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THE ELECTRONIC CHURCH:

Where's the Saturation Point?

WTJC-TV, Channel 26, is an independent Christian television station serving West Central Ohio. Marvin D. Sparks, who holds an MBA graduate degree, is the Vice President and General Manager. Mr. Sparks is a frequent lecturer in seminars and conferences addressing the topics of Strategic Management and Fund Raising. In this continuing series of paid articles Mr. Sparks discusses with Rod Robison, Development Director, a number of timely concerns facing management leaders . . .



Q. In the past few months it seems I'm hearing more about the saturation of religious programming in many markets. What is your reaction?

Sparks—There is a normal maturation process which occurs in any market. This process may be described as a product life cycle curve. I prefer to look at the life cycle curve in four components: Phase One, Two, Three and Four.

Phase One of the life cycle is characterized as a pioneering period when the costs are high, and when the market is undeveloped. Ministries entering the "electronic church" during Phase One essentially learned from costly experience. In a very real sense, these early visionary ministries provided the research and development for countless others who would follow in Phase Two.

Phase Two can be thought of as an open strategic window. Phase Two of the life cycle curve is the period of rapid growth. During Phase Two, the market becomes generally aware of the new product and demand escalates at a tremendous rate. Ministries entering the product life cycle curve through this strategic window experience phenomenal growth with little of the R & D costs associated with those in Phase One.

Phase Three of the life cycle curve is a period of maturation. This maturation is often evidenced by a declining growth rate, a shake-out of marginally successful organizations, a renewed emphasis on original purpose and careful attention to management controls.

The last phase of the life cycle is the period of decline. The timing of the decline and its corresponding rate are functions of the technology, regulatory and social environments. In the case of buggy whips, the period of decline spanned a number of years as the automobile displaced the need for buggy whips. In the case of slide rules, the period was relatively short as pocket calculators flooded the market.

It is my belief that we in the broadcast media are watching the strategic window of Phase Two close. The period of rapid easy growth may be ending.

Exciting days are ahead for us as the "electronic church" moves toward Phase Three of the life cycle curve. It just may be that God will use this next phase to redirect our attention to the basics of our calling. It will become even more important for ministries to carefully evaluate their work. Those areas where the Gospel is being preached most effectively should be strengthened. And those areas which are not bearing fruit must be pruned. Yes, adjusting to maturity will create stress for some. But for those who view the broadcast media as a means and not an end, the period of maturation will bring a spiritual renewal long overdue.

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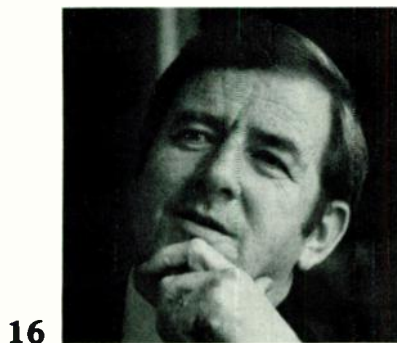
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About the cover: Christian radio talk show host Bob Larson interviews Kenneth Taylor, translator of *The Living Bible*, on his syndicated program *Talk Back With Bob Larson*.

SIGN ON

Happy Anniversary, Ben!



Dr. Ben Armstrong

In September of 1966, Dr. Ben Armstrong began serving National Religious Broadcasters as its executive director. It was during the longtime presidency of the late Dr. Eugene R. Bertermann that Ben came to NRB, and he served with Rudy for many years.

Ben came at a time when NRB was on the move, growing, adding members and needing additional administrative help. This was prior to the meteoric rise of Christian radio and television. NRB was a small entity. Our conventions numbered under 200 people. Many of our workshop sessions had fewer than 10 attending!

These last 18 years the organization has grown to large proportions, and much of the success of NRB is due to the arduous efforts of Ben Armstrong. I know I speak for past presidents who have served during the time Ben has been our executive director—Rudy Bertermann, Abe Van Der Puy and Dave Hofer—as well as myself, when I express heartfelt gratitude to Ben for his work. I can imagine I'm expressing the thanks of you who are friends of Ben and the organization as well.

Happy anniversary, Ben! We're deeply thankful for you, your wife, Ruth, your entire family and your good staff in the national office. May the days ahead be filled with joy in your service for our Lord Jesus Christ to the National Religious Broadcasters.

E. Brandt Gustavson

President
National Religious Broadcasters

About This Issue

All publications go through an evolutionary process as the editors seek to meet the changing needs of their audience, and *RELIGIOUS BROADCASTING* is no exception. What began as an NRB newsletter called *Radio Telegram* grew to become *RELIGIOUS BROADCASTING* magazine in 1969.

Today, more than 15 years after establishing a magazine identity for the publication, *RELIGIOUS BROADCASTING* is undergoing another step in evolution. With this issue we have adopted some changes in format that we hope will make the magazine more attractive. A completely new cover format was designed by NRB graphic artist Brad Scherr to bring it more in line with the modern trend in magazine publishing. New department headings have been redesigned throughout the magazine to conform with the cover treatment.

But there's much more to putting out a magazine than artistic creativity. A magazine must meet the needs of its readers if it expects to be received with anticipation and not thrown into the circular file. We are attempting to stimulate that anticipation by providing up-to-date news and information of special interest to religious broadcasters.

In this issue, assistant editor Daniel J. Nicholas has thoroughly researched the current trends in Christian radio broadcasting and has come up with an article about the growing shift toward Christian talk radio. Other articles look into the struggle for national sponsorship of commercial Christian programs and the question of how many viewers there are for Christian television. The "NRB News" pages give the latest information on plans for the 1985 NRB convention.

If these articles are meeting your needs, let us know. If there are other subjects you'd like to see reported in *RELIGIOUS BROADCASTING*, write to us at NRB, CN 1926, Morristown, NJ 07960 or phone us at (201) 428-5400. We want to be responsive to what you want to read.

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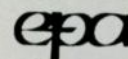
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Broadcast Content Regulation: The Beginning of the End

by Richard E. Wiley

Because of the increased number of stations, the United States Supreme Court is having to reexamine the basis for the fairness doctrine and "equal time," which now might even be inhibiting First Amendment freedoms on the air

The Supreme Court appears to have invited the Federal Communications Commission and Congress to reexamine the theoretical basis for the fairness doctrine, the "equal time" law and other rules governing the content of broadcast programming.¹

It has long been recognized that FCC regulation of radio and television broadcast stations is based on the rationale that fewer broadcast channels are available than there are people who desire to use such facilities. As a result, the FCC has developed a pervasive system of licensing and regulating broadcast stations, including a number of programming content rules. Such regulation clearly would be deemed violative of the First Amendment if applied to the print media. However, it has been imposed on broadcasters based on a spectrum "scarcity" justification.

There are two necessary elements to support broadcast content regulation. First, one must accept the notion that technological scarcity creates an unacceptable risk that the listening and viewing public might be deprived of access to competing views on controversial issues. Second, it must be believed that the fairness doctrine and related regulations will be effective in materially enhancing the volume and quality of broadcast debate.

In its recent *League of Women Voters* decision (which overturned a provision of the Communications Act that barred public television licensees from editor-

ializing over their stations), the Supreme Court held out the possibility that both of these bases of content regulation could be subject to question. First, the Court acknowledged recent attacks on the spectrum scarcity rationale (including those by FCC Chairman Fowler) and indicated that it might be prepared to reconsider its long-standing approach in this area.

Technological Changes

The Court indicated, however, that it was not yet prepared to take such a step without "some signal from Congress or the FCC that technological developments have advanced so far that some revision of the system of broadcast regulation may be required."² This comment appears to be an invitation either to Congress to rewrite the Communications Act to reflect technological and marketplace changes in the world of electronic media or to the FCC (or perhaps another litigant) to make a showing in support of lessened regulatory restraints on broadcasters' First Amendment rights.

In another footnote, the Supreme Court stated that "were it to be shown by the Commission that the fairness doctrine has the effect of reducing rather than enhancing speech, we would then be forced to reconsider the constitutional basis" upholding content regulations.³ Thus, the FCC might demonstrate that its content regulations do not further First

Amendment values but, instead, reduce the number of voices and ideas presented.

The first invitation extended to Congress and the FCC is to demonstrate that the concept of spectrum scarcity, as a basis for content regulation, is obsolete. I believe that the Commission can make this case.

Many More Stations

Initially, it should be noted that the number of broadcast stations has increased dramatically. In 1934, when the Communications Act was adopted, the FCC had authorized 583 AM stations and no FM or TV operations. As of May 31, 1984, there were 4,747 AM radio stations, 4,738 commercial and educational FM outlets, and 1,173 commercial and educational TV facilities.

In addition to this increased number of licensed broadcast stations, many additional electronic media outlets are being used today to present discussions and contrasting viewpoints on important public issues. Cable, subscription television (STV), multipoint distribution service (MDS), satellite master antenna television (SMATV), direct broadcast satellite (DBS), low-power television (LPTV), videocassettes and videodisks all present video opportunities for additional voices to be heard.

Moreover, it is quite probable that more techniques will be developed in the
(continued on page 8)

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Deregulation efforts are expected to be hard fought before the FCC

(continued from page 6)

future for conveying programs to viewing and listening audiences throughout this country. Advanced technologies may be conceived in the laboratories; new frequency allocations may be made by the FCC; and innovative marketing strategies may be developed, all in response to the changing needs and desires of both audiences and the carriers and producers of program material.

Fairness Reexamined

Alternatively, the Supreme Court indicated that the FCC may make a showing that its regulatory structure has discouraged the expression of views and new ideas over broadcast facilities. Clearly, if the fairness doctrine, "equal time" and other content regulations, in fact, have chilled First Amendment speech, there could be no justification for their retention. In this regard, the Commission recently instituted an inquiry to examine whether the fairness doctrine is still viable. In addition, the agency also has proposed to eliminate its personal attack and political editorial rules based on a tentative conclusion that they have inhibited broadcasters in presenting information on critical issues.

The Commission will have an opportunity in these proceedings to examine the real world effect of broadcast content regulations on First Amendment values. Undoubtedly, any deregulatory efforts in this area will be hard fought before the Commission and perhaps in the courts as well. However, judicial appeals of FCC decisions in these proceedings may provide the vehicle by which the Supreme Court ultimately will hear the very arguments which it has invited in the *League of Women Voters* opinion.

¹Federal Communications Commission v. League of Women Voters of California, 52 U.S.L.W. 5008, 5011 nn.11 & 12 (decided July 2, 1984).

²52 U.S.L.W. at 5011 n.11.

³52 U.S.L.W. at 5012 n.12.

Richard E. Wiley, a partner in the law firm of Wiley & Rein, is a former chairman of the Federal Communications Commission. He was assisted in the preparation of this article by Antonette D. Cook, an associate in the firm.

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Palau, Graham Reach Thousands in British Crusades

LONDON (NRB)—When Latin-American evangelist Luis Palau spoke at a 20,000-seat soccer stadium here recently, much of the English-speaking world listened in because of modern technology and a cooperative media project known as "Commonwealth 84."

Meanwhile Billy Graham preached to hundreds of thousands in Britain's smaller cities for his "Mission England."

In the campaign backed by nearly 1,600 London-area churches, Palau preached in Queen's Park Rangers stadium six nights a week for six weeks in June and July.

He had arranged for British Telecom International to transmit same-day broadcasts of the rallies during the final week of June.

Major missionary broadcasters, whose stations blanket most of the earth with religious and cultural programming, agreed to air the one-hour broadcasts to English-speaking persons in 31 nations, many of them in the Third World.

The broadcasters involved included Trans World Radio, Far East Broadcasting Company, Radio ELWA/Monrovia (Liberia), and Radio HCJB/Quito (Ecuador). The Palau Team worked with Moody Broadcasting Network, Northwestern Radio Network and Satellite Radio Network to provide U.S. radio coverage of the London crusade. Television broadcasts in the United States were arranged by Christian Broadcasting Network, Trinity Broadcasting Network, WCFC-TV 38/-Chicago, WTKK-TV 66 in suburban Washington, D.C., and others.

The summer emphasis was the second phase of a year-long Palau effort to evangelize Great Britain. Last fall he and associates preached to more than 200,000 in and around London, netting 8,000 affirmations for Jesus Christ.

While Palau was holding forth in London, evangelist Billy Graham was preaching in six British cities. Attendance for the first four stadium crusades totalled more than 687,000 including 62,112 inquirers coming forward in response to Graham's Bible message.

Graham spoke of the fourth crusade, in Birmingham in early July, as "a tremendous experience. I have rarely seen people with such a hunger for the simple proclamation of the gospel as here in the heart of England."

The Birmingham meetings were videotaped for airing later this year in the United States. One meeting from Birmingham was filmed by the BBC for replay later.



Evangelist Luis Palau speaks to a crowd of about 20,000 in a soccer stadium during "Commonwealth 84."

Protestants Receive Scant TV Attention from Network News

CHAPEL HILL, NC (NRB)—Roman Catholics, Jews, Episcopalians and Mennonites received significantly more coverage by the three national television networks between 1972 and 1982 than their proportion of membership in American society would suggest, according to a study done at the University of North Carolina.

Baptist, Methodists, Presbyterians and Lutherans, however, attracted far less of the network's attention than their proportion of membership would indicate, the study shows.

James Gordon Stewart, Jr., who completed the study for a master's degree, said the networks' interest in cults began to rise in 1976 and "exploded" two years later with the mass suicides in Jonestown, Guyana.

Reports on evangelists also have increased in the past few years, reaching a high of 24 in 1982. Stewart believes such coverage reflects the existence of recognizable spokesmen and the skill these people display in using the broadcast media.

Stewart said that if mainline Protestant denominations want to increase their visibility they need to establish spokespersons for dis-

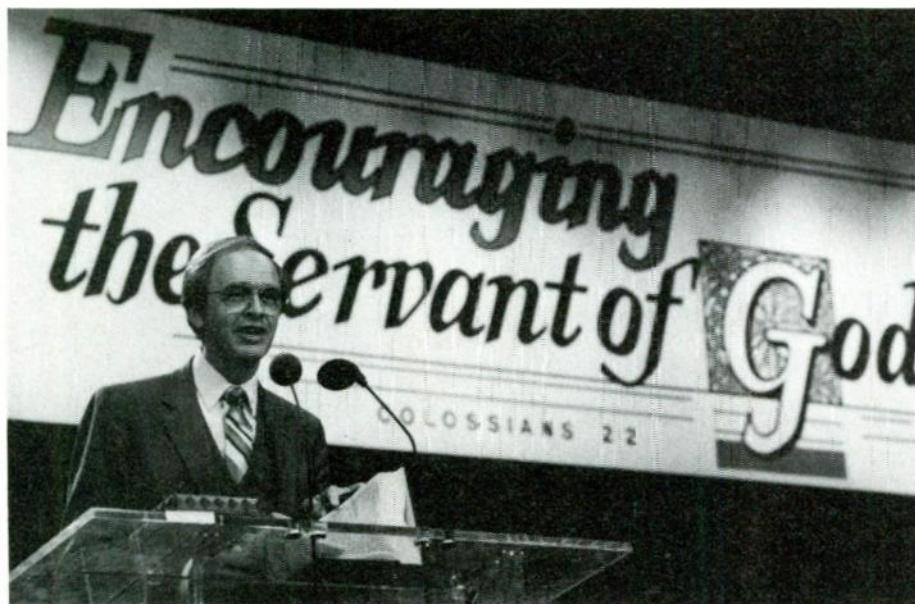
seminating church news and become better at packaging news items to meet the needs of the secular broadcast media.

Stewart found that there was a strong overall increase in television religious reporting over the 11-year span of the study. Among mainline denominations, Roman Catholics, who comprise 44 percent of the national church membership, received 56.4 percent of the network reports. Jews, who represent 5 percent of the religious community in the United States were the subject of 16.2 percent of the television news stories.

On the other hand, Baptists, Methodists, Presbyterians and Lutherans, who together represent about a third of the church-going population, attracted only 2.3 percent of the coverage.

Stewart used the Vanderbilt Television News Index and Abstracts, which contain synopses of all NBC, ABC and CBS evening news broadcasts beginning in 1972 to identify, count and analyze stories about religions in the United States.

Because weekend newscasts "tended to be erratic," he concentrated on weekly newscasts and eliminated stories that dealt more with politics than religion, such as fighting between Catholics and Protestants in Northern Ireland and the conflict between Arabs and Jews in the Middle East.



Newly elected Southern Baptist president Charles Stanley addresses his denomination's 17,000 "messengers."

Southern Baptists Elect Broadcaster, Dedicate Networks

KANSAS CITY, KS (NRB)—The Southern Baptist Convention, meeting in Kansas City for its annual meeting in June, elected a television broadcaster as its president, dedicated two television networks and announced plans for "hefty growth" for its television ministries.

Charles Stanley, pastor of First Baptist Church, Atlanta, was elected to a one-year term as president of the 14.1 million-member denomination, America's largest Protestant body. He is seen weekly on *In Touch*, the hour-long worship broadcast from his church.

Stanley, an NRB board of directors member, will address the NRB Southeastern regional convention, meeting in Atlanta this month. He took 52 percent of the first ballot votes in a controversial race that divided along conservative and "moderate" party lines.

Stanley, who decided to allow his name to be placed in nomination just hours before the vote, represents the conservative faction of the denomination.

Resolutions were passed on conservative social issues such as opposition of women's ordination and support for equal access legislation for student religious groups. Opposition was also expressed for a U.S. ambassador to the Vatican, abortion except to save the life of the mother and the "invasion

of humanism into American life." Actions of the national convention are not binding on individual churches under Baptist policy.

The Southern Baptist Radio and Television Commission (RTVC) was expecting receipt of a construction permit for another full-power television station affiliated with its ACTS Satellite Network.

RTVC president Jimmy Allen said while at the convention, "We are close to approval" from the FCC for a construction permit for channel 31 in Fort Worth. If approved the station will become the "flagship" facility for their church-focused network. Channel 31 would be operated jointly by the RTVC, Southwestern Baptist Theological Seminary, Fort Worth; and Baylor University, Waco, Texas. Since the station will be educational, the two schools will be providing a share of the programming to supplement ACTS.

Within the last year independent Southern Baptist groups have been granted construction permits for full-power stations in Houston (channel 14), San Francisco (channel 62) and Greenville, North Carolina (WXIV-TV 14). Applications have been filed for similar stations in San Antonio, Texas (channel 23); Tulsa, Oklahoma; Atlanta; Birmingham; and Deland and West Palm Beach, Florida. Some of the Baptist's 140 low-power TV applications have been approved, including Anchorage, Alaska.

Allen described a plan to establish the ACTS (American Christian Television System) Network on 20 full-power stations within

the next eight years and on 1,000 cable systems by the end of 1984. "This is a hefty growth process but it is realistic," he said.

Allen, another board member of NRB, plans to double the current ACTS Network budget of \$10 million during the next four years. This will be accomplished by charging SBC churches that link up with ACTS a per-member fee and by sale of brief commercial-like announcement time. RTVC policy precludes on-air appeals for funds.

During the Kansas City convention the ACTS Network was dedicated by the 17,000 "messengers" or delegates present and jumped to 18 hours-a-day of original programming. (see *RELIGIOUS BROADCASTING*, May 1984, page 34).

A tandem network restricted to the 36,000 SBC churches is the Baptist Television Network (BTN). Operated by the Baptist Sunday School Board, Nashville, BTN was also inaugurated at Kansas City with live coverage of convention highlights.

Hare Krishnas Buy Utah Radio Station

SPANISH FORK, UT (NRB)—The nation's first full-time Hare Krishna radio station has started operating here with a format of music and special programs promoting the contemporary message of Krishna consciousness.

KHQN/Spanish Fork broadcasts what it calls "sounds of transcendence," according to station manager Jay Wagner, in a published report. The format also includes news and commentary, a program on vegetarianism, readings from Vedic texts, radio dramas, public lectures and a weekly Spanish program.

The 15-hour-a-day programming begins with a sunrise meditation and ends with a message of peace, both from the words of Sri A. C. Bhaktivedanta Swami Pradhupada, founder of the International Society of Krishna Consciousness. KHQN is owned and operated by SACE Broadcasting Company.

Moody Asks FCC to Reconsider LPFMs

CHICAGO, IL (NRB)—In the wake of an April decision by the FCC denying Moody Broadcasting Network (MBN) permission to establish low-power satellite-fed FM translators (LPFM), or "satellators," for some 300 communities Moody filed a petition for reconsideration with the Commission on June 18.

The proposal, which was filed in May 1981, would have amended the Commis-

(continued on page 30)

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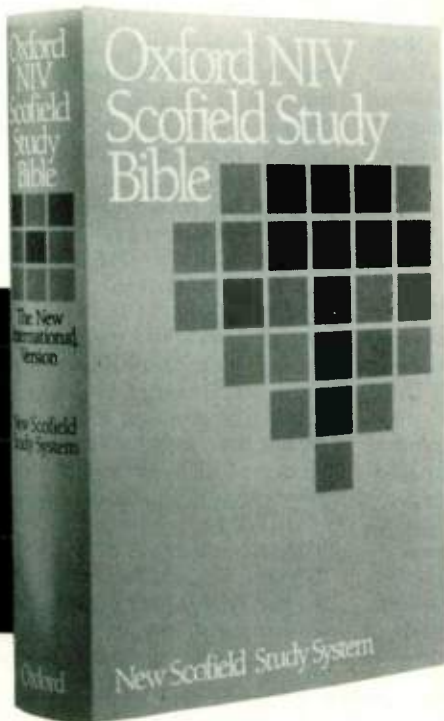
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National Convention Will Stress Spiritual Theme

WASHINGTON, D.C. (NRB)—With five months remaining before the next annual convention of NRB, four speakers have confirmed participation, according to convention program committee chairman Jerry Rose. Two musicians have also signed on so far for NRB 85.

Lined up as of July are broadcast pastors Jack Hayford, Ben Haden, Harold A. Carter, conservative Phyllis Schlafly, pollster George Gallup, Jr., former opera singer William E. Harness and The Haven of Rest Quartet.

Under Rose's leadership, the committee has been drafting the convention outline for the 42nd gathering of religious broadcasters, set for February 3-6 at the Sheraton Washington Hotel.

With a scripture-based (Philippians 3:14) theme of "Christian Communicators: Pressing Toward the Mark," the convention "promises to be the best program we have ever featured," according to executive director Ben Armstrong. He said top name Christian speakers and musicians are being invited for plenary sessions, workshops and the many auxiliary functions that surround each national convention. Details will be released throughout the fall, he said.

Rose said, "We want relevant speakers who can undergird the strong spiritual theme we are planning." He added that the strong spiritual "undertone" of previous conventions would be maintained in 1985, without sacrificing the educational and business benefits of NRB gatherings that come from workshops, a full service Media Expo trade show and informal discussions between sessions.

The theme of unity among religious broadcasters, which has been given major attention at recent conventions, will be a by-product of "pressing toward the mark" of spiritual excellence and obedience, Rose believes.

"Christian unity doesn't come by saying it, but only with a change of heart." Until the NRB convention in 1983 many participants described tension between charismatic and evangelical broadcasters. Rose said that animosity has been changing because NRB conventions recently have been emphasizing that "we're ministries more than anything else. We want to reflect God's glory at NRB 85."

Rose said that, as in past years, the President of the United States will be invited to address a plenary session.

Room rates have been established for the Sheraton Washington Hotel. Delegates should make early room reservations by calling the hotel at (202) 328-2000. Early registration for the convention is welcomed by the convention coordinator at NRB: phone (201) 428-5400 or write NRB at CN 1926, Morristown, New Jersey 07960.

The program committee comprises Rose, NRB treasurer and president of WCFC-TV 38/Chicago; E. Brandt Gustavson, NRB president and vice-president of Moody Bible Institute; Robert A. Cook, NRB first vice president and president of King's College; David Breese, president of Christian Destiny; and Armstrong.

NRB 85 Schedules Speakers, Musicians

WASHINGTON, D.C. (NRB)—Several nationally-known broadcasters have already confirmed their participation in NRB 85. They are:

- Pastor Jack Hayford of Church on the Way, a Foursquare congregation in Van Nuys, California, will keynote the annual convention with a Monday morning address. When speaking to the NRB-NAE Convocation in 1981, Hayford advised churches to seek "divine direction" before starting a media ministry. He is host of a daily radio ministry, *Freeway*, and of television programs on

Channel 40 in Southern California. Hayford is author of several books including *The Church on the Way*, on New Testament church life; and *Restoring the Walls of the Human Personality*, a practical study in the Book of Nehemiah.

- NRB president E. Brandt Gustavson will deliver his third and final presidential address just before Hayford speaks. Gustavson, vice-president of Moody Bible Institute, is not eligible for a fourth term as president under NRB constitutional policies.

- A radio preacher on *Changed Lives*, pastor Ben Haden of First Presbyterian Church, Chattanooga, Tennessee, will help open the 1985 convention with a Sunday evening speech. A former attorney and newspaper executive, Haden addressed the NRB Congressional Breakfast in 1980 with a challenge to assembled lawmakers that "you ... are ordained by God to lead us and do not follow the polls that reflect our fluctuating opinions."

- Pastor Harold A. Carter of the 3,000-member New Shiloh Baptist Church, Baltimore, Maryland, will also address NRB delegates on the opening evening of the convention, February 3. A black preacher and radio broadcaster, Carter has been called "one of the finest pulpites in America." Carter is author of five books including the story of his church, *Determined*; and *Myths that Mire the Ministry*.

- Phyllis Schlafly, spokeswoman for conservatism and the American family, will be another plenary speaker at the next NRB gathering. Schlafly is best known for championing the case against passage of an Equal Rights Amendment. She once described failure of ERA ratification as "the most dramatic political victory of this century."

On her syndicated radio program and in writings, including *The Power of the Positive Woman*, Schlafly has advanced stability of the traditional family unit. While noting that women today have many lifestyle alternatives, she strongly allows that "home, hus-



Gallup



Gustavson



Schlafly



Haden



Hayford



Carter

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band and children are the greatest option." Schlafly is an attorney and member of the Illinois Bar Association.

- Pollster George Gallup, Jr., of the Gallup Organization, Princeton, New Jersey, will speak at one of 75 workshops. His theme will be the Annenberg-Gallup study released in April on "Religion and Television." A debate has been swirling since the study was released at a press conference (see *RELIGIOUS BROADCASTING*, June 1984), over the total number of viewers of religious television.

- Musicians already confirmed for the convention are The Haven of Rest Quartet and former opera soloist William E. Harness of Torrance, California. The quartet, heard on the daily radio ministry of The Crew of the Good Ship Grace, Inc., Los Angeles, last performed at the NRB convention in 1979. They are scheduled to appear at the FCC Luncheon and the Tuesday evening plenary this year. Harness will be making his first visit as an NRB soloist with two performances scheduled for Monday of convention week.

Western Chapter Invites Actor to Convention

LOS ANGELES, CA (NRB)—More than 200 religious broadcasters from the NRB Western Chapter are expected to convene this month for an annual convention that promises three speakers and six workshops.

Beginning on September 16 the three-day gathering will hear author and broadcaster Joyce Landorf, actor Dean Jones and motivational preacher Tim Timmons.

Landorf, speaker for the Monday luncheon, is author of more than 15 popular Christian books including *Joseph and Irregular People*. With Word, Inc., she has produced several film series on family and social concerns. A new radio broadcast available next month, *From the Heart of Joyce Landorf*, will feature a 30-minute weekly teaching. In addition, Landorf is heard on a regular five-minute broadcast produced by Creative Communications Associates, *Here's Joyce*.

Dean Jones, best known for comedic roles in 10 Walt Disney movies, will dramatize a 45-minute version "St. John in Exile," a solo performance for which he is known, at the annual banquet.

Although Jones is best known for *That Darn Cat*, *The Million-Dollar Duck*, and *Herbie Goes to Monte Carlo*, he played the role of Watergate criminal-turned-evangelical-prison-reformer Charles Colson in the movie

based on his autobiography, *Born Again*. The banquet speaker was also a star of a 1960s television comedy, *Ensign O'Toole*.

A motivational speaker, Tim Timmons, will address the convention for the Tuesday luncheon. He is founder and president of Maximum Life Communications, Inc., Corona del Mar, California, a seminar and counselling organization. He pastors South Coast Community Church in Irvine, California, and is a religious broadcaster.

Timmons has gained the most attention in media for his video cassettes and films, including a new release, *Hooked on Life*. One of his popular books is *Maximum Life Marriage*.

Music for the chapter meeting will be provided by Mike Redman, Jr. a soloist on *The Lawrence Welk Show*, and by Bread and Honey recording artists Karen Kelley and Jubilant Sykes.

Six workshops have been planned in areas affecting program producers and others. They include sessions on accountability in accounting practices, using the "latest tools" in promotional efforts, designing the "total package" of music, and emphases on television ministry and programming formatting concepts.

Separate workshops are being planned for Hispanic broadcasters by H. O. Espinoza, chairman of Hispanic National Religious Broadcasters, and for spouses of broadcasters.

Midwest Regional NRB Convention to Discuss Growth

MADISON, WI (NRB)—More than 100 religious broadcasters are expected here October 10 for a three-day conference of the NRB Midwestern Chapter. Location will be the Yahara Center.

Chapter president Robert Neff of Moody Broadcasting Network described a meeting that will emphasize spiritual and professional development. The theme is "Growing Together Spiritually and Professionally."

Four interpretations of the theme will be presented by Bill Gillham, a biblical counsellor and conference speaker from Fort Worth, Texas. He will tie his thoughts together with a speech at the chapter's annual banquet.

Devotional messages will be presented by Steven Bell of *Chapel of the Air*, Norman Wilson of *The Wesleyan Hour*, and Robert Featherstone of Northwestern Productions' *Think About It*.

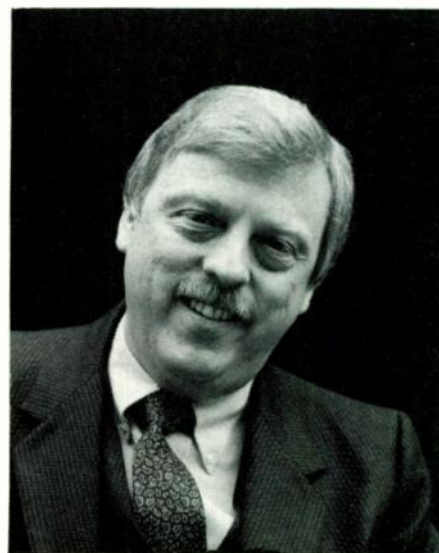
Neff also said music from Ellen Roweton,

Valerie Bell and others would be a special part of the chapter meeting.

Three workshop categories with three sessions each have been planned. They are: Finance and Accounting for Nonfinance Executives, with Professor Vanderweele of University of Wisconsin as instructor; On-air Radio Announcing Training, with Mike Kellogg, host of *Moody's Music Thru the Night*, as instructor; and Production Values for Television, with Ron Mighell of WTLW-TV 44/Lima (Ohio) and professor Stuart Johnson of Wheaton (Illinois) College Graduate School as instructors.

Greetings will be presented by NRB president E. Brandt Gustavson, vice-president of Moody Bible Institute.

The delegates also plan to tour a radio station and production company in Madison and conduct a business meeting.



Jonathan W. Bosworth

Broadcaster Appointed Operations Manager at NRB Headquarters

MORRISTOWN, NJ (NRB)—NRB has appointed a New England man as operations manager for the national office. He is Jonathan W. Bosworth, a radio station manager from Guilford, Connecticut.

Bosworth has been general manager of WFIF-AM/Milford (Connecticut) since June 1982. Before that he was general sales manager for WEZE-AM/Boston (Massachusetts) and an account executive for CBN's

Boston television station, WXNE-TV 25. His broadcast experience on the air and in management spans 21 years.

NRB executive director Ben Armstrong welcomed the appointment as a positive step, and said, "We have high hopes in Jon, who has an excellent track record and understands the dynamics of the entire broadcast field."

Bosworth graduated from Arizona State University in 1967 with a bachelor of science degree in mass communications. He claims his broadcasting career began when, at age six, he was a guest on a radio station in his hometown of Pittsfield, Massachusetts.

Now 42, Bosworth has established himself in religious and secular broadcasting. He is married and has three children.

The operations manager oversees daily activities of NRB personnel, assists the executive director in planning and special projects, and is intimately involved in the annual convention process.

In an interview, Bosworth acknowledged that religious broadcasters are distinct from their secular counterparts because "Christian broadcasters are representing God. Anything we do is considered ministry." In his new position, the operations manager wants to challenge religious broadcasters to join a "pursuit for excellence."

"The entire field of Christian broadcasting, not just NRB, is turning a corner, reaching a new plateau" of quality and service, Bosworth reflected. He stressed the need for "Christian service" as a main component of business and personal relationships, following the example of Jesus Christ and the Apostle Paul.

With background as "a street level broadcaster," he stands ready to assist NRB members with administrative sales programming experience, adding that, "Because of my 21 years experience, I see opportunities where Christian broadcasters have real needs."

Bosworth, who started his duties in June, replaced John M. Cummata, now operations manager for WCFL-AM/Chicago.

Television Committee Plans Basic and Advanced Workshops

CHARLOTTE, N.C. (NRB)—The NRB Television Committee met May 14-15 at PTL's Heritage USA to plan workshops and strategy for the annual convention, which begins February 3 in Washington, D.C.

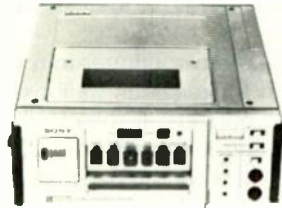
Chairman David Clark, vice-president for marketing at CBN, said the committee wants to reach novice and prospective television broadcasters with a series of basic workshops. Another group of advanced workshops is being planned
(continued on page 32)

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Christian Radio: A Lot of Talk

Live call-in programs are stimulating new interest in evangelical broadcasting as listeners now become participants to discuss some of the major issues of the day

THERE'S A LOT of talk about Christian radio this year. Or should we say "Christian radio is a lot of talk?"

Both statements are true when trends of programming for religious stations are examined. The talk format which has gained so much attention on secular megastations such as WABC Talkradio in New York City continues to influence decisions of Christians, who more than anyone else have something about which to talk.

There's no question that persons of all ages and backgrounds are listening to radio more than ever before. According to one survey from the Radio Advertising Bureau, 94.8 percent of Americans 12 years of age and older listen to radio for an average of 3.5 hours each weekday. Eight in ten teenagers and adults turn to radio as their first source of news during morning drive time.

It should come as no surprise that Christians listen to Christian broadcasts, in the same way that sports fans tune the dial to news about sporting events. But those who have not committed their lives to Jesus Christ will occasionally stumble upon a discussion of faith, a sermon or music with a message when spinning the dial. How do we hold their attention? Many feel the best way is to present thoughtful analyses of contemporary issues from a morally sound, Bible-based and nonjudgmental point of view and to provide an avenue for expression and interaction.

Promoting Loyalty

There appears to be a "unique bond between the talk personality and the listener [which] makes them intimate and trusted friends," says Carey Davis of WMCA/New York, writing in *Teleu-*

by Daniel J. Nicholas

ision/Radio Age. The commercial messages delivered on the talk format "get through" to listeners who respond to brand names when shopping. Talk radio generates "loyalty in virtually every category of product and service," Carey states.

We dare not equate the evangelical's kerygma with a product or service that needs to be marketed over the airwaves by God-hawkers with microphones. To do so would be heresy. But consider the parallels; Christian broadcasters dream of getting the Bible message "through" to large numbers who will be loyal to the Father and their broadcast. If the concept or format works, so they say, don't try to fix it.

If talk radio continues to redefine the horizon for religious stations and program producers, it follows that something other than back-to-back sermonfest will draw curious persons. It seems as never before that programmers in this election year are designing their wares to reflect what William Snider, director of radio ministries at Illinois Bible Institute, calls "a greater interest in citizenship."

"Christians want to be informed on the issues of the day," Snider reflects. "They want to be able to identify what the Bible has to say about government, abortion, voting rights and poverty." And non-evangelicals want to know what we are thinking because Christians have been identified as one of the largest special interest groups in America.

In significant ways Christian radio looks identical to its secular counterpart. Have you ever heard of a "Christian

antenna" or a "born-again tape recorder?" We diverge only on the heavenly minded programming that is indeed proving itself to be of some earthly good.

Talking Back

One of the most listened-to Christian talk shows today is *Talk Back With Bob Larson*.

There are few topics that Bob Larson won't discuss on the air, live, coast-to-coast. On his two-hour show, the Denver-based radio personality talks by telephone (800-821-TALK) or live on location about evolution, abortion, politics, Christian publications, reincarnation or any other issue raised. A favorite theme (he wrote a book on the subject) is a Christian's view and



"Old Time Gospel Hour" speaker Jerry Falwell is interviewed by Bob Larson.

response to cult members and "those who are yet in Satan's grasp."

Since the program's first day, January 3, 1983, Larson has personally researched and challenged thinking on more than 500 different topics, from anorexia to yoga. Yet he refuses to allow anti-Catholic comments on the air, as some religious broadcasters have done to their detriment. "Unity is the key to this program," he states without apology.

Many Nonbelievers Listen

By Larson's estimate the program is working well. He rated *Talk Back with Bob Larson* "as the number one daytime radio talk show in the country, religious or secular." Between 15 and 30 percent of Larson's audience are nonbelievers, a statistic which should impress national advertisers such as the communications companies and airlines he wants to attract as sponsors.

On the air, Larson is all business. Callers are greeted firmly with, "Tell America what's on your mind." Virtually every caller is given a fair chance to express a viewpoint before receiving sometimes unwelcomed but always sympathetic counsel, undergirded by Scripture reading and prayer.



Off the air, he becomes an avid storyteller, with a thousand personal success stories to share from the daily influx of persons into his life, such as the stories of Annie and James.

A nearly blind young Dallas woman, Annie was a regular caller to *Talk Back with Bob Larson*. Her vision was later improved by laser surgery. Meanwhile another Dallas caller, James, found his way out of Scientology with help from Larson. Some time later, both persons attended a listeners' breakfast in Dallas, fell in love and are still dating. "Now we have a love affair on our hands," Larson beamed, with praises to God.

Satanist Converted

Another typical program was a call from an outspoken Satanist who, months later, after being prayed for by Larson's faithful, surrendered his life to the control of Jesus Christ. An anguished 20-year-old woman called once to relate a tragic story about being raped and becoming pregnant. Disregarding doctor's advice, the woman decided not to have an abortion and to give the child up for adoption.

One of the strengths Larson has found in a live daily format is believability. "Sometimes on the air I put my foot in my mouth," he reflects. He says because of the immediacy of his program he is seen as "approachable and vulnerable and unpredictable." He has learned that effectiveness in religious broadcasting comes most easily with vulnerability of spiritual leadership. "We're just people," he concludes.

The program airs live on more than 60 U.S. radio stations, with only a few such as New York City running it on a same-day taped delay basis. The format has caught on and in some places may be stealing sheep and ratings from its secular talk show brethren.

Making Friends

An announcer should be "a friend to our listeners, able to talk with them about a variety of subjects—not just spiritual—as one would to a friend over a cup of coffee," says KTIS general manager Wayne Pederson. He calls a quality station one that "talks with me, not at me."

Paul Ramseyer, executive director of

broadcasting at Northwestern College Radio concurs, adding that an increasing number of Christian radio stations are "confronting moral and ethical issues through call-in programs, nationally and locally produced." He sees an increased effort to upgrade local news coverage, which will be "improving the credibility and increasing the market share of many Christian stations."

In Boston, Massachusetts, Edward Cochran, general manager of WEZE, agrees. He has found that a "fast-paced discussion of contemporary issues from a Christian perspective" garners both good ratings and public support. Jeanine Graf of WEZE hosts a two-hour live telephone talk show that has occasionally gone on location at the Massachusetts State House when the legislature has been debating controversial issues such as abortion. The Christian public wants information.

An added benefit to this type of non-traditional programming, according to Cochran, is exposure beyond the evangelical realm for the station. He claims the live talk format combined with thorny issues "has lifted us to a position of being more than just an entity playing tape after tape and preacher after preacher."

Striking a Balance

The Moody Broadcasting Network has also gone in heavily for the talk-show format, with two programs now on the air daily coast to coast. *Open Line*, which airs live at 8 p.m. daily, Central Time, is a one-hour telephone call-in show that two nights a week concentrates on Bible questions and answers. The other nights it brings in various guests, such as Dr. Tim LaHaye, and provides not only an in-depth interview but also an opportunity for listeners to call in questions.

Moody's other program, *Prime Time America*, has more of a magazine format, with music and news interspersed with live telephone interviews and on-station guest appearances during its daily two and one-half hours, beginning at 3:30 p.m. Central Time.

Open Line airs on 38 stations and *Prime Time America* reaches audiences on 22 stations.

"The stations and the audiences are

asking for talk shows," says Wayne Shepherd, satellite program manager for Moody, "and we are supplying them.

"Our philosophy at Moody has been to provide solid Bible study and teaching, and I don't want to negate that, but people are asking broadcasters to keep them informed and give insights on the news of the day. We have responded to that while continuing to maintain a good balance of Bible teaching. Our satellite network has allowed us to do that the same day the news is happening."

Becoming Participants

The same lessons are being learned in Rochester, New York, where WWVG general manager Sue Bahner sees listeners involving themselves as "participants" in a Christian broadcast ministry. Television is primarily a passive, one-way medium, she reflects. Only radio lends itself easily to programs such as a call-in Bible question-and-answer format featuring a local preacher or a live discussion with a financial consultant, two programs that are working in Rochester.

J. Thomas Bissett, general manager of WRBS in Baltimore, is one of many religious broadcasters to acknowledge the continuing influence of music and Bible teaching formats. Coincidentally, he has observed the "growing emphasis on information and awareness" on Christian radio. While maintaining a solid evangelical base, Bissett sees the "social application of the gospel" via radio as widening in influence to encompass political, bioethical and cultural issues.

Bissett feels increased attention is being given to marriage and family counseling and interpersonal relationships. While didactic live-from-the-pulpit programming "will continue to thrive as the public seeks Bible teaching," he predicts the "demise of the general or devotional" format. Whether live or on tape, Bissett sees Christian radio listeners demanding shows that will emphasize their "political responsibilities and role."

One key to unlocking this new involvement, according to Bissett and many other religious broadcasters, is the live call-in programs on radio.

You don't have to have music to do a good job in your programming," Rich Bott of Independence, Missouri discovered. During the last 12 months Bott

Broadcasting's four Midwestern radio stations took the talk-show plunge, and received enthusiasm from listener and advertiser alike.

He reflects that the key to happiness as a talk radio station is "being committed to the ministry, and then developing a consistent and professional programming sound."

Bott programming decisions, which were influenced by Franky Schaeffer's challenging speech at NRB 84, are targeted to attract the "upscale" Christian family-oriented adult between the ages of 25-54. The corporate philosophy reflects a strong commitment to informing listeners on Christian liberty themes and involving them in live telephone discussions.

For three hours each day, locally produced live interview-talk formats predominate the Bott stations, with guest experts as program hosts. The broadcast day is filled out with syndicated preaching, teaching and discussion programs.

WEZE's Jeanine Graf (left) broadcasts from pro-life rally in Boston.



photo by Ken Robert Buck

"We offer issues and discussion that Christians cannot hear elsewhere, not just chatter and patter," Bott concludes.

Other Trends

Another trend identified by many is specialized programming for singles, young families, the elderly and other population segments that were lumped previously into one massive audience target.

Several new radio programs help the believer understand biblical truths and their application to daily living. One such program is *Truth That Transforms*, a 30-minute daily radio ministry of D. James Kennedy that was launched in June. A weekly television preacher from Fort Lauderdale and founder of the Evangelism Explosion discipleship methods, Kennedy plans to tackle government, education, economics, science, sexuality, family relationships and liberty issues with biblical principles.

With conference speaker Richard Semaan at the microphone, *Live Really Live* is an outgrowth of a thriving Sunday school class in Houston. Based on what Semaan calls "practical life-related" Bible study, the program promises to introduce "a new dimension" in applying Bible principles to "the context of life's realities." He targets men and women "on the go" for *Live Really Live*.

The world's best-known evangelist, Billy Graham, is reaching out to the Hispanic world with a new three-minute radio program designed to offer scriptural solutions to social problems such as alcoholism, drug addiction, crime and immorality. *Enfoque* (Focus) commenced July 1 on some 200 radio stations throughout 14 Spanish-speaking countries. The program, which is available to radio outlets in the United States, takes an audio approach to Graham's syndicated newspaper column, "My Answer."

Indeed, there is much talk about and on Christian radio. The talk format, which is a creative format for evangelical broadcasts, will likely increase in influence and continue to yield a fresh appearance and a growing crop of listeners for this media.

Daniel J. Nicholas is assistant editor of RELIGIOUS BROADCASTING.

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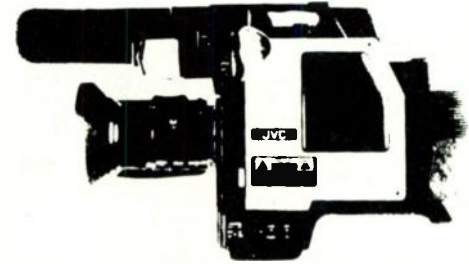
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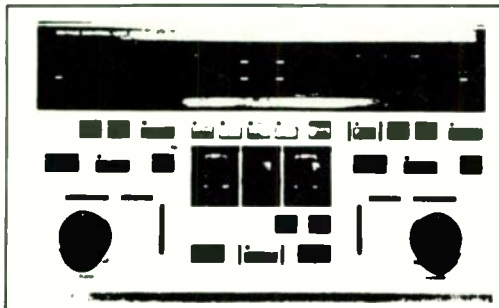


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Struggle for National Sponsorship

The success of "The Pat Boone Show" has encouraged producers of other syndicated Christian radio programs to try to crack the market for national commercial sponsorship

by Harold Hostetler

IN LESS THAN TWO YEARS *The Pat Boone Show* has become the top national program of contemporary Christian music. It is heard on about 170 radio stations in the United States and several stations abroad. It boasts a listening audience estimated at one million.

Not only that, the program is the first nationally syndicated Christian program to attract significant national advertising. Bayer Aspirin has recently signed a second one-year contract to continue sponsorship of the show, and Thomas Nelson Publishers is expected to renew when its current one-year contract expires.

But one successful program does not establish a national trend. A number of other Christian radio program producers who are seeking national sponsorship are still struggling to sign their first contract.

"We haven't uncovered the secret yet," said Daniel Yanklowitz, president of "The Spirit" Productions, which markets *American Christian Countdown* on 115 stations. "We're on the fence, almost going off the air every week, but somehow the Lord keeps us on."

Yanklowitz and a few producers of music and other Christian programs are struggling for the attention of prestigious national advertisers and so far are having little success.

"I think our reason is that we're not on enough stations to attract sponsors," said a representative of Phoenix Marketing

Group, Inc., which is trying to sell *Christian Countdown U.S.A.* The program is now on 31 radio stations.

Indeed, national sponsorship is an elusive plum that so far only *The Pat Boone Show* has been able to pluck. But then, the other shows do not have well-known singer-actor Pat Boone as the host. In fact, it is Pat Boone himself that attracted Bayer Aspirin, and the Christian format of the programs appears to have had little to do with getting the account.

"We did not look at it as a religious program," said Gerald P. Mattimore, vice-president of marketing for Glenbrook Laboratories, makers of Bayer Aspirin. "To me it's an hour of positive contemporary music with a top performer. Pat Boone is a well-known entertainer who lives a clean life style that is attractive to many people.

"We would look at it as a religious program only if it espoused a particular religious view."

Unique Marketing

As described in *RELIGIOUS BROADCASTING* last September, Pat Boone and his producer, Ed Lubin, took a unique route to secure the Bayer Aspirin account.

"We decided to stay away from the advertising agencies and time buyers because we had nothing to show them at the time regarding numbers," wrote Lubin. "But we had a story to tell their clients, so we called on the top decision makers of some major corporations.

"We sold them an idea. We sold them



Pat Boone

an alternative to their present radio endeavors. We sold them on our demographics. We sold them on an unduplicated audience of loyal, working, attentive, affluent, educated and committed 'believers' from all walks of life."

Lubin also traded on Boone's marketability as a believable salesman, and the package deals include Boone's appearances at conventions and in advertising promoting his sponsors' products. He appears in Nelson's ads for *The New King James Version* of the Bible, and he represented Bayer at the National Association of Broadcasters convention in Chicago. Boone also reads the commercials himself on the air, using down-home folksiness to persuade the listeners of the superiority of the product.

"We are pleased with the response," said Bayer's Mattimore. "When we originally discussed sponsoring the show, they projected 85 to 90 stations. The potential exposure [now 170 stations] is better than expected."

The Pat Boone Show allows six minutes of commercial time for national sponsors and another six minutes that airing stations can sell to local advertisers. In both categories the show has been a success. Other national advertisers have

included the relief organization Compassion International, a health company and Hoffs Hot Dogs, which have advertised over shorter terms.

Locally the station managers who air the program say *The Pat Boone Show* (which they run on a sustained, or free, basis) pays for itself through the local advertising they are able to sell.

"We're covering the entire cost of the time," said Joe Battaglia, general manager of WWDJ-AM/Hackensack, New Jersey, whose local sponsors for the Boone program include a window replacement company and a bridal shop. "*The Pat Boone Show* is one of the greatest things to come around on Christian radio."

Local Sponsors

Interestingly enough, several other Christian programs do well with local sponsorship. On WDAC-FM/Lancaster, Pennsylvania, *The Phyllis Schlafly Report* is sponsored by a custom kitchen manufacturer, *Joni and Friends* by a car dealer, and *Chuck Swindoll's Insights* by a lumber company.

But so far no other Christian program has been able to follow Pat Boone's lead in signing long-term national sponsors.

"One of the things we lack in Christian broadcasting," said Boone's producer, Ed Lubin, "is the research to show what audience we have. Nobody knows nationally how many we have in the 18-to-34 age group.

"One station or one producer can't come up with those figures. We need the industry to do it, the way the Radio Advertising Bureau does it for the National Association of Broadcasters. I can see the possibility of every Christian radio station paying a fee to have such national research."

To date, there is no move to establish such a research organization. In the meantime, Christian program producers who seek national sponsorship are still scrambling for the attention of the big advertisers. Recently Bob Larson has even taken to advertising his program *Talk Back With Bob Larson* in *The Wall Street Journal*.

"It's a matter of convincing advertisers that Christian radio can draw an audience," says Larson, adding optimistically, "I believe national advertising has to be the wave of the future."

NRB

Harold Hostetler is editor of RELIGIOUS BROADCASTING.

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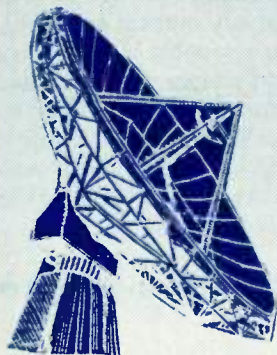
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The Mighty Messenger

Religious stations can benefit from many new advances in technology to give their programming a distinctive sound that will compete effectively with secular stations

by James King

HOW IMPORTANT is sound? "The mind works by ear, not by eye" was a conclusion drawn by Jack Trout and Al Ries (Trout and Ries) in a recent article which appeared in *Advertising Age*. Science has found that visuals will fade in the brain in one second, but sound takes a full four to five seconds to fade. According to the advertising executives, those numbers suggest that sound plays a far more important role in the communications effectiveness of television than most advertisers or their agencies are willing to admit.

The sound the mind remembers best is music.

From the Second Book of Chronicles we learn that, at the dedication of Solomon's Temple, 148 Levites sang and sounded their instruments "to make one sound to be heard in praising and thanking the Lord, and when they lifted up their voices with the trumpets and cymbals and instruments of music and praised the Lord ... the house was filled with a cloud ... for the glory of the Lord filled the house of God" (5:13-14, NKJV). In another passage we read that, as the prophet Elisha listened to the king's minstrel, "the hand of the Lord came upon Elisha and he prophesied."

Yes, sound—and music in particular—has influenced us perhaps much more than we ever realized. Music is with us from the time we enter this world until the time we depart—literally from the cradle to the grave. In times of celebration, in times of sadness, in times of war, in times of peace, music buoys the spirit, comforts, arouses and affects our being, often subliminally, in ways that cannot be denied.

The foregoing should not be—cannot

be—overlooked in religious programming. However, I do not refer to the obvious use of songs and sacred tunes, but rather to *new*, creative ways to make your station come alive as never before. Are you aware of the enormous technological revolution that has come about in the area of sound? New musical instruments such as the synthesizer, new studio gear such as digital delays, limiters, equalizers, noise gates and other devices have opened up a whole new world for the enterprising producer.

Using Music Wisely

All these tools are useless, however, unless one knows how to use them. But in the hands of a good composer/arranger and a knowledgeable engineer, new frontiers in sound are possible and your station can become instantly recognized by its sound.

The station break thus becomes a golden opportunity to set forth the station image. Do it with sound—with music—and a customized ID that will set you apart from other spots on the dial. The same techniques can be carried into your station commercial concepts. In fact, as you mold your station image with sound, you might even effectively compete with popular secular stations for the audience.

As you build a station image (and there is no better or faster way than through sound), an important consideration for you or your agency should be the choosing of a composer/arranger to assist in accomplishing the objective. An inventive musician can create an "attention-getting" sound—and oftentimes very economically. He will know how to produce a "big" sound with a minimum

of participants. In scoring for an orchestra, he will know, for example, that only one viola is required to support four to six violins, and one cello is all that is needed to effectively support eight to ten violins. He will know how to use "double stops" to make a string group sound twice as large as it actually is. When working with a vocal group, there are tricks in both arranging and recording that will enhance the sound many-fold.

I can't emphasize too strongly the importance of choosing a highly skilled arranger. Few arrangers, even some long-standing "pros," for example, seem to know that maximum power is achieved in the mid-range" of both instruments and voices. Moreover, most beginning or less-experienced arrangers will almost always "over-arrange." A well-chosen arranger will not be guilty of this, but will give the client a memorable sound using only the essentials to create the desired image and effect.

If you are fortunate enough to acquire an arranger who can also conduct, so much the better. No one knows the music as well as he (or she), and you can be assured that the arranger, baton in hand, will lovingly work to bring his creation to life in the best manner possible.

Consider a Synthesizer

The synthesizer, mentioned before, offers a unique opportunity for new sounds. It is perhaps the only truly new musical instrument of this century—and deserves the utmost consideration in the planning of any musical concept. The synthesizer is capable of modifying the basic sound simply at the touch of a switch or turn of a knob. Spectacular sounds can be created in a multitrack recording facility by "stacking" the synthesizer tracks and thus building chords and counter melodies.

Of course, the guitar has become the workhorse of the recording studio—and little wonder. The professional guitarist can bring to the session 12-string guitars, acoustic guitars, wah-wah pedals, fuzz tones, sustaining pedals and a myriad of other attachments and devices to create a vast array of sound.

Other instruments also have ways of modifying sound through various attachments. One of these devices I have found to be absolutely amazing when used with brass and woodwind instruments—particularly the clarinet. The clarinet, believe it or not, can be made to sound like a tuba, bassoon, cello, violin or even a banjo! There are also attachments for brasses and woodwinds which allow the sound to be split so that the sound produced is an octave or two octaves lower than the instruments normally sound. A clarinet using a tone spreader can be made to sound both higher and lower than what is being played. New developments are occurring every day. Stay on top of them, and thus enhance your chance for success.

Hiring a well-qualified person to handle the music chores is money well spent. You'll save money—and perhaps make money in the long run. More importantly, you'll be reaching your audience with the best sounds the industry can offer. If you are in a small market, there are agencies in the larger markets who will prepare a musical package for you—tailor-made to meet your needs.

How important is sound? How important is music? I think you know the answers to those questions. They are both *very, very* important to success in the broadcasting field. Sound is the great communicator! Music is the mighty messenger! Today's sophisticated audiences have come to demand the best. Let us use sound, never sacrificing tradition but building on that tradition in new ways to proclaim the Word! We are, in fact, one great advertising agency with the greatest product in the world to sell. May we sell it well—and reap the harvest! NRS



James King is a composer/arranger who has written film scores for Disney Studios and who has been involved in gospel music for many years.

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Some Thoughts On Leadership

by Nell H. Lockhart

EISENHOWER called leadership "the skill of getting people to do what you want them to do because they want to do it." That's also called motivation, management, administration and sometimes, love. In today's world, we question who we are and where we are going and we don't take for granted many of the things that were assumed 20 or 30 years ago. Leadership has never been taken for granted.

How do you recognize leadership? The first way is through role models. I grew up in Birmingham, Alabama, and was an active participant in church, community and school activities. How did I get that way? There were examples. My parents were first. My mother trained others at Vacation Bible School clinics and used her talents in PTA. I saw my father working as a Sunday school superintendent, training others in the art of church visitation, making others know they could do it.

I remember so well my father saying often to me, "If you can pattern your life after Miss Amber, you will be a good person and a leader." Miss Amber, a school-teacher, was our church's Sunday school superintendent and the female leader in our church. In my childhood of the '40s she often stood before us on Sunday morning talking of enrollment campaigns, goals met, persons visited and church programs. I really thought at the time she was OK, but old. To this day, though, the thought implanted by my father about Miss Amber's leadership remains with me.

A New York business leader has said that management is the art of achieving goals through people, and this is what my parents and teachers were doing, managing my life to make an achiever a leader, and contributing all the while through their person and mine, to make this a better place to live and serve God.

Going First-Rate

The second element of leadership is training. Robert Townsend in his book *Up the Organization* wrote, "First-rate people hire first-rate people, second-rate people hire third-rate people. Hire the

best you can." We recognize the truth in this. First, we need to recognize talent. We do have different gifts and we want to deal with the reality of what are our capacities or limitations. When we recognize where our talents lie, then we can develop them. Doing something we are good at also develops confidence. With talent comes confidence.

Characteristics of a good leader include talent, confidence, believability, knowledge and discipline (scheduling of time for efficiency, which means prioritizing and assuming control—taking charge). According to the American Management Association, the establishment of leadership involves (1) designating authority, which means (2) assumption of responsibility and with assumption of responsibility comes (3) accountability.

Designating Authority

Let go when you designate authority. Make people feel important. Give them something to do. Reassure them, work on their strengths. If they are stars, they will act like stars. People seldom rise above the confidence others have in them, so let them know of your trust. Keep your sense of humor. Recognize and praise accomplishments. Praise publicly, criticize privately. Their accountability to you is your assumption of control and discipline in the situation. Leadership, then, is knowing how to get people to do things they think they want to do and achieving your goals—their goals—by managing.

Goal setting must play an important part in any training process. Successful people are achievers. Leaders are achievers. How does one do that? By setting objectives. Objectives are milestones by which an organization or individual can measure progress toward goals. Objectives provide the framework for the calculation of effectiveness and efficiency of the program. Objectives give a strong sense of direction, stimulate creative thinking, create commitment, force alertness and cement understanding.

People support what they create. That is equal to involvement. It is very important for those with whom you work to be involved in setting objectives and goals.

First of all, set specific objectives, those which are measurable, which can be accomplished in a day, a month, or a year. The way I effectively handle this is through what I call "To Do" books. When I begin work, I look in the book to see how I did the day before, and what is on the agenda for that morning. When I leave in the afternoon, I know what I accomplished that day and what is on tap for the following morning. In this book, I note what I need to accomplish in a day, a week, or a month. I make a list of A, B, C, with A being highest priority.

All of us have the same amount of time—168 hours a week in which to achieve our goals. How we spend our time reflects what we value.

Once you have set your goals, then put them in writing. Having it in writing commits it to the subconscious. Then, set

*Role models, training and organization
are essential if management
is to get the most out of a staff*

MANAGEMENT

a timetable and concentrate on the essentials.

We develop a yearly calendar. On a wall in one of the offices are 12 sheets of paper—one for each month—with preparation time, deadlines, travel, vacation period, holidays and payday. Any person can go in at any time and refer to the calendar.

Checking Up

The last step in this process is evaluation of performance standards and criteria—the degree to which the work and goals have been achieved. Many people use a PERT chart—Performance, Evaluation, Review Techniques. In various companies this might be done for individual performance. In my particular situation, it is done at the conclusion of small and large projects and at the conclusion of our annual meeting. It is sent to the general chairman to be completed by him and local committees. Evaluation and critique are invaluable tools for the learning process.

What do you expect of yourself and those with whom you work? I fully expect my staff to produce and to work as much and as hard as I do. Religious Heritage of America is an interfaith, non-profit organization dedicated to recalling, redefining and perpetuating traditional American values such as honesty and integrity. This is carried out in two national awards programs, one for adults and one for youth. I do programming, detailed planning, hotels negotiating, public relations—and I also do windows and vacuum. I expect of my staff what I expect of myself.

When we have provided proper training and role models, then we can look to organization and administration as the third part of leadership.

God had a plan. He executed it and then He evaluated it. How great those words, "And it was good!" In the organization process, first of all, identify your resources, then plan, delegate, monitor and control. Is this not what God did? The identification of resources. Again, know your capabilities, know your limitations. Applying this to my work, I know my budget and know what people are available for speaking. Then I can plan program participation and decide how

much I can spend and to whom I can delegate responsibility. With the application of training, objectives, goals, long and short-range planning, the organizational chart will flow because you have determined where you are going, the methods it will take to get there and the resources available upon arrival.

Who Is a Leader?

Is leadership acquired? You have to answer that yourself. It has been said that a leader must have the patience of Job, the wisdom of Solomon, the courage of David and the love of Christ. One of the most important elements of leadership, very personally speaking, is how you feel about yourself, your self-esteem and self-actualization. In Exodus 3 and 4 God called Moses to deliver the children of Israel out of Egypt, but Moses felt the people would not believe him because he was not eloquent. Moses' lack of faith in himself could have kept him from accomplishing God's purpose, but with the assistance of Aaron, things came about.

How do you feel about you? I feel good about me, and because I feel that way and know that I am OK, other people know that I am OK and they are OK. Faith in one's abilities are a major portion of leadership capability. Leaders must have (1) emotional stamina, (2) be willing to face risks, (3) be tolerant, (4) show sensitivity to others, (5) be self-analytical, and (6) possess the skills to develop all of the capabilities to lead or teach others.

In the book *Roosevelt Has Gone*, it states, "The final test of a leader is that he leaves behind him in other men the conviction and the will to carry on." A Chinese philosopher, Tao-Tse, described a good leader very much the same way: "When his task is finished, his goal is achieved, they will say, 'We did it ourselves.'"

NRE



Nell H. Lockhart is vice-president and chief administrative officer of Religious Heritage of America, St. Louis, Missouri.



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How Many Are Really Watching?

by Harold Hostetler

ONE QUESTION that has not been answered by the "Religion and Television" report to the satisfaction of religious broadcasters is just how many people are really watching Christian television. The report, released last April, provided two volumes of data and analysis to show that television preachers are not a threat to the local church—particularly mainline churches. But a discrepancy showed up in two different studies that leaves the question of numbers open.

The main report and summary prepared by the Annenberg School of Communications at the University of Pennsylvania stated that the audience for religious television is a spare 13.3 million, or about 6 percent of the total viewing audience in the United States. However, the report's appendix carried a nationwide study conducted by the Gallup Organization in which 18 percent of those interviewed said they had watched a religious program within the past week. That percentage represents 39 million viewers.

In an attempt to reconcile the apparent discrepancy, the editors of *RELIGIOUS BROADCASTING* have reviewed the data and conducted interviews with members of the Gallup Organization, whose figures appeared to have been challenged by the final report.

The result: Gallup has come up with a "reasonable guess" that the audience for religious television is more like 22.8 million, based on its own data when corrected by the same factors used by the Annenberg School. That figure is not as high as some previous estimates of audience size, but it is still 9.5 million more than that of the final "Religion and Television" report summary.

Interpreting Data

Trying to arrive at a final "hard" figure appears to be impossible at this point. A review of the data and interviews with the Gallup people show that a lot of subjectivity goes into interpreting research data, no matter how objective the researchers try to be. And the final figures are now being used to depreciate religious television by those who have seen it as a threat.

In a recent article in *The Christian Century*, Dr. William F. Fore of the National Council of Churches wrote that the "Religion and Television" data can be interpreted to show that the audience might really be as small as 7.2 million, depending on the way one measures the size of a religious television-viewing household. Fore challenged Annenberg's use of the standard 2.6 persons per viewing household as too high for a religious audience, which Fore estimated at closer to 1.4 persons.

Well, just how does one arrive at the estimated size of the audience? Let's look at the way both the Annenberg School and the Gallup Organization came to their conclusions.

First of all, the team of researchers from the Annenberg School used Arbitron data from 1982 to measure the size of the religious television audience. It came up with 1,534 viewers from 10 markets.

"We had to sample a total of ten markets before Arbitron archives yielded enough viewers of religious programs to reach our quota," the researchers wrote in the final report.

"The regional sample was made up of Arbitron diary keepers from two sweep periods in 1982. Arbitron data from that year were used to calculate the total national audience for religious television. The 80 syndicated religious programs on the air at that time had a total aggregate audience of 9,526,887 households."

The Calculations

But the Annenberg sample had individual diary keepers, and the Arbitron figures represented total viewing audience, measured according to the number who watched each program. If the same person watched more than one

program, he was counted for each show.

To make its figures compatible with the Arbitron audience, the Annenberg team took each viewer who had watched more than one program and multiplied him by the number of programs he had watched. For instance, if he had watched three programs, he was counted three times. That resulted in an Arbitron-style "duplicated" religious viewing audience of 2,837. Of that duplicated audience, the original number of individuals in the sample, 1,534, was 54 percent of the total.

Next the Annenberg team multiplied the total number of households that watched religious television by the standard 2.6 figure that Arbitron says is the size of the average viewing household. It came up with a "duplicated" viewing audience of 24.7 million.

Fifty-four percent of that duplicated audience is 13.3 million. That, said the Annenberg team, is its best estimate of the number of individuals who watch religious television.

The Gallup Method

The Gallup Organization arrived at its figures by interviewing 2,003 persons across the United States, a technique it uses in all of its Gallup polls, using a random selection method. Of those who said they had watched television, 18 percent said they had viewed religious programs during the past seven days.

However, Harry Cotugno, vice-president of the Gallup Organization, says that 18 percent may be reduced by 2 percent for those who could not give the name of a program they had watched and another one percent for those who had watched less than 15 minutes, leaving 15 percent who could be considered the religious television audience. That

would number 12.5 million households.

If one were to use the Annenberg method of multiplying households by 2.6, the total audience would be 32.5 million.

Yet Cotugno feels that figure may be too high, seen in the light of other data.

Preferring to stick with the full 18 percent who said they had watched, Cotugno said that figure represents 15 million households who had viewed at least some religious television during the preceding week. Of those, 52 percent said they had watched with someone else. Although that other person might not necessarily be an adult, Cotugno said he would assume it was for the purpose of the study "since two adults is the national average per household."

That would give an additional 7.8 million viewers for a total of 22.8 million.

So which figure is correct? Probably neither, since both are estimates based on specific assumptions. Cotugno says the Annenberg figure of 13.3 million is "reasonable but conservative." The Gallup estimate of 22.8 million is "less conservative [but] a reasonable guess, based on self-reported behavior."

Looking Ahead

How should broadcasters and viewers interpret all this? The people at Gallup think they should consider the results as an opportunity for changes in broadcasting.

Says Cotugno: "In my opinion, the issue should not be whether there is a large audience or a small one, nor should the estimate be used as a justification to fund or not fund television programming.

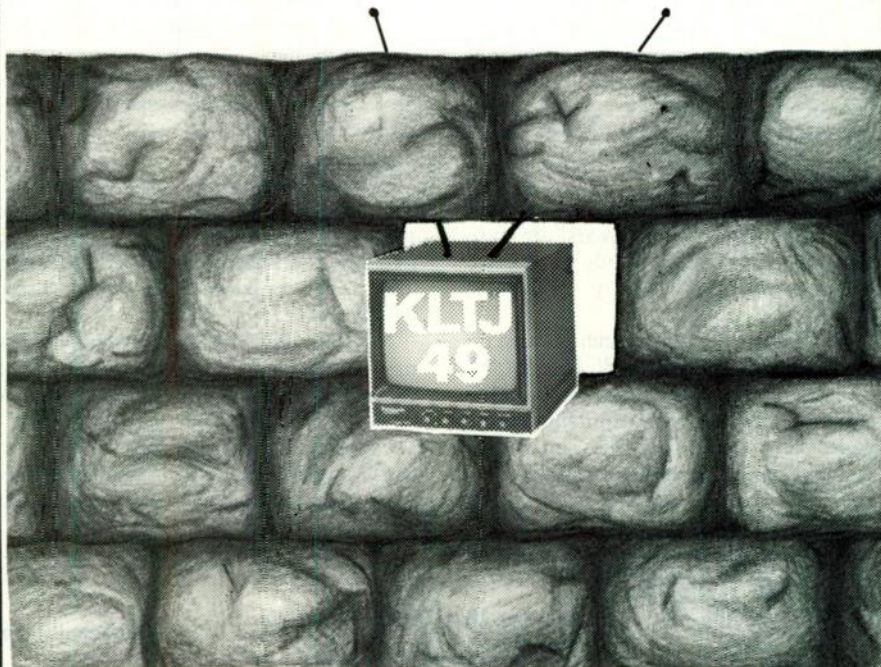
"The more important question is: How does one address the needs of this audience, both through the media and within the local church?

"As an adjunct to this, one should also consider how to reach those who neither attend church nor watch religious programming. I feel the value of the religious TV study is its use as a tool in answering these questions." NRB

Additional Sponsors

In the June issue of *RELIGIOUS BROADCASTING* the names of three sponsors were inadvertently omitted from the list published with the article "A Major Study Vindicates Religious Television." The additional sponsors of the "Religion and Television" report are the Reformed Church in America, Russ Reid Company and the Sunday School Board of the Southern Baptist Convention.

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(continued from page 10)

sion's rules on FM rebroadcasting translators by allowing satellite delivery of some of its programming. Translators are now restricted to retransmission of signals received from full service stations.

The commission reasoned that timing for approval was wrong because their reduced staff is already overwhelmed by planning for 684 new FM stations (Docket 80-90), low-power television assignments and correspondence from Channel 6-educational FM interference cases (Docket 20735). FCC officials are reportedly afraid that, if approved, the petition would bury them in an avalanche of applications similar to the low-power television deluge.

After the 80-90 allocations are completed, which may take up to three years, the commission may consider Moody's proposal again, said James McKinney, FCC Mass Media Bureau chief.

Comments on Moody's petition were received from 99 individuals, 85 of them "informal" comments that supported Moody's petition. The 14 "formal" comments filed by broadcasters and industry professionals were split evenly in regard to the proposal.

Trans World Radio Has New Headquarters

CHATHAM, NJ (NRB)—The international headquarters staff of Trans World Radio is moving across town this month into a new three-level "colonial-contemporary" building in Chatham.

Located on a beautifully landscaped campus just west of New York City, the Trans World Radio headquarters will house almost 50 staff members. Another dozen personnel are based throughout the United States. Trans World Radio also has 350 adult missionaries and 400 national staff members overseas.

Four years in planning and construction, the new building has 18,000 square feet of space. It will be dedicated at a meeting planned for September 29. Dr. Paul Freed, founder and president of Trans World Radio, will be one several speakers.

Millions of listeners to Trans World Radio's missionary broadcasts in other nations will not be able to attend the dedication, but some have honored the ministry in other ways.

For example, when driving through one of Brazil's cities it is possible to turn onto Trans

World Radio Street. When visiting Venezuela a side trip to the Trans World Radio Bakery or to a technical repair shop by the same name might be interesting.

Several Venezuelan churches have been formed by new believers converted as a result of programs aired over Trans World Radio. The *Thru the Bible Church* is one example.

Crazed Gunman Kills TV Executive

WINSTON-SALEM, NC (NRB)—A crazed gunman, complaining that television stations were spying on him through their satellite dishes and religious broadcasts, shot to death an executive of WJTM-TV 45/Winston-Salem and held a female employee hostage for several hours.

The man, Ronnell Jackson, entered the lobby of independent channel 45 on June 5 and approached Michelle Holland, secretary to the general director, about his complaint. General sales manager William Rismiller approached Jackson, asking what he wanted. In response he was shot in the abdomen. Rismiller was rushed to a hospital where he died one-and-a-half hours later.

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- 83-128 Local Church & TV: Rose, Smith, Fjordback
- 83-148 How to Start a Cable Ministry: Schierbeck, Wilson, Wagner, Provert
- 83-159 Issues & Answers Cable Operators Face Today: Wilson, Munson, Baraff
- 82-22 Beginning A Cable TV Ministry: Ray Wilson (side A); Capturing an Audience: Wagner, Baehr (side B)
- 82-37 Cable Roundtable/Time Sales or Contributor Base; Cable Operation/How to Program a Cable Station: R. Wilson, Houpt, Don Wilson
- 81-18 Creative Ideas
- 81-19 Cable as a Local Outreach: Wagner
- 81-41 Sharing of Programs & Programming Ethics: Secret, Hendershot
- 81-53 TV as a Non-Broadcasting Ministry: Temple Clark
- 81-71 What the Cable Owner Expects: Baehr

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Immediately after the shooting Jackson abducted Holland and held her for more than six hours at his home nearby. He demanded and received a broadcasted apology for "spying through his television and our satellite system" from NBC-TV affiliate WXII-TV. Because Jackson's home receives cable television, the message was restricted to his immediate neighborhood but appeared like a city-wide airing. Holland was released unharmed to police after Jackson watched the apology.

The gunman was arrested and sent to a state psychiatric hospital for observation.

Jackson singled out the *700 Club*, a daily broadcast of The Christian Broadcasting Network, as one of the religious programs he felt was spying on him. Both local stations carry *The 700 Club*.

Richardson Resigns, Denomination Hires Broadcasting Director

CLEVELAND, Tenn. (NRB)—After 12 years as the broadcasting voice for the Church of God, Carl Richardson has

resigned effective August 31 to pursue a worldwide crusade ministry. He will be replaced by Rev. Bennie S. Triplett, overseer for the denomination in Georgia and a resident of Lawrenceville, Georgia.

Triplett will minister each week on the *Forward in Faith* radio program and on television's *Power Unlimited*, a 30-minute weekly worship format. A native North Carolinian, Triplett was program director for *Forward in Faith* from 1958 to 1966.

The new communications director is a graduate in religion and philosophy from Tennessee Wesleyan University and an accomplished author of 150 devotional songs. Triplett also wrote two religious books, *Contemporary Study of the Holy Spirit* and *A Call to Commitment*.

Richardson's most recent accomplishment for the denomination's broadcasting ministry was establishment last winter of a satellite-delivered television network.

The COG Network currently airs three worship programs a month and has plans for teleconferencing revivals and family enrichment seminars. Richardson has been planning a live network broadcast from the

denomination's annual assembly in August from Fort Worth, Texas.

Under Richardson's leadership, *Forward in Faith* has jumped from 158 to 532 radio stations in 50 countries. The program is translated from English into Mandarin, Spanish and German. It started 26 years ago on six radio stations.

Richardson came to the Church of God broadcasting post in June 1972 and exactly two years later began television broadcasting. *Power Unlimited* was started by Richardson in 1983.

A regular schedule of evangelism crusades around the world has kept Richardson active in recent years. He has visited more than 100 countries to preach the gospel. This will occupy his full time, beginning in September, under the auspices of the church's Mass Communications Overseas division. Richardson will continue as an occasional broadcaster as part of the crusades. He told church officials on April 10 of his plans to resign and move to central Florida.

An NRB board of directors member, Richardson was a plenary speaker at the 1984 convention last winter.

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NRB NEWS

(continued from page 15)

for the already involved professional broadcaster. The committee is responsible for 16 workshops.

Jack Hightower, director of satellite program marketing for PTL, is coordinating details for the TV workshops. The sessions will focus on issues from direct mail and use of computers to video production strategies and sales techniques for television.

One of the basic workshops, Hightower said, will analyze "How to Start a Christian Radio or Television Station." The workshop, moderated by general manager Ron Mighell of WTLW-TV 44/Lima (Ohio), will consider engineering, finance, programming and personnel management questions.

Production techniques will be the focus of at least three workshops this year. Theodore Baehr, president of Good News Communications, will moderate a session on television production for mass audiences. Other workshops are being planned on basic video and postproduction techniques.

Legal issues and funding ethics related to television ministry will be addressed

by a panel under the supervision of William Hull of Adventist Media Center, Newbury Park, California. A related workshop on use of direct mail is in the works.

Clark will impart ideas on motivating volunteers while Hightower outlines effective use of computers for the television organization. Thomas W. Smith, general manager of CBN's WYAH-TV 27/Portsmouth (Virginia), will moderate a discussion on sales strategies for local television stations.

One workshop will draw attention to the Annenberg-Gallup television research project that was released April 16 (see *Religious Broadcasting*, June 1984). Russ Bixler, president of WPCB-TV 40/Pittsburgh (Pennsylvania), will moderate that panel.

The Television Committee also discussed plans for a TV reception at NRB 85, suggested names of new committee members to the executive committee and recommended Hightower as an editorial adviser on television matters for *Religious Broadcasting*.

Fourteen were present for the committee

meeting in Charlotte, including NRB treasurer Jerry Rose, who chairs the convention Program Committee, and Clark, an executive committee member.

Two NRB Conventions Invite TV Pastor

ATLANTA, GA (NRB)—Charles Stanley, president of the Southern Baptist Convention, will address the Southeastern regional chapter meeting of NRB this month. He has been invited to speak at the Southwestern regional session in early October.

The southeastern Chapter will meet September 26-28 at the Sheraton Atlanta Hotel. Chapter president Norman Plunkett, who directs Stanley's weekly television ministry, *In Touch*, is coordinating convention details.

Ron Blue, president of Christian Financial Management of Atlanta, will return to the Southeastern meeting for a second consecutive year to continue his emphasis on practical applications of stewardship and personal investment.

Several workshop sessions are being de-

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veloped for both station owners and operators and program producers.

Musicians performing at the Atlanta meeting will include soloist Christine Wyrzten, who will appear at the annual banquet; several singers from *In Touch*, and Neil and Pat Macaulay of Chattanooga, Tennessee.

For the first time, the Southeastern Convention will present a Genesis Award to an individual who has demonstrated outstanding "innovation and quality in programming or management of a Christian broadcast ministry." Delegates to the convention will nominate and choose the recipient while in Atlanta.

A few days later Stanley has been invited to speak to delegates to the Southwestern Chapter convention. Held at Astro Village Complex in Houston, Texas, from October 8-9, that convention promises to attract a large number of Hispanic broadcasters from that part of the nation. Spanish workshops and music will be one highlight of the Houston meeting, according to chapter president Ed Mahoney, vice president of KGOL-FM/Lake Jackson (Texas).

An NRB board of directors member, Stanley pastors First Baptist Church, Atlanta.

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) 329-4301
Southcentral	info to come		(601) 948-1515
85 National	February 3-6	Wash. D.C.	(201) 428-5400



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Plenary and workshop sessions will be held dealing with a wide range of topics vital to station O & O's, program producers, news directors and ethnic broadcasters.

The luncheon speaker on Friday will be former congressman **John Conlan**. Speaker at the Awards Banquet that evening will be **Robert Dugan**, NAE Director. From the exciting **Word Music** concert on Thursday evening to the closing message by **Ross Rhoads**, pastor of Calvary Church, Charlotte, N.C., at the Saturday luncheon, it promises to be a convention you don't want to miss.

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President/Eastern NRB

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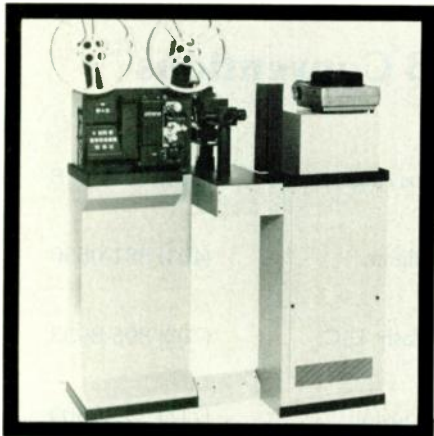
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NEW PRODUCTS



Athena M 16/2

L-W Produces Film/Video System

L-W International has announced a major new Athena product family for expanded use of film in TV and film/video applications for schools and colleges.

New features include the ability to mix media, programmable frame rates from slow motion to real time, instant change of direction, and unlimited still-frame capacity.

A new line of multiplexers and diplexers permit the use of up to six image sources on one film island. The heart of this new multiplexing family is a three-port, prealigned prism multiplexer with an 8:1 electronic iris neutral density wheel which is controlled by the TV camera electronics. By the use of the new Athena diplexer, each multiplex port can be fed two image sources for six-in, one-out configurations.

For more information contact M. P. Hodges, L-W International, 6416 Variel Avenue, Woodland Hills, CA 91367. Phone (213) 348-8614.



Advantage Model 310

Advantage 310 Meter Features Low Cost

The Advantage Model 310 audio noise and level meter was created to provide recording studios and broadcast facilities with a low-cost high-quality measurement device. The unit offers isolated, balanced, Trans-Amp differential inputs, 10 Hz to 100 kHz "wide band," 20 Hz to 20 kHz multiple pole, 400 Hz to 20 kHz multiple pole, "A" weighting and CCIR weighting filters.

Other features include average, RMS and peak detector response and a dual scale analog meter.

For further information contact Valley People, Inc., 2820 Erica Place, PO Box 40306, Nashville, TN 37204. Phone (615) 383-4737.

GE Offers New Video Projector

The PJ4500 Talaria large-screen video projector is for education, teleconferencing, situation display, entertainment and television production. Picture size with the projector is recommended for screen sizes from four to eight feet wide for front or rear projection.

Overall geometric distortion of the projected image is less than 1.5 percent with a standard (3:1) projection lens. Single gun, single raster, single optical path simultaneous color display is inherently registered at all times.

For further information write General Electric Company, Video Display Equipment Operation, Electronics Park 6-206, Syracuse, NY 13221.

New E-Flex Combiner Available

The Broadcast Equipment Division of NEC America, Inc., has announced the availability of its new E-Flex Combiner with Line Chromakey. The E-Flex includes a digital line chromakey adapter and a digital mixer-keyer.

The mixer-keyer combines the output of two E-Flex systems into one video output so that they can be handled on one system. The E-Flex Combiner/Chromakeyer also has a color-cancelling circuit using digital processing and an event memory for storing combiner and keyer functions for later playback.

The system is priced at \$22,000, with the Combiner selling alone for \$17,000.

For further information contact NEC America, Inc., 130 Martin Lane, Elk Grove Village, IL 60007. Phone (312) 640-3792.

New System Cuts Audio Noise

A new audio noise reduction system has been introduced by Micmix Audio Products Inc., Dallas. The DX-2, an expansion of the company's Dynaflex line, features a "sliding" filter on the bandwidth to reduce noise during fadeouts and quiet moments.

An "aural exciter" amplifies the "brilliance," or upper harmonic, and mixes it back into the signal.

In addition to radio applications, the system is designed for use with video/film, disk mastering, live sound and satellite communications.

For further information contact Micmix Audio Products, Inc., 2995 Ladybird Lane, Dallas, TX 75220.



RTI Voice Logger

New Voice Logger Lower in Cost

Reproduction Technologies, Inc. (RTI), is now offering a new lower-cost tape recorder with state-of-the-art integrated circuit record/playback electronics and time synthesis. RTI voice loggers record on eight tracks with 10½-inch reels and ¼-inch tape providing over 24 hours of continuous recording without reel change.

The RTI reel-to-reel unit operates at 15/32 or 15/16 ips. Standard equipment for the RTI eight-channel logger includes four-watt monitor output with built-in speaker and front-panel volume control.

The RTI logger offers straight-line tape threading, lighted deck-mode buttons, a "fan tube" cooling system and a "tape saver" front panel escutcheon. All inputs are protected from telephone ringer voltage and from static discharge.

The unit weighs 40 pounds, is EIA 19-inch rack-mountable, 14 inches high, 7½ inches deep. An optional remote control panel is available.

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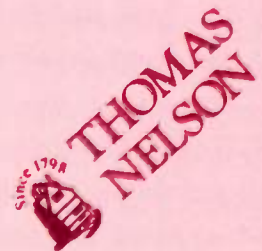
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TV Network Plans Unite Faith Groups in Canada

TORONTO (NRB)—After more than a year of contemplation and fact-finding the government of Canada appears ready to grant a license for the first full-time religious television channel in the country's history.

As reported last year, the Canadian Radio-Television and Telecommunications Commission (CRTC), equivalent of the FCC in the United States, expressed interest in a June 2, 1983 call for applications to operate "a new broadly-based network programming service devoted to serving the varied religious practices and beliefs of Canadians on a national interfaith basis."

From that call sprung an application filed May 1 by the Rosewell Group of Toronto for a full time, interfaith channel called Canadian Interfaith Network (CIN). Hearings on the new channel are scheduled for November.

Rosewell Group, founded in response to the CRTC's decision, is comprised of Donald MacDonald, Canada's former secretary of state and former minister of communications, and several others. Interchurch Communications, the organization that represents media interests for several mainline denominations in Canada, is providing initial funding for Rosewell Group.

Canada has some 25 million residents but only those with cable television or their own satellite dishes will be able to receive the CIN programming, scheduled to start in May 1986, if approval is granted.

Before starting production, a broad-based fund-raising drive must secure at least \$14 million for start-up and first year operating costs. The projected costs for operating the religious network range from \$12-19 million for the first year, with an increase of \$3-4 million per year during the first five years.

A stiff Code of Ethics and Program Practices is being drafted to safeguard the network-produced and denominational programming from the "unacceptable ... forms of fund solicitation used by some U.S. religious broadcasters." Programming time will not be sold to any organization which "violates" the code. In addition the code addresses "journalistic standards, program taste and public morality, retractions (and) controversial subject matter."

Programming will be divided among evan-

gelicals, Baptists, Anglicans, Buddhists, Sikhs and other faith groups in Canada. The programming will take two distinct forms: general religious programming designed to appeal to persons of all faiths ("cornerstone" programs) and denominational programming designed to reflect the views and interests of a particular denomination or organization, such as *100 Huntley Street*, Canada's largest evangelical broadcaster ("mosaic" programs).

The cornerstone programs will include *Touchstone*, an hour-long nightly religious affairs production, interviews and drama that describe aspects of family life, religious music shows, at least two hours of children's programming each weekday, a devotional program called *Oasis*, newscasts and miniseries with a religious theme.

Mosaic productions will be the only network time that will be sold to private groups and no more than 40 percent of this segment may be sold to non-Canadian organizations. *100 Huntley Street*, the evangelical program featuring David Mainse, is one example of mosaic programming. Mainse is a board director for the planned network.

The nation's largest denomination, encompassing 47 percent of the total population, is the Roman Catholic Church. Before committing to the concept of the network, they have been waiting for a cue from Pope John Paul II, who is planning to address communications involvement as one theme of a two-week visit to Canada planned for this month. The Canadian Conference of Catholic Bishops, that denomination's

highest body in Canada, will meet this month to consider joining with Rosewell Group if the Pope seems to indicate approval.

Sawyer said Catholic support is important to the network, but not crucial. If Catholics come on board, a portion of programming would be aired in French, a strong base of power among Canadian Catholics. He added that, while 60 percent of the total population receives cable television, the percentage of French Catholic families with cable is much lower. Catholic leaders may also be reluctant to involve themselves in the large cost of the network so soon after a multimillion dollar papal visit, Sawyer said.

100 Huntley Street, which is a production of Crossroads Christian Communications, Inc., originally wanted to file a separate application for the cable channel, but Crossroads officials changed their minds because the government wanted an interfaith network.

During one test week in 1981 the CRTC found that 17 percent of Canadians watched at least one religious TV show. *Man Alive*, a 30-minute current affairs documentary production of Canadian Broadcasting Corporation (CBC), was the most popular program with 929,000 viewers. *100 Huntley Street* drew 95,000 viewers that week. Americans Rex Humbard (204,000), Billy Graham (181,000), and Oral Roberts (122,000) also drew attention from Canadians in the survey.

Cable systems in the northern United States will be able to receive the signal and can retransmit it if they want to add a channel with an international, interfaith flavor.



Greek Orthodox Bishop Sotirios of Toronto signs support check for interfaith television while the Rosewell Group's David MacDonald and Des McCalmont (right) look on.



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BROADCASTERS



Jim Bakker



Theodore Epp



Jerry Falwell



Tom Sommerville

Talk show host **Jim Bakker**, president of PTL Television Network, received an honorary doctor of divinity degree from his alma mater, North Central Bible College, Minneapolis, Minnesota. Before delivering the commencement address Dr. Bakker said, "It is probably one of the greatest milestones of my life." He added that the recognition "is one of the single nicest things that has happened to me in my 20 years of preaching." Bakker left the school in 1961 without graduating to marry another student, Tammy Faye LaValley. The couple, who began their ministry the same year, was asked to leave the school because—according to Bakker's book, *Move That Mountain*—marriage between students was forbidden under school policy.

Back to the Bible's founder, **Theodore H. Epp**, is stepping down as general director after 45 years in favor of associate Bible teacher **Warren W. Wiersbe**, who has been with the Lincoln, Nebraska-based radio ministry since 1980. Epp, given the NRB Distinguished Service Award in 1983, will continue to be heard occasionally on the daily broadcast as "founding director." He began the search for a replacement a dozen years ago and first contacted Wiersbe, a best-selling Christian author, in 1978. Epp will retain the title of "founding director." Dr. Wiersbe is a member of the NRB board of directors and Dr. Epp has been elected as a member of the NRB advisory board.

The Steering Committee for the National Gospel Radio Seminar, a division of The Gospel Music Association, will meet during the NRB '85 convention in Washington, D.C., in early February. The newly appointed committee members are: **Joe**

Battaglia of WWDJ-AM/Hackensack (New Jersey), **Tim Calcara** of KTOF-FM/Cedar Rapids (Iowa), **Jim Black** of SESAC, Inc., chairman; **Larry Alford** of WSHO-AM/New Orleans, **Mike Dwork** of Word, Inc.; **Norman Holland** of Riversong Records, **Jon Hull** and **Rodger Roth** of WCIE-FM/Lakeland (Florida), **Tana Lonon** of Jim Records, **Rob Michaels** of Phoenix Marketing Group, **Lloyd and Ellen Parker** of WLIX-AM/Islip (New York), **David Reeder** of WCTN-AM/Potomac (Maryland), **Kurt Reinke** of WQFL-FM/Rockford (Illinois), **Rick Tarrant** of Communion Communications, **John Taylor** of Sparrow Records, **Jim Thomas** of WZZD-AM/Philadelphia, **Keith Whipple** of WXLN-FM/Louisville (Kentucky) and **Dennis Worden** of KCFO-FM/Tulsa (Oklahoma).

U.S. News and World Report named two religious broadcasters (both NRB board members) among the 20 most influential Americans not in government service. The magazine surveyed a cross segment of U.S. leadership and found that **Jerry Falwell**, known for *The Old Time Gospel Hour* and Moral Majority, took sixth place (265) votes and evangelist **Billy Graham** came in eighth (227 votes). Falwell was described as a symbol of the New Right in religion and hailed for "upgrading moral standards."

KIHS-TV 46 in suburban Los Angeles, an independent Roman Catholic station that signed on the air in April with a 24-hour-a-day signal, named **Joseph Buerry, Jr.**, a former supervisor with Santa Fe Communications, as general manager. Buerry appointed **Julio Brito**, director of engineering; **Rosemary**

Fincher, director of creative services; **Richard Taylor**, production manager; and **Peter Parise**, operations manager.

W. R. Reed II has joined Mortenson Broadcasting Company, Lexington, Kentucky, as corporate director for commercial sales for the company's six radio stations. Reed has been general manager since 1979 of WMFJ-AM/Daytona Beach (Florida).

Thomas Sommerville, administrator of program production for Moody Broadcasting Network, Chicago, has been named general manager for WMBI/Chicago. He replaced **James Wick**, who became director of public relations for Moody Bible Institute.

The former president of the Broadcast Corporation of China (BCC) of the Republic of China, **Lee Shih Feng**, died of cancer in May. NRB president **E. Brandt Gustavson**, who was visiting Taiwan when the death was announced, described Lee as "an ardent supporter of NRB and of religious broadcasting."

FCC commissioner **James H. Quello** was approved by the Senate for another term. The 70-year-old Democrat, who has served the commission since 1974, was renominated by **President Reagan** in part because he is philosophically in line with many of the administration's marketplace deregulation objectives.

Oleen Eagle, vice-president of WPCB-TV 40/Pittsburgh, has been hosting a new weekly program focused on issues of importance to women, *Let's Talk*. Eagle is vice-president of retreats for the Southwestern Pennsylvania board of Women's Aglow.

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For Sale: A good AM/FM Christian radio station in northern Wisconsin, for the right people

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LATE NEWS

EQUAL ACCESS
BILL PASSES
U.S. HOUSE

After failing in May to pass an "equal access" bill, the U.S. House of Representatives on July 25 passed HR 1310, a bill that guarantees high school students the right to use school facilities before or after school for voluntary prayer and Bible study. To be fair to other groups, the bill also permits similar meetings for political or philosophical discussion. All meetings must be student-initiated and -led. The bill, which amended a Senate science and math spending bill, was awaiting President Reagan's signature at the beginning of August.

SWAGGART, WIERSBE
TO SPEAK AT
NRB 85 CONVENTION

Evangelist Jimmy Swaggart and Back to the Bible speaker Warren Wiersbe have accepted invitations to speak at next February's NRB convention in Washington, D.C. Swaggart will address the convention on Monday night, February 4, the second night of the four-day convention. Wiersbe will be the Sunday morning preacher during NRB's annual worship service.

BRITISH CHRISTIANS
PLAN ONE-DAY
BROADCAST SEMINAR

The Christian Broadcasting Council of Great Britain will hold a one-day conference September 28 in Swanwick, Derbyshire, that it hopes will pave the way for an annual convention for those interested in religious broadcasting in the British Isles. The day's activities will include worship and prayer as well as serious discussion of topics such as satellite-delivered radio and the role of the church in broadcasting. The nonprofit council has formed a commercial arm, the Christian Broadcasting Corporation, Ltd., to coordinate existing broadcast organizations that want to reach Britons with the gospel and to provide financial and material support for the parent council. The corporation will also make application to the Home Office for a Christian radio frequency and a direct-to-home broadcast channel.

TULSA BROADCASTER
SUES STATION
FOR CANCELLATION

Total Christian Television, a Tulsa, Oklahoma, broadcaster, has filed a \$15 million lawsuit against KGCT-TV 41/Tulsa. The broadcaster claims Channel 41 cancelled all of its daytime Christian programs on June 29 in violation of a verbal agreement to keep the programs on the air until the end of the year. The station had agreed to buy back the time Total Christian Television leases for its daytime programs for \$150,000 but was supposed to allow the programs to remain on the air until Total Christian Television opens its own station, due to be completed by the end of this year, a spokesman for the broadcaster said.

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BROADCAST BOOKS

Book Discusses First Amendment, Technology and Deregulation

Telecommunications in Crisis: The First Amendment, Technology and Deregulation, by Edwin Diamond, Norman Sandler and Milton Mueller. CATO Institute, 1983, 113 pages.

The debate over federal regulation vs. marketplace dynamics in the radio/television industry is indeed creating waves. It has no doubt increased public and governmental awareness to changes that some say are desperately needed and inevitable.

The introduction of cable television, satellites, home taping, direct broadcast service, low-power TV and other new technologies has definitely impacted both radio and television as mass media. What effect this will have, or should have in rulings emanating from the federal "protector of the airwaves," the FCC, should be of concern to broadcaster and churchman alike.

I found this book to be stimulating reading. Not only am I interested in this topic from academic and professional perspectives, but I also found myself debating ethical and emotional issues within my frame of reference.

Can we really trust the marketplace to control program content and promotional ethics,

knowing the real aim of the power brokers in control of the most influential stations and networks? And yet, do we continue to penalize the small Christian broadcaster with routine, inconsequential regulations which become a drain on financial and personnel resources? It is not an easy issue.

The three writers deal with the various facets of this issue. Diamond, Sandler and Mueller provide a fairly objective presentation of the facts involved. They also make recommendations that at first reading may seem radical and irresponsible. But upon more consideration I expect the industry may need a bold change in public policy to make that media marketplace more equitable and fair to all who have interest—investment as well as ministry.

This book ought to stir discussion among its readers. Christian broadcasters need to address these issues and thereby help to clarify them for listeners as well as each other.

The reviewer, Dr. Joseph Bridges, is associate professor of radio and television at Wheaton College Graduate School, Wheaton, Illinois.

Tracing Sound from Microphone to Transmitter

Audio Control Handbook for Radio and Television Broadcasting, 5th edition, by Robert S. Oringel. Hastings House, 1983, 313 pages.

This *Audio Control Handbook* is a comprehensive manual covering all facets of audio control, from the microphone until the signal reaches the transmitter. This fifth edition is completely revised from previous editions. The text with 19 chapters, a glossary and index, is full of up-to-date photographs and illustrations picturing equipment and its use.

The chapters include: Introduction to Audio Control, Control Board Equipment Basics, Audio Signal Processing, Commercial Control Boards, Console Input Facilities, Disc Recording, Tape Editing, Balance and Operations Techniques, Cueing, Record and

Tape Playback Techniques, Microphone Use Techniques, Remote Broadcasts and Recordings, and The Effects of Studio Design on Sound Quality.

Oringel went into great detail in two chapters: Commercial Control Boards (70 pages) and Microphone Use Techniques (64 pages). Both chapters include recent photographs, schematics and microphone patterns of almost every type of control board and microphone made.

Every chapter ends with a number of review questions that are quite helpful. Although the author states that "it is a 'how-to' book rather than a technical treatise," the general reader may still be bogged down in some of the details.

However, the book provides an excellent overview of audio control and is a good resource manual for anyone working in the field of broadcasting.

The reviewer, Dr. Jim Owens, is assistant professor of broadcast communications, Asbury College, Wilmore, Kentucky.

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A Time for Change in Christian Broadcasting

RELIGIOUS BROADCASTERS are being forced to take another look at what is being offered on evangelical television. This is a result of the recent "Religion and Television" report, which was covered in detail in the June issue of *RELIGIOUS BROADCASTING* and further examined in this issue (see page 28). Now assistant editor Daniel J. Nicholas writes that Christian radio broadcasters may have to reexamine their own programming because of changes in what the audience wants ("Christian Radio: A Lot of Talk," page 16).

Essentially what the two reports say is this:

- The audience for religious television, which the Gallup Organization now estimates at 22.8 million, is larger than NRB's estimate in 1979* and is composed mostly of believers whose own needs must be addressed.
- Believers who listen to Christian radio want to be informed and involved, and formats such as Christian call-in talk shows are finding a ready and enthusiastic audience.

There can be no doubt that religious broadcasting has been undergoing a tremendous amount of change in the past decade. Television has seen the rapid growth of talk and variety programs that have supplemented the traditional preaching and teaching shows. On the radio, a greater diversity has developed in Christian music, so that we have stations that specialize—some with traditional hymns, while others go toward contemporary Christian music (including Christian rock) or hold to a middle-of-the-road style. Now those formats are being invaded by a new growth area of Christian broadcasting: talk radio.

What seems to be indicated by these changes is this: Religious broadcasting has developed a devoted and loyal audience of believers who want more than the traditional programs of straight evangelical preaching. These listeners/viewers want programs that are an alternative to secular news and information free of the bias of secular humanism. They want music and entertainment free of immoral overtones, either explicit or implicit. And they want quality.

Evangelical broadcasters have an obligation to minister to the needs of this audience for several reasons. For one, non-commercial broadcasters are dependent on that audience for

financial support. For another, commercial broadcasters who receive income from commercials as well as paid-time programs need to build an audience of proven consumers of products advertised on their stations.

Most evangelical broadcasters are on the air primarily with the idea of reaching unbelievers with the gospel of Jesus Christ. We applaud them for that, because they are doing exactly what our Lord commanded in the Great Commission. But as they pursue that goal, the apparent changes in the Christian broadcasting marketplace indicate there is now an opportunity to become even more effective by adapting to the demands of the believing audience.

"The stations and the audience are asking for talk shows," says Wayne Shepherd, satellite program manager for the Moody Broadcasting Network, "and we are supplying them. Our philosophy at Moody has been to provide solid Bible study and teaching, and I don't want to negate that, but people are asking broadcasters to keep them informed and give insights on the news of the day. We have responded to that while continuing to maintain a good balance of Bible teaching."

What Moody is doing demonstrates that broadcasters need not shift completely to programs geared only to the already committed believer. There must still be a solid message carried through evangelical media calling for repentance and commitment to the Lord Jesus Christ. But it is important to seek a balance of meeting both needs: reaching the nonbelievers and ministering to the saints.

Because of the tremendous growth of evangelical broadcasting today, in many markets a competitive spirit has developed among various religious stations. As members of the body of Christ, we need to temper competition with love and mutual encouragement. One of the ways this can work toward the good of religious broadcasting is to force stations to pursue excellence, not only individually but cooperatively, and to seek the best ways of meeting the needs of various segments of the Christian as well as the nonbelieving audience.

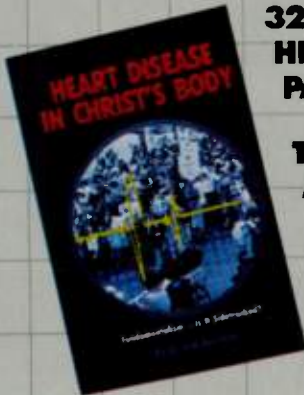
If we can work all of these things out in love, we may very well be entering the golden era of religious broadcasting.

— Harold Hostetler

* Ben Armstrong, *The Electric Church*, page 122.

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