail. Arraignment was scheduled for February 15.

Detectives said the home was "selectively searched" and some items were stolen, but later retrieved by police. A police spokesman would not speculate on the motive for the murders when interviewed by *RELIGIOUS BROADCASTING* on the day of the arrests. The "Daily Record" of Morristown, New Jersey, said in a February 8 story, that the suspects were embittered construction workers, one of whom was fired for doing "slipshod" work at the radio station. For further details see "Press Time Report" on page 6.

The funeral was held February 11 at Deliverance Evangelistic Church, Philadelphia. The family requested that memorial donations in lieu of flowers be sent to the *Grand Old Gospel Hour*, Philadelphia, for furtherance of the victims' ministries.

Mr. Hart graduated several years ago from Drexel University. His wife was a graduate of Houghton College and had been working in a Center City, Pennsylvania travel agency before their child was born.

President of Brazil Gives TV Station to Baptists

RIO DE JANIERO, BRAZIL (NRB)—Brazilian president Joao Figueiredo has signed over a television broadcasting license worth \$1.5 million to a production company formed by Baptist evangelist Nilson Fanini, who attended the recent NRB convention.

The license gives Fanini's company, Television Ebenezer Limited, control of an inactive television station in Rio de Janiero formerly run by the Roman Catholic Church. The station can reach 40 million TV watchers



NRB executive director Ben Armstrong (l.), as seen on the NBC-TV miniseries Celebrity last month, "set the record straight" by calling the drama's self-proclaimed faith healer-evangelist "a fraud (and) a complete fake" who does not represent NRB's theological, financial and moral values. On screen, Dr. Armstrong told millions that Thomas Jeremiah Luther was "a man who invented his own religion, having nothing to do with the Gospel of Jesus Christ."

in southern Brazil and with expanded facilities could reach the nation's entire television audience.

Fanini has two years to raise \$5 million to equip the defunct station or he loses the license. Though raising that amount in the ailing Brazilian economy will be difficult, he believes he can find investors. "Television is big business in Brazil," Fanini said in a December interview to Baptist Press. He hopes to begin broadcasting in 1984.

Pastor-evangelist Nilson Fanini at NRB 84 convention




"This is a tremendous, wide open door for evangelism," Fanini said. "It must be Christian television, for preaching the gospel." Besides preaching, Fanini said he wants to program "Christian soap operas, drama, news and everything." He intends to seek production advice from the Southern Baptist Radio and Television Commission and the Foreign Mission Board.

Sometimes called the Billy Graham of Brazil, the nationally famous evangelist and pastor already reaches an estimated millions of people through his weekly broadcasts, syndicated on television and radio stations.

As the president of the Baptist Convention of Brazil, Fanini already wields much denominational influence. He pastors First Baptist Church of Niteroy, a Rio de Janiero suburb. Fanini's ministry extends beyond his country and continent.

Fanini is seen on a weekly television program by 14 million people in Brazil and seven other countries. *Reentro (Re-Encounter)*, is currently aired on 110 television stations.

Fanini has developed a personal friendship with President Figueiredo in recent years, preaching several




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times at the presidential palace. In 1982, during centennial celebrations of Baptist work in Brazil, Figueiredo spoke at a mammoth rally organized by Fanini at a Rio soccer stadium. He praised Baptists and called the Christian Gospel the solution for Brazil.

Arolde de Oliveira, a federal congressman and member of Fanini's church in Niterory, also played a major role in obtaining the license for Television Ebenezer. Fanini and Arolde accepted the license at an official ceremony in Brasilia January 10.

Anti-Porn Episode Wins Bronze Award at NYC TV Fair

VIRGINIA BEACH, VA (NRB)— "They're Killing Our Children," one segment in a five-part series on pornography produced by the Christian Broadcasting Network, is the recipient of a Bronze Medal at the International Television and Film Festival.

The series, entitled XPOSE, was designed to awaken the American public to the rapid growth of the sex industry and the critical problem it poses to every segment of U.S. society, according to CBN officials. The award-winning episode, hosted by Efreim Zimbalist, Jr., dealt with the growing problem of child pornography.

The medal was presented to Charles McCally, producer/director, at the festival's 26th annual ceremony in New York, November 9-11.


"We feel we were able to expose the horrors of the abuse of children in the sex industry," McCally said. "We also tried to alert parents to the threat of the pedophile (child lover) in their own communities."

This year's festival included 4,417 entries from 1,800 different companies in 45 countries. Eight hundred finalists were selected, with 200 receiving awards.

With the Bronze Medal, "They're Killing Our Children" was the top winner out of 12 entries in the News/Program/Documentary, Syndicated Category.

The entire series received an award earlier this year at the Religion in Media Recognition Night in Los Angeles. There, XPOSE received a
(continued on page 46)

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Delegates Elect NRB Committee for New Year

WASHINGTON, D.C. (NRB)— Voting delegates to the NRB convention, which concluded here on February 1, elected another executive committee with five new faces and returned E. Brandt Gustavson to the presidency. Another 25 religious broadcast leaders were named to the Board of Directors, Class of 1987.

Mr. Gustavson, who was first elected to the post at the 1982 convention, is vice president of Moody Bible Institute, Chicago. He oversees the 11-station Moody Broadcasting Network, "Moody Monthly" magazine and Moody Press as part of his responsibility. In a presidential address before the elections, Mr. Gustavson again challenged NRB members to strive for excellence in adhering to the NRB Code of Ethics. He called the code "the best measuring stick we religious broadcasters have today."

The first vice president, Robert A. Cook, was also re-elected. Dr. Cook is retiring president of the King's College, Briarcliff Manor, New York and a popular radio teacher on *The King's Hour*. At the NRB 84 convention, Dr. Cook presided over awards presentations.

The second vice president this year is Dr. B. Sam Hart, a conservative Black preacher from Philadelphia who owns WYIS-AM/Phoenixville

(Pennsylvania) and preaches on *The Grand Old Gospel Hour*. He is also a board member of the NRB Eastern Chapter. President Reagan nominated Dr. Hart to the U.S. Civil Rights Commission in 1982 but before the appointment could clear the Senate, he withdrew his name in response to charges that his views were too conservative.

The day after the NRB convention, Dr. Hart returned to Philadelphia and discovered the murdered bodies of his son and daughter-in-law. (See story in "Media World" section.)

Dr. Hart replaced Jerry Rose as second vice president. Mr. Rose, president of WCFC-TV 38 in Chicago, was elected treasurer of NRB. He was not eligible for another term as vice president. As program committee chairman of the NRB 84 convention, Rose was responsible for the planning of plenary events. As was acknowledged by a plaque ceremony during one evening session, the success of the convention this year is, in large part, because of the work of Mr. Rose. His station is the only Christian TV facility in Chicago.

Mike Maddex was re-elected as secretary of NRB. He first came to that post in 1982 and has been a Board of Directors member since 1969. He is president of WEEC/Springfield (Ohio) and the World Evangelistic Enterprise Corporation, which owns the station. Mr. Maddex was the first president of NRB's Midwest Chapter.

Four of the five members-at-large of the executive committee are serving their first terms. They are David Breese, president of Christian Destiny; David Clark, vice president for marketing, Christian Broadcasting Network; Al Sanders, executive producer-director for *Day of Discovery*, the Radio Bible Class; and Richard Bott, Sr., president of Bott Broadcasting Company, Independence, Missouri.

Dr. Thomas F. Zimmerman, general superintendent of the Assemblies of God, Springfield, Missouri, was returned as the tenth member of the NRB executive committee this year. A former NRB president, Dr. Zimmerman presides over the nation's fastest growing denomination. As chairman of NRB's Finance Committee, he has been responsible for explaining the revised dues structure plan to the membership.

Outgoing members of the executive committee, who were honored at the 41st annual banquet, are: treasurer Paul Ramseyer of Northwestern College Radio Network; Robert Ball of Inspirational Broadcasting Corporation; Tom Wallace of KFIA/Carmichael (California); Dr. Bruce Dunn of *Grace Worship Hour*; and Dr. Abe C. Van Der Puy of *Back to the Bible*.

In the Board of Directors, Class of 1985, the seat of Dr. Eugene R. Bertermann, honored posthumously this year with the Religious Broadcasting Hall of Fame Award, was filled by

NRB president E. Brandt Gustavson with Deborah Bertermann (see page 51)



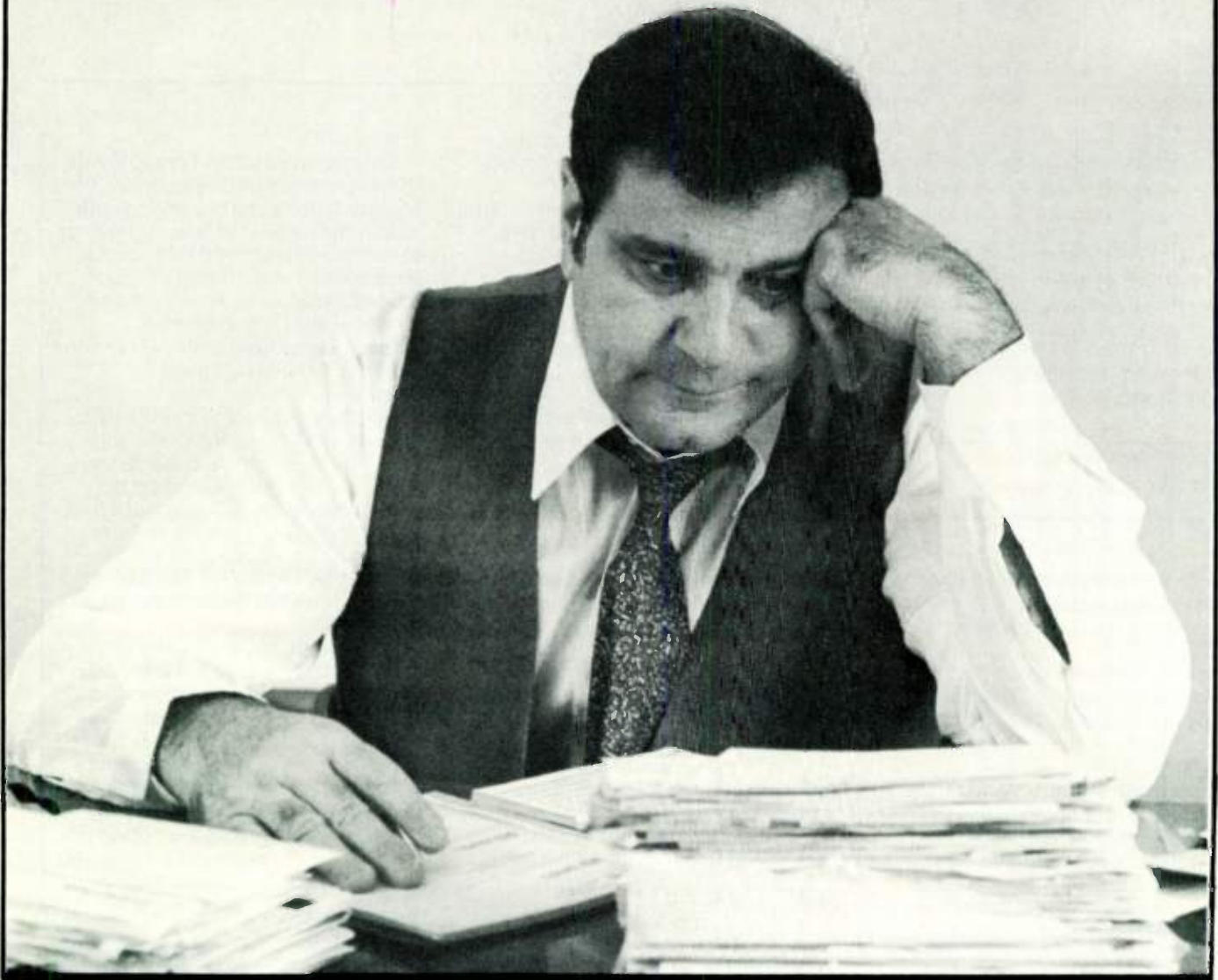
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Newly-elected second vice president B. Sam Hart



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George Sweeting, president of Moody Bible Institute. Dr. Sweeting was speaker at the worship service at NRB 84. The seat of Dr. Theodore Epp, retiring from the Board of Directors, is being filled by Dr. Warren Wiersbe, a Bible teacher on *Back to the Bible*, Lincoln, Nebraska. Dr. Epp founded that broadcast and was honored at the 1983 NRB convention with the Distinguished Service Award for the program.

Executive Committee Sees NRB Growing, Diversifying

WASHINGTON, D.C. (NRB)—NRB's executive committee met January 28 and 29 to consider a variety of issues and requests that reflect a growing, diverse, and involved membership. "NRB has grown in influence," executive director Ben Armstrong remarked. "It has a voice to government, a voice to the evangelical world, and a voice to the secular world."

As a result, members and officers have a keen interest in active participation and full representation.

A critical issue in 1984 is NRB's dues structure, and members are being asked for written evaluations by March 31 of the system approved last year. The new "fair-share approach" assesses dues based on income, with the majority of members falling in a middle range between \$70 and \$145 each month.

Before, members gave a minimum voluntary donation of \$200 per year. Members have until January 1986 to adjust to the new assessments—a one-year delay designed to allow members to let the board know how the change will affect their cash flow and to suggest changes.

NRB membership grew to 1,042 during the past year, with an additional 27 applicants currently under review. Dr. Armstrong said no official membership goal has been set, but "we would like to take in 100 new members by the end of 1984."

He said one-third of NRB's newcomers are new stations, one-third are Hispanic, and one-third are new programs. For the first time, a low-power television station has joined NRB. Dr. Armstrong commented that low power "marks the beginning of

a whole new era," in broadcasting, with an important emphasis on rapport with local viewers.

The board approved a one-year trial formation of a sixth regional NRB chapter, in the **Southcentral area**, including Tennessee and Mississippi. Permanent standing for the chapter hinges on achieving a sound financial base and attracting at least 35 members.

The idea came from Don Johnson of *Afterglow* in Memphis and Robert Nations of WOKJ/Jackson (Mississippi), who noted the rapid growth of religious broadcasting in that area and their unique constituency.

Dr. Armstrong welcomed this initiative saying "the South potentially has the greatest room to expand, due in part to the active evangelical ministries of many Black broadcasters there."

Other new business for the board included a request from **Christian public relations professionals** to start an independent organization that would meet concurrently with the NRB convention. The board asked this proposed "functioning committee" to submit a description of how its activities would fit

in with NRB.

Coordinator Juleen Turnage, with the Assemblies of God in Springfield, Missouri, finds she is working with electronic media more each year, so a meeting overlapping NRB could have special benefits for public relations people who need to get acquainted with broadcasting.

Evangelical film producers are considering a similar affiliation arrangement.

NRB involvement in battles over "must carry" rules continues this year, and the board is considering filing a legal brief supporting the FCC position. An FCC regulation requiring all cable systems to carry non-commercial programming is under attack by CNN's Ted Turner and the National Cable Television Association.

"The whole cable industry is at the throat of the broadcast industry," Dr. Armstrong said. Religious programming would be hardest hit if "must carry" requirements fail, Dr. Armstrong said, because it is more profitable for cable systems to carry pay-television programs and syndicated offerings that are "often un-

(continued on page 48)

NRB Urges Voter Registration

Meeting in Washington, D.C. for the 41st annual convention, National Religious Broadcasters adopted the following resolution:

WHEREAS, millions of Americans have become seriously concerned about the moral values and restrictions on religious liberties, and,

WHEREAS, Proverbs 29:2 teaches us that when the righteous are in authority the people rejoice, but when the wicked rule the people mourn; and,

WHEREAS, in this Constitutional Republic of ours those who actually vote select our governmental leaders; and,

WHEREAS, there are approximately 15 million believers who are not registered to vote; and,

WHEREAS, it is perfectly legal for radio and TV stations to promote non-partisan voter registration and voter education information to their listeners; THEREFORE,

BE IT RESOLVED, that in the spirit of this year's convention theme, "Facing the Issues in 1984," the National Religious Broadcasters urges all religious radio and TV stations and programmers to support through public service announcements and programming voter registration and voter education activities through the year 1984.

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A Platform for Conscience

FROM THE renowned to the unknown, they converged in search of a platform to address the conscience of a nation.

Their destination was the 1984 convention of National Religious Broadcasters in Washington, D.C. at the end of January.

Their timing was excellent. Orwell's much heralded Year of Big Brother and its threatened lock-step morality was finally here. The political drums of election year had begun to roll. President Ronald Reagan was announcing for re-election at the very moment the NRB convention got underway on January 29 with the agenda, "Facing the Issues."

Within hours he, the nation's most public figure, would mount the NRB platform and address some 4,200 participants on issues of conscience important to him and to them. Within days a humble Siberian peasant woman would be doing the same.

And ranged between these extremes of the renowned and the unknown, a score of other speakers would stand on that platform and speak to issues of right and wrong that could determine for

Media exhibit



by Robert L. Niklaus



Photos by Ake Lundberg

E. Brandt Gustavson, NRB president

years to come the course of a nation under God—or against Him.

Issues of Conscience

Dr. Francis Schaeffer, opening night plenary speaker, left no doubt about the crisis of conscience confronting the United States. Although poor health kept him from the convention platform, through his son Franky Schaeffer the world famous Christian theologian spoke to the convention.

"It is a horrible thing for a man like myself to look back and see my country and my culture go down the drain in my own lifetime," he lamented, "... a horrible thing that 50 to 60 years ago our culture was built on the Christian consensus, and now we are in an absolute minority."

Dr. Schaeffer enumerated six crucial issues that demand Christian involvement, and the greatest of these is human life itself. "I would put this above everything else as the crucial issue for which Christians must stand.

"All human life is made in the image of

God and has an intrinsic and unique dignity. Thus we must use every means available to stand for the sanctity of all human life," he insisted.

Dr. Schaeffer's other crucial issues—family life, schools both public and private, persecution of Christians around the world, and the practice of justice—closely paralleled the concerns enumerated by the President on the following day (see article on page 30).

Another plenary session speaker, Charles "Chuck" Colson, brought the question of issues down from the lofty level of national principles to the practicality of private integrity. "The question for the church today is not what God can do for us—we know He loves us—but what are we called to do for Him. How do we love our God? Loving God calls for more than gushing sentimentalities or pious mouthings: loving God demands obedient Christian living" (see article on page 34).

Colson carried this theme into a press conference the following day. "If you want to cover Christians," he told a skeptical reporter from New York City, "don't go to exhibit booths. Go to hospices," to inner-city ministries, prisons, and places

Workshop discussion



where Christians are obeying God's call on their lives without seeking or attracting publicity.

Rev. Jerry Falwell pointed out during a press conference on convention Tuesday that this personal involvement by committed Christians is not determined by political ties. "I would say that the conservative Christians are committed to neither the Republican nor the Democratic platforms, but rather to the principles and issues that are important to them and which they feel are biblical.

"If we're good Christians," he continued, "we ought to be good citizens and that's happening on a massive scale today."

E. Brandt Gustavson spoke of another set of problems demanding the response of conscience. "The complex issues our nation faces involve us all; but the issues religious broadcasters face involve us every day"—questions of financial integrity and the excellence of performance.

"It is incumbent upon all of us to renew the vow to uphold all aspects of the NRB Code of Ethics," he emphasized. "The world is watching us closely. They're determining what they should believe of our message by the way we deal in business and how we treat each other."

Widening Circles

Many who watch NRB at work are neither hostile nor Americans. Religious broadcasters from 23 nations attended the convention to profit from the experience and expertise of those who, in the words of President Reagan, have become "the miracle of the entire broadcasting industry."

Robin Rees, a Welsh-born member of the Christian Broadcasting Council of Great Britain, said, "We are here first of all because we are inspired by what NRB is doing and to see what we can learn from all of you here. We are now planning to take this information back home and start a new revolution to free up the airwaves for God."

Half of the foreign delegations originated in Latin American countries like Argentina, Brazil, Costa Rica and Bolivia. The 500 Spanish-speaking participants attended special sessions and workshops, and were served by translation facilities for other activities.

To the uninformed observer on Wednesday, it may have appeared that revival had come to the Organization of American States. At the Hispanic luncheon, popular broadcaster Hermano Pablo gave a "Message to the Con-



NRB officers for the new year are installed by Dr. Bill Bright

NRB Executive Committee - 1984

<i>President</i>	E. Brandt Gustavson, Vice President Moody Bible Institute
<i>1st Vice President</i>	Dr. Robert A. Cook, President The King's College (The King's Hour)
<i>2nd Vice President</i>	Dr. B. Sam Hart Grand Old Gospel Hour
<i>Secretary</i>	Mike Maddex WEEC-FM
<i>Treasurer</i>	Jerry Rose, President WCFC-TV/Channel 38
<i>Members</i>	David Breese Christian Destiny
	Richard Bott, Sr. Bott Broadcasting Company
	Dr. Thos. F. Zimmerman, Gen. Sup't. General Council, Assemblies of God
	Dr. David Clark CBN University
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Board of Directors Class of 1987

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Jim Bakker <i>PTL Club</i>	Donald Luttrell <i>WIVV</i>
Robert W. Ball <i>Inspirational Broadcasting Corp.</i>	Richard Mason <i>Radio Bible Class</i>
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Robert A. Cook <i>The King's Hour</i>	Paul Ramseyer <i>Northwestern College Radio Network</i>
Bruce Dunn <i>Grace Worship Hour</i>	Jimmy Waters <i>Jimmy Waters Ministries, Inc.</i>
Edna Edwards <i>WFGW</i>	Norman Wilson <i>The Wesleyan Hour</i>
Clinton Fowler <i>KGER</i>	Ray Wilson <i>Black Buffalo Trails</i>
Paul Hollinger <i>WDAC</i>	Kay Arthur <i>Precept Ministries</i>
Don Johnson <i>Afterglow</i>	Thomas F. Zimmerman <i>Assemblies of God</i>
Stuart Johnson <i>WETN</i>	Russell Bixler <i>WPPG</i>
Russell Killman <i>Heaven and Home Hour</i>	

science" to attendees, which included Latin American ambassadors, Hispanic congressmen, and executives of the World Bank, the International Monetary Fund and the Federal Reserve Bank.

Later, in the plenary session, the national flag of each Latin American country was presented while an excerpt of the national anthem was played. Luis Palau, perhaps the best known of all Spanish-speaking evangelists, then spoke on "The Hispanic World Challenge."

Other national delegations were less conspicuous but no less important. They came from places like Holland, Norway and West Germany in Europe; Korea, Philippines and the Republic of China in the Orient; Tobago, West Indies and Puerto Rico in the Caribbean. And a small delegation from tragic Lebanon.

Lida Vashchenko added another dimension to the international character of the convention. She appealed to the participants to let their concern embrace Christians in other nations suffering because of their faith. She had led the hunger strike in the U.S. Embassy in Moscow that finally secured the freedom of the "Siberian Seven" and their families. Now she pled for the "Siberian Seventy," an entire Christian village in Eastern Siberia, that began a hunger strike on January 1 in an attempt to win their freedom. She believes that the prayers and public expressions of American Christians can help avert savage persecution by local authorities,

and perhaps even annihilation of the Russian believers.

Media Fascination

Given that the media are always interested in the media, the NRB convention was well covered by the major networks as well as individual stations and programmers. CBS, NBC and ABC were joined by CNN and C-Span, a network which provides congressional coverage of speeches and hearings.

The CBS Boston affiliate discovered a bonanza at the convention. Already embarked on a series concerning religious broadcasting, the television station was able to find at one time in one place most of the personalities they had planned to interview in upcoming months.

Even the government plugged in. The Armed Forces Radio Network and Voice

of America covered convention activities. VOA translated the President's speech into 42 languages and aired it around the world.

The newspaper industry sent along people like Harry Goldman, a religion editor of The New York Times, and Bruce Buursma, religion editor for The Chicago Tribune. Correspondents represented The Washington Post, The Los Angeles Times and USA Today. The Wall Street Journal sent a writer to report on the financial aspects of religious broadcasting.

Time, Newsweek, Reader's Digest and The Saturday Evening Post also covered the convention. All told, the 1984 gathering of religious broadcasters received better coverage than any previous annual NRB meeting.

Lively Expo

Media Expo 84 did not make world news, but it was the third great pillar of the convention, along with the plenary sessions and workshops. A total of 262 companies filled 304 booths and 76,000 square feet of gold-carpeted space with technology and information worth millions of dollars.

The range of services offered was, as



FCC Commissioner Mimi Dawson

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Photos by Ake Lundberg

The well-attended media exhibit hall



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- ... You need to hurry, because ministries like: IN TOUCH, DAY OF DISCOVERY, ERNEST ANGLE, ZOLA LEVITT, HOWARD ESTEP, LESTER SUMRALL, JACK VAN IMPE, 700 CLUB and others have already discovered this rapidly growing TV station which has only a limited number of availabilities remaining.

KNLC, Channel 24 presently has a limited number of openings for those interested in working in the field of broadcasting. These intern positions exist in news, engineering, camera and general operations. For further information write Channel 24, PO Box 924, St. Louis, Mo. 63188.

Discussion in these and other workshops emphasized the awareness among religious broadcasters that they cannot take their audience for granted. By whatever means reliable, they are concerned about knowing exactly who is their audience and how best to minister to needs of their listeners.

Of Dues and Hittites

The most-discussed item of business by the association membership was the new dues schedule—as it was last year. Although a mandatory “fair-share” approach had been approved by the board, feedback from individual members indicated that the new rates would impose hardship on some members. Full implementation was therefore delayed until January 1986 in order to give time for additional comments and suggestions from the NRB ranks.

But Dr. Thomas F. Zimmerman, chairman of the finance committee, made unquestionably clear to the delegates that the organization is severely handicapped financially and that ways must be found to relieve the pressure on the leadership as well as the membership.

Dr. Ben Armstrong, NRB executive

director, noted that setting up a special legal fund would alleviate some pressure on the association's operating budget, which hitherto had been used for special legal activities as well as current operations.

He foresaw several legislative issues that would require representation before the government if religious broadcasters are to maintain their right of access to the airwaves. Must-carry legislation and deregulation are immediate problems that promise to involve expensive legal battles.

By Wednesday evening, however, debate on dues, discussions in the workshops and speeches of the plenary sessions were gratefully put aside for the moment. The annual banquet has always served the convention as a reward for diligence during the exhausting four-day marathon, and this year was no exception (see page 42).

No one would have suspected from the appearance of the two guest speakers that a can-you-top-this contest of humor was about to begin. First was General John W. Vessey, Jr., chairman of the Joint Chiefs of Staff, looking a bit outweighed by the gold braid and rows of

medals on his formal military attire. Next was the solemn-featured Oswald C. J. Hoffmann of the *Lutheran Hour* in his severe, black clergy cloth.

Vessey's personal testimony of faith in Christ and Hoffmann's devotional on translating Christian joy into action added richness of thought to the delightful repartee of the two men (see page 42).

The two banquet speakers had agreed beforehand they would not crack jokes about Swedes and Norwegians of their native Minnesota. Instead, they would concentrate their humor on the ancient and extinct tribe of the Hittites. Strangely enough, however, the two Hittites they picked on had suspiciously Scandinavian-sounding names of Ole and Sven....

The banquet and convention ended in a reassuring wave of laughter, carrying with it the promise of a good year for religious broadcasters. There is no one quite so dull—and perhaps dangerous—as the person long on conscience and short on humor.

NRB

Robert L. Niklaus is editor of RELIGIOUS BROADCASTING.

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to all the problems
that face us today
—if only we would
read and believe"*

The President's address to the 1984 NRB Convention was so well received and requested for reprint that we thought our readers would appreciate printed excerpts of that speech. —Editor

THIS IS a moment I have been looking forward to. I remember with such pleasure the time we spent together last year. Today I feel like I am doing more than returning for a speech. I feel like I am coming home.

Homecoming—I think it is the proper word. Under this roof some 4,000 of us are kindred spirits, united by one burning belief: God is our Father; we are His children; together, brothers and sisters, we are His children; together, brothers and sisters, we are one family.

Being family makes us willing to share the pain of problems we carry in our hearts. But families also come together in times of joy, and we can celebrate such a moment today. Hope is being reborn across this land by a mighty spiritual revival that has made you the miracle of the entire broadcasting industry.

I was pleased last year to proclaim 1983 The Year of the Bible. Abraham Lincoln called the Bible, "The best gift God has given man ... But for it," he said, "we could not know right from wrong."

Like that image of George Washington kneeling in prayer in the snow at Valley Forge, Lincoln described a people



Ake Lundberg

by Ronald W. Reagan

President
United States of America

who knew it was not enough to depend on their own courage and goodness. They must also look to God their Father and Preserver. And their faith to walk with Him, and trust in His word, brought them the blessings of comfort, power, and peace they sought.

Nineteen eighty-three was the year more of us read the Good Book. Can we make a resolution here today: that 1984 will be the year we put its great truths into action. My experience in this office I hold has only deepened a belief I have held for many years: Within the covers of that single Book are all the answers to all the problems that face us today—if only we would read and believe.

Issue of the Unborn

I know what I am about to say now is controversial, but I have to say it. This nation cannot continue turning a blind eye and a deaf ear to the taking of some 4,000 unborn children's lives every day—one every 21 seconds. We cannot pretend America is preserving her first and highest ideal—the belief that each life is sacred—when we have permitted the death of 15 million helpless innocents since the Roe vs. Wade decision.

This nation fought a terrible war so that black Americans would be guaranteed their God-given rights. Abraham Lincoln recognized we could not survive as a free

land when some could decide whether others should be free or slaves.

Well, today another question begs to be asked: How can we survive as a free nation when some decide that others are not fit to live and should be done away with?

I believe no challenge is more important to the character of America than restoring the right to life to all human beings. Without that right, no other rights have meaning. "Suffer the little children to come unto me, and forbid them not, for such is the kingdom of God."

I will continue to support every effort to restore that protection, including the Hyde-Jepsen Respect-Life Bill. I ask for your all-out commitment, for the mighty power of your prayers, so that together, we can convince our fellow countrymen that America should, can, and will preserve God's greatest gift.

I think we are making progress in upholding the sanctity of life of infants born with physical or mental handicaps. The Department of Health and Human Services has now published final regulations to address cases such as Baby Doe in Bloomington. That child was denied lifesaving surgery and starved because he had Down's Syndrome and some people did not think his life would be worth living.

Not too long ago, I was privileged to meet a charming little girl filled with the joy of living. She was on crutches, but she swims and rides horseback. Her smile steals your heart. She was born with the same defects as those "Baby Does" who have been denied the right to life.

Secretary Heckler and Surgeon General Koop deserve credit for designing regulations providing basic protections to the least among us. And the American Academy of Pediatrics and the National Association of Children's Hospitals have now affirmed a person's mental or physical handicap must not be the basis for deciding to withhold medical treatment.

Issue of Child Pornography

Let me assure you of something else: We want parents to know their children will not be victims of child pornography. I look forward to signing a new bill, now awaiting final action in a conference committee, that will tighten our laws against child pornography. And we are concerned about enforcement of all the Federal anti-obscenity laws.

Over the past year, the United States Customs Service has increased by 200

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Dare We Speak for God?

*If indeed we are called to discharge
that sacred responsibility, how can we be sure
we are speaking faithfully for Him,
and not for ourselves?*

WHO speaks for God? How can we dare to say that we speak for Him who created heaven and earth, the King of kings who judges the living and dead? And if indeed we are called to discharge that sacred responsibility, how can we be sure we are speaking faithfully for Him and not for ourselves?

The consequences of what religious leaders—all of us here fit that description—say and do are profound, as well as eternal. Just think how millions of people must have reacted to that New York bishop who announced that God does not judge “so-called” sins like homosexuality, and that such ideas come from “primitive barbaric passages of the Old Testament.” He not only condoned sin, but did so in the name of a holy and righteous God. No wonder the world is turned off by religion.

Such examples are not limited to fuzzy-thinking, liberal bishops. Certainly the bishop compromised the Word to placate his audience.

Sometimes we conservatives, in our laudable zeal to win others to Christ, talk more about God's promises than His demands; we sound as if God was created for man's pleasure rather than the other way around. The consequences of this kind of cheap grace, I must say to you in love, are as offensive to a holy God as a bishop condoning sin.

No, this is a crucial question for all of us. To dare to speak for a holy God is the most awesome charge imaginable.

That is why Paul said he preached with fear and trembling. That is why Martin

by Charles “Chuck” Colson

Luther, who courageously stood alone against the church and the world, said his knees knocked whenever he stood to preach. That is why Charles Haddon Spurgeon, the brilliant 19th century British preacher who preached to 10,000 people per Sunday for more than 35 years, said he “trembled ... lest he should mistake and misinterpret the Word ... to preach the whole truth is an awful charge.”

So the question for us is how can we be sure we are faithful when we speak for God? As I have reflected on this—and few questions have troubled me more—four ways have come to mind.

Help of the Spirit

First, Scripture makes it clear that no one can say, “Jesus is Lord” except by the Holy Spirit.

When the film “Born Again” was being made, Dean Jones, a dear Christian brother, played my part. Those of you who saw the film may remember that whenever Dean spoke of Jesus Christ, there was a genuineness; the conversion scene, though I have watched it countless times, never fails to stir my emotions.

Dana Andrews, not a Christian, played the part of Tom Phillips, the Boston businessman who led me to Christ. Though a great actor, he could never say “Jesus Christ” with conviction, no matter how many times the scene was re-shot. It was the disappointing low point of the movie.

People can mouth the right words—with great eloquence—but no one can

speak for God with genuine authority except by the anointing of the Holy Spirit.

All of us in this room would agree with that. But how can we be certain of that anointing?

Billy Graham, in his excellent book on the Holy Spirit, argues that submission is the key. “The most basic question any Christian can ask is this: Who is ruling my life, self or Christ?” Have you asked yourselves that question? Do you ask it daily? So-called “celebrities”—as all in this room either are or are involved with—are especially in need of careful self-examination.

For the electronic advances of this age coupled with relatively free access to the airways have given us extraordinary power. With that power comes prominence, adulation, money, influence, success. But that blessing—and the ability to reach others is a blessing—can paradoxically become a deadly curse.

For power, though not inherently evil, is inherently corrupting. Nothing can quench the Spirit faster than worldly power—take it from one who knows. It is our most insidious enemy. And the more power we have, the greater the peril.

Plato's words offer special wisdom for us today: “Only those who do not desire power are fit to hold it.”

So what do we do? Withdraw from the battle? No, of course not. Rather, with our eyes wide open, aware of the dreadful traps set for us, we press on in humble prayer, hoping we have friends good enough to tell us when our egos are too inflated, listening and learning from our critics and correcting ourselves when they are right, as they so often are.



Ake Lundberg

"Chuck" Colson addresses NRB convention

For whatever help it might offer in terms of the seduction of power, I have found it helpful to quite literally give my ministry away, to pray prayers of relinquishment.

So let us speak for God as men and women surrendered totally to Him, turning away from the power of this world, relying only on the power of the Holy Spirit.

Assurance of the Word

Our second assurance that we faithfully speak for God comes from His own words.

After I became a Christian, my lawyer's mind demanded evidence regarding the Bible. Was it legend, or could it really be taken as God's revelation?

I read some excellent books. But ultimately it was my experience in the Watergate, strange as that will sound, that convinced me the Bible is the authoritative, inerrant revelation of God. Let me explain.

In looking at the Bible, we Christians ought first to examine what Jesus says. "Thy Word is truth," He proclaims unequivocally. Jesus always based His sermons on the Scriptures. He rebuffed Satan's temptation by taking His stand solely upon the Word. "It is written, it is written," He repeated. So if we claim faith in Christ, we should take His Word for the authority of the Scripture.

The critic, of course, says this is a circular argument. It is the Bible which tells us about Jesus, but we look to Jesus for the authority of the Bible.

So what breaks that circular reasoning? What is it that proves the authenticity of Christ?

People can mouth the right words — with great eloquence — but no one can speak for God with genuine authority except by the anointing of the Holy Spirit

It is the *fact* that He was bodily raised from the grave. The resurrection establishes His authority, for it validates His claim to be God. That's why Paul minces no words, "If Christ has not been raised, your faith is worthless."

So what is the evidence of His resurrection? The eyewitness accounts of the apostles were recorded, as was Hebrew custom, with meticulous care. The 11 apostles and Paul went about the then-known world for 40 years proclaiming their monstrously offensive statement that Jesus had risen from the dead. Never—though they endured persecution, beatings, prison and ultimately, all but one, a martyr's death—did they renounce the fact of the literal resurrection of Jesus Christ.

Now what has all this got to do with Watergate?

Ehrlichman, Haldeman, Mitchell, myself and the rest believed passionately in the President. We had at our fingertips every imaginable power and privilege. I could phone an aide's office and have a jet waiting at Andrews Air Force Base, order Cabinet members or generals around, change the budget.

Yet even at the prospect of jeopardizing the President, even in the face of all the privileges of the most powerful office in the world, the threat of embarrassment, perhaps jail, was so overpowering and the instinct for self-preservation so overwhelming, that one by one, those involved deserted their leader to save their own skin.

What has that got to do with the resurrection? Simply this: Watergate demonstrates human nature. No one can ever make me believe that 11 ordinary

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Much of the Christianity we slickly market today is nothing but a religious adaptation of the self-seeking values of secular culture

human beings would for 40 years endure persecution, beatings, prison and death, without ever once renouncing that Jesus Christ was risen from the dead.

Only an encounter with the living God could have kept those men steadfast. Otherwise the apostle Peter would have been just like John Dean, running to the prosecutors to save his own skin. He had already done it three times.

No, the evidence is overwhelming. Those men held to that testimony because they had seen Christ raised from the dead. And if indeed He was resurrected, that affirms His deity. As God, He cannot be mistaken in what He teaches and cannot lie. An infallible God cannot err. A holy God cannot deceive.

The Whole Gospel

And that brings me to my third way to

be certain that we are faithfully representing our God: It is to present to the whole world the whole Gospel, just as Jesus did. No short-cuts or easy answers, no Americanized version. The scriptural demands along with the scriptural promises.

When I first became a Christian, I wanted to find that favorite verse of Scripture I had known and loved all my life, the one that reads, "God helps those who help themselves."

Would you believe I went through this book three times before I discovered it isn't there? What I did discover—and it was very disturbing—is that the Bible teaches us exactly the opposite. God helps those who cannot help themselves. To know God, Jeremiah says, is to "plead the cause of the afflicted and the needy." That set my middle-class

value system on its head. But that is biblical truth. Our God demands that we live as a just and holy and righteous people, that we care for and serve the sick, the imprisoned, the needy, love the unlovable, lay down our lives for another.

Now that may not be the most popular message to present to an egocentric, materialistic society. It was not popular when Jesus presented it. But, my friends, it is the Gospel, and we do a terrible disservice to our Lord when we present only half of it.

Let me speak plainly: much of the Christianity we slickly market today is nothing but a religious adaptation of the self-seeking values of secular culture. The assistant to one renowned media pastor told me when I asked him the key to his man's success, "We give people what they want." My friends, that is heresy, at the very root of the "What's-in-it-for-me gospel" so prevalent in America.

The question for the church today is not what God can do for us—we know He loves us—but what are we called to do for Him. How do we love our God? Loving God calls for more than gushing sentimentalities or pious mouthings: loving God demands obedient Christian living.

Life of Obedience

And this leads me to the fourth point of how we can be certain we are faithfully representing a holy God. It is by living in obedience to Him in every aspect of our lives—and calling our flocks to do the same, whether that message is popular or not.

Obedient Christian living—which often leads us to radical actions—can often communicate more powerfully than our most eloquent words. For even a cynical world can see the truth of the Word through what it compels us to do. Let me give you an example.

Jefferson City is a sleepy town of 30,000 people, the capital of Missouri. It is also the site of four state penitentiaries. Most of the inmates come from Kansas City and St. Louis—several hundred miles away.

So every weekend the wives and children and families of inmates descend on Jefferson City to visit their loved ones in prison. Most cannot afford a motel, and so they slept in cars or park benches or parking lots. There were some very unfortunate incidents.

A few years ago, Prison Fellowship volunteers saw the needs of these un-

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wanted visitors. They began to invite inmates' families into their homes. That became difficult to manage, however, so a small committee was formed, and an old boarding house located. Volunteers from twelve local churches raised \$46,000, bought the home, and with volunteer manpower and contributions, restored it. The sparkling, renovated home officially opened in 1981. Its name? Agape House. And since November, 1981, 10,000 guests have passed through its doors.

Any night of the week, you will find Agape House full of the wives, children, fathers and mothers of inmates, who, for \$3 a night, get a clean bed, a Bible, and best of all, a day care center so children can be cared for while their parents have uninterrupted time together.

You see, my friends, that is not waiting for people to come into our churches or listen to our sermons on radio and television. That is taking the Gospel to them where they are, sharing in their suffering at their point of need, letting them see the Good News lived out through God's people.

Message of Hope

As you all know, my background is in law. Like any good advocate, I was always prepared to argue either side of the case. But I have often wondered how I could ever argue today against the reality of Christ, the evidence of the resurrection and the hope of the Christian message. I could not. We have the case. What we need is the courage to proclaim it *and live it*.

We meet tonight in a city of the most powerful institutions on the face of this earth. Ambassadors gather here from every nation. The focus of the world is on Washington, D.C. But if my life stands for anything, my friends, it is this: the hope of the future is not in our institutions and structures. Believe me. I saw the futility of government trying to shape the course of human history.

The course of history is shaped by great visions and dreams, as Tolstoy put it, "by the passions of the masses." That is why our task is so urgent: we are proclaiming to the world the one message of hope. While others are looking vainly for governments to offer political solutions to the human dilemma, you and I know the ultimate solution can be found in only one place—the human heart.

And that is also why our trust is so awesome. Yes, we should shudder, tremble indeed at the responsibility the

most high and sovereign God has thrust upon us. Do not take it lightly. Do not leave this room tonight without reflecting how well you are discharging that trust. "Who is ruling my life? Self or Christ?"

I began this evening with the illustration of the New York bishop whose story posed the question, who speaks for God? Let me conclude with an illustration which gives us an answer.

Ironically, at the very time the bishop and his conservative counterparts were debating who was responsible for AIDS, a memo came to me from a young woman on my staff named Christy. Christy was asking for prayer for a ministry she was doing in the evenings and on weekends.

At a time when most Americans were either panic-stricken over the contagious disease or snickering at snide AIDS jokes, Christy and her fellowship group were visiting AIDS patients at a Washington area hospital.

None of the men had families in the area and certainly no visitors. So Christy's group brought them postage stamps, stationery, books, tapes and cookies.

Was Christy afraid? "No," she responded, "we believe we are doing the will of God." And of that Christy can be sure. For while the Word doesn't specifically tell us whether AIDS is a judgment of God, it does demand that we care for the sick, have compassion for the suffering, visit those who are in prisons of all kinds. And that includes AIDS sufferers, waiting to die alone, feared and ostracized. They of all people need to know about the Jesus who died that they might be cleansed and forgiven.

Christy and her friends remind us of a great truth: The quiet, selfless actions of ordinary Christians who believe and obey can speak far more powerfully for God than all the rhetoric of so-called religious leaders.

So let us be renewed in our commitment to not just preach, but to *live* in obedience to the risen Christ in every aspect of our lives. Let us speak for God as He has charged us to do—but do so only as surrendered people in submission to the power of the Holy Spirit. And let us commit ourselves anew to preach from the inerrant, authoritative Word of God—not just the promises we like, or the parts that sound good, but the whole Gospel.

In this we dare not fail. NRB

Mr. Colson presented this message in its unabridged form to the 1984 NRB Convention. He is founder and head of Prison Fellowship.

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REPORTER'S NOTEBOOK

Thoughts and observations
on the 1984 convention
by staff reporters of the
NRB Convention News

Taking a Stand for Life

IT IS NOT surprising that abortion surfaced as one of the most pressing issues in this year's NRB convention, "Facing the Issues in 1984." It was less than one week before the convention that 40,000 Christians and concerned citizens marched on Washington in the 10th annual "March for Life," marking 11 years since the Supreme Court handed down a decision to decriminalize abortion on demand. Melody Green of Last Days Ministries addressed the marchers: "We are breaking God's heart," she said of our nation's acceptance of abortion, "and that's the bottom line."

On Tuesday morning at the NRB Congressional Breakfast, Pat Boone concluded his segment with the recording, "Let Me Live." The piece recalls a

Pat Boone



Ake Lundberg

by Steve Daman

dream Boone had of thousands of unborn children singing to him from their mothers' wombs. On the recording, voices of young children speak the parts of the unborn who are rejoicing in life, in their growing awareness of themselves, their mothers and God. As the clear message of life and innocence came through this innovative recording, many of those seated at the head tables of congressmen and senators, as well as many of the convention guests, quietly took out their handkerchiefs to wipe away the tears.

*Let me live!
Let me walk into the sunshine,
Let me live!
Feel my mother's arms around me,
Feel my father's love surround me,
Be a part of God's creation,
Let me live!*

— Pat Boone

The 41st NRB convention is now over. The issues have been raised and addressed. But the problem continues. So, as Christian broadcasters, where do we go from here? Several suggestions can be outlined from the various speeches and presentations:

1. *A New Attitude.* President Reagan was bold, both in his NRB presentation and in the recent State of the Union address, to take a public stand for his convictions. "I know what I am about to say now is controversial," he began at the NRB, "but I have to say it." Schaeffer challenged the broadcasters on Sunday

to use the podiums that God has given to them. "Love is not surrender," Schaeffer said. Love is speaking the truth and standing firm.

2. *A New Awareness.* Dan Donehey, representing the National Right to Life Committee at their booth at the convention, stressed the need to become educated on the issue. Find out who your elected officials are and where they stand on abortion. Write to them, encouraging their support of pro-life measures. Donehey insists that if an official is not pro-life, he or she is not qualified to serve the community. Read the literature. Consider the statistics. And, if you are bold enough, do what Schaeffer did and visit an abortion clinic to see for yourself what is really happening.

3. *A New Availability.* Pat Boone told of one teenager who called a pregnant friend when the recording, "Let Me Live," aired on a local radio station. "Tune in and listen to it right now," she told her friend. "I'll wait right here." When the friend returned to the phone a few minutes later, she was sobbing. "I could never kill my baby now," she said. One abortion was averted because a teenager who cared took the time to call a friend.

Churches, as well as individuals, can offer this availability. Dan Donehey offered these suggestions: "Start by getting someone trained in pro-life counseling. Someone to pull the facts together and begin teaching others. Support your local crisis pregnancy centers. Find out where they are, visit them, and make yourself available. Some churches may begin to consider these centers in their missionary budget.

And finally, offer your own community service program. Some folks at the church may have a comfortable home that has gotten too big since the kids have grown and moved out. Those extra rooms could be made available to pregnant girls who may need to move into a supportive, loving environment.

In 1984 there exists what could be the beginning of a grassroots change, a resistance on every level to our society's callous taking of innocent and defenseless lives. In his address, the President pleaded with the religious broadcasting community, "I ask for your all-out commitment, for the mighty power of your prayers, so that together, we can convince our fellow countrymen that America should, can, and will preserve God's greatest gift."

NRB

Active Participation Necessary

SATAN is set out to seek, kill and destroy our involvement. As Christians, we must expand our enthusiasm for Christ and His Gospel to embrace social change and social justice. If we allow ourselves to be discouraged, we won't get anywhere," said congressman Mark D. Siljander of Michigan.

Speaking at the seminar for Christian leaders, the invited guest of workshop moderator John B. Conlan emphasized the necessity for Christians, both the laity and broadcasters, to face the obstacle of defeatism squarely, enlarge our vision for the kingdom, and become involved in politics.

Siljander gave examples from his own political career where he won a close election because he "involved the silent

by **Mary Beth Lake**

majority and fooled the polls." How? By registering evangelicals to vote.

According to Conlan, president of FaithAmerica Foundation and former U.S. congressman from Arizona, 15-million Americans are not registered to vote; one half of evangelicals are not registered to vote. These statistics take on greater significance when one realizes that Ronald Reagan won the 1980 election by a mere two million votes. Conlan feels strongly that this inaction is due not to apathy on the part of Christians, but to lack of knowledge.

So what can Christians do to play a role in public affairs? Conlan outlined five steps.

1. *Pray.* "Contrary to popular belief,

you can legislate morality. In fact, every law on the books is in some measure a moral law. The only question is whose morality will be legislated."

2. *Study the issues.*

3. *Get everyone in your church registered to vote.* Some 100,000 volunteers are all the major unions can muster to make phone calls nationwide about a candidate or an issue. Imagine our influence if all Christians were registered to vote and politically active.

4. *Get involved in a campaign this year.*

5. *Vote in every election there is.*

Carolyn Sundseth, associate director of public liaison at the White House, regards herself as "probably the oldest thing they've got (in the White House) except Ronald Reagan." She is 61. Encouraging Christians to call and write the White House as well as state representatives, Sundseth stated that the President reads daily prepared summaries of public opinion and is interested in and influenced by them.

She reiterated Conlan's suggestion to pray, specifying that we should "pray for the President." There is prayer in the White House, and many more influential

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people than the public has heard of are Christians.

Sundseth grew up as a "pew-sitting Christian," but when God really became the first priority in her life, "I learned that God is my source, to depend on him utterly, and to rest in him." She later began to be politically motivated and active.

"Until Christians show the nation that we're as strong a voting block as the Teamsters and the AFL-CIO, we won't get the legislation we want."

The workshop session touched frequently on the media's sphere of influence, especially during the question-and-answer time. Conlan emphasized that "the only obstacle broadcasters face is in giving funds to organize or support a political party. Everything else lies within the realm of constitutional liberties."

Some often-omitted program sugges-

tions he gave were: promote voter registration of your audience; be an educator of your audience, along the lines of Pat Robertson's format; and, above all, interview candidates.

Many Christian broadcasters are unnecessarily scared off by the equal time responsibilities. Conlan suggested that stations first air the candidates of their choice, keeping your questions spiritual, such as how the candidate came to know the Lord and what their views are on moral issues, such as abortion.

Upon contacting other candidates and explaining what type of questions you would like to give them equal time on, chances are that they will not wish to appear on the show.

How can broadcasters become politically active today, even before returning home? Conlan suggested that while in Washington broadcasters visit their con-

gressman. Even if he cannot be seen, leave your card with his personal secretary.

This will tell him three things: you are interested in broadcasting, you have an ability to communicate, and you have a sphere of influence. Then invite him to visit you next time he is in the district. "No congressman will alienate communicators," said Conlan.

Conlan reminded voters of their power. A congressman considers each letter or phone call to represent 100 votes. If that letter or phone call is from a precinct captain, it represents 500-700 votes.

"But don't let that intimidate you," said Conlan. "Appoint yourself as God's precinct captain and start making those phone calls and writing those letters." In his closing prayer, Conlan beseeched God to move His people "from the pews to the polls." NRB

Expo a Success with Exhibitors

SINCE its opening on Monday morning, NRB's trade show "Media Expo 84" was a good experience for exhibitors as well as for delegates.

One of Mark Video's representatives, Diane Rydzewski, expressed her company's satisfaction with its booth's location this year. Mark Video, formerly NET Television, has exhibited at many previous NRB conventions, and handles duplication and distribution for many NRB member organizations, including Billy Graham Crusades, PTL Club, In Touch, Jack Van Impe and Coral Ridge Ministries.

Greg Silsby, a marketing representative for Electro-Voice, said that his company participated in the trade show at NRB because it "gives us the opportunity to meet people we don't have the opportunity to meet anywhere else." Electro-Voice shows its three lines (broadcast/production, music/sound reinforcement, and fixed installations) at over twenty shows. "The size of NRB is not of the stature of the NAB show, but we meet people here that we wouldn't meet at NAB," Silsby explained.

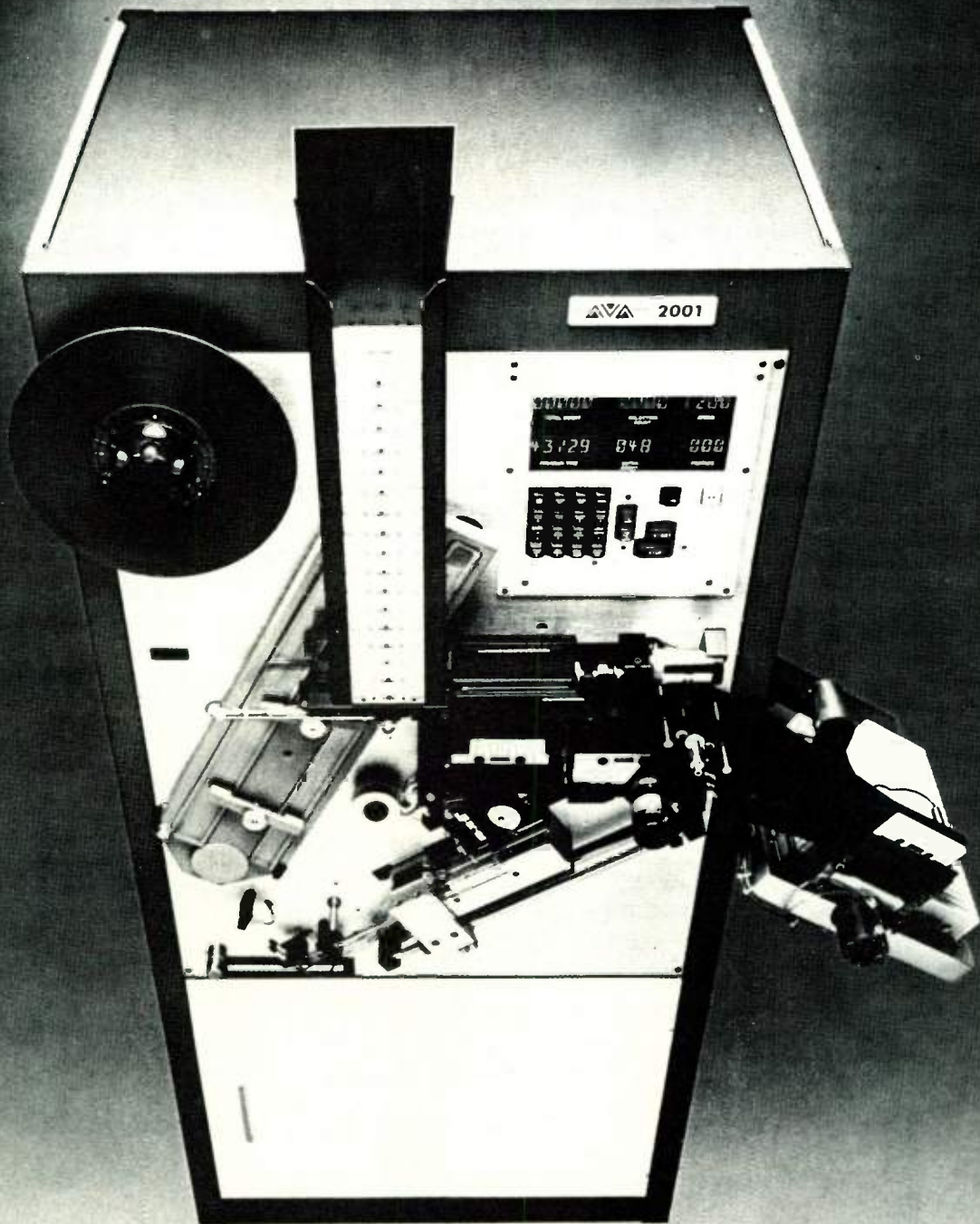
Associated Press was represented by Richard Shafer and John Strachan. Strachan explained that he was "really impressed by the size of this group, by the

by Larry M. Lake

amount of space devoted to suppliers." He and Shafer were pleased with the response from delegates, many of whom are actively interested in AP's news services. In one day, Shafer said, "I met probably ten to twenty people who will get immediate followup."

Delegates who walked the aisle in front of the Kansas City Youth for Christ booth were often handed a bag of popcorn. Mike King, of the organization known as Teens for Christ in 22 cities, said that the booth was helpful for "making contacts with people who can help us have new ministries."





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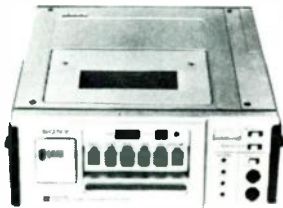
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Banquet Delights: Menu, Meditation and Music

by Ruth A. Piatnochka

A VETERAN broadcaster's challenge to action and a military general's personal testimony highlighted the NRB anniversary banquet on February 1 in the Sheraton Ballroom, Washington, D.C. Attended by 1500 delegates and friends of NRB, the banquet featured *Lutheran Hour* broadcaster Dr. Oswald C. J. Hoffmann and the chairman of the Joint Chiefs of Staff, General John W. Vessey, Jr.

Dr. Hoffmann, who in 1983 was named International Media Clergyman of the Year by Religion in Media, told NRB members that the secret to effective broadcasting is found in translating Christian joy into action. Fruits in the ministry depend on what comes from "the heart, pumping out over the lips and resulting in the action of hands and feet."

Translating 1 Peter 1:3 "Hooray for God," Dr. Hoffmann encouraged his audience "to laugh and to jump for joy" because of what Christ has done on behalf of mankind. He urged the delegates to joyfully share their message "from the heart and with intellectual integrity."

Comparing broadcasters to the apostle Andrew, Dr. Hoffmann praised the delegates for introducing listeners to Christ. "Faith," he said, "was never intended to be confined anywhere, but it was to be given and shared with people everywhere."

However, he added that "nothing really happens without hands and feet," and so broadcasters must support their words with their actions, being "moved by that impelling power which makes the world go round, the power of love that flows from faith in Christ."

Prior to Dr. Hoffmann's speech, General Vessey addressed the convention. General Vessey, who serves as the senior military advisor to the President,

reminded the audience that the world is not at peace. The cause of war and conflict is "man's faulty relationship with God and our sinful natures which poison our relationship with our fellow men."

Reminding the audience that Christians have a responsibility to make the world less dangerous, he added, "We don't want a war, but we don't want to be paralyzed by the fear of war."

In justifying a large defense budget which President Reagan is trying to have passed, General Vessey expressed his opinion that, "We have to defend the principles of liberty and justice upon which this nation was founded and certainly we need to defend the principles of freedom of worship which lets us gather here tonight. We need to do this not just for ourselves but for those who will follow us."

General Vessey, voicing his belief that world peace is attainable only through Jesus Christ, explained, "The starting point for us is trust in God and to recognize the absolution of the risen Christ. It's only from there that we can move to a right relationship with our fellow human beings."

A special offering for the ministry of NRB resulted in the collection of \$41,140.51 in money and pledges. Dates for the next NRB convention were set for February 10-13, 1985. NRB

Media Decency Spokesmen

by Jeff Holland

A **THREE-MEMBER** panel, the National Consultation on Pornography, dealt with the problem of decency at a forum of the National Religious convention as it affects all media.

Morton A. Hill, S.J., (president of Morality in Media, Inc.), Jerry Kirk (pastor of College Hills Presbyterian Church of Cincinnati, Ohio), and Clyde E. Van Valin (bishop of the Free Methodist Church of North America) came together to address interested convention delegates.

Pornography and obscenity have infiltrated all areas of the media they charged. Prevalence is visible (or audible) in the tabloids, cable TV, TV programming, cinema, radio and home video-cassettes.

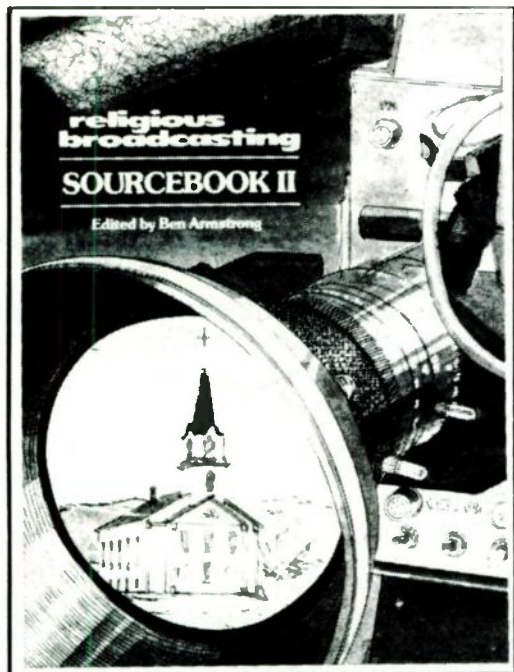
Although little is being done to combat the problem, the National Consultation on Pornography is somewhat optimistic. The President of the United States has publicly acknowledged his concern for "the enforcement of all the federal anti-obscenity laws." He has formed a White House group to deal with the problem. The RICO statute (which deals with or-

ganized crime) has been amended to include obscene matter.

Morality in Media, Inc. of New York City published a booklet, "Cliche Arguments," for broadcasters to use in responding to the typical statements made by the public about pornography.

Various groups are taking stands against the encroachment of obscenity into the media. Morality in Media, Inc., called by one published source "one of the most outspoken proponents of regulation," has led an extensive campaign, including pushing for anti-obscenity legislation. The National Federation for Decency, Tupelo, Mississippi, has promoted, for example, Pornography Awareness Weeks. Round Table, a Christian fundamentalist group based in Memphis, Tennessee, has organized to combat pornography.

The panel encourages broadcasters to become involved in the battle for morality in the media and recognizes the need for media persons to inform the public about the role they can play in restoring decency to the media. NRB



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PLENARY SESSIONS

- 84-1A **OPENING PLENARY - MUSIC**
- 84-1B **MESSAGE - FRANKY SCHAEFFER**
- 84-2 **KEYNOTE PLENARY - VAN IMPE**
- 84-3A **EVENING PLENARY - RICHARDSON, BOONE**
- 84-3B **EVENING PLENARY - COLSON, BOONE**
- 84-3C **EVENING PLENARY - RICHARDSON, COLSON**
- 84-5A **PRESIDENT REAGAN'S ADDRESS**
- 84-5B **FCC PLENARY**
- 84-4 **CONGRESSIONAL BREAKFAST - TADA, BOONE**
- 84-5 **FCC LUNCHEON - FALWELL, VAN DYKE**
- 84-6 **AFTERNOON PLENARY - HART**
- 84-83 **EVENING PLENARY - ROBERTSON, DODGE**
- 84-7 **AFTERNOON PLENARY - PALAU**
- 84-8A) **ANNIVERSARY BANQUET - HOFFMANN,**
- 84-8B) **HARRIS, CLAWSON**
- 84-8C **ANNIVERSARY BANQUET - HOFFMANN**

MONDAY, JANUARY 30

WORKSHOP SESSION I - 11 AM

- 84-9 **MEDIA & USE OF RELATED MATERIALS**
- 84-10 **HOW TO IDENTIFY & ATTRACT AUDIENCE**
- 84-11 **TRANSLATORS - CAN THEY HELP US?**
- 84-12 **CONSTITUTIONAL ISSUES IN THE
RELIGIOUS LIBERTY BATTLE**
- 84-13 **MANAGEMENT PHILOSOPHIES**
- 84-14 **HOW TO PRODUCE TV PROGRAM FROM A
CHURCH LOCATION**
- 84-15 **HOW TO START A CABLE TV MINISTRY**
- 84-16 **WHAT YOU SHOULD KNOW ABOUT
PREMIUMS & ELECTRONIC TRANSFER IN
FUND RAISING**
- 84-17 **AUDIO NEEDS FOR TV**
- 84-18 **AUDIENCE RESEARCH FOR RELIGIOUS TV**
- 84-19 **IS YOUR MINISTRY PLEASING TO GOD?
HOW CAN YOU KNOW?**
- 84-20 **SHOULD YOU HAVE AN INTERNATIONAL
MINISTRY AND WHAT CAN YOU EXPECT
FROM IT?**
- 84-35 **RELIGIOUS BROADCASTERS'
OPPORTUNITIES UNDER NEW FCC RULES**
- 84-22 **RECAUDACION DE FONDOS COMO
PRODUCTO DEL SEGUIMIENTO -- FUND
RAISING AS A FOLLOW UP PRODUCT**

MONDAY, JANUARY 30

WORKSHOP SESSION II - 3:45 PM

- 84-23 **NEWS GATHERING & REPORTING**
- 84-24 **GOSPEL MUSIC ASSOCIATION / WHY MUSIC? PT 1**
- 84-25 **EVALUATING YOUR CHANGING CONSTITUENCY**
- 84-26 **WHO ARE WE TALKING TO ANYWAY?**
- 84-27 **THE SIGNIFICANCE OF 1984 ELECTIONS**
- 84-28 **FUND RAISING**
- 84-29 **LEGAL QUESTIONS & ANSWERS**
- 84-30 **CHILDREN'S TV PROGRAMS - NEEDS & IDEAS**
- 84-31 **ETHICS IN DIRECT MAILING**
- 84-32 **DIRECTING: CAPTURING AUDIENCE'S
ATTENTION**
- 84-33 **HOW TO GET THE JOB DONE GOD'S WAY**
- 84-34 **PLANNING AN INTERNATIONAL RADIO MINISTRY**
- 84-21 **REBIRTH OF AM/AM STEREO & UP-DATE ON
80 - 90 PROSPECTS**

TUESDAY, JANUARY 31

WORKSHOP SESSION III - 9:30 AM

- 84-88 **GOSPEL MUSIC ASSN / WHY MUSIC? PT 2**
- 84-36 **PROMOTION, ACCOUNTING & ACCOUNTABILITY**
- 84-37 **SCA - DOES IT PAY? DOES IT WORK?**
- 84-38 **CHRISTIANS BECOMING INFLUENTIAL IN
PUBLIC AFFAIRS**
- 84-39 **TECHNIQUES OF POST PRODUCTION**
- 84-40 **NEW TECHNOLOGIES**
- 84-41 **CABLE OPERATORS**
- 84-42 **TV LIGHTING**
- 84-43 **PROMOTIONAL STRATEGIES FOR LOCAL TV
STATIONS**
- 84-44 **WHAT ABOUT YOU? THE COMMUNICATOR'S
LIFESTYLE**
- 84-45 **SHARING YOUR INTERNATIONAL VISION**
- 84-46 **FCC RULES IMPACTING TECHNICAL OPERATION
OF BROADCASTERS**
- 84-47 **IDEAS PARA FORMATOS DE PROGRAMAS - IDEAS
FOR GOOD PROGRAM FORMATS**
- 84-48 **CURRENT TRENDS IN EDUCATION**

TUESDAY, JANUARY 31

HISPANIC WORKSHOPS - 2:15 PM

- 84-49 **REQUISITOS DE LA FCC PARA DUEÑOS DE
ESTACIONES Y PRODUCTORES DE RADIO -
REQUISITES FOR OWNERS & OPERATORS**
- 84-50 **COMO MEJORAR LA VIDA Y EL MINISTERIO
DEL ARTISTA CRISTIANO - HOW TO IMPROVE
A CHRISTIAN ARTIST'S LIFE & MINISTRY**
- 84-51 **METODOS Y MATERIALES PARA EVANGELIZAR
POR LOS MEDIOS DE COMUNICACION -
METHODS & MATERIALS TO EVANGELIZE
THROUGH COMMUNICATION MEDIA**

(continued from page 17)

silver angel award of excellence.

The series also was named as a finalist in the National Cable Association's award ceremony to be held December 12 at the Ambassador Hotel in Los Angeles.

EO in Holland Reports Growth of Religious Broadcasting

WASHINGTON, D.C. (NRB)—Reports from Holland show continued growth for the Evangelical Broadcasting Organization (EO). In 1983, the organization saw an increase in membership of more than 30 percent.

Events in early February may be opening doors for more growth in the months to come. Currently, EO is applying for additional licenses which will double the airtime on TV and

triple the airtime on radio.

Bert Dorenbos, managing director of EO, present at the NRB convention with a team from Holland, said he sees the opening of new airtime as "a miracle, a sign of revival."

The NRB convention came during a critical week for broadcasting in Holland. According to Dr. Dorenbos, Parliament was in session to decide whether or not to allow commercial stations to enter the media which until now have been solely noncommercial.

A decision to open the media to commercial stations will provide opportunity for Christian groups to obtain new stations. And just the previous week, a Dutch Christian organization was granted the license for a 24-hour satellite channel. Other details were not immediately available.

National Public Radio Shares Satellite With Moody

WASHINGTON, D.C. (NRB)—National Public Radio (NPR) announced that the Moody Bible Institute, Chicago, has agreed to share a full-time space segment on the public radio satellite system.

The agreement, effective January 1, 1984, calls for the organization to share one full-time audio channel on Westar IV Transponder 2D, which NPR leases from Western Union, NPR uplink facilities in Washington, D.C., and downlink facilities on NPR member station WBEZ-FM in Chicago, Illinois.

According to Robert Neff, broadcasting division manager for Moody, the organization is sharing capacity on the public radio satellite system for point-to-point transmission of the International Media Service newscasts from the National Press Building in Washington, D.C., to Chicago.

The broadcast information then will be distributed throughout the Moody Broadcasting Network, a division of the Moody Bible Institute, to 63 affiliate stations serving a total of 37 states.

"This is a mutually satisfactory agreement allowing Moody Bible to improve the quality of our service," Neff said. "We are adding another

newscast per day and look forward to additional improvements made possible by the alliance of our organizations."

Said Helen Stanton, NPR director of marketing, "We're extremely pleased that the Institute has chosen to work with NPR and use our facilities. The Institute is the first non-profit organization to share full-time capacity on the public radio satellite system, and we look forward to a long association with them."

Since 1982, National Public Radio has shared full-time excess capacity on the public radio satellite distribution system with numerous firms, such as the Mutual Broadcasting System; Muzak, a Westinghouse Broadcasting and Cable, Inc. Company; and Meredith Broadcasting.



Burke Johnson

Two-Hour Black Gospel Music Show Debuted Last Month

ATLANTA, GA (NRB)—Anderson Media Services announced the debut of a new program for syndication in key markets across the country. This two-hour program is the first nationally syndicated program to feature Black contemporary gospel music, along with other features relating to the history of gospel music.

Burke Johnson, a 30-year veteran of radio, has been tapped as the host of the program.

Black syndicated radio has demonstrated its viability for both advertisers and radio stations in the last few years, but none of the current programming features the many new outstanding contemporary gospel artists blazing new trails.



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 KVIP-FM, Redding, CA
 KWSO, Wasco/Bakersfield, CA
 WRMB, Boynton Beach, FL
 WOZN, Jacksonville, FL
 WTLN, Orlando, FL
 WTLN-FM, Orlando, FL
 WGNB, St. Petersburg, FL
 WKES, St. Petersburg, FL
 WWEV, Cumming, GA
 WGEC, Springfield/Savannah, GA
 WMBI, Chicago, IL
 WMBI-FM, Chicago, IL
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 WDLM-FM, East Moline, IL
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 WEXL, Royal Oak, MI
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 WMSO, Collierville, TN
 KVTT, Dallas, TX
 KIJN, Farwell, TX
 KSBJ, Houston, TX
 KHCS, Round Rock, TX
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(continued from page 20)
suitable for children and have no relevance to community needs."

A \$10,000 legal fund is being established to support this and similar legal struggles.

Three distinguished former NRB board and executive committee members were named to a new **Advisory Council** by president E. Brandt Gustavson. They are Theodore Epp, Charles Leaming, and Ralph Neighbour, Sr.

These council members each would have "a voice but not a vote," Dr. Armstrong said, and would serve for life. Keen competition for board positions and the need to include more women, Blacks, and Hispanics, generated the change. The Advisory Council provides a form of active retirement for board members, who are not subject to mandatory rota-

First Advisory Council Members

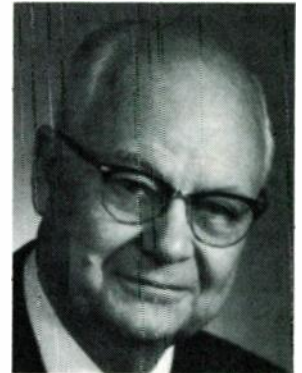
Theodore Epp



Charles Leaming



Ralph Neighbour, Sr.



tion, and it "opens new opportunities" for others.

—Beth Spring

Resolutions of NRB Honor 4 Dead

WASHINGTON, D.C. (NRB)—The executive committee meeting at NRB 84 resolved to honor four dead.

Those honored were Dr. Eugene R. Bertermann, NRB president for 18 years; Jean Anne Fowler, wife of NRB board member Clinton Fowler; W. Elwyn Davies, director of the Bible Christian Union; and Marge Wyrzten, wife of Dr. Jack Wyrzten, director of Word of Life ministries.

Three Given NRB Awards for Distinguished Service

WASHINGTON, D.C. (NRB)—At the 41st annual convention of NRB, which was held from January 29 to February 1, three individuals were presented Distinguished Service Awards for outstanding contributions to the cause of religious broadcasting. They are: Mary Dorr, Carl Smith and Herrmann G. Braunlin.

Mary Dorr, in her tenth year as executive director of Religion in Media, has a lengthy listing of honors and recognitions.

Dorr worked her way through the University of California as a San Francisco radio personality. About the same time, she covered the White House for ABC radio, was with

NBC in New York, and later with ABC television in Philadelphia.

Dorr is a past national public relations director for volunteer activities of the American Bible Society.

In 1977 she was awarded many honors, including being named California's "Mother of the Year," "One of the Most Influential Women in Los Angeles" (declared by the *Herald Examiner*), and the "Most Outstanding Woman in Communications in the U.S.A." (bestowed at the American Mothers National Convention).

In that same year, Dorr created the Silver Angel Award for Religion in Media and became executive director. The Angel awards are an annual recognition for outstanding work in every facet of communication. The criteria for selection is that the form of expression "adds to the uplift and betterment of our lives," according to a published statement.

In her address to NRB's women's seminar in January 1979, Dorr stated, "Those of us in media have a big responsibility. To blanket the earth with the knowledge of our Lord is an awesome challenge, but we're up to it."

Carl Smith has also had many honors conferred upon him. Smith graduated from Iowa State University with a B.S. in Electrical Engineering and earned a M.S. from Ohio State University in the same field.

He is the president of Smith Electronics, Inc. and has been the past president of the Association of Federal Communications Consulting

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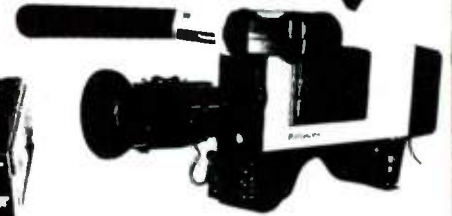
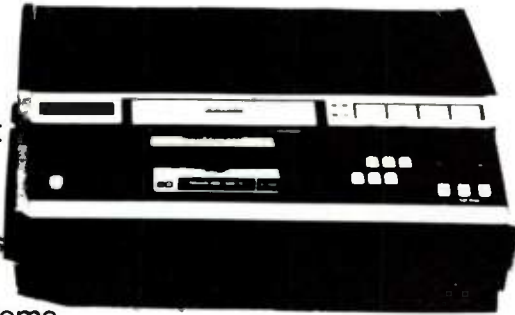
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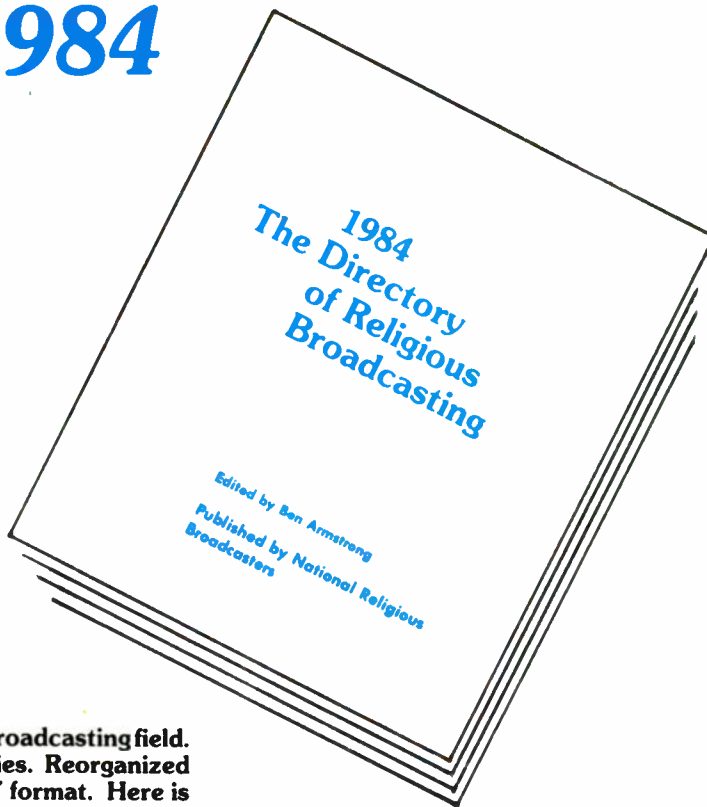
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Engineers.

Smith is the founder of Carl E. Smith Consulting Radio Engineers and the Cleveland Institute of Electronics.

His achievements being recognized by NRB include developing of antennas to increase AM broadcast coverage, researching and introducing circular polarization to improve FM and TV, his broadcast service conducting of Directional Antenna Seminars for National Association of Broadcasters, and the authoring of numerous technical publications.

According to Dr. Robert A. Cook, who presided over NRB awards presentations, Herrmann Braunlin's broadcast "secret" is specializing in expository preaching. Braunlin is pastor of Hawthorne Gospel Church, Wyckoff, New Jersey. He has served the church for 59 years. He helped start the church with 24 people, and today worship attendance reaches 1400.

Braunlin started *Inspiration Time*, a daily morning broadcast, in 1941. According to Dr. Cook, his program is "solid, biblical, and he preaches consistently with understanding and compassion." The NRB award was given for excellency in programming.

NRB Pioneer Honored with Hall of Fame

WASHINGTON, D.C. (NRB)—Dr. Eugene R. Bertermann, 69, religious broadcasting pioneer and former NRB president, was honored posthumously at the NRB 84 convention as recipient of the Religious Broadcasting Hall of Fame Award, which is NRB's highest honor. He died December 29 of a heart attack. His daughter, Deborah Bertermann, received the tribute.

For 18 years, from 1957 to 1975, Dr. Bertermann provided leadership to this trade association as president. He was later national secretary and a board member until his death. Dr. Bertermann participated in the formation of NRB as a co-founder and charter member.

Ten years ago at the 1974 national convention NRB honored Dr. Bertermann as one of two Distinguished

Mary Dorr



Herrmann Braunlin



Eugene R. Bertermann



Service Award recipients, making him the only person to ever be honored twice by the National Convention.

Tributes to the deceased leader came into NRB offices from many parts of the world. NRB president E. Brandt Gustavson, vice president of Moody Bible Institute, said, "No one meant more to the cause of Gospel broadcasting than Eugene R. Bertermann. Rudy gave of himself for the cause without regard for personal concerns."

Executive director Ben Armstrong called Dr. Bertermann "an architect of NRB's principles and practices and its leading statesman for 41 years." Noting his love for every person, Dr. Armstrong added that Dr. Bertermann's "heart was as large as the world. His death is an incalculable loss for NRB and the many Christian organizations he served."

Similar comments honoring Dr. Bertermann, the gentle and spiritual leader, came from Christian leaders from Washington to Taipei.

Dr. Bertermann was most recently employed by the Lutheran Bible Translators, Orange, California, as associate director since January 1979. The international missions organization, in whose founding Dr. Bertermann participated in 1964, has more than 250 staffers in Liberia, Sierra Leone and throughout the world.

He was executive director of the International Lutheran Laymen's League from 1967 to 1971.

Dr. Bertermann was associated with the work of *The Lutheran Hour* from 1935 when still a student, un-

til 1959 when he was chosen to lead the Lutheran Television arm of his denomination, the Lutheran Church-Missouri Synod. He started at the radio ministry by answering correspondence for the late Dr. Walter A. Maier when the program was heard on just two stations.

He established *The Lutheran Hour* in Japan and Hong Kong and has traveled to every continent in the interests of the program.

During those years Dr. Bertermann is credited with coordinating the first televised worship in history, an episode of *The Lutheran Hour* over KSD-TV/St. Louis (Missouri). The date was January 1, 1948 and Dr. Bertermann was director of radio for the program producer.

In October 1982, Dr. Bertermann founded and was elected president of the Chinese-American Christian Friendship Alliance in Taipei, Republic of China. In December, 1983, he was elected president of Religion in Media, Hollywood, California. He served in both positions until his death.

With Henry Go H. J. Wu of Taipei, Dr. Bertermann was instrumental in bringing the Rong-Shing Children's Chorus to the United States and to the NRB convention platform on January 29 and 30.

Married in 1937, he and his wife had two sons and a daughter. Ordination to the Gospel ministry of the Lutheran Church-Missouri Synod followed in 1940. In 1968 Dr. Bertermann received the Doctor of Laws degree from Concordia Teachers College, Seward, Nebraska.

Other award recipients will be featured in the April issue.

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Television Project Manager. The Christian Broadcasting Network, Inc., an evangelical Christian ministry, has an immediate opening for a project manager with a minimum of 8 years experience in all areas of TV production. The successful candidate will be decisive, self-motivated and capable of estimating production budgets. Must have proven skills in assisting and dealing positively with clients. Attentive to detail. If you feel led and wish to serve, send resume and salary history in confidence to: Personnel Manager, Box RB, The Christian Broadcasting Network, Inc., CBN Center, Virginia Beach, VA 23463. CBN is an Equal Opportunity Employer.

Videotape Operators. The Christian Broadcasting Network, Inc., an evangelical Christian ministry, has immediate openings for videotape operators. Applicants must have at least four years experience as a videotape operator with a strong technical background including a thorough knowledge of the television signal

and its relationship to videotape. Current experience in 1", 2" and 3/4" formats, including machine-to-machine editing, film-to-tape transfers and standards conversion is desired. If you feel led and want to serve, send resume in confidence to: Personnel Specialist, The Christian Broadcasting Network, Inc., CBN Center Personnel Dept., Virginia Beach, VA 23463.

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BROADCAST BOOKS

Non-technical Guide Available on Basic Video Techniques

Video User's Handbook by Peter Yutz. Knowledge Industry Publications, Prentice Hall, 1982, 500 pages.

If you are a non-technical person with certain needs to understand and/or use video, either for business, government, education, medicine, or even broadcast, the recently updated and expanded "Video User's Handbook" is here to help bail you out of whatever frustrations you feel.

The Handbook differs from nearly every other TV text available in the way it is written. It starts with easy, almost fundamental concepts and skills that persons with little or no prior knowledge can master. It requires no electronic understanding.

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In fact, no electronics are presented and that is good news for the manager who needs to train new people and/or volunteers in the basics of video.

The other advantages are the numerous photos, graphics and diagrams, as well as many "hands-on" exercises to put the concepts to the test. For that reason it would serve well as a self-teaching course in using video equipment.

The scope of the material covers everything from the TV receiver/monitor and antennas to video cameras, recorders, lighting and editing, and audio as it relates to video.

There are easy to understand chapters on simple video maintenance, some new and/or optional equipment and production planning and techniques for the beginner. Even important words used in video "jargon" are emphasized in all caps.

I am not saying that only beginners will find this helpful. No indeed. Even more advanced production persons will be pleased at the variety of information and ideas. The language is just non-technical so that finally the beginner or non-production oriented staff members will know what is going on and be able to help more wisely for a change.

The reviewer, Dr. Joseph L. Bridges, is associate professor of communications, Wheaton Graduate School, Wheaton, Illinois.

Uncertain Future Seen for Traditional Broadcast Media

Introduction to Mass Communication, by Jack Black and Frederick C. Whitney. Wm. C. Brown Co., 1983, 437 pages.

Black and Whitney, *Introduction to Mass Communication*, compare the purpose and effect of messages and audiences in print with those of the electronic media. Principles of persuasion are noted in advertising and public relations. Social and ethical controls are given serious treatment along with legal controls.

An integrated approach of journalistic, sociological, psychological, political, economic and technological aspects of mass communication is taken. The authors view mass communication as an interacting central nervous system of society. Media's responsibility to audiences, the authors acknowledge, is to inform, entertain, persuade, and transmit culture.

Black and Whitney suggest radio's future is uncertain as satellite reception may decrease the need for some local stations. The authors describe radio's sustaining role as supplemental, parallel to the reinforcing role of the recording industry. This view is contrary to many professionals in the broadcast industry.

In TV production, fantasy and fact emerge from technological and economic limitations. The least objectionable program format is directed to hours when quality is not the major criterion. Frequently, higher quality programming is limited to periods when ratings are not measured.

The authors call TV news "controlled pandemonium," tyrannized by time, space, technology, and economics. What begins as local news may be "doctored up" to become entertainment. The authors conclude many listeners prefer TV news because it is more convenient, requires less effort, and possesses entertainment overtones.

Black and Whitney forewarn that "neovideo," television-computer-telecommunications hardware, could end over-the-air TV and change the meaning of "going to work." They suggest fiber optics, satellites, pay TV, interactive TV, and computer communications may decentralize much social and economic activity. Teletex and videotex, offering information on demand, may allow interaction, greater viewer discretion, and greater communication services.

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



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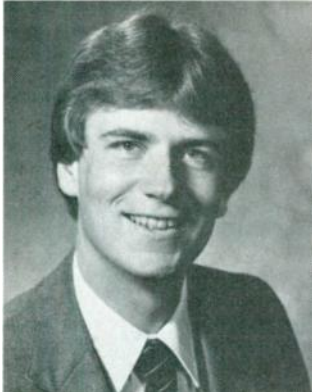
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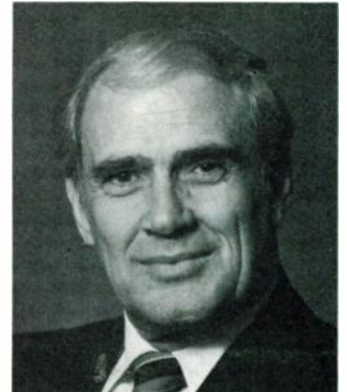
James Edwards



Paul Freed



Ernest Moen



Bill Miller, CBN western affiliate relations manager, was elected mayor pro tem (vice mayor) of Corona, California. Miller was elected unanimously by the five-member city council. The election puts Miller next in line for the mayoral seat in 1985. CBN has an office in Corona. Miller also serves on the city's cable TV committee.

James W. Edwards, vice president and dean of Dallas Baptist College, has been named vice president for financial affairs of the Southern Baptist Radio and Television Commission. A Ph.D. graduate from Michigan State University, Edwards will provide fiscal and business leadership over a \$10.8 million budget. He also served two terms as mayor of Plano, Texas, a Dallas suburb.

After an intensive two-year battle with cancer, **W. Elwyn Davies**, former general director of the Bible Christian Union, Lebanon, Pennsylvania, died on December 13. Born in Wales in 1917, Davies served as a missionary leader for over 37 years. Bible Christian Union produces *Green Pastures*, a 15-minute daily radio program aimed at Russian Jews, and the *Russian Radio Bible Institute*. Davies became general director in 1975 and retired due to health problems last September.

Fred Hobbs, news director at KWGN/Denver, has joined Associated Media Consultants and Brokers, also of Denver. Associated Media was founded last June by broadcasters **Larry Green** and **Ramona Harris**.

They are members of NRB.

The United Methodist Association of Communicators (UMAC) named **Donald R. Wood**, executive director of Good News Television, Inc., Macon, Georgia, their Outstanding Communicator of 1983. **Harry C. Spencer**, retired top executive of the Television Radio and Film Commission (TRAFCO) of the denomination was one of nine inductees into the newly-formed United Methodist Hall of Distinguished Communicators. TRAFCO, now defunct, was replaced by United Methodist Communications, Nashville. **Ken Horn**, conference secretary of the Western North Carolina Conference of United Methodists, was honored at the same time for *Home for Thanksgiving*, a television special aired in North Carolina.

Broadcaster **Linda Pritchett**, known in Latin America on the weekly Spanish children's broadcast, *Momentos Alegres con Tia Linda*, was appointed field director for the program's sponsor, Trans World Missions, Glendale, California. President **John G. Olson** said Pritchett is probably "the first woman to be appointed to such a major position of responsibility in a missionary organization working in Latin America." Most recently executive vice president, she has been with Trans World Missions for 18 years.

Three religious broadcasters were known to be hospital patients recently. **Dr. Billy Graham** was admitted January 29 to a Mayo Clinic-affiliated hospital for an acute bacter-

ial infection to the sinuses and inner ear, and for exhaustion. **Dr. Paul Freed**, founder and president of Trans World Radio, underwent a triple heart bypass operation February 9 after experiencing a coronary episode two weeks earlier. And, **Dr. Quinton Everest** of *Your Worship Hour*, South Bend, Indiana, was in a hospital from January 2 to 20 for treatment of a blood clot in a lung. All three men are members of the NRB Board of Directors.

Ernest J. Moen has been elected president of the Illinois Bible Institute, Inc., Carlinville. The school owns three Christian radio stations in Illinois. He comes to the post from the pastorate of 1500-member First Assembly of God, Rockford, Illinois, which operated WQFL radio, a retirement center and a Bible college. Moen succeeded **Richard W. Dortch**.

Adly Fam Fanous, chairman of Arabic Services for Trans World Radio, died recently. A native of Cairo, Egypt, Fanous accepted the missionary call in July 1970 and for five years headed TWR's Arabic department in Beirut, Lebanon. After a brief stint in Monte Carlo, he continued work in the United States.

Donald Wildmon of National Federation for Decency, **Morton A. Hill, S.J.** of Morality in Media and **Martha Rountree** of the Leadership Foundation discussed the significant impact of television during a recent **Phil Donahue** program. Rev. Hill reported a "positive" response from host and audience.

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AIRING OUR VIEW

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The Prayer Amendment: Presidential Overkill?

President Reagan's proposed constitutional amendment guaranteeing voluntary group prayer in public schools is currently under intense scrutiny by Congress.

A presidential move to insure constitutional protection of prayer? Isn't that a case of executive overkill?

Perhaps. The problem only concerns all 39.1 million children in public schools. And all 535 members of Congress. And all the registered 113 million or more voters in the United States.

The problem began in 1962 when the Supreme Court outlawed organized group prayer in public schools, disregarding views of the nation's founding fathers and over three hundred years of heritage and practice dating back to the first colony.

The court ruling became such a fountain of pollution and confusion that subsequent court decisions spouting from it have been termed "an intellectual scandal" by Senator Daniel Moynihan.

In remarks before the Senate Judiciary Committee, Dr. M.G. "Pat" Robertson listed some of the ludicrous contradictions flowing from that 1962 decision.

- The Supreme Court has the Ten Commandments engraved on the walls of its chambers, yet the same court ruled that schools cannot post the Ten Commandments on their walls.
- The Chief Justice of the Supreme Court holds a Bible for the swearing in of the President, yet school teachers are forbidden by law to read the Bible in class.
- The President designates a holiday for thanksgiving to God, yet no such observance would dare be held that day if school were in session.
- The Congress and the President designate a national day of prayer each year, yet schools cannot give notice or observance of such an action.

It is time to plug that fountain of confusion that has polluted the public school system with active hostility toward religion. And let it begin with prayer.

President Reagan has provided the necessary plug in the form of a constitutional amendment. Congress must approve that amendment and pass it on to the American people who will know what to do with it.

Failure of Congress to do this would have serious consequences for both the public and themselves.

Abraham Lincoln warned, "If the policy of the government upon vital questions affecting the

whole people is to be irrevocably fixed by decision of the Supreme Court...the people will have ceased to be their own rulers."

The ultimate authority determining the laws that govern the nation must not rest with a small group of unelected judges who have largely abandoned the biblical values still embraced by an overwhelming majority of Americans.

The American people have the supreme right to govern themselves under a rule of law they themselves determine through their elected legislators.

Failure on Capitol Hill to safeguard that right by rejecting the proposed constitutional amendment not only diminishes the people's right to rule themselves, but also the stature of Congress which represents them.

The people have spoken often enough and clearly enough on the issue that Congress should be left in no doubt as to the majority will. Nationwide polls since 1962 repeatedly indicate that from seven to eight in ten Americans want a constitutional amendment making unequivocally clear the local community's right to include voluntary group prayer in school.

President Reagan was right when he told the NRB national convention, "I know one thing I'm sure most of us agree on: God, source of all knowledge, should never have been expelled from our children's classrooms. The great majority of our people support voluntary prayer in schools."

Yet strangely enough, Congress does not seem to have gotten the message. On numerous occasions they have rejected legislation that would have addressed a problem American voters have consistently and in large numbers said ought to be resolved.

In sum, the constitutional amendment on prayer proposed by the President expresses the majority will of American voters, shows concern for the spiritual welfare of their children, and defends the integrity of Congress.

A bill of such magnitude can hardly be termed executive overkill.

But if doubters still remain on Capitol Hill, let them ponder another presidential statement. Reagan quoted Teddy Roosevelt, "The American people are slow to wrath, but when their wrath is once kindled, it burns like a consuming flame."

The President then added, "I think Americans are getting angry. I think they have a message and Congress better listen."

November is coming.

--Robert L. Niklaus



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