

# religious broadcasting

JULY/AUGUST 1984

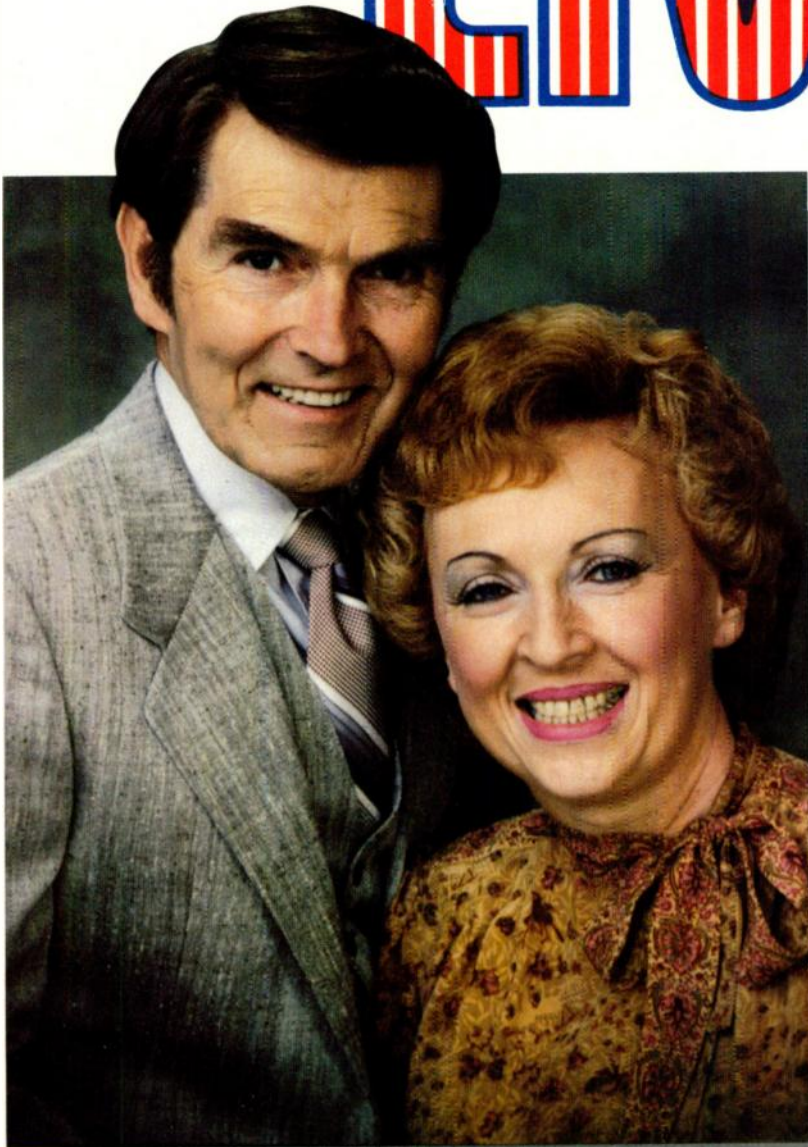
C 0009880      MRR 38  
MASS MEDIA CONSULTANT  
DIEGO DOMINGO  
BOX 3930  
HOLLYWOOD      CA 90028

*Tim LaHaye:*  
**The Election of Our Lifetime**

**Registering Christian Voters  
Getting Results in Fund Raising  
Broadcasting as One Body**



# LA HAYES LIVE!



## DOMINATE YOUR MARKET

Back on radio by popular demand! Mrs. Beverly La Haye - founder and president of Concerned Women For America and Dr. Tim La Haye, author of numerous books of which over seven million have been sold, come live - via satellite - daily!

This will be a talk show helping American families deal with today's toughest issues. Don't miss out Mr. GENERAL MANAGER! Call today to see if your radio station qualifies.

**CALL COLLECT**  
**602-949-9689**

Radio Division

**VICTORY**

COMMUNICATIONS INTERNATIONAL

888 Seventh Avenue  
New York, NY 10106  
212-315-1442 TWX 668-331

P.O. Box 2612  
Scottsdale, AZ 85252  
602-949-9689 TWX 668-331

# Remember!..in San Diego...

## Only **KMJC** Christian Radio

KING MASTER JESUS CHRIST

is the "IMPACT" station for Broadcaster Back-up!

### MEMO

TO: Broadcasters and Agencies

SUBJECT: Planning guide for West Coast station selection. 1984-85.

*Check These Facts!...*

NO OTHER WEST COAST CHRISTIAN RADIO STATION PROVIDES A MORE INTENSIVE SUPPORT-SYSTEM FOR THEIR BROADCASTERS!

*Here's How!*

- ✓ TV Spots On (6) Major Stations Surrounding National TV Ministries.
- ✓ Thousands of Program Schedules and Broadcaster Address Listings Mailed Quarterly to our Ever-Growing Mailing List.
- ✓ Frequent Station Promotions and Contests That Keep Listeners "TUNED-IN" Throughout The Broadcast Day!

For Audience Response. . 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

THE CHRISTIAN BEACON

**KMJC**  
KING MASTER JESUS CHRIST

910 on the Dial † 5000 Watts

Licensed to El Cajon, California

Represented Nationally by J.C. GATES & CO.

**LOS ANGELES:**

NATIONAL SALES:

Contact: Juanita Haddy Landon  
1708 Hillhurst Ave.

Los Angeles, CA 90027

Telephone: (213) 462-6839

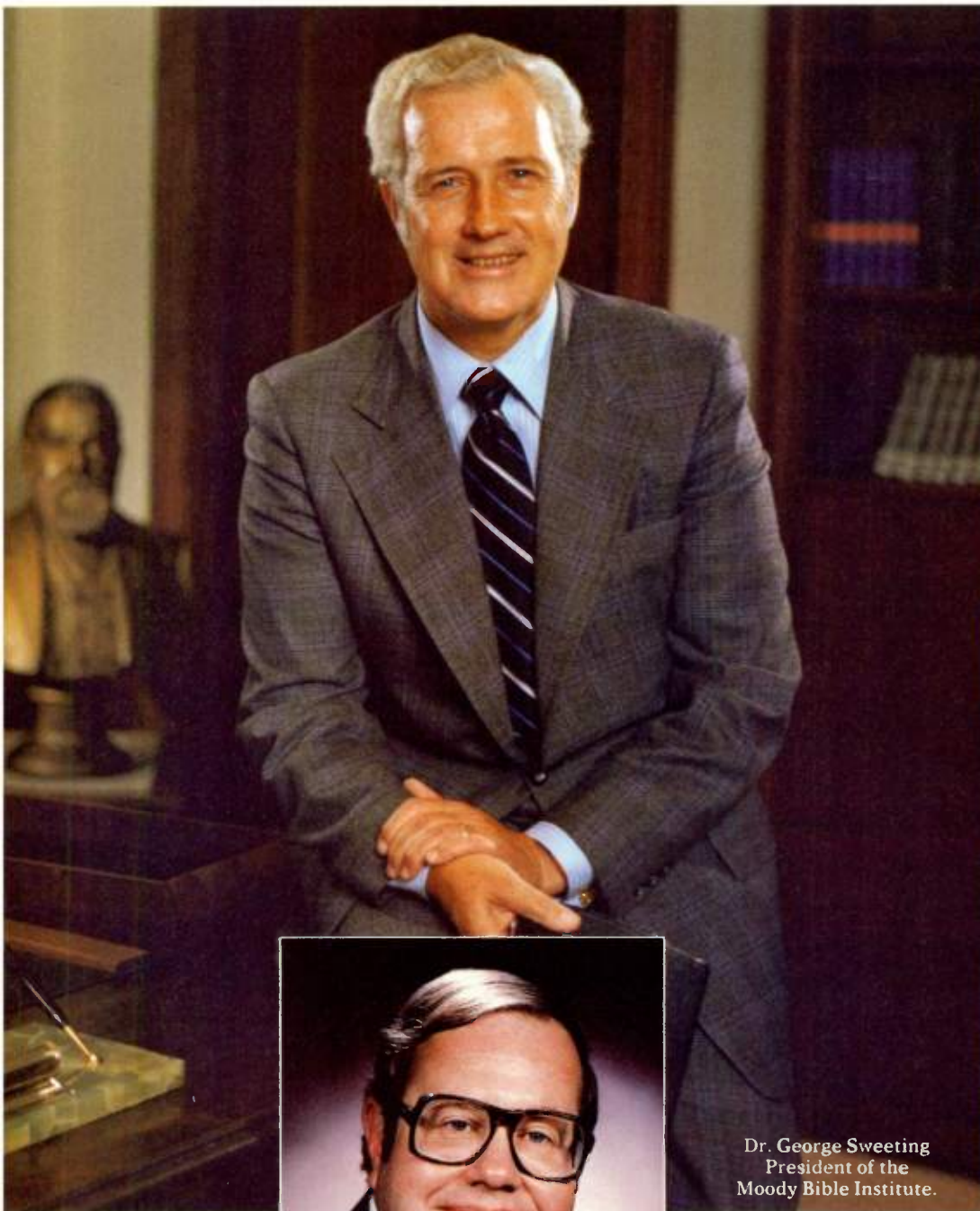
**SAN DIEGO**

500 Fesler St. Suite 207

El Cajon, CA 92020

Telephone: (619) 579-0910

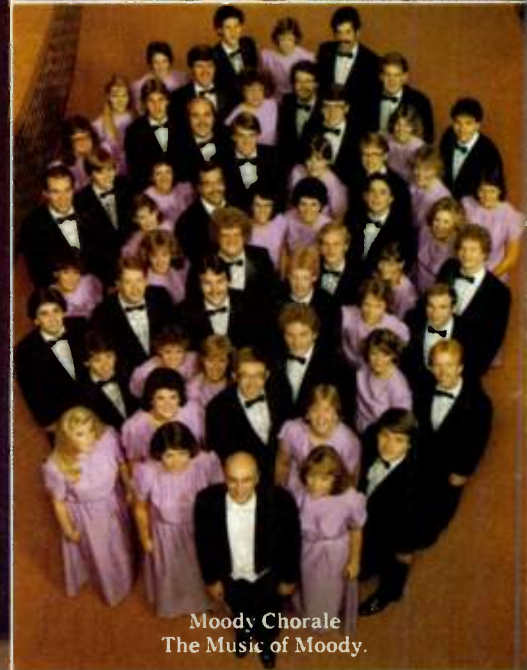
# Moody Presents!



Brandt Gustavson  
Host of Moody Presents,  
Vice President, Administrator of  
Development of the Moody Bible  
Institute, and President of the  
National Religious Broadcasters.

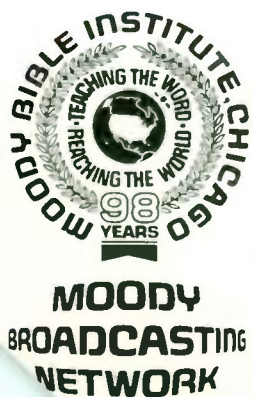


Burt Kettinger  
Featured Baritone Soloist



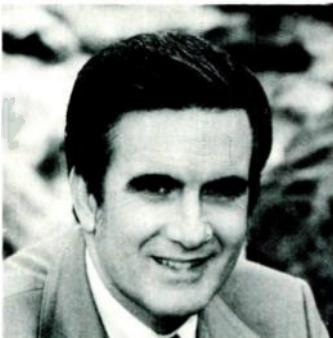
Moody Chorale  
The Music of Moody.

"Through nearly one hundred years, the Moody Bible Institute has been committed to excellence. This tradition continues each week on hundreds of stations around the globe. Our Speaker and President Dr. George Sweeting brings helpful insight straight from God's Word. We also have current news about the multi-faceted ministries of Moody and share the beautiful "Music of Moody" with our listeners every week. Baritone Burt Kettinger is here as well to sing old and contemporary favorites. Lately we've made some important changes in our format that we know you'll appreciate. So if you haven't heard us recently, give us a listen. And if you'd like to know more about this ministry; contact Perry Straw, Broadcast Services, 2101 W. Howard St., Chicago, Illinois. 60645. 312/274-1126."





16



20



24



28

## FEATURES

- 14 The Election of Our Lifetime / Tim LaHaye**  
Both conservatives and liberals realize 1984 will see the most important election in decades, because the outcome will set the moral trend for our country into the next century
- 16 Registering Christian Voters / Ronald S. Godwin**  
A nationwide effort is under way to add two million believers to the voter rolls by November
- 20 Getting Results in Fund Raising / Al Sanders**  
Producing donor income is as much a matter of understanding the listener as it is in knowing the right techniques
- 24 Broadcasting as One Body / Michael J. Middleton**  
Are we guilty of a secular mentality when it comes to cooperation among Christian stations?
- 28 Gaining Their Trust / Arthur C. Borden**  
To date, the Evangelical Council for Financial Accountability has put its stamp of approval on 260 organizations, certifying that they follow ethical financial practices

## 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
- 11 Media World**  
Pertinent items of national and international scope for broadcasters
- 12 NRB News**  
Coverage of media events and people related to NRB
- 30 Tech Tips**  
Newly marketed products that answer needs of the industry
- 36 Classifieds**  
NRB Bulletin Board for individual and group needs of the industry
- 38 Broadcasters**  
Experiences and accomplishments of NRB family members
- 40 Airing Our View**  
Editorial comments on current problems and issues

**About the cover:** Dr. Tim LaHaye is active today not only as head of Family Life Seminars but also as chairman of the American Coalition for Traditional Values.

# SPEAKING OUT

## Let Us Pray for Taiwan



I have just returned from Taipei, Taiwan, Republic of China, where I've attended the inauguration of the re-elected President, Chiang Ching-kuo. Also installed was the new Vice-President, Lee Teng-hui.

Attending with me were Dr. Ben Armstrong, executive director of National Religious Broadcasters; Dr. Oswald Hoffmann, speaker on *The Lutheran Hour*; Dr. William Pennell, pastor of the Forest Hills Baptist Church, Decatur, Georgia; and Dr. Steven Kase, president of Pacific States University in Los Angeles.

The ceremonies were very impressive, and we from the United States felt privileged to be included among the select audience.

In his inaugural address President Chiang said, "Despite its growing strength, our nation remains in a difficult time. In the face of many challenges ahead, I am reminded of the wise admonition of our late President, Chiang Kai-shek: 'Be firm with dignity and self-reliant with vigor. Be composed in times of adverse change, and be prudent in strategy and resolute in decision-making.'"

Dr. Lee, the new Vice-President of the Republic of China, is a committed Christian. In a private audience with him before we left Taiwan, he spoke to us for 45 minutes giving his personal testimony of faith in Christ. He spoke of his loyalty to the Lord and his resource of prayer as he serves the public. We were thrilled with this witness and pledged to him our prayers on his behalf. Before we left his meeting room, he asked us to sign his Bible. To be sure, this was a humbling experience.

The courageous people of Taiwan deserve our continuing support. They enjoy their freedoms. Let us pray that these freedoms might endure, that President Reagan will continue to support Taiwan and that the Republic of China will have the continuing interest of the United States.

### E. Brandt Gustavson

President

National Religious Broadcasters

## About This Issue

Putting together an issue of *RELIGIOUS BROADCASTING* is an evolutionary creative process that usually begins with an editorial board meeting here at National Religious Broadcasters. Themes, articles and potential writers are discussed. Gradually the content of each issue falls into place.

We originally planned the July-August issue to follow the theme of fund raising, and you will find a comprehensive, practical article on fund raising for broadcasters on page 20. But as the days progressed and the articles came in, we sensed a shift in our emphasis. Our secondary theme of registering Christian voters took on major importance, and we recognized the need to move it up front as our cover story.

As we seek to speak to the needs of our broadcasting readers, we realize a dual purpose for our magazine: (1) We need to provide practical articles that help program producers and station owners/operators to do a better job, and (2) whenever possible we need to stimulate broadcasters to address particular national and local issues that affect all of us. In this issue we have attempted to do both.

If this issue has helped you, the reader, please let us know. And if you feel we could have done something better, we would like to hear about that too. Please write to The Editor, *RELIGIOUS BROADCASTING*, CN 1926, Morristown, NJ 07960.

# NRB

Religious Broadcasting

Vol. 16 No. 7

Executive Editor Ben Armstrong

Editor Harold Hostetler

Assistant Editor

Daniel J. Nicholas

Editorial Assistants Susan Kubick,

Anne Dunlap, Tamara Browning

Washington Correspondent

Dr. Kenneth Beachboard

Contributing Editor

Richard E. Wiley

Graphics Assistant Brad Scherr

Advertising Director Dolph Hintze

Circulation Assistant

Robert E. Bowen

### 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.

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

RELIGIOUS BROADCASTING (ISSN 0034-4079) is published monthly, 11 times a 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, N.J. with additional entry at Midland, Mich.

Printed in the U.S.A. © 1984 by National Religious Broadcasters, all rights reserved. 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

epa

Evangelical Press Association

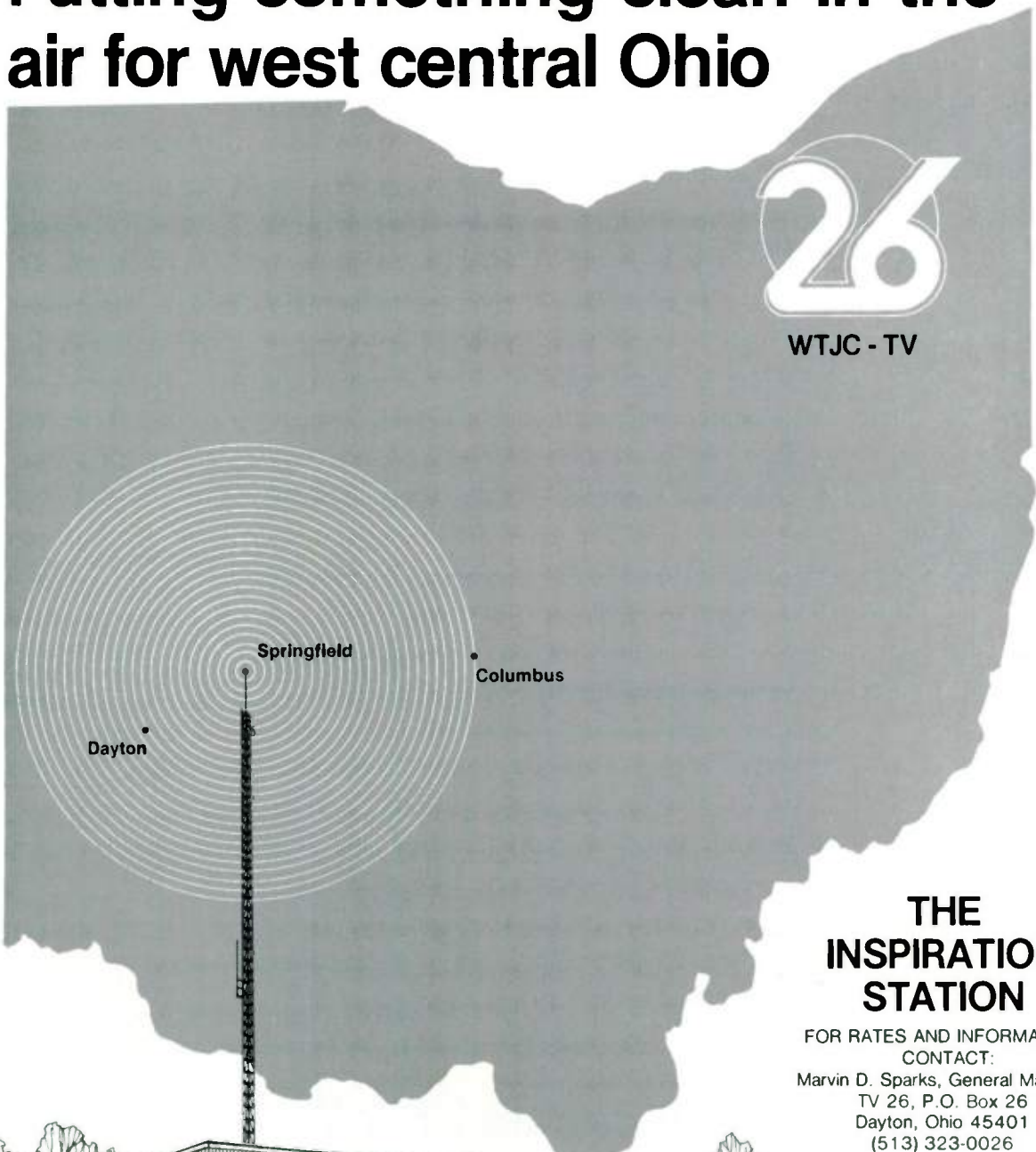


POSTMASTER: Please send change of address to RELIGIOUS BROADCASTING, PO Box 3000, Dept. L, Denville, NJ 07834.

# Putting something clean in the air for west central Ohio



WTJC - TV



## THE INSPIRATION STATION

FOR RATES AND INFORMATION  
CONTACT:  
Marvin D. Sparks, General Manager  
TV 26, P.O. Box 26  
Dayton, Ohio 45401  
(513) 323-0026



(Circle 251 on the reader service card)

# PRESS-TIME REPORTS

Chicago station  
signs on after  
8-month delay

After almost eight months delay, WCFL-AM/Chicago took to the airwaves on May 22 with a "soft adult contemporary Christian" format of music and talk programs. Statewide Broadcasting Company of Pompano Beach, Florida purchased the station last November from Mutual Broadcasting Network for \$8 million (see "Religious Broadcasting," January 1984, page 12). The FCC delayed approval of the sale and license transfer until May because an employee of a suburban Chicago Christian radio station challenged Mutual's right to sell the station without an open bidding process. WCFL-AM, whose 50,000-watt signal can be heard in 24 states at night, has received "phenomenal response" in its opening weeks, according to operations manager John Cummuta.

Music video:  
growth frontier  
for evangelicals

Music video is rapidly becoming big business for evangelicals. The latest broadcaster to announce plans to enter this market is Pat Boone. Now that The Pat Boone Show is successful on Christian radio, the entertainer is launching Pat Boone's Gospel Gold early this fall, according to producer Ed Lubin. The 30-minute gospel video will be aired on CBN on Saturday nights. Like MTV, except with a morally sound Bible-based message, the new trend in Christian music features popular artists and contemporary images. Boone, who will host each program, will feature short takes from the likes of Amy Grant, Silverwind and Randy Stonehill. Boone and CBN are not alone in this video venture. PTL Television Network has been experimenting in recent months with music video insertions aimed especially at youth. A PTL division, Park Road Productions, has been producing the videos that one spokeswoman called "a popular art form for those unreached by the print media." PTL and other Christian broadcasters are still exploring the market potential of music video.

Station prevails  
in license battle,  
social needs met

After a three-year court dispute, WAWZ-FM/Zarephath (New Jersey) prevailed over WRNJ-AM/Hackettstown (New Jersey) and has been granted license renewal barring a last-minute appeal filing. Judge Thomas B. Fitzpatrick's May 30 ruling was to become final in 30 days unless WRNJ appealed the decision. WAWZ general manager S.R. Crawford said the station "does deal with family and social issues" adequately. WRNJ president Lawrence J. Tighe, Jr., reportedly contended that the Christian station did not adequately serve the general public with its evangelical programming. Crawford estimated that 60 percent of his station's format is nonentertainment public affairs, religion and news. WAWZ-FM, owned by Pillar of Fire Church in Cincinnati, spent more than \$100,000 defending its license.



# “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

(Circle 252 on the reader service card)

## FCC Repeals Regional Concentration of Control Rules

by Richard E. Wiley

In furtherance of its deregulatory objectives, the Federal Communications Commission has repealed the "regional concentration of control"<sup>1</sup> provisions of the multiple ownership rules. Those provisions consisted of three identical prescriptions in AM, FM and television regulations under which no party could own, operate or control three or more broadcast stations in the same service in the same geographic area.

The repeal of those rules in conjunction with the recent revision of the attribution standards<sup>2</sup> will expand investment opportunities in broadcasting and ultimately produce a stronger, more efficient broadcast industry to the benefit of both broadcasters and the public it serves.

The Commission's decision to prune away these restrictions, once thought almost sacrosanct, reflects the agency's

ship the twin principles of maximizing marketplace reliance and minimizing regulatory interference that have figured so prominently in other recent agency actions.

### Unnecessary Restrictions

Consistent with that goal, in April of this year the FCC announced the deletion of its "regional concentration of control" rules effective June 7, 1984. Those provisions proscribed common ownership, operation or control of three or more broadcast stations in any service—AM, FM or TV—if two were within 100 miles of the third and there was an overlap of the "primary service contours" of any two stations' signals.

The rules, however, had two exceptions: (1) cases involving the overlap of UHF television stations were examined on a case-by-case basis; and (2) AM-FM

found that these rigid criteria have not consistently identified undue concentrations of media control and have precluded consideration of such relevant factors as the level of competing services.

### Unintended Costs

In addition to its often arbitrary effects, the rules imposed unintended costs on both broadcasters and the public. Existing licensees with three stations in a region may have been precluded from improving their facilities and thereby reaching a larger audience if broader coverage would have brought them within the "contour overlap" standard. In some cases the provisions also may have prevented a first daytime service or nighttime service which would have furthered the Commission's goals of diversity and competition.

Repeal of the rules is expected to encourage new stations on currently unused allocations where operation might be too great an economic risk absent the benefit of multiple ownership. In addition, the agency suggested that the organization and the operational efficiency accruing from multiple ownership could facilitate expanded and improved programming or even regional networking.

In its *Report*, the Commission also addressed the effect of the changed market conditions on the need for regional concentration restrictions. According to the agency, as the number of competing voices in the marketplace rises, the potential for excessive influence by any given combination of commonly owned outlets is diluted.

### Ample Protection

In light of new developments in the broadcast marketplace, the Commission

---

*For religious broadcasters, the elimination of this ownership provision could result in expanded opportunities for the acquisition of new stations and an increase in potential buyers*

---

new perspective on its regulatory responsibilities. The FCC plainly appears determined to bring broadcast owner-

combinations could be considered as one station if their communities of license were within 15 miles and/or within the same urbanized area. The Commission concluded that the rules imposed unnecessary restrictions that, in application, often had little relation to the underlying purpose of the rules *i.e.*, to prevent the monopolization of the media in any given area. In practice the Commission

<sup>1</sup> *Report and Order*, MM Docket No. 84-19 (Repeal of the "Regional Concentration of Control" Provisions of the Commission's Multiple Ownership Rules), FCC Memo No. 84-156, released May 1, 1984.

<sup>2</sup> See "Washington Watch," *Religious Broadcasting*, June, 1984.

**DIFFERENCE**/'dif-(e-)ren(t)s  
— a characteristic that distinguishes  
one from another or from the average

## HOW DOES YOUR NEWS SERVICE COMPARE?

**IS IT FAIR & BALANCED?** without the secular bias

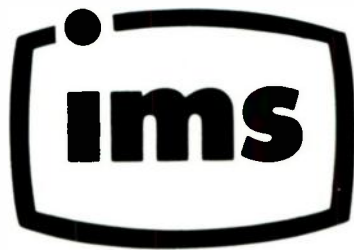
**DOES IT PROVIDE A COMPLETE PICTURE?** including  
coverage of stories considered non-newsworthy by most, yet  
vital to your audience.

**IS IT MORE THAN JUST A FEW DROP-IN STORIES?**

IMS provides:

- 110 hourly newscasts
- Sports, Business, and agricultural summaries
- Daily/weekly features & commentaries
- **"IMS JOURNAL"** — actualities, interviews and daily commentaries
- Coverage of Presidential news conferences, State of the Union and other national/international events

**WHY BUY FROM OTHERS WHEN YOU CAN  
HAVE THE ONLY QUALITY, CHRISTIAN  
RADIO NEWS SERVICE AVAILABLE?**



**INTERNATIONAL  
MEDIA  
SERVICE**

**WE ARE THE DIFFERENCE!**

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

(Circle 121 on the Reader Service Card)

concluded that, while there is still a need for comparatively stringent ownership restrictions in local market situations, the need for the regional concentration of control provisions no longer outweighs the regulatory burdens. The Commission pointed out that existing multiple

ownership restrictions such as the "duopoly" rule and the "one-to-a-market" rule will provide ample protection against the kinds of abuses the regional concentration of control rules were adopted to prevent.

Under the duopoly rule no party may

own, operate or control two or more broadcast stations in the same service if the stations' signals overlap. The Commission determined that the wide separations between commonly-owned stations required by the duopoly contours will continue to enhance the diversity of voices and economic competition.

Similarly, the one-to-a-market rule, which limits common ownership, operation, or control of a radio or television station in the same community will preclude undue concentration of ownership or control of different media within a given market.

#### Expanded Opportunities

The Commission's treatment of media interests held by applicants for new facilities also serves to discourage regional concentration of control. In comparative hearing proceedings applicants are given demerits under the diversification criteria for owning or controlling other media entities. In lottery proceedings applicants who would increase diversification of ownership of the media are given "significant" preferences.

The recent FCC actions deleting the regional concentration of control provisions and revising the attribution standards used in applying the multiple ownership rules reflect a major change in the way that the Commission views its role in broadcast ownership regulation. The agency appears to be extending to the ownership area a policy of maximum reliance on marketplace forces with minimum restrictions on investment.

For religious broadcasters, the elimination of this ownership provision could result in expanded opportunities for the acquisition of new stations and an increase in potential buyers of their stations. In my opinion, both the broadcast industry and the listening and viewing public stand to benefit from this process of reexamination and regulatory reform.

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

## 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)

## UPI Radio Expands Coverage of Religious News

WASHINGTON, D.C. (NRB)—UPI Radio Network is paying closer attention to evangelical religious news stories and features since hiring a religion news editor and beginning regular Christian news and feature spots.

The Washington, D.C.-based network employed Jonathan W. Petersen to edit the twice-daily live newscasts and provide regular commentary on issues relating to a Christian world view. Petersen was news editor, anchor and reporter for four years at KTIG-FM/Pequot Lakes (Minnesota), a religious station owned by Minnesota Christian Broadcasters, Inc., before coming to United Press International on May 7.

Before that he held similar posts with WIHS-FM/Middletown (Connecticut) and WLSU-FM/La Crosse (Wisconsin). Petersen is a 1976 graduate of Moody Bible Institute, Chicago, with concentration in broadcast communications. He later received the bachelor of arts degree in mass communications in 1978 from the University of Wisconsin at La Crosse.

"The days are over when Christian radio stations only used local public service announcements as newscasts," Petersen commented. "Even our most dedicated listeners turn the dial to hear full newscasts."

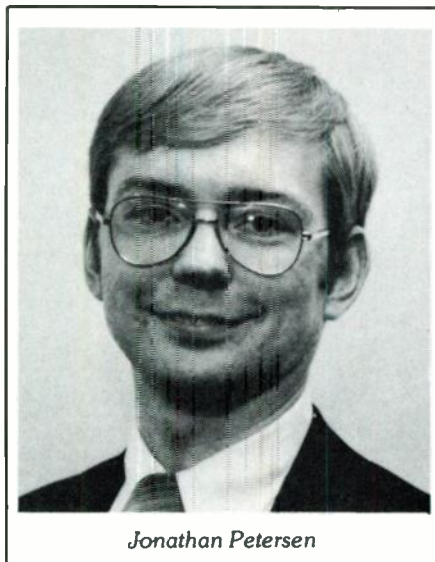
Petersen suggested that a good newscast must entertain and inform to keep listeners. Informed listeners, he said, "can pray more intelligently."

Petersen wants to make an impact as a Christian journalist at a major secular news company. One of his long-range goals is to generate "a new sensitivity at UPI and eventually at other national news networks that religion is significant news." The main tool he will use to raise this awareness is the daily program feeds to subscriber stations.

Richard S. Boggs, vice-president and general manager for the network, said, "We are developing a regular flow of religion packages" that will provide "greater depth in our reporting of religion news [and] a series of features that will be directly tailored to the information needs of today's religious broadcasters."

Included in the plans for UPI's expanded religion news service are profiles on religious leaders and commentators, a legislative wrap-up on religion, reports on religion and education, specials on family issues and commentaries from guest editors.

Specifically, the religion coverage, which



Jonathan Petersen

was scheduled to begin June 4, includes two daily, live newscasts of four-and-a-half minutes each, a "Religion Update" report, and a daily two-minute editorial from an evangelical perspective.

The program schedule also includes actualities and reports as available, human interest reports, a weekly listing of upcoming religious events, sound biographies of Christian or religious leaders, spotlight segments on religious musical artists or authors and a weekly recap of religious news events.

Future plans, according to Petersen, include book and music reviews, obituaries, religion-in-sports spots, in-depth interviews, college reports, mission features and an expanded newscast.

The programs are presently being marketed to Christian radio stations but it is Petersen's hope that the trend toward in-depth, serious journalistic reporting of religion will catch on at secular stations as well.

## Colson Sees Changes for Christian Television

WASHINGTON, D.C. (NRB)—Charles W. Colson, president of Prison Fellowship, told 300 members of the Evangelical Press Association that the "honeymoon" for Christian television may soon be over.

Speaking at the 36th annual convention of Christian magazine editors and publishers on May 8, the former Watergate figure analyzed the growth of religious television and stressed that quality programming will be continued.

"As the novelty of Christian TV has worn off, I believe a winnowing process has

begun," he commented. Colson added, "I have talked with TV evangelists who tell me that even in good markets it is becoming difficult to maintain their needed financial support."

Colson, sometimes called a modern-day prophet, said television must provide viewers with "ever-increasing thrills" to hold attention, a concept that he indicated is incompatible with the biblical message.

"Much of our Christianity today is simply entertainment for the faithful," Colson charged. He further challenged listeners to "invade the secular mainstream of thought in western culture."

He blamed the lack of Christian values in secular media on the impotence of believers and pointed out that when CBS aired *Chariots of Fire* it was beaten soundly in the ratings by other programs lacking a spiritual theme.

## Judge Impounds Data From Christian Station's Challenger

TROY, N.Y. (NRB)—The U.S. District Court of the District of Columbia ruled recently that WHAZ-AM/Troy is entitled to injunctive relief in a three-year-old copyright dispute with MRLJ Enterprises, one of three other companies seeking the station's frequency. No court date has been set for a final decision.

The station, owned and operated by Camp Stations of Wheaton, Illinois, charged MRLJ with "unfair competition and fraudulent and corrupt practices." Judge Greene impounded the engineering data from MRLJ's competing application because he determined the "design features... were either identical or strikingly similar" to the data filed earlier by WHAZ-AM.

Among the similar components of the report were the transmitter site coordinates, daytime and nighttime operating power, the number of towers, tower height, line bearing and spacing.

In 1980 WHAZ-AM decided to apply to the FCC for permission to change the city license from Troy to East Greenbush, New York, a move that would greatly enhance reception of its signal. The station is currently a 1-kilowatt daytimer. A new transmitter and frequency assignment were part of the plan.

The station retained an engineering firm, Lohnes and Culver, to conduct a

(continued on page 35)

## Presidential Candidates Invited to Debate at NRB/Eastern

WASHINGTON, D.C. (NRB)—The Eastern regional chapter of NRB is inviting President Reagan and his Democratic presidential rival to debate moral issues or address the Eastern convention delegates separately when they convene one month before Election Day.

"Anything could happen," said chapter president David Eshleman, general manager of WBTX-AM/Broadway (Virginia). "Both the Republicans and Democrats have expressed interest but nothing is definite." Preliminary discussions have been held with the White House and with former Vice-President Walter Mondale.

Four years ago President Jimmy Carter skipped the NRB Eastern convention in Lynchburg, Virginia, but candidates Ronald Reagan and John Anderson made separate appearances. The convention theme, Facing the Moral Issues in 1984, is ready-made for candidates who want to attract a conservative constituency.

Featured speakers at the convention, scheduled for the Marriott Hotel at Washington's Dulles Airport from October 4-6, will include Robert P. Dugan, Jr., director of the National Association of Evangelicals' Office of Public Affairs, and former Arizona congressman John Conlan.

A concurrent one-day seminar will be held on October 5 for Hispanics who want to learn more about religious broadcasting. This emphasis is being coordinated by Hispanic NRB director H.O. Espinoza of San Antonio, Texas.

A workshop on "Morality in News" is



The American delegation visiting Taipei in May is being greeted by Dr. Lien Chen, R.O.C. minister of communications. From left to right are Lien, NRB president E. Brandt Gustavson, NRB executive director Ben Armstrong and Dr. Oswald C. J. Hoffmann of *The Lutheran Hour*.

being planned as a panel discussion. Eshleman could not release names of participants but promised that top Christian and secular journalists are being invited.

A financial management consultant from Colorado, Alan Carter, will conduct another workshop on "Principles and Practices of a Christian Business."

Eshleman is planning the meeting for 125 to 140 delegates from throughout the Northeast United States. Advance registration is \$95 for NRB members and \$120 for nonmembers planning to attend.

## Christian Broadcasters Pay Special Visit to Republic of China

TAIPEI, R.O.C. (NRB)—A six-member delegation of Christian broadcasters from the United States visited the Republic of China for a week in May to attend the inauguration of Taiwan's President and Vice-President. The group, led by NRB president E. Brandt Gustavson and executive director Ben Armstrong, also attended the 30th anniversary of *The China Lutheran Hour* and visited with Taiwanese Christian leaders.

The delegation comprised Dr. Oswald C. J. Hoffmann, Bible teacher on *The Lutheran Hour*; Mrs. Hoffmann, Dr. Steven Kase, president of Pacific States University, Los Angeles; Dr. William Pennell, a daily radio broadcaster of *Truth for Today* and pastor of Forest Hills Baptist Church, Decatur, Georgia; Armstrong and Gustavson.

The May 20 inauguration of President Chiang Ching-kuo, now serving a second six-year term, and Vice-President Lee Teng-hui, former governor of Taiwan Province, was witnessed by more than 2,100 Taiwanese and foreign visitors. Both leaders are respected as Christians; the Vice-President has preached occasionally to worship services at which thousands have attended.

(continued on page 36)

## Plan Ahead for NRB Conventions

Western	Sept. 16-18	Los Angeles	(213) 241-3415
Southeastern	Sept. 26-28	Atlanta	(404) 881-0550
Eastern	October 4-6	Wash. D.C.	(703) 896-8933
Southwestern	October 8-9	Houston	(713) 797-6500
Midwestern	October 10-12	Madison, WI	(312) 329-4310
Southcentral	info to come		(601) 948-1515
85 National	February 3-6	Wash. D.C.	(201) 428-5400

# KCBI

89.3 FM • DALLAS, TEXAS

## INVITES YOU TO OPEN HOUSE DURING THE 1984 G.O.P. CONVENTION IN DALLAS

The 1984 Republican National Convention will meet August 20-24, 1984 in beautiful Dallas, Texas. KCBI, 89.3 FM, located in the heart of Downtown Dallas, just minutes from the convention site, invites you and your station to use our facilities to cover this important event. Desks, telephones, and our production facility will be made available to you for news gathering, editing, and transmission. We invite you to take full advantage of our new 8,000 sq. foot facility as you cover the G.O.P. convention. Simply fill out the response form below so that we may send you maps and further information. We look forward to seeing you in Dallas for one of the biggest news events of the year!

*Committed to Excellence  
in Broadcasting*

**KCBI**  
**89.3**  
**fm**

P.O. Box 1809 • Dallas, Texas 75221  
(214) 954-4444

(Circle 254 on the reader service card)

Mr. Mike Middleton, Operations Manager  
KCBI • P.O. Box 1809 • Dallas, Texas 75221

- I'm interested in attending the G.O.P. convention and using your facility.
- I cannot attend the convention, but would be interested in voicers and actualities.

Name \_\_\_\_\_

Title \_\_\_\_\_

Station \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

---

# The Election of Our Lifetime

*Both conservatives and liberals realize  
1984 will see the most important election in decades,  
because the outcome will set the  
moral trend for our country into the next century*

by Tim LaHaye

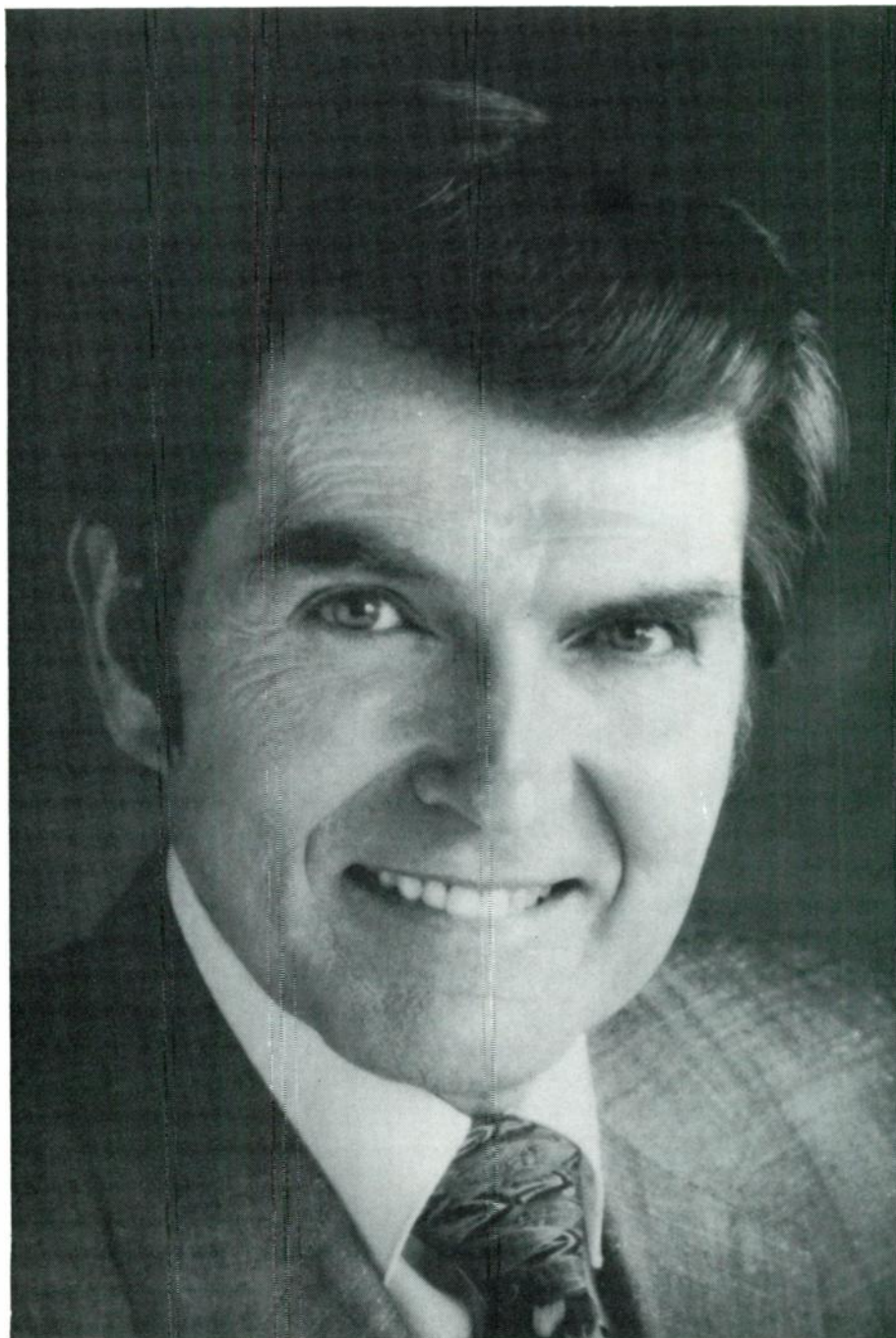
**N**OVEMBER 6, 1984, will be the most important election in our lifetime. Before dismissing such a statement as election year hysteria, please hear me out. The late Dr. Francis Schaeffer said at an Indianapolis seminar in 1979 that "if we do not have a conservative turn in the elections of 1980, I fear we may not have free elections in 1984."

Schaeffer's prediction was based on the powerful influence the secular humanist thinkers of liberalism were having on our courts, government, schools and media. They were also using political power to instigate religious persecution of churches, Christian schools and even Christian (or pro-moral) parents. Schaeffer was one of the first to warn us that the '80s would be the decade when our religious rights would be in jeopardy. (Who would have dreamed in 1980 that seven fathers would spend 91 days in jail for wanting to send their children to a Christian school—in America?)

In 1980 we had an amazing conservative turn in the elections, not only sweeping into office the most conservative President in 50 years but also voting in 11 conservative senators with him. Some have attributed that conservative turn to the fact that millions of Christians became active for the first time—registering to vote and informing themselves on the voting records of the candidates in their state. And for the first time, thousands of pastors became involved in getting their congregations out to the polls. More Christians voted in 1980 than at any previous time in American history.

## **A Gift from Above**

Personally I believe our Heavenly Father looked down and saw our plight. He saw thousands of us working dili-





gently to awaken His sleeping church to its political responsibilities, and He gave us four more years to perpetuate religious freedom.

These four years are up on November 6! Will God give us another four years? That all depends on whether we can register the 15 million to 17 million unregistered Christians and inform the 40 million who are committed to moral values and get them all out to vote on Election Day.

We Christians constitute the largest minority group in this country—69 million, according to the Gallup Poll. We can easily make the difference in this coming election—if we vote. That doesn't mean we must favor any one political party; instead, we need to vote for morality. That is, when informed of a candidate's voting record on moral issues, we vote for candidates who oppose abortion, homosexuality, pornography, euthanasia, etc., and who favor school prayer, equal rights for Christian students to use the classrooms after school, and religious freedom unrestricted by government intrusion.

Many Christians are disappointed that President Reagan has not been more aggressive on moral issues, but he certainly has tried on the prayer amendment, abortion and school access, to name a few. What they don't understand is that no President can transform this country in four years. We have had a succession of liberal to moderate Presidents for over 50 years. It will take until the 21st century for even the most conservative Presidents to turn this country back from its slide toward socialism.

### **Return to Apathy?**

The question is, will enough of our 40 million Christians go to the polls in November to repeat what we accomplished four years ago—or will they sit back and let liberal activists register more liberal voters and undo in 1984 what we did in 1980? If they do, I think Schaeffer's ominous warning of 1979 will be fulfilled. For if the liberals regain control of the Senate and White House in the coming election (they still control the House of Representatives), it will be all over for free elections by 1988. Oh, we may vote in 1988, but it will be no contest, for by then the liberals will have curtailed our access to the minds of the American people.

Let me explain that. For years liberals have had a monopolistic control of the media, both print and electronic. They control the television networks so that there are virtually no conservative newscasters, producers or writers on regular programming—news or otherwise. They also control most of the 5,000 secular radio stations, daily print press, weekly magazines and even the two national wire services. In short, all news information is fed to the American people with a liberal bias. That is why the American people who consider themselves conservative (75 to 80 percent), have voted for liberal politicians for 50 years.

In 1980 that changed. Conservatives did two end runs around the media to reach the minds of the American people. On one side we got to them through the "electric church," or Christian radio and television. Preachers, programmers, station owners and managers, announcers and others reached enough Christians with the truth about the candidates and motivated about five million new Christian voters to go to the polls. That made the difference on Election Day. On the other side, conservatives reached the people by direct mail. Only conservatives can successfully reach millions of people with their message by bulk mail and be assured that enough will respond with money to pay for the mailing, educating millions in the process.

### **If the Liberals Win**

If liberals regain federal control in 1984, I predict they will do two things: curtail the electric church and restrict bulk mail. In the process they will effectively cut us off from the minds of the American people. If that happens, barring a miracle of God, I believe it will be all over for freedom before 1988.

We need to keep conservatives in control for three reasons: (1) By the 1990s, technology will provide us other avenues to the minds of the American people so that we can compete with the liberal media in the war of ideas. (2) We are probably on the verge of a national moral revival, and with the perpetuation of freedom we could export it all over the world. (3) A strong and free America is the launching pad for Christian missions to the peoples of this whole world.

During a recent interview a newspaper reporter asked me a startling question: "Last week I interviewed a speaker rep-

resenting the nuclear freeze movement who made the same statement you did—'If we lose the next election, it is all over for this country, for the trend change will be irreversible.' How can you both be right since you come from entirely different perspectives?"

The more I think about it the more convinced I am that we are both right. Liberals realize this is the most important election in their lifetime; for if they lose again, the advance toward socialism in this country will be reversed. Then America can turn toward revival and true freedom. If, however, the liberals are victorious, I fear the trend will be irreversible, for they will turn to such repressive policies that they will effectively keep us from reaching the minds of the American people in future elections.

One overlooked factor that makes this election so crucial is the Supreme Court. Six of its members are 74 years of age or older. All voted for abortion in 1973 and three are currently in ill health. The next President will probably appoint more Supreme Court justices than any President since George Washington appointed them all.

The philosophy of those appointments will have a profound influence on the moral values of America's future. If they are selected by a liberal President who has a low view of human life—that is, that man is an evolved animal, responsible to no one but his fellow man—then abortion on demand, euthanasia, pornography and permissiveness will continue to be legally acceptable.

If however, conservatives are appointed to this august body, these immoral acts will probably be declared illegal. Their decisions alone will affect the moral climate of this country far into the 21st century.

So what do we conclude from all this? Simply that every Christian, every church, every Christian radio station and television station owner ought to "pull out all the stops"—put forth every effort possible—to get every one of those 17 million unregistered Christians to register, become informed on the candidates and get out to vote on November 6. The country we help save will be our own!

*Dr. Tim LaHaye, author and president of Family Life Seminars of El Cajon, Calif., is chairman of the American Coalition for Traditional Values.*

---

# Registering Christian Voters

*A nationwide effort is under way to add two million believers to the voter rolls by November*

**W**HEN Ronald Reagan was elected, a unique chapter in American history began. More Christians have become politically active since Reagan's inauguration than during any similar period in this writer's adult lifetime. In the last three years Christians have descended on their state capitals and on Washington, D.C. in unprecedented numbers.

Christians seemed to feel that, with Reagan willing to use his office as a bully pulpit on moral and spiritual issues, they should be able to win some of the major legislative battles they had been itching for so long to win.

Today, nearly four years after the President's inauguration, many of these same believers are weary, disillusioned and ready to drop out. They don't understand why they have lost some key legislative contests. After all, these new participants had numbers, energy, commitment and a confidence springing from a sense of being right. Yet to this day they have not won some of the most crucial legislative battles facing our nation, and they can't understand why.

There is no need to be confused, however. We Christians lost, when we lost, because a critical mass of moderate to liberal incumbents rejected the lobbying efforts of conservative and/or religious groups; they did so because they neither feared nor respected us.

Elected officials over the last three years have smiled at our rhetoric, smirked at our warnings of dire consequences and agreed among themselves that conservative Christians are entirely too fractionalized to punish anyone in public office. Besides, they add, Christians possess such short political mem-

---

**by Ronald S. Godwin**

---

ories that they won't even be able to remember, much less punish, office holders by the time the next election rolls around. And, sadly enough, this has often been all too true.

In short, the inundation of Christians into the legislative process has impacted to some degree on politicians but, in truth, not very significantly in many cases. There is a lesson to be learned from this frustrating truth—and it does not involve dropping out.

---

### **The Lesson**

---

The lesson that springs forth from the bitter defeat Christians experienced on voluntary prayer and on other key battles is not that Christians are wasting their time being in politics. The lesson is, that in order to be successful in representing the values Christians espouse, we are going to have to become—in addition to being skilled lobbyists—avid supporters of good candidates.

Christians newly arrived on the political scene must realize they are not engaged in a sprint but rather a marathon. Our country did not get into the kind of trouble it is in overnight, and we are not going to lead it out of trouble overnight. We must learn not only to work hard in behalf of our nation's future, but to "work smart." To "work smart" means that we involve ourselves in campaign politics.

In this writer's opinion we are simply wasting time when we seek to convince elected officials—ideologically poles apart from us—to change their basic philosophy and to vote with us on moral and spiritual issues. A far better and more rational course would be to remove these

people from office and to elect candidates who honestly and genuinely support our values.

However, to date far more Christians tend to be engaged in legislative lobbying than in political campaigning; therefore, campaign involvement remains the missing link that must be added to the Christian citizen's arsenal if his efforts are to become truly meaningful.

---

### **Our Top Priority**

---

Moral Majority leaders, including this writer, have assessed the priorities of conservatives in general and Christians specifically over the last four years and have determined that, as for us and our organization, we will make voter registration our most urgent priority in 1984.

In fact, we have dedicated our resources, our energies and the very valuable time of our leader, Dr. Jerry Falwell, to a 50-state voter registration campaign.

Because it is an issue-oriented, special-interest organization, Moral Majority does not attempt to tell citizens exactly for whom they should vote. We do try to provide general information to our members, and we encourage them to register and then to go to the polls and vote. For whom they vote is their personal responsibility. We see our responsibility being to inform them and to encourage them to register and vote.

This particular year, as members of a new coalition organization known as the American Coalition for Traditional Values (ACTV), we are participating in a cooperative voter registration effort specifically aimed at encouraging 100,000 conservative Protestant pastors to become leaders in registering their church members to vote.

Both Dr. Falwell and I have joined the

executive board of the American Coalition for Traditional Values and are delighted to serve under the leadership of its chairman, Dr. Tim LaHaye. A number of other nationally known religious leaders—all who represent major constituencies—also serve. Just a few of those leaders are Ben Armstrong, E.V. Hill, Jimmy Swaggart, Jim Bakker, Bill Bright, Kenneth Copeland, James Dobson, Rex Humbard, D. James Kennedy, Charles Stanley and Jack Van Impe.

These men do not endorse one another or each other's theological views; however, they do agree with President Reagan on the pressing need to register voters and thereby strengthen America.

### **Voter Registration Plan**

Through a series of direct-mail contacts and telephone calls, ACTV is asking pastors to identify and register at least two million eligible voters nationwide. It is ACTV's goal, of course, to encourage these new voters to vote—perhaps for the first time—in November.

In an effort to help these conservative pastors to be more effective

in registering voters in their own state, the American Coalition for Traditional Values has published a voter registration leadership manual that specifically spells out how a pastor can properly register voters within the rules and regulations of his state.

In addition to these very specific instructions, ACTV is encouraging pastors to follow a more generic, seven-point voter registration plan. The seven steps of that plan follow:

1. *Educate* church members as to their responsibility to become a registered voter.
2. *Identify* the number of unregistered voters in your church using every available method.
3. *Establish* a voter registration goal for the church and remind attendees regularly to work toward that goal.
4. *Appoint* a church voter registration drive chairman and three team leaders and set competitive goals.
5. *Build* excitement by offering incentive rewards to the best team achievers.
6. *Contact* local boards of election and set a date for the first Sunday of registration drive.
7. *Follow up* each step of ACTV's

voter registration plan to ensure that your church registration goal is reached.

Often a margin of victory is provided by an incredibly small number of voting citizens. Therefore the organization or group of organizations that registers the most new voters may be providing the winning edge for a large number of candidates.

If Christians have learned anything from the last four years, it should be that politicians who are not held accountable at the ballot box will smile patronizingly upon legislative lobbying. Only when voters turn out in massive numbers on Election Day will our legislators become committed once again to representing those who put them into office in the first place. NRB



*Dr. Ronald S. Godwin is executive vice-president of Moral Majority, Inc.*

## **'84 Convention Attendees**

**IT WAS A  
CONVENTION TO  
REMEMBER!**

**OVER  
3000  
CAME!**

**DO YOU NEED TO CONTACT  
CONVENTION ATTENDEES?**

**NRB HAS A COMPUTERIZED MAILING LIST**



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

**\$150.00**

CHECK ENCLOSED

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

NAME \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

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

MC

VISA

CARD NUMBER \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

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

# CHICAGO'S NEWEST CHIEF IS AS DIFFERENT DAY . . .



A more detailed Coverage Map available from WCFL.

UNLOCKING CHICAGOLAND  
**50,000 WATTS FULL-TIME**

WCFL AM 1000

# CHRISTIAN RADIO STATION

DIFFERENT AS

DAY AND NIGHT



AND MORE

## “CHICAGO’S CHRISTIAN CONNECTION”

For Program Avails Call Keith Hallam, Vice President and General Manager: (312) 836-1000  
**STATEWIDE BROADCASTING OF CHICAGO, INC.** 300 NORTH STATE STREET • CHICAGO, IL 60610

(Circle 246 on the Reader Service Card)

# Getting Results in Fund Raising

*Producing donor income is as much a matter of understanding the listener as it is in knowing the right techniques*

**C**URRENT TRENDS could prove unfortunate for some well-meaning broadcasters! Because of the proliferation of religious radio stations as well as programs produced by charitable organizations, some have had misconceptions concerning fund raising through the media. Frequently organizations have gained the mistaken impression that all one has to do is devise an appealing format and go on the air at a desirable time, and the dollars will soon begin rolling in.

As any established Christian program producer will readily attest, this is a fallacy! Making a program "work" financially requires a great deal of careful planning and prayerful anticipation. We certainly don't believe there's an oversaturation of good Christian programming, yet some broadcasters need to reexamine their philosophical goals or to minister in some other manner.

It is my firm conviction that when it comes to the purpose of "name recognition" and/or "name acquisition," radio is still the most effective and cost-efficient means of achieving organizational goals. The first priority, however, must be to make certain the program itself is a viable product. The broadcast must be spiritually fulfilling and informationally desirable. Its participants, whether an individual or a group, should constantly ask, "What are the ultimate goals and purposes of our ministry?"

While it may seem obvious, it needs to be underscored that the integrity of the organization—from its leader through its board to its employees—must be absolutely above reproach. It is too easy for a program to lose its sights. In the final analysis we are all account-

---

by Al Sanders

---

able to God for the manner in which gifts received are expended. In addition, we have a tremendous responsibility to the listener who has contributed to the ministry. Broadcasters must make certain that dollars sent in by the listener are expended for the specific purpose for which the appeal was made. Any other method of operation is not only unethical but also illegal.

---

### An Honest Appeal

---

*U.S. News and World Report* (April 23, 1984) so succinctly put it, "The electronic church needs to make certain that the quality of fund raising techniques. . . be carefully examined. . . and a code of ethics which involves fairly detailed 'Thou shalt not's' be followed." The same article pointed out that some broadcasters imply that the viewer's soul might be in jeopardy if no money is sent in. Such practices, however, are doubtless the exception rather than the rule. As Methodist theologian Albert Outler observed, "The greater danger is that too many religious broadcasters threaten to close their 'shows' unless they raise more money."

As far as techniques for fund raising are concerned, I've observed that usually the listener wants what has been presented over the air. This is particularly true if that message was personally satisfying and spiritually rewarding. The broadcaster might offer him a copy of it, printed attractively or even mimeographed. (If the latter, however, such should be clearly stated in the offer.)

Some organizations find that their listeners enjoy having study notes sent

out in advance of the broadcasts. This enables a more consistent involvement with the broadcast when it is actually aired. It also cements a relationship of the donor to the ministry on a regular monthly basis.

In recent years tape cassettes have proven to be ideal premiums. This is particularly true if the listener receives even more on the cassette than the limited air time has allowed sharing.

If the program producer can't offer material from the broadcast itself, alternative premiums should be correlated with the primary subject discussed. But when announcing a premium over the air, the broadcaster should take great care that the item is not "overhyped." The listener can easily be disappointed, even losing faith in the broadcaster for any future offers. Having enjoyed programs from the secular world as a youngster, I can remember how high my hopes were set when I heard about the "Little Orphan Annie secret decoder ring" or the "Jack Armstrong hiko-meter." Endless weeks seemed to go by before the premium arrived. But when pulled from the mailbox, the anticipated item was a far cry from what my mind had imagined.

---

### Beyond "Freebies"

---

The unit cost of the premium should be low enough that it can be offered free of charge or made available "for your gift of any size." I see no problem whatsoever, however, in the broadcaster placing a specific dollar amount required for a commodity described for the listener. This certainly helps to qualify the donor since there are many in the audience who simply take "freebies." Generally, such an approach means more significant involvement

---

and investments for the ministry. If, for instance, the speaker has a book covering the subject to which his broadcast has been devoted, this could be offered for a specific donation.

While you may be involved with only one program, the listener will hear many appeals and offers through a broadcast day. Such announcements can easily become confusing. For this reason, statements need to be as specific, simple and convincing as possible.

This leads quite naturally to the basic question of what will be said over the air concerning the listener's financial participation. As a broadcaster you may very nobly desire to have a policy which would preclude asking for money. Unless, however, this philosophy has been proven to be the leading of the Lord, you and your ministry may be greatly disappointed.

Personally I see nothing wrong in acquainting the audience with legitimate financial needs. In fact, you may actually be doing the listener a favor letting him or her be involved with the opportunity to share your ministry for the Lord.

Abraham Lincoln was once asked "How long should a man's legs be?" His wise response was reportedly, "Long enough to reach the floor!" Similarly we may ask, "How long should an announcement for funds be?" The answer again comes, "As long as necessary to reach the heart of the donor." For some programs 30 seconds might be sufficient. Others, however, may have a very viable potential in spending the entire program relating to the "project," so long as it is done with honesty and integrity.

#### **Blessing the Donor**

All too often we fail to realize that the listener is a very real person with

very real needs. The least common denominator—and a trap many fund raisers fall into— is to lay a "guilt trip" on the individual. The person tuning in certainly isn't responsible for the bills now facing you. Careful planning, proper counsel and pure motivation are always essentials! The stimulus for giving can either be "promotion" or "blessing." If the former, it will be short-lived and without lasting effect.

---

*You have to ask  
yourself,  
"Is this something  
to which  
I personally  
would respond?"*

---

tiveness. If by the latter, it will provide a more cohesive relationship of the listener to the program.

As a script writer or programmer, you need to express uniquely, honestly and sincerely what your organizational purposes and needs really are. It was Solomon, writing under the inspiration of the Holy Spirit, who declared "There is nothing new under the sun." It's still good for a program producer to listen to what other broadcasters are doing—not to copy their efforts but rather to sort out things according to whether they seem appealing or not.

Examine that script carefully, before it's ever recorded. Ask, "Is this something to which I personally would respond? Does it really touch my heart

as much as I desire it to touch the hearts of my audience?" It's amazing how many program producers not only fail to hear their own programs, but don't bother to listen at least to the setting in which they're released on the local station. Added to that, some broadcasters seem oblivious to what the competition may be on other religious stations in the marketplace.

As time is secured for a program, it is incumbent upon the broadcaster and/or his agency to know *all* of the stations in the market, including their programming philosophies, the ownership commitment of the station itself, the adjacencies and their own personal and organizational goals. This should be coupled with an understanding of a growing trend toward "polarization" of listenership when many religious stations are in an area.

#### **Say It Again**

---

As appeals are made, the announcement should be straightforward, but care should also be given that the address is stated clearly at least twice. That information should be as uncomplicated as possible. Since time goes by so rapidly, a listener can fail to put down all the necessary information.

In order to keep faith with the listener, broadcasters should attempt to achieve everything that is actually promised. This includes sending those premiums which are offered. But if any other involvement is suggested, that too should be totally honored. For instance, if you are telling listeners you would be happy to pray for them, make certain there is a specific process established within your organization to fulfill that commitment. Simply praying over a pile of letters is an unfair gimmick to secure mail re-

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

33

(Circle 127 on the Reader Service Card)

## DISCOVER THE DIFFERENCE

*A media presentation  
 from the*

*National Association of Evangelicals*

Churches across the nation are discovering how they can have a vital impact through the ministries and programs of the National Association of Evangelicals. Now through the full-color audio-visual presentation, "Together Making a Difference," you too can:

**Discover** hands-on programs prepared to enhance the ministry and outreach of your congregation.

**Discover** how NAE's Office of Public Affairs in Washington, D.C. can keep you informed and in tune with political maneuverings affecting both national and community life.

**Discover** how World Relief of NAE, with the efforts of concerned churches like your own, is making a difference for the hungry and needy worldwide.

**Discover** how you can become an important part of a national network of Bible-centered evangelical churches that is working to make a difference.

The 12-minute filmstrip, "Together Making A Difference," is available WITHOUT COST to your congregation or ministry on a loan basis; however, a contribution to the ministries of the NAE would be appreciated. The filmstrip can also be purchased at a cost of \$10.

For more information or to book the filmstrip, write: NAE, P.O. Box 28, Wheaton, IL 60189.

(Circle 241 on the reader service card)

*Over-the-air appeals should be well strategized with appropriate direct mail programs — too often organizations do one thing on the air and take an entirely different approach by mail*

sponse. We are held accountable to God for what we say.

I'm always encouraged when I hear a broadcaster report back to the listener the results of a special fund appeal. This includes the success of the project or even the failure to achieve the desired goal. Although most programs are sent out fourth class library rate and therefore have a problem with "lead time," still the listeners were interested enough to send a gift in the first place, and they will desire to know what happened as a result of their gift.

### Checking Up

As a business executive may be required by his firm to take an annual physical examination, so the program producer should not be afraid to have a careful monthly checkup. In doing so, he must be certain he is comparing "apples with apples." A station which has just gone on the air can hardly be expected to perform as well as one that has carried the programs for a number of months. With the sophistication of computers and well-written programs, such information should be an essential dimension of program planning. Extrapolating every available bit of information concerning the program's performance on a specific station should be your special concern. This means you will need to determine—as accurately as possible—a means of attributing every letter and gift to some specific station. That information then becomes a part of the donor's profile for the future.

If for some reason a station is not performing to your expectations with desired results, especially in comparison with other similar facilities, you may need to make a brave decision. Don't be afraid to "pull the plug." Your personal desire may be to keep the program on the air because there

is one very good donor in that area who tunes in regularly to the broadcast. In the long run, however, it may be cheaper for you to furnish that individual with tape cassettes of the broadcasts—along with a cassette player, if need be. That expenditure would be insignificant compared to the costs of the broadcasts themselves.

Every appeal over the air should be well strategized with an appropriate direct mail program. Too often an organization does one thing over the air and takes an entirely different approach by mail. These efforts, which are both expensive and important, should complement each other.

Always keep in mind that the turnaround time is a key ingredient, not only in receiving a second gift but also in making the listener a part of your regular stewardship family. It's for this reason that those who are involved in your donor relations operations should know precisely what is being said over the air. To this extent these individuals should either receive copies of the scripts or—better still—listen to the broadcasts themselves, either over the air or by tape. Frequently people working in this area of the organization will have some positive suggestions concerning what you might say over the air, as well as possible ways in which the information could more easily be disseminated.

### Befriend the Station

Unfortunately there can sometimes be a gulf between program producers and radio stations. Somehow that chasm needs to be bridged by a commonality of faith and trust in one another. As far as I am concerned, the station owners and operators must be program producers' greatest allies, never their enemies. They need to be given statistics to help them work on



problems perhaps only they could solve. They may be able to assist in making local announcements to stimulate greater donor interest in the program for their area.

As the producer, you in turn may be able to devise a series of short features. These could be used by the station at its option—either as a public service or as paid time—for the purpose of name recognition. Most stations are anxious to carry promotional announcements which are well-produced and even localized to the facility itself.

In strengthening a ministry it is important to prioritize the principle personality's involvement in "radio rallies." By doing so you will quickly find that the stations are eager to assist you in this important phase of fund raising. Don't make your plans without first involving them! They may suggest a pastors' breakfast, a businessmen's luncheon, an afternoon telephone call-in program or an evening meeting for all listeners. Any one—or a combination of all of these efforts—can be extremely effective in promoting the broadcast.

It was the Savior himself who gave us a primary principle to be followed. Unfortunately, we sometimes fail to remember its potency. Jesus Christ urged us to "do unto others as you would have them do unto you." Using the media as a tool for fund raising has to follow this very principle in order to be successful and blessed of the Lord. Before the listeners can be expected to do something for you and your program's outreach, you must make certain that you're doing something of a fulfilling spiritual nature for them.

Yes, more Christian programs are coming on the air. Yet there will always be room for broadcasts which truly minister to the heart needs of the listeners and whose scriptural goals are not clouded by temporal needs and personal objectives. **NRB**



Al Sanders is president of the Ambassador Advertising Agency in Fullerton, Calif., and executive producer of Day of Discovery for Radio Bible Class. He is a member-at-large of the executive committee of NRB.

# Let Mark 1 show you how to make fund raising friendly

**M**ark 1 professional communicators love working with people. Using our state-of-the-art TBS 9500 tele-computer system, they can call 4,000 people each day and present your message. Now you can share your heart and present your need—in your own words, *in your own voice* through our space-age technology. Each person you call can hear the enthusiasm, and the urgency, of your message. And they can

respond *immediately* to a real, live human being—a Mark 1 professional communicator. Let us show you how to make fund raising friendly . . . and very, very effective.

**MARK I**  
COMMUNICATIONS INC.

Call collect for a free two-minute demonstration. No obligation.  
(817) 283-9292

Suite 310  
3301 Airport Freeway  
Bedford, TX 76021

(Circle 250 on the reader service card)

**A SYMBOL OF QUALITY**  
**35MM DUPLICATES**

STOKES SLIDE SERVICES, INC.  
P O BOX 14277 AUSTIN, TEXAS 78761 512/458-2201

Write or call for full information on our services.

(Circle 249 on the reader service card)

---

# Broadcasting as One Body

*Are we guilty of a secular mentality  
when it comes to cooperation among Christian stations?*

by Michael J. Middleton

**C**HRISTIAN broadcasters are constantly on the lookout for new ideas to improve service, increase income and broaden their market appeal. Unfortunately these same broadcasters have often overlooked one of their most valuable resources. Either across town or across country fellow broadcasters are available to share insights, information, news, programming tips and more. The opportunities for station cooperation are practically unlimited. But in order for us to branch out into these relatively untried waters, it is important that we look at our motivation for doing so—or not doing so. I believe everyone can benefit from cooperation with other broadcasters.

Station cooperation, especially among stations in a competing market, has been relatively rare in the past. This is certainly understandable if we view broadcasting from the secular perspective. The secular broadcaster sees the market in terms of dollars and cents. There are only so many dollars available for advertising in any given market, and the prudent broadcaster will work toward cornering the largest portion of those advertising dollars. Often this "dollar war" produces a feeling of animosity between stations competing for available dollars. Competing stations are seen as enemies, and many times the result is less than courteous behavior between these broadcasters.

As Christian broadcasters we must ask ourselves the question, "Are we guilty of this secular mentality?" The answers are not easy because many of us fail to develop a Christian philosophy of business practice. Many of us come to Christian broadcasting via the secular world and never bother to consider the differences between the two. In light of these facts, let us

examine our role as Christian businessmen and leaders in the broadcasting field, particularly as it relates to our cooperation with other broadcasters.

---

## Good Practices

First of all let me say the fact that we are Christian broadcasters does not mean that we can divorce ourselves from the need to establish and implement good business practices. Obviously we must maintain our moral and ethical standards in the process. Of course, the basis for any decision-making process must be the Word of God. If the Word is silent on a particular topic, then we draw from biblical principles in application to the topic. But the key to any philosophy of business as it relates to the Christian broadcaster is reliance on the truth of God's Word. Therefore the starting point for all business decisions should be to determine if our actions are in accord with Scripture, and if they are not, then we reject them.

If we apply biblical principles to our relationship with others, we find that we are to be humble, in submission to one another and striving together in one spirit for the service of the Lord (Ephesians 4:1-4). But how does this apply when the Christian broadcaster across town is taking away valuable advertising dollars? Should the response be to withdraw from the other broadcaster? To do so would be to misrepresent the cause of Christ. No, the answer is found in the previously mentioned passage. Ephesians 4:4 encourages us (believers) to recognize that "there is one body, and one Spirit, even as ye are called in one hope of your calling." Our fellow Christian broadcasters are our brothers in Christ. We should—indeed we have a scriptural obligation to—strive for the good of the body, not our individual selves.

At KCBI we have wrestled with this

issue for some time. In the Dallas-Fort Worth market there are no less than six Christian radio stations seeking to serve the area. Granted, the Dallas-Fort Worth metroplex is a very large area; still six dial positions to choose from means rough going for any individual station.

The key to the success of KCBI, and indeed the five other stations in the market, rests in the fact that, rather than working against one another by duplicating programming and thus vying for the same audience, each station has diversified its programming. We have been content to settle for a piece of the pie rather than the whole pie. In this way we are each meeting individual needs. One station is not necessarily better than the other; we simply meet different needs. We are each working toward the edification of the entire body as we seek to "keep the unity of the spirit in the bond of peace" (Ephesians 4:3). It is amazing how God has honored this business philosophy financially, and the listener response has grown tremendously in the past few years.

---

## A Move to Cooperate

In an effort to expand on this spirit of cooperation, KCBI is looking for new and different ways to help meet the needs of fellow broadcasters. The recent NRB convention provided the opportunity to meet and discuss specific needs with individual broadcasters. We found several broadcasters interested in the possibility of local seminars. Radio stations with similar formats might meet in a host station where programming ideas would be exchanged between program producers, program directors, news departments, music directors and management personnel. In this way fresh new ideas might be borrowed from other stations and applied locally. This is certainly a

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

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

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

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


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

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

CCR

Creative  
Computer  
Resources,  
Inc.

(Circle 243 on the Reader Service Card)



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

**50,000 WATTS**

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


(Circle 182 on the Reader Service Card)

**WRIS**  
**1410 AM**

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

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

(Circle 150 on the Reader Service Card)




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

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

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

(Circle 183 on the Reader Service Card)



**WKGM**  
Tidewater, Virginia  
940 AM  
10,000 watts

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

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


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

(Circle 161 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 TALK**



**1030 AM 50,000 WATTS**

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

(Circle 103 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)




"Christian Voice of the Capital City"

**WCVC**  
1330 am

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

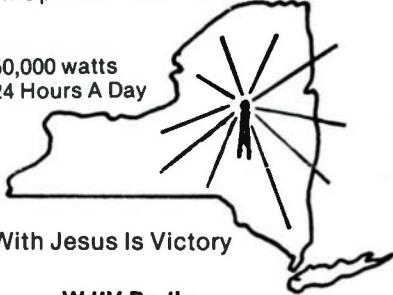
Brien R. Some  
P.O. Box 3123  
Tallahassee, FL 32315  
904-386-7133

(Circle 116 on the Reader Service Card)



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)

**PLACE YOUR  
RADIO STATION  
AD HERE!**

★ ★ ★ ★

**call**  
**(201) 428-5400**

# STATION GUIDE

**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)

FORMERLY WOZN  
**SATELLITE GOSPEL RADIO**



**WVOJ**  
VOICE OF JESUS

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)

**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)

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

1370 khz 5000 watts

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

803-854-2671

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

Drawer 367  
Orangeburg, SC 29116

(Circle 237 on the Reader Service Card)

**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)

**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)

simple idea but one which we have not utilized.

Additionally, Christian radio and television stations could easily expand their news coverage by linking up with each other via telephone. Many of us are simply unable or unwilling to accept what the networks have to offer. By establishing contacts with key stations throughout the country, voicers and actualities could be just a phone call away. Your local news department could have national coverage in return for providing the same service to other stations.

This summer KCBI will have the opportunity to put this philosophy into effect in a very real way. During the Republican national convention in Dallas August 20-24 we will be opening our facility to any station needing a headquarters for a news representative. Desks, telephones, typewriters and our production facilities will be available to any newsperson desiring to use them. We are hoping this small effort will allow more stations to cover the convention.

In addition to this service, we will also provide voicers and actualities to those stations wanting coverage of the convention but who are unable to send a representative. Again, the effort on our part will be minimal, but we are expecting great results for those stations who take advantage of this opportunity. Being strategically located in downtown Dallas, within walking distance of the convention site, we saw this as a unique opportunity to be of service to our fellow broadcasters.

Perhaps the ideas mentioned will spark your interest in station cooperation. The opportunities available to us when we combine forces are phenomenal. Let's be certain that we are striving for the good of the body of Christ in our ministries. If we take our eyes off ourselves and place them on Christ, we will see a unity of purpose that will transcend individualism. The end will be superior broadcast results for you and your listening audience. **NRS**



Michael J. Middleton is operations manager of Christian radio station KCBI-FM in Dallas, Texas.

---

# Gaining Their Trust

*To date,  
ECFA has put  
its stamp of approval  
on 260 organizations,  
certifying  
that they follow  
ethical  
financial practices*

**by Arthur C. Borden**

**L**AST JANUARY at the National Religious Broadcasters Convention in Washington, D.C., President Reagan described the relationship Christians have with one another: "We are one family." And certainly he is right. We are one family, united by a common Father, Savior and Spirit, united in our responsibility to embody the gospel of Christ.

This is no small task. Think of the time and energy we spend nurturing family relationships between spouses, children, brothers and sisters. We yearn for their love, trust and respect. We work hard to be good examples in their eyes of Christ's noble honesty and moral integrity.

In the same way, as members of God's family, we are called to work hard for the love, trust and respect of our Christian brothers and sisters. Christ made himself accountable to His Father and fellow disciples. We can do no less. We are to make ourselves accountable to God and our fellow believers. The apostle Paul commands us in Second Corinthians 8:21 "to do what is right, not only in the eyes of the Lord, but also in the eyes of men!" (NIV).

Christian financial giving is the context in which Paul wrote this particular passage for his brothers and sisters in Corinth. Paul had a reputation for handling funds with scrupulous care, so he would not be suspected of mishandling other people's money. In monetary affairs, he knew the importance of having a name for integrity not only before God but also before men.

In the past decade it has not always been easy for many responsible Christian organizations to maintain a reputation for integrity because of growing public and political concern over questionable fund-raising practices.

---

## Formation of ECFA

To meet the need for accountability, and to help Christian organizations demonstrate externally what they practice internally, the Evangelical Council

for Financial Accountability (ECFA) was formed in 1979. Its steadfast purpose is to maintain a code of financial accountability consistent with Christian faith and practice. Today ECFA comprises over 260 outstanding charitable, religious and educational organizations qualified for tax-exempt, nonprofit status.

Among its many services, ECFA assists member organizations in making appropriate public disclosure of their financial practices and accomplishments, materially enhancing their credibility and support among present and prospective donors. This year ECFA's board appointed a special task force to develop guidelines for fund-raising. These guidelines, which will be finalized by late summer, address truthfulness in communication, incentives and premiums as well as other crucial components of ethical fund-raising.

In addition to a commitment to its members, ECFA also has a commitment to the Christian public-at-large—people who faithfully give their money to worthwhile causes. ECFA maintains that informing donors of proper fund-raising practices provides the best incentive for organizations to comply.

At the heart of ECFA's effort is the belief that Christians, as members of a family, are responsible and accountable to one another. In our individual and organizational reputations lies the very reputation of Christ and His Church. We are the family of God—not only living and working for ourselves, but living and working for the sake of each other; indeed for the sake of Christ. **NAB**



*Arthur C. Borden is executive director of the Evangelical Council for Financial Accountability in Washington, D.C.*

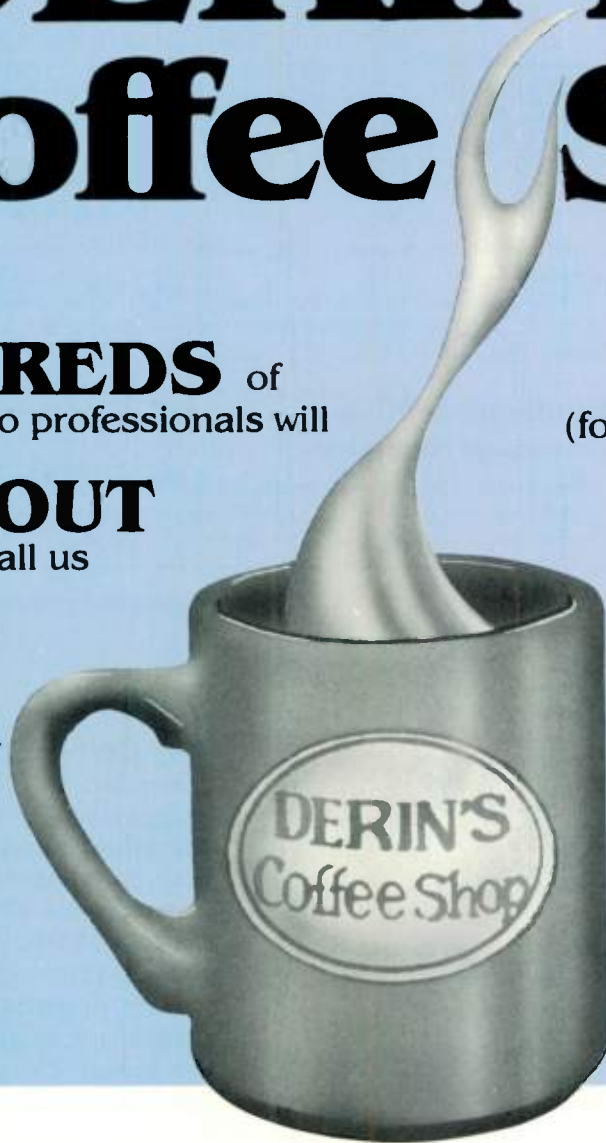
# Where is **DERIN'S** Coffee Shop?

**HUNDREDS** of  
tuned in radio professionals will

**TEAR OUT**  
this ad and call us

**WHY?**

Because  
these owners,  
station  
managers,  
program  
directors,  
reps and  
announcers  
believe . . .



**MINISTRY**  
(for their listening audience)  
is followed by

**MONEY!**  
Aren't those folks who  
tune in your radio  
station worth a  
simple call . . .  
call us collect for

**DERIN'S**  
coffee shop -  
live via satellite!

**CALL COLLECT (602) 949-9689**

Radio Division

**VICTORY**  
COMMUNICATIONS INTERNATIONAL

(Circle 242 on the Reader Service Card)

# TECH TIPS

## RCA Introduces Tubeless Portable Color TV Camera

RCA has introduced a highly-advanced, solid state portable color TV camera especially for news gathering and sports coverage.

Electronic "eyes" of the camera are three TCA-developed solid state components called charge-coupled devices (CCD) that replace conventional camera tubes. The active element of all three devices will fit on a common postage stamp.

The CCD chips used in the new RCA camera have 403 horizontal and an effective 512 vertical picture elements. Advantages offered by the RCA chip include immunity from magnetic fields, no acoustic interference (microphonics), no geometric distortion of the picture and an exceptional ability to handle bright highlights.

The RCA CCD-1 camera has a greater than 62 dB signal-to-noise ratio. The camera's low light level sensitivity specifications of more than three foot candles at this



signal-to-noise ratio betters that of tube cameras.

For further information contact Bruce E. White, RCA Building, 206-1 Route 38, Cherry Hill, NJ 08358.

## Minifishpole Mike Extension Available

The new Gitzo 566M extrashort, six section minifishpole with soft grip has a range from 1¼ to 4½ feet yet is very solid for minimal

motion and noise, and it fits into a briefcase.

Extensions glide smoothly, lock firmly on fiber sleeves with cushioned locking rings. The 3/8-inch to 1/4-inch reversible steel screw with locking wheel and 5/8-inch to 3/8-inch bushing accepts different microphones.

Weight is 1¼ pounds. Full five-year Gitzo warranty buyer protection. For further information contact Karl Heitz, Inc., PO Box 427, Woodside, NY 11377.

## Crosspoint Latch Has New Switcher

Crosspoint Latch Corporation has introduced the 6124A video production switcher, a 19-inch rack mount version of the 6124 model. It has LED push buttons, two independent mix-effects systems, a downstream keyer, chroma keyer (RGB or encoded), master fade to black/color, audio or manual fader, dual pattern generators and positioners, colorizer and bordered wipes.

For further information contact Crosspoint Latch Corporation, 209 Bass Road, Chattanooga, TN 27421. Phone (615) 894-3247.

## 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 \_\_\_\_\_

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

**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.**



# MusicLine

VOL. 1, NO. 10

\$2.50

## Dove Awards to Make Television Debut

### Big Week Planned for 'Gospel Music '84'

For the first time in its 15-year history, the Gospel Music Association's Dove Awards ceremonies will be telecast next month as part of Gospel Music '84, March 4-7 in Nashville. Through an agreement with Gabriel Marketing, the broadcast will emanate live from the

Andrew Jackson Theatre in the Tennessee Performing Arts Center when the Dove presentation takes place the evening of March 7. It will be carried live nationally at 8 p.m., CST, via satellite to several thousand cable systems through the Christian Broadcasting Network

### INDEX

Bottom Line.....	38
Changes.....	37
Charts	
Album Sales.....	31
Black Gospel.....	11
MusicLine 40.....	10
Rock Chart.....	11
Southern Gospel.....	11
Classifieds.....	37
Events.....	37
Executive View.....	5
Job Market.....	37
Last Minute.....	38
New Releases.....	36
News.....	1, 3, 6, 14
Printed Music.....	12
Salute to Southern	
Gospel.....	15-29
Reviews.....	34,35
Radio.....	7, 8
Retail.....	32
Songwriting.....	13
The Issue.....	3
Your Turn.....	4



Don Butler, executive director, Gospel Music Association, and Joe Moscheo, chairman 15th Annual Dove Awards committee; with Glen Campbell, host for the 1984 Dove Awards television presentation.

(CBN) and a "special network" of stations. The GMA has confirmed that Glen Campbell will serve as host for the show. Presenters will include Debby Boone, Shiela Walsh, Campbell and others not announced at presstime. A series of gospel music "spectaculars" held as part of Gospel Music '84 will be videotaped and edited for a 13-week series  
*(Continued from page 14)*

## Word Dominates Grammy Nominations

LOS ANGELES, Calif.—Word Records and its associated labels have again, for the fourth consecutive year, dominated the 26th annual Grammy Awards nominations taking 38% of the nominations in the gospel categories.

Out of 37 nominations in 7 categories, Word scored 14 with its Word label receiving 1, Reunion, 1, DaySpring, 2, Myrrh, 10.

Light/Lexicon received 6, Benson 4, with 2 going to Impact, one each to New Birth and Onyx International, Sparrow/Birdwing, 3; (Sparrow also received a nomination in the children's category for *Music Machine II*), Savoy 2, and one each for Priority, Skylite, Beracah, DRG, Mercury, Liberty London and Palo Alto.

Gospel categories began with the Grammy Awards in 1961 with one, increased to two in 1968, three in 1975 and now five starting in 1978 until there are seven this year.

"I feel humbled and grateful for the nominations and that we have been working with so many great people like Jarrell McCracken."

"Above all, we want to thank the people who have helped us to communicate our message through MusicLine. And, I'm looking forward to the next issue. *(Continued on page 32)*



**CONTEMPORARY CHRISTIAN MUSIC MAGAZINE**  
THE #1 SELLING MAGAZINE IN THE STORES TODAY.

ISN'T IT TIME YOU GOT SERIOUS ABOUT CCM?

Retailers: To order, please contact Ann Powe at Spring Arbor Distributors. (313) 481-0900 Ext. 205

**People Who Are Serious About Gospel Music Are Serious About MusicLine!**

# ...And Here's Why!

**RADIO B**

**Good News for Gospel Radio**

Joe Battaglia Reviews New Releases Which Show Strong Markets For Gospel Radio Advertisers

## RADIO

*MusicLine* is an invaluable aid to today's Christian broadcasters. Interviews with top radio experts and news of special interest are presented each month. Radio Editor Brad Burkhart's column encourages excellence and always provokes discussion.

**MusicLine RADIOACTIVITY**

ROCK

SOUTHERN GOSPEL

BLACK GOSPEL

**MusicLine RADIOACTIVITY**

A Compilation of the Most Played Inspirational and Inspirational Gospel Songs

MUSICLINE 40

**MusicLine ALBUM SALES**

APRIL 1987

CONTEMPORARY CHRISTIAN MAGAZINE

GET IT FROM YOUR FAVORITE CCM!

## RETAIL

For retailers, there is no more up-to-date or complete source of information about gospel music. Learn about trends in the industry and news when it happens rather than months later.

**RETAIL B**

**Cassette Packaging Stymies Labels**

## CHARTS

The most accurate, up-to-the-minute gospel music charts available anywhere! The *MusicLine 40* lists the contemporary and inspirational songs most played on Christian radio each month. Other exclusive airplay charts include *Southern Gospel*, *Black Gospel* and *Rock*. The Album Sales Chart tracks the 50 top-selling albums in Christian book/music stores. *MusicLine's* network of reporting stations and stores in strategic locations all over the country insures accuracy. Late closing deadlines mean you get the information within days of compilation!

**SONGWRITING B**

**Kasha Hirschhorn The Best Defense Against Critics**

## SONGWRITING

Academy Award-winning songwriters Al Kasha and Joel Hirschhorn, authors of *If They Ask You, You Can Write A Song*, write a monthly column exclusively for *MusicLine*. Designed for working songwriters, their analysis of top gospel songs will help you in your craft.

## PRINTED MUSIC

If you are a Church music director, you can benefit from the entire magazine. But this section is just for you! News from suppliers and a monthly list of new print releases will keep you on top of your field. Checklist format helps when ordering product.

**PRINTED MUSIC B**

**An EPOCH Celebration**

APRIL RELEASES

50th of Gospel's Best in Print



# JOBS/ EVENTS/ CHANGES

Each issue also includes classified advertising, a *Job Market* for those seeking employment, listings of industry events, and news of promotions, signings, new addresses, phone numbers, etc.

**JOB MARKET & CLASSIFIEDS**

**JOBS**

**CLASSIFIEDS**

**CHANGES**

**EVENTS**

# REVIEWS

Major releases in all styles of music are reviewed with retailers and radio programmers in mind. Merchandising tips and best cuts for various formats are often included.

**REVIEWS**

**STEFFS**

**REVIEWS**

**REVIEWS**

**REVIEWS**

**FORUM**

**Q: WHAT ARE THE BASIC INGREDIENTS OF A SUCCESSFUL CONCERT?**

**A:**

...and can be made in a variety of ways. The ingredients of a successful concert are...

# FORUM

Questions and issues needing industry-wide discussion are put before "movers and shakers" for comment. You'll know the opinions of top leaders to help shape your own ideas about important issues in gospel music.

**EXECUTIVE VIEW**

**THE VISUAL MUSIC REVOLUTION**

**By Terry Sheppard**

**M**

The Christian record music and television communities must view the arrival of the new visual music technology as an opportunity...

# EXECUTIVE VIEW

An industry leader—usually the chief executive of a well-known company or organization—offers his or her personal opinion on an important industry issue. It's another way *MusicLine* provides a forum for the entire industry.

**YOUR GOSPEL MUSIC HOTLINE!**

No other publication has so much industry news and information. In addition to the features already listed, you'll be given a complete listing of record and tape releases scheduled for the month, last-minute news, and much, much more...

# SPECIAL OFFER!



NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

**BUSINESS REPLY CARD**  
FIRST CLASS • PERMIT NO. 116 • LAGUNA HILLS, CA

POSTAGE WILL BE PAID BY ADDRESSEE

**MusicLine**

P.O. BOX 6300  
LAGUNA HILLS, CALIFORNIA 92654





**Russ Taff**  
Myrrh recording artist  
1984 Dove and Grammy Award winner

*"I have found that being aware of new trends and developments in Gospel music has helped me tremendously in my growth as an artist/songwriter. For me, there is no better source for this type of information than MusicLine."*



**Dan Brock,**  
president  
Dan Brock &  
Associates  
(Personal  
management &  
booking)  
Edmond, OK

*"Now there is finally a communication source available for all those involved in Christian music that I can depend on without reservation."*



**Mike Bedford,**  
President  
Morning Star  
Concerts

*"MusicLine is meeting a definite need in our organization. I want to know about the marketing ideas, strategies, and concepts held by all those who share the message of Christ through Christian music. That is why MusicLine gets our immediate attention when it is delivered. Thanks MusicLine! Keep up the good work!"*



**Stan Jantz,**  
General  
Manager  
Fresno Bible  
House

*"Things happen fast in our business. And when I need someplace to go for quick, reliable answers, I go to MusicLine. If you're like me and want to know more about your business and the Christian music trade as a whole, subscribe to MusicLine. You'll not only read it... you'll depend on it!"*

## WHY WAIT?

If you haven't subscribed to *MusicLine* yet—you're not getting all the Christian music trade news you need to have, as fast as you need to have it. Enter your personal subscription to *MusicLine* today and get the news and information you need...now!

**SPECIAL OFFER: Pay NOW and SAVE up to \$12.00!**

- Yes! Enter my subscription for:
- One year (payment enclosed) \$18.50
  - One year (bill me later) \$24.50
  - Two years (payment enclosed) \$34.00
  - Two years (bill me later) \$46.00

\*For 1st Class service add \$10.00 per year.

Mr./Mrs./Miss \_\_\_\_\_ (please print)

Address \_\_\_\_\_ Apt. No. \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Please allow 4-6 weeks. Offer valid only in the U.S.



Please check your area of business or ministry:

- Retail
- Music Pub./Songwriters
- Radio/T.V./Video
- Music Fan
- Record Company
- Producers/Arrangers
- Concert Promoters/Talent Buyers
- Advertising/P.R.
- Artists/Musicians
- Organizations/Ministries
- Recording Studio
- Wholesaler/Distributors
- Personal Managers/School/College/University
- Church/Pastors/Music Directors

## GUARANTEE

If you are involved in gospel music, I am so convinced you'll find our magazine helpful that I personally guarantee your subscription. If for any reason you wish to cancel, I will refund the unused portion in cash.

*John W. Styll*  
—John W. Styll,  
Publisher

(continued from page 11)

thorough study and draft a report for the commission. The report was completed, and all rights, title and interest to the report were assigned to WHAZ-AM on March 12, 1981. Copies of the application were made available, as the law requires, in FCC offices and in the community of license.

Five months later, in August 1981, MRLJ filed its application for authorization to construct a new radio station in East Greenbush. Attached to the MRLJ application, according to Judge Greene, was an engineering report containing antenna design which was identical to the one from WHAZ-AM in several major areas.

According to court papers, MRLJ maintained they were entitled to some duplication of the engineering report by virtue of the "fair use" doctrine but said the two reports do present a number of differences. They stated they copied only the idea of a two-antenna array at a particular site and that all other variables constituting the design evolved from that idea. MRLJ further maintains that, given the basic plan, any engineer would arrive at virtually identical specifications.

"The reports' similarities are far greater than the differences, however, and, more important, such differences as exist are immaterial to the issue of copying," declared Judge Greene. He added that MRLJ's arguments "fail to withstand scrutiny."

The judge further ruled, "The plaintiff [WHAZ-AM] is entitled to protection of the original expression of that idea," a ruling which has caused some to term the decision "virtually unprecedented."

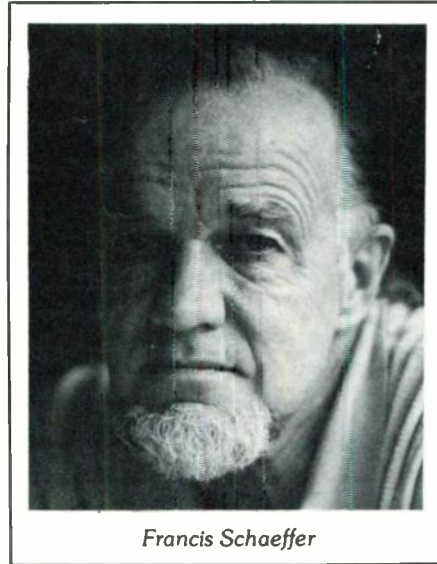
John R. Linstra, vice-president and general manager of WHAZ-AM, said, "The ruling in this case will put some teeth into upholding the honesty, integrity and character of participating applications for facilities before the FCC and within the broadcast industry in general."

An NRB member station, WHAZ-AM was represented in the case by another Camp station, WPOW-AM/New York. The Troy station broadcasts a Christian format.

## Francis Schaeffer Succumbs to Cancer in Rochester, Minn.

ROCHESTER, Minn. (NRB)—Francis Schaeffer, one of contemporary Christendom's premier thinkers and authors, died in his Rochester home on May 15.

Through his writings and lectures around the world, Dr. Schaeffer, 72,



Francis Schaeffer

presented the biblical faith as a reasonable alternative to secular humanism for thinking persons. *Time* magazine called Schaeffer "a missionary to intellectuals." But his appeal was broad-based, especially among evangelicals, because his polemic touched on the most difficult social issues.

Cause of death was complications from lymphatic cancer, which he first encountered in 1978. Schaeffer had been a frequent patient at the Mayo Clinic in Rochester since last November. A spokesman for L'Abri Fellowship, the international ministry that Francis and Edith Schaeffer founded 36 years ago in Switzerland, said that the Christian philosopher-theologian died peacefully in his Rochester home 10 days after being discharged from a hospital.

Schaeffer's most recent book, *The Great Evangelical Disaster*, was developed into a film series. It was the subject of a speech Schaeffer wrote but his son, Franky, delivered at the NRB 84 convention. Schaeffer canceled that appearance because of another hospitalization. He previously spoke at the 1982 NRB convention, at which time he addressed the struggle between secular humanism and a Christian world view.

Other books by Schaeffer include *A Christian Manifesto* and *What Ever Happened to the Human Race?* He wrote 23 books that together sold three million copies and were translated into 25 languages. Three of the books were developed into film series.

The funeral was held May 20 at John Marshall High School in Rochester. Schaeffer is survived by his wife, Edith

S. Schaeffer, a son, Francis Schaeffer V, three daughters and 14 grandchildren.

## \$1 Million Stolen From Oral Roberts' Mail

TULSA, Okla. (NRB)—An investigation is under way into the theft of some 69,600 pieces of mail addressed to TV evangelist Oral Roberts.

According to a published source, the stolen letters contained cash and checks totaling "well over a million dollars." The checks were later recovered but an undisclosed amount of cash was missing, a Roberts spokesman confirmed.

The opened envelopes were discovered in a rented self-storage room in Tulsa. A former postal employee is charged with the theft of the letters over a two-year period.

The theft had "little impact" on Roberts' ministry because the losses were spread out over many months, the spokesman said. Discovery of the mail theft came in the wake of a fund-raising drive by Roberts, who reportedly said he was having trouble meeting payroll for his 3,000 employees. The spokesman confirmed the payroll troubles.

## Media Sunday Helps Build ALC Broadcasts

MINNEAPOLIS, Minn. (NRB)—Media Sunday, a day designated in American Lutheran Church (ALC) congregations for support of the radio and television ministries of *Lutheran Vespers*, was initiated in 1984 and carried out in more than 450 of the 6,000 ALC congregations.

Recently the Standing Committee of the ALC's Office of Communication and Mission Support resolved to ask permission of the ALC Church Council to continue Media Sunday in the church for 1985, 1986 and 1987. Each church schedules the emphasis on a date convenient with its program.

It is hoped that income from Media Sunday freewill offerings will offset the \$129,000 deficit brought on by production and marketing of two five-part *Reflections* television series and enable production of a third series for release in the fall of 1985. A worship component will be added to the Media Sunday format and background materials.

This spring *Reflections* was aired over broadcast and cable networks in 43 cities, according to Dr. Richard A. Jensen, *Lutheran Vespers* director.

# NRB NEWS

(continued from page 12)

The American delegation led a May 23 tea reception in Taipei honoring the 30th broadcast year for *The China Lutheran Hour*. Two hundred missionaries and supporters of the program were present for remarks by Hoffmann and greetings from NRB by Gustavson. *The China Lutheran Hour* became an NRB member in May, and Gustavson presented the program's director, Henry Go H. J. Wu,

with a membership plaque. The program, started in mid-1954 by NRB's former president, Eugene R. Bertermann, is the oldest religious broadcast in the Far East.

The American broadcasters also met for one hour with Vice-President Lee, at which time the leader elaborated on his evangelical faith and quoted from the New Testament. Dr. Armstrong met briefly with President Chiang and extended greetings on behalf of

NRB members and board of directors.

Members of the delegation met later the same week with the minister of communications, Dr. Lien Chen, to discuss opportunities for expanding religious broadcasting in the Republic of China (see photo on page 12). The talks included plans for an expanding presence of American programs on Taiwanese stations, exchange of programming between stations in each country and the

## 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.

**Creative Producer** seeks new challenge in Christian TV. Experienced in magazine format, field shoots, music video series. Contact Rod Ross, 1894 Vaughn St., Columbus, OH 43223, (614) 279-5229.

**Leading Christian Radio Group** looking for proven professionals with solid experience for key management positions. Must be highly motivated, results-oriented, committed to quality, and interested in today's Christian issues.

**Corporate Advertising Sales Manager** with proven success in sales, marketing and administration. A results-oriented organizer and advanced planner to train, motivate and direct sales staff at four stations.

**Corporate Program/Production Director** with ability to manage others and control

overall sound of several stations. A broadcast professional with excellent production skills, creativity and ability to host issue-oriented Christian talk show.

**Chief announcer** for major mid-western market, quality information station. Must be issue-oriented and have excellent voice, diction and production skills. No amateurs please! Send resume with salary history to Rich Bott, Bott Broadcasting Company, 10841 East 28th St., Independence, Mo. 64052.

#### 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**

### FOR SALE

**For Sale:** Immediate sale offered for health reasons. Rural Carolinas 5,000-watt religious/gospel format. Excellent equipment in stereo. 7 acres land, station building, and 3 bedroom/2 bath home included. \$150,000 down terms at 9 percent. Call 803-854-2671.

**Television Cameras:** Ikegami 77A model. Maintained in excellent condition. Complete studio conversions including Ikegami monitors and remote

### CLEARANCE SALE

Camera tubes—includes 2,000-hr warranty!  
Tested (used) Plumbicons\* & Leddicons\*:

- XQ1427 18MM series
- XQ1020 30MM series
- XQ1070 25MM series
- P8122 25MM series
- P8130 30MM series
- P8400 30MM series

Tested for "broadcast grade." Call us for super prices! Remember, these tubes have "limited hours," which is why we offer you 2,000-hr warranty!

Sale: new set of TK-27 film chain tubes: 3 ea 8134V1 and 1 ea 8480V1 \$2,850 total.

Sale: Canon Macro Zoom Lens for HL-79 camera 13:1. Like new—only \$1,500.

We also purchase camera transmitting tubes.

\*Trademark of Philips/Holland  
\*Trademark of EEV

**BRAND ELECTRONICS**  
15 Main St.  
E. Rockaway, NY 11518  
(516) 599-6533

controls for Cannon broadcasts lenses. Can be used in studio or on remote with battery power. For more information call Steve Robinson, (615) 892-6814, Precept Ministries, Chattanooga, Ten. 37422.

**For Sale:** Wollensak 2770 & 2780 cassette duplicators, 2 masters, 16-three position slaves. For a total of 50 copies per pass. Can duplicate approximately 18,000 tapes per day. Many spare parts. Excellent working condition. \$4,500 for whole set, \$895 for each slave. Contact Mr. Olive (615) 373-0335.

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

#### Advertisers

CCR.....	25
Crosslink.....	37
Derin's Coffee Shop.....	29
ECFA.....	37
GE Video.....	7
KCBI.....	13
KMJC.....	1
Mark I.....	23
Moody.....	2, 9
MusicLine.....	31, 24
NAE.....	22
Nason Media.....	bc
NRB Membership.....	39
NRB Tape Catalog.....	30
Otari.....	10
Polyline.....	22
Religious Radio Guide.....	26, 27
Stokes Slides.....	23
Universal Broadcasting.....	ibc
Victory Communications.....	ifc
WCFL.....	18, 19
WTJC-TV.....	5

possibility of establishing an all-religious station on Taiwan.

The morning after the inauguration, Hoffmann and Gustavson spoke to some 1,000 Christians at a national prayer breakfast. The following day Dr. Armstrong addressed 3,000 persons at an interfaith worship service at Taipei's City Hall.

## Campus Membership Committee Formed, IRB Redesigned

MORRISTOWN, N.J. (NRB)—The NRB Executive Committee, meeting in Chicago in May, approved a plan to revamp the student arm of NRB. The proposal, which eliminates the autonomy of Intercollegiate Religious Broadcasters (IRB), originated with a student-faculty meeting during the 1984 NRB convention last winter.

Robert Bowen, coordinator of the campus membership for NRB, suggested a steady growth plan for what is now being called the Broadcast Education Committee. He predicted that the committee would represent 200 students and faculty on some 55 college campuses by the NRB 85 convention February 3-6.

Membership in IRB expires September 30 and the new membership drive is already under way. The Broadcast Education Committee currently represents 107 members on 39 campuses. Two schools, Liberty Baptist College and Asbury College, have campus chapters with 12 or more members. Membership is open to students or faculty of broadcasting or communications whether they study at a Christian college or not.

The Executive Committee action brought IRB members into the general membership of NRB as affiliate, nonvoting members. In so doing, the decision eliminated the IRB Constitution and elected officers. "This action provides a more informal atmosphere for our campus members," Bowen reflected.

Cost of membership remains unchanged at \$15. In addition to affiliate membership in NRB, campus members will continue to receive *Religious Broadcasting*, Achievement awards, the annual Job Fair, *Campus Broadcaster* newsletter and other IRB services will be continued under the new committee, Bowen explained.

Dr. Joseph L. Bridges, associate professor of communications at Wheaton (Illinois) College Graduate School, is the only elected officer of the new committee. The new chairman was elected by the student-faculty meeting at the national convention.

Appointed officers and committee members are: professors Paul Virts of CBN University; James Pickering, Carl Windsor and Rick Cumings of Liberty Baptist College; students Jeff Benya of Montgomery College, Chris Pierce of Asbury College, Joseph Wilson of Logos Bible College and coordinator Bowen.

CROSSLINK PRODUCTIONS

CROSSLINK PRODUCTIONS

2455 NORTH STAR ROAD  
Suite 303  
UPPER ARLINGTON, OHIO 43221

JIM CANNELL  
(614) 488-5993

COMPLETE VIDEO AND PRODUCTION SERVICE

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

MUSIC VIDEOS

ASK ABOUT

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

Programming Available

Call: 614/488-5993

(Circle 253 on the reader service card)

# You belong if you believe...

that supporters of your tax-exempt charitable, religious or educational institution have a *right to know*:

- you proclaim the Good News
- you practice prudent financial management
- you provide full financial disclosure.

**The Evangelical Council For Financial Accountability** is a fellowship of over 350 outstanding Christian institutions and affiliates dedicated to: Excellence/Compliance/Faithfulness/Advancement





When you belong to ECFA your donors can believe more in your ministry!

**Attn.:** Arthur C. Borden, Executive Director  
Evangelical Council for Financial Accountability  
1825 Eye Street, N.W. Suite #400  
Washington, D.C. 20006

Without cost or obligation please send me the current list of ECFA member organizations, and your booklet "You Belong If You Believe."

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_

(    ) I'd like to speak with an ECFA representative.

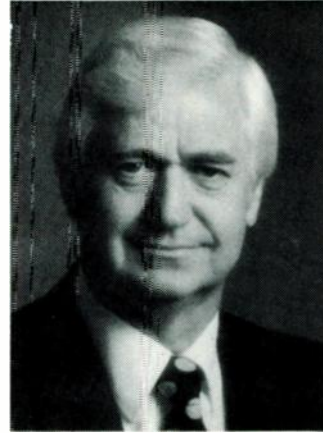
# BROADCASTERS



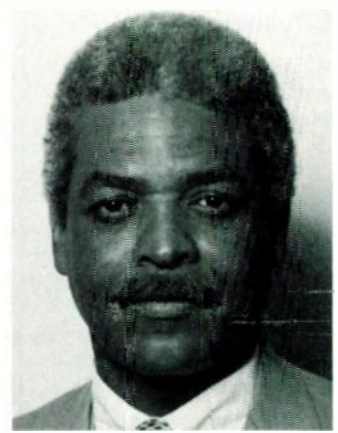
Robert A. Cook



Howard O. Jones



Elwood Matthews



Ben Kinchlow

**Milton Ruddick**, acting president of Concordia College, St. Paul, Minnesota, announced recently that an **Oswald C. J. Hoffmann** School of Christian Outreach will be started to honor "Concordia's most illustrious alumnus." Dr. Hoffmann, a 1932 graduate, is speaker on *The Lutheran Hour* broadcast.

Religious Heritage of America will honor NRB first vice-president **Robert A. Cook** with a Faith and Freedom Award at its annual session October 6 in St. Paul, Minnesota. At that time **D. James Kennedy**, president of Coral Ridge Ministries and a weekly television broadcaster, will be honored as Clergyman of the Year.

**Dr. Robert A. Cook**, NRB first vice president, is retiring as president of The King's College, Briarcliff Manor, New York, on July 1, 1985. **Dr. Friedhelm K. Radant**, president of Northwestern College, Orange City Iowa, will become the college's third president. Dr. Cook has been president of the school for 22 years.

*The Voice of Salvation*, radio broadcast of the Church of God of Prophecy, Cleveland, Tennessee, is celebrating its 30th year on the air, according to speaker-director **Elwood Matthews**. The program is now heard on some 237 U.S. stations and in 18 foreign countries.

On-air news and a people-oriented feature for the Southern Baptist Radio and Television Commission's ACTS Satellite Network are the new responsibilities for

veteran newscaster **Charles Ely**. He is a former newscaster for NBC-affiliate KXAS-TV/Fort Worth (Texas). The two-minute nightly news reports, like the ACTS Network, started May 15. Ely will co-host and report for *Our World*, a 30-minute weekly newsmagazine for ACTS that involves Christians in "making the world a better place."

**Dr. Howard O. Jones**, director and speaker on the *Hour of Freedom* radio broadcast, will be visiting professor of evangelism at St. Paul Bible college in Minnesota. The school established a permanent Dr. Howard Jones Chair of Evangelism to assist students interested in careers in evangelism. A NRB board member, Dr. Jones is an associate evangelist with the Billy Graham Evangelistic Association.

Evangelist **Billy Graham**, currently on crusade in Great Britain, has been invited to preach at several Soviet churches. The invitation, details of which are still being worked out, came from the All-Union Council of Evangelical Christians-Baptists of the USSR. Graham visited Moscow in May 1982 to address an International Peace Conference.

The broadcasting ministry of **Ard Hoven** on *The Christians' Hour*, Cincinnati, may be one for the record books. He has reportedly missed just two of the program's weekly sermons in 41 years, giving him a grand total of 2,140 sermons over the air. Appropriately enough, the anniversary sermon on March 4

was entitled "The Gospel Proclaimed." The 15-minute weekly radio ministry is currently heard on 73 radio stations. For 34 of those years **Harold Hockley** has been director of The Christians' Hour Broadcasting Association and pastor of a Cincinnati church. He retired from the church post in January but continues with the broadcast association.

**Ben Kinchlow**, cohost of CBN's *The 700 Club*, was special guest speaker for a Houston rally on April 7 that expected to draw more than 10,000 Christian men for "A New Awakening." With the exception of sports, the day-long motivational conference is believed to be the largest single gathering of men since World War II.

**Demos Shakarian**, founder and president of the Full Gospel Business Men's Fellowship International, suffered a slight stroke on March 25 and underwent emergency surgery. A source close to the Shakarian family said he was recovering well and was out of immediate danger after the surgery. The ministry produces a 30-minute weekly program, *Good News*.

**Robert Featherstone**, associate professor of preaching at Bethel Theological Seminary, is taking to the airwaves again with a daily 90-second radio program that promotes awareness of biblical truth for those coping with loneliness, struggling with morality issues or seeking insights from history. The program is *The Better Way*. Featherstone's two-minute *Think About It* is currently syndicated to 65 radio stations across the United States.



# NRB WELCOMES New Members

National Religious Broadcasters  
is pleased to announce that the following  
were accepted into membership May 1, 1984

Dean N. Tollefson  
C.G.N. Corporation/KCGN  
Milbank, South Dakota

Jose A. Reyes  
Church of God of Prophecy  
Cleveland, Tennessee

Don Schroeder  
Contemporary Christian Music Network  
Pensacola, Florida

Charles Roger  
Eastern European Mission  
Pasadena, California

Edward L. Lubin  
Edward Lubin Productions  
Los Angeles, California

Allan L. Hunsperger  
Heritage Christian Ministries  
Calgary, Alberta

Puro de Jesus Juarbe  
Iglesia Cristiana Canaan  
Defensores de la Fe, Inc.  
Brooklyn, New York

Paul James Broyles  
International Broadcasting Network  
Houston, Texas

Norfleet R. Jones  
Lorain Christian Broadcasting Corporation  
Elyria, Ohio

Robert Stern  
Los Gatos Christian Church  
Los Gatos, California

Wayne Monbleau  
Loving Grace Ministries  
Lancaster, New Hampshire

Russell S. Doughten, Jr.  
Mark IV Pictures Incorporated  
Des Moines, Iowa

Thomas E. Tucker  
Micon Broadcasters Partnership/WGIA  
Blockshire, Georgia

Douglas Rowe  
The Montrose Broadcasting Corporation  
Danville, Pennsylvania

Luis M. Ortiz  
Movimiento Misionero Mundial, Inc.  
San Juan, Puerto Rico

Roger H. Fulton  
New York Christian Outreach  
New York, New York

Ben J. Pollice  
Northeastern Ohio Roundtable  
Chesterland, Ohio

Mark Candee, Jr.  
On A High Mountain  
Ocean City, New Jersey

Harold Council  
Southland Baptist Temple  
Paducah, Kentucky

NRB • CN 1926 • Morristown, NJ 07960 • (201) 428-5400

---

# AIRING OUR VIEW

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

---

## To Be a Christian in an Election Year

**I**T IS VERY DIFFICULT to be a Christian in an election year. We tend to lose perspective and begin to equate God's point of view with our own political preference. Our candidates are adopted as God's own while the opposition is in one way or another the tool of the devil. But usually it isn't that black and white.

In this election year, perhaps as never before, Christian interests are at issue. Many Christians believe our government has become oppressive toward religion while at the same time permitting all kinds of social evils. Abortion, pornography and homosexuality are protected while our children can no longer pray in school or even have the right to assemble for Bible study or other Christian purposes.

The remedy we are asked to apply is to "throw the rascals out" and elect candidates who favor a restoration of school prayer and other religious rights. That seems simple enough, but is it?

When it comes to government, we Christians must acknowledge that we are citizens of two kingdoms, and those two kingdoms are in conflict. As believers we are citizens of the kingdom of God, but as human beings we are citizens of our country of birth or adoption. Our earthly citizenship, far from contributing to our heavenly responsibilities, tends to shorten our range of vision.

After Moses led the Israelites out of Egypt, he left them for a brief time to confer with God. How quickly the Israelites forgot the salvation of God and built a golden calf, which they proclaimed as the god that had rescued them from oppression. How quickly they lost sight of what God intended for them and followed their own desires.

When the prophet Samuel was old and his sons were unwilling to follow the Lord as judges of Israel, the elders demanded of Samuel that he appoint a king for them. When Samuel sought the Lord, he was told, "Listen to all that the people are saying to you; it is not you they have rejected as their king, but me. As they have done from the day I brought them up out of Egypt until this day, forsaking me and serving other gods, so they are doing to you" (1 Samuel 8:7-9\*).

Placing our faith and trust in earthly images and rulers is rebellion against God in the form of idolatry.

We Christians must be very careful to ensure that we are not idolizing "our candidates" in an election

year in which we have so much at stake. When we get caught up in election-year rhetoric, it is so easy to forget that there are Christian liberals and moderates as well as conservatives, and from God's perspective they are our brothers and sisters too. Rather than calling each other names we should be praying for one another.

Several years ago it was popular to quote Second Chronicles 7:14, which says, "If my people, who are called by my name, will humble themselves and pray and seek my face and turn from their wicked ways, then will I hear from heaven and will forgive their sin and will heal their land." A major demonstration called "Washington for Jesus" was built around that theme in 1980 and drew together evangelical Christians from all across the country to pray for the United States.

We don't hear much about Second Chronicles 7:14 anymore. We hear a lot about Christian activism and Christian politics, but we hear little about humbling ourselves and repenting for our nation.

In exile, Nehemiah heard about the demolition of Jerusalem and immediately humbled himself, fasted and prayed, saying, "I confess the sins we Israelites, including myself and my father's house, have committed against you. We have acted very wickedly toward you. We have not obeyed the command, decrees and laws you gave your servant Moses" (Nehemiah 1:6-7).

As Christians we need to keep our major responsibilities in mind. It is our relationship with God that must come first, and all of our temporal responsibilities must flow from that relationship. Our battles must be fought in the prayer closet—and won there—before we can hope to have victory at the ballot box. And in all of our involvement in politics we must be careful to exhibit the highest qualities of Christian character, refusing to stoop to the devil's tactics of name-calling and innuendo, but instead proclaiming justice and mercy and directing our listeners to the positive benefits of godly living.

We need to remember—always—that our first duty is to proclaim the gospel, and everything that we say and do must support our message. The person whose life is saved could be our staunchest opponent in the election.

Can we engage in election-year debate and still act as Christians? We have to. It's the only way we can be sure that God will bless our efforts.

—Harold Hostetler

\* Scripture quotations are from the *New International Version*.

# GREAT NUMBERS

The Universal Stations serve over 50 million people. Possibly America's number 1 privately owned radio group.



## 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** <sup>MINEOLA</sup> NEW YORK • GREATER PITTSBURGH **WARO-AM** <sup>CANONSBURG</sup> PENNSYLVANIA

GREATER CHICAGO-NORTH SHORE **WWX-FM** <sup>HIGHLAND PARK</sup> ILLINOIS • GREATER INDIANAPOLIS **WGRT-FM** <sup>DANVILLE</sup> INDIANA

GREATER SAN FRANCISCO-OAKLAND **KEST-AM** <sup>SAN FRANCISCO</sup> CALIFORNIA • GREATER LOS ANGELES **KMAX-FM** <sup>ARCADIA</sup> CALIFORNIA

GREATER KANSAS CITY **KCNW-AM** <sup>FAIRWAY</sup> KANSAS • GREATER MILWAUKEE **WYLO-AM** <sup>JACKSON</sup> WISCONSIN • GREATER ST. LOUIS **WCBW-FM** <sup>COLUMBIA</sup> ILLINOIS

GREATER HOUSTON **KTEK-AM** <sup>ALVIN</sup> TEXAS • GREATER MINNEAPOLIS-ST. PAUL **KUXL-AM** <sup>GOLDEN VALLEY</sup> MINNESOTA

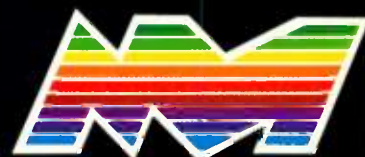
(Circle 244 on the Reader Service Card)

WBW

# Lights, Camera, Action!

When selecting a television production company, consider NASON MEDIA.  
We can provide all of the necessary elements in television production that will make  
your program a success.

Call us today.



NASON MEDIA CORPORATION  
2040 S. Santa Cruz, Suite 115  
Anaheim, CA 92805  
(714) 978-8112

(Circle 120 on the Reader Service Card)