

religious broadcast

April 1984

NRB 55

C 0009880

MASS MEDIA CONSULTANT

DIEGO DOMINGO

BOX 5930

HOLLYWOOD

CA 90028

Gospel Air Power in Central America

How to Identify and
Attract an Audience

The Vicious Cycle of
Multiple Releasages

On Finding and Keeping
an Audience

Now, a more efficient way to increase your donor base.

You know that if you could speak personally with each prospective contributor, you could get your message across. You could share your vision with clarity, authority and credibility. You could convince them to get involved.

But you're only one person, and you have too many other demands on your time and attention.

Multiply Your Effectiveness

Now, through Mark I Communications, you can use the most advanced telecommunications technology to increase the scope and effectiveness of your organization's fund-raising.

Our Telephone Broadcasting System lets you talk to people with uncanny realism. Lets them hear the urgency and importance of your message. Lets you personally share your own enthusiasm. And lets you share your message personally with hundreds, even thousands of potential contributors every day.

Person-To-Person Response

Our system is *not* a computerized phone call.

The Telephone Broadcasting System reaches people with real person-to-person interaction. You have the confidence that your message is not only consistently high in quality, but also consistently effective in producing response from new donors and reactivating past contributors.

Proven Effective Programs

You can put our partners' combined thirty years' experience in fund-raising to work for your organization, with a custom-designed program of one-on-one communication.

We've already designed and conducted successful programs for Campus Crusade for Christ, American Bible Society, CBN and others. For details, call Robert Pittenger, Chairman in Washington, D.C., or James McKinney, President in Dallas/Ft. Worth, Texas.

MARK I
COMMUNICATIONS INC.

P. O. Box 18782
Ft. Worth, Texas 76118
Dallas/Ft. Worth, TX. (817) 268-4044
Washington, D.C. (703) 356-8308

"To Turn The Stone in Front of Your Life"

Our Jesus Christ opened the way for us to know the power and glory of God's love and eternal benevolence to all that hold the FAITH IN HIM.

Again we celebrate the Resurrection of our Lord. . . "The Tomb Stone cast aside." Let us rejoice with the witnesses on that Easter Morning. . . and to all of HIS believers that now abide.

Jesus came to us as he went. . . the Son Of God. . . the Savior for all mankind. . . a turning point for those who have discovered the Grace Of Living in HIS footsteps and have heard the message of Love, Understanding, and the everlasting TRUTH of our Father In Heaven.

In the time of world unrest...the insanity of the times, his "Stone" of Resurrection, cast aside, shall continue to symbolize our search for strength, faith and the never-ending legacy of Eternal Life...through HIS Resurrection...Our most Precious Gift!

A-Men



The Dawn of Easter...

He has
risen...

910
ON THE
AM DIAL

THE CHRISTIAN BEACON



910 on the Dial † 5000 Watts
Licensed to El Cajon, California
Represented Nationally by J.C. GATES & CO.

SAN DIEGO
500 Fesler St. Suite 207
El Cajon, CA 92020
Telephone: (619) 579-0910

PLEASE CALL OR WRITE FOR A
COMPLETE PACKAGE OF
STATION INFORMATION;
INCLUDING RATES & PROGRAM
AVAILS., MARKET DATA, ETC.

(Circle 123 on the Reader Service Card)

LOS ANGELES:
NATIONAL SALES:
Contact: Juanita Haddy Landon
1708 Hillhurst Ave.
Los Angeles, CA 90027
Telephone: (213) 462-6839

EASTER BLESSINGS TO ALL OF YOU...FROM ALL OF US!

Pray with me for **COMMONWEALTH '84**



**“Let The English-Speaking Peoples Around
The World Hear The Voice of God!”**

Luis Palau “Commonwealth '84” and “Mission to London”

Queen's Park Rangers' Football Stadium
June and July, 1984

Live Worldwide Satellite Transmissions June 25 - 30, 1984

“Numerous Christian agencies and churches have teamed up with us for Commonwealth '84. Lord-willing, this partnership will extend our June and July London Crusade to reach multiplied millions of English-speaking

people around the world with the Gospel of Jesus Christ. This will be accomplished through an international network of radio and television stations, as well as literature, personal contact and follow-up.”



“Pray also for Billy Graham's 'Mission England' which takes place this May, June and July in six cities.”

Luis Palau
Evangelistic Team

(Circle 106 on the Reader Service Card) ~

For more prayer information contact:

Luis Palau Evangelistic Team
P.O. Box 1173
Portland, Oregon 97207
(503) 643-0777



22

FEATURES

22 **Gospel Air Power in Central America**

Christian Radio Makes the Difference In Nicaragua / *Kate Rafferty*
Fact-Finding Delegation Meets with Rios Montt / *Dan Wooding*

30 **How to Identify and Attract an Audience / Brad Burkhart**

Taking an honest look at your broadcasting performance may be the hardest thing to do, but until you know who your audience is, and what the results of your programming are, you may be talking only to yourself

34 **The Vicious Cycle of Multiple Releases / J. Thomas Bisset**

The problem of limited donor dollars and increasing rates for program time is an important issue with serious implications for religious broadcasting, and the matter requires a combined effort by both programmers and stations

36 **On Finding and Keeping an Audience / Morris E. Ruddick**

With society's entrance into the Information Age and its greater reliance on the media for information, religious media must be up-to-date with respect to what is taking place in their audience's community and world



30

DEPARTMENTS

4 **Speaking Out**

Comments by the President of National Religious Broadcasters

6 **Press-Time Reports**

Last-minute information of consequence to broadcasters

8 **Washington Watch**

Trends and decisions of the Federal Communications Commission

10 **Media World**

Pertinent items of national and international scope for broadcasters

16 **NRB News**

Coverage of media events and people related to NRB

46 **Classifieds**

NRB Bulletin Board for individual and group needs of the industry

48 **Tech Tips**

Newly marketed products that answer needs of the industry

50 **Broadcasters**

Experiences and accomplishments of NRB family members

52 **Airing Our View**

Editorial comments on current problems and issues



34



36

Cover Story: A typical street scene in Latin America, with its traffic, power lines and streets, symbolizes the great potential listening audience for religious broadcasters (see page 22).

Photo by Thomas H. White

SPEAKING OUT

Benefitting from Experience



I have always appreciated the substantial wisdom of many older Christian people. Therefore I am very pleased that the board of directors of National Religious Broadcasters has established an advisory council.

These older respected leaders among us are appointed to the council and extended the privilege of voice in all meetings of the board. I believe we can learn much and obtain wise counsel from these newly appointed council members.

Dr. Theodore Epp of Lincoln, Nebraska, Dr. Charles Leaming of St. Petersburg, Florida, and Dr. Ralph Neighbour of Houston, Texas, are the first three appointed members of the advisory

council. Please pray for these outstanding men as they continue to serve the membership of National Religious Broadcasters.

Another outstanding leader is Wendell P. Loveless, presently of Honolulu, Hawaii. Mr. Loveless, who was 92 this February, was the original director of the WMBI Program Department. He served with great distinction as a manager, music arranger, actor, Bible teacher, song writer, announcer, singer, and writer. Imagine having all of those creative talents and abilities in one person! Here is a man at 92 who refreshingly looks on the bright side of life. I think it is because of his close walk with the Lord.

I am taking the liberty of quoting some paragraphs from a recent personal letter to me from Mr. Loveless:

My days are joyously filled with scheduled periods of Bible reading and study, prayer, heavy correspondence (which is a real ministry), much general reading, TV news and some sports. I love this "one-day-at-a-time" lifestyle. I am not able to teach my adult Bible class or participate in the morning church service, but the pastor and people have asked that I tape the pastoral prayer for each Sunday, and it is played from the pulpit mike. The Lord seems to be blessing this, and it keeps that contact which has been so precious to me.

Wendell also included in his recent letter a meditation in which he tells about meditating on the 23rd Psalm thoughtfully and thankfully each night upon retiring. Here is his closing paragraph:

In Proverbs 12:28 there is a glorious word, "In the way of righteousness is life, and in the pathway thereof there is no death." Hallelujah! The Lord Jesus confirmed this when He said, in John 11:26, "... and he that believeth on me shall never die ..." Someone has said, "Death, for the Christian is not a *period*; it is only a *comma* in the story of life." "All the paths of the Lord are mercy and truth unto such as keep his covenant and his testimonies" (Psalm 25:10). Precious paths, indeed.

Let us all take advantage of the opportunities to learn and be inspired by such older Christian people who have so much to contribute to our lives and work.

E. Brandt Gustavson
President
National Religious Broadcasters

The Common Thread: Audience-building presupposes a foundation of understanding about that audience. The two rather lengthy articles in this issue (pages 30 and 36) deal with that specific problem.

NRB

Vol. 16 No. 4

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.

religious broadcasting

Executive Editor Dr. Ben Armstrong
Editor Robert L. Niklaus
Advertising Manager Max McLean
Assistant Editor
Daniel J. Nicholas
Editorial Assistants Susan Kubick,
Anne Dunlap
Subscription/Circulation Assistant
Robert W. Bowen
Washington Correspondent
Dr. Kenneth Beachboard

Editorial and Advertising Offices:
NRB, 17 Eastmans Road, Parsippany, NJ 07054, 201/428-5400.

RELIGIOUS BROADCASTING (ISSN 0034-4079) is distributed eleven months of the year (July and August are combined). To receive a subscription fill out the form enclosed in this issue and send it with a check to RELIGIOUS BROADCASTING, P.O. Box 3000, Dept. L, Denville, NJ 07834. You may also be billed later.

Second class postage paid at Pine Brook, NJ with additional entry at Midland, MI.

Printed in the U.S.A. 1984 by National Religious Broadcasters. Contents of this magazine may not be reproduced, in whole or in part, unless expressly authorized in writing by NRB. All editorial and production correspondence should be sent to RELIGIOUS BROADCASTING, CN 1926, Morristown, NJ 07960. RELIGIOUS BROADCASTING assumes no responsibility for return of unsolicited manuscripts, photographs and cartoons, and reserves the right to accept or reject any editorial and advertising matter.

Advertising in RELIGIOUS BROADCASTING does not necessarily imply editorial endorsement or approval by National Religious Broadcasters. Authors' views are not necessarily those of National Religious Broadcasters, its officers, board or membership.

epa

Member Evangelical Press Association

ECFA
EVANGELICAL COUNCIL ON
FINANCIAL ACCOUNTABILITY
CHARTERED

POSTMASTER: Please send change of address to RELIGIOUS BROADCASTING, PO BOX 3000, Dept. L, Denville, NJ 07834.

SHE'S NOT ALONE...

We believe "QUALITY CHRISTIAN RADIO"
helps people realize they are not alone!

Dear KSIV,
What a great day it was for me when I
discovered your station! I have three preschool
children and don't find a lot of quiet moments
to read my Bible. I can however listen to the Word
while I'm washing dishes, changing beds, ironing, etc.

Your broadcasts have truly convinced me
that I'm not "all wet" because I want to be home
with my kiddos and I enjoy taking care of my home.

My prayers are with your staff and I thank you
for listening to God and for seeing the need for
such a station.

Could you please send me your new program
schedule (if you have any left)?

Keep up the good work!

Yours in Him -

Mrs. Chee Sitek
2225 Gladiator Dr.
Fenton, MO. 63026

Consistent Quality Bible Study and
Christian Information programming is
the best way to reach people for God
in this busy, troubled world.

Our stations are committed to serving people with
programming that will help them grow spiritually and keep them informed.

Divisions of ...

Bott Broadcasting Company

"Quality Christian Programming, All Day... Every Day"

KCCV

AM-1510
KANSAS CITY AREA

KSIV

AM-1320
ST. LOUIS, MO.

KQCV

AM-800
OKLAHOMA CITY

WFCV

AM-1090
FT. WAYNE, IND.

EXECUTIVE OFFICES • 10841 EAST 28TH STREET • INDEPENDENCE, MISSOURI 64052 • (816) 252-5050



PRESS-TIME REPORTS

School prayer debate returns to Capitol Hill

The President's effort to advance a voluntary school prayer amendment to the U.S. Constitution took another fragile step through the Senate in early March when lawmakers agreed on compromise wording that adds the phrase "vocal or silent." If the amendment as revised passes the full Senate it will read, "Nothing in this Constitution shall be construed to prohibit individual or group, vocal or silent prayer in public schools or other public institutions." President Reagan has vigorously challenged Congress to pass his amendment, saying at the NRB convention, "The great majority of our people support voluntary prayer in schools...If we could get God and discipline back in our schools, maybe we could get drugs and violence out." School prayer proponents staged an all-night prayer vigil on the Capitol steps while several dozen congressmen, mainly conservative Republicans, conducted a lengthy discussion on the issue. Opponents, most notably Americans United for Separation of Church and State, held another rally at the Capitol to stress that, in the words of one participant, "prayer is a private, personal relationship with God, or it is a travesty." The unrevised amendment could not command the two-thirds vote necessary to pass the Senate, according to "The New York Times." Some of the nation's best known religious broadcasters, including Jerry Falwell and Pat Robertson, have been devoting considerable air time to the issue.

Reagan at NAE sees "great national renewal"

Speaking to the annual convention of the National Association of Evangelicals in Columbus, Ohio last month, President Reagan described "a rebirth of freedom and faith - a great national renewal" and discussed its implications in domestic and foreign policy. He stressed that "Americans are turning back to God. Church attendance is up. Audiences for religious books and broadcasts are growing." He challenged the NAE delegates to support voluntary prayer in public schools and pro-family policies. In a similar tone, the President softened previous rhetoric on U.S.-Soviet relations, saying, "We will deal with the Communist world as we must with a great power: by negotiating with it from strength and good faith." A year ago at NAE Mr. Reagan called the Soviet Union the "focus of evil" in the world.

Top presidential candidates invited to NRB-East

Plans are being made to invite the Republican and Democratic presidential nominees to separate press conferences at the NRB Eastern regional convention October 4-6 in Washington, D.C. Chapter president David Eshleman stressed that the press conferences, coming just a month before the general election, have not been confirmed. In October 1980 candidates Ronald Reagan and John Anderson held NRB-sponsored press conferences. Then-president Jimmy Carter chose not to participate.

CHICAGO

Yours For The Taking



©George Becker 1982

WCFC-TV 38 still has a few choice avails in our broadcast schedule. When you buy TV-38, you'll soon discover why the nation's leading television ministries have learned that TV-38 is *the way* to reach greater Chicagoland.

For market penetration and cost effectiveness, you just can't beat TV-38.

Contact:

Kevin San Hamel
WCFC-TV
One North Wacker Drive
Chicago, IL 60606
(312) 977-3838

tv 38
WCFC/CHICAGO

(Circle 142 on the Reader Service Card)

www

Turner Challenge to the FCC's "Must Carry" Rules Continues in the Court of Appeals

The Turner Broadcasting System, Inc. challenge to the Federal Communications Commission's cable "must carry" rules is continuing in the U.S. Court of Appeals for the D.C. Circuit.¹

In a petition for review filed in October 1983, TBS urged the court, on constitutional and statutory grounds, to order that the FCC begin a rule-making proceeding to repeal the rules. Because the loss of "must carry" protection would cause serious harm to virtually every religious television station in the country, the TBS appeal has critical significance for the future of religious broadcasting.

The FCC's mandatory signal carriage rules for cable systems—generally called the "must carry"

by Richard E. Wiley

and inspirational programming in response to unmet audience needs rather than simply entertainment programming.

All too often, these stations face substantial difficulties in having their signals carried by local cable systems, even with the present FCC signal carriage requirements. Without the "must carry" rules, many of these stations quite likely would be deleted from cable systems in favor of entertainment-oriented signals.

TBS, which operates non-broadcast cable services and a satellite "superstation," WTBS, filed a petition in 1980 asking that the FCC

argues, however, that changed circumstances now are calling into question the legality of the rules.

According to TBS, the mandated carriage of local television stations restricts speech by depriving non-broadcast cable program suppliers of open channels on cable systems and by precluding cable operators from deciding unilaterally what programming to carry. Thus, according to TBS, the rules require a particularly strong public interest justification.

The FCC initially premised its cable "must carry" regulations principally on the need to ensure that the public did not lose local television broadcast service. Citing recent FCC actions in the broadcast area, however, TBS is attempting to convince the court that the policies on which the commission based the rules no longer can justify a continuation of the restrictions in view of their supposed effect on speech.

Opposing Forces

The intervenors in the TBS case represent a broad spectrum of cable and broadcast interests and reflect intense concerns both in favor of and in opposition to the "must carry" rule.

Community Antenna Television Association and Black Entertainment Television Network have filed in support of the TBS position. The National Cable Television Association, in a more restrained brief, has urged that the court direct the FCC to re-examine the rules.

National Religious Broadcasters, the National Association of Broadcasters, the Corporation for Public Broadcasting, several other television licensee organizations, and a large number of television licensees have intervened in support of the FCC and the present "must carry" rules.

In February, after the filing of the TBS brief, the FCC asked the court to remand the proceeding so that the agency could act on the TBS petition in March and either deny it or institute a rulemaking proceeding to re-examine the "must carry" rules. Turner has opposed the agency's request.

The loss of cable carriage rights could spell the demise of many religious television stations in heavily cabled communities

rules—require cable systems to carry the signals of local television broadcast stations.

Local Implications

Cable carriage rights are crucial to local television stations because many households with cable have dismantled or never installed the outdoor antennas frequently necessary to receive local stations off-the-air. A television station denied carriage on local cable systems loses access to the audience it is licensed to serve.

The "must carry" rules are especially important to religious and other stations that provide informational

start a rule-making proceeding to repeal the "must carry" rules. When the agency took no action on the petition, TBS, in 1982, filed a request for expedited action.

Last fall, TBS took its case to the D.C. Circuit, where it is challenging the FCC's failure to act on its request and asserting that the present "must carry" rules violate the First Amendment to the Constitution.

Changed Circumstances

During the almost two decades that the "must carry" rules have been in force, they repeatedly have been upheld against legal challenges. TBS

Camera Mart: We Understand Your Video Needs.

As of March 1, the court had not decided whether to grant the FCC's motion. If the court does not grant the remand, the briefs of the commission and of the intervenors supporting the agency—which includes National Religious Broadcasters—most likely will be filed in March.

Particular Case

The D.C. Circuit also has "must-carry" issues before it in *Quincy Cable TV, Inc. v. FCC*, a case which was argued in January and is now awaiting decision. In *Quincy*, a cable operator is appealing the FCC's denial of a waiver to permit the deletion of a "must carry" signal and the imposition of a forfeiture for the cable system's refusal to comply with the rules.

While the cable operator has questioned the constitutionality of the "must carry" rules, the case involves other issues as well and will not necessarily result in a decision on the validity of the rules themselves. Nevertheless, the decision could well provide clues about how the D.C. Circuit will approach future challenges to the FCC's cable carriage rules.

With the filing of TBS' appeal, the continuing controversy over the FCC's cable "must carry" rules—which was before the Congress just a few years ago—has moved to the courts.

Religious broadcasters who followed the battle to preserve "must carry" rights in H.R. 5949 know all too well that the loss of cable carriage rights could spell the demise of many religious television stations in heavily cabled communities. Those with concern for the future of religious television will want to follow the TBS proceeding carefully.

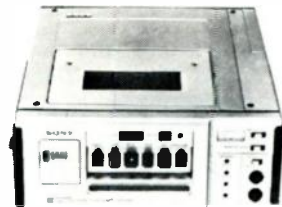
¹*Turner Broadcasting System, Inc. v. FCC*, Docket No. 83-2050 (D.C. Circuit, filed October 4, 1983).

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



Religion plays an important role in our society. And we believe that your message *can* make a difference. We also believe that we can help you do a more effective job, whether you're preparing a 30-minute inspirational program or a 30-second announcement.

Camera Mart has everything you need for your video production—including video cameras, lenses and accessories, processing equipment, switchers, video projectors, videocassette recorders, editing systems, etc.



Today, with so many video systems to choose from, we can help you select the system that is best for you.

We understand video because we've worked with it from the beginning.

Our people are experts in the field and will work faithfully to stay within your budget.

Call or write for free catalogs and let us show you how much we can do for you.



The Camera Mart, Inc.

456 West 55th Street, New York 10019 • (212) 757-6977/Telex: 1-2078
Video Department: 800 Tenth Avenue
Sales • Service • Rental

SEE US AT NAB BOOTH NO. 1018

(Circle 131 on the Reader Service Card)

Life of Jesus Miniseries Produced by Lutheran TV

ST. LOUIS, MO (NRB)—*Yeshua*, a five-hour miniseries relating the life and ministry of Jesus to the customs and culture of His time, is being telecast twice this spring over Christian Broadcasting Network.

The five one-hour programs are being shown on consecutive Sunday evenings at 8:00 pm beginning March 25, with the final program to be telecast on Easter Sunday, April 22. The series also will be shown at 8:00 pm on five consecutive evenings during Holy Week, from April 16 through Good Friday, April 20.

Yeshua was produced by the International Lutheran Laymen's League through Lutheran Television, its television ministry, which also produces the weekly syndicated dramatic series, *This Is the Life*. Production was begun in 1981 and completed in 1983.

Tom Rogeberg, vice president of operations for CBN in Virginia Beach, Virginia, said, "CBN Cable Network is immensely pleased to be the first distribution channel for this outstanding mini series."

The series title *Yeshua* is the Hebrew word for "Savior." Host and narrator for *Yeshua* is Dr. Oswald C. J. Hoffmann, speaker on the international radio program, *The Lutheran Hour*, and president of the United Bible Societies. Dr. Hoffmann, who was speaker at NRB 84's annual banquet February 1, visits such places as archaeological digs, museums, and locations visited by Jesus during His early ministry and also interviews scholars in a variety of fields to shed new light on aspects of Jesus' life and ministry.

Footage for *Yeshua* was filmed primarily on location in Israel, though filming was also done in several other countries. The programs were produced by Ammi Productions, Inc., the League's production company, in association with Rimom Communications, Ltd., of Israel.

Yeshua was written and directed by John Meredyth Lucas and Ardon Albrecht, with music by Allen D. Allen and Associates. Production and marketing were funded in part by a fraternal benevolence grant from Aid Association for Lutherans of Apple-

ton, Wisconsin. Closed captioning for all five programs was made possible through a special grant from Lutheran Friends of the Deaf of Millneck Manor, New York.

The International Lutheran Laymen's League is a 130,000 volunteer membership organization with headquarters in St. Louis, Missouri, and a Canadian office in Kitchener, Ontario. The League, an auxiliary of the Lutheran Church—Missouri Synod, also sponsors the worldwide radio ministry, *The Lutheran Hour*.

Alleged Slayers of Hart Couple Await Trial

PHILADELPHIA, PA (NRB)—Other details of the brutal killing of Christian broadcaster Bradley Hart and his wife Ferne have become available. (See story: March 1984, pages 6 and 12.)

Mr. Hart's father is Dr. B. Sam Hart, second vice president of NRB and the first Black broadcaster to hold the office. He is Bible teacher on *The Grand Old Gospel Hour*. Dr. Hart and another son discovered the bodies of the couple and their infant, who was

treated at a local hospital and released.

Police said the couple was strangled and bound with duct tape on January 30 in their suburban Philadelphia home by two men, now held without bail, who were reportedly unhappy concerning payment for a construction job at the Harts' radio station, WYIS-AM/Phoenixville (Pennsylvania).

Vice president Hart said of the two suspects, in a newspaper account, "I'd like to let them know that even if they messed up their lives on this earth, they can at least get forgiveness from God. They have committed a grave sin on earth, and in civil law they are going to have to receive justice for what they have done. However, we do serve a loving God, that if they will confess their sins, He will save them."

Items taken from the home include a television set, camera, clothing, jewelry and a leased automobile. The couple's home has a \$1500 intruder alarm and barred windows and doors, installed after two burglaries last August, according to published reports. Because the alarm was not triggered, detectives theorize

Bradley Hart, 26, and his wife, Ferne, 31, were murdered on January 30. Two suspects await trial in Philadelphia.





INTERNATIONAL MEDIA SERVICE



Continuing To Grow And Expand . . .
To Better Serve YOU!

Coming in June . . .

Exclusively from IMS via MBN

- **ANOTHER VIEW OF THE NEWS**—A 2-minute analysis of issues and events with Forrest Boyd as your commentator.
- **THE REST OF THE NEWS**—hosted by Vic Beattie. A 3-minute summary of current events that have a moral, ethical and religious perspective
- **PEOPLE AND VIEWPOINTS**—A daily 3-minute look at issues in the news with Christians who are national leaders, authors and news makers. John Rodman is your reporter.
- **OUR WORLD**—A 2-minute perspective with regular commentators including Chuck Colson, Bob Dugan, Luis Palau and Others.
- **FOCUS ON ISSUES**—Topics from congressional legislation to world affairs of concern to a Christian audience are dealt with in this weekly interview program hosted by Forrest Boyd and Vic Beattie.
- **WORLD RELIGION REVIEW**—A 14½ minute weekly report of religious news from around the world. Hosted by John Rodman.

CONTACT US TODAY, SO YOU'RE READY FOR THE SWITCH!

**MOODY BROADCASTING NETWORK
WE'RE MORE THAN JUST A
CALL-IN PROGRAM!**

***CALL 800/621-7031 TOLL FREE * IN ILLINOIS 312/329-4433**

that the couple had let the suspects into their home when they came to discuss the unpaid money.

One of the suspects, Eric Mason, 20, previously was charged in a September burglary and vandalism at the Germantown Christian Assembly Church, where Bradley Hart's uncle is pastor. During that incident, a photograph of Bradley and Ferne Hart was defaced, the "Philadelphia Inquirer" said. At the time of the slayings, Mason was free on bail and awaiting trial for the incident at the church, according to the newspaper.

Police had been seeking Mason in connection with a burglary in south Philadelphia in January in which another couple were bound, beaten and threatened with death.

The other suspect, Robert Wharton, 21, was originally held with \$50 million bail, but the bail was rescinded.

NRB was represented at the February 11 funeral by Alex Leonovich, a board of directors member and director of Slavic Missionary Service, and Mrs. Ben Armstrong. Dr. Armstrong, executive director of NRB, was out of the country at the time.

Illinois Bible Institute Has Third Station

PEORIA, IL (NRB)—The New Life Radio Network signed on their third Christian radio station in Illinois. WCIC-FM serves the Greater Peoria/Peoria, Illinois area. The Illinois Bible Institute, Inc., Carlinville, Illinois, is the owner of WCIC.

The religious-educational organization also owns WIBI/Carlinville (Illinois) and WBGL/Champaign-Urbana (Illinois). WCIC is presently broadcasting 18 hours per day with 35,000 watts of power. Richard Hoover, formerly program director at WCIW/Lakeland (Florida), is the station manager.

The format of the station is built around music, with national broadcasts interspersed throughout the day. There are over 550,000 people in the coverage area of WCIC. The initial response to the station has been exciting; hundreds of letters have been received.

Director of radio for the Illinois Bible Institute, William T. Snider, says, "With the addition of WCIC to

the New Life Radio Network, we now have the opportunity to serve over two million potential listeners throughout Central Illinois, from the Indiana border to St. Louis, Missouri.

All three stations are supported by listeners and local churches. Each station planned a share-a-thon in March and early April. Snider commented, "I feel like our network is on the cutting edge of seeking to serve our audiences with Christian radio. We are trying to incorporate a great deal of music with personal ministry to listeners as they call our prayer lines. We are focusing our efforts on the family-aged group from 25-44. It is exciting to see that the largest amount of support we receive from listeners comes from this age group."

CBN Syndicated Special Scores Positive Response from TV Viewers

VIRGINIA BEACH, VA (NRB)—A nationwide television special aired in January by the Christian Broadcasting Network is believed to have drawn the largest audience ever to watch an hour-long inspirational program in the history of the medium.

Estimates based on ratings received from broadcast stations around the country—most of them network affiliates—place the audience for the prime-time show, *Don't Ask Me, Ask God*, at about 16 million persons.

The syndicated show boasted a lineup of about 15 top-name TV and film stars as well as guest commentators such as philosopher Malcolm Muggeridge, General William C. Westmoreland, futurist author Alvin Toffler, Nobel Peace Prize winner Mother Teresa and actor Vincent Price. It dramatized the findings of a Gallup Poll commissioned by CBN to determine what questions Americans would most like to ask God.

Dr. M. G. (Pat) Robertson, head of CBN and host of the *700 Club*, and Anita Gillette, co-star of the TV series, *Quincy*, were hosts for the special.

Figures received to date from among the 138 affiliates of the three major networks that carried the program indicate it scored an average rating of 10. By comparison, according to the "Electronic Media" maga-

zine of January 12, NBC's *NFL Football* received a 10.9 weekly rating from September 26 through January 1.

Don't Ask Me, Ask God was also shown on 16 independent stations. Although no ratings were available yet, it was reported that in many instances the audiences were at least double those that normally watched programming in that time slot.

Additionally, more than a million viewers watched the show on the CBN Cable Network.

The questions handled on the show ranged from "Will there ever be lasting peace?" to "Is there life after death?"

Mail and telephone responses received at CBN's international headquarters here in Virginia were approaching 100,000.

"And 99.9 percent of them are very positive," according to Warren Marcus, executive producer/director. "A lot of people are asking for more shows of this type. It's very encouraging."

Use of Profanity on Network TV Rises Dramatically

TUPELO, MS (NRB)—If you think you are hearing more profanity on network television, you are right, according to a study made by the Coalition for Better Television. The coalition says profanity during the fall of 1983 increased 140 percent compared to a similar study during the fall of 1982.

Donald E. Wildmon, a United Methodist minister who is chairman of the coalition, said the study covered 1294 hours of prime-time viewing and involved approximately 2400 monitors in 30 states.

CBS increased the amount of profanity 182.4 percent during the period while NBC showed an increase of 171.2 percent. ABC profanity was up 65.8 percent. The networks averaged more than eight profane incidents per hour.

A copy of the complete report, including the words of profanity, sponsors' addresses, etc., can be secured by sending a self-addressed, stamped envelope to Coalition for Better Television, Drawer 2440, Tupelo, Mississippi 38803.

North American Philips was the

You can start duplicating on magnetite 12 now or wait until our competition duplicates us.

Our new exclusive Magnetite 12 formulation (Fe_3O_4) is sound waves beyond any duplicating tape ever made. Far superior to the highly-touted chrome products—that, according to some of the best ears in the business. People who know, the better the sound, the better the cassette will sell.

This Bias I tape has: a 2 dB lower noise floor than other ferric tapes, a better high frequency output than the best available chrome tape, less distortion than either chrome or ferric tape for a better maximum output level and greater dynamic range. All this provides Magnetite 12 with the master quality sound performance that no other cassette tape can deliver.

Versatility is part of its uniqueness. Magnetite 12 can be brilliantly duplicated for playback at both 70 and 120 microsecond equalization parameters with amazing results.

While everyone may not understand all that Magnetite 12 can do, they will discover the sound of Magnetite 12 is beyond duplication.

magnetite 12 *Breaking the sound barrier.*

**AGFA
AUDIO**

AGFA-GEVAERT  275 NORTH STREET, TETERBORO, N.J. 07608 (201) 288-4100

(Circle 107 on the Reader Service Card)

TAPE

We offer the **best** 35mm and 16mm tape-to-film transfer operation including the industry's **first** 35mm direct recording system.

- Transfer directly to 35mm or 16mm negative
- Receive negative with transfer at no additional charge
- Work completed at NY location within four working days
- No shipping charges in New York City
- Superb quality
- Competitive price
- Supervised by Dick Kloss and Lou Basso

POSITIVE TRANSFER LTD.

545 Fifth Avenue
New York, NY 10017
(212) 370-1400

FILM

leading sponsor of profanity, sponsoring nearly 10 profane incidents per 30-second commercial. Other leading sponsors included Banfi, Esmark, Thompson Medical, Chesebrough-Ponds, Helene Curtis, Bristol-Myers, S. C. Johnson, and American Honda.

The leading profanity-oriented programs included *The Yellow Rose*, *Emerald Point*, *Hill Street Blues*, *Magnum, P.I.*, *Dynasty*, *Dallas*, *Simon & Simon* and *Knots Landing*.

According to Wildmon's report, which covered prime time programming from September 11 to December 3, profanity is defined as use of commonly understood swear words and using the names of God, Christ and Jesus non-devotionally. The study did not concentrate on illicit sexual relationships on television that did not utilize profane words.

Innovative Praiseweather Man Planning National Expansion

WASHINGTON, D.C. (NRB)—“Weather is the only thing in this world other than God that is omnipresent.” With that philosophy and an evangelistic zeal to “encourage the body of Christ,” Mike Nichols is one of the few broadcast weathermen who combines faith with forecasts on the air.

He is actively planning and praying for an expansion of his “Praiseweather” service to a national constituency. Currently, Nichols’ brief report, which begins with a weather-related Scripture and commentary, is heard several times each weekday on WCTN-AM/Potomac (Maryland).

He also supplies off-air expertise each day as meteorological production assistant for Bob Ryan of WRC-TV 4/Washington, D.C. Ryan, a nationally watched morning weatherman for a brief stint before coming to WRC-TV, calls Nichols “highly qualified and conscientious (with) a deep commitment to his faith.”

A typical Praiseweather report might begin with a verse such as Mark 4:41, in which the disciples, having just been saved from a violent storm at sea, asked one another, “Who can this be, that even the wind and the sea obey Him?” Nichols relates some of the 1400 weather-related Bible references before launch-

ing into a professional-sounding forecast for the District of Columbia area.

In any conversation about his ministry, Nichols is sure to add that, as the Bible records in Psalm 19:1, “The heavens declare the glory of God; the skies proclaim the work of His hands.”

Nichols is eager to give credit for the innovative ministry to God and to his mentor, Neil L. Frank. Frank, a part-time evangelist, directs the National Hurricane Center in Coral Gables, Florida. Though not a broadcaster himself, Frank’s daily reports offer guidance for hundreds of broadcasters in that stormy region.

Reagan Proclaims May 3 as U.S. Prayer Day

WASHINGTON, D.C. (NRB)—President Reagan has designated Thursday, May 3 as the nation’s 32nd consecutive National Day of Prayer, according to leaders of a prayer-oriented task force.

Mrs. Vonette Bright and Herbert E. Ellingwood, co-chairmen of the National Day of Prayer Task Force on the National Prayer Committee, said that they had been informed by official White House spokesmen that the President has signed a proclamation concerning the annual event.

The National Prayer Committee, which Mrs. Bright heads, is a private group composed mainly of representatives of major denominational prayer ministries. The committee strongly supports the National Day of Prayer observance and, through the task force, helps publicize the event and encourage broad citizen participation in it.

A spokesman for the group explained that national days of prayer have been part of the country’s heritage since the first one was declared by the Continental Congress in 1775. Throughout the years other similar days were set aside from time to time.

Then in 1952 the spokesman said, the two houses of Congress acting jointly called upon the President to set aside a suitable day each year as a National Day of Prayer. In recent years the designated day has fallen on the first Thursday in May, as will be true in 1984.

Specific activities in connection with the National Day of Prayer are arranged and coordinated by private groups, religious bodies, and individuals independently of Congress and the President.

The 1984 proclamation, made available to the press by the White House a few days before Christmas, emphasizes that “from the birth of our Republic, prayer has been vital to the whole fabric of American life.”

The proclamation continues, “As we crossed and settled a continent, built a Nation in freedom, and endured war and critical struggles to become the leader of the world and a sentinel of liberty, we repeatedly turned to our Maker for strength and guidance in achieving the awesome tasks before us.”

Summing up, the President notes in the text that Congress had in 1952 initiated the setting aside of “a day on which the people of the United States are invited to turn to God in prayer and meditation in places of worship or as groups and individuals.”

He concludes by calling in the proclamation upon “the citizens of this great Nation to gather together (on May 3) in homes and places of worship to pray, each after his or her own manner, for unity of the hearts of all mankind.”

Mrs. Bright and Ellingwood said that the task force’s efforts in connection with the National Day of Prayer would have three goals: first, to mobilize prayer “that, in the words of Abraham Lincoln, recognizes ‘the supreme authority and just government of Almighty God’ ”; second, to “heighten the nation’s awareness of our dependence upon God and of the importance of prayer”; and third, “to encourage the healing of the nation and world through prayer that seeks Almighty God.”

Specifically, the National Day of Prayer Task Force is calling for nationwide activities including: coordinated proclamations at the state and local levels by governors and mayors, respectively, as counterparts to the Presidential Proclamation; and the ringing of chimes and bells at noon on May 3 throughout the country, followed by five minutes of united prayer by all Americans wherever they may be. The slogan “Take 5 at 12” is encouraged again this year.

NRB NEWS

Sixth Chapter Under Way for Southcentral USA

JACKSON, MS (NRB)—The executive committee of NRB approved a one-year trial for a sixth regional chapter centered in Mississippi. Permanent standing for the Southcentral chapter would be granted at the next national convention in February if the organizing committee draws at least 35 members and proves that financial independence can be achieved apart from the national organization.

Robert L. Nations, a Southern Baptist lay musician with deep roots in religious broadcasting, is chairing the three-member coordinating committee that has yet to appoint a president. He is an executive with WOKJ-AM/Jackson, a 50,000-watt part-time Christian station which reaches into 13 states at night "from Orlando to Wichita." The station is planning a 24-hour-a-day format beginning this month, which would add seven hours of Gospel music and talk through the night.

The other organizing committee members are Don Johnson, president of Afterglow Productions, Memphis, Tennessee; and Greta Stewart, public relations specialist based in Moss Point, Mississippi. Johnson, whose organization produces three weekly radio programs, conducted a strategy session on January 26 at Central Church in Memphis. Some 15 to 20 prospective members attended the day-long meeting.

The new chapter wants to draw most of the 125 potential NRB members in its first year from the tightly defined pocket of the United States that is focused on the state of Mississippi and squeezed between the Southwestern and Southeastern chapters. Other than Mississippi, the region is comprised of eastern Arkansas, eastern Louisiana, southern Tennessee, and points just west of Birmingham, Alabama and Pensacola, Florida. The area's largest city, New Orleans, would remain a part of the Southwestern chapter, Nations says, but individual religious broadcasters there could choose to involve themselves in the Southcentral activities.

Dates and Locations of NRB Conventions

NRB Western Chapter <i>September 16-18</i> Los Angeles Marriott (Airport) Los Angeles, CA	President James Christensen Heaven and Home Hour Box 100, Glendale, CA 91209 (213) 241-3415
NRB Southeastern Chapter <i>September 26-28</i> Sheraton Atlanta Hotel Atlanta, GA	President Norman Plunkett In Touch Ministries Box 7900, Atlanta, GA 30357 (404) 881-0550
NRB Eastern Chapter <i>October 4-6</i> Dulles Marriott Hotel Washington, D.C.	President David Eshleman WBTX-AM Box 337, Broadway, VA 22815 (703) 896-8933
NRB Southwestern Chapter <i>October 8-9</i> Astro Village Complex Houston, TX	President Ed Mahoney KGOL-FM 8500-A Kirby Dr. Houston, TX 77054 (713) 797-6500
NRB Midwestern Chapter <i>October 10-12</i> The Yahara Center Madison, WI	President Robert Neff Moody Broadcasting Network 2101 W. Howard St. Chicago, IL 60645 (312) 329-4310
NRB Southcentral Chapter <i>Date & location to be announced</i>	Com. Chair. Robert L. Nations WOKJ-AM Box 3320, Jackson, MS 39207 (601) 948-1515
NRB 85 National Convention <i>February 10-13, 1985</i> Sheraton Washington Hotel Washington, D.C.	Exec. Dir. Ben Armstrong National Religious Broadcasters CN 1926, Morristown, NJ 07960 (201) 428-5400

Nations describes his motivation simply: "We want to help people." After examining the operations of the other five regional chapters, Nations thinks he has a better idea. He proposes that one vice president be assigned responsibility for station owners and operators while another vice president be asked to care for the specialized interests of radio and television program producers. The chapter president, a post for which Nations is a candidate, would be responsible for the entire membership. He added that a third officer or a board member would be assigned oversight for affiliate agencies such as advertising agencies, record companies and book publishers.

Further motivation for Nations comes from "one of my cardinal principles: We must project the Gospel, and not just social and civil rights activities. We need to relate

those activities to the Gospel." Pointing out the quality of Black religious broadcasting, Nations said, "We want more Black involvement in this chapter."

Nations projects that the sixth chapter can help interpret the "electronic church media" to the general public, assist local Christian broadcasters who cannot attend the NRB national conventions, and educate broadcasters about the need for quality of productions. Members will adhere to the national NRB Code of Ethics and, when the chapter is given permanent status, a constitution will be written.

Executive director Ben Armstrong said of the new chapter, "The South potentially has the greatest room to expand, due in part to the active evangelical ministries of many Black broadcasters there."

Nations announced that a chapter meeting is being planned for

COUNTERFEIT CREDO?



The promise of faith on our cash and coins was once actually true. America was founded upon Biblical principles by men and women who really knew and trusted God.

Today, the slogan is still on our money. But, somehow it doesn't stack.

Prayer is outlawed in public schools, while the Ten Commandments and Scriptures are stripped from classroom walls.

So, what has happened?

Well, over the last half-century, or so, this country has slowly adopted a religion which doesn't depend on God. It's secular humanism, now the norm in modern American society.

America can be returned to her godly foundations. In God We Trust can be the truth again, but it will require a cooperative and unrelenting effort.

CBN University's Graduate School of Public Policy is now forging boldly

ahead in this effort. We seek to give Christians the graduate preparation in public policy from a Biblical perspective which will enable them to effectively impact in the public arena on every level. The program delves into the disciplines of Law, History, Economics and Natural Sciences, exploring each from a wholly Christian perspective.

If you have completed your undergraduate education, are committed to God and feel led to enter public service, write or call today for more information.

At CBN University, you will be part of a dynamic and diverse graduate university, which in addition to Public Policy, has graduate schools of Business Administration, Biblical Studies, Communication and Education.

Call or write today for more information.

C B N · U N I V E R S I T Y


Office of Graduate Admissions, Dept. RB Virginia Beach, Virginia 23453 (804) 424-7000



A MASTER PLAN FOR LIFE.

(Circle 148 on the Reader Service Card)






WZZD
990 am
Philadelphia's Right!

50,000 WATTS

General Manager: Jennifer Lear
Sales Manager: Jim Thomas
PO Box 26098
Philadelphia, PA 19128
215-242-6300

(Circle 182 on the Reader Service Card)



ARKANSAS'
MOST POWERFUL
GOSPEL STATION
5,000 watts 760 khz
FROM LITTLE ROCK

JOHN SHIELDS, MANAGER
P.O. BOX 4360
NORTH LITTLE ROCK,
ARKANSAS 72116
501-835-1554

(Circle 151 on the Reader Service Card)

WNNN 101.7 FM

*Serving the lower Delaware Valley,
South Jersey, Northern Delaware
South Eastern Pennsylvania, and
Eastern Maryland*

Contemporary Christian Format and
the only station listed as
Contemporary Christian Music

Our purpose: HIS WORD

An ABC Affiliate

PO Box 132, Salem, NJ 08079
Telephone: 609-935-1762

(Circle 162 on the Reader Service Card)

WRIS
1410 AM

*Inspirational Radio
Reaching the growing
Roanoke Valley &
Southwest Virginia Area*

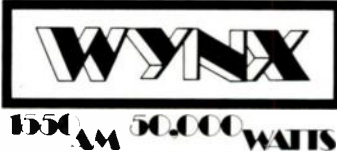
For availabilities contact:
Lloyd Gee
WRIS
P. O. Box 6099
Roanoke, VA 24017
703-345-0294

(Circle 150 on the Reader Service Card)

The Best Georgia Has to Offer
1983 CLASS A
RADIO STATION
OF THE YEAR


50,000 Watt WYNX is now
the voice of the Atlanta
Braves and Atlanta Hawks.

FAMILY RADIO



"Blanketing the Atlanta Market"
LARRY POLK
404-436-6171

(Circle 103 on the Reader Service Card)




WWDJ
the radio voice of inspiration
970
n.y./n.j. metro area
5000 WATTS 24 Hours A Day

**YOU DELIVER
THE WORD,
WE'LL DELIVER
THE AUDIENCE**

Joe Battaglia
PO Box 970
Hackensack, NJ 07602
201-343-5097

(Circle 183 on the Reader Service Card)




KORE 1050 am
SOUNDS OF PRAISE

from
EUGENE/SPRINGFIELD, OR
the
CLEAR CHANNEL
GOSPEL VOICE
Power & Coverage

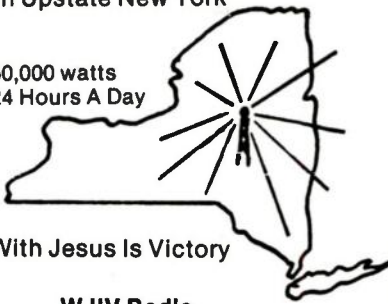
Ralph Petti
2080 Laura Street
Springfield, OR 97477
(503) 747-5673

(Circle 104 on the Reader Service Card)



WJIV
Sowing God's Word 101.9 FM
in Upstate New York

50,000 watts
24 Hours A Day



With Jesus Is Victory

WJIV Radio
Attention Floyd Dykeman
Victory Mountain
Cherry Valley, NY 13320
(607) 264-3062

(Circle 102 on the Reader Service Card)

**There
is
LOVE
in
Detroit**

WLQV AM 1500
15401 WEST TEN MILE
DETROIT, MICHIGAN 48237
313-967-1515

(Circle 109 on the Reader Service Card)

STATION GUIDE

NRB NEWS

wtmr
800 AM

Philadelphia Metro Area
5,000 WATTS

"Serving Philadelphia, Central/
Southern New Jersey, Delaware,
and Eastern Maryland."

Louise Bessler
2775 Mt. Ephraim Avenue,
Camden, NJ 08104
609-962-8000

(Circle 101 on the Reader Service Card)

WSOL

1370 khz 5000 watts

Elloree	Orangeburg
St. George	Holly Hill
Moncks Corner	Summerville
15-\$30	30-\$60


803-854-2671

**South Carolina isn't
covered without WSOL**

Drawer 367
Orangeburg, SC 29116

(Circle 237 on the Reader Service Card)

FORMERLY WOZN
SATELLITE GOSPEL RADIO



Join Over 15 National And 30
Local Daily Broadcasters That
Minister To A Market Of
761,423 Age 12+.

2427 University Boulevard North
Jacksonville, Florida 32211
Telephone AC 904-743-6970
C. R. Buckner, Gen. Mgr.

(Circle 105 on the Reader Service Card)

MEMPHIS
Tennessee

Expand your ministry with

WMSO
Clear Channel
640 khz AM

10,000 WATTS

Heard in 8 states
3,500,000 population coverage

Al Crain, President
Kaye DeAtley, Sales Manager
Box 447, Collierville, TN 38017
901-853-1581

(Circle 238 on the Reader Service Card)

WVRS—LOVE 103
BOX 150 WATERBURY, VT 05676

**THE MOST POWERFUL GOSPEL
RADIO STATION IN NEW ENGLAND
6000 watts ERPE**

SERVING 15 counties in VT,
NH, & NY PLUS MONTREAL
AND QUEBEC

POWER INCREASE PENDING
FCC APPROVAL TO 200,000
watts ERPE IN FALL 84

SIGNING ON SOON SO CALL
OR WRITE BRIAN DODGE
FOR INTRODUCTORY RATES
(603) 336-5867

(Circle 239 on the Reader Service Card)

WKGM

Tidewater, Virginia
940 AM
10,000 watts

**Serving the Nation's
34th MSA Market**

For Availabilities Contact:
Mr. Larry Cobb
Box 339
Smithfield, VA 23430

(804) 357-9546 - Smithfield, VA
(804) 622-9546 - Norfolk, VA

(Circle 115 on the Reader Service Card)

October. Dates, speakers and location are still being discussed.

Three Merit Awards Presented at FCC Luncheon

WASHINGTON, D.C.(NRB)—Three NRB Awards of Merit for excellence were presented at the FCC Luncheon at NRB 84, to *The Wesleyan Hour*, *Tips for Teens* and WTLW-TV 44/Lima (Ohio).

The Wesleyan Hour, a 30-minute international radio ministry of the Wesleyan Church, Marion, Indiana, premiered in October 1975. The Award of Excellence for a denominational radio program was accepted by the program's speaker and executive director, Norman G. Wilson.

During the summer of 1976 Wilson assumed his duties with the Wesleyan Church, which include camp and conference evangelism and counselling by mail. His travels have taken him throughout the United States, Canada, the Republic of South Africa and Guyana for evangelistic crusades.

The intensely practical style of Wilson's radio preaching reflects 18 years of experience in the pastorate.

Tips for Teens is the 15-minute daily talk and music program of Northwestern College Radio Network, Roseville, Minnesota. The Award of Merit was given to Mel Johnson for excellence in radio programming for youth.

Johnson, an NRB Board of Directors member, class of 1985, is founder of *Tips for Teens* and has directed the ministry since 1953. The program was 30 years old last May 20, which indicates that the program has been building intergenerational bridges for the better part of three generations.

One of Johnson's current goals is to emphasize family concerns on his program and through conference speaking. His Family Living and Loving conferences are a popular extension of the broadcast ministry. "I try to get parents to understand the peer pressure that is placed upon their junior high and senior high youngsters," Johnson said. He also tries to get students to understand their parents' goals and dreams.

The awards committee of NRB,

Award Recipients at NRB 84

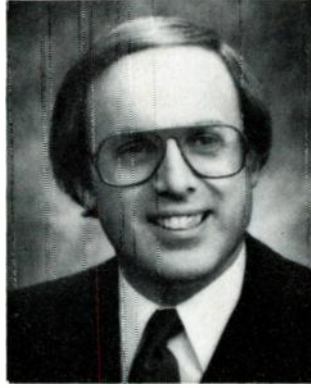
Norman G. Wilson



Mel Johnson



John MacArthur



Russell Barber



chaired by first vice president Robert A. Cook, decided that the best television station, the one to receive the Award of Merit, should be WTLW-TV 44/Lima (Ohio). After seven years of struggle to bring Christian tele-

vision to northwestern Ohio, the station signed on the air in June 1982.

Ron Mighell, general manager of the station, received the award. The station has been producing several innovative programs this season, including a six-minute daily feature called *Help Wanted*. In conjunction with state and private employment officials WTLW-TV reports on job openings to which their viewers can respond.

Another noteworthy program is a 30-minute weekly, *Just for Fun*, which offers "a light-hearted, uplifting variety program showcasing local music talent (and) unusual animals."

MacArthur and Family Life Radio Earn Merit Awards

WASHINGTON, D.C.(NRB)— Among the Awards of Merit given at the NRB national convention, which commenced on January 29, were commendations for *Grace to You*, the radio ministry of Dr. John MacArthur, and Family Life Broadcasting, owned by Warren Bolthouse.

A native Californian, Dr. John MacArthur pastors the 7,000-member Grace Community Church in Panorama City, California. He has travelled in many countries of the world teaching and preaching the Gospel. His extensive radio and tape ministry reaches around the globe. A popular author, Dr. MacArthur has written "The Church: The Body of Christ," "Keys to Spiritual Growth,"

"Jesus' Pattern of Prayer" and "The Charismatics: A Doctrinal Perspective."

The emphasis of MacArthur's ministry is verse-by-verse expository preaching of the Scriptures. He studied for the ministry at Talbot Theological Seminary where he graduated with high honors. MacArthur later taught on the seminary's adjunct faculty. Following in his father's footsteps, the recipient represents five successive generations of pastors in his family.

Grace to You is the 30-minute daily extension of Dr. MacArthur's pastoral ministry. The program is produced by Word of Grace Communication under the direction of Norman Sper, who picked up the award at NRB for Best Individual Church Radio Program.

Family Life Broadcasting System also received an Award of Merit at NRB 84 for Best Radio Stations. All six stations of the Tucson, Arizona-based radio network share in the award. The Family Life network was founded in April 1966 by Warren Bolthouse and now has stations throughout the midwest. The stations are WUNN/Mason (Michigan), WUFN/Albion (Michigan), WUGN/Midland (Michigan), KFLT/Tucson, KFLR/Phoenix (Arizona) and KFLQ/Albuquerque (New Mexico).

Family Life Radio has 100 employees in the network and two corporate offices and has established a dream of operating 14 sta-

(continued on page 40)

tony digirolamo

5624 Albright Drive
Virginia Beach, Virginia 23464
N.Y.C. (212) 787-5400
VA. (804) 467-3898



Director of
Photography
Television
Film
Industrial
Consultant

"God said, 'Let there be light . . .'
and the light was good." Genesis 1.3

DiGirolamo, consultant to major ministries now broadens the effort and offers excellent credentials of twenty years in lighting to focus on your particular needs... AWARDS: EMMY and 5 other Emmy nominations...

"LET US PAINT YOUR PICTURES WITH LIGHTS!"

(Circle 145 on the Reader Service Card)

WHAT MAKES KNLC CHANNEL 24

IN THE BIG CITY OF ST. LOUIS DIFFERENT?

KNLC strongly believes that broadcasting involves more than verbal proclamation but direct faith-filled action in alleviating the hurts and needs in its community. For example, when Missouri and Illinois passed laws requiring children 4 and under to be in car safety seats, KNLC helped raise money to supply 700 free infant and toddler seats to needy people throughout Missouri and Illinois.

But there is more!

- ... as snow covers the ground it uses messages on the screen during family programs to rally people to take firewood and food to the elderly
- ... it provides free daily help wanted ads
- ... it has a 24-hour hot line open 7 days a week for counseling and for the provision of direct services
- ... Channel 24 viewers make thousands of sandwiches monthly for the homeless
- ... KNLC has a free school of broadcasting
- ... it's a station that is moving to double its power from 55 kw to 110 kw, giving those ministries who are involved a greater opportunity to reach out into the community. So if you have a show and want to reach the heart of America contact Larry Rice or Jim Barnes at (314) 436-2424.
- ... it's on the air 138 hours weekly
- ... a prime time public affairs show called Here's Help hosted by the station president, Larry Rice; a program dealing with issues ranging from child abuse to hunger, filmed on location
- ... a family-oriented station featuring over 20 different family units, from the Anderson family on Father Knows Best to the Martin family on Timmy and Lassie
- ... a station that has done on-location specials in over 50 different communities in its viewing area, plus an additional 50 specials on local churches of all denominations

Mid-Americans are discovering a station that cares about them.

Many of the top ministries from throughout the world are on KNLC, Channel 24, among its vast family-oriented schedule. But even with the best, KNLC, Channel 24 is still looking for more—childrens, teens, womens, minorities, church services, drama, music programs—whatever you have that is lifting up the name of Jesus. Let us hear from you!

KNLC, Channel 24 believes Jesus meant what he said when he spoke of discipleship. That's why it has implemented a dynamic internship program. Now the station is able to offer anyone an opportunity to grow in their faith as they get hands-on broadcasting experience. 45 percent of the station's staff are people who were previously homeless and have been won to Christ through the ministry of KNLC and NLEC. Others are college graduates getting unique hands-on broadcasting experience as they are learning the practical application of faith.

Channel 24 is serious about winning its community to Christ. Instead of commercials between its family programming like Burns and Allen, Father Knows Best, Roy Rogers, Make Room for Daddy, etc., it puts spots about Jesus.

THERE IS MORE ON CHANNEL 24: more like—In Touch, The King Is Coming, Zola Levitt, Lester Sumrall, Word of Faith, Good News, and Jack Van Impe.

That's why you will want to contact the station president, Rev. Larry Rice, or its manager, Dr. Jim Barnes at (314) 436-2424. More ministries are discovering the importance of being on Channel 24. More individuals wanting to work for a Christian TV station meeting the total physical, mental, spiritual needs of people are going to work for Channel 24. More of the poor and needy are having their needs met through the love of Christ working through Channel 24—but most important of all, more are being saved through KNLC Channel 24.

KNLC Channel 24 is serving 24 hours a day; it's the TV station that is not only different, but is making a difference.

You can write KNLC Channel 24, PO Box 924, St. Louis, Missouri 63188 or call (314) 436-2424.

Gospel Air Power in Central

Christian Radio Makes the Difference in Nicaragua

Successful crusade promoted entirely by small Christian radio station

by Kate Rafferty

IT WAS NOT supposed to happen. When crowds of over 80,000 filled Managua's CentroAmerican University baseball stadium on the last day of a week-long crusade with Argentine evangelist Alberto Mottes, organizers had exhausted words to describe the historic event.

"This is a great victory for the Christians in Nicaragua," explained crusade organizer Rev. Felix Rosales, as he gazed out over the crowds from the speakers' platform. "According to our estimates we expected a total of 75,000 to attend the seven-day crusade. Even with that we believed we were really stretching our faith."

In the months and weeks prior to opening night January 16, crusade organizers moved at a frantic pace around the city of Managua attempting to unite the evangelical community into one concerted effort to evangelize Nicaragua.

Nicaragua's National Council of Evangelical Pastors coordinated a schedule of activities that included training more than 1,000 counselors in basic witnessing skills and gathering thousands of gospel portions, children's Bible storybooks, and youth-oriented Christian literature to handle the expected crowds who would come forward to accept Jesus Christ.

In the first planning sessions a committee was developed and staffed by the local Campus Crusade office to coordinate advertising spots on television, radio and in print. In December these

were approved by government authorities but Campus Crusade director Jimmy Hassan explained what happened.

Government Opposition

"Just days before we were to have the flyers printed and ads delivered to local newspapers we received word that any form of public promotion would not be allowed. We couldn't imagine what it would be like to hold a crusade without any advertising," he remembered. "Although we did get permission to run radio spots on the Christian radio station *Ondas de Luz* (Airwaves of Light), we



Alberto H. Mottes, committee member of Hispanic National Religious Broadcasters, began his own radio program in 1978; it is now released over 750 times daily from about 400 stations in 19 countries. In 1982 he initiated a continent-wide project of televising a weekly program for Spanish-speaking people. The program is linked to home Bible study groups and home evangelism.

Argentinian by birth and ordained to the ministry at age 19, Mottes began his own evangelistic association based in Southern California in 1977.

didn't see how that would reach the non-Christian community, the whole purpose for our crusade."

(Editor's note: The National Council of Evangelical Pastors was officially put out of business in February when the Ministry of Justice in Managua cancelled all rights and privileges of the council. The move is interpreted as retaliation for the success of the crusade, and for its refusal to espouse revolutionary liberation theology.)

Local churches were notified immediately and church youth groups formed a "word-of-mouth" campaign. On the city buses they shouted out as much information as they dared, ignoring glares from disapproving riders and angry bus drivers. During intermission in the theatres they jumped on stage and invited audiences to attend the crusade before escaping through the exits.

As excitement grew and Managuans searched for more information in the daily newspapers, the Christian radio station became the only source for continuous up-to-date reports and announcements about the crusade.

On a quiet dusty street in a remote part of the city, Ondas de Luz (YNOL) has been broadcasting Christian programs for more than 21 years. It is outfitted with aging equipment which was already 15 years old when purchased long ago and quite often throughout the day programs suddenly disappear from the frequency due to technical problems. But in a country where spare parts are not available to the average citizen, occasional interruptions in transmission are almost to be expected.

Yet in spite of all these difficulties, station manager Jose Guerrero found plenty of reasons to smile. "We are certain that our listening audience increased dramatically during this week. Perhaps if the government had not restricted the promotional spots on commercial radio and television stations, no one would have turned to us for information.

"But," he added, "we're sure that hundreds of Nicaraguans tuned in to our station probably for the first time in their

America

lives to hear crusade broadcasts and updates throughout the day.”

Although Ondas de Luz received permission to broadcast live from the crusade each night, just hours before the first transmission was to begin the station was notified that all permissions were suspended. Twenty-four hours later, after passing government censors, the first evening of the crusade was broadcast throughout most of Nicaragua.

Crusade Triumph

The evening of January 16 took on a festive air as vendors set up their stalls with local delicacies and bottles of soft-drinks. Curious passers-by stood around the entryways watching as hundreds of Bible-carrying Christians poured through the gates.

As the sun set quickly behind the coastal mountains, hundreds of volunteers gathered with crusade organizers in the middle of the baseball field to pray for protection and courage. From that moment on anything was possible. When evangelist Mottesi took the stage at 8:30 pm, stands held more than 13,000 people.

By weeks' end crowds had grown by more than 10,000 each night and literature was exhausted by mid-week. Counselors registered more than 25,000 professions of faith, often praying with young soldiers who preferred to stand in the shadows a short way from the platform.

“It seems as though the whole of Managua is coming up for air,” commented an Open Doors representative.

Another pastor also noted that, “Before the crusade Christians were afraid and hiding in their churches. Today we're out in the streets rejoicing!”

Perhaps it will never be fully known just how much of an impact the Christian radio station had on the tremendous success of the crusade. Reporters for Ondas de Luz seemed to work 24-hour shifts as they moved freely throughout the week collecting reactions, comments and interviews to use in the hourly updates, “Talking About the Crusade,” which be-



Photos by Chris Woehr

came the most listened to program in Managua during that week.

Evangelist Mottesi was scheduled to speak at the National Religious Broadcasters Convention in Washington. Instead he addressed the thousands of Nicaraguans gathered under the starry night, with these words: “You may think the world has the answer to your problems. But I tell you Havana doesn't have the answer. Moscow doesn't have

Mottesi counsels with a Nicaraguan who has made a decision for Christ.

the answer. And Washington doesn't have the answer. Jesus Christ is the only answer! He alone can change your life and give your peace.”

NRB

Ms Rafferty is a free-lance photojournalist and research director for Open Doors with Brother Andrew, Latin America.

Fact-Finding Delegation Meets with Rios Montt

Three-nation tour in Central America focuses on value of religious broadcasting in the region

FORMER president of Guatemala, Efraim Rios Montt, has been invited to next year's National Religious Broadcasters Convention in Washington, D.C.

The invitation came during an interview among the “born-again” ex-president, Dr. Ben Armstrong, NRB executive director, and journalists of the Open Doors News Service, Dan Wooding and Chris Woehr.

Dr. Armstrong also suggested that the ex-president should make a radio and television “talk-show tour” of the United States in the near future.

by Dan Wooding

“I think you can be a genuine missionary to the U.S. by coming and giving your testimony,” Dr. Armstrong told Rios Montt, who is now vice principal of a Christian school in Guatemala city.

(That suggestion developed into a two-week speaking tour of the United States in March, when Montt appeared on the Trinity Broadcasting Network, 700 Club, Channel 38/Chicago, Jimmy Swaggart and Moody Broadcasting Network, among others.)

During their three-nation Central

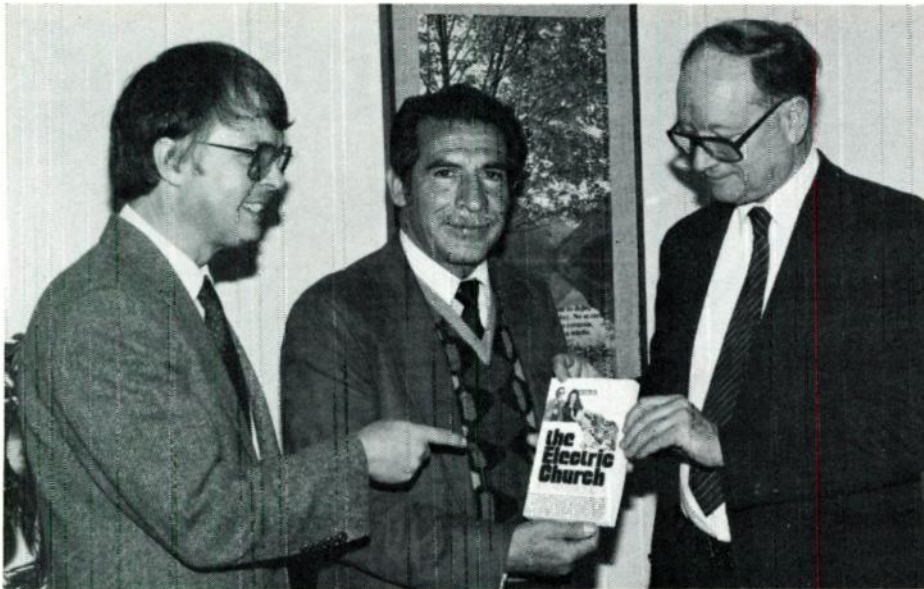


Photo by Chris Woehr

American fact-finding visit. The group met with the controversial Guatemalan former president who was toppled from power on August 8, 1983, after just 16 months as head of state.

After staying in Guatemala and consulting with several Christian leaders, Dr. Armstrong, Dan Wooding and Chris Woehr moved on to war-torn El Salvador, where they interviewed

Dr. Ben Armstrong (right) presents Montt a copy of his book, *The Electric Church*, while journalist Dan Wooding looks on.

U.S. Ambassador Thomas Pickering.

Later they went out into guerilla-infested zones.

"I was horrified when Dr. Manuel Quinonez, leader of the evangelical relief agency CESAD, showed us an aban-

doned sugar mill where some 3,000 people have been living for more than three years," said Dr. Armstrong.

"How they have been able to bear it, I don't know. These young people have come down off the hills where the guerrillas are based and now have to live together in a place no bigger than a normal gymnasium with no electricity."

Later, in a village near the Honduras border, the group met with a pastor who was building canoes for the local fishermen since theirs were stolen by the guerrillas. The trip was suddenly halted in the village because a bridge the party was due to cross was found to have been dynamited.

So, instead, they crossed the river by canoes built by this evangelical pastor.

"A military helicopter kept circling overhead and I later discovered that we were real close to a heated battle between the guerrillas and the military."

The final stop on the trip was Costa Rica, where the group met with leaders of *Continente Joven para Cristo*, an ambitious evangelistic outreach backed by Open Doors and called, in North America, "Project Crossfire." Its aim is to win some 10 million Latin young people, the potential revolutionaries for Christ during 1984 and 1985.

He learned that this exciting project which is already operating in some 20 Latin American countries including Cuba was reaching out even to the Marxist guerrillas in Central America.

The delegation urged Christian broadcasters in North America, both English-speaking and Hispanic, to seriously consider getting involved with the aims of "Young Continent for Christ."

"I believe that as the young Christians I met in Latin America are the foot soldiers in this life-or-death spiritual battle, the broadcasters can be 'God's air force.' With both working together this trouble-torn continent can be won for Christ."

The group also conferred with Charles Denyer, director of Difusiones InterAmericanas. DIA is NRB's counterpart in Central America and is a member of Hispanic National Religious Broadcasters. The delegation's three-nation tour resulted directly from Hispanic participation at the 1984 NRB convention, when under H. O. Espinoza's leadership, HNRB doubled in number to 400 participants.



Dan Wooding, a British journalist and author of 18 books, works for the Open Doors News Service in Southern California.

CROSSLINK PRODUCTIONS
CROSSLINK PRODUCTIONS
 P.O. BOX 21147
 2635 MT. HOLYOKE RD.
 COLUMBUS, OHIO 43221

JIM CANNELL
 (614) 486-3433

COMPLETE VIDEO AND PRODUCTION SERVICE

POST-PRODUCTION INCLUDING ONE INCH TAPE DECKS...GRAPHICS...DIGITAL VIDEO EFFECTS...GRASS VALLEY SWITCHER...COMPUTER EDITING.

ASK ABOUT THE MUSIC SHOP

CHRISTIAN MUSIC VIDEOS THAT IMPACT YOUTH THROUGH TV AND MUSIC ...

Programming Available
 Call: **614/488-5993**

INTRODUCING...

The '84 Directory of Religious Broadcasting

**The most complete,
comprehensive
resource book
of its kind... ever!**

**1984
The Directory
of Religious
Broadcasting**

*Edited by Ben Armstrong
Published by National Religious
Broadcasters*

- **LARGE EASY-TO-READ 8½ x 11 FORMAT**
- **OVER 400 DATA-PACKED PAGES**
- **TWENTY-SEVEN INDIVIDUAL SECTIONS**
- **INDEXED CALL LETTER SECTION**
- **INDEXED PROGRAM NAME SECTION**
- **UP-TO-DATE COMMUNICATION INFO AT YOUR FINGERTIPS**
- **NEW SECTIONS ON A/V PRODUCTION FACILITIES
AND INTERNATIONAL RADIO & PROGRAM PRODUCERS**

**SEE
ACTUAL
ENTRIES
INSIDE**

All the broadcasting information you need in one single volume

GREAT PRACTICAL VALUE

This complete book is the most basic documentation available on the growing use of broadcast media by religious organizations. Many churches are experiencing dynamic growth... revitalization... as a direct result of becoming media-minded.

Whether you are interested in using media to expand your ministry or simply feel a need to know more about this fast growing area of religious communications, you will find this unique directory an incredibly useful tool.

A SINGLE SOURCE

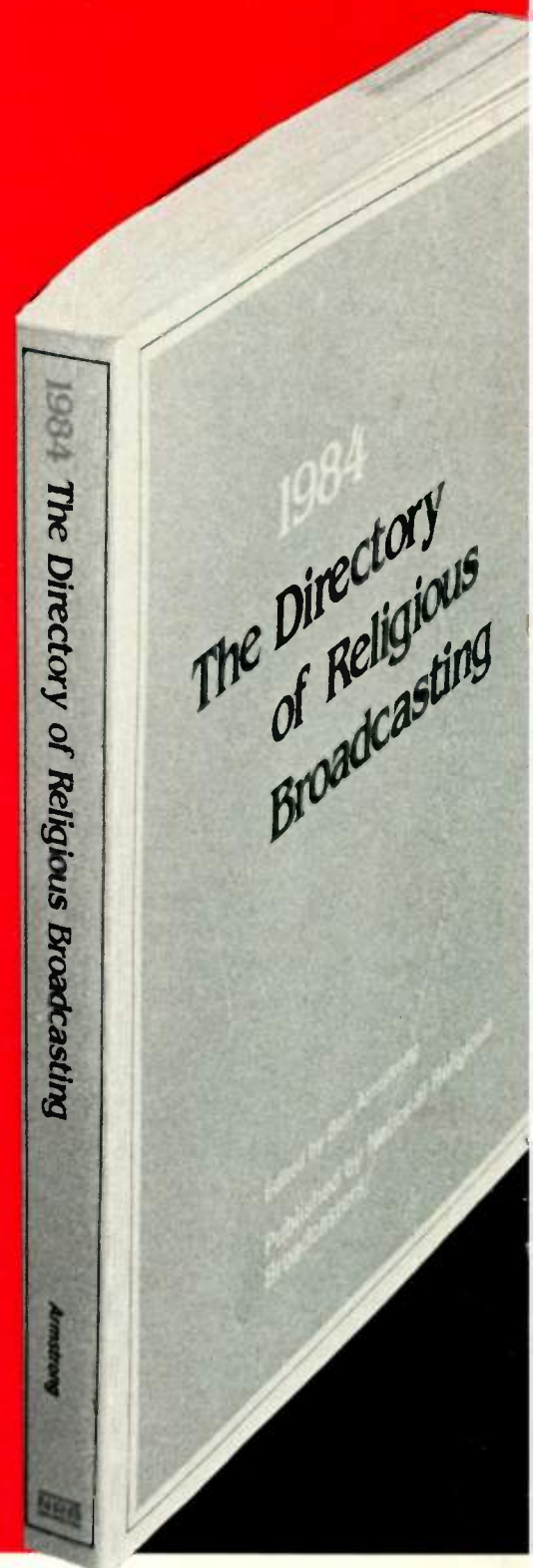
Every month there are new religious TV stations, new radio stations and increasing audiences. This new edition provides you with one single source where you can find listed virtually every individual and organization in this booming segment of communications.

This directory is so complete that stations use it to locate programs of excellence, and program producers use it to pinpoint the stations in the areas where they want to expand their out-reach.

DESIGNED FOR QUICK REFERENCE

The radio and TV listings are organized by state, city and call letters, showing full address information, format, frequency, the number of broadcast hours, the market covered, network affiliation and key personnel. A special section highlights campus radio.

The sections on program producers include full alphabetical listings by name or producer and show key personnel. Each radio program, TV program and film entry lists the title, length, frequency, target audience and availability... and they are all easily located.



INDISPENSABLE TO LEADERS...LIBRARIES...RESEARCHERS... BROADCASTERS...SCHOLARS...CHRISTI

(Actual Entries)

Pasadena

KPPC 1240 AM ★
3444 E Foothill Blvd. Ar
213 681-2486

MARKET Los Angeles
OWNER Universal Broa

SJC Advertising
PO Box 39264
Phoenix, AZ 85069
609-993-2432

Full service: print, radio,
TV, creative services, media-buying

**Continental Cat
Cook County,**

Technical Control C
Hotel, 401 W L.

**California
Paradise**

KEWQ 930 AM 95969
Box KEWQ, Paradise
16-877-3872

Chico, Redding
ie Broadcasting Co Inc

**Audio/Video
The Mountain Sound Studios**

7th Ave
r. BC V5Y 1L9
1711

s. president
k. operations manager
ic. technical director
. productions manager

24 track facilities
n/VTR lock-up, 80 piece
acity, full kitchen
modation

J Auel
R Paul C Culton
MGR Paul C Culton
ENG Terry W Green
SS Commercial 500 w.D. 1 kw
aid prgrms
-TWORK ABC-E. SRN
FORMAT religious 5b hrs

**Cable TV Stations
ILLINOIS**

**Champaign Urbana
Communications, Inc**
303 Fairlawn Dr. Urbana 61801
217-384-2500

Advertising Agencies

son County Associates
PO Box 1971
Carson City, NV 89702
702-882-8865

David T Amster, pres
Russell D Steffensrud, prod dir
Full service radio advertising
facilities

Technical Services

Sound Investment Enterprises

ix 4139
and Oaks, CA 91359
31-3400

d Parker, pres
Candliss, vp

services to the

Radio Program Producers

Heralds of Hope (cont'd)
15 min weekly
preaching
audience: ethnic
paid time

"New Hope" (Mandarin
Chinese)
15 min weekly
Bible exposition
audience: ethnic

International Program Producers

Guatemala broadcasts
30 min weekly
languages: Kekchi and Pokomch
Bible teaching
music
audience non-Christian
paid time

**munauté des Eglises
Pentecote (Mission Libr**
66, Bukavu, Zaire

STARCOM ★
PO Box 2550
Baton Rouge, LA 70821
504-926-6239

Shirley Cooke, dir
In-house agency for Jimmy Swaggart
Ministries

MCI
Division of Sony Corp of America
1400 West Commercial Blvd
Fort Lauderdale, FL 33309
305-491-0825; 771-3997

Allentown

TV Stations

WFMZ-TV Channel 69 ★
East Rock Rd, Allentown 18103
215-797-4530

MARKET Allentown, Bethlehem, Easton,
Reading, Pocono s
OWNER Maranatha Broadcasting Co.
Inc 1976
PRES Richard C Dean

Newark

WSFJ-TV ★ Channel 51
10027 Jackonntown Rd SE
3076

tral Ohio

WMUU-AM FM Greenville, SC
WMUZ-FM Detroit, MI
WNAH-AM Nashville, TN

**Comunicaciones Nazareno
Latinoamericanas**
Apartado 3977
San Jose, Costa Rica, C A
Tel. 24-59-11 ext 20

Juan Vazquez Pla, prod/coorc
Iglesia del Nazareno

FOR ALL COMMUNICATORS

Discover a wealth of practical information in the
12 sections on products, services and other
activities. Everything from audio cassettes to TV
cameras... ad agencies to representatives... technical
services to print publishers... audio/video production
facilities to booking agents... and an informative
section on updating Christian and secular schools
offering communication courses.

**IT'S ALL LISTED IN THIS BOOK!
FOR IMMEDIATE SERVICE CALL 201/428-5400**

Radio Prom...

Radio Index

This impressive volume is published by National Religious Broadcasters. Founded in 1944, NRB is the largest and most representative organization of religious broadcast media in the world.

The Editor is Ben Armstrong, Ph. D., Executive Director of NRB. Before joining NRB in 1966, he was with Trans World Radio and has pastored churches in Pennsylvania and New Jersey. He is an author and editor, and in 1982 received the Faith and Freedom Award given by Religious Heritage of America. NRB has grown under his leadership to over 1025 members. Since the last directory was published in 1982, there has been an overall growth of 10.2% in religious broadcasting in the U.S.



SPECIAL OFFER!

With every order of the 1984 Directory of Religious Broadcasting you are eligible to receive a three-month introductory subscription to Religious Broadcasting, the monthly magazine that is essential to all who are interested or involved in religious broadcasting.

YES, please send me three complimentary issues of Religious Broadcasting magazine.

Members of National Religious Broadcasters enjoy many privileges and advantages. Discounts are available in advertising, convention registrations, resource services and many other areas.

Please check below if you are interested in receiving information on the following:

- Membership in NRB
- Other NRB Publications:
 - Religious Broadcasting Sourcebook II
 - Cassette Tape Catalog
 - Personnel Services
 - Religious Broadcasting Magazine
- Convention & Exposition Brochure
- Advertising in Religious Broadcasting Magazine
- Advertising in Directory of Religious Broadcasting
- Summer Institute of Communications
- Addition to General Mailing List

ORDER FORM - RETURN TODAY

Yes! I want the 1984 DIRECTORY OF RELIGIOUS BROADCASTING
Please rush me _____ copy (ies)

Price (check one)
 NRB Member \$24.00 per copy
 Non-Member \$29.00 per copy

3 OR MORE COPIES
 NRB Member \$20.00 per copy
 Non-Member \$25.00 per copy

- Check enclosed for _____
- Company P.O. _____
- Bill me (Directory shipped upon receipt of payment)

Please add \$4.00 for First Class - NRB pays Book/Library rate postage.
Overseas orders add \$12.00 for shipping and handling - in American funds please.

NRB CN 1926, Morristown, NJ 07960 201/428-540

NAME

ORGANIZATION

ADDRESS

CITY/STATE/ZIP

PHONE

MC SIGNATURE _____

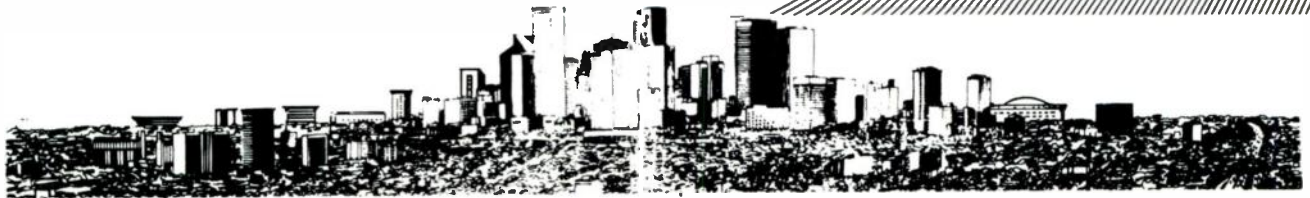
VISA CARD NUMBER _____

EXPIRATION DATE _____



UNIVERSAL BROADCASTING COVERS HOUSTON* WITH

KTEK-AM 1110



HOUSTON'S ONLY AM RELIGIOUS RADIO STATION

INSPIRATIONAL PROGRAMS...NEWS
INFORMATION...TWO-WAY TALK



UNIVERSAL BROADCASTING CORPORATION

3844 EAST FOOTHILL BOULEVARD • PASADENA • CA 91107 • TELEPHONE (213) 577-1224

FOR MORE INFORMATION CONTACT DICK MARSH, Vice President

GREATER NEW YORK-LONG ISLAND **WTHE-AM** MINEOLA NEW YORK • GREATER PITTSBURGH **WARO-AM** CANONSBURG PENNSYLVANIA
 GREATER CHICAGO-NORTH SHORE **WVWX-FM** HIGHLAND PARK ILLINOIS • GREATER INDIANAPOLIS **WGRT-FM** DANVILLE INDIANA
 GREATER SAN FRANCISCO-OAKLAND **KEST-AM** SAN FRANCISCO CALIFORNIA • GREATER LOS ANGELES **KMAX-FM** ARCADIA CALIFORNIA
 GREATER KANSAS CITY **KCNW-AM** FAIRWAY KANSAS • GREATER MILWAUKEE **WYLO-AM** JACKSON WISCONSIN • GREATER ST. LOUIS **WCBW-FM** COLUMBIA ILLINOIS
 GREATER HOUSTON **KTEK-AM** ALVIN * TEXAS • GREATER MINNEAPOLIS-ST. PAUL **KUXL-AM** GOLDEN VALLEY MINNESOTA

* Pending FCC Approval

(Circle 124 on the Reader Service Card)

COCA-COLA is the world's number one soft drink. A few years ago, the company decided to enter the dietetic line with a product called Tab cola. After four or five years of promoting it extensively (and they really did a fine job), they found that Tab was not selling well.

A project team got together and asked each other what they could do to sell more adequately a dietetic product.

Somebody came up with the bright idea, "Let's make Diet Coke." The others bought the idea.

Research Model

The first thing they did was to research what was wrong with Tab. They spent hundreds of thousands of dollars researching why Tab cola was not meeting people's taste expectations. Next they looked at all the other factors involved—bottle shape, graphic logo, advertising, promotion, tie-ins.

Then with all of that research in mind, they spent close to a million dollars to develop a new product that they would be proud of and which they would call Diet Coke.

Once they found the right flavor, they tested and retested it. Finally, convinced they had a good product they promoted it. Actually in promotions they did a test and retest as they did for flavor.

Then they marketed it. They spent literally millions of dollars marketing it especially to men, because that is where they found the sales deficiency. The result was that after nine months they had the world's fourth-selling soft drink. And, according to projections, they will move up to number three within the next sixteen months and then to number two.

We in radio, and particularly religious radio, can learn a lot from Diet Coke. In fact, they set up a model we can follow.

It is important to remember in religious radio, in all radio, that our product is our consumer. We are one of the few companies or industries that can say that. In effect, we must have a second product in order to have our first product, which is our consumer. Our second product is air sound. So what we must do is perfect our air sound like Diet Coke perfected their product in order for us to attract people to hear the Gospel.

One of the respected founders of contemporary radio is Gordon McLendon. In a speech he gave in Detroit on April 29, 1969, he said some very significant things.

How to Identify and Attract an Audience

by Brad Burkhart

"It is the programming which comes out over the loudspeaker that is all that matters in the end. If those programs are good enough you will have many listeners, a high rating and inevitable sales."

For example, he said, "I have always been a listener, concerned almost entirely with what came over the radio. Nothing has ever happened to change me in all those years. And I feel now as I did then, that it is the programming which comes out over the loudspeaker that is all that matters in the end. If those programs are good enough you will have many listeners, a high rating and inevitable sales."

So let us look at what Diet Coke did and then in the same process, look at what we can do to be more effective in identifying and attracting a radio audience to our stations.

Honest Evaluation

First of all, they did probably the hardest single thing there is to do: an objective look at their situation. In an interview in "Music Line" John Young, an Atlanta program director named as Program Director of the Year for two out of the last four years, said that honest evaluation is the most important thing he does on a day-to-day basis. He examines himself and forces his staff to do the same.

I see this examination happening on two levels. First of all, I see it happening on your local level. You must look at your local situation very objectively. *Are you seeing the twofold results you desire?*

First of all, because hopefully our purpose is presenting the Gospel of Christ, our purpose should be and our results should be in a ministry orientation. Secondly we have got bills to pay at the end of the month, so we have some financial considerations. *Are we seeing the results there that we desire?*

The second question I ask is, How large is your audience? Often we put off Arbitron because we do not subscribe to it, or usually because we do not show up in it, but let us face it, they make their living by counting warm bodies listening to radio stations. If they are showing that we do not have many warm bodies (granted we have a few) then we do not have as many as the other stations in the market.

Who is your audience? What do you know about them? What are the physical limitations of your station? Are you an FM with 10 watts? Are you an AM day-timer? Are you non-commercial?

And finally, the most important question, where would you really like to be?

That is what Diet Coke did. They looked at where they were and they looked at where they would really like to be. We

do not want to be number 15, they said; we do not even want to be ranked fourth in selling diet drink. We want the number one place in selling diet drink and we want to be in the top five. They said that and they did it.

Radio Parameters

Second, I think that we need to look at not only the local situation, but at the parameters of radio in 1984. Recently my firm, Burkhardt/Abrams/Michaels/Douglas and Associates did some research and determined that in 1983 radio suffered a cume erosion of 11 percent.

That is very scary to me and it should be very scary to you. In other words, we lost—radio in general around the country—11 percent of our listeners last year compared to the year before. So that if you are doing well in the book now, if you had done this well the year before, you would have had 11 percent more listeners. That is scary.

We know where they are going. That is pretty obvious. They are going to cable radio. They are going to television, particularly MTV and to the Nashville Network, and to all the other local music venues that are popping up.

But I think probably, and we all recognize this, our number one threat has been and continues to be something about 4 inches long and about 2 inches tall: the cassette tape. People are now carrying them wherever they go and using them as opposed to listening to what we have got.

So we know our audience is getting smaller. That is part of the big picture, part of the parameters of radio today. Now look at audience trends on those that have remained.

First, look at *when* people are listening. We know from research once again that more people listen in the morning than at any other time of the day.

In fact, basically there are two peaks, the morning peak occurs between 7:00 and 8:00 when 28.6 percent of the total population are listening to the radio. We also know that between 4:00 and 5:00, 20.9 percent listen.

What is interesting is that two other hours during morning drive actually have more people listening than during the peak in afternoon drive.

Also it is fun to note, despite contrary myths, listenership does not go up at noon; midday is the most stable period of the day and the percentage of listening more or less stays virtually flat.

*Probably the
hardest thing to do
is to take an
honest look
at your situation:*

- 1. Are you seeing the results you desire?*
- 2. How large is your audience?*
- 3. Who is your audience?*
- 4. Where would you really like to be?*

So we have looked at when people listen, now let us look at *who* is listening. There have been some radical changes due to the post-war baby boom, which we have all heard about many times. I am quoting Market Statistics, Inc., which recently looked at the radio situation: "The biggest change over the past ten years," their survey says, "has been the dramatic increase in 25-34 year-old persons. In that range people now constitute a fifth of the total 12 + population in virtually all markets."

Baby Boom Generation

Dwight Douglas, the president of my firm, gave a speech in June of this past year on the "State of Adult Radio." He looked at this and he also looked at the upper end of the baby boom and I think that what he found is fairly significant.

He said in the speech, "The reason for the emphasis on 25-34 year-old demographics in radio is, of course, that they are the baby boom generation.

"It is important to note that baby-boomers, however, are growing older," he pointed out. "Thirty-five to 44 year-olds are becoming more and more im-

F.W. Robbert Broadcasting Company

has acquired

WITA, Knoxville, Tennessee

from **Forus Communications**

for **\$675,000**

and

WLUY, Nashville, Tennessee

from **Sun Group, Incorporated**

for **\$700,000**

We are pleased to have served as the broker
in this transaction.

JOHN L. PIERCE ASSOCIATES, INCORPORATED

Media Brokers

7075 Industrial Road, Florence, Kentucky 41042

(606) 727-8323

(Circle 111 on the Reader Service Card)

portant to radio, as is the 25-34 year-old demographic.

"Now we have to watch for traps," he added. "Thirty-five to 44 year-olds are sometimes thought of as being old. Remember, a 35-year-old was born in 1948, the year George Orwell finished his book, '1984.' The same 35-year-old was starting school when Top 40 radio began and was in the ninth grade when the Beatles first appeared on the Ed Sullivan Show. Our 35-year-old graduated from college the same year the Beatles and the Supremes broke up. That is not exactly 'old'."

Another individual known for research is John Parikhal of Joint Communications. John was quoted recently as saying, "The leading edge of the baby boom is now 37 years old. These people grew up on Rock and Roll. Therefore the 35-44 year-old cell will be composed nearly entirely of people who were raised on Rock in the next three to five years. Just as the orchestral sound of big bands gave way to Beautiful Music, the Rock sound of the '50s and '60s will form the basis of the successful Adult Contemporary stations of the future."

We have looked now at parameters,

cume erosion, and audience trends. Now let us look at the one most important feature of radio in the past ten years: the issue of fragmentation.

Audience Fragmentation

Fragmentation began when radio, as we knew it 20 years ago, was challenged. Of course, 20 years ago all we knew about radio is what we today call the AM band and the challenger was the FM radio frequency, the FM band. At that point everybody in AM radio said it will never fly. Many of us may have had offers to buy the no-good, 100,000-watt FM stations for a handful of pennies and now we are kicking ourselves.

The FM stations, because they were considered inferior, took up what was known as "minority radio." I am not speaking of racial minority, but of psychographic minority. It took up the two formats primarily which were not being met on the AM frequency.

First of all, it took up the format of Album Oriented Rock. It was known as "underground progressive music" and it was really cool, listened to by the 18-24 year-olds, particularly males.

Secondly, it picked up on the Beautiful

Music format or the Muzak format and there was a little fragmentation already with Classical. But those were the two, Beautiful Music and "underground progressive" radio.

A few years went by and the consumers who desired those particular formats grew in numbers. The FM stations started showing up in Arbitron. Not only did they show up and begin to garner ratings, they had one thing that was very attractive in comparison to their more listened to big sisters: a very long Time Spent Listening. People would tune in the stations and listen for three, four and five hours instead of listening for 16 minutes and 12 seconds.

Accelerated Fragmentation

It did not take long for station program directors, general managers and owners to say, "Hey, let's cash in on this." Top 40 then made an exodus around 1970, turning into "Contemporary Hit Radio," playing more music Top 40, and accomplished what they desired. They pulled over the cume, but held the long Time Spent Listening.

What does that have to do with religious broadcasters? When that happened the race and scramble was on, because all of a sudden frequencies were available that were superior to the old. Every station in the market, AM and FM, began the fragmentation scramble to determine their own *unique market identity*. Every station wanted to carve out a niche.

It is to the point today where, in most major cities, you have an AM MOR, you have an FM MOR, you have an FM Adult Contemporary and you have an FM Soft Rock, all playing 70 percent of the same music, but with slightly different orientations.

Lee Abrams of our firm was quoted in Delta Airlines Sky Magazine in March of this past year in a feature on the music business: "I think what we're going to see is more fragmentation and less duplication in radio formats in the future. This trend," he was quoted as saying, "will continue."

(continued next month)



Brad Burkhart is currently Christian media director at the radio consultancy firm Burkhart/Abrams/Michaels/Douglas and Associates, Inc., in Atlanta. The article is drawn from a seminar at the 1984 NRB Convention.



Christian World Manufacturing

Is a facility highly equipped for complete cassette tape manufacturing. We offer the best in full service production, from mastering, duplicating, to printed labels. Top-notch materials are used thru every process within our operation. For fast, dependable results with excellent quality and reasonable prices, contact Christian World Manufacturing.

A DIVISION OF CHRISTIAN WORLD, INC.
1080 B Metropolitan
Oklahoma City, Okla. 73108
(405) 948-1217

(Circle 112 on the Reader Service Card)

WHEN YOU HAVE
TOO MUCH OF A
GOOD THING...

Donations are wonderful. But too many can keep you from answering each inquiry in a personal and timely manner.

To help religious organizations make the most of direct mail, Creative Computer Resources (CCR) introduces the DONOR ACCOUNTING SYSTEM, offering:

- Highly personalized responses — no form letters!
- Rapid turn-around — most letters can be answered in one day!
- Automatic information capture — lets you know your audience to maximize future fund-raising efforts!
- Programs for the IBM System/38 — the most sophisticated data-based computer systems now available!
- A service bureau for small ministries who cannot yet afford their own in-house systems.

CCR will customize your DONOR ACCOUNTING SYSTEM for the needs of your ministry. And as a Value Added Remarketer of the IBM System/38, we can offer you a complete hardware/software package at one low, economical price.

To learn how the DONOR ACCOUNTING SYSTEM can help make your good thing even better, write Creative Computer Resources, 151 Kalmus, Suite B-103, Costa Mesa, CA 92626, or call (714) 540-7893.

CCR

**Creative
Computer
Resources,
Inc.**

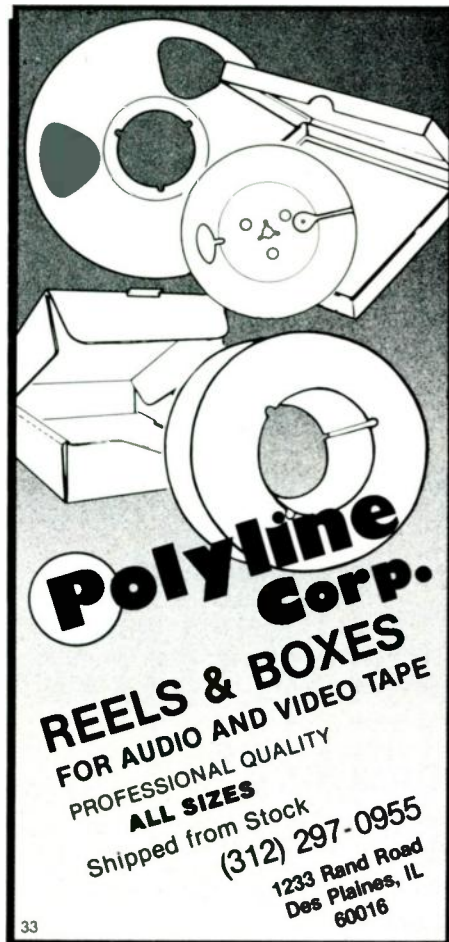
(Circle 172 on the Reader Service Card)

Increasing rates for program time require a combined effort
by both programmers and station managers

The Vicious Cycle of Multiple Releases

WHICH came first, the chicken or the egg? Are stations or programs responsible for the rising cost of air time?

The problem of limited donor dollars and increasing rates for program time is an important issue with serious implica-



Polyline Corp.
REELS & BOXES
FOR AUDIO AND VIDEO TAPE
PROFESSIONAL QUALITY
ALL SIZES
Shipped from Stock
(312) 297-0955
1233 Rand Road
Des Plaines, IL
60016

33

(Circle 127 on the Reader Service Card)

by J. Thomas Bisset

tions for Christian broadcasting.* The matter, however, is not one-sided; stations are not entirely at fault. Indeed, a sturdy case can be made that religious broadcasters brought the rate card problem upon themselves and are the reason for its continuation.

The difficulty relates to the multiple release of the same program in one market, a relatively recent phenomenon in Christian radio. In my judgment, this is the Achilles' heel of religious broadcasting, a strategic flaw so serious that it threatens the eventual discontinuation of all but the most financially secure ministries.

Interestingly, secular broadcasting does not permit multiple releases in the same market because it produces precisely the problem cited by Ed Steele in his article last month: splintered audiences, loss of listening or viewing continuity and declining revenues.

A Circular Problem

The problem is circular and follows essentially the same pattern in every station. It begins when a station's audience fractures because its key program material can be heard on various stations in the market. Ratings decline, spot sales slump and mail response to the programs declines. This sequence of events, which can take place quickly or gradually, depending on several factors, leaves the station with one course of action: raise rates to survive. Thus, the problem has produced the solution and the solu-

* "Telling It Like It Is," by Thomas "Ed" Steele; February issue, page 44.

tion in turn has become the problem.

Mr. Steele suggests that rate card costs can be held down if alternative revenues are produced through spot sales. This is possible, but not easily accomplished, especially if the station is struggling with loss of audience and listening continuity.

Furthermore, some stations are reluctant to hold down rate card costs because experience has shown that low rates produce an unexpected result: broadcasters become encouraged by a positive cost/return ratio, consider the market "hot" for their program and proceed to buy more time on other stations hoping for a repeat of their success. In some cases, second or third releases are purchased at higher rates than charged by the cooperating "ministry minded" station.

Stung by a perceived disregard for their interests and armed with the indisputable evidence that the program has money to spend, station owners and operators hasten to raise their rates. And why not? From every angle of vision, low rate cards produce only negative results, not to mention less money.

I am aware of the two major arguments put forward on behalf of utilizing multiple releases, namely, that each station has its "own" audience and that a program has a right, even an obligation, to get its message out in as many ways as possible.

Major Arguments

In response to the first argument, let me say that the idea of a station having its "own" audience is outdated and misreads the dynamics of Christian broadcasting today, particularly the destabilizing effect of numerous television and radio stations, cable, satellite, translators,

video and audio cassettes and DBS (coming). Most Christian stations enjoy only a limited hold on their listeners and cannot be said to have their "own" audiences.

The idea that a program multiplies its audience and ministry by doubling and tripling its releases in a market is partially correct since some people can listen only at certain times. But these percentages are small. Doubling up in a market offers only the promise of reaching the existing audience which is divided among the various stations based on listening preferences or convenience.

Some programs seem especially effective at generating intense listener interest and support and for this they are to be commended. Perhaps the struggling programs should take note. But at the same time, one must ask how much money a single program or ministry should take from the available donor pool in one market.

Single Release Program

Perhaps the issue can be reduced to a single, fundamental question which I encourage all broadcasters to ask themselves: why is it necessary to have more than one release in a market?

If a program is available on a local station, it can and will be heard. Sooner or later, it will draw the audience that appreciates, needs and desires the ministry offered. This virtually guarantees listening continuity for the program plus the necessary financial return and more.

Broadcasters may argue that under this system, stations will raise their rates unacceptably. I doubt it. Even now, stations with single release programs charge them no more, nor would the rate structure change dramatically as the station begins to enjoy the benefits offered by program exclusivity.

What is more, programs can cancel or threaten to do so if rates go beyond a certain point. They have the ultimate power over rates in the single release theory. Under the multiple release system, a threat to cancel means little when the other station already has the program.

Furthermore, when stations know that programs are willing to double up in a market, cancelled time simply means that other broadcasters will buy the cancelled slot in an effort to multiply their own releases.

To be sure, broadcasters may conduct their ministries as they wish. But let me urge with all earnestness that program producers and station owners embrace

restraint and take the long view in a spirit of cooperation so that the problem of limited donor dollars and spiraling rates can be resolved.

NRB



Mr. Bisset is general manager of WRBS-FM/Baltimore. His station was the 1983 Award of Merit winner.

Perhaps the issue can be reduced to a single, fundamental question: why is it necessary to have more than one release in a market?

For Sermons, Seminars, Teaching and Training



Your message deserves Otari quality duplication.

Whatever your audience, Otari's precision engineering is your best guarantee that the quality of your message will be well served by the quality of your duplicated cassettes.

Our 4050 C-2 cassette duplicator incorporates features proven over Otari's years of professional audio experience: simultaneous 4-track duplication at 8:1 speed, $\pm 4\%$ variable speed control for off speed masters, auto eject and master rewind, and long-lasting ferrite heads.

What's more, the 4050 C-2 system can be expanded by adding as many as three modular Z-3 slave units, bringing duplication capacity up to 11 slaves, or 170 C-60 cassettes per hour.

Contact Mike Pappas, Otari National Sales Manager today at 415/592-8311. Otari Corporation, 2 Davis Dr., Belmont, CA 94002 TWX 910-376-4890.

OTARI

Audio Tape Duplicators & Video Tape Loaders

©1983, Otari Corp.

Circle 135 on the Reader Service

*Entrance into the Information Age and
greater reliance on the media for information
changes the way society looks at reality*

by Morris E. Ruddick

On Finding and Keeping an Audience

THE PROBLEM for many Gospel broadcasters seems to be, at least in part, in program presentation. Broadcasting to audience profiles comprising a very limited percentage of the total potential audience is the between the rock and a hard place position many Gospel broadcasters occupy. The existing audiences financially support the broadcasts. The audience the broadcasters would like to reach is not reached. New forms may be necessary to serve the function of reaching the potential audiences.

If the programming is good, it will get an audience. (If it has no audience, it's a waste of time and money anyway.) With a provable audience, time can be sold to advertisers. Why should this in any way weaken the Gospel? The right kind of advertising could even be a valuable public service. It could help to build the public's confidence, and psychologically bring us and our message closer to the everyday life of our listeners. (Is it possible that often we subsidize stations to allow us to maintain unpopular programming, or to permit broadcasting for only a very small segment of the potential audience?)¹

Successful, reputable people are developing programs, stations and networks and demonstrating that Gospel broadcasts can be a viable product, and attract larger audience segments.

But the problem first seems to be centered around the type of Gospel-related programming being carried.

What then are the factors involved that Gospel broadcasters might be sensitive to in order that their broadcasts reflect a greater penetration into the potential listening audience within their particular market? What can be done to reach a more substantial segment of the evangelical/born-again population?

If it is not understood how to program for these segments of the potential audience, how will the amoral immoralists ever be reached, apart from Divine intervention? It certainly relates to a question of stewardship of the broadcaster. In an article in *RELIGIOUS BROADCASTING*, Paul Mc Clendon discusses the obsession with form as part of the problem.

One of the more serious barriers to a viable research perspective is obsession with form. In communications research groups in ten nations during recent international communications consultation, the first order of questions posed to me were "how" questions. Yet "how" questions are usually *form* questions. It is axiomatic that *form follows function*. Function must be first. A building is not erected unless purposeful functions the building is to serve are first determined. Only then may a suitable form be created to serve these functions.²

The question then needs to be posed as to *what* purpose is served in the broadcast of Gospel radio. Some will answer evangelism. Others feel they are instructing Christians. Still others say both. However, we need to go a bit further to really determine the function of Gospel broadcasting and ask the question, "What is Gospel broadcasting trying to communicate?" and then its existing corollary, "How is this now being achieved?"

The Audience

What seems to be taking place is that many Gospel broadcasters are not concerning themselves with *who* their *potential audience* actually is, or what their listening needs actually happen to be, or the methods that should be used to adequately answer these questions.

What is too often overlooked is the appearance in our time of what Marshall McLuhan has called the "postliterate man." He notes that this change in man's mode of experiencing reality is comparable to the development of the art of writing which allowed man to begin recording history.

The underlying point is that the changes in technology of the communications media have effected a concomitant change in the way our culture perceives reality. McLuhan's view does not suggest a nonliterate society, but one which has a far greater reliance on the electronic media for its sources of information about the world about him. This perspective serves as a backdrop to the much heralded information age we are now entering.

In 1950, 65 percent of our work force

*Gospel media must be up-to-date
with respect to what is taking place in
their audience's community and world*

were employed in industrial occupations. In 1981 that figure was 27 percent. The information-knowledge industries, those who create, process and distribute information, which was 17 percent in 1950, was 58 percent in early 1981.³

This transition from an industrialized society into an "information society" will have an even greater impact on the nature of man and his approach to life than McLuhan's thesis. It certainly bears on the need to more clearly evaluate and understand the changes in society.

How well are the religious amoralists or idealistic moralists served by Gospel media? What about the "lost?" Are the amoral immoralists being reached? For that matter, how well is the born again/evangelical segment served?

Knowing and understanding the audience, and finding a common ground on which to communicate the message does not necessarily mean there needs to be any major change in the message itself, if any at all. As suggested by C. Everett Lamberson, if an audience does not like a program they usually either retune the dial or turn the set off.⁴

Alan Nichols says that Sydney's Anglican Commission on Mass Media views the communication problems of the church and Christianity as a marketing problem. He suggests that the Gospel media has three basic objectives. First, it should be used to inform people. Second, there should be included the purpose of evangelism, and last, the Gospel media should be used to influence community thinking.

In essence, the Gospel media must be relevant and up-to-date with respect to what is taking place in their audience's community and world today. If Gospel media are viewed as a means to push one's views on another, the viewer or listener simply turns the dial. Nichols goes on to say:

Communication psychologists now propound a theory that every person has a built-in trait called cognitive balance. By this term they mean that everyone has an innate desire to retain the status quo and resist new information. We're a bundle of prejudices, they say, and we want to stay that way.

We therefore continually operate selective perception—a subtle ability to receive only the messages we want or expect, and reject all others. This is why there is so often a boomerang effect when a frontal attack is launched on people's prejudices.⁵

Wilbur Schramm has suggested that what broadcast people choose depends upon the ratio of reward offered to the energy required.¹⁰ Daniel K. Berlo believes it difficult to assign quantitative values to Schramm's fraction of selection, it is obvious that the effectiveness of the communication can be increased by either increasing the reward or reducing the energy.⁶

The energy, as such, may be reduced in religious broadcasts by meeting the audience where they are. This of necessity would entail knowing who the potential religious audiences are; what their needs, interests and lifestyles are; and what their program preferences would be.⁷

The Need for Research

The focus of most media research, be it religious or secular, has been on known audiences. This illustrates a need for greater understanding of the basic precepts of media research. Although it is obviously helpful to learn more about the characteristics of known listeners and their attitudes toward the shows they select, it also seems almost a little redundant to go to the expense to replot furrowed ground. This gets back then to what McClendon was referring to concerning form and function.

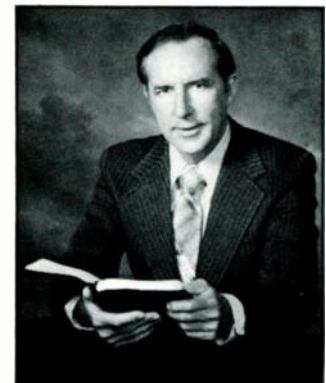
The overwhelming focus is all too often on form methods. Little regard is paid to function. Function is often submerged in comfortable generalities like: "We are evangelizing," or "spreading the Gospel," or "working for Christ." More definitive function delineations are required within these broader purposes for us to be fully productive stewards of our God-entrusted resources.

Research is first a perspective; only secondly is it a process or a project. A perspective conducive to research can be cultivated. Functions can be definitely designated before forms are sought. Methodologies can be developed to follow and to fulfill purposes rather than to determine them.⁸

Today Today Today

with Derek Prince

**FIFTEEN MINUTES
DAILY**



TODAY WITH DEREK PRINCE is an internationally recognized radio ministry heard in more than 60 markets across the U.S. and available internationally to more than a billion people in China, India, Africa, Central and South America through the facilities of FEBC and HCJB. The program will soon be translated into both Chinese and Spanish for broadcast into Communist China and Latin America.

Derek Prince shares Biblical keys to successful living in a straightforward, authoritative and practical way.

For more information write:
HORIZON ADVERTISING
915 N.E. Third Avenue
Ft. Lauderdale, FL 33304
or telephone (305) 763-5651

(Circle 137 on the Reader Service Card)

Reaching potential audiences must include a core strategy with goals outlined and stressed in meaningful terms on the most basic levels

Viewed within the vocabulary of the marketer, it is becoming more and more necessary with the advent and growth of the mass media, mass transportation, mass communications, and so on, to make optimal use of all the information available in order to *reduce* the risk involved in decision-making. Reducing the risk in decision-making underlies the basic purpose of research.

The marketer will assess his marketing opportunities by identifying his goals and analyzing his opportunities to determine the markets within which his company may try to achieve its objectives. Identification of needs to be satisfied now precedes the creation of a new product. Identification of new markets and market segmentation to more adequately and individually serve the consumer involves maximum use of the decision sciences and information systems.

Not only does this illustrate the function preceding the form, but it suggests that the job of marketing a product (that product may be a particular broadcast, or a service as well as a tangible item purchasable in a store) is not an isolated event but a part of a process. Marketing objectives then should take into account the internal company situation and be analyzed and expressed in terms of their relationship to the external environment.¹⁰

James Engel also views this communication problem from a marketing viewpoint. He points to the lack of market segmentation as part of the problem.

Unfortunately, the vast majority of communication efforts are based on the unverified assumption of sufficient audience awareness to permit large scale reaping through the mass media. In other words, it is probable that much communication is improperly targeted and hence falls on unresponsive ears.¹¹

The inability to see the context within which religious broadcasts operate has been a problem for some years. In 1955 a very thorough study entitled "The Television-Radio Audience and Religion" was published by Parker, Barry and Smythe. Their introduction makes the point that:

... the emphasis has been almost exclusively on the production of programs, and the producers have been too busy to ask about the results. Their attitude, for the most part, has been and is that of promotion rather than evaluation. To "get on the air" has sometimes been regarded as more important than to get something worthwhile on the air. It has been widely assumed that anything designated as "religious" or sponsored by a religious agency must by definition be worthwhile, at least in the eyes of loyal churchmen, even if the general public were suspected of taking a different view.¹²

Donald Smith, in his article "Are We Talking to Anybody?" believes the first thing to be done in the measurement of a media audience is discovering who the potential audience is. You then look further and see groups with shared characteristics and attitudes within your audience and these are subaudiences.

The determination of the number and nature of the audiences in the target group is essential. As much as possible should be learned concerning each of the subaudiences. Then the message should be designed with the target group in mind. Presentation of the messages then should be evaluated by systematic feedback, employing correct research procedures of the intended audience.¹³

Programming

Programming then, without a doubt, is a crucial factor for any type of broadcast, whether spiritual or secular in nature. Major categories of religious programming include shows that provide an emotional identification; shows that provide a religious interpretation and communication of faith; and shows that allow the experience of worship.

Shows providing emotional identification would include biography, dramas, interviews, and religious communication and the communication of faith would include discussion, documentary programs, interviews, and news programs. Those shows then allowing the experience of worship within the broadcast would be worship services, programs of Gospel music, and counseling programs.

A book written by John Bachman, en-

titled "The Church in the World of Radio-Television," suggests there is a need for planned diversity in religious programming.

Variety is desirable, not just for the sake of variety, but for the sake of listener-viewers who are in various conditions of mind and stages of religious readiness. Some persons, including both churchgoers and nonchurchgoers, are sufficiently concerned with questions of life's meaning that they will give attention to programs which deal directly with vital issues; in fact, they are likely to be impatient with indirection. Others will tune out any program which appears to demand much from them in terms of response. The same person may be in different frames of mind at different times.¹⁴

Dennis Benson, in "Electric Evangelism," comments on the need to be relevant, to meet the audience where they are, and to know who the audience is in formulating and scheduling a program.

If we are using the same structures of worship, study, outreach, and fellowship in our community that were used 15 years ago, something is wrong. During the same span of time most major corporations have changed several times in their marketing, managing, and accounting procedures. The world has changed in life-mode numerous times during this period. The fermenting nature of our message keeps expanding those who bear it. The change of the world nicely meets the expansive nature of the message. Yet, most faith communities are not using new wineskins.¹⁵

Benson continues by mentioning that much of that which is labeled religious broadcasting is not listened to because of the *form* chosen for the program. Some broadcasters are learning more about their existing audiences by using extensive research techniques to determine the needs, goals, interests and resources of their audiences. And this is much needed.

Image of Gospel Broadcasts

However, in addition to sampling already known audiences, which has already been seen to be a very limited one, the need to research *potential* target audiences, and learn something of their characteristics and program preferences, seems to be obvious. What also needs to be gleaned is an understanding of what the remaining 96 to 98 percent (those not served by Gospel programming) have by way of an image of Gospel broadcasting in general and Gospel broadcasters in specific.

This understanding will involve both the church and the unchurched. It will in-

volve the born-again population; the religious promoralists; the idealistic moralists; the amoral immoralists and the secular humanist segments of our population.

Researching potential audiences will require great care taken in the design of the research itself. The analysis of attitudes which are predictors of behavior cannot be oversimplified.

Every attitude is in some way related to and affected by the multiplicity of remaining attitudes in any one person and within groups of persons. Research that isolates opinions or attitudes on certain issues and then views them out of context can only be expected to give sketchy and conflicting results. In-depth questions and complex problems call for the employment of analyses which simultaneously view the interaction and interrelationships of a multiple group of pertinent attitudes.

Many forms of multivariate (multiple variable) analyses are available and widely used by marketing decision makers in industry. Multivariate analysis will yield the accuracy and depth required as an information base to enable broadcasters to take tangible steps toward understanding their image and developing program forms to fit the needs of potential audiences.

Attention therefore must be given not only to understanding the images the public has of Gospel broadcasters, but to the methods, approaches and channels of communication necessary to most effectively reposition their image to the 96 to 98 percent. It may be as Gospel broadcasters investigate to determine accurately and understand the whys concerning the image they have within varying segments of our society that key questions will materialize.

Why are credibility and believability seemingly lacking in Gospel broadcasts to some potential audiences? What can be done to bridge the credibility gap and increase audience penetration? What audiences would be receptive to the message but reject the programming form? What personalities will appeal to what population segments? What segments have spiritual needs and are seeking to be "reached?" How can the "lost" be reached if such a small segment of those who believe are served? What values represent common ground between a potential audience segment and a particular broadcaster? How can existing audiences still be served while

extending the outreach to the larger potential audiences?

Core Strategy

Reaching potential audiences must include a *core strategy*. The goals should be outlined and stressed in meaningful terms on the most basic levels. Values associated with points to be emphasized should be tested to insure they are *understood* and *identified with* by those they are intended to reach.

They should be communicated by means of channels of information known to most effectively reach clearly identified sectors of the marketplace, rather than having their appeal to limited segments of the Christian community.

Messages directed primarily at the hard core Christian community are meaningful and necessary. But a serious blunder is committed whenever solid religious audiences incorporate the major thrust of a communication effort that needs to be heard by the masses!

If the intended audience for the message has not been clearly and accurately identified and understood; if the channels of communication have not been chosen to effectively reach all segments of the target audience, then the result will have no more effect than if Gospel broadcasters were doing nothing more than talking to themselves!

The goal is to reach convincingly the unreached. When accomplished, the masses will be less subject to anti-religious rhetoric in the shaping of their opinions. A reasonable expectation might be to have the image of Gospel broadcasting reshaped and credibility strengthened.

Another consequence might be to have Gospel broadcasting perceived and approached as a much needed, positive, cohesive force in our society ... one that is sensitive to the needs of the populace and that is doing its part to diligently and genuinely help its audiences.

Another key expectation certainly could be to maximize the use of the most powerful man-made vehicle of communicating the message of the Gospel ever known. The spiritual renewal being experienced in our society continues. Who knows the sparks that might be created to transform renewal into revival if we would better understand those we need to broadcast to. NRE

Morris E. Ruddick is president of Ruddick Research International, Inc., a full service market planning and communication research consulting company.

Footnotes

¹ C. Everett Lamberson, "What About the Ninety and Nine?", *International Christian Broadcasters Bulletin* (Colorado Springs, Colorado, June 1971), p. 8.

² Paul I. McClendon, "The Research Perspective," *Religious Broadcasting* (Madison, New Jersey, June/July 1974), p. 14.

³ John Naisbitt, "The Restructuring of America" (Washington 1981)

⁴ C. Everett Lamberson, "What About the Ninety and Nine?", *ICB Bulletin* (Colorado Springs, June 1971), pp. 3, 8, 9.

⁵ Alan Nichols, *The Communicators* (Sydney, 1971), p. 38.

⁶ Wilbur Schramm, *The Process and Effects of Mass Communication* (Urbana, 1971), p. 32.

⁷ David K. Berlo, *The Process of Communication* (New York, 1960), p. 98.

⁸ Edgar Crane, Albert Talbott and Rosarita Hume, "Time Use Profiles and Program Strategy," *Journal of Broadcasting* (Philadelphia, Fall 1961), pp. 335-343.

⁹ McClendon, "The Research Perspective," p. 14.

¹⁰ Eugene J. Kelley, *Marketing Planning and Competitive Strategy* (Englewood Cliffs, New Jersey, 1972), pp. 33-39.

¹¹ James F. Engel, "Communication Strategy," *ICB Bulletin* (Colorado Springs, Third Quarter 1973), p. 10.

¹² Everett C. Parker, David W. Barry and Dallas W. Smythe, *The Television-Radio Audience and Religion* (New York, 1955), p. 415.

¹³ Donald Smith, "Are We Talking to Anybody?" (Unpublished, March 1971), pp. 1-6.

¹⁴ John W. Bachman, *The Church in the World of Radio-Television* (New York, 1960), pp. 146-148.

¹⁵ Benson, p. 14.



It's a simple matter to purchase superior quality cassettes when cost is no consideration.

Your edge lies in obtaining those same cassettes at substantial savings. Call or write for information.

IMAGE MAGNETICS
(201) 835-1498

91 Route 23, Riverdale, N.J. 07457

(Circle 149 on the Reader Service Card)

(continued from page 20)

tions, which is the current FCC maximum for a single corporation.

Each station features a variety of music, news and inspirational programming, a distinctive aspect of which is the lack of commercial spots. The stations thrive solely on faith giving from the listeners.

Bolthouse is a graduate of Grand Rapids (Michigan) School of the Bible and Music and has been active in Christian ministry for more than 30 years.

Since Bolthouse was not present at the NRB gathering, Charles VanderMeer, director of *Children's Bible Hour* and a Family Life Radio Board of Directors member, accepted the award for the stations.

WNBC-TV's First Estate Earns NRB Merit Attention

WASHINGTON, D.C. (NRB)—Dr. Russell Barber, religion editor for WNBC-TV/New York, received an NRB Award of Merit for his weekly television program, *The First Estate: Religion in Review*.

As producer and host of the interdenominational, public affairs program, Dr. Barber has since 1973 demonstrated a balanced approach to religious journalism.

Religious Heritage of America honored Dr. Barber and his program in October 1982 with a Faith and Freedom Award. Another honor was bestowed in 1979 when Queen Elizabeth II invested Dr. Barber in the Most Venerable Order of the Hospital of St. John of Jerusalem.

Dr. Barber is a member of the Board of Directors of the Templeton Foundation for Progress in Religion and a past chairman of the Templeton Board of Advisers. He serves on the Public Information Committee of the American Cancer Society. Dr. Barber also is a member of the World Association of Christian Communicators and the Religious Public Relations Council.

The recipient's formal education includes a Bachelor's degree at the University of Puget Sound, Tacoma, Washington, which now offers a scholarship in his name. He received a Master's degree in 1957 from Stanford University and a Ph.D. in com-

munications in 1963 from Northwestern University.

Dr. Barber has served on the faculties of Northwestern University, Loyola of Chicago, Hunter College, City University of New York, New York University and St. John's University, New York City.

A recognized scholar, Dr. Barber was a guest lecturer for NRB's Summer Institute in Communications in June 1981.

Four Honored by Hispanics and Blacks

WASHINGTON, D.C. (NRB)—Four ethnic religious leaders were recognized at the NRB 84 convention for their contributions to the field of Christian broadcasting. The awards plaques, presented at an Ethnic Fellowship Breakfast on February 1, were given to Robert Remington of Costa Rica, Hugo Ruiz of Fort Worth, Texas; Joseph Brown of Baltimore and Smallwood Williams of Washington, D.C.

Robert Remington was honored by delegates for more than 30 years of outstanding service to Christian mass media in the Spanish world. A native of the United States, Remington is now retired as a Presbyterian

missionary in San Jose, Costa Rica. He is founder and former president of DIA, the Inter-American Broadcasting Association, which is NRB's Latin American counterpart. DIA was started as an outreach of the Latin America Mission, Coral Gables, Florida. DIA, like NRB, is now independent of its founder.

Dr. Hugo Ruiz, who presides over the largest Hispanic Christian radio network in the world, was honored for excellence of programming. A Fort Worth resident, Dr. Ruiz has directed for over 20 years the Spanish Language Division of the Southern Baptist Radio and Television Commission. The Baptist programming stretches throughout the Hispanic world, according to Hispanic NRB director H. O. Espinoza, who presented both awards. Dr. Ruiz, a native Colombian, is also a noted radio speaker and author.

Meanwhile, Black broadcasters of NRB commended Joseph Brown of Baltimore, known to many as "Preacher Brown." He pastors the 500-member Manna Bible Baptist Church and preaches each week on the 15-minute radio broadcast, the *Grace Memorial Hour*. Each Sunday morning Brown is also seen on cable channel 49 from Red Lion, Pennsylvania, an expanded ministry he

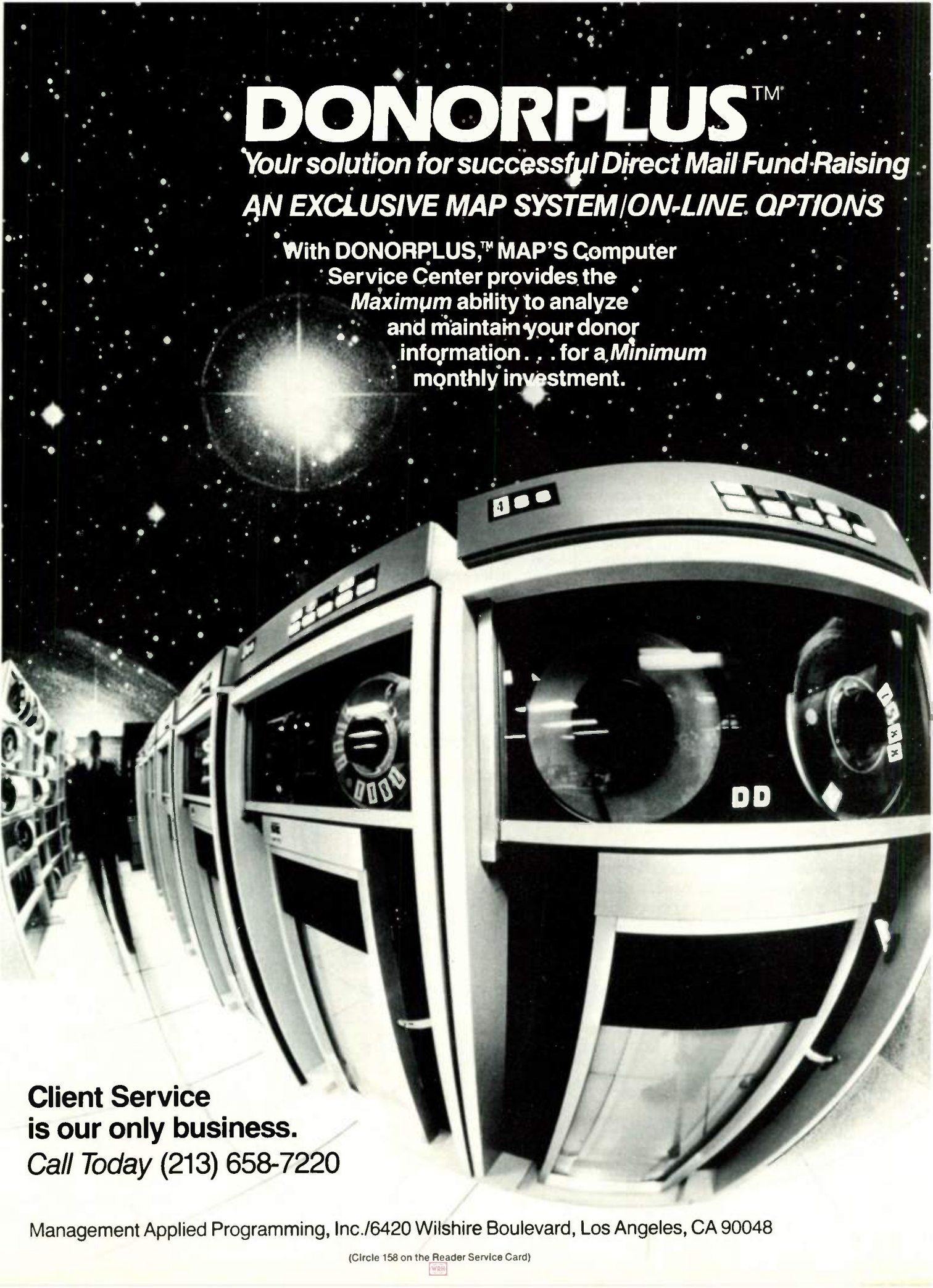
Dr. Hugo Ruiz (l.) accepts NRB award for the Spanish language division of the Southern Baptist Radio and Television Commission from NRB president E. Brandt Gustavson (c.) and executive director Ben Armstrong.



DONORPLUS™

Your solution for successful Direct Mail Fund-Raising
AN EXCLUSIVE MAP SYSTEM/ON-LINE. OPTIONS

With DONORPLUS™ MAP'S Computer Service Center provides the *Maximum* ability to analyze and maintain your donor information . . . for a *Minimum* monthly investment.



Client Service
is our only business.
Call Today (213) 658-7220

Management Applied Programming, Inc./6420 Wilshire Boulevard, Los Angeles, CA 90048

(Circle 158 on the Reader Service Card)



began in 1979. He serves on many Christian boards including Liberty Baptist College, Lynchburg, Virginia.

Dr. Smallwood E. Williams, presiding bishop of Bible Way Church of Our Lord Jesus Christ World-wide, Inc., Washington, D.C., was also honored by NRB Black broadcasters. He was speaker at the NRB Ethnic Fellowship Breakfast. A religious broadcaster, Dr. Williams has received many honors in more than 50 years of preaching ministry. The board of directors of Religious Heritage of America in 1983 named Dr. Williams recipient of their Gold Medal for his service to the Gospel.

At the Hispanic NRB Luncheon the same day, director Espinoza also awarded NRB's executive director Ben Armstrong "for his patronage to HNRB as our founder" and president E. Brandt Gustavson "for his open support of HNRB." Luncheon speaker was Paul Finkenbinder.

Internationals from 23 Countries Were Honored at Banquet

WASHINGTON, D.C. (NRB)—NRB's global influence was evident as 23 delegates from foreign countries were honored at the NRB 84 International Banquet. The delegations were invited by NRB "to learn how to establish religious programming in their countries," said Harvard Jee, NRB international chairman and host of the banquet.

"Unlike the U.S., many foreign countries make it difficult for broadcasters to gain licenses for religious programs," continued Mr. Jee. "We want to help these delegates to become aware of what is being done in this country and then to encourage them to establish Christian television and radio stations in their countries."

The delegations attended the seminars and workshops, as well as plen-

ary sessions, some with translators. Many of the delegates spoke English, and American programmers and producers were asked "to make personal contact with the foreign delegates and to share their testimonies and experiences in broadcasting."

The banquet featured West German singer Wilfried Mann. Awards were given to the heads of each delegation.

Evangelist Luis Palau, who was also a plenary speaker, received the award on behalf of the Argentinian delegation. Nilson Fanini of Brazil and Charles Ramsey of Bolivia accepted the awards on behalf of their countries.

Among the European delegates were Dr. Bert Dorenbos of Holland, Horst Marquardt of West Germany, David Winter of the United Kingdom, Ruben Gil of Spain and Mr. Kvalbein of Norway.

From the Middle East, Sejean Azzi

How to Build a Better Compact Professional Recorder

Follow this step-by-step guide to build your own high-performance professional recorder.

1. For your design team, hire the same engineers responsible for world's premier multi-track recorder, the *STUDER A800*.
2. Employ meticulous Swiss and German craftsmen for all fabrication and assembly.
3. Use solid aluminum alloy die-castings for chassis and headblock.
4. Use only professional-grade mechanical and electronic components.
5. Make your own audio heads to ensure the highest quality.
6. Include the following standard features: Balanced and floating + 4 inputs and outputs • Calibrate/uncalibrate switches • Self-sync • Tape dump • Edit mode • Full logic transport control • Servo controlled capstan motor • Front panel input and output mode switching • Universal power supply • Rack mount.
7. Provide the following options: Rugged, steel-legged console • Transport case • Monitor panel • Remote control • Vari-speed control • Balanced mike inputs

If you can do this for under \$2100*—by all means go ahead! But first, we suggest you consult with your *Revox Professional Products* dealer. He'll provide you with a ready-built *PR99*...so you can concentrate on building your reputation as an audio professional.

STUDER REVOX



Studer Revox America, Inc. 1425 Elm Hill Pike • Nashville, TN 37210 • (615) 254-5651

*Manufacturer's suggested list price \$2095.00. Contact dealer for further pricing information.

(Circle 134 on the Reader Service Card)

received the award on behalf of the delegation from Lebanon.

Samuel Wu received the Republic of China's award and Mr. Kang accepted a special award honoring the Rong-Shing Children's Chorus.

From the Caribbean, General McCarthy Robert represented the delegation from Tobago, West Indies. Bob Rodriguez of Puerto Rico and Charles Denyer of Costa Rica accepted the honors on behalf of their countries.

Other nations represented were: the Philippines, Korea, Honduras, Venezuela, Colombia, Peru, Ecuador, the Dominican Republic and Mexico.

Canadian Noted For Syndicated Television Program

WASHINGTON, D.C. (NRB)—The Award of Merit for Syndicated TV Program was presented to *100 Huntley Street* at the 1984 NRB National Convention. David Mainse, president of Crossroads Christian Communication, Inc., and host of *100 Huntley Street*, received the award.

100 Huntley Street, originating from Toronto, Ontario, Canada, is a 90-minute daily telecast featuring interviews, gospel music, Bible teach-

ing, reports of prayer requests, thanksgiving, and praise. Telephone counselors are available during the program to provide a personal contact for the viewers. *100 Huntley Street* is seen daily on the Global Network in Ontario and on stations across Canada and the United States.

Crossroads is anticipating an expanded outreach by satellite on Canada's recently approved full-time religious satellite channel.

Crossroads applied for a satellite channel in February 1981, and was denied until the Canadian Radio-Television and Telecommunications Commission (CRTC) studied the issue. It has been a long wait, but Crossroads has received word that a religious satellite channel has been approved and the CRTC would begin receiving applications for this new license. Crossroads is making application. (See *RELIGIOUS BROADCASTING*, December 1983, p. 12.)

Student Video and Audio Programs Honored

WASHINGTON, D.C. (NRB)—At the NRB convention, the Intercollegiate Religious Broadcasters (IRB) recognized winners of the Student Achieve-

ment Awards for 1984. Winners have been designated in two categories: video and audio. Commendations were presented to student producers of three program types: Documentary/Information, Commentary/Public Affairs, and Commercial/Public Service Announcement.

Top winners were:

Video: Michael Korpi, Baylor University (Waco, TX), Documentary/Information: "Working for the Harvest."

Audio: Gregg Shaw, Liberty Baptist College (Lynchburg, VA), Documentary/Information: "Liberty Life."

In addition, the following students were commended for the outstanding entries in other categories:

Video: Jennifer Matthews, Cedarville College (Cedarville, OH), Commentary/Public Affairs: "Home Schooling: A Parent's View."

Video: Robin Black, Wheaton College (Wheaton, IL), Commercial/Public Service Announcement: "Helping You Help Others." MAP International.

Audio: Michael Mazzalongo, Oklahoma Christian College (Oklahoma City, OK), Commentary/Public Affairs: "The Daily Gospel."

Audio: Ed Fry, Southwestern Adventist College (Keene, TX), Commercial/Public Service Announcement: "Back to School."

ATTENTION: Ministers — Radio & Television Station Managers

Now you have the opportunity to raise up to \$50,000 for your organization, church or group, and have FUN while doing it. Our successful alternative to you is **TRAVEL!!**

Let Good Shepherd Tours show you how to raise funds on a low key basis. WE SPECIALIZE IN YOU!

This unique plan is excellent for both profit or non-profit groups.



Call or write immediately for a FREE brochure at no obligation:

GOOD SHEPHERD TOURS

**Suite 313
8700 Stemmons Frwy
Dallas, TX 75247**

**PHONE:
(214) 630-1713
1-800-527-3561.**

*“As long as he sought the Lord, God made him to prosper.”
II Chronicles 26:5*

(Circle 216 on the Reader Service Card)

1984 NRB CONVENTION TAPES

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
- 84-8B EVENING PLENARY - ROBERTSON, DODGE
- 84-7 AFTERNOON PLENARY - PALAU
- 84-8A) ANNIVERSARY BANQUET - HOFFMANN,
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

CLASSIFIEDS

EMPLOYMENT

Operations manager needed by commercial inspirational AM. To manage programming, news, production and community involvement. Professionals send resume, tape and salary history to: KHEP, 3883 N. 38th Ave., Phoenix, AZ 85019.

Announcer wanted-Immediate opening for full-time announcer for a 5000-watt gospel station in Billings, Montana. Send aircheck and resume to Herm Elenbaas, c/o KURL Radio, PO Box 31038, Billings, MT 59107.

Help wanted: WZZD, Philadelphia, PA, 50,000-watt Christian formatted station seeks aggressive, qualified spot sales person. For interview, call 215/242-6300. EOE.

Director of Engineering wanted for new Christian UHF station

in major market. Write to Box 4A, NRB, CN 1926, Morristown, NJ 07960.

TV Scenic Design - The Christian Broadcasting Network, Inc., an evangelical Christian ministry, has immediate openings in their scenic services department for: **set decorator** with ability to coordinate floor plans to sets relating to character and with knowledge of furniture styles, draperies, drapery patterns and treatments. The successful candidate will have a design degree or four years experience in interior design, commercial display, theatrical or television scenic work; **prop handler** responsible for preparing and placing daily props on sets, handing props to actors, re-setting props during down-time between retakes, striking daily props to storage area until next production and organizing weekly prop list. Must have a minimum of two years experi-

ence in television and scenic design terminology. Must be flexible, organized, able to construct props... sewing, upholstery and drapery work and have a working knowledge of the use of basic hand and scenic art tools; **carpenter** with three years scenic or commercial carpentry experience to construct, from blueprints, all sets and props. Requires knowledge of working with commercial woodworking equipment along with skill in application of all types of construction materials; **painter** responsible for preparing and applying all types of finishes, wallcoverings and texture to obtain the designed look. Requires a detail oriented person with three years of scenic or commercial painting experience with skills in trim work, sprayed finishes, textures and wallcoverings; **millwright** to set up machinery; maintain and care for mechanical equipment and tools and to coordinate work of

apprentice and helpers assigned to metal shop. Must be able to perform much of the metal fabrication for scenic metal shop. If you feel led and wish to serve, send resume, salary history and pictures of recent work, in confidence to Employment Manager, The Christian Broadcasting Network, Inc., CBN Center, Virginia Beach, VA 23463. CBN is an equal opportunity employer.

Composer/arranger/pianist seeks free lance or fulltime in radio, TV. Also research consultant abilities in communication and news media. Contact Rev. B. Lepley, Washington Square Church, 135 W 4th St., New York City 10012, (212) 533-7032 or (212) 777-2528.

Outstanding opportunity for young Christian to become manager of a Christian radio station. Strong sales background required. Located in a Mid-Western town; metro area

Second edition NRB CASSETTE CATALOG

For your LATEST, COMPLETE catalog of NRB audio cassettes, send this coupon with your name and address and \$1.00 to cover cost of postage & handling to: NRB/CN 1926/Morristown, NJ/07960.

\$1.00 will be credited to your first tape order.

Name _____
 Organization _____
 Address _____
 City/State/Zip _____

Billy Graham, Francis Schaeffer, Carl Henry, Malcolm Muggeridge, President Reagan, and other famous speakers from NRB conventions are among the names in the NRB audio tape library. PLUS, workshops designed for radio and TV broadcasters in management, programming, engineering, cable, low power TV, and satellite. Special events, press conferences, regional meetings to keep you informed, share with your staff, your church; it's a convenient way to build your own tape library.

Send for your catalog today to: NRB/CN 1926/Morristown, NJ/07960/(201)428-5400.

VANIMPE/WILSON/HART/MAINS/WILEY/FOWLER/LOCKRIDGE/
 HOFFMANN/KILLMAN/LAHAYE/PALAU/
 ROBERTSON/BAKKER/WILDMON/EPF/
 HUMBARD/DEHAAN/SCHULLER/MCGEE/COOK/VANDERPUY/OLDFORD/DUNN/COLSON/FALWELL/
 ROBERTS/ROBISON/BRIGHT/DRAPER/CONLAN/HILL/STANLEY/

of over 300,000. Only Christian station in area. Compensation \$25,000 plus. Contact: Box 4G, NRB, CN 1926, Morristown, NJ 07960

Operations Manager - six years professional experience, desire position in medium size market. Contact: Glen Erdman, 225 Lake Ave., Trumbull, CT 06611 or call 203-261-7873.

Announcers needed - Due to expansion, major Christian radio network needs announcers to work with a quality, non-charismatic, conservative, Christian music format. Send tape, resume and references, including a reference from your pastor to Box 4B, NRB, CN 1926, Morristown, NJ 07960.

Veteran east coast news anchor/news director seeks position in Christian radio. Prefer west coast. Write or phone Phillip Painter, 29 Scenic Dr., Freehold, NJ 07728, 201-780-3876.

A World of Opportunity awaits you at Trans World Radio. Committed to reaching the unreached with the message of salvation through Jesus Christ, Trans World Radio is looking for people who will answer

God's call to become involved. Are you a studio operator, a secretary, a transmitter operator, an audio technician, a bookkeeper, a data processor, a general maintenance person?

Contact Trans World Radio to find how God can use your special talents and abilities in this tremendous ministry of international gospel broadcasting. Write Trans World Radio, Box 98, Chatham, NJ 07928.

FOR SALE

For sale: AM day, 1000 watts Christian station, southeast market. Operating profitable. \$160,000.00, good terms. Responsible inquiries only. Write Box 4E, NRB, CN 1926, Morristown, NJ 07960.

Gospel Station located in Southern state. 5000 watts. Includes real estate. Asking \$525,000; \$100,000 down payment. Balance negotiable. 803-585-4638.

Must sell - Color Camera Panasonic WV-2150 with WV-8250 control unit; FZ-160A zoom lens; Color monitor; Conrac 5732/RS13; Sony RM400 Editor; Panasonic NV-9100A U-

Matic Player; 2 U-Matic Player Recorders; Sony VO-2600 and JVC CR-6060U. Nearly new. Call J. Marvin at 815-939-4579.

BUMPER STICKERS
DESIGNED & PRINTED
(517) 339-3232
PREMIER SCREEN/DESIGN

ADVERTISERS

Agva Gaevart.....	14
Bott Broadcasting.....	5
Camera Mart.....	9
CBN University.....	17
CCR.....	33
Christian World.....	32
Crosslink.....	24
Tony DiGirolamo.....	20
Freedom Council.....	51
Good Shepherd.....	43
Image Magnetics.....	39
In Touch.....	ibc
KMJC.....	1
KNLC-TV.....	21
MAP.....	41
Mark IV.....	ifc
Moody.....	11
Nason.....	bc
NRB Convention Tapes.....	44-45
NRB Mailing List.....	46
NRB Tape Catalog.....	47
Otari.....	35
Luis Palau.....	2
J.L. Pierce.....	31
Polyline.....	34
Positive Transfer.....	13
Derek Prince.....	37
Religious Radio Guide.....	18-19
See Hear.....	49
Studer Revox.....	42
WCFC-TV.....	7

How to Place a Classified Ad

1. All classifieds must be prepaid.
2. Type all copy.
3. Indicate category: Employment, For Sale, Services.
4. Employment ads are \$20.00 per column inch.
5. All other ads are \$40.00 per column inch.
6. 20% frequency discount on 6 ads or more if payment of all ads is made in advance.
7. Box Numbers are available for additional \$15.00. Please supply complete forwarding instructions.
8. Send copy, instructions, and check to:
Classified Ads
Religious Broadcasting
CN 1926
Morristown, NJ 07960

'84 Convention Attendees

IT WAS A CONVENTION TO REMEMBER!

OVER 3000 CAME!

DO YOU NEED TO CONTACT CONVENTION ATTENDEES?

NRB HAS A COMPUTERIZED MAILING LIST



PRESSURE SENSITIVE LABELS (or Cheshire format) IN ZIP OR ALPHA ORDER READY FOR YOUR MAILING

\$150.00

CHECK ENCLOSED

Lists cannot be returned or exchanged - Orders processed between 2-10 working days.

NAME _____

ORGANIZATION _____

ADDRESS _____

CITY/STATE/ZIP _____

MC

VISA

CARD NUMBER _____

EXPIRATION DATE _____

SIGNATURE _____

Mail to NRB/CN 1926, Morristown, NJ 07960 201/428-5400

Low-Cost Triax System Introduced for Sharp Cameras

The first Triax system to be priced under \$10,000 list is being introduced by Sharp Electronics Corporation.

The Sharp system, which is compatible with its new XC-900D camera with the Plumbicon® diode gun and its XC-800 unit with Saticon® II, includes a base station and compact adaptor which mounts directly to the camera.

The system enables the Sharp cameras to be remotely powered and controlled through the lightweight, economical Triax cable for distances up to one mile. It also permits the cameras to be used with existing Triax systems in many parks, arenas and stadiums.

For additional information, contact Professional Products Division, Sharp Electronics Corporation, 10 Sharp Plaza, PO Box 588, Paramus, New Jersey 07652.



Cavendish Offers "Plug Together" Videocassette Duplicator

The Dwight Cavendish Company, Wilmette, Illinois, announces the Cavendish videocassette duplicator.

The duplicator is a professionally engineered and factory-built videocassette duplication system designed in modules for easy expansion. Among the basic elements in the system are a video/audio routing switch, machine control and quality control systems.

Because the system is delivered with all cables cut to length and all connectors factory affixed, installation is reduced to a "plug together" task, and the unit can be operational within hours of receipt. The dupli-

cator will operate with all machine and system formats.

Wireless Microphone Receiver Features Ultra-low Noise

Cetec Vega's model R-24 Pro Plus wireless microphone receiver features infinite gain technology, ultra-low noise, dual-receiver diversity, and switch-selectable Dynex II, an advanced audio processing technique.

System dynamic range with Dynex II is typically 108 dBA. With Dynex II switched out, the ULNR (ultra-low noise receiver) has a 92 dBA S/N ratio.

For further information contact Cetec Vega, 1100 Mark Ave., Carpinteria, California 93013.

Orban Associates Announces New Compressor/Limiter

Orban Associates of San Francisco announces the availability of the new model 412A (Mono) Compressor/Limiter.

The new unit features user-adjustable compression ratio, attack time, release time, and threshold controls in addition to input and output attenuators. Peak limiting and compressor functions are crosscoupled to eliminate potential pumping and modulation effects.

Suggested retail price of the 412A (Mono) is \$425, and it mounts in a single rack space.

For further information, contact Orban Associates, Inc., 645 Bryant Street, San Francisco, CA 94107. (415) 957-1067.

Electro-Voice Produces New "World Class" Microphone

Electro-Voice announces the addition of the BK-1 microphone to its product line.

Also dubbed the "Black Knight" by EV, the BK-1 is a cardioid condenser mic especially suited to the needs of vocalists.

For further information, contact Greg Hockman, EV's Director of Marketing/Music Products, at 600 Cecil Street, Buchanan, Michigan 49107.



JVC Introduces Receiver Monitor with Wireless Remote

The C-1483UM from JVC Company of America is a 13-inch (diagonal) color receiver/monitor equipped with wireless remote control, including volume control, channel selection and power on/off, VCR cable, 8-pin to 8-pin monitor cable and comb filter, all packaged in a non-reflecting gray, slim-design cabinet.

For further information, contact US JVC Corporation, 41 Slater Drive, Elmwood Park, New Jersey 07407.

Production Switchers Available for Component Video

The Grass Valley Group, Grass Valley, California announces two broadcast-quality production switchers for component video. The switchers, designated 1600-1LCV and 1600-1XCV, offer operational features equivalent to those of the 1600-1L and 1600-1X systems for composite signals.

Each active switcher input is fitted with a transcoder, which may be calibrated for a variety of parallel component formats. Different inputs may be equipped for different formats, permitting use of RGB, Betacam and M format sources.

Two output transcoders may be fitted to provide, for example, RGB outputs for encoding and Betacam or M format outputs for recording.

The 1600-1LCV may be fitted with a parallel edit interface; the 1600-1XCV may be fitted with either a parallel or a serial E-MEM interface. These interfaces are supported by all major editor manufacturers.



**THE MOST ADVANCED
AUDIO CASSETTE LOADER
IN THE WORLD TODAY.**

AVAILABLE ON LEASE OR PURCHASE:

**Contact: Ray Jacobs
See Hear Industries
419 W. Walnut
Gardena, CA 90248
213-516-0315**

The **AVA**[™] 2001
Cassette Loader
Built for pros, by pros.

(Circle 250 on the Reader Service Card)

BROADCASTERS

After a period of hospitalization, evangelist **Billy Graham** is preparing for a three-month crusade blitz in Britain beginning next month. Stadium crusades are planned for eight days each in Bristol, Sunderland, Birmingham, and Liverpool. Four-day meetings will be held in Norwich and Ipswich.

Frank Suttle is the new managing director for Back to the Bible in New Delhi, India. He begins responsibilities on May 1, replacing **Bishan Singh** who retires after 14 years in the post. Suttle is assistant administrator of the Holy Family Hospital, New Delhi, and secretary of the New Delhi Bible Fellowship.

Focus on the Family president and host **Dr. James Dobson** will be a plenary speaker at the NRB Western Chapter convention September 16-18 in Los Angeles. Other speakers will include author **Joyce Landorf** and Disney actor **Dean Jones**. Dr. Dobson was host of a two-hour radio program March 25 over the Mutual Broadcasting System. The program featured a panel discussion on marital unfaithfulness, followed by a live call-in segment.

Leontine T. C. Kelly, a United Methodist minister from Nashville, Tennessee, will become the first woman to preach on the *National Radio Pulpit*, beginning in August. Broadcast continuously since 1923, the program airs on some 30 NBC Radio affiliates. She replaces **David H. C. Read** of Madison Avenue Presbyterian Church, New York City, who has been with the broadcast since 1964. The announcement was made by the Communications Commission of the National Council of Churches, which serves as program consultant.

The CBN Cable Network named two new sales executives to the national sales office in New York City. They are **Andrew Eder** and **Michael Hadlow**.

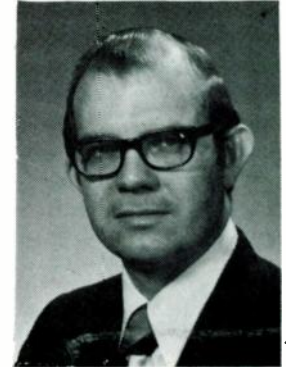
The Southern Baptist Radio and Television Commission has named **Fred R. Neyland** as director of telephone counselling for the ACTS Network, which commences in May. He comes to the Fort Worth post



Billy Graham



Reuben Gums



Don D. Petry

from an educational and outreach ministry at Plymouth Park Baptist Church, Irving, Texas.

Juan Gill, president of Evangelism in Action, Madrid, has been named coordinator of an effort to present evangelical programs in Spain. The Spanish government, according to a release, has decided to give regular free air time "to non-Catholic confessions." This will establish an evangelical presence in a country where some 50,000 evangelicals are lost in a population of 40 million. Seven denominational groups will produce the radio and television programs that, according to estimates, will reach 15 million people.

The Asia Christian Communications Fellowship, based in Singapore, has named three new board members. They are **Paul Estabrooks**, a Canadian currently Southeast Asia coordinator for Open Doors with Brother Andrew, and formerly with the Far East Broadcasting Company; **Dr. Ronald Hill**, an American who chairs the Thailand Baptist Mission; and **John Lin** of Taiwan, executive director of the Far East Broadcasting Associates in Singapore since 1977.

Les Butler of WYCA-FM/Hammond (Indiana) has been named one of the top ten southern gospel D.J.'s in America in the People's Choice Awards. Butler hosts a three-hour weekly music program, *Crossroads*, on the Crawford Broadcasting station.

The Laymen's National Bible Committee has named a long-time reli-

gious broadcaster as executive director. **Reuben H. Gums**, the new director, headed the communications department of the Philippine Federation of Christian Churches, the Church Federation of Greater Chicago and the Council of Churches of the City of New York. In 1974 he became the first executive director of the Tri-State Media Ministry (TRIMM), an ecumenical broadcasting agency serving all churches in the New York City market.

Dr. Don D. Petry, vice president for administration at CBN University, has been named interim president of the 350-student school. He served as executive vice president of Northwest Missouri State University for eight and a half years before joining the CBNU faculty in January 1978. Petry replaces **Dr. Richard F. Gottler**. A presidential nominating committee has been formed.

Larry Soblotne has been named satellite program director for the Bible Broadcasting Network, Chesapeake, Virginia. He is responsible for sound quality and personnel. A graduate of Pillsbury Baptist Bible College and Brown Institute of Radio Broadcasting, he has managed several stations including WYFG/Gaffney (South Carolina).

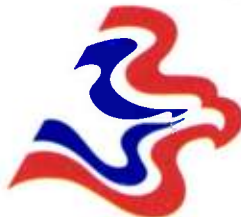
"Eternity" magazine has a new executive editor who has been a broadcaster for eight years with National Public Radio, Washington, D.C. **Kenneth A. Myers**, 30, of New Carrollton, Maryland, was editor of NPR's *The Sunday Show*. He replaces **Stephen Board**.

- 1925 - TEACHING OF EVOLUTION IN PUBLIC SCHOOLS**
- 1948 - RELIGIOUS INSTRUCTION RESTRICTED IN SCHOOLS**
- 1962 - COURT BANS STATE PRAYER IN PUBLIC SCHOOLS**
- 1978 - CAROLING PROHIBITED IN MANY SCHOOLS**
- 1981 - CROSS IN PARK DECLARED UNCONSTITUTIONAL**
- 1982 - CHURCH IN LOUISVILLE, NEBRASKA PADLOCKED**
- 1983 - SUIT AGAINST THE "YEAR OF THE BIBLE" PROCLAMATION**

When will this trend end? Some hope not until America's free from religion. Void of God.

Don't just wait and watch it happen. Stand up for the religious freedoms our forefathers fought for.

Write or call the Freedom Council today for a free subscription to the Freedom Report newsletter.



The Freedom Council

Virginia Beach, VA 23466-0001 (804) 424-6093

(Circle 199 on the Reader Service Card)

AIRING OUR VIEW

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

Bad Laws Are Made to Be Changed

Some churches are getting tired of being pushed around by short-sighted legislators who make bad laws and don't have enough sense to change them.

If that sounds like fighting words unworthy of the followers of gentle Jesus, let it be remembered that once Christians are convinced an issue is reduced to an irreducible confrontation between God and Caesar, they ask no quarter.

An ongoing case in point is the Faith Baptist Church of Louisville versus the State of Nebraska. The problem began in 1977 when the 150-member congregation opened Faith Christian School in the church basement without seeking approval from the state.

The church refused to apply for certification on the principle of religious liberty. A "God-centered education" for their children is as much a part of their faith as prayer and Bible study.

The state requires that all schools, whether secular or religious, be approved and all teachers be certified on the principle of insuring quality education. Nebraska is one of only ten states that have such a requirement.

Talk gave way to push and shove in 1979 when the school was ordered shut and the church refused. The state's decision was upheld by the Nebraska Supreme Court and two years later the United States Supreme Court declined to review the case.

Since then the church has been padlocked twice. The pastor, Rev. Everett G. Sileven, has been jailed for 120 days. Seven fathers of children in the school have been jailed, while their wives and twenty-three children fled the state in fear of a similar fate. On one occasion armed police broke up a prayer meeting and evicted some 100 worshipers from the church.

On their part, defenders of the church day school reacted with a disappointing lack of Christian love. State legislators were harassed by midnight phone calls and accused of being tools of the devil. The pastor called for a boycott of local businesses and the entire state tourist industry of parks, restaurants and motels for no other reason than that they remained silent in the dispute.

The dust and din of confrontation subsided momentarily in February when parents agreed to keep the school closed and the jailed men were released. But only momentarily. The central issue has yet to be resolved.

Other church day schools in Nebraska are approved by the government and taught by certified Christian teachers free of state interference. But that is not the key problem.

Local officials and townspeople scoff at the

pastor and his congregation as just so many Don Quixotes tilting against windmills instead of real issues. But that is not the key problem.

The Baptist school children routinely did better on standardized tests than those in public schools—which may explain in part why the National Education Association backs the state. But even quality education is no longer the key problem.

The critical issue yet to be resolved is whether government can impose its contrary will on church-sponsored, church-directed schools that are an essential expression of their members' faith and conscience.

Clarence Pendleton, chairman of the Federal Civil Rights Commission, said that "if the state doesn't reasonably accommodate in a formal fashion the free exercise [of religion] of these schools, it may be in violation of our Constitution."

Evangelical leaders generally take a similar position. They reason that if students in a church day school are receiving an academic education demonstrably equal to their public school peers, the state cannot meet the constitutional requirement that it show a compelling cause for control sufficient to override religious liberty.

This kind of crisis is far from being a Don Quixote fantasy.

The disputed principle of state control pushed the Faith Christian School to the firing line of First Amendment rights. Two other Christian schools in Nebraska are locked in similar legal hassles and over fifteen other independent church schools are also on the state's hit list. Similar cases are developing in Maine and North Dakota, where educators are closely watching the Louisville fracas.

President Ronald Reagan, concerned over the issue, told National Religious Broadcasters recently in Washington: "Is it not time for the Nebraska courts or legislature to solve this problem by a speedy reconsideration? I hope some way can be found to resolve the legal issues, without having people put in jail for doing what they think is right."

It is hard to think of Nebraska, where men walk tall under the big sky, as "the most despotic of any state in the country," as critics allege. The state legislature now in session has the opportunity to prove that bad laws are made to be changed.

Such a conciliatory move would at least give Christians a breathing spell before somewhere else they have to dig in their heels under the next assault of government to make the church knuckle under its every jot and tittle.

—Robert L. Niklaus



A thoroughgoing commitment to biblical principles

That characterizes IN TOUCH Ministries – all the way from the message taught by Dr. Stanley to how we relate to station owners and managers and other program producers. That is true also in our relationship to employees and suppliers. That characterizes this ministry – a Spirit-controlled walk with God among all those with whom we relate on a daily basis. And God has honored this ministry and this mode of operation – because we have honored Him.



IN TOUCH Ministries
P.O. Box 7900
Atlanta, GA 30357
(404)881-0550

We Direct More Than Television

Our staff includes more than television directors. We have a director of public relations whose efforts can help spread your message of ministry to the world. Our director of marketing can direct you towards an effective campaign of fund-raising, special events, direct mail and provide you with powerful advertising methods that define your ministry.

However, don't overlook us when it comes to television production. Our professional team of award winning experts can create and develop your next special or weekly television program.

CALL US TODAY.

Find out how easily we can make it happen for you.

NASON MEDIA CORPORATION
2040 South Santa Cruz St., Suite 115
Anaheim, California 92805
(714) 978-8112

