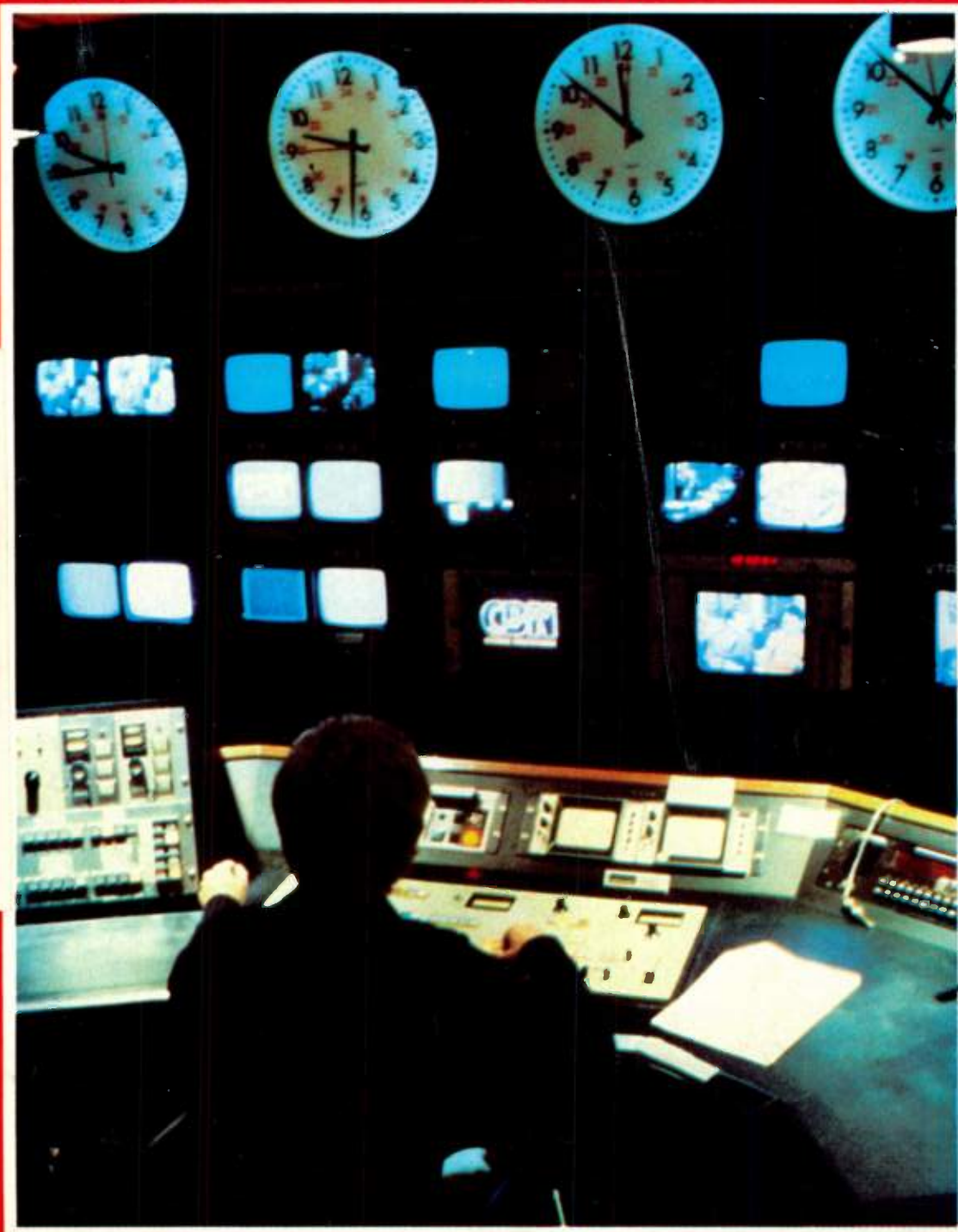


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BACK TO BASICS

WTJC-TV, Channel 26, is an independent Christian television station serving West Central Ohio. Marvin D. Sparks, who holds a 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. For some time you have covered a broad range of issues facing religious broadcasters. Let's return to the basics. How important is a direct mail effort to the local ministry?

Sparks — Rod, there may be some not-for-profit organizations that choose not to enter the direct mail program for a number of reasons. Just recently I met with one Christian leader who was considering entering a new ministry. He came to me seeking a consultant's input before taking the matter to his board. After discussing the feasibility of the proposed ministry in his area I concluded it had excellent prospects for success. However, I carefully outlined the level of donor support it would require to survive.

The brother thought about the financial requirements of his proposed project and said simply it wouldn't work. He knew his board would not want their names used in connection with the level of financial need associated with the proposed ministry.

Q. Why not, if the proposed new ministry is valid and the financial requirement fully documented?

Sparks — (thoughtfully) . . . I guess it is a matter of incongruity. Most people wish their friends and business associates to think of them as successful, capable, financially sound, independent individuals. In contrast, board members are sometimes asked to assume a posture of financial need, dependent upon donors. This incongruity causes many board members to vacillate in the vital area of fund raising. In extreme cases, so-called personality conflicts erupt over the fund raising techniques employed. The fund raising techniques are often not the problem. The real problem is the board member's personal image contrasted with the organization's need.

Q. Then before embarking on a new project there is more to consider than just dollars?

Sparks—Absolutely. In fact, the complexity of the issue is the very reason we will again spend one full day on the subject in our seminars this fall in Cleveland, Detroit, and Chicago.

Q. So in summary, is direct mail fund raising, or any thorough means of solicitation for every organization?

Sparks—In the case cited earlier, the organization's board was unwilling to accept new roles positioned differently than their private or business images. Other organizations may be quite content at their current level of operation and simply have no desire to take on new projects and risks. Therefore participation in any donor development program is a highly individualized matter to be carefully reviewed in light of many internal and external factors.

These techniques of donor development are simply tools which help facilitate the fulfillment of God's calling. When the calling has been fulfilled, the workers may lay aside these tools. . .

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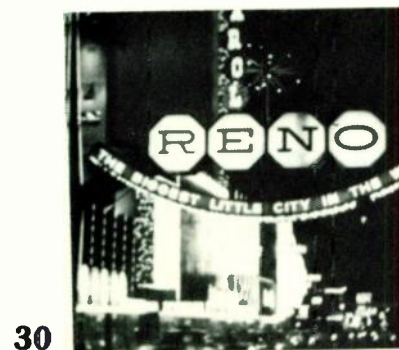
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About the cover: Some of the latest video technology is being acquired for use in the master control room of the Christian Broadcasting Network.

Photo Credits: Cover, CBN; 16, Park Road Productions; 23, Domain Telemedia; 24, Gabriel Balogh



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How to Keep a Disagreement from Becoming an Argument



Very often factors of our work and people press us to the breaking point. With all the deadlines we experience in communications, it makes our lives open and vulnerable to this kind of pressure.

Do you ever find your temper rising during these times of stress with employees or outsiders? Would you like to keep disagreements from becoming arguments?

Consider these nine points:

1. *Welcome the disagreement.* Remember the slogan, "When two partners always agree, one of them is not necessary." If there is some point you haven't thought about, be thankful if it is brought to your attention. Perhaps this disagreement is your opportunity to be corrected before you make a serious mistake.
2. *Distrust your first instinctive impression.* Our first natural reaction in a disagreeable situation is to be defensive. Be careful. Keep calm and watch out for your first reaction. It may be you at your worst, not your best.
3. *Control your temper.* Remember, you can measure the size of a man by what makes him angry.
4. *Listen first.* Give your opponent a chance to talk. Let him finish. Do not resist, defend or debate. This only raises barriers. Try to build bridges of understanding. Don't build higher barriers of misunderstanding.
5. *Look for areas of agreement.* When you have heard him out, dwell first on the points and areas on which you agree.
6. *Be honest.* Look for areas where you can admit error, then tell your opponent so. Apologize for your mistakes. It will help disarm him and reduce his defensiveness.
7. *Promise to think over and carefully study his ideas.* And mean it. He may be right. It is a lot easier at this stage to agree to think about his points than to move rapidly ahead and find yourself in a position where your opponent can say, "I tried to tell him but he wouldn't listen."
8. *Thank him sincerely for his interest.* Anyone who takes time to disagree with you is interested in the same things you are. Imagine him as someone who really wants to help and he will turn out to be a friend.
9. *Postpone action to give both of you time to think through the problem.* Suggest that a new meeting be held later that day or the next day when all the facts may be brought to bear. In preparation for this meeting, ask yourself some hard questions. Could my opponent be right? Partly right? Is there truth or merit in his position or argument? Is my reaction one that will relieve the problem, or will it just relieve my frustration? Will my reaction drive him further away or draw him closer to me? Will my reaction elevate the estimation good people have of me? Will I win or lose? What price will I have to pay if I win? If I remain quiet about it, will the disagreement blow over? Is this difficult situation somehow an opportunity for me?

We must pray every day for God's wisdom and kindness. This is essential to a truly spiritual ministry. In this complex work, we can't get along without His wisdom and His kindness to show to others. The wheel will be creaking and the work will be, oh, so long and hard without His blessing.

E. Brandt Gustavson
President
National Religious Broadcasters

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FCC Releases Text of Order Deregulating Commercial TV

Nothing in the order alters the station's obligation to provide public service programming in order to earn a renewal expectancy against a challenger

On August 21, nearly two months after the announcement of its decision, the Federal Communications Commission released the full text of its order deregulating the operation of commercial television stations. Closely paralleling its 1981 deregulation of commercial radio programming, the "TV Dereg Order," at least theoretically, eases the regulatory burden on television broadcasters in four principal areas: nonentertainment programming, commercialization, community needs ascertainment procedures, and program logging.

The commission stated that it will revise many of its application forms to reflect these changes, and it completely eliminated Form 303-C, the long-form audit renewal application. The general theme of the TV Dereg Order, which is effective as of September 24, is that marketplace forces are superior to government regulation of television programming.

Informational Programming

The commission deleted its staff delegation guidelines specifying the minimum amount of news, public affairs and other forms of informational programming licensees had to carry. For example, under the old rules, the commission's staff could not grant a renewal application if the station proposed less than five percent total local programming, less than five percent informational (news/public affairs) programming, or less than 10 percent total nonentertainment programming. In those circumstances, the FCC staff was required to refer the application to the full commission.

The commission concluded that the guidelines are unnecessary, in part because recent economic studies indicate that most television stations are exceeding the specified minimum. Thus, marketplace forces, including audience demand for informational programming, and not the FCC's guidelines, are responsible for the level of informational programming currently broadcast.

by Richard E. Wiley

In eliminating the benchmark percentages, the commission emphasized each licensee's continuing obligation to respond to community issues through whatever mix of non-entertainment programming it believes appropriate. Licensees may consider the programming of other television stations in their markets; *i.e.*, each station need not address every issue it finds to be of concern to the community if some of them are being adequately addressed by other TV broadcasters in the market.

Ascertainment

Again tracking the radio deregulation proceeding, the commission eliminated the formal procedures for ascertainment of community needs. The commission concluded that formal ascertainment is not required because commercial necessity compels broadcasters to remain aware of the major issues facing their community or run the risk of losing audience.

Of course, licensees are still responsible for determining the needs of their communities, but they may do so by whatever means they consider appropriate. The commission's bottom line is that if the programming of a station satisfies the licensee's obligations to its community, the ascertainment method utilized is irrelevant.

Commercial Guidelines

The commission eliminated its deregulation benchmarks for the amount of commercial matter carried by television stations. Like the informational program guidelines discussed above, the commercial benchmarks precluded staff from granting a renewal application where the applicant proposed to exceed 16 minutes of commercial matter per hour. The commission expressed concern that its present commercial guidelines may impede creativity, particularly with regard to in-

novative, detailed commercials which may be particularly suitable for some products.

The commission also pointed out that marketplace forces will keep commercialization at a reasonable level. Viewers will switch channels if programming is interrupted too frequently, and advertisers will not buy time on a station where the impact of their commercials is diluted by commercial clutter.

In deregulating television commercialization, the FCC also removed its prohibition against program-length commercials. However, the commission was careful not to prejudge several currently pending proceedings involving commercialization of children's programming.

Program Logs

The commission proposed to remove a large paperwork burden from television licensees by eliminating the program log requirements. In their place, the FCC will require licensees to maintain a quarterly issues/programs list. The list should identify at least five to ten issues and provide a brief narrative as to how each was treated.

It will not be necessary for the licensee to state how it has determined that the issues enumerated are of concern to the station's community. This list is to be placed in the licensee's public file on October 10 and at subsequent three-month intervals, and it should be retained by the station for the five-year license term.

Station operation and accounting demands still may motivate many licensees to maintain records similar to the present program logs. Under the new rules, however, broadcasters are free to experiment with new forms and data storage and retrieval methods.

Long Form Audit

The FCC also decided that its Form 303-C, the long form audit renewal application, could be eliminated since the guidelines it was intended to police were deleted. The

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commission's Field Operations Bureau will continue to conduct random technical and public file inspections. Although elimination of Form 303-C will mean that lists of children's programming no longer need be filed, licensees still have obligations to the child audience and must be able to demonstrate attention to their program needs.

Application Forms

In addition, several application forms will be modified by subsequent commission action to reflect the elimination of commercial and programming questions. The forms in question are: Forms 301—Application for Construction Permit; 302—Application for License; 314—Application for Consent to Assignment of License; and 315—Application for Consent to Transfer of Control.

With regard to applications for new facilities that already are on file as of the effective date of the TV Dereg Order, the portions relating to rules that have been eliminated will be considered immaterial. Resubmission will not be required. Moreover, if applications are involved in commission hearings in which issues stemming from the now-eliminated rules have been specified, the judge is to delete those issues.

Similarly, renewal, assignment and transfer of control applications no longer need include information relating to past or proposed ascertainment, programming or commercialization. Nevertheless, because the FCC does not intend to relieve licensees of past obligations after the fact, these issues could be raised by the agency or in a petition to deny. The commission noted that violations of a past regulation at the time when it was in effect may be relevant to a broadcaster's qualifications to retain its license.

Conclusion

Station operators should remember that the commission has not altered the substantive responsibilities of broadcasters; it merely has eliminated some of the rigidity imposed on them to ensure that these responsibilities are fulfilled. In modifying programming or station operations in light of the TV Dereg Order, licensees should consider whether the changes made could produce problems if their qualifications or performance subsequently is challenged.

Nothing in the order alters the station's obligation to provide public service programming in order to earn a renewal expectancy against a challenger. Accordingly, licensees should consider carefully whether documentation beyond the level required in the TV Dereg Order might not be helpful in protecting them against competing applications or skillfully drafted petitions to deny.

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 Antoinette D. Cook and Jerry V. Haines, associates in the firm.

Black-owned Network Will Teleconference Educational Programs

PASADENA, Calif. (NRB)—Plans were announced in August for a \$100 million church-based teleconferencing network to serve educational interests of America's largest black denominations.

If the plans of organizers become a reality, the American Christian Network (ACN) will become the largest teleconferencing link in the nation. William Turner, a black church leader who pastors an 800-member congregation in Pasadena, announced that the network wants to link 10,000 churches together in the next year. The American Christian Network could grow to more than 30,000 churches within a few years.

Working with a communications consultant, Foremark Communications, Inc., of Jupiter, Florida, Turner has ordered \$100 million worth of equipment over a three-year period from Satellite Data, Inc., South Weymouth, Massachusetts. For the money, the network will receive 20,000 TVRO transmission systems, including earth stations, and an equal number of large-screen projection systems.

Turner, who has a one-hour weekly radio ministry on KPPC-AM/Pasadena called *New Revelation Outreach Ministry*, called the teleconferencing plan "a concept whose time has come." The pastor decided to start an interdenominational network beginning with blacks because, he said, "We can't compete on television with Robert Schuller and Jerry Falwell." The vision came to Turner when he once attended a seminar that would have been of interest to many black churches. That will be possible with ACN.

Turner's concept is shared by leaders of major black denominations, from whose ranks church participation is being sought. The preacher said his denomination, the National Baptist Convention, U.S.A., Inc., with 30,000 churches, will be joined by the National Baptist Convention of America (15,000 churches), the Progressive National Baptist Convention, Inc. (6,000 churches), and the African Methodist Episcopal Church (15,000) churches in implementing the first stage of the network.

When 1,000 to 1,500 churches are on line, spot time on a satellite transponder will be purchased, beginning with 20 hours a month on Wednesday and Friday nights and on Sundays. Foremark president Mark S. Manafo envisions a weekly use after the start-up period. His company will supply uplink

capability, guidance and financing arrangements to the churches and related technical advice.

Both Manafo and Turner said applications for the system will include religious education, job training and community awareness programming, such as discussions on political involvement and health care. Turner said, "We want to get the message of Christ to those who never would come to church." Time will be sold on the network to other noncommercial and commercial organizations. National sponsorship of programs will also be sought.

A church can become involved for \$14,400, which can be financed at \$300 for 48 months. Hardware will constitute \$220 of that monthly figure; the other \$80 will be for programming costs. When those figures are multiplied by 20,000 churches, the network will receive \$211.8 million for hardware and \$76.8 million for programming.

The \$211.8 million will include the \$100 million equipment for the churches, unspecified amounts for uplink facilities and three mobile production vans. Plans for the balance were not discussed. Much of the \$76.8 million for programming will become an endowment from which interest will be drawn after the fourth year to cover cost of ongoing programming. Turner called the network costs for each church "affordable."

Satellite Data Broadcasting, Inc., a subsidiary of Satellite Data, Inc., is producing and marketing a new system that will allow American Christian Network to transmit some of its programming directly into the homes of church members who have receiver equipment attached to their television sets. Pres-

ident Victor Pomper declined immediate comment, saying that the equipment is still in the design stage and has not been patented. On the network plans, Pomper said he was pleased to see "have-nots capitalizing on political and technological changes."

Manafo of Foremark called the new technology, which he said is based on a high-frequency microwave distribution plan, "a major step forward," so that black churches need "not rely on the white media." He confirmed that the transmission plan, not unlike low-power television, will require churches to secure a license from the FCC. He added that the network "is a chance for noncommercial religious broadcasters to make a step forward."

Turner scheduled a strategy session for black leaders on August 30 in Los Angeles to familiarize them with the American Christian Network plans.

TV Producers Announce Creative Formats for 1984-85 Season

MORRISTOWN, N.J. (NRB)—Religious television broadcasters are producing a new crop of creative programming this fall, including a weekly "rap" session with a former basketball showman and a Christian psychologist's in-depth look at human emotions.

In order to reach the 13- to 23-year-old viewer with the Christian message, Trinity Broadcasting Network (TBN) of Santa Ana, California, is beefing up its youth-oriented programming with several new offerings, including *The Lemon Show*, a weekly discussion program led by the clown prince of basketball, former Harlem Globetrotter Meadowlark Lemon. He will "rap" with well-known Christian athletes about living a Christian life despite adversity.

Other new programs for TBN for the younger set include *Together Again*, a visit by Vietnam veteran Dave Roever to high schools and youth camps. He will be discussing teen suicide, dating, drinking and other teen problems from a Christian perspective. *The Forerunner*, a magazine format, will draw attention to Jesus Christ on the college campus, while *A New Beginning* helps young adults face issues related to being a Christian.

One emphasis continued during TBN's new season is Bible study programming. Five new shows are being offered on the network, including an exposition of the *Gospel of John* with pastor Jack Hayford of the Church on

(continued on page 33)

William Turner



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Graham, Swaggart, Wiersbe Head Convention Speakers

WASHINGTON, D.C. (NRB)—Evangelist Billy Graham heads the list of speakers who have accepted invitations to speak at the 1985 NRB convention. The four-day gathering in the nation's capital, which draws some 4,000 radio and television professionals and others in Christian media from around the world, begins at the Sheraton Washington Hotel on Sunday, February 3.

Graham, who spoke at an NRB national convention in 1983, will address a capacity crowd at the annual banquet February 6. Two years ago he told assembled delegates that they, as broadcasters, have a responsibility to help redirect the world toward Jesus Christ by using the latest in high technology.

"In our hands are the microphones, the cameras, the printing presses, the satellites and, by virtue of our democratic process, the lawmaking powers. We have been gifted with everything we need to take a stand for decency, for morality, and present God's plan for happiness and fulfillment in this life and the life to come," the evangelist challenged.

Another world-renowned evangelist, Jimmy Swaggart, will be a featured speaker at the Monday evening plenary session. One of the leading television preachers in the nation, Swaggart is also an accomplished pianist and vocalist.

Swaggart led two prayers at the NRB '84 convention including one at the annual banquet.

Author-broadcaster Warren W. Wiersbe, who was named earlier this year as general director of the Good News Broadcasting Association, Inc., of Lincoln, Nebraska, will preach a sermon at the annual worship service on the convention's first morning. He is heard on the daily radio ministry *Back to the Bible*.

Wiersbe has pastored churches in Indiana and Kentucky and, most recently, the Moody Church in Chicago. The preacher has authored more than 60 books on Christian living and Bible exposition. These include *Walking With Giants; Be Real, Be Joyful and Live Like a King*.

Others confirming their participation earlier this year have been Jack Hayford of Church on the Way, Van Nuys, California; broadcaster Ben Haden of Chattanooga, Tennessee; pastor Harold A. Carter of New Shiloh Baptist Church, Baltimore; conservative spokeswoman Phyllis Schlafly of Alton, Illinois; George Gallup, Jr., of the Gallup Organization, Princeton, New Jersey; and



Billy Graham



Jimmy Swaggart



Warren Wiersbe

opera soloist William E. Harness of Torrance, California.

Other top-name broadcasters, legislators and authors are being invited to participate in NRB '85, which is scheduled for just two weeks after the presidential inauguration. A full contingent of Christian musicians is being planned for NRB by Gospel Music Association of Nashville, Tennessee.

The 42nd annual convention has a biblical theme. Based on Philippians 3:14, plenary speakers, workshops and the Media Expo trade show will interpret the theme "Christian Communicators: Pressing Toward the Mark."

Three Regional NRB Conventions Being Held in October

MORRISTOWN, N.J. (NRB)—National Religious Broadcasters will conduct three regional conventions this month. Sessions with plenary speakers, workshops, dinner functions and small group interaction will be held in Washington, D.C. (October 4-6), Houston, Texas (October 8-9), and Madison, Wisconsin (October 10-12).

The Eastern regional convention, being held at the Marriott Hotel at Dulles Airport, will feature former Arizona congressman John B. Conlan and Pastor Ross Rhoads of Calvary Church, Charlotte, North Carolina, as luncheon speakers.

Robert Dugan, director of the National Association of Evangelicals' Washington office, will address delegates at the annual Eastern banquet and moderate a panel discussion the next day on "Morality in the News." Chief panelist will be Forrest Boyd, president of International Media Service.

President Ronald Reagan and his Democratic challenger, former vice-president

Walter Mondale, were invited to speak at the regional gathering. President Reagan has declined the invitation. At press time, no response had been received from Mondale. Four years ago the incumbent did not attend while his two challengers made separate appearances at NRB-East.

Also on the agenda are sessions on business morality and management, musical presentations, awards and a chicken barbeque buffet.

Southern Baptist leaders will dominate plenary sessions at NRB's Southwestern convention, being held the following week at Astro Village Complex in Houston. Charles Stanley, president of the Southern Baptist Convention and pastor of First Baptist Church, Atlanta, will challenge annual banquet attendees. The *In Touch* broadcast preacher also was scheduled to speak at the Atlanta convention.

Author Zig Ziglar of Dallas and broadcast evangelist Phil Arms of Pasadena, Texas, will speak twice at NRB-Southwest luncheons. Ziglar is first vice-president of the Southern Baptist Convention and author of a best seller, *Secrets of Closing the Sale*. He broadcasts a weekly Sunday school class from Dallas on the Church Growth Network. Arms has a nationally syndicated radio and TV ministry.

Also planned by the Southwestern chapter are a workshop on "Getting Results Through People," with a Dale Carnegie official; a tour of the Astrodome, musical performances and a Hispanic breakfast.

The final NRB session, until the national convention February 3-6 in Washington, D.C., will be held at the Yahara Center in Madison, Wisconsin. Bill Gillham, a biblical counselor and conference speaker from Fort Worth, will speak four times on "Growing Together Spiritually and Professionally."

NRB president E. Brandt Gustavson, vice-

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president of Moody Bible Institute, Chicago, will extend greetings at the annual banquet, at which Gillham will also speak. Devotional thoughts will be delivered to NRB-Midwest delegates from Norman Wilson of *The Wesleyan Hour*, Steven Bell of *Chapel of the Air* and Robert Featherstone of Northwestern Productions' *Think About It*.

Plans also are being finalized for workshops in Madison on finance and accounting for nonfinancial professionals and on-air announcers training for radio. Delegates will tour a radio station and a production studio, view two multimedia presentations, listen to inspirational music and participate in a communion service to close the convention.

Black Religious Broadcasters Seek Increased Visibility

WASHINGTON, D.C. (NRB)—Blacks in Christian broadcasting want to increase awareness of their presence, both at the next national convention and, generally, in the white-dominated industry. For those dual reasons, B. Sam Hart, chairman of the Black National Religious Broadcasters (BNRB), is chairing a meeting in Washington, D.C. in October.

"We have a message to impart," said Hart, a prominent Philadelphia radio pastor. "That message is simply this: Put on more black programs. Open up more air time to black ministries. Realize with your hearts, minds and souls that blacks in your programming areas are also souls for whom Christ died," he challenged station owners and operators at a March meeting of BNRB in Chicago.

He called stronger black participation in NRB "vital." "The door is open for us to really impact on the NRB and on the future of black Christian broadcasting." Last winter at NRB '84, Hart, an NRB board of directors member, was elected as the second vice-president, the highest post in NRB to be held by a minority broadcaster.

In 1982 President Reagan nominated Hart, a conservative preacher on *The Grand Old Gospel Hour*, to the U.S. Civil Rights Commission. But before the appointment could be approved by the Senate, Hart withdrew his name in response to charges that his views were too conservative for the commission.

The BNRB committee and blacks interested in starting a broadcast ministry will meet October 4 in conjunction with the NRB Eastern regional convention, being held for three days at the Dulles Airport Marriott Hotel. They will be responsible for several

of the workshops at the regional meeting.

The group will also finalize plans for increasing their visibility at the NRB '85 national gathering, which will be held in Washington, D.C., February 3-6. A black-sponsored concert will be held at the Sheraton Washington Hotel on Sunday afternoon, February 3. Five workshops targeted toward black broadcasting concerns will be part of the national

convention. Plans call for a black plenary speaker, several black musicians on the main convention program and a Black Broadcaster of the Year Award. Participants in these activities have not been finalized.

Black broadcasters who want to attend the February sessions but cannot afford registration fees for NRB '85, can apply to the BNRB committee for assistance, Hart said.

NRB '85 Workshop Conveners Named

WASHINGTON, D.C. (NRB)—The NRB '85 theme, "Christian Media: Pressing Toward the Mark," will be interpreted in part by dozens of workshops being designed to address interests of every delegate. NRB board member Paul Ramseyer, who heads Northwestern College Radio Network, Roseville, Minnesota, is coordinating the workshops for the national convention.

Conveners in 10 categories of workshops were named by Ramseyer. They are:

Workshop Category	Convenor
Program Producers (714) 738-1501	Al Sanders Ambassador Advertising 515 E. Commonwealth Ave. Fullerton, CA 92632
Commercial Owners & Operators (717) 284-4123	Paul Hollinger WDAC Box 3022 Lancaster, PA 17604
Noncommercial Owners & Operators (217) 854-3261	Bill Snider WIBI Box 126 Carlinville, IL 62626
Television (704) 542-6000	Jack Hightower PTL Television Network Charlotte, NC 28279
International Broadcasting (305) 624-9657	Ben Cummings World Radio Miss. Fellowship Box 3000 Opa Locka, FL 33055
Contemporary Technology (216) 526-4386	Carl Smith 8500 Snowville Road Cleveland, OH 44141
Hispanic Broadcasters (512) 824-3322	H. O. Espinoza P.O. Box 15140 San Antonio, TX 78212
Black Broadcasters (215) 242-5550	B. Sam Hart Grand Old Gospel Hour 610 E. Mt. Pleasant Ave. Philadelphia, PA 19119
Washington Seminar on Christian Leadership (714) 886-5224	Vonette Bright Campus Crusade for Christ Arrowhead Springs, CA 92414
Christian Music (615) 242-0303	Don Butler Gospel Music Association P.O. Box 23201 Nashville, TN 37202

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by Daniel J. Nicholas

NOW THAT SOME of the statistical dust has settled in the great Christian television debate of 1984, program producers across the nation are realizing that high technology and creative formatting both are keys to holding their audience and attracting new faithful to the electronic flock.

The debate continues in some circles over findings and implications of the Annenberg-Gallup "Religion and Television" study, released amid fanfare and criticism last April. Are there 13.3 million or 22.8 million regular Christian television viewers? (See *RELIGIOUS BROADCASTING*, September 1984, page 28). The best answer seems to be, "We don't know." With more than 150 million American adults, either statistic leaves plenty of room for growth.

Let's take the discussion another step beyond the "who" and examine briefly the "what." What captures viewers' attention?

In a phrase, it is high technology. Of course, the future of the Christian faith will not be decided on the basis of our response to high tech. But recent and current developments in equipment and design application are changing rapidly the face of Christian television, whether we want change or not. If Christian broadcasters don't pay attention to this trend, they could fall behind in the race for viewers.

Stereo Telecasting

There are a few lessons religious program producers are learning which could help bridge the chasm that now exists between the current number of viewers and the vast potential audience. Christian broadcasters have to be on what Walter Richardson, an executive with PTL Television Network, calls "the cutting edge of high technology." The Charlotte, North Carolina-based network moved into stereo telecasting last October, and Richardson believes availability of the new sound "can only enhance our attractiveness to our present and potential viewers and cable systems alike."



Using High Tech to Hold the Flock

Before the attractiveness can be enhanced, however, consumers will have to be able to receive stereo television broadcasts. "Stereo-ready" television sets began trickling into the market this fall, only months after the Federal Communications Commission approved the stereo broadcasting concept.

With some new systems providing three audio signals for each video signal, creative possibilities abound. Consider the *Newsweek* report recently (August 6, page 56) about stereo broadcasting in Japan, where for the past six years baseball fans have had a choice of listening to announcers who root either for or against the hometown team. Could stereo capability allow broadcasters to air the

gospel in English and Spanish simultaneously, thereby reaching a much larger audience?

Reaching the Young

PTL, which bills itself as "The Inspirational Network" on 750 cable systems reaching some 10 million households, recognizes stereo capability as a prime avenue for reaching young adults, who aren't usually attracted to "preach and teach" programming. Top ten gospel songs are being produced as music videos in stereo. Their new program, *More Than a Song*, is hosted by Bob Vandermaten.

Another program that reflects the growth of video music at PTL is *Sound*

TELEVISION



Typical control room audio setup (far left) is now giving way at some religious broadcasting studios to new state-of-the-art equipment capable of stereo telecasting (right).

Digital and stereo television broadcasting, combined with new, highly sophisticated graphics, are about to revolutionize the way Christian telecasters reach and hold viewers

Effects, a weekly 30-minute feature that draws attention to contemporary Christian musicians. The program, which first aired last January, schedules a guest host for each week. Producer Kathy Wallace describes the format as a Christian alternative to MTV. She adds, "As Christians we need to use any vehicle we can that will touch lives."

A visual producer from Irvine, California, Terry Sheppard in a *Music-line* column calls religious music videos the wave of the future. He says the "speed of change and the proliferation of hardware, ideas, cables and applications" are influencing the "widespread use of the television screen" for more than passive entertainment.

All of this is part of what Christian broadcasters are coming to realize is the day of an integrated communications system, linking television with telephone, computer, stereo and radio. That system is not many years distant.

High-Tech Graphics

Computer-controlled graphics equipment is standard hardware for the major networks and big city stations in the past, but many Christian stations have not been able to utilize this bit of high technology. Now that is changing. In the last year manufacturers have improved their products and reduced prices.

Video graphics that provide on-screen credits, program titles and telephone

numbers have been standard fare for many evangelical producers. But by contrast, the computer-generated graphics can, in the words of one knowledgeable source, "paint pictures on the screen that will give us an attractive image," something lacking in much of present Christian video.

For evangelicals, Christian Broadcasting Network (CBN) is the leader in use of this high-tech development. Jack Norman, director of creative services for CBN Cable, calls computer-generated graphics "an evangelistic opportunity [that is] vital to the success of Christian television." Unlike a few years ago, he says, these developments "are no longer an option" for Christian producers who want to survive in "competing for the minds of viewers."

With computer-generated graphics, CBN's daily talk-news program, *The 700 Club*, can "upgrade the graphics" while the program is on the air. These and similar "framing techniques" provide a bridge from print to video, unlike any that has existed before.

Investing in High Tech

A year ago CBN established an electronics graphics department and purchased \$400,000 worth of equipment. The centerpiece of the new high-tech equipment is a \$105,000 Chyron Four character, generator and "paint box." The digital effects created by this equipment have increased the professional image, but there is still room for improvement. CBN senior art director Tom Dennis describes the Chyron Four's image as "a weak simulation of the graphics in the *Star Wars* movie."

Phase two for the electronics video-graphics department, which is still being considered by CBN administration, was described by Dennis as a "supergraphics dream." The proposal calls for purchase of another \$800,000 worth of graphics equipment including a Bosch 4000 state-of-the-art graphics manipulator which has a price tag of \$300,000. This piece of equipment alone, sources say, will put CBN's on-screen professional image on

an equal basis with the major television networks. Can you imagine a Christianized *Star Wars* in which forces of good and evil zoom around the heavens? If CBN purchases the Bosch 4000, it will become possible.

Costs, Size Go Down

Portability and increased on-location broadcasting is a growing trend among evangelicals as cost of equipment and sophistication of smaller units—such as the quarter-inch cameras introduced within the last year—continue to improve. These cameras are a long way from becoming an industry standard but, as some religious broadcasters are discovering, they do have some immediate applications because of their small size.

Trinity Broadcasting Network of Santa Ana, California, is taking seriously the on-location trend because its flagship program, *Praise The Lord*, is on the road this year as never before. After constructing a new 40-foot remote video truck with satellite uplink capability last March—it's called the "Holy Beamer"—Trinity has been telecasting an increased number of live revival meetings and conventions from places like Phoenix and Miami. Last summer the network covered an Olympic Outreach Praise Celebration in connection with the Los Angeles Summer Games.

Other Christian broadcasters are echoing the same themes with attention to on-location spots and technological excellence. Jerry Rose, president of WCFC-TV 38 in Chicago, for instance, introduces segments of his weekly one-hour current-events program, *Week in Review*, with man-on-the-street interviews about news issues and personalities.

His company, Christian Communications of Chicagoland, Inc., relocated in January to a \$4 million complex purchased from the city's Roman Catholics. The new facilities provide a second small studio as well as a large studio and a computer editing suite. These additions are making TV-38 competitive in production quality with facilities of Chicago's other independent stations.

Eric Thurman, president of Domain TeleMedia, Wheaton, Illinois, indicates that "imaginative concepts" such as on-

*Advances
in high
technology,
such as
stereo
television
and
computer-
generated
graphics,
are
part of
a brave
new
world
for
religious
broadcasters*

location interviewing of TV-38 "must be coupled with thoroughly professional execution if we are going to compete in the marketplace for the public's attention." Real-life, believable "vignettes from the field," he says, enhance the image of Christian television.

Digital Television

In Touch Ministries, the television outreach of Atlanta pastor Charles Stanley, continues to experience growth because of fidelity to expository biblical preaching, but the people there are also paying attention to high technology. "We have streamlined our program with the assistance of new state-of-the-art capabilities," reveals Richard White, director of broadcast operations. He defines these advances as maintaining "the necessary technical integrity."

White further indicates that advances in technology, such as digital audio and video, will soon be available for broadcasters and consumers alike. In a digital television set, says *Newsweek*, "the conventional analog video and audio signals

are converted and processed in the binary digital code—a series of ones and zeros—that computers use."

Digital television makes it possible to do tricks and to improve the transmission signal. Viewers will be able to watch one program while monitoring a second program or a VCR tape in a corner of the screen. Some digitized sets already being introduced into the world market by Japanese firms allow freezing up to four frames in the set's memory and reproducing the images on a thermal printer. "Aside from the innovations it makes possible, digital technology should eventually cut the cost of television assembly by putting much of the circuitry on a few silicon chips," the article continues.

Digital television is not a futuristic dream; the world's first such TV rolled off the assembly line in Japan in June and the models are expected on the American market by the end of 1984. Such flexibility and improved reception of audio and video could revolutionize Christian broadcasting in less than a decade.

Other New Technology

Advances in high technology such as stereo television, computer-generated graphics, minicameras for increased on-location productions and digital capability only touch the surface of what is rapidly becoming a brave new world for television producers—religious and secular. Other advances on the horizon during the next few years include:

- Direct Broadcasting Satellite (DBS) technology, which some say will catch fire by 1987, will allow for direct satellite distribution of programs into homes, bypassing the cable company and the television station. Like the opening of public libraries, DBS will revolutionize how data is gathered and who controls the information flow. These issues have been important to evangelicals, many of whom are expressing concern about secular media bias away from matters of faith and morality. Homeowners would purchase an earth station—the size and price of which is shrinking as technology improves—and be in continual touch with their favorite media ministries.

The DBS story doesn't end there. A

news account recently indicated that the high-powered transmission idea may be headed for deep water where it will sink forever. Faced with a July deadline from the FCC, three companies (Western Union, CBS and RCA) stepped back from their DBS plans because of the high start-up cost and the lack of original programming. Said a CBS spokesman, "People don't watch technology, they watch programming, and they don't care whether they receive that programming from an antenna, a dish or a VCR."

Miniature TV Stations

- Low-power Television (LPTV) is no longer a development of the future. Within the last year, the Federal Communications Commission approved the first of thousands of LPTV construction permits. Community groups, including churches, will now be able to own and program a miniature television station and deliver their message to friends and neighbors without the significant cost of a full-power facility. Now it is possible to air the gospel or family-oriented programs from the back of a church van.
- High Definition Television (HDTV), the European model that improves picture quality miraculously, fills the screen with 1,125 horizontal lines instead of the American version of 525 lines.
- The revolution in video cassette recorders (VCR) is transforming viewing habits and challenging Christian telecasters to improve production quality if they are to survive the competition for attention in the electronic household. Video magazines, such as *Missions: USA*, a quarterly production of the Southern Baptist Home Mission Board, are now being produced especially to meet the demand of video-friendly homes and churches. By 1988 there are projected to be 35 million VCR households in America, making the home video market a \$5 billion industry.

The "cutting edge of technology" will separate the growing religious telecasters from those ministries that fail to seize the moment. This is what Chuck Colson meant in part when last May he identified a "winnowing process" in Christian television. High technology is here to stay; advances are coming to which some have not yet dreamed. Christian TV broadcasters need to appropriate the good trends to continue to hold the attention of the flock and to honor the Father.

NRB

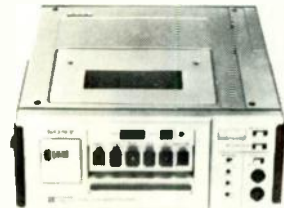
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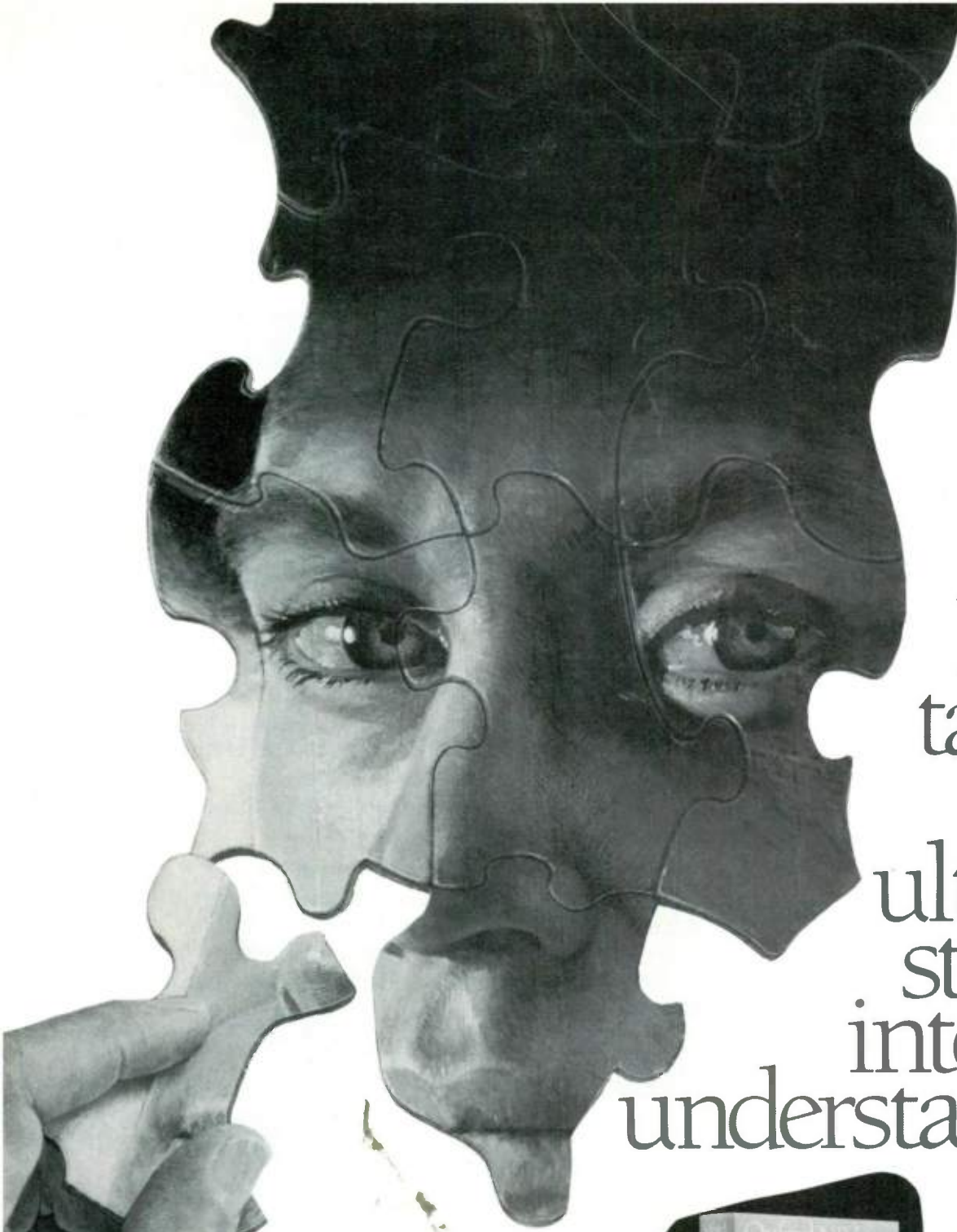


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Half-inch Video Makes the Scene

Religious television broadcasters are finding cost, compactness and portability of this equipment big plus factors that save dollars as well as production man-hours

TRAVELING SECRETLY to meet with contra rebels in Central America, the Christian Broadcasting Network (CBN) needed a highly portable video system to gather footage. Its choice of equipment was the new high-speed half-inch camera/recorder that's revolutionizing video production for many Christian organizations.

Video producers and engineers alike are discovering that small can truly be beautiful, thanks to the improved picture quality and extra portability the new technology is bringing. These new camera/recording systems use half-inch tape similar to the consumer VHS and Beta recorders. But size of the tape is where the similarities with consumer systems end. The picture quality virtually equals the traditional broadcast quad and one-inch video formats, according to high-speed half-inch users.

Like Shooting Home Movies

The compact size of the equipment has many camera operators raving as well. Three-quarter ENG field equipment is bulky enough to require a minimum of two to three people on a crew and portable one-inch setups are even worse. By comparison, the broadcast quality half-inch combines the camera and recorder into one unit, weighing roughly 25 pounds. Suddenly gathering studio-quality footage in the field becomes almost as easy as shooting

by Tom Stribling

home movies. One person can handle it alone. There are no wires to connect, and all the hardware is contained in one neat package.

"We chose the Betacam high-speed half-inch camera/recorder for gathering World Vision's field footage," said Gary Evans, vice-president of the Monrovia, California-based Russ Reid Company Productions.

"The bottom line is that we wanted to be portable, with a good quality product, and so we went with a Betacam."

But for many religious organizations, the bottom line is price. Prices for the high-speed half-inch systems are close to the much lower-quality 3/4-inch setups. And many see the new technology as a financial shortcut to the high end of broadcast picture quality. Compared to similar one-inch systems, the half-inch machines are proving to be a bargain.

A Look at Drawbacks

However, the new technology does have a few drawbacks. Like its consumer counterparts, there are two non-compatible formats: the Betacam format fashioned after the Betamax design and the "M" or VHS-type format. This market fragmentation is the reason that ABC and other major video organizations have delayed entering into the new technology, according to Eric Thurman, president of Domain TeleMedia, a video

production house serving Christian clients such as CBN, Moody Broadcasting Network and the Billy Graham Evangelistic Association.

"In the past, the networks have said they're holding out for a common half-inch standard before they would make their major investments," said Thurman. "I suspect though, that their main resistance is the heavy investment they already have in the old 3/4-inch news-gathering systems."

Thurman sees this new technology as a major opportunity for religious broadcasters to lead the field in state-of-the-art television production without incurring extraordinary equipment costs. His company is able to offer clients high-band video quality at 3/4-inch prices by shooting with a half-inch system instead of portable one-inch.

"Christians can launch into this emerging technology because they have less invested in old 3/4-inch equipment than the networks, so it is easier to consider switching over," he said.

Some Who Are Switching

Indeed, several major Christian organizations seem to be switching over to half-inch, especially Sony's Betacam system. The Charlotte-based PTL Television Network says the half-inch technology meets its strict broadcast standards and it expects to begin switching over to half-inch for field production by next year.

"We want to begin experimenting



High-speed half-inch makes on-the-street interviews simple.

Evaluating Half-inch Video

Should you consider this new technology for video production? Here are some of the pros and cons most often heard from users of high-speed half-inch equipment.

The Pros

1. *Extremely portable.* The camera and recorder are in one unit the same size as an ENG camera.
2. *Fewer crew members needed.* With the absence of connecting cables and a bulky recorder pack, it is possible to send out one person on a shoot, and thereby reduce expenses.
3. *Lower tape costs.* High-grade Beta or VHS tape is approximately 30 percent less expensive than $\frac{3}{4}$ -inch tape and 50 percent less than one-inch. In a shooting pinch, a crew can grab a consumer Beta or VHS tape off the shelf and get acceptable results.
4. *High picture quality.* The Betacam can exceed one-inch quality in some technical specifications and incorporates some of the high-definition technology research recently pioneered in Japan.

5. *Relatively low equipment costs.* Camera/recorder costs are similar to top-quality $\frac{3}{4}$ -inch camera and recorders, although editing equipment is higher. But many times half-inch editing units can be interfaced with existing suites.

The Cons

1. *No playback capability in the field.* The picture cannot be played back for review in the field without an extremely bulky player unit. The Recam unit limited field playback.
2. *Incompatible standards.* Not only is the marketplace divided between Betacam and "M" formats for half-inch, but other manufacturers have begun production of still other formats based on quarter-inch tape. Buyers run the risk of equipment becoming obsolete.
3. *Short recording tape length.* The half-inch systems speed up a regular two-hour consumer tape to gain the high-quality performance, thus shortening recording time to 20 minutes per tape.

using half-inch with some of our field producers," said PTL's director of engineering, Ron Wright. "We want to evolve into it slowly, probably starting by adapting present editing suites to edit half-inch directly to one-inch tape," Wright said.

In Virginia Beach, the Christian Broadcasting Network has decided to begin purchasing Betacam systems because of its involvement with international broadcasting.

"We already use a Betacam system for our Middle East reporting because Beta [broadcast format] is now the technical standard for all of Europe and the Middle East," said Bruce Spencer, manager of engineering services at CBN.

Spencer expects CBN to change over exclusively to Betacam for its domestic news-gathering operations within the next two to three years.

Spencer adds that CBN engineers did evaluations of the Beta and "M" half-inch systems, and although each had its pros and cons, CBN chose the Beta format for its overall better picture quality.

Seminary Uses Panasonic

On the other hand, Dallas Theological Seminary's media department decided recently to purchase a Panasonic Recam because of a higher concentration of Recam editing facilities in the Dallas area, according to production coordinator Rick Dodd. Dodd says that his Recam field shooting matches the quality of their one-inch studio work, giving a consistent look to his television programs when they intercut between the two sources. Though Dallas Theological distributes its programs primarily to churches on consumer half-inch tape, Dodd says Christian organizations should keep their eyes on high-speed half-inch for over-the-air broadcasting for future distribution.

"Too many Christian organizations have been shortsighted by producing their programs in consumer or low-end broadcast video," Dodd says. Later they regret not producing the original in high-quality video when they have to spend a fortune to repackage it for broadcast. And as Christian organizations, we just can't afford to do that any more." NRS

Tom Stribling is production manager for Domain TeleMedia, Inc., of Wheaton, Illinois.

The use of wireless microphone systems in our places of worship is now rapidly becoming very common. Speakers and performers of all types have led the way in adopting this new technology and wireless has greatly enhanced the quality of their presentation.

Wireless microphone use in the broadcast area is also increasing as engineers and technical people become familiar with the new generation of wireless systems.

by John Nady

IT IS AXIOMATIC that electronic products tend to get smaller, better and less expensive over time. Such is the case with today's wireless microphone systems.

Semiconductor technology has allowed miniaturization unthought of just 10 years ago. There is a new body pack transmitter, for example, that measures just over 2½ inches square and 1 inch thick. Companding circuitry has increased dynamic range to the point where wireless microphones are indistinguishable in performance from their hard-wire counterparts.

High quality wireless microphones are also becoming much more affordable. Several manufacturers, including ourselves, now offer top-performance VHF high-band systems for under \$1,000, though the top full feature systems continue to cost from \$2,000 to \$3,000. Actually, many small churches find some of the 49 mHz systems adequate—and these retail for less than \$300!

But perhaps the biggest advance from the sound engineer's standpoint is the elimination of hiss, noise and overload through the use of audio companding techniques. Also, for the most demanding applications, "dropouts" have been conquered through the increased availability of systems featuring "diversity" reception.

A wireless microphone system is a miniature FM broadcasting system. The receiving component is usually portable



The New Generation of Wireless Microphones

Pastor James Taylor (left) uses a wireless microphone during worship service at the West Contra Costa Christian Center, Richmond, California.

and AC powered, and plugs into the existing sound system. It receives radio signals carrying the information normally sent in a wire.

The transmitter component is usually available in three configurations. The hand-held and lavalier styles are of most interest here, but an instrument wireless system is also available from several manufacturers. The hand-held transmitter includes microphone element (commonly several choices are available), transmitter and antenna housed in what generally approximates a conventional microphone without wires. Various sizes are available from the different manufacturers, ranging in size from foot-long tubes to small tapered units no larger than conventional mikes. The lavalier version is generally a small bodypack transmitter powering a lavalier microphone, which attaches to the bodypack. Transmitters are typically powered by a nine-volt battery.

One receiver and one transmitter on the same frequency constitute a system. Depending on the wireless system employed, from several to 20 systems maximum can be operated in proximity as long as they are on different channels.

Frequency

Wireless systems are regulated by the FCC under several codes. Part 15, subparts D and E, allows low-power communications devices on the 49.83 to 49.90 MHz band, with power limited to 10,000 mV/m radiation at three meters. This spectrum of the RF band is somewhat susceptible to noise and interference, so use in top professional applications is more limited. Part 90 of the FCC regulations allows operation of wireless systems, on a shared basis, on business radio service frequencies (150-174 MHz). Part 74 of the regulations allows for the use of the 174 to 216 MHz frequencies in the VHF high-band, with power limited to 50 mW.

The 174 to 216 MHz range, also used by TV channels 7 through 13, is the best for the operation of wireless microphone systems. Since the use of these frequen-

cies by television stations varies from area to area, manufacturers usually preset frequencies for a particular locale.

The possibility of interrupted reception—"dropouts"—kept many an engineer away from early-generation wireless equipment. Dropouts have several causes, the most common being multipath cancellation. In this case, out-of-phase signals arriving at the receiver can cancel each other, causing a multipath dropout. The signals are often out of phase when a wireless system is operated in an environment which reflects RF signals—e.g. metal, lighting equipment, etc. Diversity reception, in one form or another, is available from almost all wireless manufacturers on their professional systems. However, some forms of diversity are more effective than others in solving the dropout problem.

Originally, "diversity" referred only to a reception method in which two receivers were fed by separate antennas located more than a quarter wavelength apart (approximately 15 inches at VHF high band frequencies). Each received the same signal and processed it. A "smart" switching circuitry then selected audio for output from the receiver with the strongest signal. This reception method works best as the independently received signals are uncorrelated after progressing. Since the chances of both antennas receiving weak signals simultaneously are almost nil, the "true diversity" method thus eliminates null spots.

There are so-called "diversity" systems also available involving combination of signals from separate antennas or even switching between antennas. These methods are attractive to some manufacturers as they are much easier and less expensive to produce. However, their effectiveness is not equal to the "true diversity" method involving two receivers with audio switching.

Companders

Audio companding circuitry is now used in the best wireless systems at all price ranges to eliminate noise inherent in the transmission medium. With companders, the audio information carried in the RF signal is compressed during transmission and expanded when received. Noise is "masked" effectively.

The best of today's wireless microphone systems, using audio companders, can achieve a dynamic range of up to 120 dB (max SPL to A-weighted noise level).

Of course, some manufacturers have more effective companding circuitry than others. The less sophisticated systems have companders that are somewhat noisier and also color the sound with slightly audible "pumping" and "breathing"—undesirable annoying effects caused by compandor mistracking.

Companded wireless systems have been available for about six years, but some manufacturers continue to offer the older technology using only compressor/limiters on the audio input to the transmitters. Such systems can be noisy and sound nasal and unnatural on volume peaks.

About Specifications

Wireless power output is limited by FCC regulations, so the range of wireless systems in a given band does not vary significantly from manufacturer to manufacturer. The range of the 49 MHz systems is about 100 feet. Wireless systems on the VHF high band have an effective range of about 200 feet, though line-of-sight or optimum conditions yield greater distances.

Dynamic range, frequency response and harmonic distortion specifications for a top wireless system are now comparable to hard wire—a given microphone element, for example, should perform the same when used wireless. As a guideline, for use by speakers and singers, the system should have a dynamic range of at least 100 db and frequency response of at least 25-10,000 Hz.

In Conclusion

As a longtime advocate of wireless systems in performance and production, I am happy to be witnessing increasing interest in this technology. Artists, speakers and engineers who were early to adopt wireless are being joined by growing numbers of users as general acceptance of the new systems takes place. **NRB**

John Nady is president of Nady Systems, Inc., of Oakland, California, a company that has manufactured wireless microphone systems since 1976.

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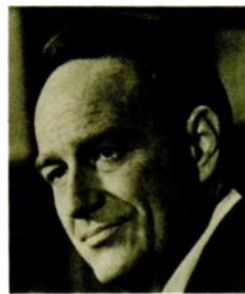
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Election Year Guidelines for Broadcasters

by Robert A. Cook

IN ANY YEAR—but especially in a year when the American people are choosing national leadership—program producers and owners of Christian radio and television stations are faced with this question: How should my Christian witness and my God-given duty as a believer affect my broadcasting?

Obviously, it will be a good idea to review your charter and articles of incorporation, noting particularly the statement of mission, with its accompanying purposes and goals. If your station is owned by a foundation, and as a result is committed not to try to influence legislation, better stick to your commitment. An illegal witness has little positive value, and plenty of negative fallout.

So, stay within your established guidelines, but do exercise all the freedom available to you within those guidelines. One is constantly amazed, not to say dismayed, at the numbers of broadcasters who shrink from expressing an opinion, even though it is clearly supported by biblical truth, for fear of “getting into trouble” with the authorities. You are obligated to obey the law, but you are not obliged to be an evangelical variety of shrinking violet.

Give some thought to just what you conceive to be your job as a broadcaster. You will probably come to the conclusion that your task is not primarily to influence the vote but to build godliness and righteous character in the lives of people in your audience. A good question to ask as you review your program schedule is this: “How will these programs make our listeners better, godlier people?” It can safely be said that people who have put God first in their lives will also put Him first when they vote.

Always face up to moral issues, no matter which political party is involved. Lying, cheating, stealing and political corruption are always wrong; honesty, forthrightness, dependability and faithfulness in keeping commitments are always right. Murder is always murder, whether in a back alley or in an operating room. Take your stand clearly and fearlessly on issues where the Word of God speaks plainly on the subject. Your credibility and effectiveness as a broadcaster may well depend upon the consistency with which you hew to the scriptural line.

Evangelicals generally manifest a strange apathy when it comes to getting politically involved. Even the effort to go out and vote seems to be too much for many of us. Granted, some feel sincerely that all politics is dirty, and the Christian should in some way stand above all that. But for the majority, it is just too much bother. Evangelicals seem to prefer grumbling about how bad things are, rather than voting. This fact would seem to indicate, then, that one of our first tasks as broadcasters in an election year is to combat apathy and to get the voters out to the polls.

Human beings are ultimately self-motivated. That is to say, we act on that which we consider to be of importance to us personally. We are curious, maybe even concerned, when there is a fire in a house down the street but we react quite differently when we discover that our own home is ablaze!

There must be a way to convince evangelicals that their own future is at stake in this matter of the vote. Someone has said that the only thing necessary for evil to triumph is for good men to do nothing. People who have fled from Iron

Curtain and Bamboo Curtain countries continue to plead with us Americans: “You Americans do not know what you have here in your free country. You are allowing it to slip through your fingers, to be forever lost!”

Sadly we note that there are many places in this world where one cannot speak out for God and against entrenched evil. In some places the only freedom a Christian has is the freedom to die, triumphantly, for his Lord. Here in the U.S.A. we still have a measure of freedom. It would seem clear that one function of the Christian broadcaster is to bring sharply into focus the *personal* issues involved in voting. If you want to stay free, if you want the gospel to have an open door, if you want to be able to say how your child shall be educated, if you want to be able to say where your money shall be used for God’s glory ... VOTE! There has to be a way to make election issues relevant to your listeners and viewers. Find it and use it.

Seek to develop a prophetic message in your programming and in the entire atmosphere of your station. The ancient prophets spoke out for godliness, reverence, righteousness and sincerity. They spoke against pride, greed, immorality, corruption in business and in the administration of justice, against gouging the poor, and against oppression and cruelty. Their preachments, if they ever impinged on politics and government, only did so when a spiritual or moral issue, with its societal consequences, was at stake. The apostle Paul says that one of the highest gifts is that of prophecy—the ability to tell forth the truth of God meaningfully and with power.

All of which brings us to the fact that your influence in an election year will be directly proportional to the place God, and His Word, have in your thinking and planning. This year, above all others, we should be spending more time in prayer and more time with God’s Word, getting our orders from that Divine Headquarters where today’s broadcast becomes part of the eternal plan, to the glory of our Blessed Lord! **NRB**

Dr. Robert A. Cook, speaker on The King’s Hour, is first vice-president of National Religious Broadcasters.

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Succeeding in a Limited Market

A small Nevada radio station has discovered that lack of a large Christian audience need not discourage religious broadcasting

by Tom Hesse

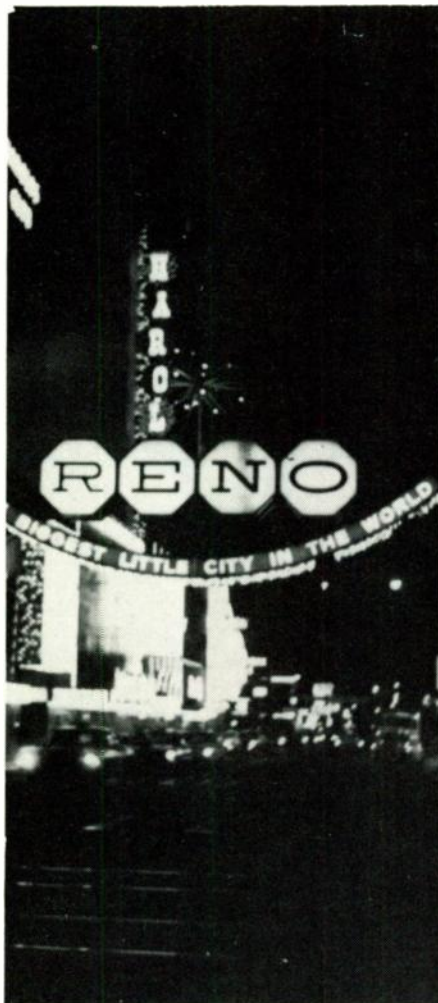
IN A RECENT AP news story, Nevada was found to be dead last among all the states in religious adherence. Only 20 percent of Nevada's inhabitants were reported interested in religion enough to attend church of any kind, Christian or not.

Nevada has a rather dubious reputation among the 50 states. It leads all others in per capita homicide, forcible rape, deaths related to alcohol and substance abuse, suicide and a long list of other maladies. It also leads the nation in stress. Laws to permit quick marriages and divorces make the tying and untying of knots easy. Prostitution is legal in some counties and the state obtains an enormous share of revenue from gambling and entertainment.

This is not to say that there are no legitimate enterprises and that everyone who lives here is unsavory. However, when someone once described the region as "the Mild, Wild West," it was an apt description. The New Jerusalem it is not, and few find it the most desirable place to live.

Enter Christian Radio

Into the midst of this lively place, a group of Reno-area Christian businessmen incorporated in 1962 to start a non-profit noncommercial Christian radio station. Many of the established citizens were not only skeptical but also incredulous. The native population was not impressed. The mayor of Carson City confided recently, "You know, when I first heard about it, I thought they were crazy. I felt they were making a



serious financial mistake. I was certain they could never pull it off here."

But it happened. Eight years later, in 1970, Nevada's first inspirational radio station, KNIS-FM, began broadcasting on the FM band from a refurbished

mobile home on a noncommercial, listener-sponsored basis, using the domestic program service provided by Family Radio of San Francisco. Income for operating was sparse in the early years, but owing to a devoted staff of 20 or so volunteers, the station soon went from 18 hours daily to around-the-clock service.

In 1978, after an extensive audience survey, KNIS began a contemporary Christian music format geared to a young, adult audience. (The state's median age is 27.8) The typical broadcast day consists of 80 percent music and 20 percent talk. Local announcers, using automated voice tracks, pre- and back-announce cuts of current music from continuously updated playlists. Syndicated programs include Chuck Swindoll, Chuck Smith, James Dobson, Walter Martin, Howard Hendricks, John D. Jess, Ben Haden, Charles Stanley and occasional guest speakers by special arrangement. Regular speakers during the music-hour portions include Bob Featherstone, Joni, Jay Kesler, Larry Burkett and Joel Nederhood.

The full spectrum of adult/contemporary Christian music is represented. Examples are Barry McGuire, Second Chapter of Acts, Phil Keaggy, Silverwind, Christine Wyrzten, John Michael Talbot, Paul Stookey, The Cruse Family, Sandi Patti, The Archers, Janny Grein and an accumulation of other Christian talent of recent years. On Sundays the station switches to traditional hymns and inspirational songs with a more middle-of-the-road (MOR) flavor.

The Audience Responds

Response over the years has been enthusiastic and hearty even if from a smaller support group than many Christian stations have. While originally serving the Reno-Carson City-Lake Tahoe area, KNIS has expanded coverage through the use of FM translators to outlying areas of western Nevada and eastern California.

As general manager of KNIS, I believe that the key to the station's recognition in the community is a believable and contemporary approach to the gospel, unencumbered by financial ploys and pitches. We try to avoid the standard

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RADIO

Christian cliches, feeling that these tend to develop a supportive, but very small group, or subculture, of Christians, while the world simply ignores us. If we truly are "in the marketplace," we should speak to *all* the people in the words they understand. When Paul spoke from Mars Hill, he took careful notice of the people he was facing and spoke to their needs and desires. I believe the scripture "to whom much is given, much is required" also applies to our use of the media.

I believe Christian radio station operators need to take a hard look and analyze the most successful stations in their markets—the ones that occupy the top of the ratings. We can do what they are doing—but with Christian music and programming. Today we have at our disposal Christian music and information sources that rival the number one station in any market. I believe it's a sin not to make use of those resources.

KNIS serves a total market population in excess of 300,000. It's not a large market and yet the station operates with

an annual budget of \$200,000, raised through direct mail and semiannual share-a-thons. This station, because of its noncommercial methods and heavy use of volunteers, is genuinely a community effort. Many religious-oriented stations enjoy an audience of up to 1.5 percent of the total market size. In our case I believe the figure is higher, particularly among a large group of young and aggressive Christians. Our mailing list of approximately 2,000 supporters already comprises 0.6 percent of the total market. It proves to me again the absolute power and truth of Romans 5:20—"where sin did abound ... grace did much more abound."

Today we Christian broadcasters are in our hour of greatest opportunity. If we fail to assess our potential accurately, it will be our loss. We shouldn't placate ourselves with "we're doing the best we can" or "we have such a loyal audience" or rest on past accomplishments. We must press on and catch up with the worldling who has gotten out in front of us. He needs to be pursued, caught and

told the gospel, or he will be lost forever.

I believe we are fulfilling the Lord's calling in Nevada. Recently a young woman who was obviously from a nearby legalized house of prostitution walked into our offices and placed a \$100 bill in front of a surprised volunteer.

"I just want you to know that you're doing a great job, and you're appreciated in some places that might surprise you," she said. Then she turned and left.

To some, that's shocking. But I'm positive she is just the sort of person our Lord wants us to reach, for He preached to such himself. If we can bring people like her to Christ, we have accomplished our mission. NRB

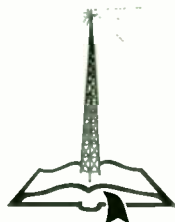


Tom Hesse is general manager of KNIS-FM/Carson City, Nevada. He is a graduate of San Francisco State University and a former network announcer with Family Radio Group.

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MEDIA WORLD

(continued from page 9)

the Way, Van Nuys, California; a Christian humor series ("you can laugh at yourself and still be a Christian,") hosted by pastor-humorist James Pippin; and a close-up examination of "the inner spiritual healing process."

Fred Gross, a Christian psychologist and consultant from the Palmdale (California) Hospital Medical Center, is providing an in-depth look at human emotions for a new program on the PTL Television Network, Charlotte, North Carolina. *Emotion Explosion*, a 30-minute examination that extends workshops conducted at PTL's Heritage USA complex, uses creative methods such as dramatizations, interviews and testimonies.

The program, airing at 11:30 p.m. Eastern time, is designed to "benefit the family as a whole, as well as the individual members," a PTL source said. Topics already discussed from a biblical perspective include anxiety, depression, discipline of children and marriage.

A creative program airing each Saturday since April on WRDG-TV 16/Burlington (North Carolina) has been raising \$3,000 a

week for the station. Viewers of *Live Auction* have donated excess items to the station, from stuffed animals to watches, and even five automobiles. The items are auctioned to the highest telephone bidder.

The Russ Reid Company, a Pasadena, California-based advertising agency, has completed a new TV variety fund raiser for World Vision, the international humanitarian organization. *Welcome to the Family*, which has been in syndication since August, is hosted by entertainment personalities Gary Collins and Mary Ann Mobley. They and guest singers Debby Boone and Barbara Mandrell discuss changing values of today's teenagers and the responsibilities of parents. Comedian Rich Little, actor William Shatner and singer Lola Falana also appear. Don Mischner Productions teamed up with Reid's agency on the special.

Lutheran Television, St. Louis, Missouri, has captured the facts of Jesus Christ's birth in a syndicated television series being released this fall. *Yeshua: The First Christmas* has been excerpted from the five-hour Easter documentary, *Yeshua*, which premiered last April. Producers claim their special "reveals

ancient customs and beliefs with a clarity and detail not afforded by ordinary holiday dramas." Oswald C. J. Hoffmann, host of radio's *The Lutheran Hour*, narrates the December special.

CBN Cable Unveils Sitcom Among New Productions

VIRGINIA BEACH, Va. (NRB)—The program guide of Christian Broadcasting Network (CBN) is filling up during the next 12 months with several creative programs sure to garner acclaim for the network.

Now reaching into 23 million television households via 4,500 cable systems, CBN is the third-largest cable system in the nation. It produces what founder and president M. G. (Pat) Robertson called "a stable, conservative mix of programming," much of which is family-oriented rather than religious.

At a New York luncheon of the National Academy of Television Arts and Sciences, Robertson projected that his for-profit network would reach 26 million households by

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the end of 1984 and 100 percent of the cable systems, for an audience of 40 million households, by 1986.

To meet these goals, bold new programming will be mixed with audience-getting "classics." Robertson said that the current favorite of CBN Cable is an old cowboy standby, *Wagon Train*.

CBN Cable has unveiled several new productions for this season and next, including an original situation comedy about a single woman and her two small children. She returns to her rural home to help her father, an ex-fighter pilot, with the family business, a ramshackle airport. The sitcom, *Callie's Family*, promises to stimulate family discussions as conflicts are explored in an "uplifting" manner. The show will air next spring.

CBN will be coproducing a one-hour weekly adventure series with Australian television, for airing in late fall 1985. *Butterfly Island* revolves around a family who manages a resort off the picturesque Great Barrier Reef in Australia. The show is being planned for children and adults.

Canadian television authorities are cooperating with CBN on *The Campbells*, a drama about a Scottish family's struggle with frontier living in the 1800s. The 30-minute production each week beginning in the fall of 1985 will appear on CBN as well as Canadian and Scottish television systems. Some are comparing the format to NBC's *Little House on the Prairie*.

Entertainer Pat Boone has been hosting a one-hour television talk and variety program for CBN from Knotts Berry Farm in California. *Pat Boone: USA*, which was scheduled to begin airing each weekday on September 17, highlights current issues with segments on home life, fashion and health. Rising stars in the nonreligious music and entertainment business will be appearing regularly. The program, which demonstrates CBN Cable's desire to enhance its family entertainer image, is targeted at women 25-54 years old.

An older audience is the aim of three Lawrence Welk specials being acquired for airing by CBN starting next month. Welk's specials, now being syndicated, include top-name entertainers, many of them stars from his well-known weekly program. The one-hour specials will be seen on CBN November 4 and 18, and a Christmas extravaganza will air on December 23.

On a more religious note, CBN is hard at work planning for a broadcast starting in January called *Institute for Biblical Studies*. Under the direction of Dan Hedges, a professor at CBN University, the program will offer two courses per semester for undergraduate credit. Air time will be one hour a day, Mon-

day through Saturday. Each course, such as "New Testament Survey," will last for one month and include a final exam. Study guides are being prepared to supplement on-air instruction and textbooks.

Outstanding Bible teachers, as yet unnamed, will tape the courses that, according to a spokesman, "will be an encouragement to laymen in practical aspects of Christian living."

The *Institute* represents another departure for Christian television as well as for CBN University. Other broadcasters offer study guides and on-air instruction, but few if any can provide a degree from an accredited school without requiring residency. It is also a departure for CBNU because to date the school only awards graduate degrees. The *Institute* will allow for master's level study in one of CBNU's five schools, but an undetermined amount of residency time will be required.

A second educational production, which will be aired by CBN next September, aims to improve the literacy rate of American children. *Sing, Spell and Read* will be a weekly educational and entertainment series; families will be encouraged to watch the program together and children will be asked to complete workbook assignments. A CBN vice-president describes the concept as revolutionary.

Emmy Award-winning producer David Freyss, whose *Sesame Street* program for the Children's Television Workshop has been critically acclaimed by millions, will produce *Sing, Spell and Read* for CBN. The concept has been tested in schools near CBN's Virginia headquarters with "dramatically improved" reading skills for children.

Norwegians Plan for New China Radio

KRISTIANSAND, Norway (NRB)—A new broadcasting company is being planned here by International Mass Media Institute (IMMI) to reach the People's Republic of China with a two-hour daily radio program. The Kairos Broadcasting Service is expected to be founded next month in Hong Kong.

Broadcasts are expected to start from one of the Far East Broadcasting Corporation's transmitters during the first half of 1985. Programs will reportedly have the Lausanne Covenant as a basis.

Some of the proposed programming will concentrate on Chinese youth, according to Sigurd Aske, a former Norwegian missionary to China, who is coordinating planning.

Aske is also a former director of Radio Voice of the Gospel (RVOG) in Ethiopia and former IMMI director. He has secured sup-

port for the project from the Norwegian Missionary Society and the Norwegian Evangelical Lutheran Church as well as other European, U.S. and Scandinavian interests.

ABC-TV Examines Faith and Politics

NEW YORK, NY (NRB)—How religion influences politics and the various ways politicians court religious groups was the topic June 24 of an ABC-TV *Directions* episode, "The Bible, the Ballot and Basic Beliefs."

The hour-long special, prepared by ABC News in cooperation with the National Council of Churches of Christ, the U.S. Catholic Conference, the Southern Baptist Convention and Jewish Theological Seminary of America, was the first of a quarterly series on similar topics.

The program was taped before an Atlanta audience that was later allowed to question the religious panelists. Hugh Downs, who anchored the program, was joined by ABC News personnel Sam Donaldson and Rebecca Chace, Senator Orrin Hatch, Rev. Robert Drinan, Harvey Cox, Rev. Joseph Lowrey and Rabbi Marc Tannenbaum.

Network Markets Church Growth with Music Series

DALLAS (NRB)—The Church Growth Network (CGN), an educational and entertainment syndicator, planned to start an aggressive marketing campaign in September aimed at attracting 500 churches by the end of the year. Their first move was to announce a new monthly gospel concert program for September.

The program, *America's Gospel Music*, was scheduled to commence on September 21 with country singer Glenn Campbell as guest artist. The two-hour musical production, aired live from First Baptist Church, Dallas, will be hosted by entertainer Pat Boone.

Anita Bryant will perform November 2 for a pre-election round of patriotic music. Other guest artists being invited for future dates include Sandi Patti and the Gaither Vocal Band.

CGN's only other program so far is a First Baptist Sunday school class being taught by Zig Ziglar. A conference speaker on motivational themes, Ziglar was recently elected first vice-president of the Southern Baptist Convention. His latest book, *Secrets of Closing the Sale*, has been climbing on *The New York*

Times book list in recent weeks.

Church Growth Network, a for-profit Texas corporation, was started in May 1983 by Judd Jackson to fill a gap he saw in existing satellite networks. The network's programs target adults 25 to 45 years old. Prominent Christian business persons from Dallas-Fort Worth and Houston have already captured Jackson's vision for communicating the gospel with this population group. The backers are "offering several million dollars or whatever it takes to reach the baby-boom market," Jackson revealed.

The network, which has currently signed on 130 churches from 14 evangelical and charismatic denominations, will be similar to the Assembly of God's Church Satellite Network (CSN) in Phoenix (see *RELIGIOUS BROADCASTING*, February 1984, page 16). Jackson describes the Phoenix operation as one that programs church services with guest speakers. He said CGN's concept is built around gospel music and educational speakers, rather than preaching and worship.

Like other church-based networks, involvement of the pastor is a major ingredient of CGN's plan. Jackson said the programming will not be successful unless a pastor is present to lead the video event. That is one reason why early plans call for a syndicated series on pastoral issues—such as the business of managing a church and personal finance. Cooking, aerobics and political involvement are among the topics under consideration as CGN is seeking additional programs. Jackson hopes to attract Catholic and Jewish series that will be of interest to evangelicals and charismatics.

The network has intentionally kept a low profile during its first year to plan a careful marketing strategy, Jackson said. Until now Assembly of God and Church of the Nazarene congregations have been the most prominent denominations affiliated with CGN.

But the Southern Baptist Convention, with 36,000 churches and 14.1 million members, is a growing influence. Jackson says this is because both Ziglar and First Baptist, Dallas, are Southern Baptist. The denomination's new church-based network, Baptist TelNet (BTN) of Nashville, Tennessee, is non-competitive with CGN because, Jackson explains, BTN's educational product is aimed at the church teaching staff and not the entire membership. Another difference lies in CGN's interdenominational approach.

Jackson became CGN founder and president after serving as a consultant with the Word of Faith Network, also in Dallas. He worked with evangelist Rex Humbard before that. Jackson, son of an Assembly of God pastor, now attends a Southern Baptist church.

Cost for a church affiliating with CGN is an annual \$89 fee plus one dollar per person for each program received. This figure does not include electronic downlink or large-screen projection equipment or related electronics.

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media broadcast experience. Must have proven track record of successful management and currently broadcasting in a major TV market and motivated for service in the Mideast. *Investigative reporter-Washington, D.C.*—to investigate and prepare news-related stories for television broadcast. Requires on-camera experience, degree in broadcast communication or journalism and minimum of 5 years news experience. Send resume, 3/4" video cassette of recent work and salary history, in confidence to Manager, Employment, Human Resources Division, The Christian Broadcasting Network, Inc., CBN Center, Virginia Beach, VA 23463. CBN is an Equal Opportunity Employer.

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LATE NEWS

LOW TV RATINGS WASH OUT FIRST CHRISTIAN SOAP

The nation's first Christian soap opera, Another Life, has been canceled effective October 6 because the 30-minute daily serial was costing producers, CBN Cable, \$17,500 per episode. Ratings were too low to sustain interest among station operators and, more importantly, potential advertisers. After three-and-a-half seasons, the "continuing daytime drama," as CBN Cable spokesman Earl Weirich prefers to call the genre, could no longer compete with network soaps. In three years the number of stations buying syndication rights to Another Life plummeted from 68 to 25. Plans for a second CBN soap opera were tabled as their first venture began to sink in ratings. Many of the drama's 75 employees will be reassigned to other CBN projects, as the network, the third largest cable company in the nation, gears up for several prime time productions (see page 33). Meanwhile, will the widow marry the divorced doctor? With shooting scheduled to end September 15, if producers did know, they weren't talking. Stay tuned.

PALAU REQUIRED CAST AND CRUTCHES AFTER ACCIDENT

Latin American evangelist Luis Palau underwent surgery for a double fractured ankle suffered in a fall shortly after his return from preaching in London. The Argentine preacher was expected to be in a cast and on crutches for six to eight weeks. He is scheduled to hold a crusade in Los Angeles October 5-6.

EVANGELIST SPOKE TO 11 MILLION FOR KOREAN CENTENNIAL

Evangelist Billy Graham preached to 11 million persons in a single evangelistic meeting Sunday, August 19, when one million gathered at Yoido Plaza in Seoul, Korea, and another 10 million viewed the service on nationwide television in a celebration of the 100th anniversary of the Protestant church in Korea. The live broadcast, which lasted for 90 minutes, was in addition to an extensive media campaign on the centennial that included radio and television programs, plus newspaper and poster advertising. Shortly after the Korean visit, Graham accepted an NRB invitation to speak at the annual banquet in Washington, D.C., on February 6 (see page 12).

SILENT PRAYER BILL UNCERTAIN AFTER HOUSE OKAY

Silent prayer legislation (H.R. 11), which was passed by the House of Representatives this summer, is expected to flounder in the Senate, according to Forrest Montgomery, counsel for the National Association of Evangelicals. The amendment, which passed 356 to 50, was sponsored by Rep. Steven Gunderson of Wisconsin. The prevailing Senate view is that, since the "equal access bill" has passed, a silent prayer law is unnecessary.

BROADCASTERS



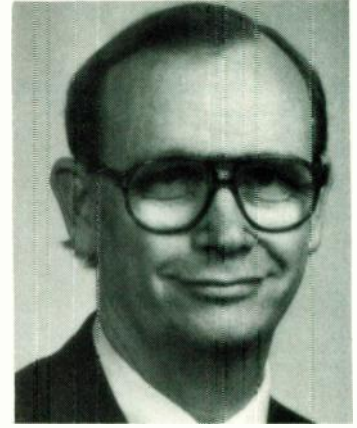
Bradford Lacey



Bob Slosser



Norah Freed



Donald Wildmon

Bradford S. Lacey, director of the Office of Communications for the PTL Television Network, died August 23 after a heart attack. Lacey, 52, began working with PTL in January 1982 after a 30-year broadcasting career that included on-air reporting in Charlotte, North Carolina, and Fort Myers, Florida. His responsibilities included press and public relations for the network and hosting a weekly television magazine, *Heritage USA Update*. Lacey is survived by his wife, **Joan Lacey**, his mother, four sons and three grandchildren. The funeral was conducted August 26 by PTL president **Jim Bakker** in the network's Hall of Faith Studio. Lacey was buried on the grounds of PTL's Heritage USA, Charlotte.

October 7 is a special day for **W. A. Criswell**, pastor of First Baptist Church, Dallas, and a radio-TV broadcaster. The church will highlight the 40th anniversary of his pastorate with a major celebration. Under Criswell's biblical preaching, the church has grown to encompass 26,000 members.

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.

Hann and Marvel Browne, missionary broadcasters for 31 years in the Philippines, have returned to the United States to continue their radio and speaking ministry with Far East Broadcasting Company, LaMirada, California. He has been a member of that country's presidential press corps since arriving in Manila in 1953, making his the longest tenure of service. Hann, who also has been on the air daily for longer than any other FEBC staffer, will continue taping his four

radio programs, including *Missions on the March* and *The Bible and You*, from the FEBC's California offices. The couple has been married for 50 years.

Moody Broadcasting Network, Chicago, has hired a network music coordinator. Filling the position is **Anita Fore**, former music purchasing director for Walterwick Publishers, Kansas City. A native of Bluehill, Maine, Fore studied piano and music theory before becoming a Moody Bible Institute student in 1978. As a vocalist, Fore has traveled throughout the United States and Europe. MBN owns and operates 11 radio stations. The satellite network is also programmed on more than 75 affiliates.

Bob G. Slosser, journalist, author and communications executive, has been named president of CBN University, Virginia Beach, Virginia. The announcement was made by **Pat Robertson**, school chancellor and president of Christian Broadcasting Network. Slosser coauthored with Robertson a recent best seller, *The Secret Kingdom*. A newsman for 30 years, including serving as assistant national editor of *The New York Times*, the new president has been working with CBNU on development of a graduate-level School of Journalism.

Twenty years ago in August, missionary **Norah Freed** decided not to become a religious broadcaster because "radio was new to me after 30 years of direct missionary work." But after reading from the Psalms, she decided to host a program that would reach women around the world. Last summer her program, *Woman to Woman*, completed its 1,000th episode, making it the longest-running production in Trans World Radio's history. A Monte Carlo resident, she was the

wife of the TWR cofounder, the late **Ralph Freed**.

Clyde M. Narramore, host of the 15-minute daily radio program *Psychology for Living*, has been named to the U.S. Attorney General's Task Force on Violence in the Home.

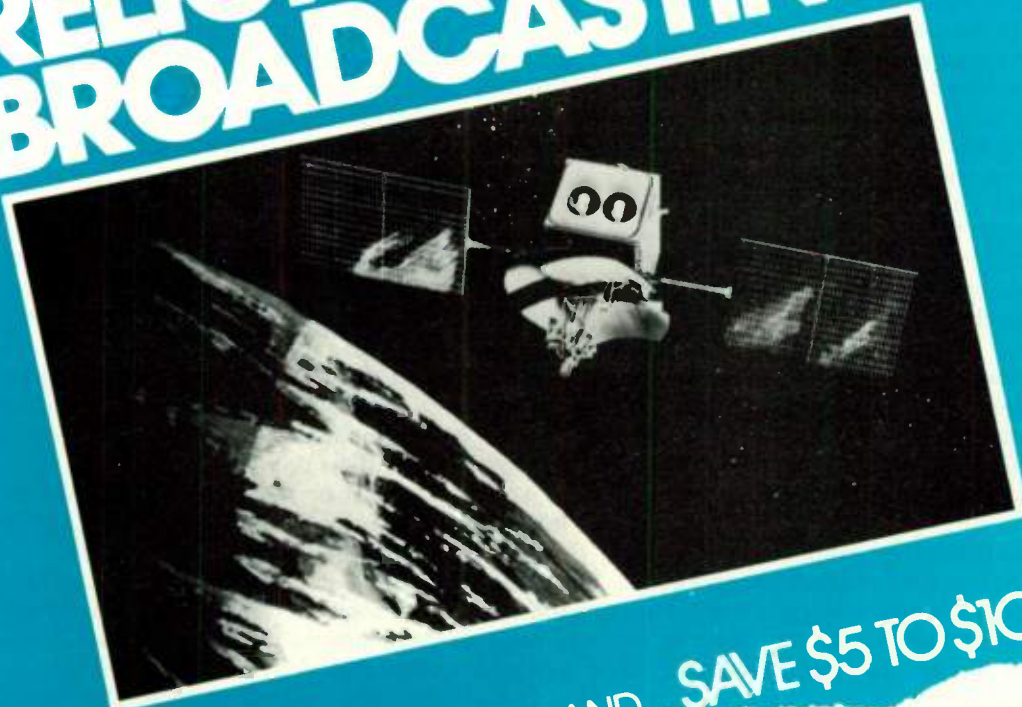
Kenneth Gangel, chairman of the Christian Education Department at Dallas Theological Seminary and author of 16 books, is known as a clear communicator of the Bible message. His new daily 4½-minute radio program, *Morning Light*, will give listeners a fresh, Bible-centered start on each day. A dramatized reading of the *Living Bible* is the focus of another 4½-minute daily broadcast. **Ray Knighton** of Living Bibles International will read from the paraphrased edition of Scripture and introduce guests who will share news of translation work around the world on his new program, being called *God's Living Word for Today*. Both devotional programs are being produced by Domain Communications, Wheaton, Illinois.

Picketing of 7-Eleven convenience stores began August 6 at some 300 locations under the leadership of National Federation for Decency director **Donald Wildmon**. A radio broadcaster from Tupelo, Mississippi, Wildmon objects to the sale of pornographic literature by the stores. The United Methodist crusader notes that states with the highest readership of pornographic magazines also have the highest rate of rape.

Frank Gray, director of programming for Far East Broadcasting Company, Manila, has been appointed an associate for radio church planting by the Lausanne Committee for World Evangelization.

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Liberal vs. Conservative

Perhaps at no time since the founding of the United States has the contrast between liberals and conservatives become so apparent as it has in the past four years. Some construe that contrast as a battle between Democrats and Republicans, but the conflict is much more pervasive than that.

Today our country is undergoing social upheavals that have no precedent in our history. The forces that underlie these changes are causing a realignment of political affiliation as well as open hostility between evangelicals and much of the rest of the population. At the root of that tension is a basic difference in how we see ourselves, and it is at that root that the evangelical church and religious broadcasters need to direct their efforts.

In the past the lines between liberals and conservatives have been somewhat less obvious. The major political parties were influenced from both sides, even though in general the Democrats tended to be more liberal. Yet the disparity was not so great that evangelicals were constrained to choose sides.

Liberals generally see themselves as the defenders of the common man. Social reform is high on their list of priorities, as is prompting individual potential and opportunity. They are opposed to institutions that they see as restricting individual freedoms; in a way, they see liberalism and democracy as synonymous.

Conservatives, on the other hand, while not opposed to social reform, prefer to try to strike a balance between necessary change and the preservation of the existing social order. Individual freedom must be tempered by individual responsibility in their view, so that no special interests begin to dominate society. Conservatives are solidly on the side of tradition.

Those are general descriptions, of course. Some tend to be more liberal, to the point of radicalism, trying to tear down existing institutions. Others lean hard to the conservative side and become reactionaries, even to the preservation of outmoded traditions. Most liberals and conservatives, however, see *themselves* as moderates and equate the opposite side with the extremists, which label them "left wing," "pinko," "right wing" or "Birchites."

The United States has been on a liberal track for decades,

and movement in that direction has generally been considered progressive. Yet in more recent times there have been signs that the liberal course is becoming more radical. Strongly aligned with a humanistic view of the centrality of man, liberals have deserted the traditional tenets of religion in favor of arbitrary standards of behavior based on individual human rights.

Of late, the upheavals in our social structure have compelled everyone to take another look at what is right and what is wrong. Without a base in Scripture, the dominant political and social forces of liberalism have agreed to abortion on demand, the rights of homosexuals to practice their deviant behavior openly, and such separation of church and state that most people can now have freedom from religion. The secular media, which is tied to a liberal view of the world, has been a major factor in making these views acceptable to a large proportion of the population.

Is it any wonder, then, that the church has become a central figure in the conflict? Traditionally the church has been slow to accept change. Sometimes it has even confused tradition with divine order to oppose legitimate changes in the structure of society. But the church is charged with preserving a scriptural view of the world and with speaking out against views that are in conflict with Scripture.

Our society today is out of balance. The pendulum of social change seems to be swinging back toward the conservative side. Only part of the reason is the involvement of evangelical Christians in speaking out on political issues. Our population is getting older, and older people are less in favor of rapid change.

What the church—and religious broadcasters—must continue to do is address the issues in light of what the Scriptures teach. Social change in our country has made sin legal, and for too long the church has not preached against sin publicly. Yes, we must be involved in the political process, we must seek to put Christians into public office and we must address the issues of public policy.

Most of all, however, somehow we need to reach the whole population—liberals and conservatives alike—with the gospel. That is the real challenge, both for the church and religious broadcasters. There's no cure for sin like salvation.

—Harold Hostetler

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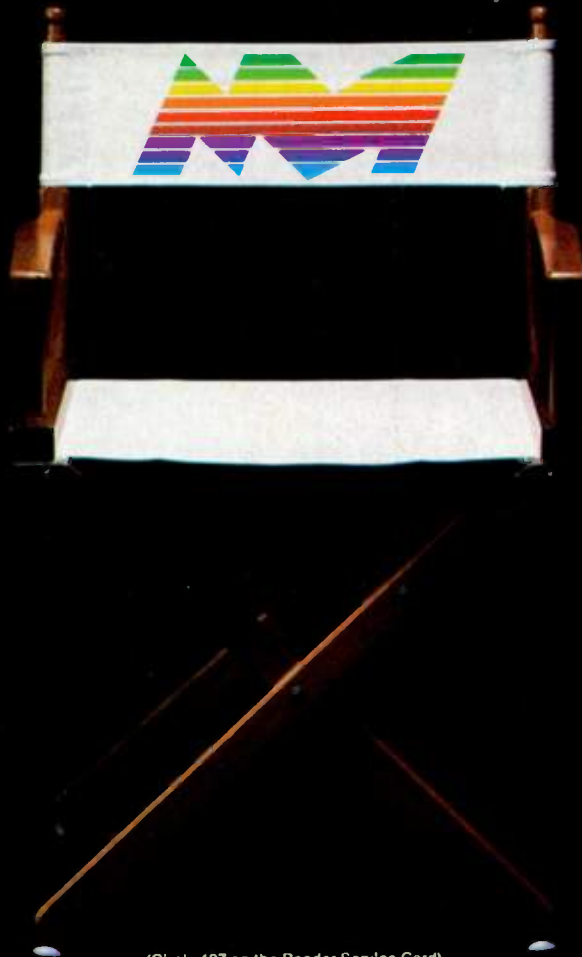
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