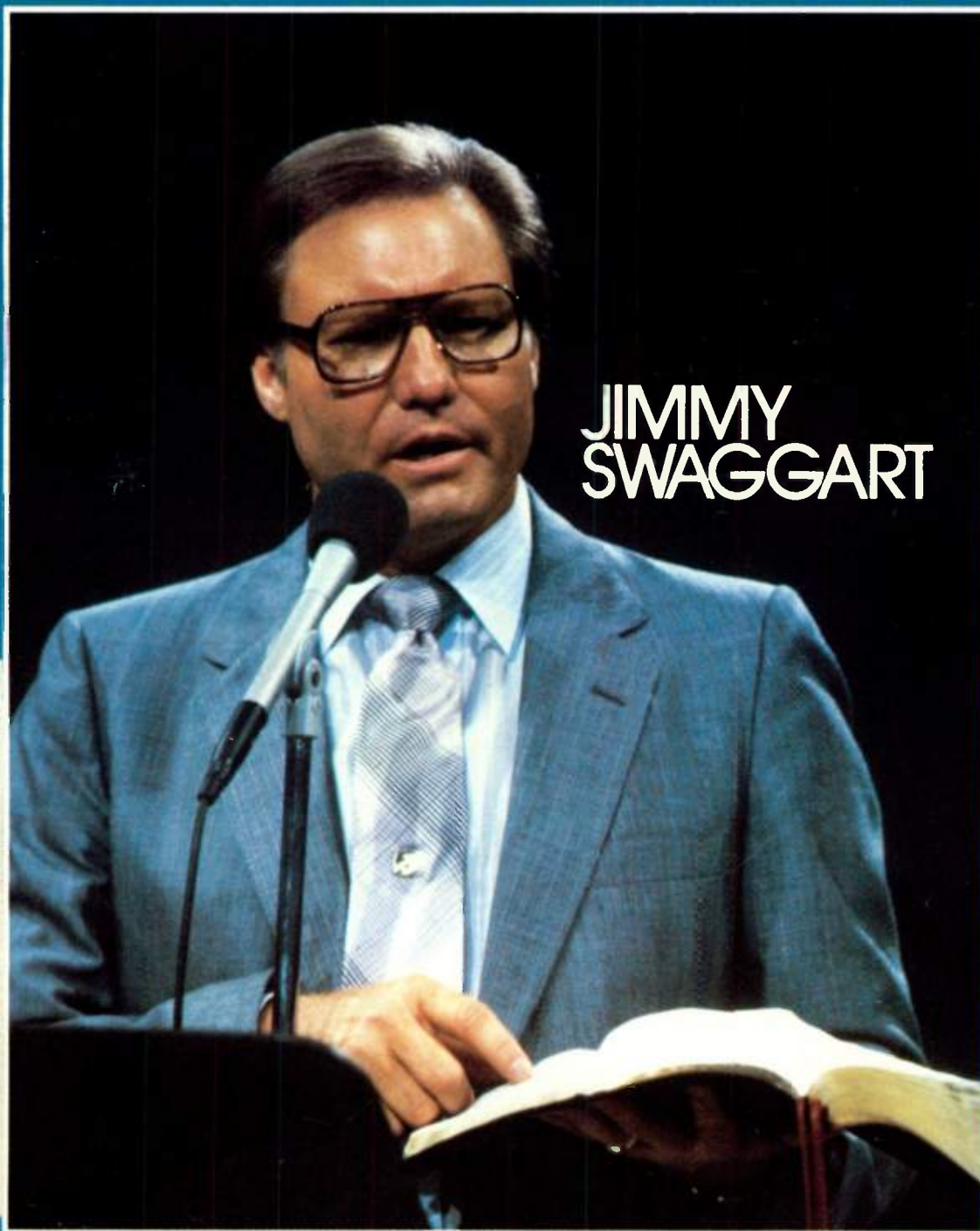


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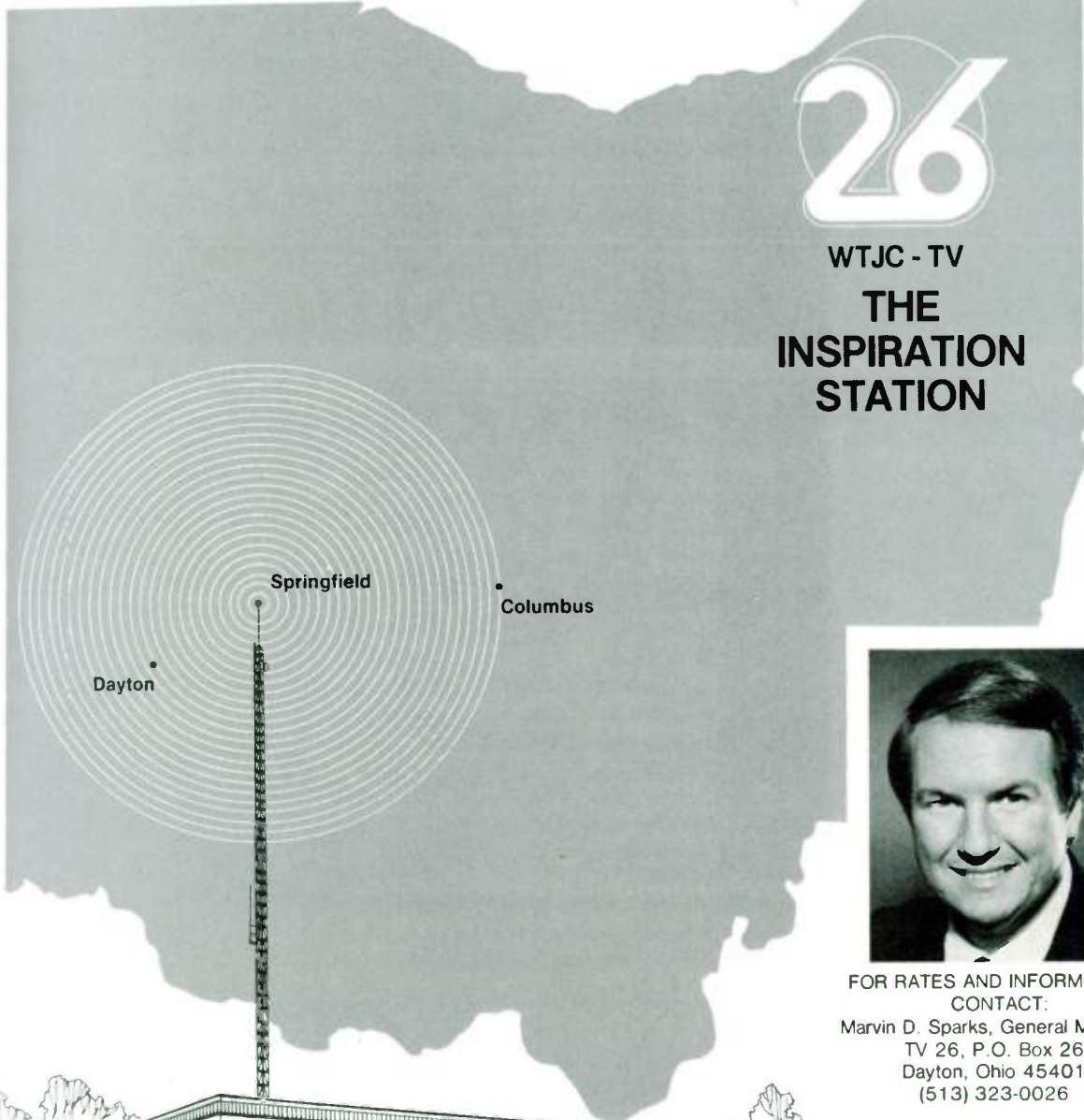
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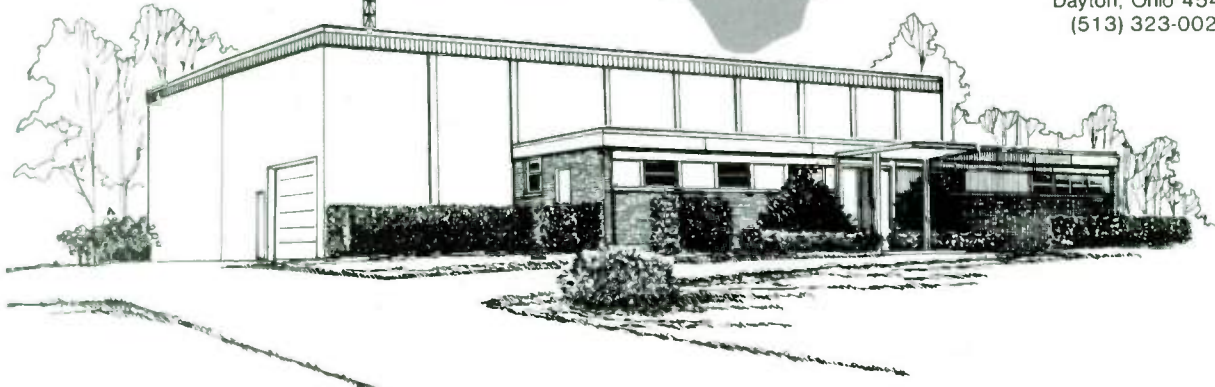
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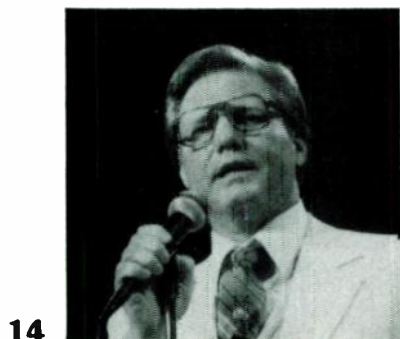
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November 1984



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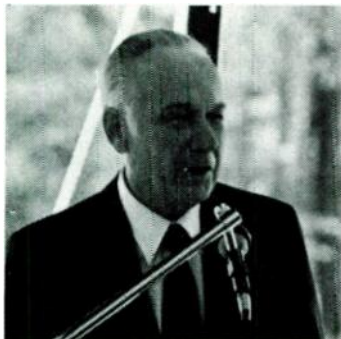
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SIGN ON

Preaching the Word



Never in our history have we had more educated Christian workers. Never in our history have we had a more ineffective ministry.

It seems that many present-day workers have been to seminary or Bible school but never to Calvary. Intellectualism without spirituality has proven to be a curse to the church of our Lord Jesus Christ.

Many sermons, even those delivered on radio and television, are directed to the head rather than to the heart. What is it that the Word says about "preach the Word?" It could be said of today, "Preach the Word out of a deep experience of fellowship with the Lord and God will bless it."

Man's reasonings, philosophies and hypotheses are in comparison to God's thoughts just so much rubbish. The Bible is God's revelation, and once it is made known, it calls for no special mental capacity to understand—just a submissive will to believe and obey. The gospel is preached for the obedience of faith, not for the rational consent of the mind. This idea should be foremost in our attempt to reach our world.

God has always honored the preaching of His Word. Those who preach God's truth with simplicity in the power of the Holy Spirit are widely used to the glory of Christ. There is talk sometimes of the problem of communication, implying that modern man can't understand the old truths of regeneration and justification, but I'm convinced our Lord would have us present the simple saving gospel consistently and faithfully and to preach and teach His Word. We leave those final results with Him.

The saintly Robert Murray McCheyne said, "How diligently the cavalry officer keeps his sabre clean and sharp; every stain he rubs off with greatest care. Remember you are God's sword, His instrument, a chosen vessel unto Him to bear His name. In great measure, according to the purity and perfections of the instrument will be the success. It is not great talents God blesses so much as great likeness to Jesus."

It grieves me when I hear and read of radio and television preachers who have departed from preaching the simple Christ-exalted gospel and have gone instead into preaching "another gospel." May God keep us on the straight and narrow and deliver us from that temptation.

E. Brandt Gustavson

President

National Religious Broadcasters

In Future Issues

As we approach the close of 1984, most of us at National Religious Broadcasters are beginning to think ahead to the 42nd Annual Convention February 3-6 at the Sheraton Washington Hotel. Issues of *RELIGIOUS BROADCASTING* will keep you informed about speakers and program development.

One of the most significant announcements is the scheduled debate between Senator Edward M. Kennedy and conservative pastor Jerry Falwell (see "NRB News," page 12). We will be giving more information about this in the next issue, including more complete details on the topics they likely will debate.

Another developing area of interest is the whole subject of ethnic broadcasting. We expect to run a full report on what is happening in this field, including a special article from Dr. Harold A. Carter, pastor of New Shiloh Baptist Church in Baltimore and a speaker at NRB '85.

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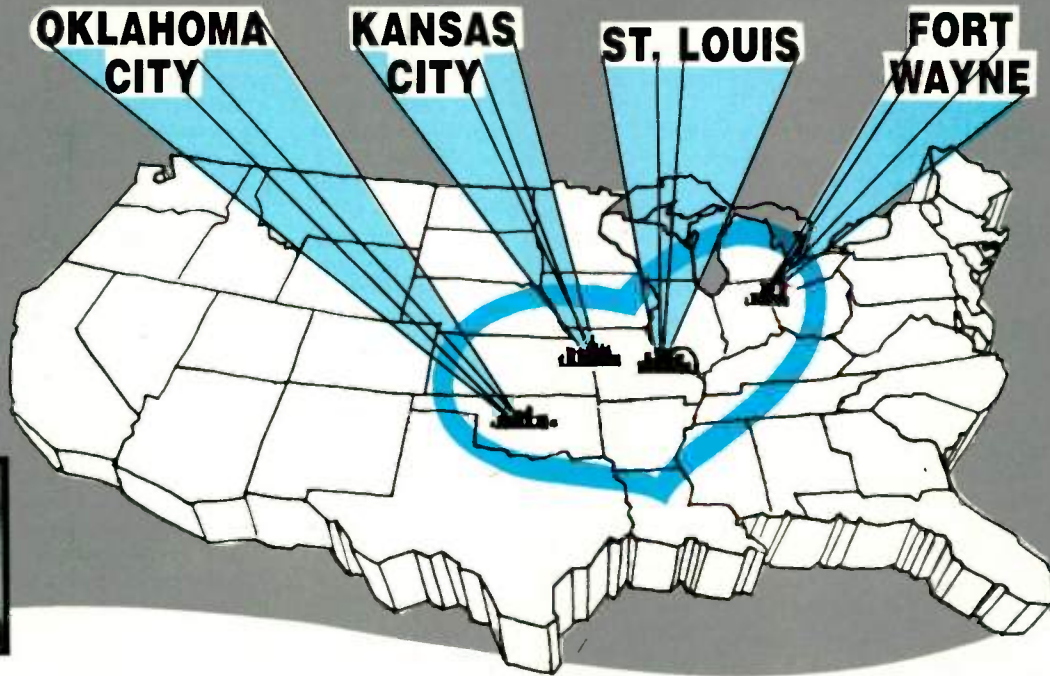


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The FCC Deregulates Noncommercial Radio and Television

by Richard E. Wiley

In August, consistent with its previous deregulatory moves, the Federal Communications Commission released a public broadcasting version of the commercial radio and TV deregulation orders. This order* focuses on three major areas: program responsibility, community ascertainment obligations and procedures, and logging requirements.

The theory behind the changes, which took effect September 25, is a familiar one—marketplace and social forces are more than adequate to monitor the activities of public broadcasters. In addition, the commission expressed concern that the reduction in funding to public broadcasting renders the cost of regulatory compliance “unduly burdensome” and not worth the risk of an adverse impact on service to the communities of license.

General Responsibilities

The commission decided not to change its regulatory approach to programming and retained the basic issue-oriented obligations of public licensees. Although the FCC will continue to rely on the “good faith discretion and judgment” of public licensees, the order details what licensees must do in order to meet their obligations.

Public broadcasters are responsible for filling the gap between what commercial broadcast stations offer and what the rest of the community needs. For example, where the commercial media market appears to have ignored a significant issue in a community, the public stations should be the first to address it.

The commission sees this alternative programming as an important competitive spur to other local media. Public stations, whose formats have become increasingly specialized, must be careful not to neglect the significant programming needs of their communities. Specialization for the sake of creating diversity is acceptable so long as the needs of the rest of the community are not neglected. The FCC indicated that it will be looking to the new program log requirements to check station performance.

Ascertainment

Calling the requirements unwarranted, burdensome and costly, the commission eliminated the ascertainment obligations of public stations. Previously, to show that local

needs had been properly ascertained, non-commercial television licensees were required to: (1) compile demographic data on their community of license, (2) conduct interviews with community leaders, (3) conduct a general public survey and (4) prepare a problems/programs list each year.

Public radio stations, on the other hand, were afforded more flexibility. They were permitted to ascertain by any reasonable method that would provide them with an understanding of the problem, needs and interests of their service areas. Licensees were required to prepare an annual narrative report and problems/programs list that would document their ascertainment process. The FCC now maintains that market and social forces are more reliable and can better ensure service.

Since noncommercial broadcasters typically rely on individual contributions for one-sixth of their support, the commission believes that this direct public contact will help alert public licensees to issues of community importance. Moreover, advisory boards, educational institutions and local officials also will ensure that public stations remain accountable to their communities.

The commission indicated, however, that its deregulatory action should not be interpreted as a lack of concern for community involvement. The driving force behind the elimination of the ascertainment requirements was their unnecessary emphasis on the methodology used to determine community needs rather than on the key issue of the station's responsiveness to those needs. The FCC found that marketplace and social forces are better able to reflect the needs and desires of a community than government-defined practices and procedures.

Program Logs

Even though it is important for public stations to document their compliance with the programming guidelines, the commission views the substantial cost involved as an unjustified burden on licensees, particularly in view of the limited nature of the FCC's programming oversight responsibilities. As a result, the old logging requirements have been eliminated and replaced with a quarterly issues/programs list, similar to the one commercial stations must file. Previously, non-commercial stations had to keep a daily log which identified each program by name or title, and the time it began and ended, and which classified it as to type and source.

Under the new requirements, a public licensee must retain in the station's public files a brief narrative description of at least five to ten issues which it has addressed with responsive programming during the preceding three months, along with a statement of how each issue was treated. The FCC believes that the highlighted issues/programs list will be easier for the public to review than the voluminous logs stations have maintained previously. Licensees, however, still must maintain records of political candidate appearances or “uses” and performance of the requisite Emergency Broadcast Tests, provide donor identification announcements, and broadcast station identification announcements, local announcements and whatever material in a program was taped, filmed or recorded.

The commission also eliminated Form 303-N, the long form audit. But this does not alter the substantive obligations of licensees to serve the public interest. The Field Operations Bureau will continue to make random technical inspections and periodic checks of public files for completeness.

Conclusion

As with the FCC's commercial broadcast deregulation orders, this order does not change the substantive responsibilities of public broadcasters. Instead, the commission is attempting to ease the regulatory and financial burdens of noncommercial stations in the hope that they increasingly will add to the diversity of the market by addressing needs unmet by commercial stations. Consequently, public licensees should take care that their issues/programs lists reflect the commission's strong emphasis on responsive, issue-oriented, alternative programming.

Additionally, licensees should consider whether documentation beyond the new level required in the order would be helpful in protecting themselves against petitions to deny or competing applications. In the event that a public broadcaster's license is challenged, it might be helpful to have more detailed records than those required by the new rules in order to demonstrate the quality of the licensee's programming and its responsiveness to public needs.

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, an associate with the firm.

* Revision Policies and Reporting Requirements Related to Public Broadcasting Licensees, FCC 81-496 (August 22, 1984).

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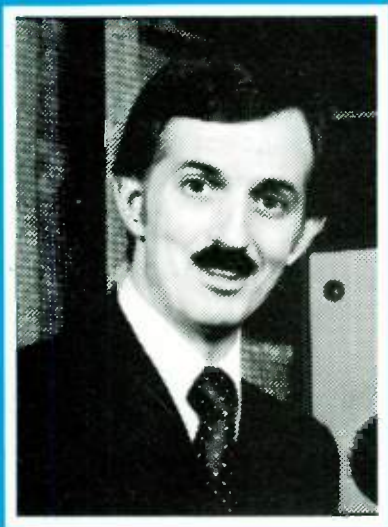
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Graham Comments on Oppression of Soviet Churches

NEW YORK (NRB)—On returning from a 12-day preaching tour of four Soviet cities, evangelist Billy Graham said that state oppression of Christians and Jews continues to be a source of church-state tension there, even though he did not observe any increase in the conflict since his last visit in May 1982.

The evangelist made his comments at a 45-minute press conference September 25 at a New York City hotel shortly after returning from Siberia. The September 9-21 trip to Moscow, Leningrad, Tallin in Estonia and Novosibirsk in Siberia saw Graham deliver 50 public talks or sermons, including statements at Russian Orthodox and Baptist churches and the Leningrad Theological Academy. Two major meetings with clergy, and sessions with civic and government officials were also conducted.

Some U.S. officials had expressed concern about the trip because it might distort U.S.-Soviet negotiations on nuclear weapons and human rights issues, Graham said, adding, "If President Reagan had said 'no,' I wouldn't have gone there." Graham only received "caution lights" from the National Security Council. The evangelist said he was not sure why the Soviet government allowed him to accept the churches' invitation to make the trip or whether the Kremlin was somehow using his visit as a propaganda ploy. "The risk of being used was worth it because of the advancement of the gospel," he said.

The Soviet press, including radio and television, reported segments of Graham's public statements. "I was always quoted accurately," he told the American press. The evangelist said the Western press covered the visit "sympathetically and, in most cases, accurately."

Graham made no direct reference to distortion of his statements made during a five-day visit to Moscow in 1982. At that time he said the Soviet Union has a "measure of religious freedom" when compared to conditions in that country in the 1930's and 1960's. "My just-completed visit has confirmed these statements," he commented.

In the Soviet Union "many churches are open and active ... as long as they abide by the government's requirements for religious organizations," Graham said. "The Soviet Union does not allow churches to be a rallying point for what it considers anti-Soviet activities."

Churches who refuse to register with the government "may face definite opposition from their government." Graham met with

only two unregistered church leaders and "had no opportunity to talk privately" with them. He did "express my concern for the situation of these believers" in several private meetings with Soviet government and church officials.

The evangelist said that 100 million Soviet citizens believe in a Supreme Being. He called religion "a strong force in the Soviet Union" and clarified his view that the Communist party, not the Soviet government, is atheistic.

Graham said the Russian Orthodox Church has already extended another invitation to return to the Soviet Union but that he would have to "let this trip settle down" before both sides can evaluate the details of a return visit. Already scheduled for next year is a tour of Romania.

Graham, who had been away from the United States since April, called the meeting between President Ronald Reagan and Soviet Foreign Minister Andrei A. Gromyko "a psychological ray of hope" for U.S.-Soviet relations. The world's best-known evangelist sees superpower tension with a "slight optimism that we're on the road to change—for good or bad, we don't know." He then repeated his call for "Salt 10" to negotiate an immediate halt to production and deployment of all nuclear weapons.

On domestic matters, Graham said of the ongoing religion and politics debate, "We need morality in government. Moral questions are needed in public debate." Unlike some evangelical leaders, Graham did not endorse a presidential candidate or "take part in the election." He identified "economics" as one of the most important campaign issues.

Three Cable TV Networks Downplay Competitive Growth

FORT WORTH, Tex. (NRB)—Less than six months after introducing a new television system, the Southern Baptist Convention has found itself in competition with two other established religious networks in some cable TV markets.

A mixture of conciliatory statements and criticism reported in *Baptist Press* has been directed at the Baptist's American Christian Television (ACTS) by the PTL Television Network of Charlotte, North Carolina, and CBN Cable of Virginia Beach, Virginia.

All three networks acknowledge they are not in competition with each other, except that all services compete for limited channel space. It may be difficult for cable TV operators to see the three networks as non-competitive, said Jimmy Allen, president of

the Baptist's Radio and Television Commission, parent of ACTS.

Allen praises the "grass-roots structure" of the television system and downplays charges of local pressure on cable system operators. "We are trying to be very positive. We believe there is room for all of us on cable," he said.

According to *Baptist Press*, the denomination's news service, the city council in Little Rock, Arkansas, instructed Storer Communications to replace PTL with ACTS. Under similar circumstances, PTL has been replaced by ACTS programming on systems in Mobile, Alabama, and Fort Worth, Texas.

In Jackson, Mississippi, Capitol Cablevision dropped CBN from the system's basic service to its second tier, which costs subscribers more money.

By contrast, United Cable Television, Tyler, Texas, chose to leave CBN on their basic service and place ACTS on the second tier until another basic channel opens up.

Though unconfirmed, similar programming concerns are reported in some other communities, but no one is ready to call the problem epidemic. "There is a problem, but how widespread it is I don't know," said Gene Linder, executive director of programming for ATC, which owns 467 cable TV systems, including the one in Jackson.

Some cable owners and operators are perceiving pressure from local Baptist pastors who want ACTS in their communities. Unlike PTL and CBN, ACTS is being developed by a denomination, the largest Protestant group in the U.S. Another difference is the revenue strategy; ACTS does not seek funds over the airwaves.

ACTS officials issued a policy statement disavowing pressure tactics. "Never are cable operators asked to drop or move any particular service. Any ACTS personnel violating this approach would be dismissed," the statement read in part.

According to PTL marketing director Jack Hightower, the statement did not solve the problem because "the distance between the home office (Fort Worth, Texas) and the local boys is a long, long way." He added that sometimes enthusiasm for ACTS by local pastors is seen as "the wrath of God" by a cable system manager.

"When these ministers go to a cable system manager with evangelistic fervor instead of a conciliatory spirit, it comes across as hard-sell," Hightower explained.

The ACTS master plan actually discourages the independent-minded local pastors from approaching the cable companies. Instead, a force of 300 regional consultants forms the front line when approaching the companies. A number of national contracts have been signed or are being pursued by

ACTS officials with multiple system operators (MSOs).

ACTS officials note that, in most cases, their network has found space on new or expanding systems or where adequate space has not required eliminating any other service. Lloyd Hart, national cable affiliate manager for ACTS, said, "In many cases where a cable system already has a religious service and no extra room, we are told we will have to wait as much as a year before another channel is available. And that's fine."

"We would rather see PTL, CBN and ACTS all on the same system," Hart said, "because any of them would be better than most other cable services."

ACTS, which jumped from 18 to 24 hours a day of programming in September, is received by 1.6 million subscribers via 107 cable systems and 2 low-power stations. The figures are small by comparison to CBN Cable, which reaches 24.3 million subscribers on 4,619 systems, and PTL, seen by 10 million subscribers on 1,030 systems. (Based on information in a *Baptist Press* report by Greg Warner).

Faith Center Loses Latest Renewal Attempt

SAN FRANCISCO (NRB)—Television preacher W. Eugene Scott of Faith Center Church, Glendale, California, was ordered by the Ninth Circuit Court of Appeals in San Francisco on August 14 to pay double court costs for what the court termed a "frivolous" appeal of a suit over nonrenewal of broadcast licenses held by his religious organization.

According to *Broadcasting* magazine (August 20), the court said Scott's latest appeal in the seven-year-old case was "wholly without merit." In addition, the court ordered Scott to pay attorney's fees plus double court costs to the federal government, which is chief defendant in the case. The exact amount was still to be determined.

Scott's suit stems from investigations by the FCC, the California state attorney general and other authorities beginning in September 1977 which he and Faith Center claim violated his and the church's constitutional rights.

The FCC refused to renew the license of Faith Center's KHOF TV 30/San Bernardino (California) and several other church-owned stations, charging that Faith Center refused to cooperate in its investigations of alleged impropriety in the stations' on-air fund raising.

Faith Center contends that it cooperated with the commission and "provided every document in its possession other than those

which would have required this church to reveal the names and addresses of its individual donors, and the donation amounts of its individual donors." The church maintains that providing these donor records to a government agency would violate a biblical principle (Matthew 6:1-4) and the U.S. Constitution.

The church has accused the FCC of conducting a "never-ending quest to find anything to discredit the reputation of Faith Center or its pastor." A church document calls FCC decisions in the case "lies."

In response to a June 13 letter from Faith Center that seeks Congressional involvement in the ongoing case, Rep. James Jones, chairman of the House Budget Committee, has asked Rep. Timothy Wirth, chairman of the House Subcommittee on Telecommunications, Consumer Protection and Finance, to reconsider a decision not to conduct a hearing into the FCC's activities as they relate to Faith Center.

Jones, a Democrat from Oklahoma, said the FCC action is "setting a dangerous precedent against the right of free and unfettered worship."

As of September 14, a hearing had not been scheduled, according to a subcommittee spokesperson.

Scott issued a statement after the most recent ruling. "When anybody is penalized for suing the government," he said in part, "there goes the First Amendment to redress government."

Universal Buying Eighth AM Station

PASADENA, Calif. (NRB)—Universal Broadcasting Corporation made communications history September 10 by filing with the FCC to purchase its eighth AM radio station, WATI/Indianapolis (Indiana). Universal was the first corporation to take advantage of the commission's "12 and 12 rule," approved two days earlier.

The commission ruling allows purchase by the same company of 12 AM and 12 FM stations. The previous limit for each category was seven stations.

WATI is a 250-watt daytime-only station that will complement the company's WGRT-FM in nearby Danville, Indiana. All of Universal's stations air some Christian programming.

In September 1981 Universal petitioned the FCC through its Washington, D.C., attorneys to allow purchase of more than seven AM's or seven FM's.

The company owns and operates seven AM and four FM facilities including KMAX-FM/Arcadia (California), WTHe-AM/Min-

eola (New York) and KTEK-AM/Alvin (Texas).

WATI was purchased subject to FCC approval from Sarkes Tarzian, Inc., of Bloomington, Indiana, for \$300,000 cash. A Universal spokesman said the company plans to continue its buying strategy but would not identify its next acquisitions.

Four TV Stations Go on the Air Around the Country

DALLAS, TX (NRB)—Religious television stations are springing up throughout the nation. Among the stations that aired in recent months or those awaiting FCC approval, is a full-power facility for Dallas-Fort Worth.

With a programming philosophy that aims to serve local churches by "winning lost souls, helping the hurting and perfecting the saints," KLTJ-TV 49/Dallas signed on the air in April. (Call letters are an acronym for "Keep Looking to Jesus.")

Despite initial problems with a transmitter, the station now carries a mixture of locally produced programming (30 percent) and Trinity Broadcasting Network of Santa Ana, California (70 percent). Among the daily fare being watched is the live morning talk show, *Praise the Lord*, featuring Paul and Jan Crouch.

The station was started by a Southern Baptist minister and former missionary evangelist, Eldred Thomas, who also manages KVTT-FM/Dallas. Thomas was national secretary for the American Nursing Home Association and a nursing home owner.

Other new stations are:

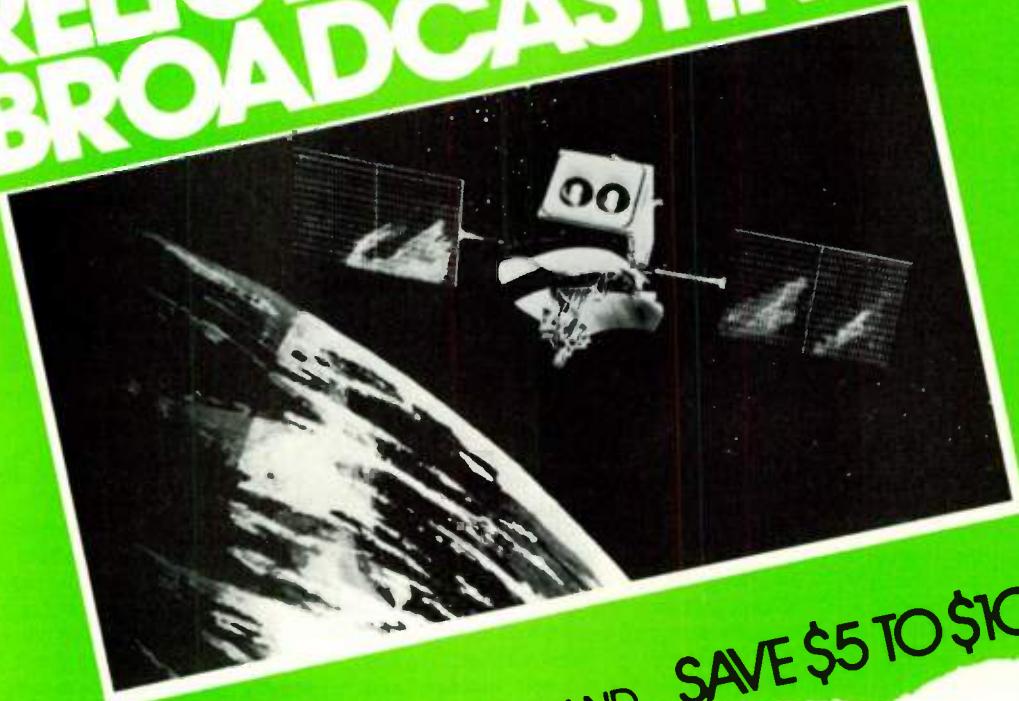
- A Christian television station was introduced recently to residents of Myrtle Beach, South Carolina. Carolina Christian Broadcasting, Inc., the Greenville, South Carolina-based owner of two other television stations, commenced broadcasting on WGSE-TV 43/Myrtle Beach.

- Residents of Columbus, Ohio, have been watching a new UHF station since June that includes 10 hours per week of Christian television. WTTE-TV 28 airs evangelist Jimmy Swaggart each morning, a first for the Columbus market. The FCC granted the license for channel 28 to CRI, Inc., a division of Chesapeake Broadcasting, Baltimore. William Rhodes is general manager.

- As of last May channel 23 in Decatur, Illinois, has been occupied by Decatur Four-square Broadcasting, Inc., a religious organization. General manager Joel Sanchez promised a 16-hour broadcasting day that is 80 percent religious. The balance comprises family programming.

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Kennedy and Falwell Will Debate Religion and Politics

WASHINGTON, D.C. (NRB)—Two of the nation's best-known public figures, Senator Edward M. Kennedy of Massachusetts and pastor Jerry Falwell of Lynchburg, Virginia, will square off for a debate on religion and politics on Tuesday, February 5, third day of the next NRB national convention.

The Kennedy-Falwell confrontation is scheduled for NRB's annual Congressional breakfast at the Sheraton Washington Hotel. The 42nd gathering of religious broadcasters is being held from February 3-6.

The two leaders, one a premiere spokesman for liberalism, the other a leading conservative with regular input into White House policymaking, last met publicly when Kennedy addressed Liberty Baptist College on October 3, 1983. The senator's remarks then, which received a restrained but standing ovation from the 6,000 students and visitors present, and Falwell's review of the one-day visit by his ideological opponent shed some light on the debate that will be one highlight of the upcoming convention.

Kennedy's speech, entitled "Tolerance and Truth in America," called listeners to respect integrity of religious belief, public debate and the right to disagree without challenging morality of another's motives. He also defended the "independent judgments of the conscience" against "the instances of name-calling, sometimes on both sides."

Kennedy, who ran unsuccessfully for the Democratic Party nomination for President in 1980, described Falwell's visit to Harvard University, Boston, in April 1983 as "not Harvard's finest hour." The television preacher, known to millions for preaching on *The Old Time Gospel Hour* and founding Moral Majority, was hissed and heckled by Harvard students. The senator added that the loudest applause came in defense of Falwell's right to speak his views at that liberal campus.

A Falwell editorial, published in his *Fundamentalist Journal* (December 1983, page 8) shortly after Kennedy visited Liberty Baptist and ate dinner at Falwell's home, claimed the speech gave his school "a tremendous amount of credibility with those factions who have opposed this work for so long.

"We cannot expect to train champions for Christ who will go into the arena of leadership and change our nation if we insulate them from their political opponents," Falwell commented in defending the school's political science department decision to invite Kennedy. Falwell is founder and chancellor of the



Senator Edward M. Kennedy (l.) and Jerry Falwell exchange views October 3, 1983 at Liberty Baptist College. Both leaders will debate religion and politics at NRB '85.

college, located in Lynchburg, Virginia.

Falwell returns to the NRB podium for the second consecutive year. When speaking to the FCC luncheon last January 31, Falwell challenged the 4,000 convention attendees to adopt abortion alternatives as a prime social issue by setting up more than 1,000 Save-a-Life centers for pregnant women. He has called for an end to abortion "murders" and the Medicaid funding that has financed many of them for the poor.

On February 24 Falwell told a Wyoming group, "Abortion is a national sin and a disgrace for America. The issue is not freedom of choice for women but the sanctity of life for the unborn." Saying that abortion "undermines the family," Falwell called Christians to "work together on the state and national levels to protect" the unborn and to become "champions for human rights."

While personally opposing abortion because of his Roman Catholic faith, Kennedy is "pro-choice" and has voted consistently for abortion rights. In the 1983 speech, the Massachusetts senator termed abortion an "inherently individual" issue.

"The proper role of religion is to appeal to the conscience of the individual, not the coercive power of the state," Kennedy reasoned about abortion. He added that other issues—"nuclear war is a compelling example"—are "inherently public." Because nuclear weapons policy is decided by governments rather than individuals, Kennedy believes

"people of faith must speak directly about public policy."

Other topics that may surface in the Congressional breakfast debate will include nuclear freeze legislation, prayer in public schools and the equal rights amendment. These issues have divided conservative and liberal Christians throughout the election season, which ends this month.

At the crux of the religion and politics debate, which has been played out in the media since the summer, is lack of a clear definition of church-state separation: What is the difference, if any, between public and private morality?

The format of the debate will be a 15-minute speech by each man followed by three minutes of rebuttal of the other person's viewpoint.

Members of the Senate and House of Representatives are being invited to join the almost 4,000 religious broadcasters and related professionals that usually attend an NRB convention.

Updated NRB Directory Now Being Published

MORRISTOWN, N.J. (NRB)—The 1985 edition of *The Directory of Religious Broadcasting* is expected off the press by January 1. Planned as the "most accurate NRB directory ever," the newest edition will be sold until
(continued on page 33)

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by Jimmy Swaggart

FOR THE FIRST TIME in history God has given a handful of men the opportunity to reach tens of millions with the gospel of Jesus Christ. The vehicle is, of course, the airwaves. When I realize that nearly 40 million people in 40 countries will tune this week to our telecast, the immensity of the audience is almost beyond my human comprehension. And parallel with this unprecedented ability to appear before people is the opportunity to influence them: We can redirect a nation to the paths of righteousness; we can introduce (often for the first time) masses to the great gospel of Jesus Christ.

Still, I'm afraid we may sometimes find ourselves in the position of Ahimaaz when he determined to inform David of the battle between Joab and Absalom. He knew the route and he arrived quickly. But, once standing before the king, where—as recorded in the Bible—the king readily said of Ahimaaz, "He is a good man and cometh with good tidings," his courage failed. When the question was put to Ahimaaz, "Is the young man Absalom safe?" the only answer that he could give was, "I saw a great tumult, but I knew not what it was." He was then told to "turn aside" (2 Samuel 18:27-30). Are all media ministries anointed of God? Only God can answer that, but one point can be made with certainty: All the running in the world will be of no use if we don't know what to say when we get there.

As an evangelist allowed by God to speak to millions, I feel there are three divine imperatives on which I must base my ministry. The first is the message I preach; the second, the issues I face; and the third, the integrity of my total effort.

The Message We Preach

Old-fashioned, Holy Ghost preaching of the gospel isn't popular. It never has been and perhaps it never will be.

The other day I stood in the home of John Knox in Edinburgh, Scotland. I stood in the tiny study where this man of God faced the might and the power of bloody Queen Mary. Because of his message and ministry, the terrible persecution imposed in many other



Divine Imperatives for Broadcast Ministry

*Personality and professional delivery
will not be enough to get the gospel across
without the anointing of the Holy Spirit*

countries barely touched Scotland. Those were terrible times, but Scotland escaped much of the carnage because, as the queen said, "I fear the prayers of John Knox more than I fear the armies of England."

Vance Havner once said, "Why do we need Hollywood, Las Vegas and Nashville to beef up the programs in our

evangelistic rallies? What's wrong with the Holy Ghost?"

A. W. Tozer said, "A new decalogue has been adopted by the neo-Christians of our day. The first word reads, 'Thou shalt not disagree,' and a new set of Beatitudes begins, 'Blessed are they that tolerate everything 'for they shall not be made accountable for anything.'"

PROGRAMMING

"It is now 'proper' to discuss religious differences in public, but with the prior understanding that no one will try to convert another or point out errors in his belief. Imagine Moses agreeing to take part in a panel discussion with Israel over the Golden Calf, or Elijah engaging a gentlemanly dialogue with the prophets of Baal. Or try to picture our Lord Jesus Christ seeking a meeting of minds with the Pharisees."

The world today is begging—even crying—for preachers of the gospel who will depend totally upon the Holy Ghost without compromise. But all too little of this type of preaching seems to be reaching them today.

I am certain that talk shows, variety efforts, songfests and Christian dramas all aid the cause of Christ to some degree. But, by and large, it takes the mighty preaching of the gospel to set the captive free. Paul didn't hedge when he said in First Corinthians 1:18, "For the preaching of the cross is to them that perish foolishness; but unto us which are saved it is the power of God."

In 2,000 years God has instituted nothing to replace the preaching of the gospel, and He has now given us a unique and unprecedented method for delivering this message. But just preaching is not enough. It must be watered, saturated and literally baptized in the anointing of the Holy Spirit. And this anointing is not automatic. It comes only as it did for E. M. Bounds, Jonathan Edwards, John Wesley or Charles Finney—through prayer, fasting and tearful petition to God to be used effectively.

How many thousands of letters have I received from individuals who were totally bound by the powers of darkness? Clever sayings, a glib tongue and personality are as the swift feet of Ahimaaz. But what has delivered these formerly bound by Satan? The mighty convicting power of the Holy Spirit!

But I hasten to add: When we preach the true gospel, under the anointing of the Holy Spirit, just as God gives it to us and based on His Word—there will be few flowers or accolades laid at our feet. We will be cursed, reviled, lampooned and rejected. But, as was once said, "When a prophet is cursed and ostracized, he can do the work of a prophet.

But when he is feted, lauded and accepted, he loses the touch of heaven on his soul."

The Issues We Face

The man who reaches electronically into millions of hearts, homes and lives is also obligated to face and address the issues of the day. During the '60s, when rebellion threatened our land, one columnist wrote, "Where are the preachers?" He observed that when the nation formerly drifted, it was the preachers who pointed out the sin of the nation and called it back to repentance.

If this nation is to be turned around today, many elements will play their part and, of course, it will be God who gives the increase. But I believe the media ministries must stand in the forefront. We must call abortion murder, homosexuality sin and "careless" politics corruption.

Will we be popular if we do so? The real question is answered by Paul in First Corinthians 9:16: "Woe is unto me if I preach not the gospel." A preacher of the gospel is the conscience of a nation and we, whom God has favored with pulpits of unprecedented proportions, must not fail to keep the faith.

Our Integrity

As we reach the ears of millions, we can do one of two things: We can exploit the people or we can nurture them. Sad to say, millions think that just because someone appears on radio or television he is something more than human. As such, exploitation and manipulation are possible and all too often soil the ministry.

Now, to be sure, there are muckrakers and hustlers in the news media who manage to twist and pervert the honest actions of almost anyone. But we must be ever on guard to maintain the highest standards of integrity—avoiding anything that can possibly be misconstrued. Paul said it best in First Thessalonians 5:22 when he admonished us to avoid even the appearance of evil.

One Final Word

Up to here I've written about audiences of millions, but we must not lose perspective. While we address millions, the bottom line will always be the individuals we reach.

Some time ago I was in a Southern city preparing to preach. One afternoon in my motel I started seeking God for the night's service. As I finished praying, the phone rang. A woman's voice asked if I were Jimmy Swaggart. When I affirmed that I was, her story poured out over the phone.

The woman was occupying the room next to mine and had heard me weeping and imploring the Lord for a service that would win souls for Him that night. The welfare department had put her there after a hurricane destroyed her trailer and her husband abandoned her and her small son.

She had, she said, come close to suicide. Her faith in God had been shaken by media attacks on the prominent television and radio evangelists. Now, however, she suddenly saw things in a new light.

Recognizing my voice, she had been shocked to hear me weeping and agonizing before God when there was no audience present. She suddenly realized I was genuine, and this was to help her regain the spiritual strength to face and overcome her problems.

I never met the woman, but as I prayed for her over the phone and finally placed the receiver back in the cradle, I felt so humble. I believe God arranged this incident to show me just who we are and Who we represent. We are, in truth, living epistles, read of all men.

I wept. I suddenly realized how frail and inept I may be, yet how much depends on our lives, our integrity and—most of all—on the great message we preach.

We must ever keep this in mind: Only a handful have been offered the distinction (and responsibility) of preaching to millions over television and radio. As such, we are to be a channel through which His Spirit flows. But we must be equally mindful that any distortion of this channel will leave the message soiled or tainted. When this happens we will find ourselves back in the position of Ahimaaz. We'll be standing there with the red lights glowing, but the only message we'll be able to deliver is, "I knew not what it was!"

Evangelist Jimmy Swaggart, of Baton Rouge, Louisiana, will address the NRB '85 convention on Monday evening, February 4, in Washington, D.C.

AS THE EVENING shadows lengthen over the lush, green rice fields in the Punjab province of Pakistan, a peasant family begins a sacred evening ritual. The yard with its neem tree is swept, two rope beds are brought out, water sprinkled around them, and a portable radio put on a used crate that will serve them as a table. The family of six gathers around after a hard day's work. A goat strays in and is chased out. The father fiddles with the dial, anticipation written large on his face. The two younger children, twins, try their best not to start an argument. Suddenly, out of the static comes the announcement in Urdu, "This is Trans World Radio." This family's hour of peace and hope has begun.

In the arid wastes of the Karamojah region in Uganda where Idi Amin's madness took a toll of 500,000 lives, a small group of nomadic tribesmen pauses for respite after a long trek. Two supply camels are unloaded, a fire lit, and an old tin used for preparing tea put on. A cloth-covered radio rests on the sand out of the reach of children. This is the time for these people to meditate. From their guide, the radio, a voice beams out in their native language, "This is Trans World Radio."

And in the Chinese province of Hunan, a huge truck loaded with cement pulls off the road near a stream. The driver, tired and dusty, walks stiff-legged to the rippling waters, washes himself and switches on his truck radio. In the last two years he has never missed his favorite broadcast, which a good friend had told him about. In his 37 years, it is only in the past two that he has found a sense of belonging to God's family and felt God's love. He owes this to the radio. Again the announcement comes over the airwaves: "This is Trans World Radio."

And so it goes on from continent to continent.

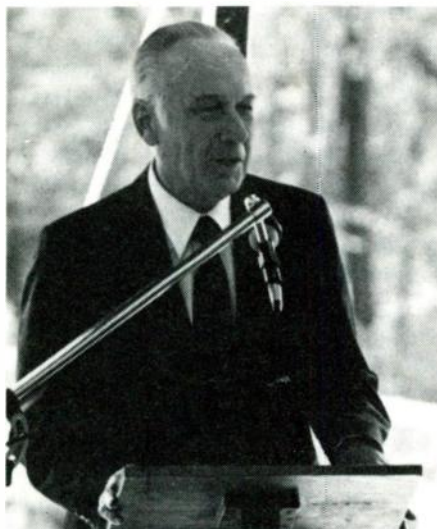
Seeking Contentment

Life today is never easy, but life without God is impossible. Despite the enormous strides, especially in this century, mankind continues to flounder, looking for peace and contentment. In

A New Milestone for God's Air Force

A giant in missionary broadcasting, Trans World Radio now encircles the globe with the message of hope and salvation

by Muazzam Gill



TWR president Paul Freed, at dedication of new offices, described the "heartcry across the world" for Jesus Christ.

the industrial West, economic well-being, unfortunately, has become a yardstick to measure contentment. As Matthew Arnold said, "What toys we have made our joys."

The most vital area for any concerned Christian, especially in the United States, has to be the Third World. No thought about the Great Commission can be generated, nor any attempt to keep the commandment from the Lord Jesus Christ be made, unless we talk in global terms. The full family of Jesus is the whole universe.

The desire for economic development in the Third World, with its strange "isms," ideologies and dictatorships, can pull down the strongest of spirits. As an Asian newsman, I can testify to that. A host of man-made religions, coupled with superstition, is the mainstay of millions of people who seek to find some

balance in their chaotic existence. I believe there is nothing for them to cling to except the message of our Lord—His strength, His love and His salvation. But how does He work in their lives? For millions of Asians and other people around the world the announcement, "This is Trans World Radio," is the answer.

Whether you listen to this message of God in a small mud hut or a plush suburban high-rise apartment, TWR penetrates with a message of hope and love, blessings which only Jesus can bestow upon us, regardless of where we live or what color we are. Not only are the programs of the highest professional quality, but the manner in which they are presented provides an opportunity for salvation for people of all walks of life.

Radio can reach millions who are cut off from access to the Bible, a church, a preacher or a Christian friend. Cultural differences, hostile governments and rugged terrain are obstacles that have created a communication gap that perhaps radio is best suited to bridge.

Getting Started

The genesis of Trans World Radio can be traced to 1952 when the Lord gave a vision to a young man. His name: Dr. Paul Freed. He was to become a servant in missionary radio. With a mandate to take the Word to the world, Paul Freed traveled to Spain and in 1954 with the help of his father, Ralph Freed, the Morocco-based Voice of Tangier went on the air. A 2,500-watt transmitter beamed programs in Spanish and English.

Freed and his small group of dedicated Christians increased the programs to 40

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RADIO



Trans World Radio dedicated its 18,000-square-foot office building on September 29 at ceremonies in Chatham, New Jersey, attended by 200 guests.

countries in 20 languages. However, their first trial was yet to come. In 1959 the Moroccan government issued an edict that all communications would be nationalized by the end of year.

Was it the end or the beginning?

Paul Freed opened talks with Radio Monte Carlo, resulting in a leased 100,000-watt shortwave transmitter. Thus, in October 1960 the Voice of Tangier became Trans World Radio. Since then, with the Lord's grace, TWR never looked back—a giant in the world of broadcasting.

In 1963 came TWR Bonaire, whose powerful signals cover the Western Hemisphere and reach into Europe. Eleven years later, TWR Swaziland went on the air, spreading the gospel over Africa. Later, TWR's first U.S.-based installation began broadcasting from Guam. Then the Lord led Dr. Freed to set up TWR Sri Lanka. The addition of this station enables Trans World Radio to encircle the globe with the message of the Gospel.

This ministry reaches potentially 75 percent of the world's population in nearly 80 languages.

Supportive Services

As a follow-up, TWR engages in a program of providing Bibles, correspondence courses, spiritual guidance and, where possible, person-to-person

counseling. TWR's Intracare, with offices and training facilities in Holland, is engaged in research, training and program planning designed to help leaders, ministry staffs and broadcasters in the development of their outreach.

TWR focuses on children. Take China. Nearly one in four people on earth are Chinese—one billion of them, and that includes more children than any other country. If children are God's statement that the world should go on, then He has spoken emphatically in China. But can those children hear of God and His love for them? Their government says no! A document distributed among party officials states, "Inculcating religion on youth under eighteen or leading children to participate in religious activities is not acceptable." Even Chinese parents are forbidden to tell their children about Christ. With Sunday schools forbidden, Bibles and Christian literature routinely confiscated, what could be done?

New Headquarters

TWR accepted the challenge in 1980. Today it broadcasts one and one-half hours every day in the Mandarin language just for Chinese children. Five daily programs are a coordinated ministry to the children of China.

Last September the people at Trans World Radio worshipped and thanked

the Lord for their new international headquarters dedicated in Chatham, New Jersey. Members of the worldwide TWR team came to participate and give thanks. The new complex is located on 14 beautiful acres. Work began in 1983. The complex provides 18,000 square feet of office space and adequate facilities for the nerve center of TWR's world outreach. The new headquarters reflects the worldwide impact of TWR. Its 24 transmitters and 7 international locations broadcast 4 million watts of short- and medium-wave programming with the Christian message.

The story of Trans World Radio could only be possible through the grace of God. It is more than a single ministry promoting the private ideas of a small group. It's really a concept—a plan to reach souls for Christ. It brings together the best Christian ministries, all cooperating to reach the unreached. Such internationally known broadcasters as Theodore Epp, J. Vernon McGee and Jack Van Impe say that radio is a superb way to fulfill the Great Commission.

Despite the enormous strides American Christians have made in the past few decades to reach out with the help of state-of-the-art technology, they cannot rest on their laurels. Television with its enormous impact has limitations. What TV program can ever truly penetrate cultural or transcend political barriers? Perhaps only radio can. What TV is to the U.S., radio is to the world. How many people in the Third World own television sets? Percentage-wise it's small.

Today Trans World Radio and its global impact should move Christian broadcasters to even greater things. The yoke of sin can be lifted only with the Christian message if we plan to have peace and love in the world.

For us in Asia, poverty, hunger and the lack of God's Word are the ideal ground for Communism and other ideologies to flourish. Now is the time for superpower missionary radio to take up the challenge.

NRB

Muazzam Gill is a Pakistani journalist and former broadcaster. Previously an intern with NRB, he now lives in Southern California.

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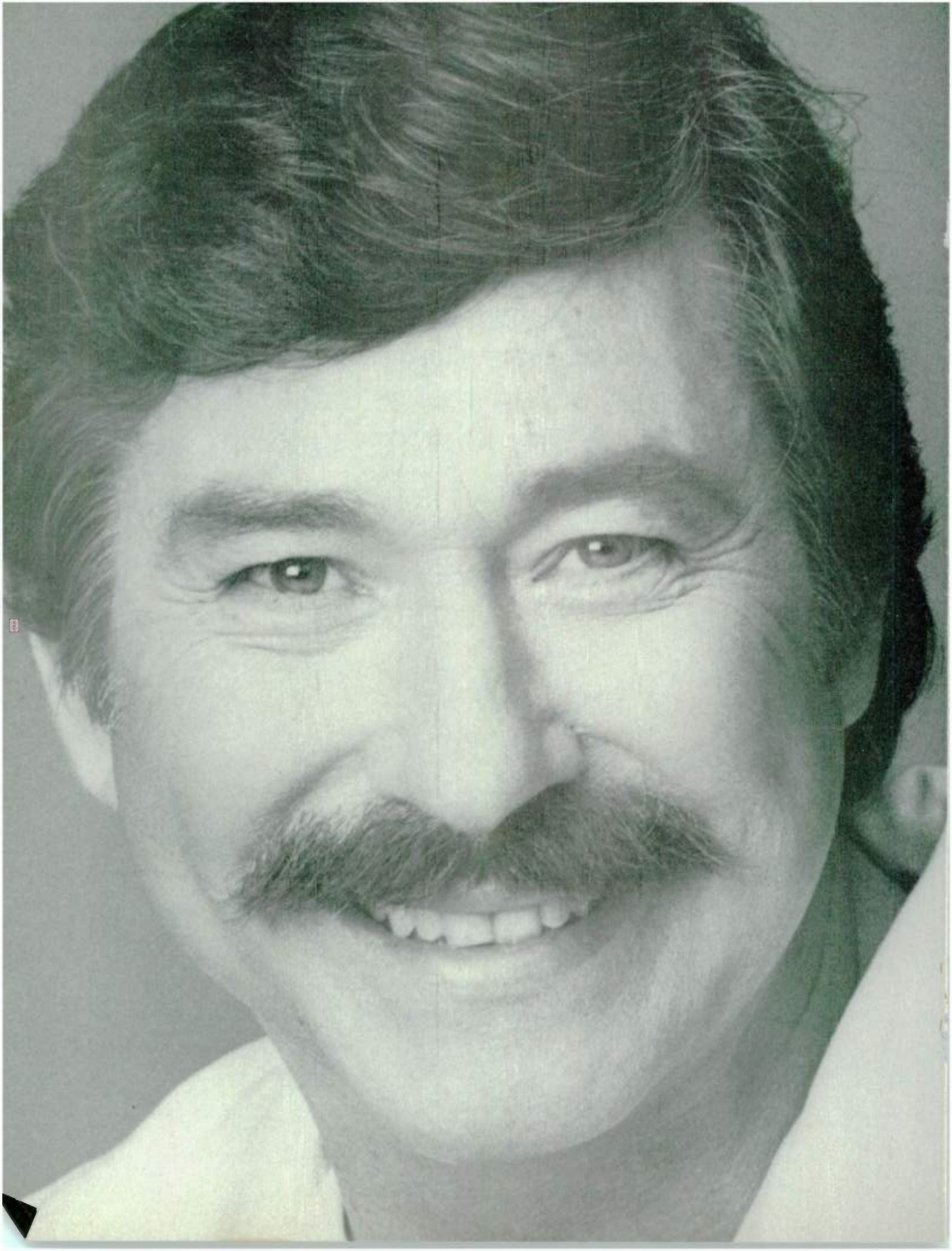
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Fear Not the Secular Press

*Instead of hiding from secular reporters,
Christians need to learn how to use the secular media
as a means of getting their message to those
who might never tune in to a religious broadcast*

by Dan Wooding

SIBERIAN SEVEN family member Lida Vashchenko, a look of concern clouding her face, said to me, "Dan I have heard that the secular press in America does not tell the truth about Christians. I have been warned by believers not to talk to them."

Lida, 33, who is just launching her new ministry, *Set Them Free*, and for whom I am giving some media consultancy, had been told what many Christians in America seem to believe—that the secular press lies, cheats and is bent on persecuting and ridiculing Christians.

So Lida, as well as many people in the field of religious broadcasting, probably feel they should steer as far away as possible from the secular press. After all, some have been badly burned by a newspaper reporter who has uncovered something embarrassing about their organization or the leading personality. Therefore, you figure, you have to run as far as possible from those "ungodly" journalists and have nothing whatsoever to do with them. Many Christian leaders even feel that the whole purpose of the press in America today is to persecute them.

I have told Lida that if she wishes to reach millions of Americans with her message about the courage and faith of the Soviet believers, she has to use the secular press, because that's what most people read.

"Your story so touched the hearts of so many people that reporters, even though they may not be believers, will respect you and treat you properly," I told her.

So respect is a key for good treatment

by the secular press. If a reporter believes you to be an honest, sincere person, you will be treated well. But if there is any suspicion of sharp practice, watch out.

Communications Gap

The big problem is that many Christians speak a strange language called the "Language of Zion" and can only be understood by using a special unscrambler, which most reporters don't possess.

We need to learn to speak plainly and not in code. When we say, "We expect God's blessing on our ministry," what does that convey to the reporter? Maybe we should have said in plain English, "We believe there will be a surge of income because of our increased fundraising drives." Or maybe, "The American public is rethinking its values and we believe it will support what we are doing."

But why should Christian broadcasters go after the press at all? It is easier to remain in the evangelical ghetto—in our air-raided shelters—and isolate ourselves from the wicked world around us. Well, believe it or not, your ministry appearing in a secular newspaper can give it great credibility. You say you want non-Christians to listen to and view your programs. Well what better way for them to learn of you than through their local newspaper?

If you are afraid of using the secular press, I would ask: What do you have to hide?

Making Contact

How, then do you learn to make use of the secular press? First of all, you need expert advice from someone who preferably has worked in the secular media.

You need to learn what their needs are and how your story can fit in with that. For instance, the fact that you have a 9 million megawatt transmitter might fascinate your technical team, but it is boring to the newspaper. However, if you were to have someone like Lida Vashchenko or Efrian Rios Montt, the former president of Guatemala, as a guest on one of your shows, that would interest them. So why not do a press release on interesting guests or contact a key reporter with this information and ask him to do an advance piece and also come to the studio and cover the interview? Invite a photographer as well.

What about a public relations consultant? It is vital that whoever the link is between your organization and the press, he should understand journalists and should relate easily to press people—a strange breed indeed, but still human! He should not use the language of Zion at all and should not be shocked when he learns that journalists often drink, smoke and swear.

It is possible to make good friends with journalists and, who knows, they might even respond to the Christian message if they actually see Jesus Christ living in your life.

Christians in the Media

What many do not realize is that there are born-again Christians working in the secular press. People are so busy throwing rocks at the media that they are surprised when they hear things like this. I worked for many years in the secular press and was even a London correspondent for the *National Enquirer*. (Did you know that Billy Graham has allowed himself to be interviewed periodical-

ly by the *Enquirer*? He has done so because it has the largest circulation of any paper of its kind in the United States and because it is read by many non-Christians.)

Recently I was in the Chinese capital of Peking and there had some delightful fellowship with *Time* bureau chief David Aikman, a fellow Englishman and a fine born-again Christian. There are hundreds of believers scattered throughout the secular media, and we need to encourage them and pray for them.

When my father used to scold me about my activities in the press, I would say, "Dad, you have preached as a pastor for 40 years, yet I can reach more people in one day with one positive Christian article than you have in that entire period." That's quite a sobering thought.

These Christian journalists need to be encouraged instead of being treated as lepers by the evangelical community. They would also make good contacts for you because they will understand what you are endeavoring to do through your ministry.

Each story you want to release, has to have an angle that the paper would be interested in and, if you are using your local press, have a local angle. It is very easy to localize most stories, because you happen to be local!

So far I've talked about seeking out publicity for your ministry, but what do you do if a paper starts investigating some wrongdoing on your part? Should you duck, and say nothing?

My advice is to be honest and admit it if you did something wrong. We have a very forgiving public out there, and usually, after a few weeks, we're the only ones who will remember that disaster. Don't avoid difficult questions, but show that you are human and, like all humans, Christian or otherwise, can make mistakes.

So there it is. You, like Lida Vashchenko, can broaden your ministry through the secular press. Even journalists are part of God's creation—and they can be very useful as well. **NRE**



Dan Wooding, a British journalist now living in Southern California, is public relations director for Brother Andrews's ministry, *Open Doors*.

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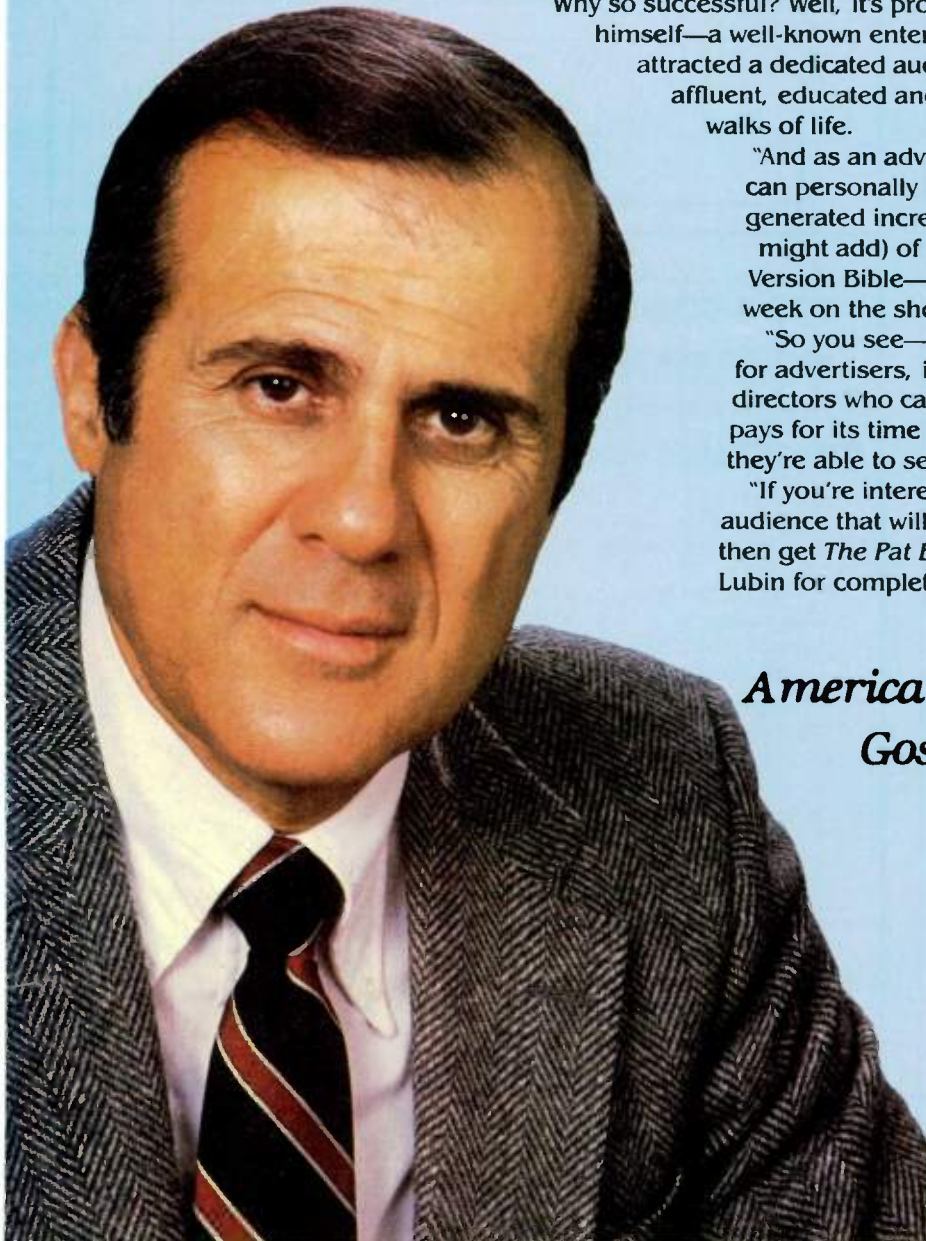
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CHRISTIAN broadcasters have always been leaders in media. Long before the personalization of the media was in vogue, religious broadcasters led the way with formats targeted to specific demographic groups.

Religious broadcasters on the leading edge of the industry life cycle may face strategic decisions in advance of their secular counterpart. Therefore, a clear understanding of the market life cycle is vital for those concerned with careful allocation of resources to preach the gospel.

The Phases

Market development generally exhibits four distinct phases. Each has its own strategies, opportunities, risks, and rewards. By examining these specific phases, it is possible to minimize risk, while maximizing rewards. These four phases of the life cycle may be observed in the broadcast markets:

Phase one of the life cycle was a pioneering period when costs were high and the market undeveloped. The entry barriers of proprietary technology and expertise, along with restrictive licensing policies, limited growth. Consequently during phase one there was little differentiation of station formats.

Phase two is the exciting period of rapid growth. During phase two the market becomes generally aware of the new product and demand escalates at a tremendous rate. It is a time of rapid dissemination of technology and information which attracts many new broadcasters and equipment manufacturers. High-priced proprietary technology soon becomes commonplace during phase two and is readily available at more competitive costs. The growth potential of this phase is often referred to as the "strategic window."

Phase three is a period of maturation, often evidenced by a declining growth rate, a shakeout of marginally successful organizations, a renewed emphasis on original purposes, and careful attention to management controls.

Phase four is the period of decline. Timing and its corresponding rate are functions of the technology, regulatory and social environments.

The Cycle of the Market

by Marvin D. Sparks

It is the belief of this writer that the strategic window of phase two is now open wide for the industry in general. A number of key events point toward greater "personalization of the broadcast media" than ever before.

Federal regulation during the first phase of some new technologies is often accepted as necessary to allow orderly development of the technology. At some point during the second phase of the technology life cycle, such supervision by the regulatory agency is often no longer required. The public need and necessity may be effectively addressed through the abundance of the now more common technology. Hence the need for the regulatory agency is diminished. Apparently, by deregulation the FCC is heralding the more mature market status of the industry in general.

Another key indicator of phase two is the duplication of stations within the same market. In fact, it is this duplication that drives the individual stations to seek new market niches which can be served profitably. As the scramble for new formats continues, greater and greater degrees of personalization or targeting is achieved.

As phase two continues, those organizations which are aggressively reaching toward expanding horizons begin to see the "writing on the wall." The limitations of the current market opportunities lead

more visionary organizations to call for research to uncover new market opportunities. This general restlessness is the early catalyst which will, in phase three, lead some organizations to move away from long established markets toward new innovative services.

Conclusion

Since religious broadcasters have for some time targeted programming to specific market niches, further segmentation of the Christian audience may not be possible. In some ADI markets, several radio and television stations duplicate much of the same religious programming. Such saturated ADIs simply cannot support additional new stations vying for the same religious audience.

Therefore, one may anticipate an earlier closing of the strategic window for many religious broadcasters in saturated ADI markets than the industry in general.

If religious broadcasters are to avoid competition which will inevitably lead to failure of some weaker ministries, we must recognize our greater calling. This divine calling to preach the gospel of Jesus necessitates that religious broadcasters foster a spirit of respect for one another. After all, is it truly good stewardship to use donor funds merely to duplicate ministry programming already available in a given market?

Or, to paraphrase a great missionary pastor: "Why should one people hear the gospel again and again when so many have never heard?"

Potential new entries to the religious broadcasting arena might well consider the many cities and towns still without full-time Christian stations. National Religious Broadcasters is an excellent source of such information. By locating new stations in these areas, the overall health of our industry can be maintained, and the shakeout of phase three minimized.

NRB



Marvin D. Sparks is vice-president and general manager of WTJC-TV, Channel 26, Dayton, Ohio, and a partner in the management consultant firm of Sparks-Robison and Associates.

Opportunities for Sacred Music

There is a large market for traditional sacred music on secular stations as well as religious ones, and broadcasters need to take a look at its potential

by Don Johnson

SEVERAL YEARS ago I became interested in the use of sacred music in religious broadcasting. I discovered few stations and listeners throughout America knew of the availability or value of rich, majestic sacred music. I felt challenged to design a program offering much more traditional sacred music than those music and talk shows with which I was familiar. The program had to be professionally produced, biblically sound and presented in a relaxed, "soft sell" manner. I chose the title "Afterglow" for two reasons: (1) It described the mood I wanted to create, and (2) it didn't sound "religious."

My initial thrust was toward FM secular stations because this is where I saw the vast wasteland in terms of sacred music programming. How exciting it has been to see the "Afterglow" approach accepted by powerful, well-established stations like WMAL in Washington, WLTA in Atlanta, KOAX in Dallas, KSL in Salt Lake City and KHOW in Denver.

These stations and others have accepted traditional sacred music presented in a unique nontraditional style. Lush orchestrations, elegant choral presentations and penetrating vocals are blended together to create a mood that is both relaxing and inspiring.

The acceptance of the traditional sacred music on secular stations, as well as Christian stations, has been most enlightening. Certainly Christians should be expected to enjoy the music and to write commending the program and its approach. But when people in the broadcast industry itself, who receive

hundreds of potential program tapes and requests for air time in any given year, write favorably about the content and style of presentation, this communicates a special message. Some comments have been:

"Your music selection is excellent."

"I think churches would do well to adopt much the same type music. The program's approach to religion is similar to what I have long felt would be good for the modern day church. I'm referring to the music of course."

"Your choice of musical selections, and the creative blending of these magnificent sounds is superb."

To me, this has double weight and impact, for it is influencing the very broadcasters themselves, not just the listeners they are seeking to reach.

Letters from Listeners

Listener response has also been gratifying. Often letters such as this will come to our headquarters office: "I was depressed and discouraged and about to give up when I heard a song on your program that God used to speak to my needs in a very personal way. It encouraged me, brought me to allow Him to really take charge of my life and solve my problems, and led me out of desperation to depend on Him." Or we will receive a letter from a nursing home where an elderly lady finds the lonely hours passing more easily as she listens to the music and comments and finds in them special uplift and inspiration. This provides additional validation of the approach that is being taken and the ministry that is being performed deeply in the listeners' hearts.

My goal has always been to challenge the listener to look more seriously toward considering the One about whom the music speaks and ultimately make a commitment to Him. The approach is often "pre-evangelism"—getting the ear of those who enjoy beautiful music but are not quite ready for the church or the typical religious program.

I believe many can be reached by the common point of interest, "beautiful music." I give them "beautiful sacred music." The selections are of such artistry and caliber that they rival, if not surpass, anything heard in the station's secular music format.

After some experimentation, I decided not to use a readily identifiable theme to introduce the program. Instead, the first selection (usually an instrumental) serves as the opening theme. Thus, each program has a fresh start.

Mixing the Music

I often use two versions of the same hymn immediately following each other, one an instrumental, the other either choral or vocal. It's a technique I gleaned from the secular "Music to Midnight" program heard in Memphis for years. This double presentation of the same hymn seems to heighten the impact and allow for greater meditation on the hymn's lyrical message. The order can be effective either way: instrumental followed by choral or vocal, or the reverse.

In advertising you are encouraged to work from the known to the unknown. I take a familiar hymn and insert a more contemporary selection behind it. In terms of the newer songs, I look for those

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that are praiseworthy and that focus on exalting the Lord. I also consider songs that encourage and uplift the listener.

One man has observed, "A sermon does not need to be eternal to be immortal." So, too, the music I select does not have to be "aged" to be considered. My range extends from Isaac Watts' "When I Survey the Wondrous Cross," written in 1707, to Dottie Rambo's "We Shall Behold Him," composed within the last several years.

The criteria for music selection is first lyrical content. If a song is not biblically sound, no amount of musical finery can cover this up.

Secondly, I look for songs that in content and music speak to the spirit, not just the soul or body.

A third criteria for my music selection is that it be done from a heart that is upright. Psalm 33:1 says that "praise from the upright is beautiful." As far as I'm able to determine, the performer is living what he is singing. Naturally, I can't spend time with each artist and discern the total commitment of every person whose music might be considered for use in my broadcasts, but as much as it's possible I use those people who by reputation personify ministry rather than performance in their presentation. From these, the upright, praise is beautiful.

I feel the market is virtually untapped by this kind of music approach. More and more doors are opening for presenting Jesus Christ with quality, elegance and excellence in a manner worthy of His majesty and His greatness. The use of traditional sacred music presented in fresh and exciting ways has great potential.

Moody Satellite Network's production "Music Through the Night" and Bill Pearce's "Nightsounds" are outstanding examples of additional successes in the use of traditional sacred music in religious broadcasting. Opportunities for many more such productions are certainly available. I would encourage other radio and television broadcasters to consider the value of excellent quality sacred music in their own productions. **NRB**



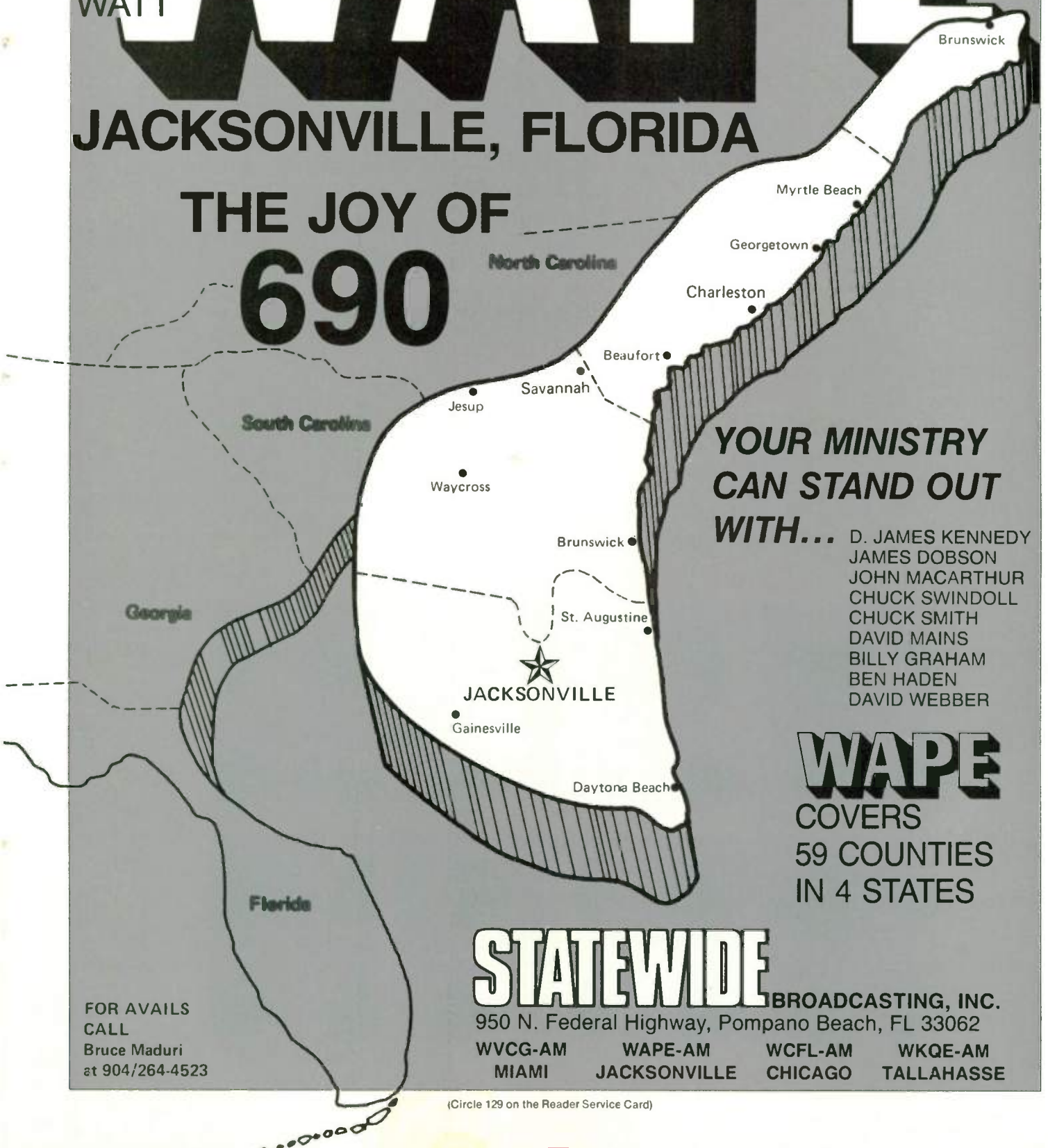
Don Johnson has been producing the "Afterglow" program for about 10 years. He is a member of the board of directors of NRB and is associate pastor of Central Church, an independent Bible church in Memphis, Tenn.

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NRB NEWS

(continued from page 12)
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Resource services director Marjorie Stevens, who has been managing compilation and production activities for much of the past year, has identified 100 radio stations and 15 television stations that were not listed in the 1984 edition. Forty percent of existing listings have been updated, she said.

Stevens also said the 450-page directory will have 26 divisions, including Radio Stations, TV Stations, Radio Program Producers, TV Program Producers, Group Ownership and Advertising Agencies.

Dr. Ben Armstrong, NRB's executive director, is editor of the directory.

For the first time this year, the publication will feature a section on "Satellite Services." Listed in this section will be most of the satellite programming networks that have sprung up in recent months: American Christian Television System (ACTS), the Church Satellite Network (CSN), the Church Growth Network (CGN) and the Word of Faith Network.

"Accuracy" is the key word for *The 1985 Directory of Religious Broadcasting*. All entries have been verified before publication.

NRB Executive Disavows Approval for Cult Evangelist

MORRISTOWN, N.J. (NRB)—When the *Wall Street Journal* carried an August 23 page one story about a controversial San Diego evangelist, comments from NRB executive director Ben Armstrong were taken out of context. NRB does not endorse Rev. Terry Cole-Whitaker or her television broadcast.

The controversy revolves around a 43-year-old preacher, whom the newspaper described as a "bouncy and relentlessly upbeat ... evangelist of the yuppies." She has a 30-minute weekly TV program in 15 markets, including Los Angeles, New York and San Francisco. Rev. Terry, as she prefers to be called, describes her theology in material terms known to pop psychologists: "You can have it all now! Being rich and happy doesn't carry with it a burden of guilt. If you are poor, you're irresponsible."

"I'm an explorer," Rev. Terry said, speaking about popular "human potential movements" she endorses for her thousands of followers. "I'm a metaphysical, evangelical, pentecostal space cadet."

In the *Wall Street Journal* interview, Dr. Armstrong appears to endorse Rev. Terry. The article does not contain his assessment that "her views are not in line with conservative Christianity. She made up her own

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- should enjoy being an active and contributing member of the local Christian community
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- will be self-motivated, self-starting, self-disciplined, and an effective organizer, will be willing to relocate to a central or midwest section of the U.S. Immediate goal will be to quickly qualify for full management responsibilities.

Our systematized administrative system frees our local managers to devote the bulk of their workday to sales of local time-strips and spot commercials. Outstanding sales performance by our managers enables them to directly improve their earnings by participating in our profit sharing compensation plan. Thus, acceptable applicants must be very sales oriented.

Resumes are now being accepted. Write to:

George Spicer
Mid-America Gospel Radio Network
1817 N. Third Street, Suite 202
Phoenix, AZ 85004

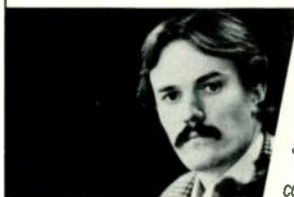
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A new radio production from Schaeffer V Productions



The same Franky Schaeffer you heard—and responded to—at NRB will be producing a hard-hitting, 4-minute daily commentary on current events, social issues, the law, and today's Christian concerns.

As you know, Schaeffer V Productions has taken a stand for truth in the 20th Century and is dedicated to the fact that biblical Christianity is not only true, but intellectually and culturally defensible. *The Christian Activist* is based on this Truth and stands for it by taking an active approach to life's problems.

To begin airing the program or to receive further information and a sample program, complete the coupon below, or call Rob Michaels, (312) 858-8808, today!

YES! I want to air **THE CHRISTIAN ACTIVIST** beginning (date) _____, daily time(s) _____

I would like more information and a sample program. Please contact me.

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Power _____ Frequency _____

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Address _____

City, State, Zip _____

THE CHRISTIAN ACTIVIST

c/o Phoenix Marketing Group Inc. P.O. Box 2157 Glen Ellyn, IL 60138

(Circle 113 on the Reader Service Card)

religion, which is not subject to any recognized ecclesiastical body. In fact, she is a cult."

He added that her ministry—based in religious science—would not be admitted to NRB if Rev. Terry ever decided to apply for membership. "None of our member stations, so far as I know, have her program on the air. They would not endorse her either," Dr. Armstrong said.

The executive director was quoted accurately that "she does her own thing and the younger people like it." But according to Dr. Armstrong, the reporter chose to ignore the negative comments given about Rev. Terry in a telephone interview.

Dr. Armstrong acknowledged that he has never met Rev. Terry.

Movie Actor Captures Attention of NRB Western Conventioneers

LOS ANGELES (NRB)—Almost 200 Christian broadcasters from the Western United States convened September 16-18 at the NRB Western Chapter's annual meeting. Biblical challenges were delivered to the assembled delegates by Christian authors and broadcast personalities, and from one noted movie actor.

Attendance was approximately 40 percent of the 1983 Western convention because some religious broadcasters chose to attend the radio industry convention being held simultaneously in Los Angeles. That session was sponsored jointly by the National Association of Broadcasters and National Radio Broadcasters Association.

Chapter president James Christensen said 147 persons registered for the 1984 regional convention and 210 persons were present for the annual banquet.

A stirring dramatic presentation of St. John in exile on Patmos was presented at the annual banquet by actor Dean Jones. The 45-minute rendition of the biblical character, replete with Scripture quotations and video segments from an earlier production, was a shortened version of Jones' two-and-a-half-hour stage soliloquy.

Authors Joyce Landorf, Hal Lindsey and Tim Timmons also helped interpret the convention's theme, "Show Forth His Salvation" (Psalm 96:2). Landorf discussed unity among Christian broadcasters and called for a team spirit among diverse ministries. Lindsey characterized the critical choice believers have during this presidential election year as a choice between good and evil. He then elaborated on a theme familiar to his readers about Israel and Bible prophecy. Timmons, who pastors in Corona del Mar, California,

NRB '85 Schedules Speakers

The next national convention of NRB, to be held February 3-6 at the Sheraton Washington Hotel, will feature a group of well-known radio and TV personalities. For details contact NRB at CN 1926, Morristown, N.J., or call 201-428-5400.

Already scheduled are:

Sunday, February 3

Warren Wiersbe, *Back to the Bible*

Ben Haden, *Changed Lives*

Harold A. Carter, pastor, New Shiloh Baptist Church, Baltimore

New Shiloh Baptist Church Choir

Monday, February 4

Jack Hayford, pastor, Church on the Way

E. Brandt Gustavson, NRB president

Jimmy Swaggart, Baton Rouge, Louisiana

Tuesday, February 5

Senator Edward M. Kennedy and Jerry Falwell debating religion and politics at Congressional Breakfast

Wednesday, February 6

Billy Graham at Annual Banquet

Plus ...

Honorable Mark Fowler, FCC chairman

Phyllis Schlafly, president, Eagle Forum

George Gallup, Jr., on "Religion and Television"

William E. Harness, opera soloist

Other internationally known speakers and musicians

Media Expo '85

Workshops for every interest

outlined his views on barriers to developing spiritual maturity.

Hispanic NRB director H. O. Espinoza delivered a breakfast sermon on the convention's final day during which he detailed his spiritual heritage. He urged delegates to concentrate on the individual as they broadcast the Christian message to thousands around the world. Attendance by Hispanics was low—in part because of a regional communications seminar being planned for Hispanics by Espinoza. The day-long session will be held at a Los Angeles-area church on November 10.

A popular workshop at NRB-Western featured a panel discussion on traditional vs. contemporary Christian music. The session was moderated by Thomas "Ed" Steele, vice-president of Creative Communications Associates, Orange, California. Participants included Wayne Sheppard of Moody Broadcasting Network, Chicago, and Thomas H. Moffitt of WTLN-FM/Orlando (Florida).

Instead of tours, a "Home Front" workshop was held for the first time for wives of broadcasters. Under the direction of Virginia Killman, wife of J. Russell Killman of the *Heaven and Home Hour*, the spouses ex-

changed "creative concepts for supporting the husband in the ministry." No plan was announced for spouses of female broadcasters.

Because this was not an election year for chapter officers, no business session was held.

An award of merit was presented by Christensen, NRB president E. Brandt Gustavson and executive director Ben Armstrong to Al Sanders, president of Ambassador Advertising, Fullerton, California. It honors his "lifelong commitment" to broadcasting and details Sanders' career with several prominent religious radio and television productions. He currently is director and executive producer of *Day of Discovery*, a 30-minute weekly television program of Radio Bible Class, Grand Rapids, Michigan. Sanders was elected last January to his first term on the NRB executive committee.

An award was established at the convention in honor of a Hispanic soloist from Southern California, Ray Roblis, who died two years ago in an automobile accident. The first recipient of this annual award will be named at the next NRB-Western convention, tentatively scheduled for September 15-17, 1985, in Los Angeles.

"Today's Christian has something to say to the world. Journalism shows the way to say it well."

*Eliza Wright, Student
Institute of Journalism and the
School of Public Policy
CBN University*

This is one of a series of interviews with CBN University students to help prospective students gain a more personal insight into our graduate school.

Q: You left an established career in social work to come to CBNU for a master's degree in journalism?

Eliza: Yes. I'd worked with handicapped adults, then in a juvenile detention home, then in a halfway house for adolescents.

Q: What sort of learning environment did you find at CBNU?

Eliza: "Electrifying" is the word for it. All my life I'd been a question-asker. Here at last was a place where it was okay to be curious. And here were answers. Our professors are master teachers who can open the Bible and show the practicalities.

Q: Is the course work what you had hoped it would be?

Eliza: Absolutely. Concepts are presented in challenging ways. I have to be on my toes to keep up with the reading and the research. There's no slack in the intellectual arena. We don't live and learn "in the sweet bye and bye." CBNU is very much a part of the "here and now."

Q: Where will your studies in journalism lead you?

Eliza: I'm a communicator. In my years in social work, communication was central to what I was doing. But you can only speak to so many people at one time. When you write, as a Christian, you can reach a wider audience. I'd initially like to move into the public policy arena in Washington D.C., using my writing skills to further traditional family values.

Q: Any advice for fellow seekers who may be considering CBNU?

Eliza: It's a step of faith to come here. You've got to work past that part of your mind that says, "That's for others, not for me." Instead you have to say, as Isaiah said, "Here I am, Lord. Use me."

CBN University is a graduate school with a call to excellence, offering a master's degree in Business Administration, Journalism, Public Policy, Education, Counseling, Biblical Studies and Communication. For more information, please fill out this coupon and mail to: CBN University, Office of Admissions, Dept. RB-11, Virginia Beach, Virginia 23463. Or call: 804/424-7000.

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RELIGIOUS BROADCASTING

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THE NRB 85 CONVENTION PACKAGE

AD.

the convention packets of all who attend, featuring articles by many of the featured speakers.

- The March issue will be mailed to all registrants, giving wrap-up news about the convention.

RELIGIOUS BROADCASTING magazine is read by nearly 25,000 Christian

EVER.

broadcasting professionals each month. Station owners, general managers, program producers and others rely on it for up-to-date news and information vital to the industry. It is the official publication of National Religious Broadcasters.

RELIGIOUS BROADCASTING is the only magazine to saturate this highly specialized market. Your three-time contract for

January, February and March 1985 will ensure that your ad will reach the cream of Christian broadcasting decision makers. **But HURRY! The reservation deadline is November 12.**

For information and reservations, call Dolph Hintze, Advertising Director, *RELIGIOUS BROADCASTING*, CN 1926, Morristown, NJ 07960 201-428-5400.

ING

On February 3-6 more than 4,000 Christian broadcasters will gather in Washington, D.C., for the 42nd annual convention of National Religious Broadcasters. *RELIGIOUS BROADCASTING* magazine will be there too, as the official publication.

Your ad in *RELIGIOUS BROADCASTING* can reach a significant bonus circulation to convention attendees at our low three-time rate. Here's how:

- The January issue will be mailed to all who pre-register for the convention.
- The February issue will be distributed in

LATE NEWS

PTL NETWORK SELLING PARK ROAD PRODUCTIONS

The PTL Television Network is selling its remaining property in Charlotte, North Carolina, and consolidating all of its operations 15 miles south at the sprawling 2,000-acre Heritage USA complex they opened in 1980. Park Road Productions, which includes a 9,000-square-foot studio, satellite uplink equipment, office space and 24 acres of property, is being sold to Bahakel Communications Ltd. of Charlotte for an undisclosed amount. Cy Bahakel, whose company currently owns six AMs, seven FMs and nine cable TV stations in 10 states, will be making his first venture into production of religious television with the new facilities. The stations broadcast a limited number of Christian programs. The Charlotte property, Heritage Village, was purchased in 1975 as PTL's first permanent location. Continued growth of the cable network and related ministries required a gradual move to Heritage USA, PTL said.

SOUTHEAST CHAPTER ELECTS OFFICERS AT ANNUAL SESSION

The NRB Southeastern Chapter, meeting September 26-28 in Atlanta, elected new officers, presented awards for radio and television excellence and heard "inspirational" Bible messages from several Christian broadcasters. Officers elected were president Edward O. Temple, Jr., of WORD-TV, Lynchburg, Virginia; vice-president Richard Florence of WRMB/Boynton Beach (Florida); secretary Glen Velker of WMCU/Miami; and treasurer Edna Edwards of WFGW/Black Mountain (North Carolina). Board members-at-large this year are Frank Nagle of WRAF/Toccoa Falls (Georgia); Lee Martinez of WCIF-FM/Melbourne (Florida); Larry Polk of WYNX/Smyrna (Georgia); and Dean L. Sippel of WMBW-FM/Chattanooga (Tennessee). Sermons were delivered by John Ankerberg, a television personality from Chattanooga, and John Phillips, an Atlanta-based broadcaster for Moody Broadcasting Network's Exploring the Bible radio program. Charles Stanley of In Touch, originally scheduled to speak, was unable to attend because of illness. For the first time this year, the Southeastern Chapter presented Genesis Awards for excellence demonstrated in the beginning stages of a broadcast ministry. Receiving the awards were Ankerberg for television and Norman Plunkett of In Touch for radio. Plunkett is the chapter's immediate past president.

NRB CONDUCTING HISPANIC SEMINARS AS D.C. WARM-UP

The NRB Hispanic Committee, under direction of H.O. Espinoza, will conduct its third Hispanic Regional Communications Seminar this fall to attract attention and delegates to NRB '85 in February. For a \$10 fee that includes lunch, Hispanics can attend the day-long seminar on November 10 at El Redentor Church in suburban Los Angeles. Four Spanish Christian leaders, including Elmer Bueno of Buenos Amigos Tel-A-Vision, will speak. Other sessions were to be held October 8-9 in Houston and October 26 in The Bronx, New York.

TWR PLANNING CHINESE SEMINAR IN HONG KONG

Trans World Radio will be organizing a seminar on November 26-30 in Hong Kong for broadcasters programming for Chinese audiences. Additional training in communications principles applicable to shortwave radio will be one focus.

BROADCASTERS

Evangelist **Jimmy Swaggart** of Baton Rouge, Louisiana, recently settled a court case with the family of a millionairess and as a result will receive 70 percent of the late **Zoe M. Vance's** \$7.6 million oil and gas estate over the next 10 years, a Swaggart spokesman confirmed. Mrs. Vance's sister, **Mary Katherine Leone**, contended that the ill and lonely woman was manipulated into giving up her fortune by Swaggart and his staff. Swaggart's staff says Mrs. Vance, who was 59 when she died of cancer in 1981, quit drinking and became healthier and happier after she became involved with the ministry. Mrs. Leone will receive 30 percent of the estate. Swaggart has decided to earmark the inheritance income for his worldwide ministry's children's fund.

The LaMirada, California, home office of Far East Broadcasting Company was visited recently by the crown prince of Laos, **Souriyavong Savang**. The crown prince, who resides in France, was on a visit to Laotian and Hmong people in the United States. FEBC Laotian programmers **Inta Chanthavongsouk** and **Mike Phrasavath** and

Hmong programmer **Lee Chong** were among those who met with the crown prince. FEBC broadcasts the gospel by shortwave from the Philippines to Laos in Laotian for one hour a day and in Hmong for 30 minutes a day. The national religion in Laos is Buddhism.

Ken Hettinga, station manager for WRVM-FM/Suring (Wisconsin) for the last 16 years, left that position to become station manager of KFLT/Tucson (Arizona). He was replaced by **Wendell Baxter**. Hettinga is a former president of the Midwest Chapter of NRB. His station won a national NRB Award of Merit under his direction.

Charlie Vander Meer, director of the *Children's Bible Hour*, Grand Rapids, Michigan, has started producing a 4½-minute devotional radio program for children. Calling his latest program "a spiritual vitamin," Vander Meer patterned *Keys for Kids* after a devotional booklet of the same name that CBH has been printing since 1982. He added that missionary radio HCJB/Quito (Ecuador) expects to start production of a

Spanish-language children's program for CBH later this year.

Broadcast pastors **Joel Nederhood** of the *Back to God Hour* and **Erwin Lutzer** of *Moody Church Hour* are among plenary speakers expected at a Congress on Christian Education being planned by National Association of Evangelicals for November 12-14 in suburban Chicago. The convention will acquaint Christian educators with high-tech communications advancements and show how to apply them to church ministries. **Em Griffin**, a communications professor at Wheaton (Illinois) College and sociologist-author **Tony Campolo** will also speak.

A best-selling Christian author began airing a 90-minute weekly radio commentary on news headlines and their relationship to biblical prophecy. **Hal Lindsey**, author of *The Late Great Planet Earth*, can be heard live over some 250 radio stations each Saturday. The program is being carried by Satellite Radio Network and International Broadcast Network. Guests already agreeing to be interviewed include **Alexander Haig**.

LETTERS

Pursuing Advertising

I certainly enjoyed your article in the September issue of *RELIGIOUS BROADCASTING* entitled, "Struggle for National Sponsorship." I especially identified with the third and fourth paragraphs on the last page under Local Sponsors. Just as the broadcasters struggle for national advertising, so do many of the stations struggle for the local advertising.

You mentioned the Radio Advertising Bureau working with the National Association of Broadcasters and suggested the possibility of every Christian radio station paying a fee for such national research. I say a hardy *amen* on that statement!

Near the end of your article you stated, "To date, there is no move to establish such a research organization." If you could point me in the right direction, I would like to pursue this matter further. I believe in order for religious broadcasting to be better than our secular counterparts, this idea has got to become a reality.

Rusty Ashby
General Manager
WNLR
Churchville, VA 24421

Readers interested in more information about such a group may contact Jon Bosworth, operations manager of NRB, CN 1926 Morristown, NJ 07960.

Mistaken Identity

Regarding the article in the September issue entitled "The Struggle for National Sponsorship":

The article contains a quote in paragraph six, column one, page 20, that is attributed to "a representative of Phoenix Marketing Group, Inc., which is trying to sell *Christian Countdown U.S.A.*" This quote was not from any representative of our firm. Moreover, at no time has PMG attempted to sell *Christian Countdown U.S.A.*, nor is there any official connection between PMG and any *Christian Countdown*.

Robert Michaels
Vice-President
Phoenix Marketing Group
Glen Ellyn, Ill.

RELIGIOUS BROADCASTING was mistaken in the identity of the source of the quote. That person is employed by another Christian organization. We regret the error.

— Editor

ADVERTISERS

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Bott Broadcasting.....	5
CBN University.....	35
CCR.....	32
Domain.....	19, 28
KMJC.....	1
Tim LaHaye.....	ibc
Bob Larson Ministries.....	ifc
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Director/Producer: Fresh program ideas come with experienced Christian TV/radio prog. dir./prod. Prefer TV in No. U.S. but will consider radio. Conservative, noncharismatic. Available now. Gordon Morris, Rt 3, Gillett, WI 54124.

Talk Show: Established group-owned Midwestern major market Christian radio station seeks true communicator for a prime time talk show. Competitive compensation program for right person. Creative challenge in expanding commercial format. E.O.E. Send vita, resume & air check to NRB Box 11M, CN 1926, Morristown, NJ 07960.

Management: The Mid-America Gospel Radio Network currently has management opportunities available for the right person. See our ad on page 33 to see if you qualify. Resumes are now being accepted.

Corporate Advertising Sales Manager needed for a leading group of quality major market Christian stations. Must be a proven professional with successful advertising sales experience plus ability to train, motivate and lead sales staff at four stations. Must be a high energy driver who wants to grow with us! Send resume, salary history and verifiable references in first letter to: Rich Bott, Bott Broadcasting Company, 10841 East 28th Street, Independence, MO 64052.

General Manager for new religious radio station, serving large Southeast market. Also accepting applications for Operations Director. Send snapshot and resume to Gary L. Acker, Rt. 1 Box 131, Crane, Mo. 65633.

Field Representatives: Tele-Missions International produces 16mm television films featuring Christian celebrities, athletes and authors. This worldwide international outreach offers equal opportunity for dedicated Christian men and women to represent Tele-Missions Int'l. with our professional films and literature in New York, New Jersey, Penn-

sylvania, Ohio and Michigan. Public speaking experience and travel required. Send references to Personnel Dept., Tele-Missions Int'l., Inc., PO Box 22, Nyack, New York 10960.

Sales Manager seeks Christian TV Advertising position. Outstanding sales background, hardworking, creative, and capable. Experience in handling major accts. Contact Douglas Lambert, PO Box 472, Portland, PA 18351. (717) 897-6281.

Media Direction, Production or Acquisition: Hire a prizewinning media producer—14 years experience in audio, video, film, multi-image, still photo and print media for Fortune 1,000 companies. Will relocate. Jay York, 150 Serena Way, Santa Clara, CA 95051. 408-985-1270.

Announcers needed immediately in rural Alaska at two quality Christian stations using a diversified format. Evangelistic ministry of SEND International, a faith mission. Contact Verona Dutton, SEND International, PO Box 513, Farmington, MI 48024.

Mideast Bureau Chief and Investigative Reporter. CBN News, The Christian Broadcasting Network, Inc., an evangelical Christian ministry with headquarters in Virginia Beach, Virginia, has immediate openings in its news department for the following positions: *Bureau chief-Mideast*—a senior news executive to take charge of our growing mideast TV news bureau. The successful candidate will have a minimum of 10 years news, print or 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 Chris-

tian Broadcasting Network, Inc., CBN Center, Virginia Beach, VA 23463. CBN is an Equal Opportunity Employer.

FOR SALE

Sharp XC-700 Cameras (2), like new, used by church less than 300 hrs. Fuji 14X1 w/remotes, studio V.F.'s, C.C.U.'s, 100M cables, E.N.G. V.F., power supplies. Mint condition—\$8,000 ea. (904-396-1663)

Complete color TV production studio equipment. 3 cameras, effects, lighting and much more. Not new but the finest equipment at a bargain price. \$15,000 or best offer. Call 313-565-8500.

Used Radio Equipment: turntables, tape recorders, limiters, etc. Older but many hours of use remaining for beginning station. Clearance prices. For more info call Mark 914-358-1710, ext. 203, or 914-353-3550 in evenings.

Class A, 24-hour FM, Christian format, billing \$18,000 per month. Automation, satellite dish, real estate; Southeast. \$550,000. Down payment \$150,000. Balance financed. Details upon request to serious, qualified inquirers.

**VIDEO AUDIO CASSETTE DUPLICATION**
VIDEO \$2.90 AUDIO 30¢
METRO MARKETING
1305 Metro Dr., Lebanon, Pa 17042
(717) 272-5111
Call or write for brochure.

Reason for selling: health and other interests. Write NRB Box 11S, CN 1926, Morristown, N.J. 07960.

Equipment Needed: AM radio station to be located north of Beirut in Christian-held area of Lebanon. 50,000 w AM transmitter & antenna needed also complete studio equipment. Gospeliban, PO Box 1292, Calgary, Alberta, Canada T2P 2L2, phone 403-262-3732.

SERVICES

Want to buy tubes. *Transmitting tubes* (new & used) needed. Types include 4CX15000A, 3CX2500F3, 4CX35000C, 8388, 6076, 891R, 6697A, 4-1000A and many, many other types. State condition & make; we'll make cash offer. *Camera tubes* (new & used) types include XQ1070, XQ1075, XQ1427, P8122, H8397A, H9311, XQ2427, many other types. State condition: we'll make cash offer. S & M Associates, 105 Cedar Ave., Hewlett, NY 11557, phone 516-599-6434.

Television: Television systems design, facility layout, equipment selection, installation and training. Contact Frank Anderl at ATS Associates, 7206 Halifax Ave. N, Minneapolis, MN 55429. (612) 561-0018.

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CN 1926
Morristown, NJ 07960

Broadening Our Perspective

If there is one word of advice that all of us involved in communications need to hear, it is, "Stay informed." Whether we are journalists or broadcasters, we need to keep in touch with what is happening in the world so that our own messages will not seem unrelated to current events and thought. Both Jesus and Paul contextualized the good news of God's kingdom by framing it in the social and political conditions of the day.

Of course, almost all of us read the daily newspapers and tune in to the radio and television newscasts. And we keep up with religious news by subscribing to one or more Christian publications.

Those of us who are working in the fields of Christian radio and television have another obligation, however. We need to keep up with developing technology and the latest methods of communicating the gospel. A storefront church may be ideal for reaching inner-city street people, but put the preacher on the air and he needs top-quality broadcasting equipment and an inviting format to reach an increasingly discriminating audience.

To keep on top of what is happening in the field of religious broadcasting, National Religious Broadcasters holds an annual national convention and a number of regional meetings, and, of course, we publish *RELIGIOUS BROADCASTING* magazine. The central purpose is to keep religious broadcasters informed. We need to know what is going on if we are to remain up-to-date.

The national convention is only three months away. Now is the time all of us should be thinking of ways we might benefit from being there. Naturally the featured speakers are a draw: Billy Graham, Jimmy Swaggart, Phyllis Schlafly ...

the debate between Senator Edward Kennedy and broadcaster Jerry Falwell—and a number of other excellent speakers.

But there is always more to attending an NRB convention than going to hear the speakers. It's even more than sitting in on workshops to learn the latest methods and ideas related to communications. It might even be more than making new contacts and locking up business commitments.

Being a member of NRB, attending NRB conventions and reading *RELIGIOUS BROADCASTING* magazines are all ways of broadening our perspective on the field in which we operate. All of us—even the top religious broadcasters—need to learn from one another. We need to keep informed of one another's progress and success—and, yes, even failures. We need to encourage one another.

Religious broadcasting is still a growing field, and as it grows it meets with problems in various quarters. Getting together at convention time is a way of plugging in to a storehouse of information that can prepare us to meet a whole host of situations down the road.

Today is not too early to register for NRB '85. The convention will be held February 3-6 at the Sheraton Washington Hotel in Washington, D.C. The theme is "Christian Communicators: Pressing Toward the Mark." For your convenience, a registration coupon appears on page 31 of this issue of *RELIGIOUS BROADCASTING*.

Whether you're an old pro or a relative newcomer in broadcasting, being at NRB '85 will broaden your perspective.

See you there?

—Harold Hostetler



ACTV

American Coalition for Traditional Values

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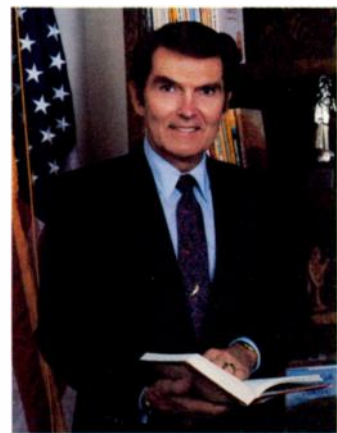
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OPEN CHALLENGE TO EVERYONE INVOLVED IN CHRISTIAN
MEDIA

"EVERY CHRISTIAN A VOTING CITIZEN IN 1984"

Dear Broadcaster:

On behalf of ACTV, I want to invite all religious broadcasters during this most important election year to join us in our "Get-Out-the-Vote" Campaign now under way in churches all across America.

Will you help raise the consciousness level of the coming election by regularly urging your listeners and viewers to: "Call your pastor and offer to be a telephone volunteer in the ACTV campaign to get every Christian into the polls in 1984."

America is facing the greatest moral crisis we have ever known. We Christians can change that and make the difference in this election if we vote. It is estimated that 42% of the registered voters in 1980 did not go to the polls. Christians need to be good citizens by using their voting privileges on election day.

Will you help us get 3-6 million new voters into the voting booths in 1984 that did not vote in 1980? This is what we are doing — we are asking 110,000 Pastors to recruit "telephone volunteers" for every 15 families in their church. By calling their 15, every family in the church will be personally urged to vote on election day. By working together we can make our slogan "Every Christian a Voting Citizen in 1984" a reality.

All of us working together can help turn this country back toward traditional moral values. Let's start with a massive number of Christians going to the polls on November 6th.

Yours for a morally sane America,



Tim LaHaye
Chairman

P. S. This is an opportunity to display to the Christian community in America (45-60 million) religious broadcasters and local churches working together for a common goal!

P.O. Box 16000 San Diego, California 92116

We Direct More Than Television

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

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

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