

# religious broadcasting

MAY 1984

NRB 36

C 0009880

MASS MEDIA CONSULTANT

LIFGO DOMINGO

FOX 3930

HOLLYWOOD

CA 90028

**More Light than Heat — At Last!**

**How to Identify and Attract an Audience**

**Satellite Technology and Christian Mission**

**Time Is Prime for Religious Cable**





# WORLDWIDE HEALING SERVICE

We wish to publically thank Oral and Richard Roberts for allowing Victory Communications International the honor of serving two men obedient to God's special call. On February 26, 1984, Oral once again prayed for the needs of the people ... hundreds were saved, thousands were healed and rejoiced in praise to our living God.

As Richard preached live from South Africa,

thousands joined Oral in over 200 sites globally. Over 1000 articles were printed in secular media across America proclaiming once again Oral has not lost his aim ... his call to "Heal My People."

Thank you Oral for this "High Tech Tent Meeting" ... Thank you Oral for answering God's call again and again ... Thank you Oral for building our faith ... Thank you Oral for being Oral ... God bless you always!



Post Office Box 2612

Scottsdale, Arizona 85252

(602) 949-9689

(Circle 191 on the Reader Service Card)

San Diego Means Response!

**KMJC Christian Radio**  
KING MASTER JESUS CHRIST

# Keeps the Christian Momentum Going!

- THOUSANDS OF DOLLARS IN TV ADVERTISING CAMPAIGN!
- THOUSANDS OF PROGRAM SCHEDULES AND BROADCASTER ADDRESS LISTINGS DISTRIBUTED ON AN ONGOING BASIS!
- CASH AND PRIZES GIVEN AWAY TO OUR RESPONSIVE LISTENERS!
- CONSTANT PROMOTIONAL SUPPORT FOR YOUR MINISTRY!

**NO WONDER OUR AUDIENCE IS RESPONSIVE!**

## KMJC Keeps San Diego Tuned In

In California's 2nd Largest City, San Diego's Population is Reaching 2,000,000! And, KMJC is the Christian Voice of San Diego!

LET KMJC WORK FOR YOU —  
CALL OR WRITE US NOW FOR  
COMPLETE STATION AND  
MARKET DATA

910  
ON THE  
AM DIAL

**KMJC**  
KING MASTER JESUS CHRIST

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

### LOS ANGELES:

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



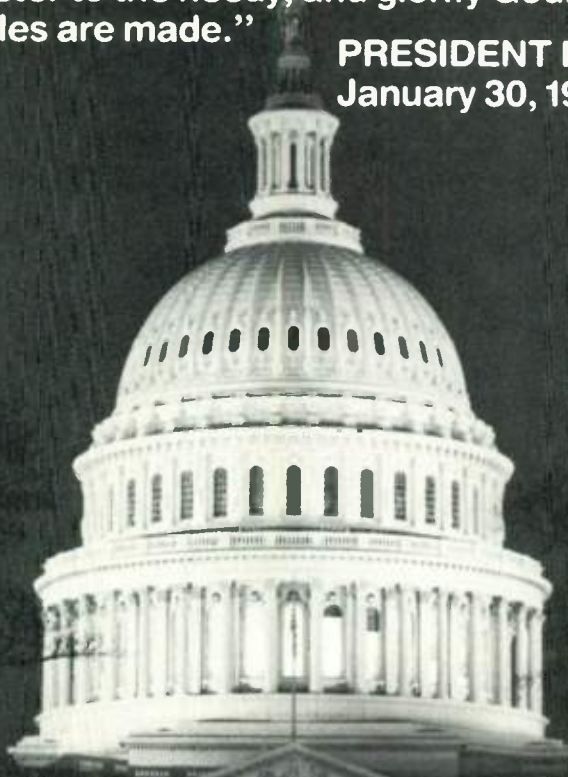


# MOODY BROADCASTING NETWORK

84 NRB CONVENTION

“Religious broadcasting projects like ... Moody Bible Institute’s **OPEN LINE** radio program ... show us that lives are saved, people are reborn and, yes, dreams come true when we heed the voice of the spirit, minister to the needy, and glorify God. That is the stuff of which miracles are made.”

PRESIDENT RONALD REAGAN  
January 30, 1984



**OPEN LINE... *THE* NATIONAL, NIGHTLY  
CALL IN PROGRAM THAT **ENHANCES YOUR  
LOCAL PROGRAMMING!****

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

MOODY BROADCASTING NETWORK A MINISTRY OF MOODY BIBLE INSTITUTE

(Circle 121 on the Reader Service Card)

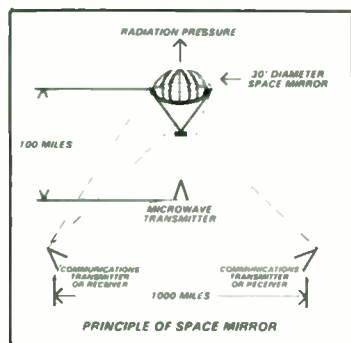




28



29



30



34

## FEATURES

- 18 More Light than Heat—At Last / Robert L. Niklaus**  
A landmark research project provides valid and invaluable data on religious television ministry in the United States and its impact on viewers
- 
- 20 How to Identify and Attract an Audience / Brad Burkhart**  
The second of a two-part series on steps by which religious broadcasters can ask hard questions and find right answers to improve their ministry
- 
- 27 Time Is Prime for Religious Cable / Ben Armstrong**  
Cable television offers today's best opportunity in the media for the church to reach out into the community with programming that meets people's needs
- 
- 28 Broadcasting Genesis in Bolivia / Tamara N. Browning**  
Lack of religious programming on local radio led some Bolivian missionaries into program production and university-level training of nationals
- 
- 29 Community-Minded Radio Has Clout / Larry Polk**  
Community involvement for WNYX in suburban Atlanta means taking a stand on moral issues to improve the quality of life for everyone
- 
- 30 Satellite Technology and Christian Mission / Erich H. Kraemer**  
The worldwide information revolution is being constantly accelerated by the proliferation of technology—and it can serve the Gospel as well

- 34 Satellite Booster to Church Interaction / Daniel J. Nicholas**  
One denomination is turning communications technology to good use as fast as it can be developed, and thus showing the way for others

## DEPARTMENTS

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

**Cover Story:** Reaching for the stars is not some fantasy game for satellite communications, but rather the expression of applied technology.

Art provided by Project Look Up.

# SPEAKING OUT

## The Eternity Factor



Recently a friend of mine died. Shortly before his death, his heart began to fail and his breath rate became slower and slower until finally he just stopped breathing. The words of the Psalmist David were fulfilled again:

*Lord, make me to know mine end, and the measure of my days, what it is; that I may know how frail I am. Behold, thou hast made my days as an handbreath; and mine age is as nothing before thee: verily every man at his best state is altogether vanity (Psalm 39:4-5).*

The realization of transience came suddenly and frightfully to a great king, Belshazzar, the son of Nebuchadnezzar, ruler of the great Babylonian

Empire. Belshazzar had succeeded his father as king and had taken the golden vessels from the temple in Jerusalem to use for his drinking parties. He had bowed down to false gods crafted from silver and bronze and stone. He had refused to recognize in the words of the prophet Daniel "that the most high God is Ruler over the realm of mankind." This heathen king had not humbled his heart, but rather had exalted himself against the God of Heaven.

Daniel boldly proclaimed "the God in Whose hand your breath is, and Whose are all thy ways, you have not glorified" (Daniel 5:23). And so, a mysterious Hand appeared to Belshazzar, writing a message of judgment upon the wall of his very banquet room. That night, Belshazzar died and his kingdom passed to Medo-Persian control.

I have been more impressed lately than ever with the fact that we are living in transient times. The handwriting of God is already visible in judgment over all who exalt themselves against Him, saying "We have no king but Caesar," and refusing to glorify the Ruler of mankind. But we live as well in a day when the eyes of God are still upon every sparrow that falls to the ground—and thanks to God, we are so much more valuable than many sparrows!

Let us do our work in broadcasting with glad hearts and thankful spirits. We must face the fact that life will soon be over and only what is done for our Lord Jesus will we take with us into eternity.

Lord, make us humble servants.

### E. Brandt Gustavson

President

National Religious Broadcasters

**The Common Thread:** One of the continuing problems of broadcasting for both programmers and station owners and operators is that of audience building. In various ways, this issue of *RELIGIOUS BROADCASTING* attacks that problem. First, by a landmark study that will go a long way toward defining who is "out there," and what impact religious television is now having on them (page 18). The second of a two-part series gives more suggestions on how to attract that audience (page 20). Another article shows probably the best bargain way to reach a significant segment of that audience (page 23), while a space communications scientist takes the long look ahead toward future options in religious broadcasting (page 30). All in all, the editorial mix gives just the kind of message the present editor wants to leave with readers of *RELIGIOUS BROADCASTING* as he moves into a more active communications ministry with his denomination: a message of optimism and excitement for the future of religious broadcasting. Thank you for the privilege of serving you through these pages.

# NRB

national religious broadcasters

E. Brandt Gustavson, *President*, Moody Bible Institute, 820 North LaSalle 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

Vol. 16 No. 5

*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 0034-079) 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 Parsippany, 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.

RELIGIOUS BROADCASTING is indexed in the Christian Periodical Index.

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.



Member, Evangelical Press Association



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. Cheei 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

Commission denies  
Turner petition  
on must-carry rules

The future of Christian television stations is a little more secure this month since the FCC denied the 1980 petition by cable magnate Ted Turner to repeal the must-carry rules that require carriage of all local television stations by cable systems. Turner Broadcasting Corporation was seeking immediate action through the courts. The FCC decision, which was on April 6, was unanimous. The commission found no evidence that deletion of the rules would not harm local TV stations.

Equal Access  
bill scheduled  
for House vote

The U.S. House of Representatives is scheduled to vote May 7 on a bill that would provide judicial remedy to student religious groups that are currently banned from meeting in public school facilities. The Equal Access Act (HR 5345), which is being sponsored in the House by representative Don Bonker of Washington and in the Senate by senator Mark Hatfield of Oregon (S.815), comes after defeat in the Senate of the President's Constitutional amendment on voluntary school prayer on March 20. That vote was 56-44 in favor of the amendment, just 11 votes short of the two-thirds majority needed for passage. By contrast the House bill on equal access passed the Education and Labor Committee by a wide margin (30 to 3) and has been receiving support from Democratic liberals. "Prospects look good for enactment in this session of Congress," commented Forest Montgomery, counsel for the National Association of Evangelicals' Office of Public Affairs. If the equal access issue proceeds to the Senate this month as expected, compromise wording will be required between the Hatfield bill and one advanced by Senator Jeremiah Denton of Alabama (S.1059). (See "Religious Broadcasting," July/August 1983, page 44.)

Conference planned  
for African Christian  
communicators

Religious broadcasting will be one aspect of a continent-wide conference this summer on the role of Christian communication in Africa. Scheduled for August 6-10 at the Kenya Technical Teachers' College in Nairobi, Kenya, the 200 attendees expected will critically review the state of Christian communication ministries and training needs in Africa, point towards possible channels of cooperation and facilitate formation of an African fellowship of Christian communicators. Under the chairmanship of Rev. S. Boakye-Yiadom, the African Christian Communicator's Conference will be the first such gathering on that continent.

CBN University  
graduates ninety  
this month

CBN University will hold its graduation ceremony on May 12 for some 90 graduate students. Commencement speakers will be Robert F. Jani, a California consultant who will be director of ceremonies for the 1984 Summer Olympics; and chancellor Pat Robertson, host of television's The 700 Club. CBNU is planning to grow by September from 360 to 500 students. In a related matter, CBN Center purchased another 289 acres of land near the Virginia Beach, Virginia complex for \$4.2 million. No immediate plans for the land were announced.



# 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

## FCC Begins Implementing BC Docket 80-90 to Expand Radio Opportunities

The FCC recently has taken major steps toward making hundreds of new radio stations available to the American public. This proceeding is referred to in FCC "shorthand" as "Docket 80-90," and has yielded a number of significant changes in the way FM broadcast channel allocations will be processed.

Undoubtedly the proposal to add hundreds of new applications has attracted the most attention, but 80-90 also has produced other, less flashy, changes that deserve the attention of broadcasters, their attorneys, and their consulting engineers.

It also should be noted that while some of the 80-90 developments are final, others are still in the proposal stage and may be subject to change if the FCC is persuaded by the comments it has requested.

For existing licensees, BC Docket 80-90 will substantially increase the competition in the radio station marketplace. For new broadcasters and daytime-only AM owners, depending on the rules adopted, this proceeding will provide an abundance of opportunities for new services.

### Implementation

In March the commission began implementing BC Docket 80-90 by requesting comments on a list of 684 communities to be assigned new FM channels and procedures for assigning the new channels.<sup>2</sup> The list of 684 is not final: the commission has requested comments on the proposed communities and suggestions for additional communities.

The criteria for determining which communities should receive new assignments is also undecided. The FCC proposed ranking communities based on their need for the following: first full-time service; first full-time local service; and minority or public radio service.

In order to evaluate the proposals consistently, the commission also suggested numerical weights for each of the above criteria. For example, first radio service would be worth four points, second radio and first local service would be awarded

by Richard E. Wiley

three points, etc.

In addition to soliciting comments on the procedures for choosing allocations, the FCC requested comments on its proposed procedures for filing and processing applications. Specifically, the commission is considering staggering the effective dates of channel assignments to avoid a paperwork blizzard and to ensure the orderly processing of applications. Channel assignments could be considered by geographic region, alphabetically by community, by population, or by channel number.

### Potential Problems

The commission also raised concerns about potential problems that a daytime-only AM licensee might face if the licensee applies for a new FM channel allocated to its community. Under the current Rules, an applicant with no other ownership interest in a broadcast facility would receive a preference over a competing applicant with such an interest.

To increase a local AM station owner's chances of receiving the permit for a new FM allocation, the FCC made two suggestions: (1) disregard the daytime-only facility in the same community; or (2) give the owners of daytime-only facilities a preference over the other applicants. The FCC's final decision on whether to adopt one of these proposals thus could have a significant impact on the chances of a daytime-only AM station to realize 24-hour-a-day service.

In order to consider the public's reaction to these proposals and the other proposals contained in the Notice, the commission requested interested parties to file comments on or before May 14, 1984.

### Modifications

In addition to issuing the tentative table of new assignments, the commission modified some of the rules it adopted earlier in the 80-90 proceeding. The Docket 80-90 Rules

allow Class A stations, which have smaller service areas, to operate on the 60 channels reserved for Class B and C, and thereby achieve greater coverage.

In addition, the commission created three new intermediate classes of FM stations, Classes B-1, C-1 and C-2. All of the new classes will have minimum power requirements; Class C, in addition, will have a minimum antenna height requirement. The Rules require existing Class B and C stations to upgrade their facilities to meet these minimum requirements by March 1, 1987. Stations that do not meet these minimum requirements will be downgraded to a classification with a smaller protected "primary service" area.

The net effect of these changes is to allow some stations to widen their service areas greatly, but also to encourage stations not currently operating with maximum facilities to upgrade or be locked in to their present smaller service areas.

In an order<sup>3</sup> affirming the Docket 80-90 Report, the commission increased the protected radius around existing Class C FM stations by 10 miles. This 10-mile "buffer" is intended to prevent the licensing of any new station which could interfere with the relocation, within a 10-mile radius, of an existing Class C station.

Existing Class C stations will not be allowed, however, to relocate within this 10 mile "buffer" if the relocation would result in a violation of the minimum separation requirements with another existing station.

### Clarifications

The FCC also clarified its plan to revise all of its application forms to use the metric system. Until the FCC revises its application forms, the commission staff will convert the data in applications into the metric figures. Once the forms are updated, however, applications will have to be submitted with tower heights in meters and distances in kilometers.

In addition to amending the Docket



# “Our GE projector let 500 more people in the door – and kept \$500,000 from flying out.”

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

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

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

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

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

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

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



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

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

GENERAL  ELECTRIC

80-90 Report, the commission clarified the procedures for processing pending requests for allocations.<sup>4</sup> First, the FCC stated that until it has made its final channel allotments, it will process requests for FM allocations without considering the 684 allocations proposed in the rulemaking. Upon completion of the rulemaking, the staff will attempt to resolve any conflicts that will result from the proposed new allocations.

Second, the commission stated that the new rules adopted in BC Docket 80-90 will apply to all pending applications regardless of when they were filed.

If, however, an application that was filed before March 1, 1984 was acceptable under the old minimum power and/or height requirements, but it would not be acceptable under the new rules, the new minimum requirements set forth in BC Docket 80-90 automatically will be waived.

Similarly, the commission con-

cluded that applications filed before March 1, 1984 for Class B or C stations that do not meet the minimum standards for a full Class B or C facility (and any amendments to these applications filed March 1, 1984) will be processed as filed.

In the event that the applications for modification are granted and the modified facility does not meet the new minimum standard, the permittees will be required to upgrade their facilities by March 1, 1987 or be reclassified. Applications for Class B or C allotments filed after March 1, 1984, however, will not be accepted unless they meet the minimum requirements for Class B and C stations under the new rules.

Thus, broadcasters who have requests pending for approval of technical modifications to their facilities should re-examine those applications in light of the new rules. Similarly, individuals or entities seeking the assignment of new channels should be aware that the assign-

ments might be changed when the commission issues its final list of new channel allocations.

In sum, both existing and prospective broadcasters are likely to find significant developments in Docket 80-90. The changes in Docket 80-90 will have a significant impact on the radio broadcast marketplace.

(See also *RELIGIOUS BROADCASTING*, October 1983 p. 8)

<sup>1</sup> Report and Order, 48 Fed. Reg. 29486; published June 27, 1983.

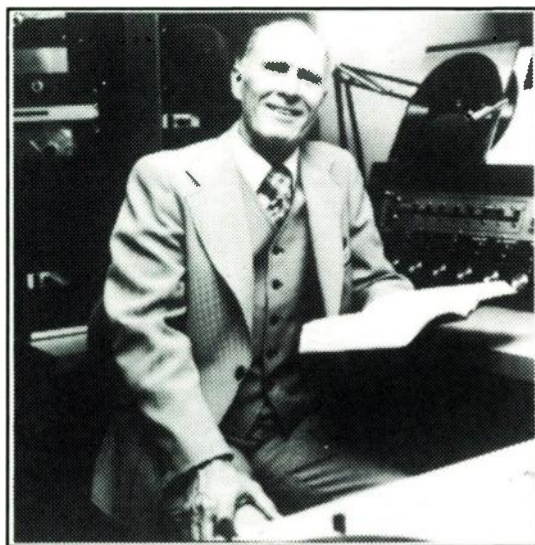
<sup>2</sup> Notice of Proposed Rulemaking in MM Docket No. 84-231, FCC 84-66, released March 14, 1984.

<sup>3</sup> Memorandum Opinion and Order, FCC 84-65, released March 13, 1984.

<sup>4</sup> Public Notice, Mimeo No. 3186, released March 27, 1984.

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

## PARAGON ADVERTISING, INC.



**FAMILY ALTAR PROGRAM  
WITH  
LESTER ROLOFF**

**Family Altar Program is now in its fortieth year of broadcasting.** We invite you to listen daily on over 200 stations in 49 states and many foreign countries. The **Family Altar Program** is represented exclusively by Paragon Advertising, Inc.



**PARAGON ADVERTISING, INC.  
P.O. BOX 335 FLORENCE KY 41042  
606-371-0050**

(Circle 114 on the Reader Service Card)



# 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)



# MEDIA WORLD

## Results of Religious TV Study Unveiled

NEW YORK, NY (NRB)—A meeting was held here April 16 to unveil results of a two-year study on religious television and the lives of its viewers. Conclusions of the report were prepared and released under the direction of an eight-member Steering Committee.

The study, which cost \$175,000, is being called "Religion on Television." It was completed in March by George Gerbner, dean of the Annenberg School of Communications at the University of Pennsylvania and George Gallup of the Gallup Organization in Princeton, New Jersey.

The April meeting was attended by representatives of more than 35 religious organizations, half of which were NRB members. The day-long session, including questions and answers and a press conference, was held at the City University of New York. Attendance was by invitation only for sponsors and the accredited media.

Financial sponsors included the Christian Broadcasting Network (CBN), the United States Catholic Conference, the PTL Television Network, The Episcopal Church Foundation, *The Old Time Gospel Hour*, The Russ Reid Company, The Lutheran Laymen's League and The Presbyterian Church (USA). Each of these eight sponsors donated at least \$10,000, with some giving twice that amount. Almost 40 financial sponsors participated in the study.

Steering committee members are NRB executive director Ben Armstrong, David W. Clark, an NRB executive committee member who is a vice president of CBN; Martin Bradley from the Southern Baptist Sunday School Board; William Dingler of The Lutheran Laymen's League; Dr. William F. Fore and Peggy Shriver of the National Council of Churches; Dr. Mary Mattis of The Presbyterian Church (USA); and Richard Hirsch of the United States Catholic Conference. Hirsch is chairman and Shriver is project coordinator.

Although the study took two years to complete, planning began after a conference in February 1980. That

"Consultation on the Electronic Church," held for two days at New York University, revealed that basic information on current trends of religious broadcasting was not available.

Enthusiasm for a research project grew quickly into establishment in July 1980 of an Ad Hoc Committee on Electronic Church Research. Within a few months, the group's name was changed to the Religious Television Research Project, and in July 1982 the steering committee hired Gerbner and Gallup.

(See story on page 18 and in next month's issue.)

## FCC Proposes Adding New FM and AM Stations

WASHINGTON, D.C. (NRB)—When the FCC implements two recently announced plans, some think the radio spectrum could be bursting at the seams. Last May the commission unveiled a plan (docket 8090) to add some 1,000 FM stations around the country. Now 684 of those proposed locations have been announced.

In March the commission announced another plan that would add 400 full-time, clear channel AM stations after a treaty with Mexico is ratified.

The news could point to a goldmine opportunity for Christian radio ministries because AM daytimer stations would be treated equally with non-broadcasters under one proposal being discussed. Many non-commercial, Christian AM's are daytime-only stations. They would not face a comparative diversity demerit in the application process if they agreed to divest themselves of the AM daytime-only license when the new FM application is granted. Another suggestion from FCC chairman Mark Fowler would give AM daytimers a preference for the new FM's.

Some of the 684 markets in which FM's are being proposed for the first time bear names that are ready-made for the Christian ministry. Consider a new FM, for example, in: Churchville, Virginia; Trinity, Texas; Mission, South Dakota; Parsons, Tennessee or St. Matthews, South Carolina.

Most of the new markets which were announced by the FCC in March fall in the Southeastern United States. Most will be Class A facilities. At the same time, the commission announced that FM stations have until March 1, 1987, to file class upgrades or they will face a possible class downgrade.

If current plans become reality, the FCC could begin accepting applications for the new FM slots before the end of 1984. The first stations to go on the air under docket 8090 would not be until 1988, sources said.

On the AM side of the radio spectrum, the commission announced in March a plan that would permit another 400 fulltime AM stations after a bilateral agreement with Mexico is hammered out.

According to a published source, the stations would be available on the 14 Mexican, Bahamian and Canadian Class I-A clear channels. Even if the agreement with Mexico could be worked out by December, sources said, the commission probably would not be able to start accepting applications for the new stations before early 1985.

## Plans to Sponsor Democratic Debate Fail

COCOA, FL (NRB)—Sheridan Broadcasting Network and National Christian Network (NCN) cancelled a planned March 3 debate between the Democratic presidential candidates because all eight candidates were not interested in attending the debate on minority issues. The session would have been the first sponsored by a broadcasting company.

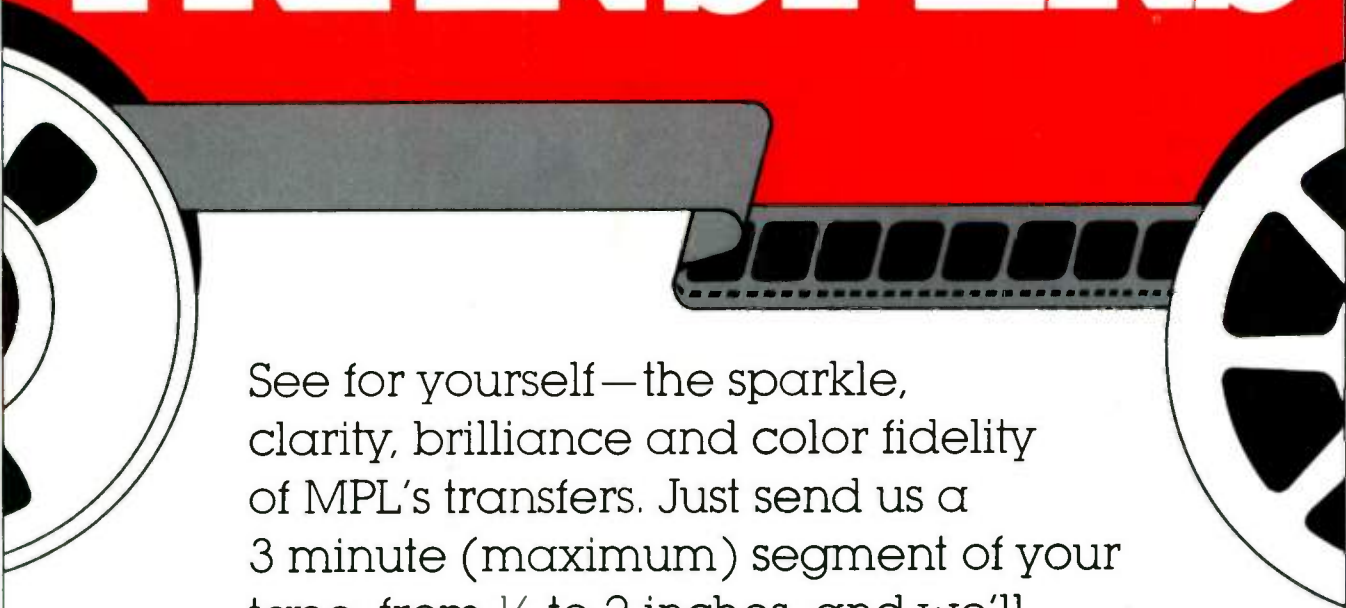
A recent Federal Communications Commission ruling allowing broadcasters to sponsor presidential debates met with sharp criticism from the League of Women Voters, sponsor of all previous debates, according to a published source. The League reportedly filed a petition to reverse the FCC ruling with the Court of Appeals in Washington, D.C. That petition was ruled in favor of the FCC decision in mid-March.

Co-sponsors of the debate expressed disappointment about the can-

(continued on page 15)



# TRY MPL'S FREE SAMPLE TAPE to FILM TRANSFERS



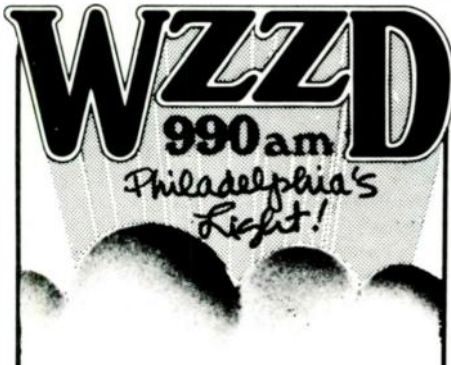
See for yourself—the sparkle, clarity, brilliance and color fidelity of MPL's transfers. Just send us a 3 minute (maximum) segment of your tape, from 1/2 to 2 inches, and we'll send you a silent film transfer, free.

**The proof is in the quality, and we've got it!**



**motion picture laboratories, inc.**

781 South Main St. Memphis, TN 38101 (901) 774-4944  
a single source for post production services



**WZZD**  
990 am  
*Philadelphia's Light!*

**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)

**PLACE YOUR  
RADIO STATION  
AD HERE!**

★ ★ ★ ★

**call**

**201-328-9108**

**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)

**WESR**

Onley-Onancock, VA  
1330 AM  
5000 watts

**"Christian Programs for  
the GREAT lower MIDDLE  
CHESAPEAKE BAY area  
of Virginia and Maryland"**


*For Availabilitties Contact:*  
Mr. Larry Cobb  
Box 339  
Smithfield, VA 23430  
(804) 357-9546 · Smithfield, VA  
(804) 622-9546 · Norfolk, VA

(Circle 152 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 LINK**



**100.1 AM 50,000 WATTS**

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

(Circle 103 on the Reader Service Card)



**the radio voice of inspiration**




**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)



*"Christian Voice of the Capital City"*

**WCVC**  
1330 am

**"FIRST IN CHRISTIAN  
BROADCASTING FOR  
THE BIG BEND AREA  
FROM GEORGIA TO  
THE GULF COAST"**

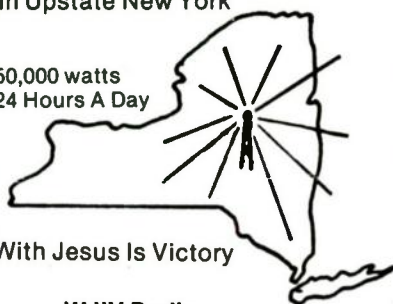
Brien R. Some  
P.O. Box 3123  
Tallahassee, FL 32315  
904-386-7133

(Circle 116 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)



**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)



# STATION GUIDE

## MEDIA WORLD

**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)

**STEREO** **WSOL** **STEREO**

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 387  
Orangeburg, SC 29116

(Circle 237 on the Reader Service Card)

(continued from page 12)  
cellation because the debate would have come two days before the "Super Tuesday" primaries.

Sheridan news director Jerry Lopes called the lack of response by three of the presidential hopefuls, including former Vice President Walter Mondale and Reverend Jesse Jackson, "a smack in the face ... an insult to this network, the National Christian Network and, most importantly, to the audiences of both."

The NCN president said the candidates may have been uninterested because of the narrowness of the topic. Since Blacks, Hispanics and women generally oppose President Reagan's policies, he said, the Democratic candidates need not bother to address minority issues. "Maybe we made a mistake by forcing these candidates to dwell on issues they really don't want to dwell on," he added.

The debate was to be carried live by NCN's television outlet and simulcast to the 107 Sheridan affiliates across the country. Sheridan is a Black-owned radio network with national offices in Pittsburgh.

Lopes said that Sheridan and NCN will distribute another debate between presidential candidates in September or October if plans by "two of the oldest and largest civil rights groups" are successful. He would not name the organizations.


### Family Stations Raise Funds by Satellite Hook-Up

OAKLAND, CA (NRB)—The nine radio stations owned and operated by Family Stations, Inc. conducted a single coast-to-coast fund-raising drive in late March. The 1984 share-a-thon, which came just after the network's 25th anniversary, is the first such broadcast linked by satellite in Family Radio's history.

President and co-founder Harold Camping stressed the value of the share-a-thon experiment to listeners in a telephone interview with RELIGIOUS BROADCASTING. "One of our goals is to encourage listeners in other states to realize that God's blessings are in many places." Throughout its history Family Radio has been entirely listener-

(continued on page 38)

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)

**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)

# NRB NEWS

## Media Trade Show Has Bright Future

MORRISTOWN, NJ (NRB)—With almost a full year before the next NRB national convention, exposition manager Michael Glenn has half the available floor space already sold. Noting that the 1984 trade show was generally well-received, Glenn anticipates "a tremendous future for all aspects of the show" in coming years.

As of April 1 Media Expo 85 had signed on 86 exhibitors for 162 booth spaces, a figure which represents 48 percent of the available floor space at the Sheraton Washington Hotel's exposition hall. A year ago on the same date 60 exhibitors had signed for 115 booth spaces representing 30 percent of the available floor space.

The NRB convention and expo will return to the same hotel for the

## New Dates Announced for NRB 85 Convention

The dates for the next annual convention of NRB have been changed to February 3-6, 1985. The previously announced dates of February 10-13 were NRB's second choice. The new dates became available from the Sheraton Washington Hotel in mid-March when another convention was cancelled, executive director Ben Armstrong said. The revised dates come just two weeks after the January 20 presidential inaugural.

42nd annual session on February 3-6, 1985. The exposition floor of the hotel, located one flight below the main lobby, offers 100,000 square feet.

An estimated 4,300 people visited the exposition hall during the three days of operation last year. These included delegates registered for the entire convention, exposition personnel and the general public.

Glenn sent out 232 questionnaires and received a 35 percent return. Many correspondents commented about the professional aspects of the

trade show and the quality of the traffic, according to Glenn.

An overwhelming percentage appreciated on-sight registration for exhibitors, the courtesy and efficiency of Hargrove Exhibitor Service and Sheraton hotel personnel, the adequacy of the exposition hours each day, security measures or receipt of exhibiting instructions with sufficient advance time.

The survey results were more equally divided on other questions such as problems encountered when registering with the hotel, set-up problems by Hargrove's drayage operations or exhibitor's truck staging time, visibility of Glenn's exposition office and whether or not to divide exhibit space into sections such as A/V equipment, program producers and print publishers.

In anecdotal comments that were included on the surveys, the most typical statements were "good show" and "you did a fine job." One exhibitor decided, "In general we were pleased. Some good contacts were made."

Most of the 86 companies already signed for 1985 are returning from last year, Glenn confirmed. The companies include Sharp Electronics, WCFC-TV 38/Chicago, Daystar Records, Statewide Broadcasting, Thomas Nelson Publishers, Moody Bible Institute, Mark Video, Cable-wave Systems and The Salvation Army.

A sales brochure is already being prepared by Glenn to attract additional companies and ministries that will make the next trade show NRB's most successful.

## Five Christian Broadcasters Remembered for Longevity

WASHINGTON, D.C. (NRB)—One radio station and four radio programs received NRB's coveted Milestone

## Dates and Locations of NRB Conventions

### NRB Western Chapter

September 16-18  
Los Angeles Marriott (Airport)  
Los Angeles, CA

### NRB Southeastern Chapter

September 26-28  
Sheraton Atlanta Hotel  
Atlanta, GA

### NRB Eastern Chapter

October 4-6  
Dulles Marriott Hotel  
Washington, D.C.

### NRB Southwestern Chapter

October 8-9  
Astro Village Complex  
Houston, TX

### NRB Midwestern Chapter

October 10-12  
The Yahara Center  
Madison, WI

### NRB Southcentral Chapter

Date & location to be announced

### NRB 85 National Convention

February 3-6, 1985  
Sheraton Washington Hotel  
Washington, D.C.

President James Christensen  
Heaven and Home Hour  
Box 100, Glendale, CA 91209  
(213) 241-3415

President Norman Plunkett  
In Touch Ministries  
Box 7900, Atlanta, GA 30357  
(404) 881-0550

President David Eshleman  
WBTX-AM  
Box 337, Broadway, VA 22815  
(703) 896-8933

President Ed Mahoney  
KGOL-FM  
8500-A Kirby Dr.  
Houston, TX 77054  
(713) 797-6500

President Robert Neff  
Moody Broadcasting Network  
2101 W. Howard St.  
Chicago, IL 60645  
(312) 329-4310

Com. Chair. Robert L. Nations  
WOKJ-AM  
Box 3320, Jackson, MS 39207  
(601) 948-1515

Exec. Dir. Ben Armstrong  
National Religious Broadcasters  
CN 1926, Morristown, NJ 07960  
(201) 428-5400



Award during a plenary session at the NRB convention.

The awards were presented for continuing excellence and achievement of more than 50 years to: KDRY/San Antonio, the Berean Bible Society, Family Altar, Union Rescue Mission and the Sunday Evening Club.

Radio Station KDRY was built by Dr. Sam Morris in Alamo Heights, Texas, in 1963. Within a few months, it became the San Antonio area's first all-Christian radio station. Dr. Morris, a nationally-known minister, radio speaker and temperance lecturer, broadcasts daily on KDRY. His radio career spans more than 50 years of ministry.

Through the Berean Bible Society, Cornelius R. Stam, founder, has challenged Christians with the important responsibility of diligent daily Bible study. The society's weekly radio broadcast, *Bible Time*, is now heard on 128 radio stations throughout the United States and overseas. Stam has been broadcasting for 52 years.

Cecil F. Clifton founded the *Family Altar* radio program in 1934. During the early years of broadcasting the program was aired on stations WWSW, KDKA, WMBS, WHJB, WKPA, WKST and WKBN. Today the



Sam Morris, Sr. (l.) with NRB president E. Brandt Gustavson

program, based in Apollo, Pennsylvania, is heard several times daily on station WAVL in western Pennsylvania which was founded by Mr. Clifton and A. J. West.

Lifeline Productions, the radio ministry of Union Rescue Mission, Los Angeles, has been "changing lives since 1891." The organization has been successful due to the labors of three individuals, according to Lee Holthaus, the executive director, who accepted the NRB award. They are: producer Mark Holthaus, in-

terviewer Robert Larson and commentator George Caywood.

The final Milestone Award was presented to the Chicago Sunday Evening Club and was accepted by president David K. Hardin. The program of well-known Christian speakers started as a stage production in 1907, expanded to radio when that medium became available in 1921 and jumped to television in 1956. The program has the national distinction of being the longest running television series still being aired.

## 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.**

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

# More Light than Heat—At Last

**D**EBATE swirling around religious television ministries in recent years has often generated more heat than light. The fault lay not so much with opposing views as it did with the lack of current, valid information.

The problem finally met up with some people qualified to do something about it. It happened in February, 1980 during the Consultation on the Electronic Church at New York University. The discussion was jointly sponsored by various religious broadcasters.

One of the participants, Dr. William F.

---

by Robert L. Niklaus

---

Fore, noted: "The most important insight to come out of those two days of debate was the realization that no one had the basic information which was needed to assess the present situation in religious broadcasting in America."

Some research of the religious television phenomenon had been done in past years, but the recent rapid spread of independent religious broadcasters and their impact on society's social, political and spiritual spheres had dramatically changed the media landscape.

Coming at the problem from a different direction, a later report stated, "The rapid spread of television in the United States has coincided with great ferment, change and critical transformations in religious life. Recent studies show that television viewing generally has an inverse correlation with religious beliefs and practice. On the other hand, television can also extend religion into new areas."

The crucial question, however, is this: has religion used television in a wholesome, positive manner to extend the Gospel into new areas?

## Project History

The 1980 consultation at New York University accomplished more than just talk. At its conclusion Dr. William F. Fore of the National Council of Churches and Dr. Ben Armstrong of National Religious Broadcasters agreed to invite a broadly-based group to consider developing a major cooperative research project.

Approximately two dozen representatives of mainline and independent church groups met in July. They enthusiastically endorsed the idea of a project and established the Ad Hoc Committee on Electronic Church Research. The committee chose a steering committee, with Richard Hirsch as chairman and Peggy Shriver, project coordinator.

The steering committee decided that the research project should include more than just Electronic Church programs. They settled on a larger question: "What are the uses and impact of religious television and its secondary support systems as part of people's religious life; and how do people relate to their involvement with the local church and community?"

Coming up with funds for the Religious Television Research Project took longer than coming up with ideas. Eventually 38 organizations participated in the financial support of the project and, at presstime, only a few thousand of the needed \$175,000 were still lacking.

In July of 1982 the steering committee

## Research Clusters of Questions

### Demographic Analysis (Who is watching?)

1. What are the demographics of the audience for religious television? How many watch? Who? How much? Under what circumstances?

### Content Analysis (What are the messages?)

2. Are the social concerns of religious TV presented more in terms of charity or of justice?
3. What kinds of God and Gospel are portrayed by the religious TV to the audience?

### Uses and Gratification Analysis (Why do people watch?)

4. How is religious TV perceived by its audience? Is it more or less interesting than the local church? What needs are being met?
5. What are the appeals of the program elements—personalities, music, message content, personal communication, etc.?

### Effect Analysis (How is the viewer's behavior affected?)

6. What effects does religious TV have on people's support of and involvement in the local churches?
7. What is the extent of interaction in the process of viewing? What is the subsequent interaction in the family and community?
8. What brings people to a faith commitment, that is, a significant deepening of religious faith? Does religious TV bring people to a faith commitment? How? How many? What does this faith commitment lead the viewer to do?
9. What effects are specific programs having on support and involvement in those programs' ministries? Do the programs generate support and involvement?
10. Where do people turn for spiritual leadership and help, especially as between the local church and religious TV ministries?
11. What is the impact of political suggestion on political action? In what kinds of political involvement is the audience stimulated to engage?



## A landmark research project provides valid and invaluable data on religious television ministry in the United States

commissioned two groups to do the actual research. The Annenberg School of Communications at the University of Pennsylvania became the prime contractor. Under the leadership of Dr. George Gerbner, dean of the school, the Annenberg team concentrated on content analysis (Phase I) and cultivation analysis (Phase III).

The Gallup Organization of Princeton, New Jersey, was engaged to conduct a national survey (Phase II) to develop a complete profile of the religious television viewer and compare it with the profile of the non-viewer. The study would be both demographic (such as age, sex and education) and psychographic (such as attitudes and responses) in order to develop a profile of the religious television viewer.

### Exacting Methodology

The two research groups were chosen for their credibility in the industry, and they lived up to expectations. The three-part findings were drawn from carefully selected and scrutinized samples of the viewing public.

The final report of the two-year study was released to sponsors of the project on April 16 (see story, page 12). The June issue of *RELIGIOUS BROADCASTING* will feature a close look at this milestone study.

Entitled "Religion on Television and in the Lives of Viewers," the report carries the integrated findings of the two research groups. Part One, "The World of Religious Television," deals with program content analysis. The Annenberg researchers studied a sample made up of 101 national and local religious programs broadcast in Atlanta and Philadelphia over a three-week period in 1982 for a total of 75 hours.

Part Two, "The Viewers of Religious Television," concerns the audience. The Gallup Organization conducted a national personal interview survey of 954 viewers and 1,049 non-viewers of religious programs.

Part Three, "The Lessons of Religious Television," gives the findings of the cultivation analysis and the Gallup survey. The Annenberg researchers

*Special feature treatment  
in the June issue:*  
**RELIGIOUS TELEVISION  
RESEARCH PROJECT**

*Look for it!*

concentrated on material pertaining to religious, social, political, sexual and other ideas and behavior that viewing tends to cultivate. They interviewed 1300 viewers and 1300 non-viewers of

religious programming in the Northeast and Southeast to measure influence on viewers by religious TV.

While not expected to add any new and dramatic aspect to the relative merits and demerits of the religious television ministries—the report itself can be counted on to add fuel to the debate—at least the debaters are now able to base their positions on some reliable, current data.

"Religion on Television and in the Lives of Viewers" ought therefore to add a little more light and a little less heat to the ongoing controversy of religious television. NRS

*Robert L. Niklaus is editor of RELIGIOUS BROADCASTING.*

**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  
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**

(Circle 252 on the Reader Service Card)

**T**HE KEY to successful radio programming revolves around focusing on two issues, rapid change and fragmentation," John Parikhhal recently said.

Fragmentation, therefore, is something we are going to have to live with for a while. But what has it done, other than make a variety? The question is, what are the new audience expectations? Under the general parameters of radio in 1984, what are the expectations of our audience, as caused by fragmentation?

First, it created a brand new disease. The disease is called "listener stress." For the first time listeners had the choice, almost fear, of what to listen to. And what this development did was to further the desire in the listeners to hear what they want to hear when they want to hear it, and not to tolerate any deviation from that.

Burns Media Consultancy, a well known secular media firm, for a while did a weekly column in "The Gavin Report," a trade publication. Quoting from their report of March 5, 1982:

Most broadcasters have been exposed to criticisms of their stations involving the question why certain elements are excluded. It does not necessarily follow, however, that they should be included. If people desire program material that is incompatible with the fundamental core of your radio station, addition of that material will be detrimental to your station.

We must simply face the fact that we cannot be all things to all people. Core listeners may, in fact, belong to several cores. Remember that the average listener listens to between two and three radio stations per week.

An All News lover does not expect to hear Beautiful Music on his All News station. It would disturb him. The 30-year-old businessman does not require business news on his Album Oriented Rock station. He can get that elsewhere. He will either tune to an All News station or buy a copy of "The Wall Street Journal" to get that information. We cannot be all things to all people.

"Sports Illustrated" does not cover the private lives of movie stars; that is "People's" job, and a lot of people buy both. We simply cannot be all things to all people.

In his book, "Playing the Positioning

# How to Identify and Attract an Audience Part II

---

by Brad Burkhart

---

Game: Aiming at the Core," Mr. Burns stated that:

Stations who want to be competitive have to aim for core groups [he is speaking there of core audience groups] and core groups frequently express resentment of adventure-some programming. Any number of focus group participants drawn from core cells have yielded comments like "We want to hear what we want, not what the radio station wants."

This attitude, because of fragmentation, has been fostered. The results, of course, have forced all of us into what we now call narrowcasting instead of broadcasting.

All of these comments, and those published in last month's issue of the

magazine,\* form an objective look at where we stand, the first step in researching an audience.

---

## Research Potential Market

The second step of the project team was to research where Tab went wrong. They researched the potential market. Research is something that we in the religious music and radio field often ignore. We are grateful when someone hands us research as a gift, but we do not like to look at research as worth an investment.

Jhan Hiber, formerly marketing and research director at CKLW, is now research editor of Radio & Records, a secular trade publication. In a recent column on "Justifying the Research Investment" he said:

Generally I would say that a station ought to set aside between four to six percent of its gross annually for research. For example, if a station is billing one million dollars annually, it might set aside \$40,000 to \$60,000 for its various research needs.

When I was working at CKLW as director of marketing and research, my annual research kitty was in the range of \$250,000 as the station was grossing six million annually. If your annual expenditures for research are less than what I have suggested, you are either a shrewd operator, very lucky or [finally, and this is going to make the room a little warmer than it already is] thirty-third in your market.

If you want to move up, or if your luck runs out, you need some research and you must give serious thought to making the investment.

Dwight Douglas said in a speech last year, "A programmer who doesn't do any local and national research has no usable data, just his opinion." He has nothing to base his programming on, just his own gut feeling and people do not buy someone's feeling. People want what they want, when they want it. So how do we know what that is unless we research them?

---

## Types of Research

We need to do two types of research. We often stop at the first one which is demographic, which is very important. We have got to know everything about the people in our community: their age, occupation, sex, education, and so

\* "How to Identify and Attract an Audience," April 1984, pg 30.



forth. We must also look at the psychograph research. Let us try to understand what motivates one 35-year-old person to like a certain type of music and another to like a different type. Some 35-year-olds listen to the Beautiful Music station, some to the Album Rock stations. There is a reason for that so let us dig into our local markets to determine that reason.

The next step that Diet Coke did was to develop the product based on their research. After spending a substantial mountain of money researching why Tab tasted bitter, and why the bottle was unattractive to males, and why their advertising only attracted females, they then developed a product based on their research.

We must develop our product based on the desires of the audience. Dwight Douglas said this, "Let's drop the narrow-minded perspectives on music that are laced with self importance and opinions. Lines like 'It works well here' and 'I really like it' are nice, but the fact is when it comes down to it, we must be right 100 percent of the time and the only way to know that is through research."

### **Consistent Format**

Once we have researched our product and perfected it, then let us go back to our market to test it and retest it. Coke did. They had several test markets. Then let us develop a consistent package based on that retesting.

Radio listening has changed. Fragmentation has changed people's opinions and their usage of radio.

If you remember back 20 or 25 years ago, we listened because radio offered companionship. We listened because we knew a certain song would come on if we waited long enough. We listened for various reasons. Fragmentation has brought a new reason. It has brought the usage of mood.

People listen for the feeling or mood the station projects. No longer do they listen for one song or one artist—they now listen for a style, an attitude, a mood. This explains the rapid growth of Album Rock, Soft Hits, Music of Your Life, Adult Contemporary, Disco and countless other formats.

Burns Media on their report on AM radio said, "We assume people listen to our stations because they like our music or news or talk that we're broadcasting." While this is certainly true, we must realize the implication of long listening

**If ...**

— you objectively look at your situation

— you do not give up and allow pat answers

— you research the market and audience

— you develop a product based on research

— you vigorously market that product

**Then ...**

*you will see results*

beyond the point of which our various elements have begun to repeat. The station then becomes a *package*, an *experience*.

"One song is one song, but 50 or 60 is a mood and that's something else. People are buying a package with radio, with religious radio, with all radio ... just as if they went out and bought another product."

### **Long-Term Approach**

Let me give you another quote from a gentleman who, along with Gordon McLendon, founded popular radio. His name is Todd Storz. In a speech at the University of Georgia in 1954 Mr. Storz said,

In so many stations today the principal effort and thought is directed almost entirely toward sales. Yet in almost any other business or industry, their product is certainly their first consideration.

The manufacturer of a new soap product, for instance, certainly would not devote a lot of money and effort towards sales and marketing until he was convinced that the product was of higher value, or at least comparable value, to every other product on the market.

Audience and sales are not always compatible. Sometimes it is necessary to sacrifice sales, at least for the moment, to take the long-term approach to programming product and audience.

For example, if a station has built a highly successful block program, let's say from 12:00 to 2:00 pm, of news or music and if a preacher should present himself at the station with an offer to purchase from 1:00 to 1:15, cash in hand, the station manager's plight is obvious. If he turns down the program, he knows he will be sacrificing immediate revenue. Our answer would be no. We can justify the loss of immediate revenue by the firm knowledge that we can have the revenue many times over simply by adhering to proper programming standards.

### **Audience Preferences**

This comes, once again from George Burns, secular media consultant ... "There is an old adage in programming that is truer today than ever, and it's simple: Play the hits."

Burns went on to define a "hit" as being any musical or non-musical element that appeals to your audience. He is not saying play Olivia Newton-John, but play the element your audience wants. He added: "As audience segments beyond previous expectations, they divide and regroup around their own cultural and psychological and psychographical hits. *The concept of eclectic programming is even less viable today than ever before.* Fragmented radio has no room for extraneous material. *The station must be itself all the time.*"

That is a very significant statement. The station must be itself all the time. Variances and little side trips only dilute the thrust.

I think we know that from our own experience. Consistency is what people buy. And let us please not kid ourselves that when people turn on your radio station they are purchasing your station. Our goal is to present the Gospel, but first we must sell them to listen to our radio station.

Occasionally I drive long distances late at night. After a couple hours of driving I need something to drink so I pull off the expressway, to a drive-in window, order a large Diet Coke and hop back on the expressway.

I am about two miles down before I realize, after taking my first big gulp, that the Diet Coke can contained root beer. I hate root beer. I just wasted 75¢.

If that began to happen repeatedly when I bought a can—once it was Diet Coke, another time it was root beer or orange or grape—I would begin to ques-

tion the credibility of the Coca-Cola Bottling Company. And if this happened a lot, I would switch to Diet Pepsi because the product would just not be reliable. I could not count on it; it would not be a consistent package worth my spending time or money on.

Radio is the same way. If people tuned into your radio station and expected something different than what they hear, you have hurt the credibility of your radio station in their thinking. In fact, after they tune in enough and hear different things,

lack of consistency, you will no longer be a package, you will just be eclectic radio that is no longer worthy of time or effort.

When people punch in they want the assurance that they are buying a package, a mood, an experience. Therefore, regardless of our target demographics, regardless of our focus, ministry-wise, we must present a consistent package to our radio audience.

### Pushing Promotion

Finally, what was Coca-Cola's next

step? They promoted and marketed their product. We have various ways to do that. The first is obvious—on the air. If we are doing something new, let us talk about it.

The second way, and we all know the gift God has given us for disseminating information quickly—the churches. The churches are often very willing to assist us in our promotion. They desire a consistent Christian radio station that they also can count on for ministry.

Getting involved in the community is another way. Take advantage of free publicity. Many of us do, but perhaps not all of us, put out at least one press release a month. It is very easy and the neighborhood papers love it.

It does not really matter what you say, just as long as you say something worthwhile. Every other month include a photo. It is very important that we get that visibility.

When the time is right we must promote and market our product through paid advertising. Here is not where we suddenly pinch back on the pocketbook. There is a point in the developmental stage when we must decide to go ahead and pursue that larger potential audience for gospel radio.

Step five for Diet Coke was that they saw results. And if we follow these guidelines, if we objectively look at our situation, if we do not give up and allow pat answers, but honestly look at the situation, if we then research the situation, if we then develop a product based on research, if we then market that product, then we will see results.

On religious stations with which my firm has begun consulting, in every ratable market we increased the station ratings in the fall 1983 book by 100 percent or more. These concepts will work. All we must do is look at Diet Coke.

The next time you put up 75¢ to buy a Diet Coke, think about it, and then apply those principles to what you are doing. Once again, not for our honor, but to the glory of God and the furthering of the Gospel of salvation found in Jesus Christ.

**NRB**



Mr. Burkhardt is currently Christian media director at the radio consultancy firm Burkhardt/Abrams/Michaels/Douglas and Associates, Inc., in Atlanta. The article is based on his seminar at the 1984 NRB convention.

## 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.

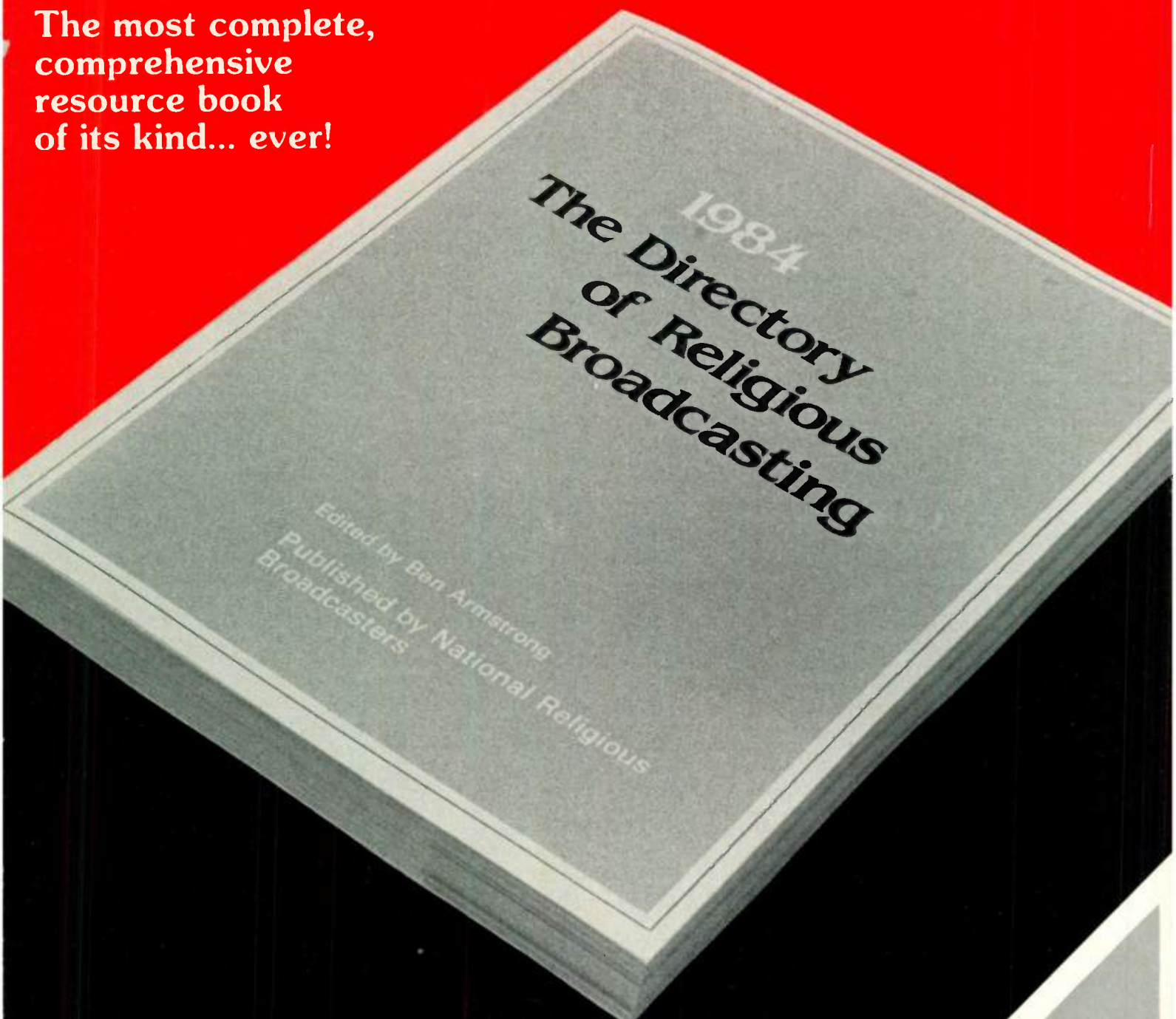
(Circle 135 on the Reader Service Card)



# **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

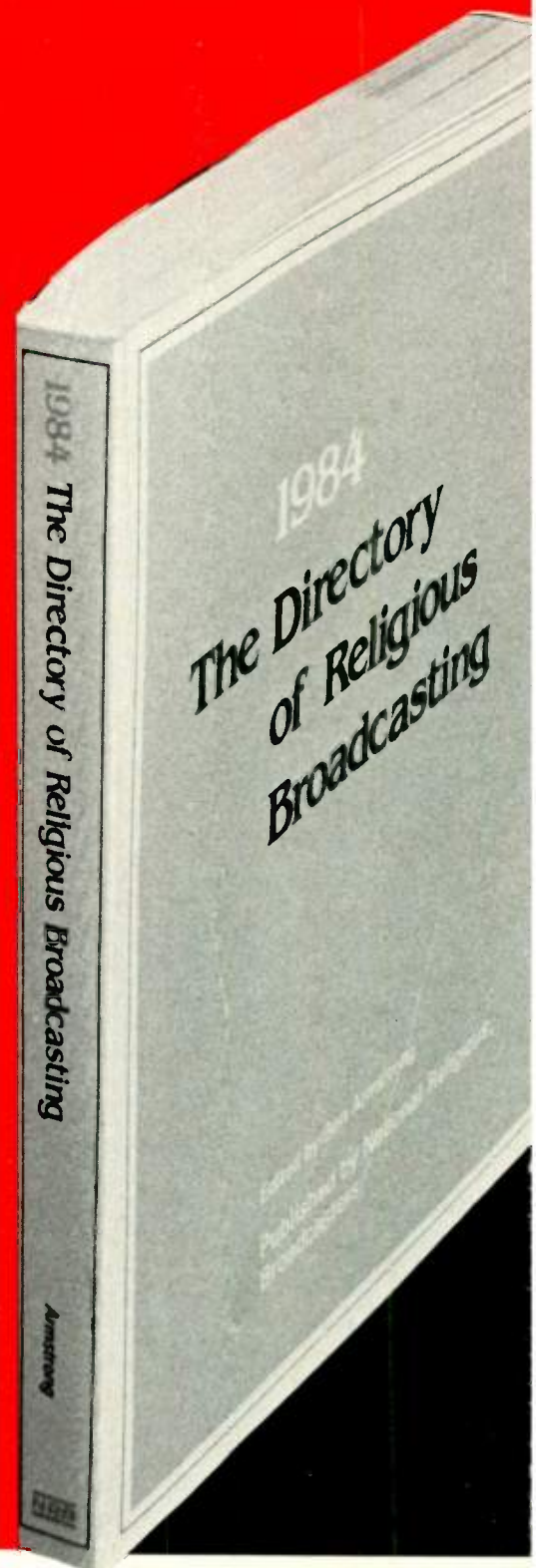
Every month there are new religious TV stations, new radio stations and increasing audiences. This new edition provides you with one single source where you can find listed virtually every individual and organization in this booming segment of communications.

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: each.

## 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...CHRISTIA



**(Actual Entries)**

**Pasadena**

**KPPC 1240 AM** ★  
3844 E Foothill Blvd. Ar  
213-681-2486

MARKET Los Angeles  
OWNER Universal Broa

**Continental Cat**  
**Cook County,**  
Technical Control C  
Hotel, 401 W L.

**California radio**  
**Paradise**

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

Chico, Redding  
Broadcasting Co Inc

**Audio/Video**  
**The Mountain Sound Studios**

7th Ave  
Tr. BC V5Y 1L9  
1711

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

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

**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

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

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

**Technical Services**

**Sound Investment Enterprises**  
Box 4139  
and Oaks, CA 91359  
91-3400

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

**Communauté des Eglises**  
**Pentecote (Mission Libr**  
166, Bukavu, Zaire

**Cable TV Stations**  
**ILLINOIS**

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

**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 J...town Rd SE  
3076

WMUU-AM FM  
WMUZ-FM  
WNAH-AM

**Radio Index**

Greenville, SC  
Detroit, MI  
Nashville, TN

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

Juan Vazquez Pla, prod/coorc  
Iglesia del Nazareno

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

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

**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**



**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.

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



**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.

**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

SIGNATURE \_\_\_\_\_

MC  
 VISA  
 CARD NUMBER \_\_\_\_\_  
 EXPIRATION DATE \_\_\_\_\_



# The Time Is Prime for Religious Cable

by Ben Armstrong

**E**VEN WITH the emerging cable television industry woes, one observation seems clear: religious cable is definitely earning a niche in today's communications explosion.

Recent print accounts on the cable industry point to the solemn reality that secular cable has had a leveling off. There are problems. Financially, cable systems operators found that profits could be smaller and more difficult to come by than imagined. Industry receipts rose to \$6.1 billion last year, but profit margins have been somewhat eroded. Experts say that there may be enough programming to fill 30 or 40 channels but not enough for the 108-channel capacity expected.

Two-thirds of the nation (56 million of the 83 million homes) has access to cable. Fifty-six million homes now have the potential to enjoy first-run movies, entertainment specials, improved reception, extra programming and auxiliary services. The means are available for these services. I believe it is time for religious broadcasters to take hold of this additional media outlet, nurture it, and tailor it to fit the needs of the church.

## Dramatic Expansion

Encouraging reports show that religious programming on cable is well received. A recent "Broadcasting" magazine article, entitled "Basic Cable Programming Status Report," showed that six religiously-oriented networks figured respectively among the top 27 and have grown 187 percent in one year. Specifically:

— CBN Cable ranked third and has 3,900 systems, 23,000,000 subscribers (1983) and 14,600,000 (1982) with a growth of 58 percent.

— PTL Club is 19th with 825 systems, 8,100,000 subscribers in 1983 and 5,200,000 subscribers in 1982. It experienced a 56 percent growth.

— Trinity Broadcast Network placed 23rd and has 290 systems, 3,350,000

subscribers in 1983, in 1982—1,202,478 and 177 percent growth.

— National Jewish Network is 24th with 165 systems, 3,200,000 subscribers in 1983 and 1,850,000 in 1982. It had a 73 percent increase.

— Eternal Word TV Network, 25th, is on 104 systems, with 1983 subscribers numbering 1,628,000 and 1982 at 320,000. There was a 409 percent increase.

## Cable is religious broadcasting's growing edge, providing an alternative to those many viewers who seek variety

— National Christian Network is 26th with 108 systems and 1983 subscribers of 1,434,353 and 1982 subscribers at 318,000 at 351 percent growth.

## Alternative Programming

Cable is religious broadcasting's growing edge, providing an alternative to those many viewers who seek variety in programming. The Reverend Charles A. Hamilton told the Association of Regional Religious Communicators in 1980 that cable capabilities "increased programming and refinements that can improve the subscribers' quality of life."

Religious broadcasters can tap into this need of the viewer for variety and quality of life. Basically, if religious broadcasters were on cable, people would seek them out. People with specific needs will search for specific programming to fit those needs.

Supporting this theory is the remarkable success of CBN Cable (Virginia

Beach, Virginia). People are selecting it because it offers religious programming, and also "family programming." CBN saw that the cable industry needed a broad-based family network and took a positive step towards providing it.

CBN's ministry to the concerns prevalent today is reflected in the success of its syndicated prime-time special *Don't Ask Me, Ask God*. An estimated 16 million viewers tuned into the program shown on broadcast stations around the country. More than a million watched the show on CBN Cable Network. The program provided biblical answers to questions a 1981 Gallup Poll marked as chief topics of concern. Questions answered regarded the future, suffering, evil, war, and life after death.

Jim Bakker, president of PTL Television Network in Charlotte, North Carolina, implemented his perception of the needs of people in the design of his network's new logo. Labeled "The Inspirational Network," PTL has adopted something which they feel more closely identifies them with the nature of their programming. According to PTL director of the Office of Ministry Communications, Brad Lacey, people now can more easily seek appropriate television listings.

Generally, if a television listing shows that there will be a news program showing, then interested viewers will tune in and receive news. Such is the case with inspirational programming; if people interested in inspirational programming see that a PTL listing is deemed inspirational, then they will tune in and obtain what they are looking for.

PTL's and CBN's unique approach in meeting needs through cable seem to exemplify the point that religious broadcasters can minister to different members of the body of Christ in the hope that all will experience revival, rejuvenation and strength. The top religious cable programmers represent what many religious broadcasters can become if they are willing to take the first step. NRB

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

Lack of religious programming led to the studio production and university training

# Broadcasting Genesis in Bolivia



Elizabet Callan at the radio controls of EDLA

**L**ACK of religious programming on local radio moved Bolivian missionaries Carlos "Chuck" and Jean Ramsey into program production and instruction.

Serving with the Florida-based interdenominational South American Mission (SAM), they direct their efforts toward the fulfillment of a dream: Bolivians professionally trained to spread the Gospel throughout their land.

Part of that practical application went into the opening of a recording studio, Ecos de lo Altos (Echos from on High), and part into the development of communications courses at the Bolivian Evangelical University in Santa Cruz, where Chuck heads the department of communication.

Chuck's travels around Bolivia made him aware that practically everyone had radios. However, he was troubled that persons led to the Lord encountered difficulty in their Christian growth for lack of hearing God's word. Most people in the area tuned to local radio stations, not shortwave broadcasts that offered Christian broadcasts. Ramsey set out to rectify the situation.

After finishing work with the formerly primitive Ayores Indians, the Ramseys left Bolivia on furlough in 1976 for Wheaton, Illinois, where Chuck studied communications. Subsequently, they returned to Bolivia, obtained free land from a Bolivian, and started toward their goal.

Today with up to nine staff members, Echos produces programs for 54 radio stations in Bolivia. Various programs aired include *This I Believe*; *A Moment Please*, a 3-minute devotional geared to

---

by Tamara N. Browning

---

the unsaved; *Bolivia Sings*, a 15-minute musical featuring Christian nationals; and *The Flea Bit Me*, a 1-minute "conscience" program that "stabs your conscience." The studio also handles radio and television programs for renowned Latin American preacher Hermano Pablo and the Reformed Christian Church's *Reformed Hour*.

"The response to the programs is very positive, and we continue to receive requests for programs from other radio stations," Chuck commented. Most programs are broadcast free. By July of this year the studio hopes to start television production.

---

### Training in Communication

---

The radio studio itself also serves as a training ground for the private evangelical university's communications department. Begun in April 1982 with 200 students, the institution's student body increased to 350 the second year. With the coming school year, they expect nearly 550 students—the average age ranging between 19 and 20.

Top administrative posts are held by nationals. Faculty members include Raul Justiniano, a Bolivian national graduated from Toccoa Falls College in Georgia and a recipient of the National Religious Broadcasters student communications award.

Larry Buckman and Dwight Lind of the Television Department at World Radio Missionary Fellowship (HCJB-Ecuador) recently spent time in Bolivia teaching an intensive summer course at the university. Ramsey said the two com-

mented to him that "there is nothing like this being done in all South America, and it is very vital for the training of future Latin communicators."

But even with the favorable response to the university, Ramsey said that the school faces opposition from a variety of sources. He declined to specify the opposition but believes the conflict arises from the fact that the school is a private university dedicated to education without ideological politics and is firmly evangelical. However, he predicts that if the university succeeds, it will be easier for other countries to be more receptive to such an institution.

---

### Filling the Gap

---

Through the university, they hope to help bridge the "professional" gap—a lack of Christian professionals. These objectives will come closer to fulfillment if the ministry receives the needed television equipment, campus buildings, textbooks, finances, and as Ramsey put it, "dedicated faculty willing to die to their own talents that they might reproduce them in nationals."

However, Ramsey recognized the added need to foster a relationship between what is being done in Bolivia and America for the cause of religious broadcasting.

Ramsey noted, "We need to tie in with HCJB, Trans World Radio and NRB. We're new in communications. We're starting out now where people were 30 to 40 years ago." NRB

Mrs. Browning is an NRB staff writer and researcher.



**D**URING an arts and crafts festival in north Georgia, a skilled and friendly old mountaineer was carving wooden figurines of dogs. The variety, detail, and expression of his little carvings amazed nearly everyone who passed by his booth. There was almost always a group standing around observing, and sales were good.

Someone asked the old gentleman as he began to carve a fresh block of wood, just how in the world he did it.

"It's simple," he replied with a slight twinkle in his eye, "I just take a block of wood, like this one here, look it over carefully, and cut off everything that don't look like a dog."

In a similar manner that is how we endeavor to manage a Christian radio station. We just look everything over carefully and remove everything that does not look like Christian broadcasting. Community involvement is a large part of that responsibility as a Christian broadcaster—and that includes taking a strong stand on moral issues.

The Atlanta Journal stated, "WYNX plays a strong role in the community. The station gets involved in the public issues mobilizing listeners to action."

For example, Cobb County commissioners met in secret session to authorize 24-hour-a-day liquor sales. When WYNX heard of the decision it launched a radio campaign immediately.

We asked ministers to come up to the station and broadcast their stand. People started calling in, people whose lives have been affected by alcohol—and I do not think there is a family anywhere in the U. S. without some who have had their life torn up by the effects of alcohol.

We also asked anybody on the other side, pro liquor, to please call us and a few did.

What WYNX did in a few days was to mobilize a force of Christians who started calling the commissioners and who showed up at the next commission meeting, Bible in hand. The vote on the 24-hour liquor was rescinded. WYNX chalked up a victory.

The station has taken a strong stand on other issues, such as a "no bones about it" stand on Sunday liquor sales, ERA, and prayer in schools. The D.U.I. Task Force, a group of specially trained police whose primary target is the drunken driver, was one such effort. WYNX editorially urged listeners for several hours to call Cobb County com-

# Community-Minded Radio Has Clout

*Community involvement for the religious broadcaster includes taking a stand on moral issues*

---

by Larry Polk

---

missioners on the D.U.I. issue and then go to the Cobb Commission meeting the following Tuesday.

Each of the five commissioners was swamped with calls. As a result, the Cobb County Commission was hastily called into special session on Monday morning. It voted unanimously to fund the D.U.I. Task Force and thereby keep in force a strong deterrent to highway deaths and accidents. One commissioner stated that "Cobb County has WYNX to thank for the successful funding of the D.U.I. Task Force and the many lives that will be saved as a result."

This helps explain why WYNX, a 50,000-watt AM station covering Atlanta, is often the center of attention. For its community involvement WYNX was honored by the Georgia Association of Broadcasters as the 1983 "Class A" Radio Station of the Year. It was the first time a Christian station ever received such an award from the nation's oldest and largest state broadcasting association.

WYNX is also active in support of worthwhile projects within the area as well. I am currently president of the Smyrna-Cumberland Rotary Club, president of the Atlanta Council of Rotary Clubs and vice president of the Citizens for Better Government of Cobb County. The Citizens for Better Government recently sponsored a breakfast with Jerry Falwell as speaker. It was attended by over 200 Atlanta area governmental, civic, and business leaders.

WYNX brings in top-name, quality entertainment to the North Georgia State Fair for a live, free program each year. The staff takes a continuing inter-

est in the welfare of the Calvary Children's Home, and plays a key role in celebrity roasts, golf tournaments and other community events.

In addition to middle-of-the-road Christian music, drive-time programming includes national, state, and local news, traffic reports, weather and sports reports. WYNX reaches a broad audience and readily states that the entire family can enjoy the programming. The drive-time announcers are both ministers. Dr. Marvin Frady, who works during the afternoon drive time, is pastor of a local church; Randy Cheek, who broadcasts during the morning drive time, is associate pastor and minister of youth at another local church.

In sports, WYNX carries the games of the Atlanta Braves and the Atlanta Hawks and broadcasts play-by-play coverage of local sporting events, including a WYNX-sponsored statewide church softball tournament. Jack Hurst, the sports director, was the voice of the Atlanta Falcons for ten years.

As to the future, WYNX will continue to reach a cosmopolitan audience with music and messages that amplify the Christian way of life. And whenever the privilege presents itself, WYNX will stand in the gap for moral and spiritual stability, always attempting to show that the welfare of the community and the fear of the Lord are closely related. NRB



Larry Polk is president of WYNX, the 50,000-watt, 24-hour AM station in suburban Atlanta, Georgia.

Advances in aerospace  
and other information technologies  
provide means of advance  
for the Gospel as well

# Future Satellite Technology and Christian Mission

**T**HE WORLD-WIDE information revolution is being accelerated rapidly by advances in aerospace, semiconductor and digital technologies. Unfortunately many of these developments are the result of the military buildup caused by the ideological and political struggles of this age.

On the bright side, the fallout of this technology is providing the Church of Jesus Christ with more diverse tools for proclaiming Christ to His world and ministering to the social and economic needs of mankind.

Satellite technology is seen by Third World nations as vital to enhancement of their sovereignty, cultural identity and economic development. This is accomplished by providing high-quality information services to their people, even in remote rural areas. The forms of information transmission and exchange which are technologically possible are evolving rapidly and can be customized to meet special requirements of each receiving area.

In addition, the cost of utilizing these technologies is dropping rapidly due to the large potential market and consequent competition between suppliers (See box on page 32.)

The major urban areas of the world now have access to some or all of these information exchange techniques through the Intelsat system. The Intelsat system<sup>6</sup> serves as an internationally owned and operated commercial telecommunications carrier.

## Era of Transition

Intelsat's role is being challenged<sup>7,8</sup> in recent years by regional systems such as Evtelsat<sup>9,10</sup>, Arabsat, Afrosat, etc. In addition, privately owned corporations such as Orion and Isi<sup>8</sup> (International

by Erich H. Kraemer

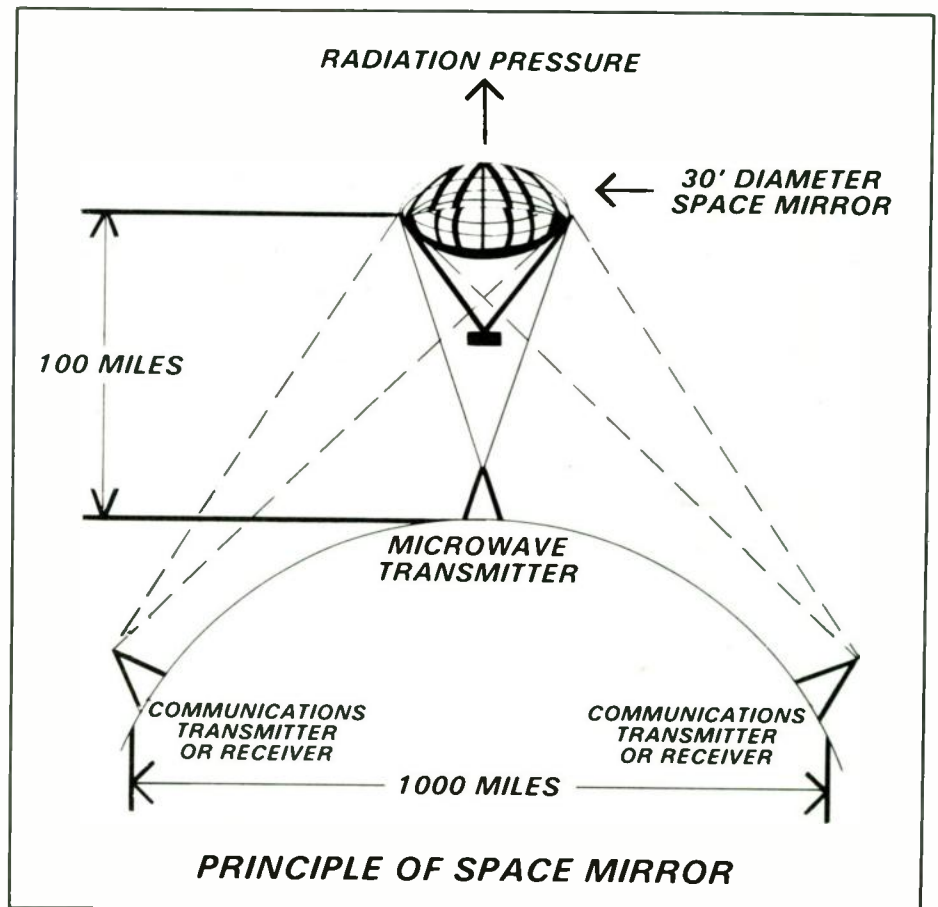
Satellite Incorporated) are offering to provide international services to private organizations which are not competitive to the "public carrier" role of Intelsat.

Such services would include customized private data links for administrative and library resources to remote areas as well as two-way teleconferencing initially limited to audio and eventually to audio plus slow-scan TV. This system, also known as "freeze frame," would provide an updated video display every 30

seconds over a channel only slightly wider than that required for audio. This could prove to be an invaluable tool to Third World countries in providing the latest audio-visual teaching aids to schools in remote areas.

In addition, electronic library and reference materials could provide up-to-date information on many subjects to upgrade educational standards rapidly in developing countries.

The present 4 Ghz (4000 Mhz) system currently requires large reflector (15 to 30 meter) antennas to receive the weak satellite signals.<sup>11</sup> This technique is





suitable for public telecommunications carriers, such as Intelsat, where only one expensive down-link earth station is required in each area to pick up the signal and feed it to the general public through low-power TV transmitter, coaxial cable or "light-wave" (fibre-optic) signal transmission systems.

This so-called "last-mile" or "kilometer problem" limits broadcasting access to the receiving public because of the expensive, relatively large receiving equipment required. Private earth stations at C-Band (4000 Mhz) are presently being marketed at the cost of \$3,000 to \$6,000 for such systems. The technical skill required to properly orient the antenna obviates the use of these systems by a majority of listeners.

### **Direct-Broadcast Technology**

A new generation of high-power satellites operating in the 12 Ghz band and designed to transmit directly to the listener using inexpensive (\$100-\$300) 1.0 meter diameter antennas and monolithic down-convertors to translate the signal bands available on standard or solid-state video display<sup>12</sup> TV receivers will become operational in 1985.<sup>11</sup>

This technology will overcome the "last-mile" problem<sup>13</sup> and revolutionize information distribution via satellite by breaking down the Intelsat monopoly. It will open the door for national, regional, and privately-owned satellites designed to provide "narrowcasting" to particular areas or social/economic groups.

This type of service will undoubtedly use encryption or coding techniques<sup>11</sup> to channel programs to the particular audience for which it has been designed. The prospect of the proliferation of information communication systems direct to the end user is causing great concern at various levels of society.

The social, political and moral implications of a globally integrated communication/data network where the knowledge and thoughts of mankind will be captured, stored, processed and communicated in ways which could be harmful as well as beneficial is frightening.

Dubbed the "Integrated Services Digital Network"<sup>5</sup> (ISDN), this concept is seen to have three major effects:

1) D.B.S. will be dominated by distribution of non-video materials as a basis of electronic publishing of periodicals, newspapers direct to the user.

2) Information will be "narrowcast" to particular classes of users such as various

economic, political, and religious groups.

3) Multi-point distribution of information (digitally encoded information directed or restricted to selected end-users) will permit copyrights to be maintained and fees collected to pay for privileged information useful to the subscriber. These D.B.S. systems will be interconnected with terrestrial distribution systems such as fibre optic, dedicated low-power translators, or cable systems. Recently introduced "multi-cellular" radio transmission techniques<sup>14</sup> will make communications of this nature even available at mobile receiving sites (cars, airplanes, ships).

The church and its agencies should be involved in formulating uses of the ISDN and its control to prevent abuses of basic human rights and welfare.

### **Rural Sat**

This term indicates the problem of reaching half of the world's populace living in rural areas which are economically and socially under-developed areas or areas that politically are not open to the entrance of Christian mission outreaches.

For the Church of Jesus Christ living at the climax of human history (Matthew 24:14), this must be the primary target for Christian missions. This population group<sup>15</sup> constitutes about one-half of the present world's population (about 2.2 billion people). What technologies can be used to reach these people?

Recent satellite technology developments offer some exciting possibilities to be described below.

### **Shortwave DBS**

Shortwave is still the dominant mode for international mass communications being practiced by over 100 countries. The 1979 WARC authorized an additional 850 kHz in seven of the international shortwave bands. The major drawbacks of presently available technology of terrestrially based transmitters include jamming problems, fading due to ionospheric changes and seasonal propagation changes.

Shortwave transmission from satellite will greatly reduce these problems and offer high-quality service to the "unreached" peoples in rural areas. Reception would be possible on most of the inexpensive shortwave receivers presently available in even the most remote areas of the world. Some of the technical aspects of this approach are

useful in understanding the application of technology.<sup>16, 18-20</sup>

The highest frequency which will support long-distance communication by reflection from the ionosphere is called the "maximum useable frequency" (MUF). The MUF changes with the time of day, season, and solar activity. Shortwave transmission from a satellite can utilize frequencies higher than the MUF, which are marginal or of no utility for terrestrial broadcasting at a given time.

While conventional shortwave signals reflect off the ionosphere to reach their target beyond the horizon, satellite signals at frequencies higher than the MUF will penetrate directly through the ionosphere to earth-bound receivers.

Although terrestrial shortwave stations must change frequency and schedules often in order to ensure adequate signal strength or avoid jammer interference, this necessity would be greatly reduced by satellite shortwave broadcasting. Theoretically, the listener would be able to hear a particular station at a specific place on the dial at the same time every day of the year.

In addition, satellite shortwave broadcasting would exhibit increased immunity to jamming since remotely located ter-



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)

The following is a summary of some of the technology becoming available and applicable to Christian mission via Intelsat, regional, or private satellite systems:

- ✓ **Teleconferencing**<sup>1</sup> - interconnection of hospitals, conventions, seminaries, universities, schools, libraries
- ✓ **Data Transfer**<sup>2,3</sup> - Computer networking for church mission, administrative and control functions and computer-aided instruction
- ✓ **Distribution of Programming** - for local rebroadcast over terrestrial transmission facilities including news feeds
- ✓ **Direct broadcast**<sup>4</sup> - standard or high definition television, real-time or slow scan with multi-lingual sound tracks, sound broadcasting to presently available short-wave and VHF FM receivers
- ✓ **Electronic Publishing or Library Services**<sup>5</sup> - Current news, periodicals and reference library materials transmitted digitally via satellite and terrestrial links to end users

restrial jamming signals at frequencies above the MUF would not be reflected to the target area but escape through the ionosphere to outer space. The satellite service could also cover larger areas since it does not suffer from "skip" phenomena like the earth-bound short-wave propagation.

Direct shortwave broadcasting from satellites would probably face fewer international legal objections since the U.N. principles of "prior consent" from the target area have specifically mentioned only television broadcasts by satellite. Since so many countries are international shortwave broadcasters, it would be difficult to stop shortwave broadcasts from satellites on the basis of "prior consent" when none is required for terrestrial shortwave broadcasting.<sup>16-19</sup>

### DBS Technology Advances

In order to incorporate many channels for this type of service or the Ku-Band D.B.S. service, the concept of the "space platform"<sup>27</sup> housing antennas, and transponders serving different areas or frequency bands from the same "orbital slot" would be required. This technology will be available in the late 1980s.<sup>23-26</sup> In this manner the limitations on "orbital real-estate" for communications satellites will be overcome and permit the expansion required for the increased communications needs of the 1990s.

Low-cost convertors (\$5-\$10) attached to receivers could extend the operation to cover the VHF/FM broadcast bands. One possibility is to use two adjacent channels to broadcast an audio signal and a corresponding "slow-scan" video signal respectively. The video would present a new "still" image about

30 seconds to provide educational programs with TV visual aids (electronic flannel-graph) to remote areas. A low-cost convertor and projection TV set could be used for "village viewing" by 50-100 persons.

The General Electric Company under a 1967 NASA contract performed a sound broadcasting via satellite feasibility study. The study found such satellites to be feasible.<sup>21</sup> For shortwave, a phased array antenna would have to be launched in a folded storage position and then deployed in space. Reasonably low power (50 to 100 watt) transmitters would be needed.

GE estimated the cost of developing, purchasing and operating two of these spacecraft for two years would be \$100

million in 1967 dollars. With current advances in technology, even in the light of inflation, this cost could even be lower.

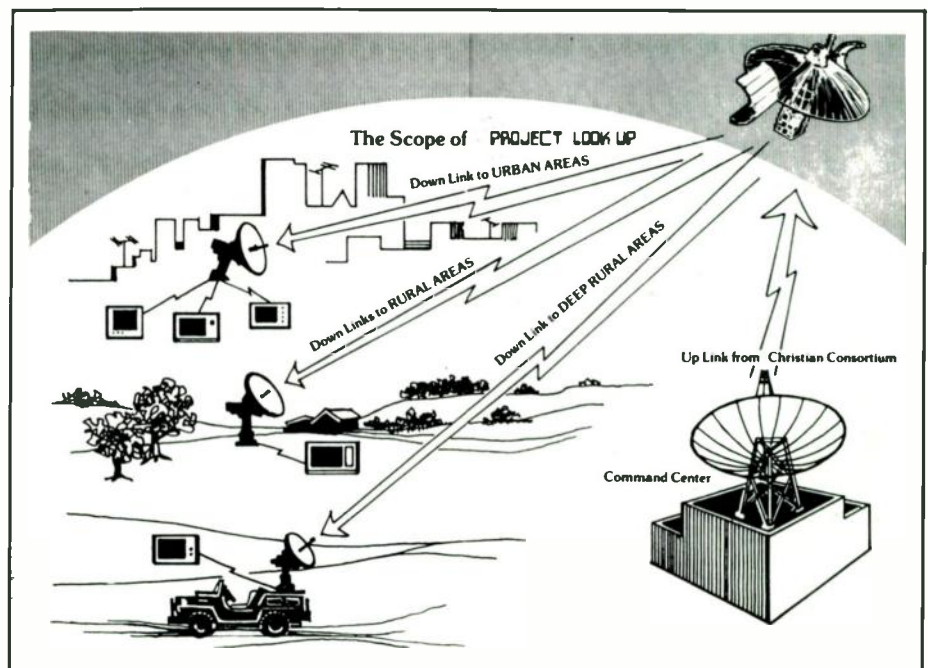
Private sources of financing seem to be coming available to groups like Project Look Up. Such sources could pay for the development and operation of such a transmission system which would be available to the world-wide Christian church to fulfill its missionary mandate.

### Floating Satellite

One futuristic concept, coming closer to reality, is to cover remote areas with a passive satellite reflector supported on a microwave beam at a height of about 100 - 150 km.<sup>21,22</sup> This satellite would consist of a thin-wire mesh about 30 feet in diameter and weighing less than 0.1 grams. The reflector would provide a means of communicating between points up to 200 km. apart or broadcast a signal covering this area.

This technology has been dubbed a "space mirror." The reflector mesh would be launched by a helium-filled balloon at a small fraction (\$100,000-200,000 U.S., as compared to \$10 to 20 million) of the cost of an active satellite in the geosynchronous orbit (36,000 km). Floating satellite technology would be an attractive alternative to many Third World countries since it would be low cost and totally under their sovereign control.

Church and humanitarian agencies might consider funding such "space mirrors" with the understanding that the reflecting mirror could also be used to





provide spiritual and educational programming as well as serving to meet the country's telecommunications needs to rural and urban areas.

During mid-1984 this concept will be experimentally demonstrated as part of a Stanford Research Institute program using a scale model mirror in an evacuated chamber to simulate space conditions.

### Utilizing the Technology

The Christian church needs to "buy up" these new technological opportunities to proclaim the Gospel to the widest possible audience. Project Look Up is one of the groups having a vision for using this technology as soon as it becomes available as a service agency to the entire Church of Jesus Christ.

Non-traditional sources of funding are miraculously becoming available to exploit these technologies for the Kingdom of God. What is needed is a vision for the utilization of these technologies in various areas of Christian mission.

Project Look Up seeks to enlist a worldwide group of consultants in technology, programming, and legal disciplines to work together with church and mission agencies to develop a program to "Proclaim Christ to His World" in this generation. NRB

### REFERENCES

- 1 - G. Southworth "Slow Scan TV Teleconferencing" University of Wisconsin Extension School, 1978
- 2 - J. Horton "Communication Trends for the 1980s" Microwave Journal, Page 22, January 1984
- 3 - A. F. Dassler "Satellite Communications" Telecommunications, November 1981
- 4 - M. S. Fischetti "Telecommunications Clarke's Legacy," Spectrum, January 1984
- 5 - A. M. Ruthkowski "The Role of Direct Broadcasting Satellites in the Integrated Communications Environment" Paper presented International Institute of Space Law, 25th Colloquium on the Law of Outer Space, Paris, 27 Sept-1 Oct, 1982
- 6 - K. E. Degnan, A. Hill "Richard Colins: Intelsat's Next Director General?" Satellite Communications, January 1983
- 7 - M. R. Oderman, S. E. Crowe "The Meeting of Domestic and Foreign Policy" Satellite Communications, January 1984. (International private satellite systems implications)
- 8 - K. Lynch "Orion and ISI Recommended to Provide US-Europe Satellite Link" Communication Week, Mon. Jan. 30, 1984
- 9 - T. Pirard "Eutelsat - Satellites Linking Europe: Satellite Communications, July 1983
- 10 - Dr. R. T. Wigand "Broadcast Satellites

in Europe" Satellite Communications, April 1983

11 - K. Betaharon, P. DeSantes "Microwave Technology Development Under Intelsat R and D - A Review" Microwave Journal, August 1982

12 - R. Hershon, "Flat Panel Technologies" Electronic Imaging, January 1983

13 - Dr. J. N. Pelton "Ruralsat I Who Has the Right Answer and When" Satellite Communications, March 1982

14 - N. Ehrlich "Advanced Mobile Phone Service Using Cellular Technology" Microwave Journal, August 1983

15 - "Unreached People of the World" Chart Pages 8,9 "Everybody" Vol. 1, No. 2, 37th Anniversary Issue World Literature Crusade

16 - B. Kobb "JF/DBS-Direct Satellite Broadcasting on Shortwave" Satellite Communications, November 1983

17 - U.S. Congress House Committee on Government Operations - "International Broadcasting: Direct Broadcast Satellites (Hearing) 99th Congress, 1st Session, Washington, D.C., GDO 1981 (Pages 4, 11)

18 - Abram Chayes, et al, "Satellite Broadcasting" London; Oxford University Press, 1973 Page 3

19 - I. de Sola Pool "Direct Broadcast Satellites and the Integrity of National Cultures in National Sovereignty and International Communications" H. I. Schellar, K. Nordenstrenz, eds., Ablex, 1979 Page 122

20 - Letter from Ford Aerospace by J. A. Keyes to A. Krueger dated July 1982 regarding feasibility of Shortwave Broadcasting from outer space

21 - H. Roth "Floating a Satellite on Microwaves Advanced" by Stanford Research Electronic Engineering Times, Jan. 3, 1983

22 - P. Csonka, J. J. Murray "Space Mirror Supported by Radiation Pressure" Microscience

23 - N. B. Hilsen, et al, "Millimeter Wave Satellite Concepts" Georgia Institute of Tech Report for NASA-NASACR159503

24 - N. L. Cohen, G. R. Stone "DBS Platforms," Satellite Communications Dec. 1982

25 - J. Van Nostrand "2 Key Congressmen Support Reagan on Space Station" Electronic Eng. Times, Mon. Feb. 13, 1984

26 - C. M. Perish and T. J. Elkins "An Assessment of the Magnitude of F-Region Absorption of H F Radio Waves" ITU Telecomm Journal, Geneva August 1975

27 - N. Cohen "The Next Logical Step" February 1984 Satellite Communications



Mr. Kraemer is an engineering consultant with the Sperry Corporation and with Project Look Up, a Florida-based communications enterprise and NRB member.

CONNECTORS AND MICROPHONE CABLES 	 BLANK-LOADED AUDIO CASSETTES
TAPES & CASSETTES from AMPEX MAXELL AGFA TDK BASF 3M	EMPTY REELS AND BOXES 
NAB BROADCAST CARTRIDGES 	CASSETTE BOXES, LABELS, ALBUMS 
ACCESSORIES 	

Ask for our  
**44 PAGE CATALOG**  
of  
**PROFESSIONAL  
SOUND RECORDING  
& DUPLICATING SUPPLIES**

Recording Supply Div. of Polyline Corp  
1233 Rand Road, Des Plaines IL 60016  
(312) 298 - 5300

35

(Circle 127 on the Reader Service Card)

**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)

# Satellite Booster to Church

One denomination is turning communications technology to good use

**S**OUTHERN BAPTISTS are entering satellite-delivered television in a big way this month. The multimillion dollar American Christian Television System (ACTS) and the church-oriented Baptist Telecommunications Network (BTN) are being launched May 15 and formally dedicated on June 12.

More than 2,100 missionaries across this country were linked by satellite in February for the first Southern Baptist home mission teleconference. And the ACTS Network secured permission from the FCC for another low-power television station serving Honolulu, Hawaii.

Portions of the Southern Baptist Convention's annual meeting June 12-14 will be broadcast live from Kansas City, Missouri, to a diverse collection of churches, cable systems and television stations around the country. Five hours of live transmission are planned, beginning with a presidential address from pastor James T. Draper of First Baptist Church, Euless, Texas, the out-going leader of 14 million Baptists.

The live broadcasts also will include dedication ceremonies for the tandem networks, home missions and foreign missions reports. Other activities such as preaching sessions and committee reports will be taped for later transmission. A one-hour highlight tape of the 1984 convention will be made from these sessions.

According to Dr. Lloyd Elder, president of the Sunday School Board, Nashville, the agency which oversees BTN, the broadcasting "has the potential to dramatically increase the participation of Southern Baptists in their convention." He noted that 293 church leaders attended the first Southern Baptist convention in 1845, and 22,872 messengers from among the 36,000 churches attended the largest convention in Atlanta in 1978. "The number to see the 1984 SBC should far surpass any of these," Dr. Elder said.

## Grassroots Participation

The growth of the ACTS Network idea during the last few years has been the responsibility of Dr. Jimmy Allen, an



ACTS musical/variety program *Country Crossroads*

## by Daniel J. Nicholas

NRB board of directors' member who is president of the Radio and Television Commission in Fort Worth. Dr. Allen described the live transmission plan in June as "a communications breakthrough and a gigantic step forward in grassroots participation for Southern Baptists."

"We are beginning a new age of communicating with this nation," Dr. Allen said, "and we are praying the Holy Spirit will breathe on that communication to the glory of our Lord Jesus."

The success of ACTS and BTN depends on several factors including the launching of a new communications satellite, which was scheduled for April 12. Late word from Baptist Press indicated that launching had been delayed when the "Spacenet I" owners, GTE Spacenet Corp., decided to postpone the schedule by at least a month.

Regardless of that development, the ACTS Network will air its first programming on May 15 using rented space on another satellite. The programming, which will commence with six hours per day and jump to 16 hours per day in June, will be switched to Spacenet I when it becomes operational.

Plans for the uplink facility were reportedly on schedule. A two-ton, 36-foot dish antenna, centerpiece of the uplink facility, was installed in Fort Worth on March 7.

The last two communications satellites launched by the American space shuttle

have been lost in space and are now useless. But the RTVC launching will be atop a French Ariane rocket from French Guiana in South America.

In connection with the rocket launching of "Spacenet I," the RTVC was planning a series of dinner rallies across the country and a live satellite broadcast utilizing the Holiday Inn's Hi-Net system in more than 50 locations. The dinners were April 12. Interested persons previewed ACTS Network programs already stockpiled and were invited to contribute financially to the costly endeavor.

Dr. Allen told RTVC trustees at a January meeting that costs for the ACTS Network—which were estimated at \$3.5 million—cannot come from the present ACTS budget or from the denomination's unified giving plan known as "The Cooperative Program." Trustees approved plans for a network operations center, costing almost \$1 million; a satellite transmitting center for uplinking, for almost another million dollars; and some 150 receiving dishes, priced at about \$10,000 each.

## Enhanced Interaction

Another first for Southern Baptists in television occurred on February 4 when more than 2,100 mission-minded men and women around the nation were linked by satellite for the first teleconference on home missions.

The live broadcast originated in Birmingham, Alabama, and was aired to 10 sites. The session was jointly sponsored by the Baptist Women's Missionary



# Interaction

as fast as it can be developed



RTVC photo by Ken Beazley

Two-ton, 36-foot satellite dish is lowered in to place on the site of the ACTS station

Union (WMU) and the Home Mission Board (HMB) and included phoned-in questions for the panelists from each site.

"This teleconference affords the opportunity to have both inspiration and information immediately at our fingertips," said HMB president William G. Tanner.

"I think it's exciting that we've had this experience today. We've had 10 cities linked together by satellite, now let's link them together by prayer," added Jay Durham, director of the HMB media department and moderator for the panel discussion. The cities were Birmingham, Phoenix, Atlanta, Detroit, Kansas City, Memphis, Dallas-Fort Worth, Richmond, Virginia; Lexington, Kentucky; and Greensboro, North Carolina.

The ACTS Network has applied for more than 130 low-power television stations in 35 states. Another of those facilities was approved by the FCC in a LPTV lottery. ACTS now has a construction permit for channel 50 in Honolulu, Hawaii. When a construction permit is awarded the recipient has one year to build the station.

Previous FCC rulings have awarded ACTS construction permits to Anchorage, Alaska, and Brownwood, Texas. ACTS has also been given permission to

## ACTS Sees LPTV Breakthrough

The Southern Baptist ACTS Network will be the subject of an hour-long NBC-TV special on May 20.

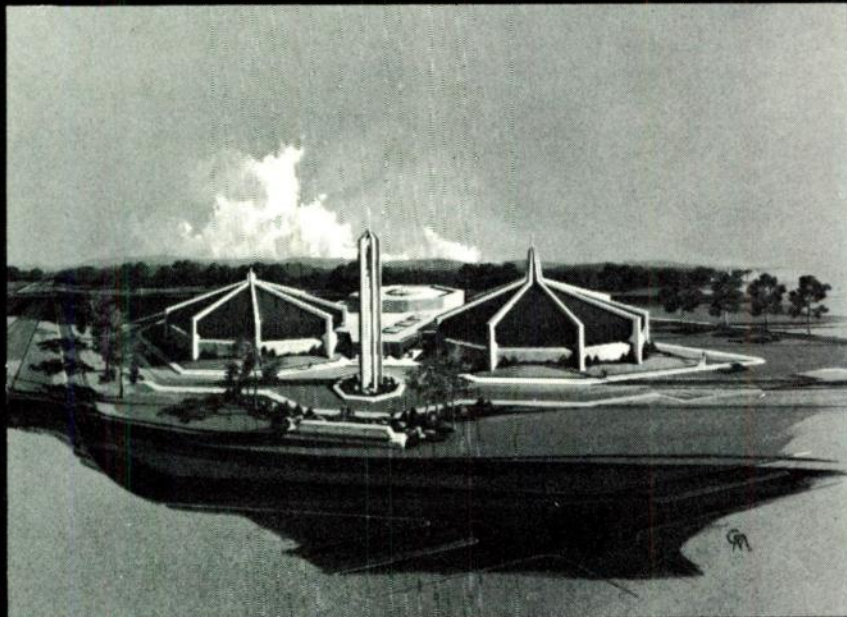
Among the latest ACTS developments is the announcement that 52 additional low-power television applications have been selected by the FCC for inclusion in the lottery system that decides between competing applicants. ACTS applications have reportedly prevailed each time a lottery has been held.

"We have been saying we would have low-power as a major part of the ACTS strategy, and now that is proving true," said Radio and Television Commission president Dr. Jimmy Allen.

build low-power stations in Tyler, Texas and Paragould, Arkansas.

By summer 1985 the ACTS Network wants to have its programming carried on some 1,000 cable systems and be able to reach an estimated 30 or 40 million people. **NRE**

Daniel J. Nicholas is assistant editor of RELIGIOUS BROADCASTING.



FAITH TABERNACLE CHURCH, Flint, Michigan.

## Church Consulting, Design & Construction.

(New Facilities, Additions and Renovations.)

**THE CLIFTON M. BLACK CO., INC.**

• 3245 Lapeer Road • Flint, Michigan 48503 • Ph (313) 743-1370

Avoid Organizational Problems By Allowing us to Custom Tailor your Complete Building Program.

### CONSULTING SERVICES:

- Site Evaluation and Selection
- Planning and Securing Adequate Financing.
- Functional Space Planning

### ARCHITECTURAL DESIGN SERVICES:

- Artistic Renderings
- Architectural Styling Variations
- Detailed Architectural Working Drawings

### CONSTRUCTION SERVICES:

- Complete Project Construction From Ground Breaking to Dedication
- Follow-up Service. After the Job Has Been completed

# 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
- 84-83 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

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

## MONDAY, JANUARY 30

### WORKSHOP SESSION II - 3:45 PM

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

## TUESDAY, JANUARY 31

### WORKSHOP SESSION III - 9:30 AM

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

## TUESDAY, JANUARY 31

### HISPANIC WORKSHOPS - 2:15 PM

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





(continued from page 15)  
supported.

Camping did not expect to raise the entire \$7 million operating budget for his nine stations from a single shar-a-thon but the combined effort will hopefully cover most of the amount, he reflected on the eve of the March 29 fundraiser broadcast. Before going on the air, Camping's organization had already received \$2.9 million in gifts and pledges. Last year the stations each conducted three shar-a-thons, for a total of 27 such broadcasts.

The network started on February 4, 1959 over KEAR-FM/San Francisco. From that time until 1973, Camping was president of Camping Construction Co. while volunteering for the network. Sources said Camping has never accepted a salary from his broadcast ministry and still prefers the "volunteer" status to his other titles as president, chairman of the board and network general manager.

Richard Palmquist, a former missionary to Alaska who had radio training, was co-founder of the network with Camping. He is reportedly not active in the ministry's leadership today.

Between 1959 and 1973 seven other stations were added to Family Radio. They are KEBR/Sacramento, KECR-FM/EI Cajon and KRFN-AM/Long Beach, all in California; WFME-FM/Newark and WKDN-FM/Camden, both in New Jersey; WFSI-FM/Annapolis (Maryland) and KYFR-AM/Shenandoah (Iowa). Then in 1973, the network went international with its only shortwave facility, WYFR/Okeechobee (Florida). Future plans include several applications now pending with the FCC for additional stations.

Camping described the network as being "fairly narrow in our programming concept. Mostly we emphasize the sovereignty of God. Other religious broadcasters do this also, but perhaps not to the same degree."

Camping summarizes his programming philosophy by saying, "We keep a low profile. We just do our work for the glory of the Lord."

The continuous three-day shar-a-thon featured soft Christian music, interviews with staff members around the nation, listeners' comments and praises to God.



Producer Edward Lubin picked up a Silver Angel from Religion in Media for his program, *The Pat Boone Show*. Boone, himself, (r.) was on hand to accept a Gold Angel as RIM's Churchman of the Year.

## Religious Broadcast Networks Capture Angel Awards

HOLLYWOOD, CA (NRB)—The seventh annual Angel Awards ceremonies were held February 16 at the Beverly Wilshire Ballroom in Beverly Hills to commemorate the best of religious media.

Gold Angels went to actress and author Dale Evans, Dr. Norman Vincent Peale, the late Princess Grace of Monaco, former Religion in Media president Rod Murchison, and singer Pat Boone. Dr. Peale, author of "The Power of Positive Thinking," was named International Clergyman of the Year by the ceremony's sponsor, Religion in Media (RIM).

Silver Angel Awards went to numerous religious broadcasters including the Christian Broadcasting Network (CBN), the Radio and Television Commission of the Southern Baptist Convention (RTVC), Trinity Broadcasting Network (TBN), WCFC-TV 38/Chicago and the PTL Television Network.

Other Silver Angels were presented that night to network productions that reflect positive values of faith. Books, records and motion pictures were also recognized.

Dr. Eugene R. Bertermann, president of NRB for 18 years, was RIM

president at the time of his death last December. He was remembered at the RIM ceremony and in the program booklet with a full-page tribute.

The newest RIM president is Sabrina Dorr, who was executive vice president. She is an associate producer of television programs and travel co-ordinator with a West Coast travel agency. She is related to RIM executive director Mary Dorr.

Los Angeles mayor Tom Bradley declared the day "Angel Awards Day" throughout the city to highlight the "moral and spiritual excellence" that RIM fosters.

CBN of Virginia Beach, Virginia, took home the most Silver Angels for television, with nine of its productions recognized by RIM. These included one episode of the Christian soap opera, *Another Life*, and one episode of the daily talk show with host Pat Robertson, *The 700 Club*. *Don't Ask Me, Ask God* and an interview with actor Mickey Rooney were also recognized.

The Southern Baptist RTVC took six Silver Angels, dominating the awards section for radio programs. Among the Baptist shows honored were *Mastercontrol*, *Streams in the Desert* and *Country Crossroads*.

Trinity Broadcasting of Tustin,



# 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

California, picked up five Silver Angels for television including *Kids Praise the Lord*, *The Moment After: The Day After*, *One Way Game* and *Sonshine*.

WCFC-TV 38 of Chicago, where NRB treasurer Jerry Rose is president, garnered four Silver Angels for creative programs that included *The New Bible Baffle*, *A Closer Look* and *The New Age: Pathway to Paradise*.

Programs of the PTL Television Network of Charlotte, North Carolina, were also chosen for Silver Angels. The three programs honored by RIM included *The Jim Bakker Program* and *You and Us Together*.

The ministry of broadcast pastor Robert Schuller drew attention when a book, Michael and Donna Nason's "Robert Schuller: The Inside Story," was honored by RIM. A "Los Angeles Times" reporter also won acclaim for a story on "Robert Schuller - A Profile."

Other award-winning books by NRB notables included: James Dobson's "Love Must Be Tough," Charles Swindoll's "Dropping Your Guard" and Billy Graham's "Approaching Hoofbeats: The Four Horsemen of the Apocalypse."

Edward Lubin, producer of "The Pat Boone Show" for radio, picked up a Silver Angel in the Gospel Radio category. The contemporary music program, now airing on more than 150 stations, is sponsored by Thomas Nelson Publishers and Bayer Aspirin. Pat Boone himself was on hand to receive a Gold Angel as RIM's Churchman of the Year.

Other Silver Angels were given to: WCLF-TV/Clearwater (Florida); the Russ Reid Company for *Pursuit of Happiness*; God's News Behind the News, Inc., for "Lebanon Update"; ABC-TV, NBC-TV, and Campus Crusade for Christ International for *Athletes in Action*.

**Criswell Center  
Readies International  
Shortwave Station**

DALLAS, TX (NRB)—Permission to construct a new 50,000-watt international shortwave broadcasting station was granted by the FCC January 29 to the Criswell Center for Biblical Studies of Dallas. According to Carl Singer, vice president for communications at the Criswell Center, Dr.

**GMA Names Dove Awardees**

The 15th Annual Dove Awards were bestowed by the Gospel Music Association on the following winners in ceremonies held March 7 at the Tennessee Performing Arts Center in Nashville, Tennessee:

*Gospel Song of the Year*: "More than Wonderful," Lanny Wolfe; Lanny Wolfe Music Co. (ASCA)

*Gospel Songwriter of the Year*: Lanny Wolfe, Lanny Wolfe Music Co./The Benson Co.

*Gospel Music Male Vocalist of the Year*: Russ Taff, Myrrh/Word Records

*Gospel Music Female Vocalist of the Year*: Sandi Patti, Impact Records/The Benson Co.

*Contemporary Gospel Music Album of the Year*: "Side by Side," The Imperials, Dayspring/Word

*Inspirational Gospel Music Album of the Year*: "More than Wonderful," Sandi Patti, Impact Records/The Benson Co.

*Traditional Gospel Music Album of the Year*: "We Shall Behold the King," Rex Nelson Singers, Canaan Records

*Gospel Music Album of the Year by a Secular Artist*: "Surrender," Debby Boone, Lamb and Lion Records/Sparrow

*GMA Hall of Fame Inductees*: (living) Hovie Lister (deceased) Cleavant Derricks, author/composer

Paige Patterson, president of CCBS, and Ed Rawls, chairman of the board of trustees, join in their enthusiasm for the project which will feature special programming beamed toward two continents from the Dallas-based operation.

The rules and regulations of the Federal Communications Commission governing international broadcasting specify that, "A licensee of an international broadcast station shall render only an international broadcast service which will reflect the culture of this country and which will promote international goodwill, understanding and cooperation."

The Criswell Center for Biblical Studies has owned and operated station KCBI-FM/Dallas for eight years. Dr. Patterson expects the new broadcast voice to be operational in the third quarter of 1984. Studio facilities will be shared between the local FM operation and the international shortwave.

According to statistics published in the "World Radio TV Handbook," the United States ranks near the bottom in percentages of citizens owning shortwave receivers. In almost every other country of the world from which statistics are available, shortwave receivers are as popular as AM and FM radio in the United States.

Even though shortwave broadcasting stations in the U.S. are licensed to serve target audiences outside this country, large portions of the continental United States will be able to receive the signal when the new station goes on the air.

**Famed Entertainers  
Subject of CBN  
Weekly Segment**

VIRGINIA BEACH, VA (NRB)—*The 700 Club* has added a new weekly feature every Wednesday that focuses on famous entertainers.

Since February 15 the segment's host, Scott Ross, has been interviewing a collection of performers with household names. The segment began with country-pop music singer Glenn Campbell, who discussed for the first time on national television his conversion to Christianity.

Ross' other guests have included or will include Maria Muldaur, winners of the Grammy Awards from Los Angeles and the Dove Awards from Nashville; singers Noel Paul Stookey and Barbara Mandrell and actor Cliff Robertson.

A current resident of Virginia Beach, Ross began his broadcasting career at CBN's radio station in Virginia, WXRI-FM/Portsmouth.



# Books For Broadcasters/Cablecasters

## RADIO COMMUNICATIONS

- The Complete Handbook of Radio Transmitters.** by Joseph J. Carr, Paperback \$9.95, 350 pp., 316 illus. A guide to transmitters, their design and construction, their specifications and circuits, and how to use them properly.
- Basic Radio Course** by John R. Frye, Paperback \$7.95, 224 pp., 128 illus. A complete introduction to how and why radio technology works.
- The Complete Handbook of Radio Receivers** by Joseph J. Carr, Paperback \$9.95, 322 pp., 238 illus. Receiver theory, practice, use and procedures for ALL modes: SSB, FM, AM, LF, HF, VHF, UHF, ham, CB, broadcast, 2-way, and more!

## TELEVISION

- Video Tape Production & Communication Techniques** by Joel Efrein, Hardcover \$12.95, 256 pp., over 125 illus. The perfect guidebook for businessmen, educators, telecasters, CATV operators and others interested in using videotape communications.
- Color TV Studio Design & Operation** by Oliver Berliner, Hardcover \$9.95, 168 pp., 69 illus. All the in-depth answers to all the questions any studio owner or operator might ask about how to equip and operate a low-cost color TV studio. . .from building design to equipment.
- Designing & Maintaining the CATV & Small TV Studio - 2nd Edition** by Kenneth B. Knecht, \$12.95 Hardcover, 288 pp., over 100 illus. All-in-one handbook with all the how-to's for setting up a small-to-medium size TV studio.
- Televising Your Message** by Wanda B. Mitchell & James D. Kirkham, Paperback \$8.95, 221 pp., over 50 illus. The one text that teaches students how to communicate effectively through television. Provides valuable information on the tools, techniques and terminology of the TV studio.

## JOURNALISM — FOR TV & RADIO

- Journalist's Notebook of Live Radio-TV News** by Phillip Keirstead, Hardcover \$12.95, 252, pp., 40 illus. Covers techniques for gathering, processing, writing and broadcasting live news, using the latest electronic equipment.
- Writing the News** by Walter Fox Paperback \$6.50, 160 pp. Introduction to contemporary newswriting techniques offers practical instruction along with a challenging vision of the new role of print media in an electronically-oriented society.

## OTHER GOOD BOOKS

- Broadcast Radio and Television - 6th Edition** by Edward M. Noll, Paperback \$16.95, 470 pp. many illus. and charts, a basic broadcast text with two objectives - to help acquire a fundamental technical knowledge of broadcast systems - and to give an understanding of important operational procedures and technical requirements as mandated by the FCC.
- Digital Audio Technology** by H. Nakajima, T. Doi, J. Fududa & A. Iga of Sony Corp. Paperback \$11.95, 320 pp., 227 illus. An introduction to pulse code modulation (PCM), audio recording and effects on professional and amateur equipment design.
- Opportunities in Broadcasting** by Elmo I. Ellis, Paperback \$4.95, 143 pp. Outline of the many different jobs - artistic, technical, clerical, and administrative, and the basic requirements of each.
- Women in Communications** by Alice Fins, Paperback \$4.95, 131 pp. Profiles of women who have succeeded in the world of television, radio, public relations, newspapers, books, magazines, etc. Also, how these accomplished women got where they are and how they feel about their careers.

*No extra charge for postage and handling!*

*Payment must accompany order.*

Mail to:  
NRB  
CN 1926  
Morristown, NJ 07960

For more information call 201/428-5400

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

AMOUNT  ENCLOSED \$ \_\_\_\_\_

# CLASSIFIEDS

## EMPLOYMENT

**Assistant chief engineer** UHF TV and production facility. Well qualified in all areas of maintenance and administration. Willing to make facility tops in Christian broadcasting. Send resume to Christian Communications of Chicagoland, WCFC TV, 1 North Wacker Dr., Chicago, IL 60606. EOE.

**Maintenance engineer** UHF TV and production facility. Experience in all tape formats, cameras, and other related equipment. Send resume to Christian Communications of Chicagoland, WCFC TV, 1 North Wacker Dr., Chicago, IL 60606. EOE.

**Corporate legal department:** The Christian Broadcasting Network, Inc., an evangelical, Christian ministry, with headquarters in Virginia Beach, Virginia, is accepting applications for positions with its Corporate Legal Department. Those responding should be able to share the goals of this worldwide ministry. The successful candidate should have corporate legal experience, a strong background in contracts and negotiations, and an excellent academic record. Media and/or entertainment law background helpful. If you feel led and wish to serve, submit your resume, including salary history, to The Christian Broadcasting Network, Inc., Employment Manager, CBN Center, Virginia Beach, Virginia 23463. CBN is an equal opportunity employer.

**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, handling 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 experience 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.

**Forty-two-year-old CPA** seeks opportunity in Christian ministry or broadcasting organization. Twelve years self-employed in public accounting and management consultation with all related tax experience. Current radio program production experience with related air time and interview work. Background in graphics and writing. Will work in management finance, broadcast or some combination. B.A. in Business Administration. Write NRB, Box 5J, CN 1926, Morristown, NJ 07960.

**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.

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

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

**Inspirational station in major sunbelt community** of the Southwest seeks qualified general manager. Solid spot sales background a must. Send resume and full particulars to: CCA, 876 N. Batavia, Orange, CA 92668, Attention: John Boyd. No telephone calls please.

**Operations Manager** — six years professional experience, desires position in medium size market. Contact Glen Erdman, 417 Coppermill Rd, Wethersfield, CT 06109, 203-563-2423.

**Major Broadcast Group** with established FM station in medium-market mid-western city looking for drive-time personality. Adult-contemporary/MOR format. Experienced announcers only need apply. Contact NRB, Box 5W, CN 1926, Morristown, NJ 07960.

**News director**, Seattle Washington. 2 years experience, 5 years major market experience, "Up" personality and delivery. Must be able to put together top notch staff and interact on air with host. Must be able to gather, edit and write Christian news. Amiable voice, "street smart." A take-charge career oriented person looking for

growth. Contact Joe Michaels, Crista Broadcasting, 19303 Fremont Ave. N, Seattle, Washington 98133, 206/546-7350.

## FOR SALE

**Stereo Production Studio.** Everything needed to start radio productions. SPARTA A-15 Stereo Console, 2-Rusco Stereo Preamps, Preview and Monitor amps & speakers, 2 Rec-o-Kut turntables, Mic w/boom. NEW-AUDIOTRON-ICS ½ track Stereo Reel High-Speed Duplicator. 30+ Professional 4-reel hardshell tape cases. All for \$3,000. Call Wayne (804) 264-0121 and (800) 446-7667.

**Magnafax ¼" tape duplicator.** 5 place, 30 lps. Excellent condition. \$3000. Call 800-423-5054, Judy.

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

## SERVICES

**Weekly employment newsletter** - All broadcast categories - \$15.00/15 weeks - Job Leads, Trent Bldg., So. Buckout St., Irvington, NY 10533.

**NRB 84 Audio Tapes** of the 1984 convention plenary sessions and workshops available for \$6 each, or a complete set of 95 tapes for 10 percent discount. Computerized mailing lists of convention attendees available in zip or alpha order for \$60 per thousand names with Cheshire or pressure sensitive labels. Also a computerized mailing list of Christian radio stations is available. Contact Marge Stevens, NRB, CN 1926, Morristown, NJ 07960 (201) 428-5400.

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



# BROADCAST BOOKS

## ADVERTISERS

Pat Boone.....	47
Bott Broadcasting.....	5
CCR.....	45
Clifton Black.....	17
Crosslink.....	19
Tony DiGirolamo.....	33
G. E. Video.....	9
Image Magnetics.....	31
KMJC.....	1
MAP/Donor Plus.....	39
MPL.....	13
Maxell.....	ibc
Moody.....	2
Nason Media.....	bc
NRB Books for Broadcasters	41
NRB Convention Tapes....	36, 37
NRB Directory 1984.....	25-28
NRB Cassette Tape Catalog.	17
Otari.....	22
Polyline.....	32
Positive Transfer.....	7
Religious Radio Guide.....	14, 15
Roloff/Paragon.....	10
Universal.....	11
Victory Communications.....	ifc

### 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**

## Grasping at Station's Philosophy of Programming

Radio and TV Programming by  
*Herbert H. Howard and Michael S.  
Kievman. Grid Publishing, Inc., 1983.*

Broadcast programming is a significant issue to station managers and program producers alike. Stations want to develop and/or anticipate their audience's expectations, attracting and retaining that audience. Producers care about adjacencies and placement as well as the programming philosophy of present and future contract stations.

This issue should be just as important to the Christian station that schedules block programs as the secular pop music/personality stations. All stations across the spectrum, both radio and TV, are involved in making program scheduling decisions based upon some philosophy, marketing concept, statistical research or "hunch."

That is why this book is valuable. Howard and Kievman, co-authors of "Radio and TV Programming," share the academic/professional perspective to this field. Academic, since the book has a largely college market; but professional, since it must (and does) reflect current practices and experiences.

I liked the book because, although it gives historical and philosophical grounding, the book spends a good portion of its pages on analysis and evaluation of the variety of formats and the important "objective-setting" phase of program management.

There are also other professionals who contribute chapters relating to public broadcast stations, program criticism and future projections.

What interest has this material to the Christian station or producer? No one would deny that even with the power of the Holy Spirit leading and guiding our ministries, Christian broadcasters are working in an industry that functions according to a variety of principles. Whether the Christian broadcaster accepts all of those principles or not, we need to be well informed. This excellent book gives information in that important part of our world of management concerns.

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

## Solid Guide Through Single Camera Production

Single-Camera Video Production: Techniques, Equipment, and Resources by *Barry J. Fuller, Steve Kanaba and Janyce Brisch-Kanaba. Spectrum Books, Prentice-Hall, Inc. 1982, 227 pages.*

With few exceptions, books on television production techniques are just written explanations of visual concepts. There are a few books, however, that do use pictures (Zettl), but these are so expensive as to be prohibitive for the beginning broadcaster. "Single-Camera Video Production" is a helpful solution.

This is a great visual book for visual people at a reasonable cost. The text has a good mix of pictures and written material, presented in a format to help anyone understand how video and audio equipment work either in the field or when in use in a studio setting.

The authors have written a book that provides useful information in a visual way to help video operators produce an adequate product in any situation. They take a two-fold approach. First, they present basic information as to the operation of video, audio and lighting equipment when used in a remote situation. Second, they explain how to use portable equipment in a studio set-up where props, sets and graphics are used.

Their presentation is clear enough so that full time broadcasters will find this information helpful. At the same time the diagrams, pictures and copy will assist the beginner in producing a pleasing finished product.

For the single camera operator, the book is a gem. There is adequate information to help any novice start to produce worthwhile programs for their clients. In fact, this book might become a prized reference book.

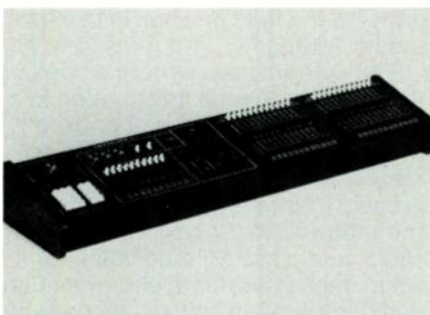
*The reviewer, James J. Pickering, is assistant professor of television production at Liberty Baptist College, Lynchburg, Virginia.*

## **Lighting Controller Introduced by Electronics Diversified**

Electronics Diversified, Inc. introduces a new series of lighting controllers with both memory and two-scene manual operation. They provide 12 to 60 channels, 10 programmable submasters with bump buttons, splitfader/crossfader with X and Y timers, Grand Master, Independent Master with timer, Blackout and more. Digital output addresses up to 255 dimmers, with 10-channel analog backup.

The Troubadour console is competitively priced and modular components make the console easily adaptable to special space, control and budget needs. Options include electronic patch, non-dim and house-light control modules and channel bump buttons.

For additional information, contact Electronics Diversified, Inc., 1675 N.W. 216th Street, Hillsboro, Oregon 97124, Rena Waterman. Telephone: (503) 645-5533.



## **GraphOver 9500 Available Under GSA Contract**

New Media Graphics Corporation, Burlington, Massachusetts, announces the availability of the GraphOver 9500 system under GSA Contract.

The GraphOver 9500 is a versatile color graphics generator that allows a combination of graphics coming from a computer and video coming from any videodisc, videotape or TV camera. The output of the GraphOver can be displayed on videotape.

In addition, the GraphOver 9500 offers a long list of built-in features such as encoders, decoders, video switcher, audio switcher, videodisc

interfaces, graphics tablet, light pen and touch screen controls.

Applications for the GraphOver 9500 include interactive training, simulation, C<sup>3</sup>, presentation graphics, point-of-sale, and process control.

For further information contact: Arthur Franke, New Media Graphics Corporation, 279 Cambridge Street, Burlington, Massachusetts 01803. (617) 272-8844.

## **Wireless Speakerphone Available from Teletek Systems**

Teletek Systems, Elk Grove Village, Illinois, is marketing the Teletek Conferencer, a wireless and portable group speakerphone designed for audio teleconferencing with or without video accompaniment.

The product has no cables or cords to clutter a conference table and provides broadcast-quality transmission and reception without voice clipping, echoes or barrel-effect distortions.

The system features a wireless omnidirectional module containing three microphones and a transmitter. The module is placed in the middle of a conference table and transmits voice signals to a control unit containing receiver, amplifier and voice-activated switch.

The control unit, which measures 17 inches x 7 inches x 3 5/8 inches, can be installed in the room or out of sight in a cabinet or closet.

## **Video Cassette Rewinder Produced by Audico**

The 619 Video Cassette Rewinder is a heavy duty and versatile new product that has been introduced by Audico, Inc. of Elk Grove, Illinois. Plug-in modules allow users to rapidly interchange between Umatic, VHS and Beta cassettes. The 60-minute Umatic cassettes are rewound in less than two minutes.

The rewinder can also be used as part of a videotape loading system, either as the take-up unit or as the pay-off unit to cross transfer tape directly between cassette housings.

For further information contact: Bill Hinkle, Audico, Inc., 219 Crossen Avenue, Elk Grove, Illinois 60007. Telephone: (312) 640-1030.

## **L. J. Scully Features Audio Tape Recorder**

The L. J. Scully Model LJ-12 Audio Tape Recorder features three advanced microprocessors that digitally control the transport and analog audio signals. Other features include non-volatile memory of cal-



eq-bias settings, glass bonded ferrite heads, gold plated connectors, lifetime halleffect transport switching, SMPTE compatibility, and four-speed operation which is variable from 3.00 to 36.00 IPS in .01 increments.

For further information contact L.J. Scully Manufacturing Corporation, 138 Hurd Avenue, Bridgeport, Connecticut 06604. Telephone: (203) 368-2332.

## **Microdyne Releases High Performance TV Receiver**

Microdyne's 24-channel 1100 LPR Satellite TV receiver is now available with automatic polarity switching and remote tuning control.

This new option makes it even more economical for small cable television and SMATV operations to improve their programming flexibility and to make the most of a limited number of receivers through transponder time-sharing.

The remote tuning is accomplished through a rear binary coded decimal (bcd) terminal that accepts switching instructions from a computer or any standard switching device. LPR and 1100 LPR (R) video receivers are available from Microdyne. Phone (904) 687-4633 or write to Microdyne Corporation, PO Box 7213, Ocala, Florida 32672.



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 Reseller 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)

# BROADCASTERS



W. Dale Oldham



Charles Colson



Doug Greenlaw



Jack Rabito

**W. Dale Oldham**, a Christian broadcasting pioneer, died March 29 of melanoma cancer after a brief illness. Dr. Oldham, 81, was retired as speaker and executive director of *The Christian Brotherhood Hour*, a 30-minute weekly radio ministry of The Church of God (Anderson, Indiana). He was the 1982 NRB Distinguished Service Award recipient and, in 1966, the program was honored with an Award of Merit. Dr. Oldham served NRB as a past member of the executive committee during formative years of the national office. "His pioneer radio ministry set standards for religious broadcasting," said NRB executive director **Ben Armstrong**. NRB secretary **Mike Maddex** represented the association at the April 1 funeral in Dayton, Ohio, the city in which he died. The near-capacity crowd of mourners heard **Dr. David Grubbs**, speaker of *The Christian Brotherhood Hour*, leading the service. **Jerry Falwell** was among the mourners. Dr. Oldham is survived by his wife, **Polly Oldham**, and his son, **Doug Oldham**.

Gospel singer **Doug Oldham** has been recovering after a February 27 operation to remove a malignant mass from his colon. Doctors in Lake Wales, Florida, where Oldham was touring, term the surgery a complete success with no further treatment necessary. Oldham was song leader for the NRB 84 convention.

Bishop **Robert F. Andrews** of the Free Methodist Church of North America is adjusting to life after a cataract removal and lens implant on

February 15. An NRB board of directors member, class of 1987, Andrews was speaker on the denomination's *Light and Life Hour*.

**Chris and Linda Steffen** of New Zealand have joined the fulltime staff of radio HCJB in Switzerland.

The Southern Baptist Radio and Television Commission (RTVC) presented Abe Lincoln Awards for Distinguished Broadcasters to two men for noteworthy commitments to their communities through public service broadcasting. They are **John Fletcher**, general manager of KCLE-AM/Cleburne (Texas), and **Carl Zimmerman**, director of communications for WITI-TV/Milwaukee. In addition to the competitive awards, **Robert E. Mulholland**, president and CEO of NBC, received the Distinguished Communications Medal, the highest RTVC honor. Former presidential aide **Charles Colson**, who founded Prison Fellowship after Watergate involvement, was also honored with the Christian Service Award. The 15th annual Abe Lincoln Award ceremonies were held February 16 in Fort Worth, Texas.

No one can accuse **Doug Greenlaw** of standing by idly when help is needed. The sales director for CBN Cable in Manhattan has been doing his share of urban crime fighting as evidenced by an after-lunch incident in New York City's subway system. Greenlaw spotted and chased a purse snatcher down 42nd street and into a subway station before leaping a turnstile and preventing a train

from leaving with the thief. Police arrived to assist the Vietnam veteran who said simply, "We have an obligation to help when we can." CBN Cable entered the New York market on January 1 on Time, Inc.'s Manhattan Cable system.

**Mel Parker**, CBN Cable's direct response coordinator, was elected treasurer of a new association that promotes a high standard of ethics for the direct response television industry. The Electronic Media Marketing Association (EMMA), based in New York City, will conduct national seminars, conventions and trade shows.

**Stephen J. Van Ophijsen** has been appointed an account executive for national sales for the CBN Cable Network. Based in New York City, Van Ophijsen will have major agency account assignments in New York City and primary responsibility for the Detroit market. He comes to CBN with 15 years' experience including ABC Radio in Detroit and Mutual Broadcasting in New York City.

**Jack Rabito**, vice president of NRB's Southwestern chapter, has moved from being general manager of KWJS/Arlington (Texas), the flagship station of the Sonlife Radio Group, to become regional director of the National Federation for Decency (NFD), with offices located in Dallas. With national offices in Tupelo, Mississippi, NFD is directed by **Don Wildmon**. In 1980 the station Rabito managed, WIVE/Ashland (Virginia), received an NRB Award of Merit.



"IN ONE DAY  
ED LUBIN HELPED INCREASE  
OUR SALES REVENUE  
OVER \$85,000..."

— Ed Shaddick, Pres. Southwest Broadcasters, Inc.



... and in one day we can motivate and train your sales people to increase spot radio dollars ... Your sales department will love a one day sales seminar with Ed Lubin ... and your bottom line will prove it. From basic sales techniques to radio co-op education ... it's time for Christian radio stations to sell 60's and 30's. Ed Lubin can show you how to do it...

To reserve your one day sales seminar call:

Ed Lubin

EDWARD LUBIN PRODUCTIONS

10394 Rochester Avenue • Los Angeles, California 90024 • 213-553-9854

Producers of the nationally syndicated PAT BOONE SHOW

# AIRING OUR VIEW

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

## Government's Creeping Compulsion

The Orwellian Year of Big Brother is also Year of the Ballot Box.

Those two facts, linked by the calendar, convey both threat and hope.

The threat of Big Brother is not so much that he is watching, but that he seeks to dominate. Nowhere is this compulsion to control more obvious than in government's attempts to regulate the religious life of the nation.

The Christian Legal Society, which monitors the struggle between church and state, is tracking some 1,200 court cases around the nation—six times more than a decade ago.

The broad sweep of government encroachment into religion leaves the informed citizen appalled. That creeping compulsion stretches from the Internal Revenue Service at the national level attempting to regulate church finances, to the neighborhood zoning official trying to force registration of home Bible studies.

A national conspiracy may not be afoot among government agencies, but there seems to be almost a tacit agreement to pick on the little fellow, the oddball outfit. Once the case is made, then go after the big ones.

Who is going to worry over a little private church school in the rural backside of Nebraska refusing state attempts to regulate its affairs?

But once the precedent is established that government can control parochial schools, the same principle will apply to the large denominational systems as well.

Who is going to protest government attempts to nail Sun Myung Moon, first among the strange Moonies, on questionable financial practices?

But once the precedent is established that the IRS can define what is and what is not religion, then government is well along the way to establishing a state religion.

Who is going to stand up for fundamentalist Bob Jones University when the courts withdraw its tax-exempt status because of alleged racist practices?

But once the precedent is established, the same principle will apply to all religious institutions that do not conform to the vague, fluctuating tenets of "public policy."

Who is going to bother with stubborn little Grove City College that maintains the notion that be-

cause it does not receive direct federal aid it need not file forms promising not to discriminate against women (which it does not in any event)?

But once the precedent is established that government can force compliance of its rules and regulations by institutions free of direct financial aid, the same principle could enforce compliance to certification requirements by other independent schools.

Who is going to rush to the aid of a nondenominational church in remote Brookfield, Wisconsin when a circuit court upholds a summons by the IRS to turn over extensive church records?

But when the precedent is established that the IRS can walk into any church, anywhere and anytime, and without any suspicion of wrongdoing, demand the total records of the church, the same principle may be applied to any church offending local authorities or disgruntled citizens.

The list seems endless and the pattern apparent.

Monitoring attacks by government against religion over the past few years, Congressman George Hansen (R. ID) has come to these conclusions: "First, the attacks are accelerating. Second, they are not accidental and, in fact, are calculated to pick out the targets least likely to be defended by the rest of organized religion."

Never has religious freedom in this land been under such attack and so threatened. But because the campaign is piecemeal and muted, the religious community is being dismantled with hardly a fight.

What is to be done?

Be constantly vigilant for legal assaults against churches and religious organizations in your community.

Keep the public informed through your broadcast facilities.

Make use of existing structures—other media, local citizen action groups, the courts.

Defend even unpopular causes if the issue is religious liberty.

However, the best antidote for government's creeping compulsion to control is the prosaic, all-too-familiar ballot box. Knowing the candidates' stands on important issues and voting accordingly is still the best way to keep Big Brother at arms' length.

—Robert L. Niklaus



Brooklyn Bridge  
Centennial Celebration,  
May 24, 1983.

The moment of truth.  
It happens in recording studios,  
dupe and post-production houses,  
and with ENG teams at the  
edge of history. And as it happens,  
more of these moments are being  
recorded on Maxell.

Our reputation is growing as  
surely as our product line. And the  
line is growing. With expanded  
formats in KCA and KCS  
 $\frac{3}{4}$ " U-matics. Additional Beta and  
VHS cassettes in critical new  
lengths. New instant-start audio  
cassettes. And the industry's first  
broadcast quality HGX Pro  
 $\frac{1}{2}$ " Videocassette in Beta and VHS.

How do you measure success  
in our world? To us, it's a measure  
of quality. Unvarying quality.  
To assure it, we manufacture, test  
and assemble every element from  
oxides to housings. So in that  
pivotal split-second, the moment is  
immortalized. And in your hands,  
our science turns to art.



In your hands,  
our science turns to art.

maxell®

Maxell Corporation of America, 60 Oxford Drive, Moonachie, N.J. 07074 201-440-8020

(Circle 166 on the Reader Service Card)

# Your Chair's Reserved

For your television production, let NASON MEDIA's team of professionals provide you with all your needs.

From pre-planning to production and post-production, NASON MEDIA has demonstrated they are one of America's most innovative production companies.

Call us today and let us put your name on our chair.

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

