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December 1984



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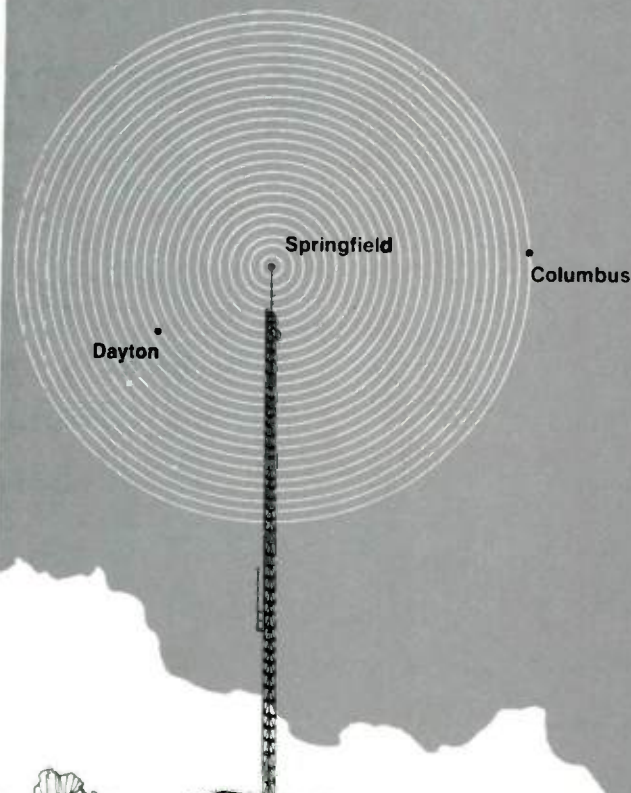
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About the cover: The Sheraton Washington Hotel will be the site of the 42nd annual convention of NRB, February 3-6.

SIGN ON

"The Station"



As I've been traveling around the country to attend the NRB regional chapter meetings, I have related a piece called "The Station" by Robert J. Hastings. So many have asked for copies of it that I decided to repeat it in the column this time. It has such an effective message.

Tucked away in our subconscious is an idyllic vision. We see ourselves on a long trip that spans the continent. We are traveling by train. Out the windows we drink in the passing scene of cars on nearby highways, of children waving at a crossing, of cattle grazing on a distant hillside, of smoke pouring from a power plant, of row upon row of corn and wheat, of flatlands and alleys, of mountains and rolling hillsides, of city skylines and village halls. But uppermost in our minds is the final destination. On a certain day at a certain hour we will pull into the station. Bands will be playing and flags waving. Once we get there so many wonderful dreams will come true and the pieces of our lives will fit together like a completed jigsaw puzzle. How restlessly we pace the aisles, ... waiting, waiting, waiting for the station.

"When we reach the station, that will be it!" we cry. "When I'm 18." "When I buy a new 450 SL Mercedes Benz!" "When I put the last kid through college." "When I have paid off the mortgage!" "When I get a promotion." "When I reach the age of retirement, I shall live happily ever after!"

Sooner or later we must realize there is no station, no one place to arrive at once and for all. The true joy of life is the trip. The station is only a dream. It constantly outdistances us.

"Relish the moment" is a good motto, especially when coupled with Psalm 118:24: "This is the day which the Lord hath made; we will rejoice and be glad in it." It isn't the burdens of today that drive men mad. It is the regrets over yesterday and the fear of tomorrow. Regret and fear are twin thieves that rob us of today.

So, stop pacing the aisles and counting the miles. Instead, climb more mountains, eat more ice cream, go barefoot more often, swim more rivers, watch more sunsets, laugh more, cry less. Life must be lived as we go along. The station will come soon enough.

E. Brandt Gustavson

President

National Religious Broadcasters

In Future Issues

The next three issues of *RELIGIOUS BROADCASTING* will be the biggest and most information-filled of the year. Designed especially to meet the needs of those attending the 42nd Annual Convention of National Religious Broadcasters, they will contain articles by and about some of the major personalities and programs of NRB '85 (to be held February 3-6 at the Sheraton Washington Hotel).

Look for articles by major speakers in both the January and February issues. In addition, we will be carrying our usual departmental articles on various aspects of religious broadcasting. The March issue will be a convention wrap-up, featuring articles and news about NRB '85.

January, February and March: issues of *RELIGIOUS BROADCASTING* not to be missed!

RELIGIOUS BROADCASTING

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Executive Editor Ben Armstrong

Editor Harold Hostetler

Assistant Editor

Daniel J. Nicholas

Technical Editor Michael T. Glenn

Editorial Assistants Susan Kubick,

Anne Dunlap, Tamara Browning

Contributing Editor

Richard E. Wiley

Graphics Assistant Brad Scherr

Advertising Director Dolph Hintze

Advertising Assistant

R. Scott Middleton

Circulation Assistant

Robert E. Bowen

National Religious Broadcasters

E. Brandt Gustavson, *President*, Moody Bible Institute, 820 North LaSalle St., Chicago, IL 60610. Dr. Robert A. Cook, *First Vice President*, The King's College, Briarcliff Manor, NY 10510. Dr. B. Sam Hart, *Second Vice President*, Grand Old Gospel Fellowship, Inc., 610 Mt. Pleasant Ave., Philadelphia, PA 19119. Mike Maddex, *Secretary*, WEEC, 2348 Troy Road, Springfield, OH 45504. Jerry K. Rose, *Treasurer*, Channel 38 WCFC-TV, 20 North Wacker Dr., Chicago, IL 60606. Dr. Ben Armstrong, *Executive Director*, NRB, CN 1926, Morristown, NJ 07960.

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

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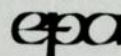
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FCC Cracking Down on Artificial Minority Ownership

by Richard E. Wiley

In a recent Review Board decision, *KIST Corp.*,¹ the Federal Communications Commission renewed its disdain for "sham arrangements" designed to secure undeserved credit for integration of minority ownership into management in comparative hearings for broadcast stations. (In this sense, integration implies the proportion of the voting control of the applicant held by those minority owners who will work, preferable full-time, in management positions at the station.) The board criticized the inclusion of minority and/or female principals in a broadcast application for the sole purpose of enhancing the applicant's comparative status vis-a-vis other applicants.

These artificial arrangements often cloak themselves in the appearance of legitimacy, thereby making it difficult to distinguish between genuine minority integration and integration in name only. This action by the Review Board indicates it will no longer allow minority "fronts" to prevail over applicants with genuine integration proposals.

In multiparty proceedings for new broadcast stations, an applicant who possesses basic qualifications set by the commission can be awarded a preference if: (1) it proposes to integrate its owners into the management of the station and (2) its principals do not own or control any other media entities. The weight of the preference given to an applicant whose principals propose to work in managerial positions at the station can be enhanced if the owners are members of a minority group and/or female, reside in the proposed community of license, participate in civic activities in that community and have previous broadcast experience.

The Facts on KIST

KIST Corp. involved seven² applications for authorization to construct a new television station in Riverside, California. The Riverside

¹See *KIST Corp.*, FCC 84R-74 (Oct. 19, 1984)

²In the Initial Decision, FCC 83D-60 (released November 4, 1983) the Administrative Law Judge disqualified three applicants and selected Sunland as the winning applicant based upon its integration proposal. The Review Board affirmed the disqualifications and reversed the ALJ as to Sunland. *KIST* was granted the construction permit.

Family Television, Inc., and Sunland Communications Company applications were found to be premised on sham arrangements and were denied integration credit. Family, whose application purported to have a minority female principal with a 95 percent interest, openly admitted that the principal was included only to trigger a minority preference. Sunland's inclusion of a local Hispanic resident as a 35 percent partner was also found suspect, but on a more subtle level.

Jack Dalton, the promoter of the Family application, contacted Cheryl Kearney, a black resident of Los Angeles and an acquaintance of Mrs. Dalton, in order to persuade her to join his application. Dalton had never met Kearney until the application was filed and had little contact with her afterward. Ms. Kearney invested no money in the application. She was advanced the \$1,000 for the purchase of her 95 percent share, but was not required to repay the sum. Moreover, she was not obligated to make any loans or other advances to Family. Mr. Dalton, who had held himself out to be a mere 5 percent owner, was in actual control of the operation. He was responsible for setting up the corporation's bank account, paying all the bills, and securing the necessary capital. He assumed sole liability for any net losses.

In the Sunland situation, Jack Hodin, a 55 percent principal, sought the cooperation of Andres Luis Soto, a Hispanic resident of Riverside, to help augment his application. Like Ms. Kearney, Mr. Soto had no financial liability and very little responsibility for his 35 percent interest. The partnership agreement called for net losses to be borne in proportion to the contributions actually made by the partners. Since Mr. Hodin had "advanced" the contribution of Mr. Soto, he alone was liable.

In assessing such ownership arrangements, the commission looks beyond the legal trappings to see who has actual control. In order for a principal to be in the position to enhance an application, he or she must have a "palpable stake" in the ultimate license. The FCC is interested in knowing who is financially dominant, who incurs personal liability and whether the purported structure corresponds to the actual distribution of responsibility. In addition, the principals who control an appli-

cant should have some active role in the prosecution of the applications.

Real Minority Holdings

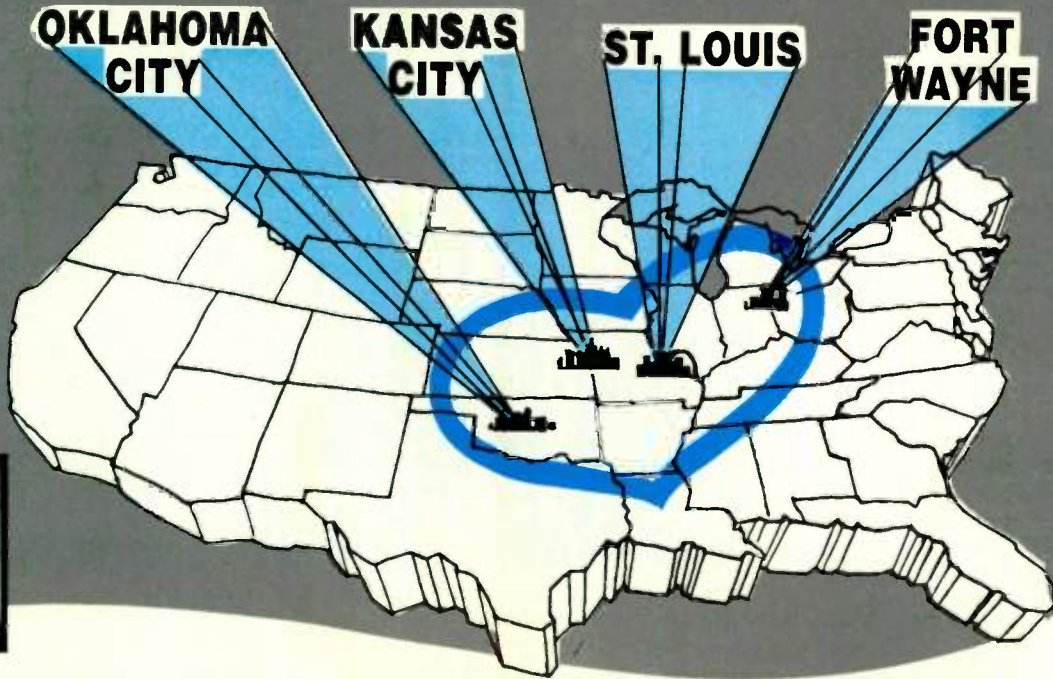
The Review Board indicated that it might not take such harsh action against an applicant whose minority owners have less financial involvement than the other stockholders where there is other evidence of their intent and ability to fulfill their obligations. For example, in *Las Misiones de Bejar Television Co.*,³ the integration credit was awarded to two minority stockholders who took out loans to purchase their stock. The loans were guaranteed by one of the nonminority stockholders. The Review Board distinguished that case from *KIST Corp.* because the minority stockholders in *Las Misiones* were personally liable for their debt. Thus, where minority principals who hold themselves out to be substantive or controlling owners actually possess a true interest rather than a normal participation, those owners will qualify for a minority preference and integration credit.

In light of the Review Board's decision, applicants who intend to propose implausible integration schemes will have to think twice. Partnership agreements and corporate documents should be scrutinized closely in order to avoid any potential abuses of the commission's integration preferences scheme. Applicants should be sure that all owners who are proposed to be integrated will incur their share of the liabilities and will in fact participate in the management of the station. In *KIST Corp.*, the commission has warned applicants that it will look between the lines to see who really controls each applicant. Thus, sham ownership structures will not be tolerated. Indeed, phony arrangements are likely to backfire and may actually impede efforts to obtain a broadcast property. As a result of this decision, applicants with realistic and sincere integration proposals are more likely to succeed in comparative proceedings.

³54 RR 2d 1206 (Rev. Bd. 1983)

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.

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CBNU Dedicates Library Building, Details Programs

VIRGINIA BEACH, Va. (NRB)—CBN University, now in its seventh year, entered a new dimension on October 13 as a research, scholarship and satellite communications center when a new four-story building was dedicated.

The 152,000-square-foot Georgian Colonial library, which cost \$13.2 million, is centerpiece of a growing cluster of graduate schools that constitute CBN University. The 685-acre campus is shared by Christian Broadcasting Network and its affiliate, CBN Cable.

The fully-computerized learning resource center is linked to more than 6,000 libraries nationwide and has potential to house 600,000 bound volumes and one million microforms. Already it stores 60,000 volumes, 225,000 microforms and 1,200 current periodical subscriptions.

The library facility will enable CBN to implement in 1985 a number of televised courses being planned by the CBNU Extended University. A literacy education program for children and adults, *Sing, Spell and Read*, is being produced by David Freyss, former producer for *Sesame Street*.

A second television program that will become a reality because of the new library is a 22-course Bible program. Students will study such subjects as "Christian Apologetics" and "The Life of Christ" at home, but they will be enrolled at the Extended University.

Ground was broken on June 7, 1982, for the library that also includes 10 classrooms, faculty offices, student facilities, a 142-seat auditorium, 20 study rooms and a chapel.

Under the direction of library dean Lois Lehman, a former missionary teacher in Sierra Leone, West Africa, the facilities al-



CBNU opened a \$13.2 million library. A literacy education TV program for children and adults and a Bible teaching series are among the immediate uses.

ready serve 496 students from 40 countries.

Guest speaker for the dedication was Edwin Meese III, the counselor to President Reagan whose appointment went unconfirmed by the Senate earlier this year. CBNU chancellor Pat Robertson and president Bob Slosser also participated in the formal ceremonies, which included lighting a lamp designed like the university's logo. The flame will burn continuously, signifying "that true enlightenment and knowledge come from God," a CBNU source said.

Long-range construction plans at CBN Center include a conference center, a motel complex and other offices and production facilities for the television network.

TV Satellite Network Aids Local Pastor With Church Growth

PENNSAUKEN, N. J. (NRB)—One Sunday morning each month one of the nation's best-known television evangelists, Jimmy Swaggart, puts in an appearance at a small, independent church in this suburban Philadelphia town—live by satellite. The 80 church members as well as residents of the community are giving rave reviews.

Robert Colona, who has pastored the Bread of Life Church of Pennsauken since its founding two years ago, says, "The broadcast is fresh and alive. It's the first time we've had 100 percent participation of our church members for any activity of the church." As a direct result of devoting one of every four morning sermons to the evangelical and charismatic preacher of the air, five new families have joined Colona's congregation.

"Satellite [programming] will never take the place of someone preaching in person. Swaggart's program is an evangelistic tool," Colona said during a telephone interview.

To pastors concerned about surrendering their pulpits to a large-screen television set and an earth station outside, the pastors say simply, "Try it and see. It's a step of faith."

He said the two-hour telecast worship, called The Jimmy Swaggart Church Growth Satellite Network, "broadens our vision of the

CBN TV Special Aired Closed-Captioned

WASHINGTON, D.C. (NRB)—"Don't Ask Me, Ask God," the one-hour special produced by the Christian Broadcasting Network, in Virginia Beach, Virginia, aired with closed captions for the hearing-disabled over CBN Cable September 24.

The National Captioning Institute, Washington, D.C. metropolitan area, captioned the program, which was originally broadcast last January. Earning a 10.5 Nielsen (cume rating), the program is based on a nationwide Gallup Poll where Americans were asked, "If you could ask God one question, what would it be?" The special included appearances by

such well-knowns as Nobel Peace Prize winner Mother Teresa, Christian philosopher Malcolm Muggeridge, futurist Alvin Toffler and the former Army chief of staff, General William C. Westmoreland.

Sixteen million Americans are either deaf, hard of hearing or hearing impaired, according to Don Thieme, director of public affairs and development at NCI. To view closed-captioned programs, the hearing disabled need the hook up of a TeleCaption Adapter or "decoder" to their television sets.

Established in 1979, NCI captions other syndicated programs including Robert Schuller's *Hour of Power*. CBN has no immediate plans to rebroadcast "Don't Ask Me, Ask God."

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As Christian broadcasters, we began to notice that the news organization our station was affiliated with was exhibiting a liberal slant to their news. Not so much in what they *did* report as in what they failed to report.

We also grew tired of the endless entertainment reports. The assassination of John Lennon had as much coverage on our station as did the attempted assassination of the President. As Christian broadcasters, we felt that our programming had to be honoring to God in all areas including news coverage. Not that we wanted a particular "slant" to the news, and thus become guilty of the same offense we are concerned about in others.

Honest news that would include items of interest to our predominately religious audience is what we desired. We wanted to know how our political leaders felt about issues important to evangelicals . . .

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Ward Childerston
Station Manager
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world and our life in Christ. We've been blessed."

The pastor reports a mixed response from visitors, some of whom come expecting to meet the famous evangelist in person. Since signing on for the service last January, when the network was first developed, the church has had an average of five new visitors attend each week. That number sometimes increases to 20 a week.

Colona says that the large screen provides a sense of Swaggart being present. "Some persons have been born again and filled with the Holy Spirit" because of the worship narrowcast, which originates from Swaggart's Baton Rouge, Louisiana, complex.

Colona's church got a special price of \$300 a month for two years. At the end of that contract period, the congregation will own the earth station and projection equipment. The regular national subscription rate is \$500 a month for one year, after which time a church will own the equipment. Following the initial contract period—or if a church is already satellite-ready—the monthly charge is \$250.

More than 60 churches across the United States are linked similarly to the Swaggart network, which has started to air an additional worship service on Sunday evenings beginning October 21.

Quarterly seminars began on October 12 and 13 with featured lecturer Edwin Cole, author of *Maximum Manhood*. The second seminar is planned for February 15 and 16 and will feature a youth emphasis by David Wilkerson, author of *The Cross and the Switchblade*, and gospel singer Carmen.

Phony Petition Out on Jesus' Sex Life

SPRINGFIELD, Ill. (NRB)—The Illinois attorney general's office has been inundated with 170,000 letters since December and up to 20 telephone calls per day about a non-existent movie that, according to a misleading petition, portrays the sex life of Jesus Christ as a "swinging homosexual."

The anonymous petition, addressed to a state attorney general who has been out of office four years, draws on the emotions of readers, according to William Schaub of the attorney general's office.

He confirmed that the movie, which was reported as being distributed in this country by Modern People News of Franklin Park, Illinois, has never been produced. He also said that the Modern People News never intended to distribute the foreign production and that the company has been out of business for two years.

Schaub described the petition as a "second cousin" to another phony petition that says

atheist Madalyn Murray O'Hair wants an FCC ban on religious broadcasting. That hoax has generated more than 14 million pieces of mail to the commission and diverted evangelicals' attention from more important, real issues.

Swaggart Opens Bible College

BATON ROUGE, La. (NRB)—Concurrent with developing the Jimmy Swaggart Church Growth Satellite Network, the television evangelist's organization spent the past year planning a four-year Bible school. In September the Jimmy Swaggart Bible College opened its doors to 401 students.

Students can focus their studies to one of 15 majors including world missions, church business administration, music and drama, or pastoral ministries. In addition to the four-year bachelor-of-arts degree, a two-year associate degree program and a one-year diploma program are being offered.

Accreditation is being sought from the American Association of Bible Colleges. Total annual expense—including tuition, room, board and fees—for a student will be approximately \$1,750.

Hispanic Mennonites Discuss Broadcasting

CHICAGO (NRB)—A small group of Hispanic Mennonites joined forces here for two days in August to discuss using broadcast media for spreading the gospel to other Hispanics in urban settings.

Despite low attendance, the pastors and church leaders from Chicago carried on with a full schedule of plenary speeches and workshop labs on topics such as "Christian Television in an Urban Society," "The Impact of Religious Radio" and "Church and Modern Technology."

Participants at the conference, sponsored by Menno-Latin Association of Communications, Elkhart, Indiana, included Jose Ortiz, director of Hispanic Ministries for Goshen (Indiana) College; Samuel Hernandez, associate secretary for the National Council of Hispanic Mennonite Churches; Oscar Canales, a radio broadcaster from Chicago who serves on the Hispanic NRB board of directors; and Elias Acosta, director of the Menno-Latin Association of Communications.

Acosta, who is studying communications at CBN University this year, was coordinator for the conference. In 1980 he was first host for a Spanish-language broadcast, *Momento de Gozo*, while a student at Goshen College.

The association, which currently represents 60 Hispanic pastors interested in broadcasting, was formed last December as the Hispanic branch of the Mennonite Media Ministries. Its scope is the 50 United States.

Menno-Latin Association of Communications is affiliated with the Latin-American Mennonite Communications Group, a Puerto Rico-based denominational agency that encourages religious broadcasting in Latin America and the United States. The latter organization, of which Acosta is treasurer, has existed for 11 years.

Catholic Cable TV Network Sees Rapid Growth

BIRMINGHAM, Ala. (NRB)—A new 7,000-foot television studio facility is being constructed here by the fastest-growing Roman Catholic cable network. Eternal Word Television Network (EWTN), which was started in August 1981 by a cloistered Franciscan nun, experienced a 47.4 percent increase in the number of subscribers during the first six months of this year.

With 62 cable systems in 38 states receiving her daily message, *Mother Angelica* takes to the airwaves live thrice weekly for a TV talk show that features toll-free telephone calls from viewers. Notable guests have included Archbishop Bernard Law of Boston, Jesuit author John Powell and evangelical Protestants Charles Colson and Pat Boone. An estimated 2.4 million homes receive the programming.

The past three years of *Mother Angelica's* 40-year ministry have provided her and the denomination with significant media presence in a field dominated by conservative Protestants.

Until July, EWTN maintained a strict policy that forbade on-air fund solicitation. A spokeswoman for the network, Debra Windham, confirmed that "pressing bills that had to be met" required requests for donations from viewers. She reported "overwhelming response" to the appeal. She said the charge for satellite time alone runs \$150,000 each month.

Programming, 30 percent of which is already produced in-house, consists of four hours nightly in prime time, seven days a week. In addition to the talk show, *Mother Angelica Live*, John Powell hosts *American Catholic* and John Bertolucci is seen on *Glory to God*. Family entertainment includes *The Bill Cosby Show* and old Western dramas.

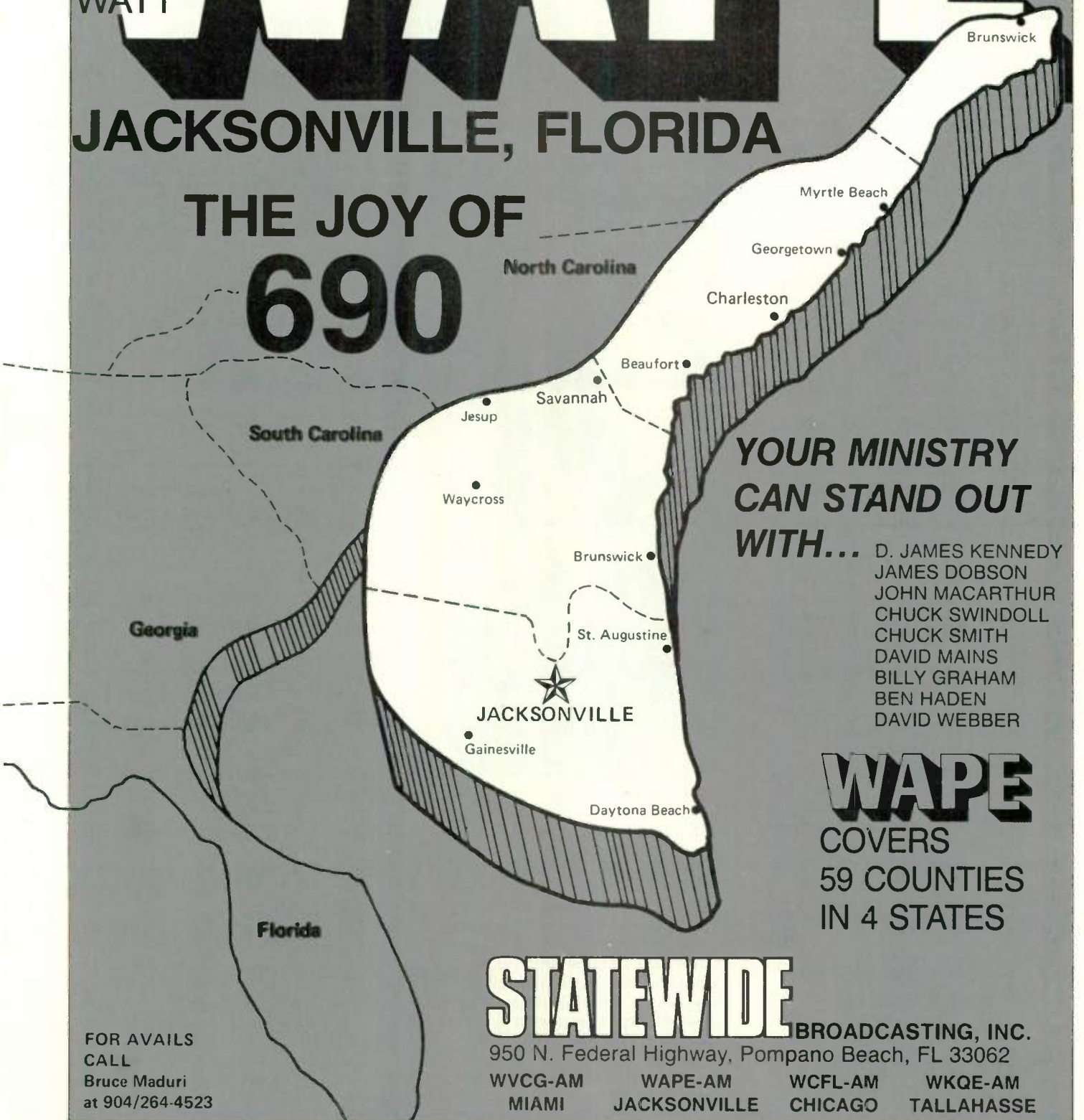
Windham said the network's goal is to "offer the gospel freely" to as many viewers as possible.

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Ex-Miss America, Choir, Musicians Scheduled for NRB '85

WASHINGTON, D.C. (NRB)—Several soloists and musicians, including a 125-voice black Baptist choir and a former Miss America, have signed on for the 42nd annual convention of NRB February 3-6 at the Sheraton Washington Hotel.

The sounds of Christian music always transform an NRB convention into an inspiring four days, convention planners said.

Music for the February 3 opening plenary session will be provided by The New Shiloh Baptist Choir of Baltimore. Their pastor, Harold A. Carter, will address the convention immediately after the choir performs.

The next morning, at the keynote plenary session Cheryl Prewitt Blackwood, a contemporary Christian soloist, will perform for delegates. Representing the state of Mississippi, Blackwood was Miss America 1980. Her fourth record album, *I Choose to Be Happy*, is due out next month from River-song Records.

Monday evening's plenary program will feature a soloist from evangelist Jimmy Swaggart's television ministry. John Starnes has an interesting assignment for the famed broadcaster. He doubles as pilot for the ministry's executives. Swaggart is scheduled to speak on the same program immediately after Starnes appears.

Tuesday evening, February 5, opera singer William Harness of Torrance, California, will fill the Sheraton Washington Ballroom with a mixture of classics and Christian sound. As part of the evening plenary session, Harness promises to be one of the memorable musical performers at NRB '85. A guest on many religious broadcasts, Harness is a minister with the United Evangelical Churches.

Three internationally recognized musicians have volunteered their talents for each of the four days in Washington. The first, Kurt F. Kaiser, vice-president and director of Word, Inc., Waco, Texas, will be convention pianist. Kaiser is a composer of popular spiritual numbers such as "Pass It On" and "Oh How He Loves You and Me."



Baptist choir from Baltimore and Cheryl Prewitt Blackwood, Miss America 1980, will capture attention with music at the NRB convention.



Don Wyrzten, director of music publications at Singspiration Music, Grand Rapids, Michigan, has been named convention organist. Wyrzten has arranged or composed more than 200 songs including "Worthy is the Lamb."

Concert artist "Big John" Hall has agreed to be convention song leader this year. Until he opens his mouth, the most striking quality Hall will bring to the NRB podium is his 6 foot 4 inch height. A rich, bass-baritone singing voice is the second quality for which he is known. Hall's most recent recording is a worship album, *The Reason I Praise*.

Three premier gospel music events are being planned as part of the NRB '85 package. Blacks and Hispanics are making plans to

hold concerts on Sunday afternoon, February 3. The Gospel Music Association, which has been responsible for securing many of the NRB '85 performers, plans to hold another musical extravaganza on February 4, immediately after the evening plenary. For several years their concert has been a much anticipated Monday night event.

Woman Elected Chapter President, Wants "Reawakening"

ROCHESTER, NY. (NRB)—After 10 years as a pacesetter in Christian radio, Sue Bahner, general manager of WWWG/Rochester, has been named president of the Eastern Regional Chapter of National Religious Broadcasters. The election to a two-year term was made at the chapter's annual meeting October 4-6 at the Dulles Marriott Hotel in Washington, D.C.

A native of Philadelphia, Bahner is the first woman to be elected as chapter president. She has served the chapter as secretary for several years and has been active nationally in NRB leadership since the NRB '83 convention. She is one of four women on the national NRB Board of Directors.

Under her leadership during the next year, chapter officials will "be working together to reinforce what was begun years ago." The

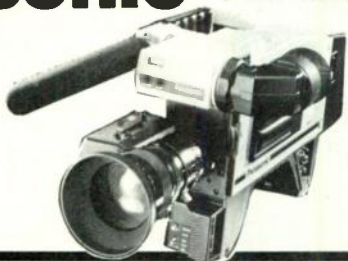
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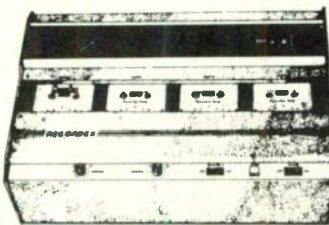
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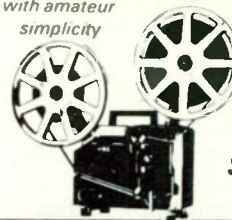
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NRB NEWS

new president is already polling chapter members by mail about their needs and she plans to ask for increased involvement. "Together we can have a reawakening of the Eastern Chapter," she challenges.

Bahner replaced David Eshleman, general manager of WBTX-AM/Broadway (Virginia). He served as chapter president for four years and decided not to seek reelection.

Under consideration by the chapter's eight-member executive committee are several one-day workshop meetings during 1985 that will be designed to draw religious broadcasters unable to attend the chapter's convention. If a session were held in Boston, Bahner reasons, it would attract additional participants and potential members. The chapter draws members from Maine to Virginia.

"I am confident that I was not elected president because I am a woman but because of the ideas I can bring to that position," Bahner said in a telephone interview. When discussing her new role in NRB leadership Bahner prefers to emphasize "skills, not skirt."

The new president expressed interest in seeing more women in religious broadcasting achieve positions of leadership "because of their abilities." Born of Irish immigrant parents, Bahner has been listed for several years in *Who's Who of American Women* and *Who's Who in the East*.

Her motivation stems personally from a conscious desire to "share the joys the Lord has given in life." Christian broadcasters preach that message every day, she said, but do not always apply it in their own lives.

Bahner was instrumental in starting WYRD-AM/Syracuse (New York) in 1974. Her first position in Christian radio, after a career in private business, was with that Crawford Broadcasting Company affiliate. She made the move to WWWW/Rochester, a commercial religious station, in 1980.

One of Bahner's proudest moments in religious media was April 6, 1979, when she was invited as one of 30 editors and news directors from around the nation to interview President Jimmy Carter at a day-long briefing at the White House. She was the only religious broadcaster present.

Three other chapter officers were elected or reelected at the annual meeting. David F. Reeder, president and general manager of WCTN-AM/Potomac (Maryland), was named vice-president. His station broadcasts live each year from the NRB convention in Washington, D.C. David Virkler, director of Dedication Evangelism, Inc., Towaco, New Jersey, and radio speaker on *The Word and the World*, was elected as the chapter secretary. Also reelected was treasurer Alex Leonovich, executive director of Slavic Missionary Service, South River, New Jersey. His company produces programs in Russian



Bahner, a first for NRB

and Ukrainian and consults on Slavic mass media concerns.

Four board members-at-large were also elected or reelected. They are B. Sam Hart, NRB's second vice-president and a broadcaster on *The Grand Old Gospel Hour*, Philadelphia; Robert H. Straton, a vice-president with Walter Bennett Company, Philadelphia, and the chapter's first president; Warren R. Wilson, president of Forge Recording Studios, Valley Forge, Pennsylvania; and Joseph C. Emert, general manager of WTLR-FM/State College (Pennsylvania), and a leader nationally in the Channel 6-FM interference issue.

Plans Advancing for Media Trade Expo

WASHINGTON, D.C. (NRB)—One of the most visible features of the annual NRB convention will be the 1985 Media Expo trade show. Expo director Michael T. Glenn described highlights of the Expo and announced that a new decorator has been hired. Arata Expositions, Inc., of Rockville, Maryland, is replacing Hargrove, Inc. of Lanham, Maryland, as NRB's official decorator for both the trade show and the convention staging. The suburban-Washington company was chosen because of a proven track record in designing cost-efficient exhibitions that reflect, in Glenn's words, "an unsurpassed standard of contemporary designs and trends."

As of October 31, 147 organizations have signed contracts to display their wares at NRB '85. They occupy 238 of the 334 booths available. Those numbers represent an increase over 12 months ago when 131 companies had signed on for 187 booth spaces.

With \$143,000 in contracts already sold, Glenn estimates that the Expo will be more successful than any of the previous 17 shows. The next trade show, which opens Monday, February 4 at the Sheraton Washington Hotel, will be the fourth managed by Glenn.

He said trends for 1985 seem to be that companies are leasing more space than in previous years, and there are more video projector corporations planning displays than previous years. The latter direction, he says, is because of the proliferation in recent months of church-based satellite networks.

One-fifth of the exhibitors this year will be equipment manufacturers. Another one-fifth will be book and magazine publishers; and 11 percent of the organizations will be religious program producers. Also buying space will be numerous tour and travel agencies, radio and television stations, networks, music production companies, advertising agencies and fund raisers.

As in past years, a cafe, theme center and video theater will round out the services offered at the Media Expo.

NRB Award Nomination Procedure Revised for 1985 Convention

MORRISTOWN, N.J. (NRB)—An emphasis on merit rather than popular vote will help judges decide winners of the annual NRB awards presented at the national convention February 3-6 at the Sheraton-Washington Hotel, Washington, D.C.

Entry nominations for the Distinguished Service Award, Hall of Fame and Awards of Merit for Program Production and Station Operation must now provide detailed documentation supporting a nominee's qualifications for an award. Originally, NRB members recommended broadcasters for specific awards, and the NRB board chose winners. Judges appointed by the NRB Executive Committee and Awards Committee will choose winners this year.

Nominations for all awards must include a statement outlining why a nominee is placed in nomination, the nominee's biographical information and at least three references confirming the nominee's contributions in the above areas. But nominations for the Award of Merit in Station Operation must also include a composite air check and completed program log. The Award of Merit in Radio and Television Program Production entry must provide a tape of the program nominated (audio cassette or 3/4-inch video cassette) and a copy of the script.

The awards criteria was revamped under the direction of NRB's first vice-president,

(continued on page 34)

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Growth of Ethnic Broadcasting

Black and Hispanic broadcasters are seeking more outlets through NRB to reach a growing ethnic population that appears to be receptive to the gospel

by Tamara N. Browning

OUT OF A TOTAL 226 million Americans, 26 million blacks and 14 million Hispanics constitute less than 18 percent of the population.

However, many of them are becoming more influential in American life through participation in politics, sports, education, communications and the like.

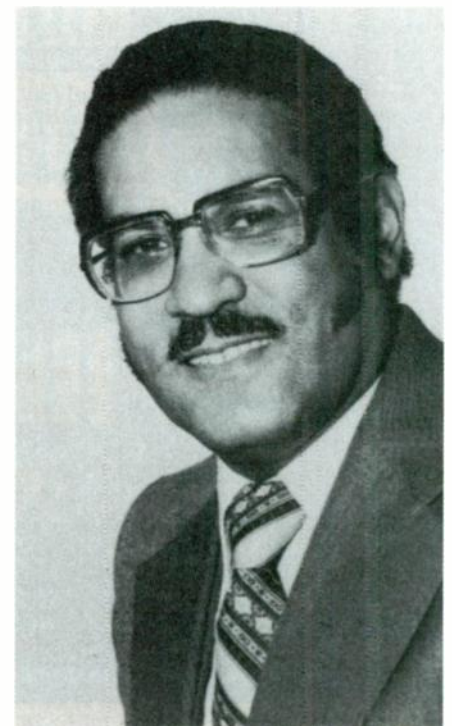
Blacks and Hispanics in the religious broadcasting realm are also taking the initiative by seeking to become a decided part of reaching people with the gospel. They have shown their willingness to participate through forming their own interest groups in National Religious Broadcasters, which represents 75 percent of all religious broadcasting in the United States.

Even though blacks have been organized in NRB longer than Hispanics, Hispanics are clearly showing the lead in involvement. Blacks know they have some catching up to do, but of both groups, the ultimate aim is still twofold. They want more ethnic involvement in religious broadcasting and recognition from their white brothers.

"The big thing is to simply get as many Christian broadcasters to include programming to reach a vast number of blacks to identify with us and to let them realize that the gospel is not for just the white man," said B. Sam Hart, chairman of the NRB Black Broadcasters Committee and president of the Grand Old Gospel Fellowship in Philadelphia. He told religious broadcasters at a recent NRB regional convention, "You can't preach the gospel to the wrong man."



H. O. Espinoza



B. Sam Hart

The chairmen of the two ethnic committees of National Religious Broadcasters, H. O. Espinoza of the Hispanic Committee and B. Sam Hart of the Black Broadcasters Committee, are working for a clearer identity of their constituents in the national organization.

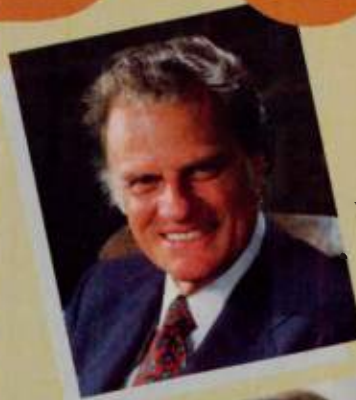
H. O. Espinoza, chairman of the Hispanic Committee of National Religious Broadcasters and president of PROMESA (Evangelical Hispanic Projects and Ministries) in San Antonio, Texas, said last year that it's time to provide the Hispanic peoples in the U.S. with their own radio and television stations.

David Greco, director of programming at WNYM in Staten Island, New York, told an NRB Eastern convention

audience that the U.S. has the fifth-largest Spanish-speaking population in the Western Hemisphere, behind Mexico, Columbia, Argentina and Peru. He said Hispanics must be reached with the gospel before they are influenced by shortwave broadcasts from Moscow and Cuba. "Millions need to be reached by the gospel before they listen to that kind of message," Greco said.

(continued on page 23)

NRB '85 This is the year!



Billy Graham



Jimmy Swaggart



Jerry Falwell



Cheryl Prewitt Blackwood



Harold A. Carter

Summit Meeting of World Christian Leaders

"Christian Communicators: Pressing Toward
the Mark"—Philippians 3:14

National Religious Broadcasters
42nd Annual Convention
February 3-6, 1985
Sheraton Washington Hotel
Washington, D.C.

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NATIONAL RELIGIOUS BROADCASTERS has been the voice of religious broadcasting since 1944, providing an effective means of communication between broadcasters themselves, and a direct line to the government agencies that directly affect their work. Through our annual convention, regional conventions, *Religious Broadcasting* magazine, the *Directory of Religious Broadcasting*, and an unsurpassed tape library on Christian media, NRB keeps its members current on developments in technology, programming, and legislation. Over 1,000 organizations benefit from the personal concern and service of National Religious Broadcasters.

NRB Media Expo '85



NRB Media Expo is the *only* national gathering that shares top billing with a major annual national religious media event—the National Religious Broadcasters Convention. Thousands of Christian media personnel depend on the Media Expo for information on what's new, what's improved, and what's coming next. This year 250 exhibitors are eager to meet with you to explain their products, programs, and services. Set aside several hours to visit the exhibit area, and keep your organization on the cutting edge of ministry!

Convention Schedule

Sunday, February 3

- 10:30 AM—Worship Service
Speaker: Warren Wiersbe
- 12:00 PM—Registration Opens
- 7:00 PM—Opening Plenary Session
Speakers: Harold Carter
Ben Haden
Music: New Shiloh Baptist Church Choir
"Big" John Hall

Monday, February 4

- 7:00 AM—Prayer Time
- 8:00 AM—Registration
- 8:45 AM—Media Expo Grand Opening
- 9:00 AM—Keynote Plenary Session
Presidential Address: E. Brandt Gustavson
President of NRB
Keynote Speaker: Jack Hayford
Music: Cheryl Prewitt Blackwood
- 11:00 AM—Workshop Session I
- 12:30 PM—Board of Directors/
Chapter Officers Luncheon
- 1:30 PM—Presidential Plenary Session
Greetings: John C. Shepherd
- 2:30 PM—FCC Plenary Session
- 3:45 PM—Workshop Session II
- 7:00 PM—Evening Plenary Session
Testimony: Sen. William Armstrong
Speaker: Jimmy Swaggart
Music: John Starnes

Tuesday, February 5

- 6:30 AM—Prayer Time
- 7:00 AM—Registration
- 7:15 AM—Annual Congressional Breakfast
Debate: Jerry Falwell
Edward Kennedy
- 9:00 AM—Media Expo
- 9:30 AM—Workshop Session III
- 11:00 AM—NRB Business Meeting I
- 12:30 PM—FCC Luncheon
Greetings: Mark Fowler
James Quello
- 5:00 PM—International Banquet
- 8:00 PM—Evening Plenary Session
Speaker: Phyllis Schlafly
E.V. Hill
Music: William Harness

Wednesday, February 6

- 7:00 AM—Registration
Prayer Time
- 9:00 AM—Media Expo
- 9:30 AM—Workshop Session IV
- 11:00 AM—NRB Business Meeting II
- 2:00 PM—Plenary Session
- 7:00 PM—Anniversary Banquet
Testimony: C. Everett Koop, M.D.
Address: Billy Graham



The Hon. Mark S. Fowler /
FCC Chairman



George Gallup, Jr. /
president of The Gallup Poll, co-director of Princeton Religion Research Center



Ben Haden /
senior pastor, First Presbyterian Church (Chattanooga, TN); TV and radio speaker, *Changed Lives* broadcast



"Big" John Hall /
recording artist, internationally renowned soloist



William Harness /
tenor soloist, acclaimed in his appearances with major U.S. opera companies



Jack Hayford / senior pastor, The Church on the Way (Van Nuys, CA); speaker on daily broadcast *FreeWay*



Dr. C. Everett Koop /
U.S. Surgeon General



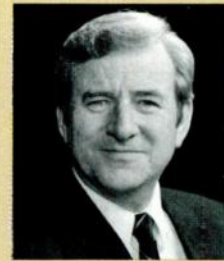
James H. Quello /
FCC Commissioner



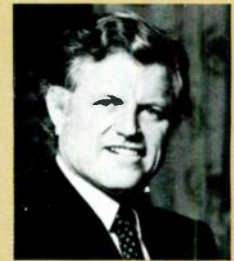
Phyllis Schlafly /
president, Eagle Forum; speaker on daily broadcast *The Phyllis Schlafly Report*



Warren W. Wiersbe /
general director and Bible teacher, *Back to the Bible Broadcast*



Jerry Falwell / speaker, *Old Time Gospel Hour*; chancellor, Liberty Baptist College



The Hon. Edward Kennedy /
U.S. Senator from Massachusetts

Congressional Breakfast Debate

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Getting to and from the 1985 NRB Convention is as easy as calling MTS Travel, the official convention travel agency. With five offices nationwide, MTS can meet your specific travel needs and save you 30-45% off your coach round-trip air ticket. Call MTS Travel, using one of the toll-free numbers below, and tell the convention desk you're going to NRB '85.



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1. Use a separate registration form for **each** person. (Please use a separate form for your spouse.)
2. Please fill out the form completely. All information is vital for expediting your registration.
3. Registration fees are listed below. Member rates apply only to members whose dues are current.
4. Make checks payable to National Religious Broadcasters.
5. Organizations with 5 full registrations (\$195, member; \$295, non-member) will be eligible for a discount on the sixth full and succeeding full registrations.
6. Mail completed forms and your check to NRB, Morristown, NJ 07960.

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Organization _____

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Double	\$88	\$96	\$99

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42nd Convention
 February 3-6, 1985
 Washington, DC

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- YES, please send information on exhibiting at the NRB Media Expo, held in conjunction with the 42nd annual National Religious Broadcasters Convention, February 3-6, 1985 at the Sheraton Washington Hotel, Washington, D.C.

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BROADCASTERS

Under the direction of president **John D. DeBrine**, *Songtime*, a Braintree, Massachusetts-based radio ministry, celebrated its 20th anniversary on the air September 6. The 60-minute daily Bible teaching program often features Christian broadcasting's most famous German shepherd, Debrine's pet, **Tang**. A veteran television news anchor in Boston, **Bob Clinkscale**, has been named executive director for *Songtime*. He came to the position earlier this year from WCVB-TV 5/Boston.

Donald Smith, chairman of the Evangelism and Pastoral Training Department at Moody Bible Institute, Chicago, recently retired. He taught at Moody for 27 years in the areas of speech, preaching, evangelism and communications. He was instrumental in the founding of the school's Department of Communications.

More than 350 religious leaders representing nearly 100 denominations participated recently in the second annual Consultation on Pornography, Obscenity and Indecency in Cincinnati. Under the direction of pastor **Jerry R. Kirk** of College Hill Presbyterian Church, Cincinnati, the group will establish strategies for combatting pornography by, for example, seeking federal and state laws against cable TV obscenity.

Chapel of the Air, Wheaton, Illinois, celebrated 45 years on the air in November. **David R. Mains**, who became director in 1982, has been using his radio broadcast to encourage revival in the church and "personal righteousness" among Christians. The newest staffer at *Chapel of the Air* is **Steven Bell**, associate director of broadcasting. Bell came to the broadcast from a church ministry.

Wherever **Joni Eareckson Tada**, a quadriplegic confined to a wheelchair, appeared during a recent tour of Australia, record crowds attended. For the first time in her public ministry, the entire evening program at each stop was built around her singing and Christian testimony. In Sydney, she sang before 11,000 persons. Extensive media attention was given to Joni and her husband, **Ken Tada**, including national television and radio interviews. At each presentation, hundreds of seats were removed from the front of the auditorium to make a place for wheelchair guests. Videotapes were made of Joni's tour for later distribution. Her daily radio program is *Joni and Friends*.

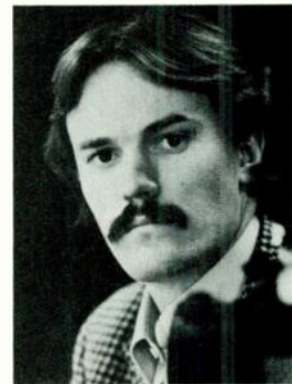
The first woman to serve as president of Tri-State Media Ministry (TRIMM) is **Peggy**



Bob Clinkscale



Joni Tada



Franky Schaeffer

Owen Clark, associate minister for the Northeast Region of the Christian Church Disciples of Christ. She holds a doctorate from New York Theological Seminary. Other officers elected were **Gwen Barrett**, vice-president for programming; **Morris Gurley**, vice-president for development; **Betty Cooney**, secretary; and **Virginia Branston**, treasurer. TRIMM encourages involvement of metro New York City churches in broadcast media.

Robert Sigler has been named executive director of Guidelines, Inc., the Laguna Hills, California, radio and television producer. A graduate of Talbot Theological Seminary, Sigler was a pilot with United Airlines for almost 12 years. Announcement was made by Guidelines president **Harold J. Sala**.

A St. Louis on-air personality, **Keith Clark** of KGLD-AM, was appointed in August as permanent host for *American Christian Countdown*. He has been guest host of the program, currently in 115 markets, since June 23. The program, which has been celebrating its first anniversary since last month, recently acquired responsibility for *American Gospel Rock Countdown*. The latter program, now in 25 markets, is retaining executive producer and founder **David Barnett**, a Presbyterian pastor from Kokomo, Indiana, as program host.

Bill Steensland, a veteran radio announcer, is hosting a new talk radio program for WRFD/Columbus (Ohio). *The Bill Steensland Show* airs for one hour weekdays and covers a variety of topics of concern to Christian listeners.

General manager **Keith Hallam** of WCFL-AM/Chicago has returned to church service as associate pastor of Stone Church, Palos Heights, Illinois. One of his respon-

sibilities will be directing the radio-television ministry of that church. Stone Church was the birthplace of WCFC-TV 38, the station operated by NRB treasurer **Jerry Rose**. Hallam was replaced at WCFL-AM by operations manager **John Cummuta**.

Leighton Ford, associate evangelist for the Billy Graham Evangelistic Association and chairman of the Lausanne Committee for World Evangelization (LCWE), announced that an International Congress on World Evangelization will be convened in 1989. The first International Congress was held in 1974 in Lausanne, Switzerland. His statement was made at the conclusion of a meeting of the 75-member LCWE committee September 10-14 in Stuttgart, West Germany. Ford also announced the appointment of a new LCWE executive director, **Carl J. Johansson**. A missionary to Nepal since 1974, Johansson was for 10 years associate general director of the Lutheran Federation World Broadcasting Service, Addis Ababa, Ethiopia.

A well-known Christian author and film producer, **Franky Schaeffer**, is taking his activist message to radio with a four-minute daily commentary series called *The Christian Activist*. The program has been available since October 1. Schaeffer, son of the late Christian philosopher, **Francis Schaeffer**, produces a free newspaper bearing the program's name.

News in a Different Dimension, the 15-minute weekly radio program of Pocket Testament League, Lincoln Park, New Jersey, has been featuring a new host with a familiar name. **Victor Beattie, III**, news director for International Media Service, Washington, D.C., has been the on-air news reporter for the program since October 1. Beattie is son of **Victor Beattie, Jr.**, who started the program in 1963.

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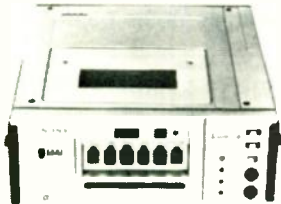
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NRB NEWS

(continued from page 14)

Robert A. Cook, the Awards Committee chairman, and by NRB president E. Brandt Gustavson during a recent meeting. Cook presents the awards at each convention.

Cook, also instrumental in the revision of the nomination procedures, said that the criteria is now standardized and could allow a broadcaster to win a particular award more than once.

Entry forms are available from NRB headquarters in Morristown, New Jersey, and must be sent to the NRB Awards Committee, CN 1926, Morristown, New Jersey 07960, by January 1, 1985. All applications must be accompanied by a \$50 nonrefundable application fee, made payable to National Religious Broadcasters.

Religious Broadcasters at Eastern Regional Told to Seek God

WASHINGTON, D.C. (NRB)—“Don't go into broadcasting unless you're called by God,” was the sentiment expressed in two separate workshops sponsored by the NRB Black Broadcasters Committee October 5-6 at the NRB Eastern convention.

Broadcasters gathered in the Wright Brothers room at the Dulles Marriott Hotel to participate in broadcast workshops moderated by B. Sam Hart, president of Grand Old Gospel Fellowship, Inc., in Philadelphia and chairman of the NRB Black Broadcasters Committee, and Amir Kahn, president of King's Agencies in Camden, New Jersey.

Hart told those attending the “Basics in Broadcast Production and Operation” workshop that no one should go into broadcasting unless he is called into it, because “you are going to pass in deep waters sometimes.”

Kahn cited Philippians 4:19 in the workshop “How to Make a Broadcast Self-Supporting.” He said God will meet needs in making radio broadcasts self-supporting.

Kahn's panelist, Joe Battaglia, general manager of WWDJ/Hackensack, New Jersey, said that he determines whether a broadcast can be self-supporting by asking a broadcaster *why* he should do something rather than *how* he should do it.

“Tell me what you want to achieve, then I'll tell you whether my station is the right vehicle for you,” Battaglia said. He suggested broadcasters determine their philosophy and potential costs in deciding what they need to make a program self-supporting.

The Black Broadcasters Committee will sponsor workshops at the NRB '85 Convention February 3-6.

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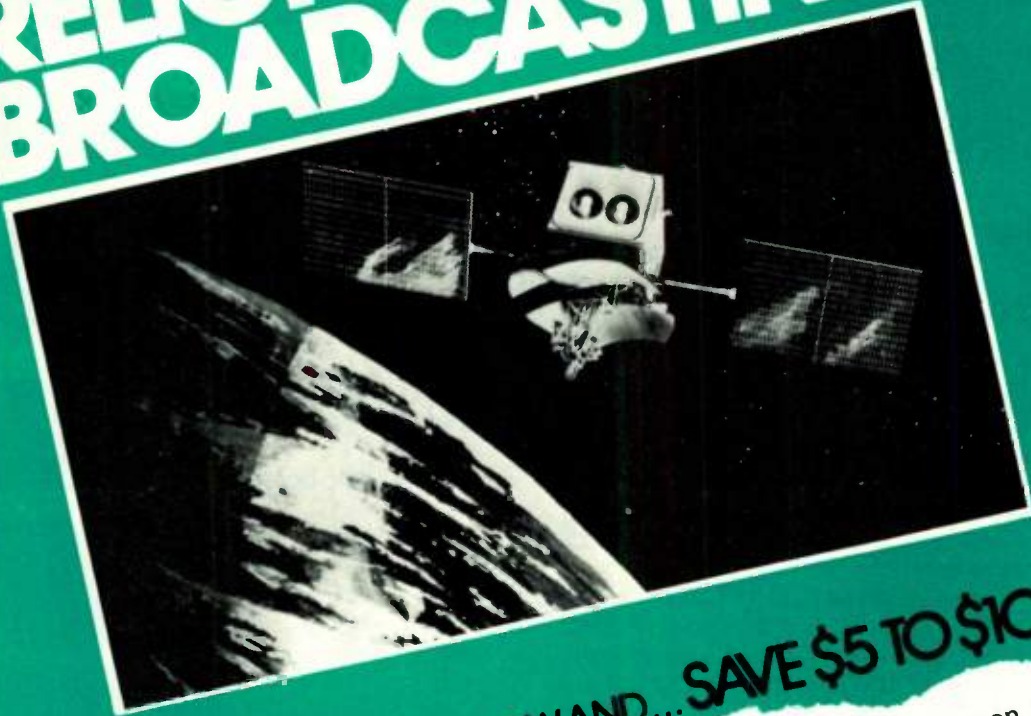
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LATE NEWS

SATELLITE PRAYER MEETING EMPHASIZES ELECTION CONCERNS

A new church-based satellite television network sponsored by Maranatha Christian Churches of Gainesville, Florida, linked some 75 conservative churches in six hours of prayer just four days before the national election. Beginning November 2 at 10:00 p.m. (Eastern) and concluding in the early morning hours of the campaign's final weekend, Maranatha Satellite Prayer Network (MSPN) uplinked its signal from the WUFT-TV studio at the University of Florida, Gainesville. Evangelist James Robison of Fort Worth, Texas, appeared on the network, which offered prayer for "God's will" in national, state and local elections, along with live telephone interviews. Maranatha president Robert Weiner, who hosted the telecast, announced a schedule for similar satellite prayer meetings, including December 14, February 1, March 1 and April 5.

NAE CONVENTION IN MARCH WILL FEATURE STANLEY

The National Association of Evangelicals (NAE) will be conducting its 43rd annual convention at the Hyatt Hotel (Airport), Los Angeles, March 5-7. Heading the list of plenary speakers will be In Touch broadcaster Charles Stanley. He is president of the Southern Baptist Convention and pastor of First Baptist Church, Atlanta. Convening under the theme "Share the Hope," an estimated 1,500 evangelicals representing some of NAE's 43,000 local member churches are expected to "share the hope of the gospel with a world steeped in despair and uncertainty."

NRB-SOUTHCENTRAL CHAPTER SCHEDULES CONVENTION FOR JULY

The NRB Southcentral Chapter has scheduled its first convention for Memphis on July 18-19, 1985. A successful meeting will go a long way toward assuring continuance of the sixth and newest regional chapter of NRB, which was formed after application last February to the National NRB Executive Committee. Permanent standing for the chapter is tied to a decision of the same committee at NRB '85 in February and on local organizers securing at least 35 members. Centered in Mississippi, chapter organizer Robert L. Nations of WOKJ-AM/Jackson (Mississippi) said he wants to attract most of the 125 religious broadcasters he thinks are in the region.

TWO OFFICERS ELECTED AT NRB-MIDWEST

More than 100 religious broadcasters attended the NRB-Midwestern Chapter meeting October 10-12 at Yahara Center, Madison, Wisconsin. Using a seminar approach, the convention focused on spiritual and professional growth, according to chapter president Robert Neff. Two chapter officers were elected for two-year terms. They are secretary Harold Wheat, station manager of WCFC-TV 38/Chicago and board member-at-large Thomas Schindler, president of Good Life Associates, the advertising division of Back to the Bible broadcast.

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HIGHLY QUALIFIED broadcaster with over 20 years experience in radio and television seeks full-time management opportunity in Christian station. Please contact Ronald Meroney, 8227 Bellong Ave., Baltimore, Maryland 21204.

DIRECTOR OF COMMUNICATIONS needed at The Moody Church. Responsibilities: production, distribution and promotion of radio programs; public-address system, cassette tape ministry; supervision of communications staff. Qualifications: proven expertise in all necessary administrative and technical responsibilities. For information write to Dr. Bruce Jones, The Moody Church, 1609 N. LaSalle Dr., Chicago, IL 60614.

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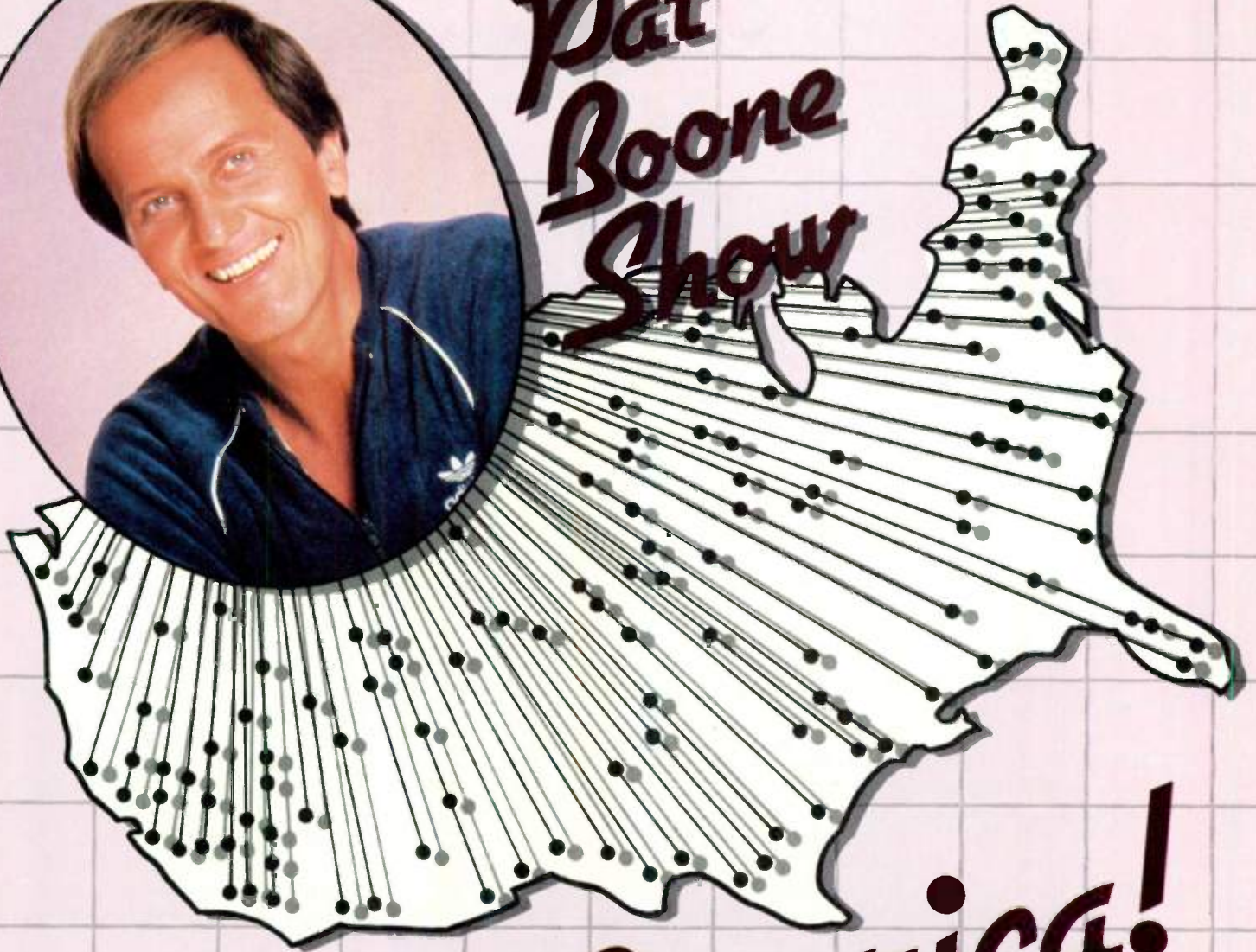
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Are the Media Our Enemy?

A MAJOR BYPRODUCT of election-campaign rhetoric this year has been the general vilification of the secular media by evangelical Christians. Journalists from radio, television and the print media have been lumped together with representatives of Planned Parenthood, the National Organization of Women and the Gay Rights Movement, and labeled simply as "secular humanists." In short, they are seen as the enemy.

Ministry spokesmen have even gone so far as to complain that Christians cannot get a fair hearing in the media. They say that instead of reporting on the good works of evangelical organizations, the press has resorted to lies and distortions in order to ridicule Christianity by focusing on questionable financial practices or other apparent evidence of hypocrisy. We are told that this demonstrates the press is hostile.

However, there is another view worth hearing. There is a compelling argument in favor of our need for a strong and critical press.

It is significant that the First Amendment to the U.S. Constitution protects four basic American freedoms: religion, press, speech and assembly. All involve ideas, thought and communications, protecting all forms of theology, philosophy and ideology. It is within this sea of words that both religion and press navigate, and both are free to check and correct—or cooperate with and encourage—each other.

There is no denying that today the general philosophical milieu of the media is strongly liberal and humanistic. They are the product of a century-long trend in Western thought that has become increasingly individualistic as opposed to communal and familial. It is an outlook that pervades educational and social institutions, including some segments of the church.

But in the midst of this philosophical climate, the press is charged with two mandates: Report the facts and be fair to all sides. Only in this way will the truth somehow emerge.

Like the rest of us, journalists approach all new thoughts and ideas with a high degree of skepticism. In fact, they are trained to sharpen their analytical skills and to beware of ex-

aggerated claims by those whose statements they are reporting. But also like all of us, journalists live with a certain amount of ingrained bias that tends to bleed over into what they communicate. To counterbalance all this, they are responsible to report accurately all sides of a story.

This is where evangelical Christians come in. We have a story to tell. And we are part of a resurgence of concern for the important things in life, including religion, family, morality and community. To make sure that story is told, and told properly, we have to be willing to approach and rub shoulders with the secular press. We have to demonstrate that we are living what we preach. And we have to be able to show that it is working. Journalists are looking for truth; we should be able to give it to them.

For our part, that requires openness and vulnerability. Our lives and our organizations should not be above the scrutiny of the press but should be available for inspection. We are not the government but we are public, and only by being public can we present the kind of witness our country needs to hear the gospel.

It should be the responsibility of every church and every Christian ministry to find new and creative ways to gain access to the media. We have religious radio and television programs, as well as Christian books and periodicals, but they miss a large part of the population that never picks up or tunes in to anything religious. Being newsworthy can open up new avenues for communicating the Good News.

This openness could have an important side effect. It could result in the conversion of journalists who, when presented with the incontestable evidence of truth, will repent and believe. In the long run it could change the ingrained bias of journalists as a class. That may not happen in our lifetime, but it is a goal worth attempting.

Are the media our enemy? Even if they are, the Bible has an excellent bit of advice for us: "If your enemy is hungry, give him food to eat; if he is thirsty, give him water to drink. In doing this, you will heap burning coals on his head, and the Lord will reward you" (Proverbs 25:21-22, NIV).

—Harold Hostetler

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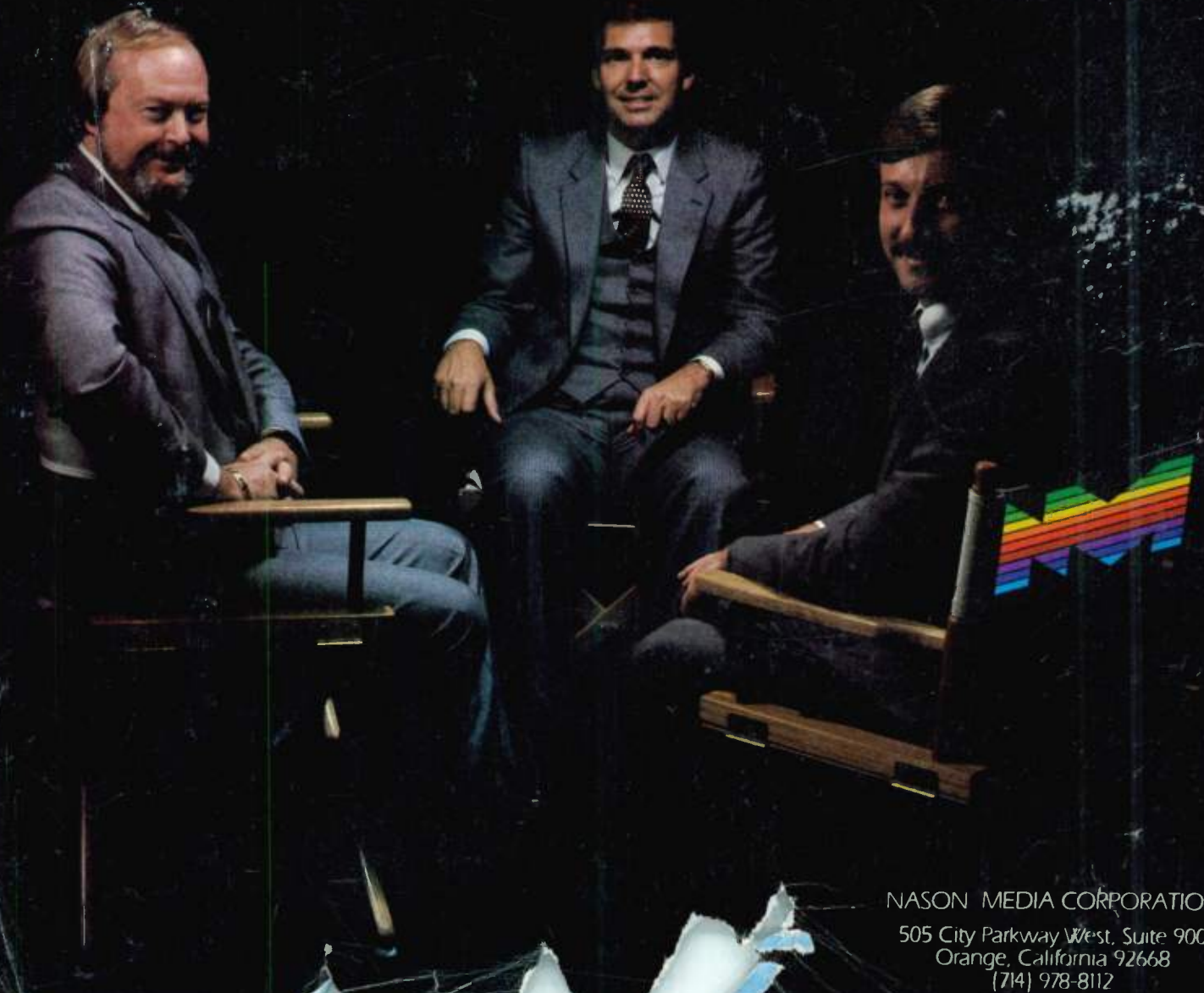
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