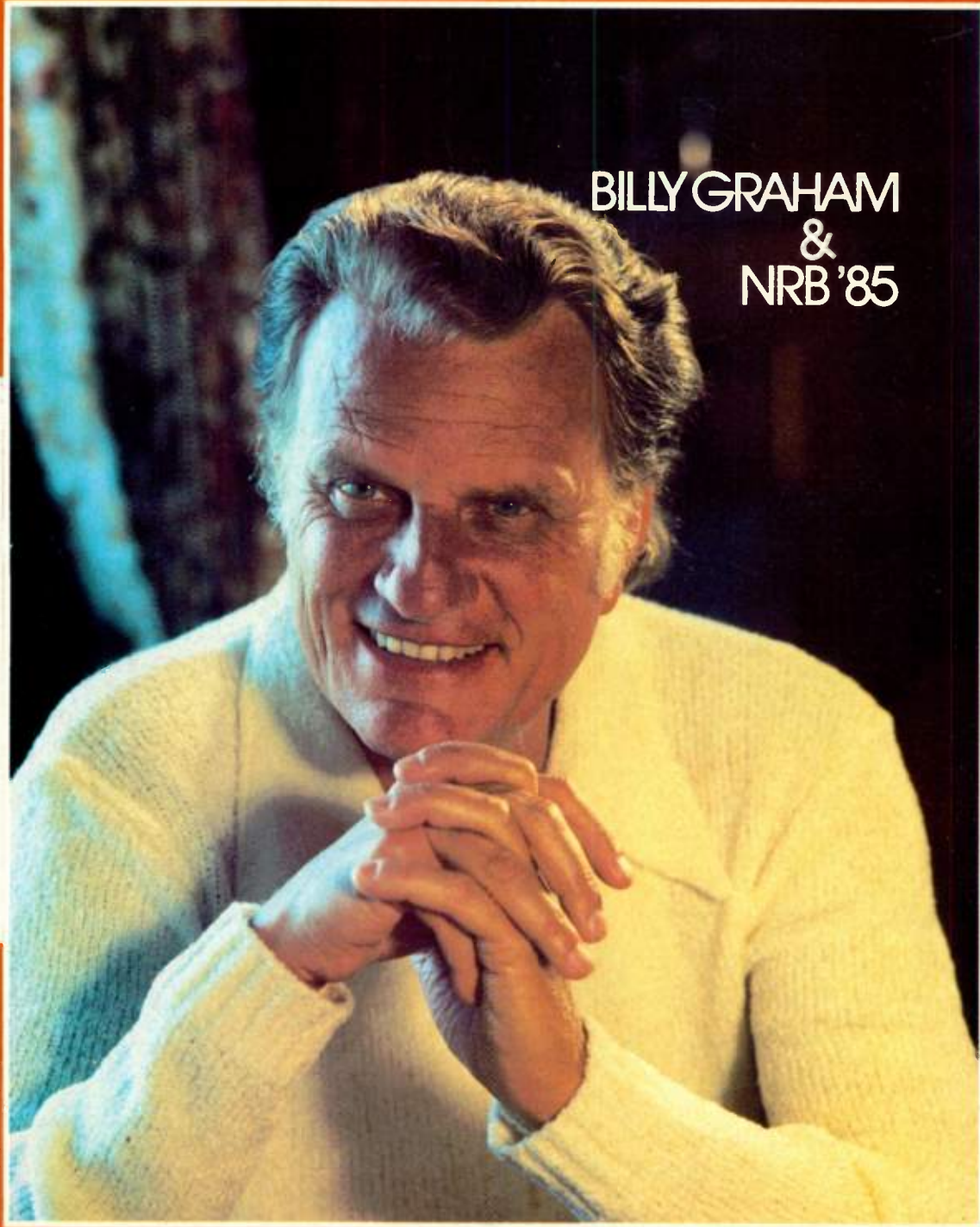


RELIGIOUS BROADCASTING

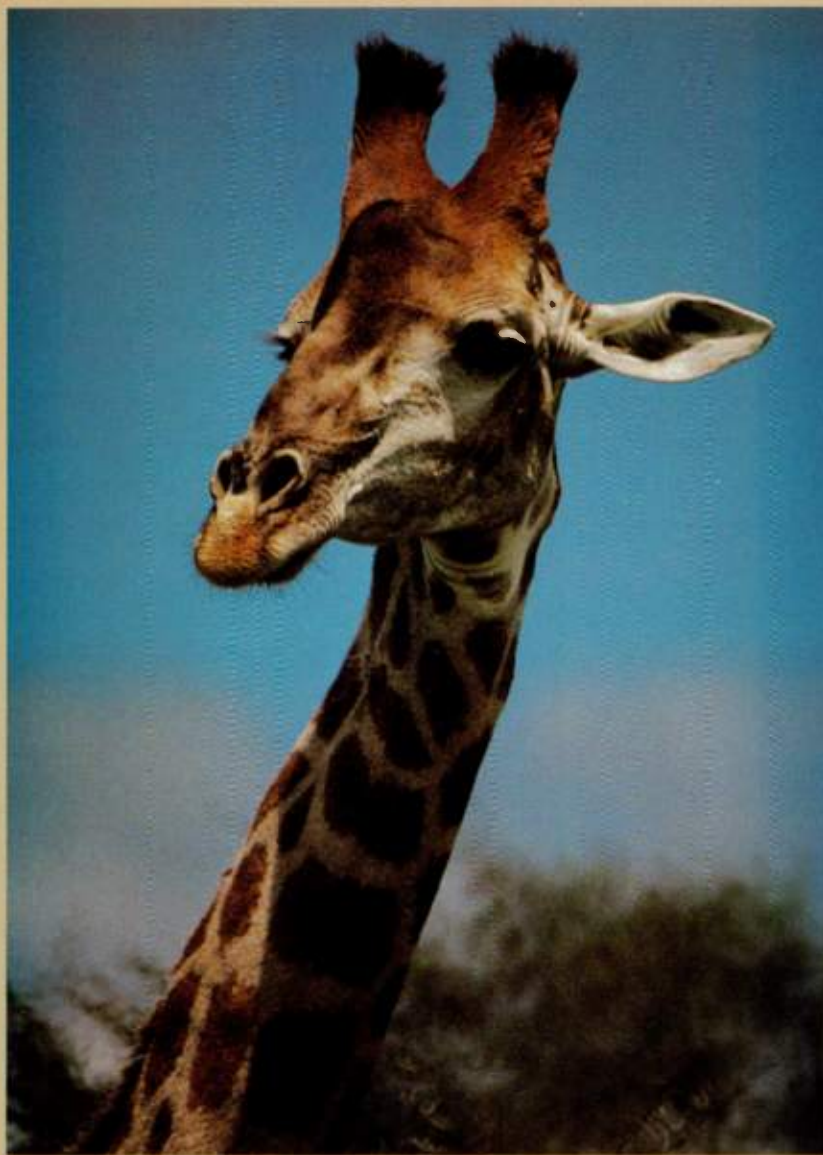
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REACHING THE NEEDY THROUGH CHRISTIAN BROADCASTING

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



Q. As the year of 1985 begins, what are your thoughts concerning the ministry of Christian broadcasting?

Sparks—I am very thankful to be part of God's plan for reaching people with His message. During 1984, our ministry experienced the greatest response to the presentation of God's Word since we started this work only four years ago. More than 47,000 individual prayer requests were made by our local viewers. A greater number than ever before contacted the staff later to report specific answers to prayer, including many first time commitments to Christ.

Q. Why do you think the inquiries for spiritual needs increased so dramatically?

Sparks—The regular simple preaching and teaching of God's Word was emphasized at TV26 during this past year. God said through Isaiah that His Word would not return void, empty, or without result. The staff of TV26 has witnessed this truth.

Q. One of the criticisms some make about Christian television is that broadcasters simply take financial resources from the audience while offering nothing in return. How would you counter that allegation?

Sparks—Rod, you have touched one of my "hot buttons". Space limitations of our article simply will not permit me to develop the free market model to demonstrate the quantum value returned to contributors by Christian broadcasters. But let me say this: from a purely economic sense, donor supported media is more directly linked to an exchange of value between broadcaster and audience than most commercially supported media.

Secondarily, in terms of direct relief to the needy, Christian broadcasting is unparalleled in the industry. CBN, PTL, and many other national ministries have well established outreaches to those in financial hardship situations. On a local level, in 1977 I founded Operation Christmas Care. While the name might imply a seasonal outreach, this continuing ministry has addressed real financial needs of our listeners and viewers throughout the year. Operation Christmas Care is funded each year by a telethon just for that purpose. All monies given for this project are directly deposited in a separate account, with no deductions for our overhead costs.

Q. How do you distribute help to those really in need?

Sparks—As often as necessary, we contact area pastors asking their recommendation of specific families they know are in real hardship circumstances. Then members of our staff "go shopping" for groceries, clothing, or other needed items. Finally, the gifts are given by the staff member on behalf of the TV26 Christian friends who have paid for this assistance to the needy.

Q. I get the idea that Christian broadcasting is not just a business at TV26!

Sparks—One of the greatest joys of this work is being with a wonderful group of people who are growing in Christ everyday. No, we are not perfect, but I believe God is doing great things in Dayton-Springfield, Ohio because the staff and volunteers at TV26 serve Jesus with their all...

May God's greatest Gift of Love, His Son Christ Jesus, be yours. And may His Peace, Presence, and Provision strengthen your way throughout 1985...

Happy New Year
Rev. Marvin D. Sparks
and the WTJC-TV staff and volunteers:

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January 1985



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When the secular media present moral values that are in conflict with Christian teachings, religious broadcasters must lead the way in searching out truth and airing it fearlessly

20 **The Need for an Alternative News Network** / *Forrest J. Boyd*

Why should Christian radio stations subscribe to a news service that ignores and even belittles evangelicals?

22 **Race and Religious Broadcasting** / *Harold A. Carter*

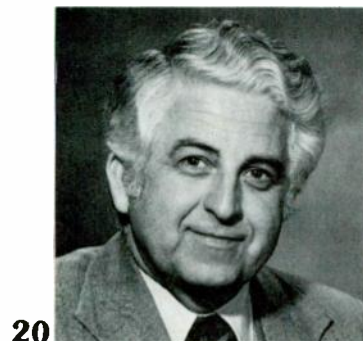
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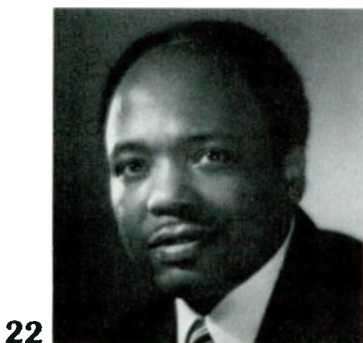
The theme for this year's Annual Convention and Exposition, and the example of the Annual Banquet speaker should give all of us cause to reflect on our own work

32 **Program Lengths: A Time for Decision** / *Al Sanders*

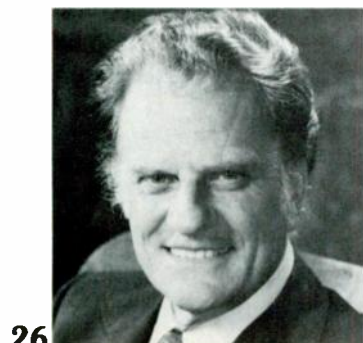
Program producers need to give back more time at the end of each broadcast so that local radio and television stations will be able to find new and creative ways of holding down costs



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About the cover: The cover photograph of Billy Graham is courtesy of World Wide Pictures.

SIGN ON

Reflecting on NRB



My life as a Christian servant has expanded through the deep fellowship I have enjoyed in National Religious Broadcasters. In 1961 I attended my first NRB convention when it was held at the Mayflower Hotel in downtown Washington.

Men like Dr. Eugene R. Bertermann, Dr. Thomas F. Zimmerman and Rev. Stanley Whitcanack became Rudy, Tom and Stan to me. There have been so many hundreds of others who have enriched my life and made me grateful for the opportunity to serve the Lord in mass communications.

Now it has been my ultimate pleasure to serve as your President for these past three years. I leave the office at this time having received far greater benefit than anything I've been able to contribute to the organization. And isn't that the way it works? When we throw our lives into serving the Lord, we always benefit most of all.

I've been thinking lately about the advantages of membership in NRB, and I see three significant ones and the effects they have:

1. Your life and service are richer and more satisfying by the contacts you have with other Christians in NRB.
2. Your day-to-day work is more effective as a result of the nuts-and-bolts learning you receive from NRB.
3. Your overall knowledge of Christian broadcasting and the ability to stay current in all forms of communications broadens significantly through the teaching work of NRB.

I have come to the realization that these advantages far outweigh the cost of membership. Let me encourage you to continue in your support, exerting effort to see that National Religious Broadcasters continues to emphasize its two primary purposes: (1) keeping the airwaves of America open for the preaching of the gospel and (2) upgrading the quality of our Christian programs and radio and television stations.

Thank you very much for allowing me to serve you.

E. Brandt Gustavson
President
National Religious Broadcasters

In the Next Issue

The next issue of *RELIGIOUS BROADCASTING* magazine is our annual convention issue and is one you won't want to miss. It will be by far our largest issue of the year and will contain a wealth of information about the NRB '85 convention as well as our regular features and news columns.

Jack Hayford, pastor of the Church on the Way in Van Nuys, California, and the keynote speaker for NRB '85, is scheduled to lead off our February issue with an article about television programming. Other feature articles will describe the musical program at the convention and Media Expo, including a list of exhibitors, as well as the list of workshops.

The February issue will also contain some of the best advertising we have ever had in *RELIGIOUS BROADCASTING*, much of it in color. Don't miss this information-filled issue.

RELIGIOUS BROADCASTING

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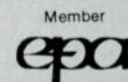
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FCC to Establish Guidelines for Public Broadcasting Comparative Hearings

The commission needs to revise the present comparative issues to comport with the existing regulation of noncommercial licensees and the services such stations actually provide to their communities

AT LONG LAST the Federal Communications Commission has recognized the need to prepare a comprehensive policy statement setting forth the standards to be applied in comparative hearing proceedings for new noncommercial broadcast stations. The present guidelines used in public station proceedings are outdated and provide little guidance for the applicants or administrative law judges.

This problem was highlighted by the Commission's Review Board in *Black Television Workshop of Santa Rosa, Inc.*¹ In that case, the Review Board affirmed the award of a new noncommercial station to Bay North Educational Television, Inc., after the withdrawal of the only competing applicant. Although there was no need to analyze the comparative attributes of the two applicants, the Review Board took the opportunity to point out the inadequacies of the existing standard comparative criteria used to evaluate applicants in public broadcast hearings.

The problems with the existing criteria stem from the fact that they were

by Richard E. Wiley

adopted by the commission 15 years ago "with little explanation or subsequent utilization." As a result, the present comparative issues are "vague" and "amorphous." Until recently, however, there was no need to revise or expand the issues because so few noncommercial applications were actually designated for hearing. In the last three years, however, 12 public broadcast station cases were designated. This increase probably is attributable to the decreasing number of available frequencies for new stations.

More importantly, the status and responsibilities of noncommercial licenses have altered significantly as a result of deregulation and new technologies. As the Review Board pointed out in *San Joaquin Television Improvement Corp.*,² "there can be no current doubt that contemporary noncommercial stations constitute an important and effective media voice in the communications community." Furthermore, since 1981 the commission has eliminated the ascertainment requirements for noncommercial applicants and licensees and relaxed

fund raising restrictions for public broadcasters. In addition, public stations now can transmit teletext and lease FM subsidiary communications authorization frequencies on a commercial basis. Despite these changes, however, the policies applied in initial licensing proceedings have not been reconsidered or updated.

At present, the standard comparative issues used to evaluate applicants for public broadcast stations are as follows:

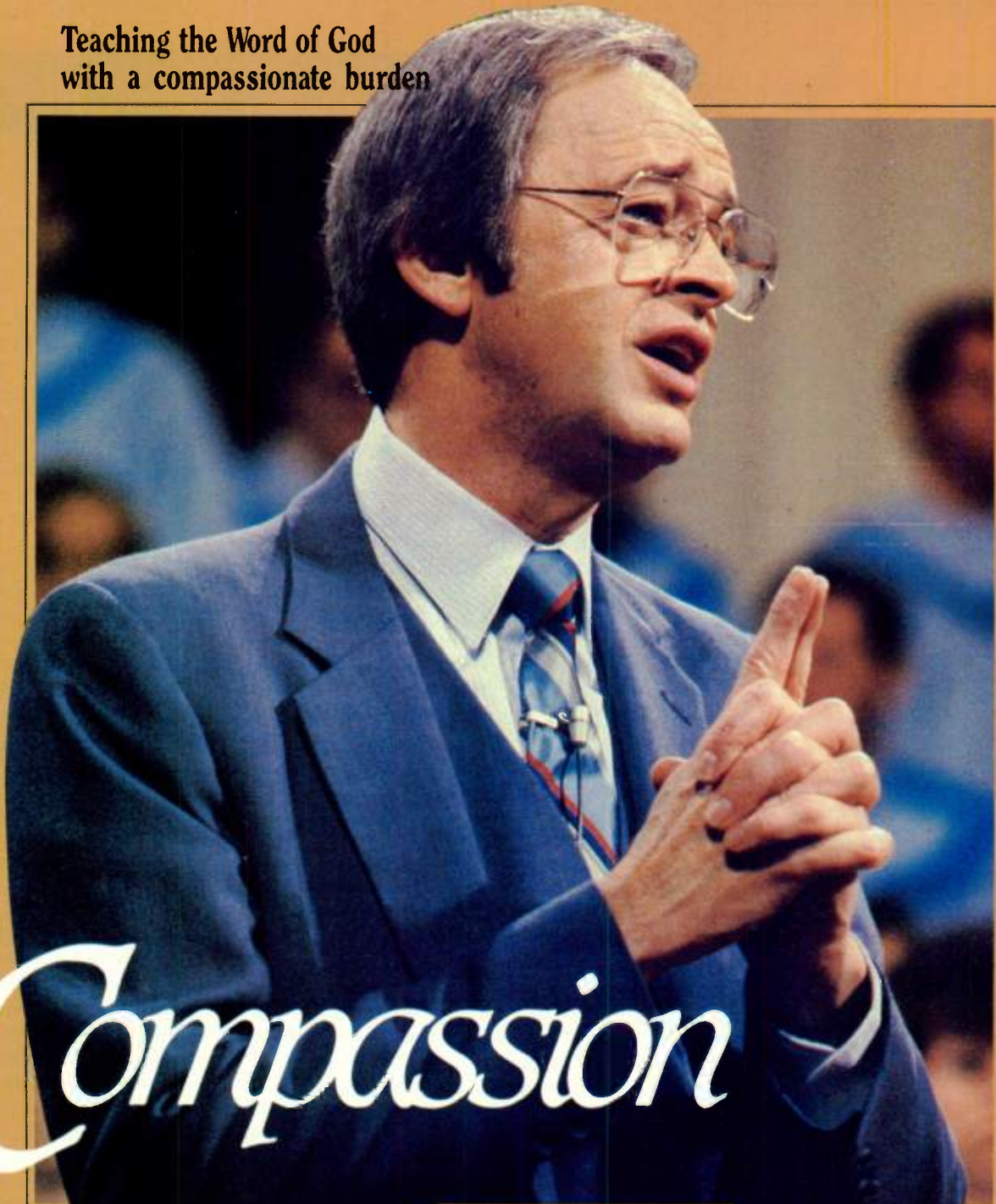
1. To determine the extent to which each applicant's proposed operation will be integrated into the overall cultural and educational objectives of the respective applicants;
2. To determine the manner in which each applicant's proposed operation meets the needs of the community to be served; and
3. To determine whether [other] factors in the record demonstrate that one applicant will provide a superior noncommercial educational broadcast service.

In reformulating the issues in noncommercial comparative licensing proceedings to address the Review Board's concerns and recent regulatory changes,

¹. FCC 84R-81 (released November 15, 1984).

². 96 FCC 2d 617, 621 (Rev. Bd. 1981).

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WASHINGTON WATCH

four areas need to be addressed. First the board urged the commission to specify exactly what criteria should be used under Issue 1 to compare the "overall cultural and educational objectives" of applicants. In that same vein, the FCC needs to explain what the general public's interest is, "if any, in the extent to which a proposed station integrates its objectives" rather than the community's needs into its proposed operations. In addition, the policy statement should detail how this "integration" should be interpreted and demonstrated. The commission might determine, for example, that it is not concerned with the applicant's objectives to the extent that those objectives do not address the community's needs. Until these issues are addressed, however, there is no clear basis upon which a presiding judge can determine which applicant would best meet the commission's goals under Issue 1.

Second, under Issue 2 the commission should consider what evidence may be used to demonstrate the "manner in which" an applicant's proposed operation meets community needs. Even though the commission has eliminated its ascertainment requirements, the Review Board suggested that some type of informal or formal ascertainment surveys could be required of applicants. In the alternative, applicants could be required to provide detailed programming information to demonstrate how they will meet the needs of their proposed community. In order to prepare the programming proposal, an applicant would have to determine what problems concern the public in the proposed city of license. In comparative proceedings for public broadcast stations, an applicant's ability and proposals to serve the community's needs are of paramount importance. Therefore, the commission should examine the bonafides of each applicant's proposal to meet the community's needs. Under the current guideline, it is now clear how an applicant can make such a showing.

Third, the FCC should clarify what, if any, "additional" factors may be relevant in demonstrating a superior service such as whether the station's directors will be

involved in the day-to-day management of the facility and whether the applicant has any minority owners. Additionally, consistent with its policy of assuring a diversity of voices in the media marketplace, the commission could consider giving preference to an applicant whose principals do not own any other media holdings. All of these factors are presently considered in comparative proceedings for commercial stations and might be equally applicable in public station hearings.

Finally, the Review Board urged the FCC to address the question of whether time-sharing arrangements, pursuant to which two organizations share one frequency, should/may be imposed by the commission in television as well as FM contests. Even if time-sharing is not mandated, where an applicant does propose such an arrangement, the FCC needs to explain what the criteria for specifying and prevailing on a separate time-sharing issue should be.

I think a policy statement addressing these issues is long overdue. The commission needs to reexamine the present comparative issues, and to revise them to comport with the existing regulation of noncommercial licensees and the services such stations actually provide to their communities. Moreover, as the Review Board stated, "a matter of crucial importance to the efficient and effective conduct of this type of hearing" is a clear explanation of "the proper scope and content of public broadcasting comparative issues."

Although the Review Board does not have the authority itself to issue a descriptive statement concerning the standard issues, it has urged the appropriate bodies at the commission to do so. Thus, the prospective noncommercial licensees can expect some guidance, in the form of a policy statement, to be issued clarifying the criteria by which applicants for noncommercial stations will be compared.

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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PTL VP Responds to Bakker's Press Coverage

CHARLOTTE, N.C. (NRB)—In a response published October 19 in *The Charlotte Observer*, Richard W. Dortch, a senior vice-president of the PTL Television Network, came to the defense of television personality Jim Bakker. Bakker, PTL president, has been the subject of press criticism since he purchased a luxury vacation home and two expensive automobiles last summer.

Dortch said the press coverage by *The Charlotte Observer* was purposely inaccurate, adding the newspaper has "relied on inaccuracies, hearsay and half-truths to support its malicious accusations."

Bakker and his wife, Tammy Faye, purchased a \$449,000 desert home near Palm Springs, California, and two luxury automobiles.

The purchases were made at a time when Mrs. Bakker, cohost of their daily *Jim Bakker* show, told viewers, "I know that we have done everything we can do and we have used every cent that people have sent in to pay the bills."

Mrs. Bakker also said on the air, "I have offered to sell everything I own because things don't really mean that much when it comes to getting the gospel of Jesus Christ out."

A few weeks after that August 1 broadcast, Bakker told viewers PTL owed \$5 million to approximately 200 TV stations that carry his program. He called it the "biggest [financial] crisis" in PTL's history.

PTL communications director Joan Lacey told *RELIGIOUS BROADCASTING* the desert home—"modest by comparison to other Palm Desert homes"—was secured for retirement and vacation privacy for the Bakker family with the evangelist's private funds. "The value of the house and the cars will skyrocket," she added. Lacey said the Bakkers needed security from autograph seekers while on vacation.

In his newspaper letter Dortch asked, "Is there something wrong with a person purchasing a home for his future and retirement and disciplining himself to make monthly payments on that home?" He said that the home and the vehicles were purchased by the Bakkers in their own name with no attempt to conceal them. The purchases, according to Dortch, were "purely a personal matter that in no way involved any funds from the PTL ministry."

Lacey confirmed the newspaper's report that as of last summer PTL owed \$5 million to approximately 200 TV stations and that



Jim Bakker

some 20 of those stations temporarily dropped the program for nonpayment. She said that the cash shortfall was due to delays in opening PTL's new 504-room Grand Hotel in July. The hotel, which will allow visitors to stay on the Heritage USA campus rather than in local hotels, was expected to open its doors before Christmas.

"We are now in the best shape [financially] we have been in for two years," Lacey commented. The balance owed to the stations "is very, very low," she added. The precise amount still owed was not revealed.

The PTL Television Network operates as a division of Heritage Village Church and Missionary Fellowship, Inc. Both organizations, under the leadership of Bakker, operate as a single corporation with one bank account, a practice which *The Charlotte Observer* criticized.

The newspaper's original story about the home and luxury automobiles was a front page item in the October 5 issue. The story was carried nationally, including coverage from Associated Press. Dortch's reply, a letter to the editor, apparently was not reported nationally.

HCJB Features Three Live Call-in Programs Worldwide

QUITO, Ecuador (NRB)—"The Voice of the Andes," international missionary shortwave station HCJB, has completed its third set of live call-in programs on its English-language service.

Twenty-six phone calls from around the world were received during one of the recent

call-in shows. Another program received 39 calls from 10 countries. Each of the three broadcasts lasted one hour.

Europe and the South Pacific participated on November 17, October 20 and August 17-18. North Americans called on November 18, October 19 and August 18. To save on overseas costs, phones were not answered until just before going on the air. Collect calls were not accepted.

The programs were produced with a minimum of technical difficulties, according to English service director Glenn Volkhardt. "We've always encouraged listeners to write to us and said we are interested in what they have to say," he said. "This was a tangible way of proving that we mean it."

The August programs were hosted by Ken MacHarg, a member of the HCJB English-language team. The special took the place of the regularly-scheduled *Passport* program. The October productions featured *Musical Mailbag* staffers and Brian Seeley, Marian Osborne, Carol Cathro and John Beck. The November shows were hosted by Beck and engineers Jim Heck and John Stanley.

HCJB (Heralding Christ Jesus' Blessings) is one of the largest international shortwave stations, broadcasting the gospel in 14 languages. *USA Today* recently listed it as the seventh-largest broadcasting station in the world. HCJB is operated by World Radio Missionary Fellowship, a Christian mission based in Miami.

Commercial Shortwave Station Will Air Religious Programs

OPELIKA, Ala. (NRB)—This small community in east-central Alabama will come alive sometime in the spring when World Service Broadcasting, Inc., a commercial shortwave broadcaster, begins airing moral, uplifting programming to the world community.

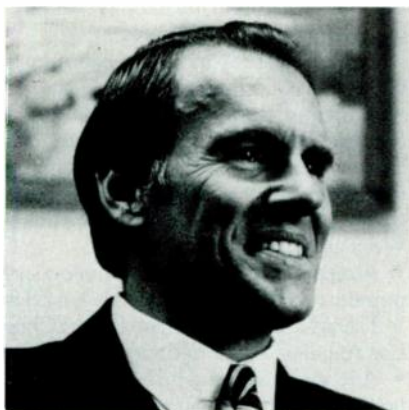
The station, NDXE, has generated interest from several dozen evangelical radio syndicators who want a piece of the 18 hours per week of religious programming being scheduled.

Planned to become one of the world's largest commercial radio companies, NDXE wants to be on the air by March 15, broadcasting initially with 3.5 million watts effective radiated power from a 100,000-watt transmitter. The company's five-year plan calls for 50 million watts ERP from six transmitters, effectively blanketing the earth.

"We want to avoid the dullness and mon-

(continued on page 36)

"I AM SHOCKED..."



"One of the questions that I'm asked almost always is: 'Where can we get an alternative interpretation of the news?' Evangelicals have been conscious for a long time of a bias in the secular media, which has been documented in recent years by research studies. IMS provides such an alternative, with information and interpretive features from an evangelical point of view. I am shocked that only 85 Christian radio stations have signed on for IMS, a highly professional and absolutely invaluable service."

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NRB Aids Members With Computerized Employment Registry

MORRISTOWN, N.J. (NRB)—Consistent with NRB's desire to provide additional services to the more than 1,000 member organizations, the Executive Committee approved in November and president E. Brandt Gustavson announced the creation of a computerized "NRB Employment Registry."

This registry being coordinated by Frederick Lange and Company, Roseland, New Jersey, is designed to enable member organizations to access a computer data base with names of a potentially large number of committed Christians throughout the country.

Gustavson said the new registry of applicants for positions, both salaried and unpaid, will constitute "a volunteer army of Christians willing to give their time, energy and expertise to ministries in need of technical and nontechnical support." He cited studies that indicate large numbers of "vital Americans" are being forced into early retirement.

These retired individuals will be just one focus of the registry. College students nearing graduation, active professionals seeking advancement or a different place of Christian service, and those needing "corporate outplacement" could benefit from the service.

In addition companies with job openings, potential openings or volunteer needs are being encouraged to submit details for the data base directly to Frederick Lange. Forms are being printed for the registry, a telephone line and a post office box are being secured in his Roseland office, and a computer link between the Lange and NRB national offices is being established. Complete details will be made available at the NRB '85 convention.

Gustavson stressed that "full support of the NRB membership is essential" to success of the employment registry. One-minute radio spots are being produced to explain the new clearinghouse approach to NRB's employment assistance. Christian stations are encouraged to air these tapes daily as a public service. "We at NRB are most excited about this latest application for our new computer and look forward to better serving the employment needs of our membership," Gustavson said.

The NRB Employment Registry will draw applicants and positions just from religious broadcasters and related organizations.

Applicants will be charged a \$16 subscription fee, which will keep their file open for a year. NRB member organizations that want to access the data will not be charged. Nonmember organizations will be charged a \$16 access fee. There will be no charge for listing positions with the employment registry.



Jimmy Swaggart



C. Everett Koop



E. V. Hill

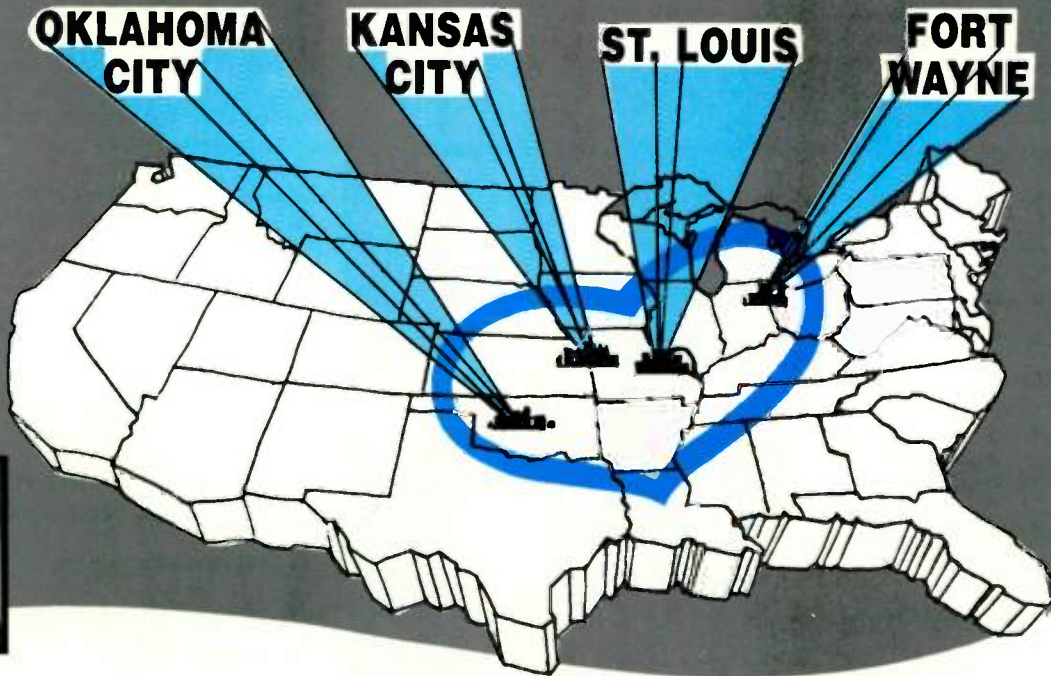
'85 Convention Will Include Something For Everyone

WASHINGTON, D.C. (NRB)—With just a few weeks remaining before the 42nd Annual NRB Convention begins, more than a dozen internationally-known religious leaders have signed on as major speakers. The convention, being held again at the Sheraton Washington Hotel, will be held from Sunday, February 3, to Wednesday night, February 6. The schedule of speakers and functions includes the following:

- Evangelist Billy Graham will challenge the 4,000 NRB '85 delegates plus invited guests with a speech at the Annual Banquet on Wednesday night.
- TV pastor Jimmy Swaggart of Baton Rouge, Louisiana, will be the major speaker on the Monday night program. Known throughout the world as a leading television evangelist, Swaggart is making his first speech at an NRB national convention.
- A debate on religion and politics is scheduled between Jerry Falwell, preacher on *The Old Time Gospel Hour* and founder of the Moral Majority, and one of the most noteworthy legislators in the nation, Senator Edward M. Kennedy of Massachusetts. They square off Tuesday morning, February 5, at the annual Congressional Breakfast.
- Christian testimonies will be given by Senator William Armstrong of Colorado, on Tuesday evening, and U.S. Surgeon General C. Everett Koop, a thought-provoking author on evangelical-social ethics issues, on Wednesday night.
- A sermon from one of the nation's most popular conference speakers, pastor Edward V. Hill of Mt. Zion Missionary Baptist Church, Los Angeles, is planned for Tuesday night.
- Addresses are scheduled for the convention's opening day, Sunday, by three well-known Christian broadcasters. They are Warren W. Wiersbe of *Back to the Bible*, Lincoln, Nebraska; Ben Haden of *Changed Lives*, Chattanooga, Tennessee; and Harold A. Carter a radio preacher from New Shiloh Baptist Church, Baltimore. Carter will be accompanied by his church's 125-voice choir.
- A keynote address on the convention's theme, "Christian Communicators: Pressing Toward the Mark," will be delivered on Monday morning by broadcaster Jack Hayford of Church on the Way, Van Nuys, California. The convention theme comes from Philippians 3:14.
- The views of an outspoken woman, noted for her opposition to an Equal Rights Amendment, will be heard at the Tuesday evening

(continued on page 14)

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WBB

(continued from page 12)

plenary session. She is radio broadcaster and attorney Phyllis Schlafly, founder of Eagle Forum, Alton, Illinois.

- Mark S. Fowler, who, as chairman of the Federal Communications Commission, is responsible for the deregulation climate that has overtaken the broadcast industry in recent years, will be a noted speaker at the FCC Luncheon, scheduled for Tuesday afternoon.

- President Reagan is being invited to return to the NRB podium for the fourth time since being elected in a conservative sweep of the nation in 1980.

- NRB president E. Brandt Gustavson, vice-president of Moody Bible Institute, Chicago, will deliver his third and final address to the convention on Monday morning. A successor to Gustavson, who is not eligible for another term, will be decided at NRB's annual business meeting on Wednesday morning.

- Thoughts from a legal perspective will be given by John C. Shepherd, president of the American Bar Association. His announced topic is "Morality and the Law."

- Pollster George Gallup of The Gallup Organization, Princeton, New Jersey, will lead one of the 48 workshops planned as part of NRB '85. His focus will be on the *Religion and Television* study released last April by The Annenberg School of Communications at the University of Pennsylvania. David Clark, vice-president for marketing at Christian Broadcasting Network, and Jeff Hadden, a professor of sociology at the University of Virginia, will also participate in that workshop.

- A full-service trade show, Media Expo '85, will again be an integral part of the convention. Almost 300 companies, including equipment manufacturers, program producers and print publishers, will exhibit their wares in a 100,000-square-foot exposition hall at the convention hotel. As of Thanksgiving week, Expo director Michael Glenn said 80 percent of the available space had been reserved.

Executive Committee Names NRB '85 Convention Coordinator

WASHINGTON, D.C. (NRB)—An Atlanta consultant has been named by the NRB Executive Committee to coordinate next month's national convention here.

He is Duke Westover, president of Ducar International, Inc., Atlanta, who most recently has served *The Old Time Gospel Hour* as special projects coordinator. For 18 months Westover arranged 91 banquet meetings



Duke Westover



Warren W. Wiersbe

around the country for as many as 3,500 persons each. The 42nd annual convention of NRB is expected to draw at least 4,000 religious communicators.

As coordinator, Westover took full responsibility for arranging the Baptist Fundamentalism '84 gathering at the D. C. Convention Center last April. At one event, 16,000 attended, and during the three-day meeting both President Reagan and Vice-President Bush spoke.

The consultant, a Houston native, also arranged international tours, coordinated a 1982 crusade in Seoul, Korea, at which 20,000 attended and worked on a variety of media and public relations events. He was called on by the White House to coordinate a presidential visit to Atlanta on one occasion.

Westover, 48, has been working with the NRB national staff and the Executive Committee since his appointment in early November to iron out eleventh-hour details that will assure another successful convention for NRB attendees.

Before becoming a consultant, Westover had a church construction business. Over 14 years his company built 168 churches, including the sanctuary for the Thomas Road Baptist Church, Lynchburg, Virginia, the sanctuary from which Jerry Falwell usually broadcasts.

Married for 30 years and the father of one daughter, Westover attended the University of Houston and South Texas School of Law. He is recipient of an honorary doctorate from California Graduate School of Theology, Glendale.

Asked to describe the qualities he brings to an NRB convention, Westover said others have called him a "make-things-happen guy." With assistance from many others, the convention coordinator will make the 42nd annual gathering of religious broadcasters, scheduled to begin February 3, the best ever.

Warren Wiersbe Noted as a Pastor of Pastors

WASHINGTON, D.C. (NRB)—Warren W. Wiersbe has been described as a "pastor's pastor" and he is a best-selling Christian author. The Bible teacher will deliver a sermon at the NRB '85 convention's morning worship service on Sunday, February 3.

Wiersbe, general director and Bible teacher on *Back to the Bible* radio broadcast, Lincoln, Nebraska, has also pastored three churches during his distinguished career. These are Central Baptist Church, East Chicago, Indiana; Calvary Baptist Church, Covington, Kentucky; and the famed Moody Church of Chicago.

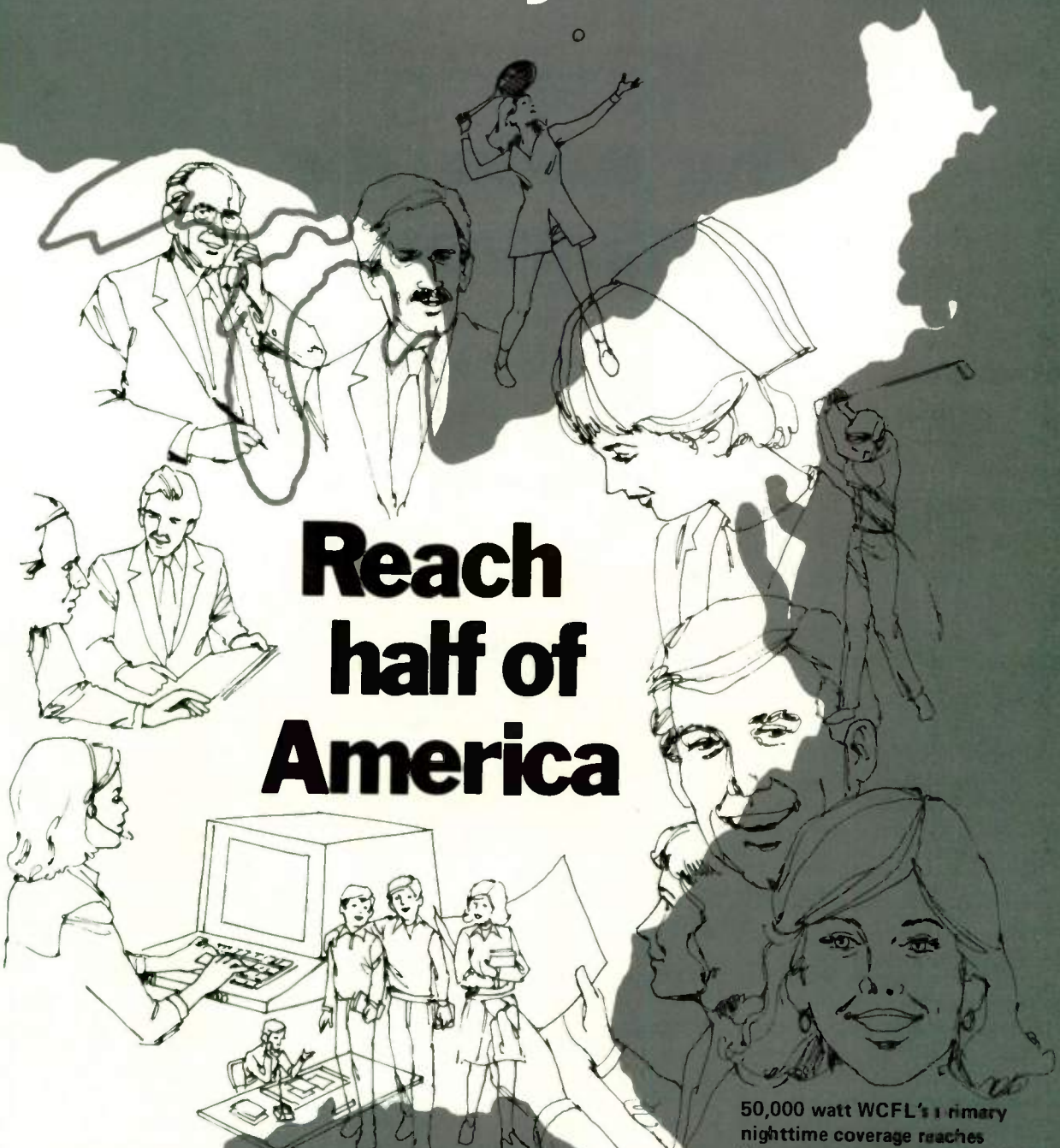
He is a member of the NRB Board of Directors, Class of 1985.

Wiersbe earned his reputation as a pastor to other pastors because of a speaking ministry at ministerial seminars and conferences. At the NRB worship service, which precedes the formal opening of the convention, he will discuss "The Ministry They Need to See" and base his comments on Matthew 11:1-19.

The preacher has written more than 70 books on aspects of Christian living, including his latest title, *Victorious Christians You Should Know*. Other books from Wiersbe's pen are *Walking with the Giants*, *A Treasury of the World's Great Sermons* and *Be Real*.

(continued on page 40)

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Keeping Our Audience Informed

When the secular media present moral values that are in conflict with Christian teachings, religious broadcasters must lead the way in searching out truth and airing it fearlessly

by Phyllis Schlafly

AS WE OBSERVE the secular media, it is fairly obvious that family and moral values are under attack. There seems to be a constant attempt to convince the public that religion and moral values are not—and should not be—factors in American life today.

For example, the “sexual revolution” has been trying for years to make promiscuity respectable. Sex outside of marriage is presented as normal, and premarital sex among teens is shown as safe and acceptable.

Instead of presenting sex as part of a lifetime commitment to family and the future, it is represented as something for instant gratification, fulfilling selfish needs, without responsibility and, of course, without children. On television, 70 percent of the allusions to sex are between unmarried people. Current movies and magazines view sex as a recreational game.

How many of the secular media show the dark side of the sexual revolution—the losers, the abused, those with incurable disease? How many network newscasts tell our constituents that over 15 million unborn Americans have been aborted since 1973?

The responsibility to shine the light of truth falls on us, the religious broadcasters of America. But how can we inform our audience about the issues that

are of paramount importance to contemporary Christians?

Consider the Source

When the news we broadcast comes only from secular news services, we’re allowing our audience to hear only those stories which have been chosen, written and edited by men and women who often hold opposing (and often antagonistic) views on vital moral issues. How can the American people hear the stories that secular media sources deem insignificant, or that present conservative Christians in a positive light?

For example, I’m sure we all heard pre-election stories claiming that Jerry Falwell was going to be responsible for choosing new Supreme Court justices in the second Reagan administration. How many aired the follow-up to that story, in which Falwell denied those statements and exposed them for what they really were—an opposition strategy to take votes away from the President’s campaign?

How many Christians knew that a group of delegates were denied a hearing at the 1984 Democratic convention because of their pro-life views? How many heard that network exit polls on the 1984 election showed that the majority of Americans *did* vote on policy, not merely personality, as many secular commentators claimed?

Voices such as that of the International

Media Service in Washington, D.C., carried these important stories to over 91 stations on the Moody Broadcasting Network. Other broadcasters scattered across the country also dealt with them on a smaller scale. But many Christians never heard these “unpopular” news items.

Distinguish Truth and Untruth

Religious broadcasters must search continually for the truth and air it fearlessly. And on the other hand, we must not be afraid to expose lies and biased anti-God, anti-family reporting when we see it. When a news service frequently features such stories as a new video game called “Pornopoly” or a new consumer service called “Religion Anonymous” (for people wanting nothing to do with God or religion), responsible Christian broadcasters should question their integrity on other issues.

We must offer an alternative to news commentators who prejudice our perception of key events by “explaining” them in the context of a liberal, antilife perspective. It’s relatively easy to throw away a suspect version of a current news story, but is that truly enough? Shouldn’t we also take the time to offer an unbiased, *complete* version, even if we must take our own time to do the research?

The Need for Definition

If you listen closely to the semantics of



the national media, you will discover that many key words have emotional overtones that serve the goals of advocacy journalism. As skilled practitioners in the craft of wordsmanship, they know that connotations can be more important than definitions.

Why do the words "pro-choice" and "liberal" always accompany laudatory comments and favorable news coverage, while "pro-life" and "conservative" are used more as insults than neutral labels.

Through our news coverage and through interaction with our listeners (both informally and through on-air dialogue), we need to expose this manipulation of language and reinforce the validity of our beliefs. Sticks and stones can hurt us. But by the same token, we must guard against using the same kind of labeling against those whose opinions differ from ours. If we don't provide an example of honesty and integrity, who will?

The secular media need ratings to sur-

vive, and much of their news programming is based on providing something bigger, better and more sensational than their competitors. Then we are told that their ratings are high "because they're giving us what we want."

Tell me, what would happen if we gave our children everything they wanted and nothing they needed. What kind of adults would that philosophy create?

Certainly we perform a service for our listeners by broadcasting Bible studies, worship programs and other religious programs. But unless the instruction they receive from the Bible affects their lives and the life of their country, what does it profit?

Instruct Your Audience

We can't go on assuming that Christians can "get Bible teaching from us, and hard news from the news stations." We've already established that the news as presented by the secular media leaves much to be desired from a biblical point of view. We need to air positive, uplifting issues-oriented broadcasts and newscasts. Informed Christians are effective Christians. If this generation of believers fails to act as "salt" in our society, the next generation may not have the chance to do so.

There are already several short feature programs available to local stations that give a distinctly pro-family commentary on news events and contemporary issues. In my own broadcast, *The Phyllis Schlafly Report*, I attempt to enable stations to keep their audience up-to-date on national concerns. The IMS news service, mentioned earlier, covers major news events from a Christian perspective, as well as important stories overlooked by secular networks. And most of these program services are available at little or no cost.

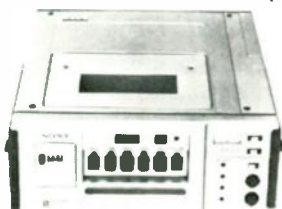
Domain Communications of Wheaton, Illinois, the syndicators of *The Phyllis Schlafly Report*, have logged responses from most of the 125 stations which carry the program. Station managers have almost unanimously expressed thanks and encouragement to us for providing a broadcast that helps keep their listeners informed on the issues that matter most. The series on education that aired on *The Phyllis Schlafly Report*

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Get Involved

One of the best ways to keep your staff and your listeners well-informed is to get involved in organizations which speak out on the issues from a moral, biblical viewpoint.

Such groups as Eagle Forum (Alton, Illinois) not only are good sources of printed information but may be able to arrange on-air interviews and other news actualities. Pro-family and pro-life organizations have chapters nationwide, and a local group near you may be just the contact you need to keep you on top of legislative, judicial and local developments related to key issues. Get on several such mailing lists, or have your newspeople make frequent calls. You and your listeners will be rewarded.

The Conclusion

The 1984 election showed that Americans are concerned about the issues and that men and women holding scriptural views can indeed make their voices heard. But it would be dangerous to assume that the tide has turned for good and that we can relax our stance and let the country follow its present course. Christians should realize that, left to themselves, people and institutions will follow a downward course unless a redemptive factor changes the direction.

Those broadcasters who took a firm, often criticized stance on the issues during the past few years can to a great degree be thanked for the promising turn in American society. The question now is, will you be part of the continuing wave that helps restore and maintain the moral sanity and balance that once marked our nation and could mark it again? Will you accept the responsibility to inform your listeners and not leave that job to others who mislead and misrepresent?

This is more than a personal suggestion. It is a biblical mandate: "Let your light so shine before men, that they may see your good works, and glorify your Father which is in heaven" (Matthew 5:16).

NRB

Phyllis Schlafly, founder and president of the pro-family organization, Eagle Forum, will be a featured speaker at NRB '85. Her radio program, The Phyllis Schlafly Report, is heard on 125 stations.

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DON WILDMON, president of the National Federation for Decency, charges that television at its root is anti-Christian. He explains one way it is anti-Christian is its treatment or presentation of values. Distinctly Christian values are belittled, ignored and ridiculed.

I am adding the charge that the news you see and hear on most network news-casts also is anti-Christian. If that sounds too strong, stop and think back on what you've been seeing and hearing. I'm not saying the network officials, the anchor people, the reporters and the producers deliberately collaborate in attacking Christianity, but I am saying they do what Don Wildmon says television does. The news reporters portray evangelicals as backwoods rednecks, Bible-thumping evangelists and know-nothings.

The press is bemused by fundamentalists. It scoffs at a presidential candidate who suggests that evolution may be just a theory and who is interested in the Armageddon prophecy. It laughs at proliferators who are concerned about tiny fetuses. It cuts down family life-styles and builds up alternative life-styles. It glamorizes sex and entertainment symbols. It ignores significant Christian events. It is hostile to Christian or even conservative newsmakers. It gives responsibility to drugs and alcohol. It denigrates prayer breakfasts. It spreads fear and alarm about any individual or official who takes the Bible and prayer seriously. That all adds up to an anti-Christian news media.

Short of the Goal

Check what you hear and see against a statement made by Allen H. Neuharth, chairman of the Gannet Co., Inc. He told a National Press Club audience in Washington the "challenge in the news and information business is to give the public a truer, clearer image of itself." And he added, "Very frankly, I am not sure that all newspaper and broadcast people really care about this goal."

I think I would have to conclude that the news and information business is doing a poor job of reflecting the reality of the evangelical Christian segment of society—primarily because the media

The Need for an Alternative News Network

by Forrest J. Boyd

elite are way out of step with the public. The result is that the evangelical is the forgotten element.

There's a country music song that illustrates the point. It says, "I love little baby ducks, old pickup trucks, slow-moving trains and rain. I love little country streams, sleep without dreams, Sunday school in May and hay. And I love you, too."

When I first heard that, I thought the Sunday school part was out of place. But the more I thought about it, the more I realized it did belong there, as natural a part of life as anything else. And I realized references to traditional Christian values and activities have been consistently left out of news reports, as though they didn't exist.

Listening to my car radio one day, I heard a reporter tell about the difficulty of getting tickets to the second presidential debate in Kansas City. It was a neutral, unbiased report. But then the reporter said the tickets to the debate were as hard to get as tickets to a Michael Jackson concert. While that may have been a true statement, it occurred to me he could have said the tickets were as hard to get as tickets to the National Prayer Breakfast. Why wouldn't that be just as legitimate?

When was the last time you heard a radio announcer say you'd better take your umbrella to church tomorrow morning? I can't recall ever hearing it on a secular station. The references are always to a football game, the golf course or the picnic grounds, and you would think nobody ever goes to church. The news and information business is not giving the public a "truer, clearer image of itself." It seems to always leave something out. Or if it includes it, it distorts it. If there are as many evangelicals as the

polls tell us there are, then the references, the allusions and the examples in the news should reflect the interests and the expressions of evangelical Christians.

Does It Matter?

One might dismiss this anti-Christian bias as insignificant—as though it really doesn't matter. But the result, after seeing and hearing it over and over, hour after hour and day after day, is that the public eventually tends to believe the news reports are reflecting the true situation. People begin to accept the premise that there aren't many Christians, and the few who exist are not very bright and shouldn't be listened to. The smart people are portrayed as those who view the Bible as allegorical and consisting of moral stories, and who see the Playboy philosophy as respectable.

It has always seemed peculiar to me that a Christian radio station would carefully work out a format of teaching and music that presents a true reflection of the gospel, then air five minutes of news that in its overall thrust contradicts that ministry, then go back to the music and teaching as though nothing had happened, or as though there weren't something incongruous about the programming. The only thing I can conclude is that it's like the *Good News* magazine said about Christians and television viewing: "Welcome to the world of Christian schizophrenia."

It's like the businesses that sponsor anti-business programs. One explanation is that the distortion of the news and the anti-Christian insinuations are usually very subtle. It's done by the selection of what is news, by what's left out, by the use of clever little adjectives and adverbs, by countering positive stories with several negative ones, by nuances, and by

the selection of excerpts or actualities. We develop a tolerance over a period of time and don't even notice what is happening. But slowly and surely the news media are shaping our thinking. Maybe we can't change the secular media, but we don't have to help them insult us, nor do we have to leave the news field to them.

The Alternative

I think the time has come for Christian broadcasters to get serious about our mission. Do we really want to change the world? Then it's time to quit playing games, to quit pretending we're not hearing what we're hearing, to take our heads out of the sand and do something about the information our listeners are getting.

I've come to the conclusion that we have to present a credible alternative news network—not just supplementary, segregated religion news, but a total approach to all of the news, so that listeners can stay tuned and learn what's going on in the world without having to apologize for the bad language, the insults and the "put downs."

In order to do this effectively, we're going to have to pool our resources so that we are able to cover events firsthand with our own reporters, so that we know the facts from start to finish. I don't believe it is realistic to expect the existing networks to change their habits. I don't think you can influence them from the outside, nor change them from the bottom up or the top down. We've got to do it ourselves by providing an alternative.

I was talking to a White House aide during this past year about the so-called "media elite," and wondering why White House people help create the elite that turns around and tries to destroy them. He as much as told me that when we Christians have a large number of stations on our network, when we are covering the President as others do, and when we can demonstrate we influence public opinion, we will be treated as other media elite. Fair enough. I accept the challenge. Let's get on with it. **NRB**



Forrest J. Boyd is president of International Media Service, Washington, D.C., a Christian hourly news service for radio stations.



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Race and Religious Broadcasting

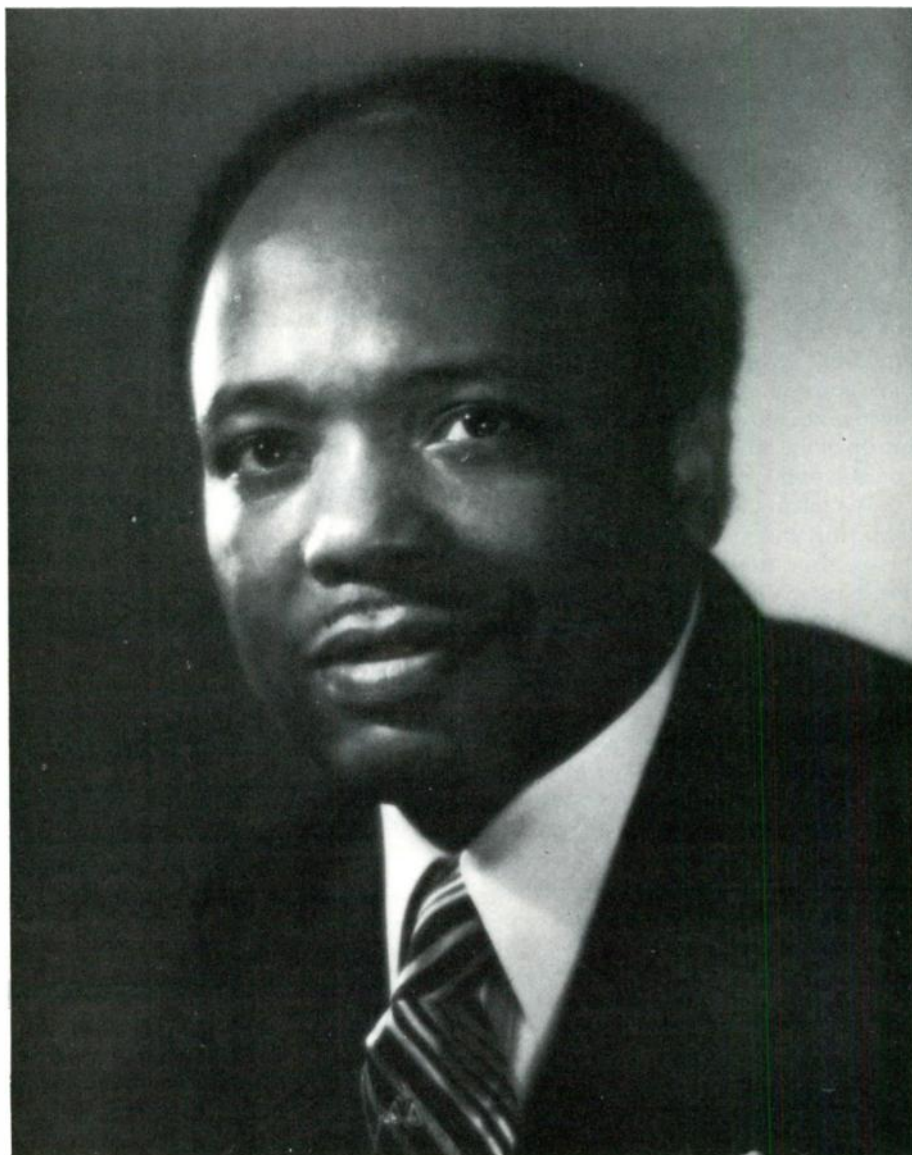
Can those radio and television ministries that dominate the air waves do more to give the black church a greater voice in broadcasting?

by Harold A. Carter

WHEN the sensational Jackson Brothers announced their intention to tour America, giving public concerts amid blazing laser lights, immediately the demand for tickets was instant and overwhelming. People of all races had heard their many songs and had fantasized to Michael's "Billy Jean" and "Beat It!" Michael Jackson, the star of the Jackson Brothers, was too big to be ethnic. He belonged to all the people. *Time* magazine, *The New York Times* and other leading papers taunted his praise and marveled at his meteoric rise.

In many ways the sports world long ago crossed the high walls of racial restraints. Jackie Robinson, the pioneer black player of the old Brooklyn Dodgers, played under racial slurs, but the path he blazed has given way to the welcome sights of black players who hit the baseball out of the park or run the football consistently across the goal line. The many thousands of fans in the stands do not ask the color of the players' skin but await the thrill of victory and literally hate the agony of defeat!

The powers that be in both the entertainment and sports worlds know that the subtle pressures of racism can destroy the "golden egg." It is the accumulation of capital which they seek. Whoever can draw in the fans and deliver the goods, this is the person they seek. This is the person they will mushroom and make big, so that they can sit back and count their profits.



However, in the current explosion of radio and television ministries, where is the strong ethnic witness? Has the American superchurch cornered and controlled completely this market? Is America only interested in the minister/prophet whose racial identity is Anglo-Saxon and who is perceived not to disturb the status quo? Are we as a people "integrated" in things "worldly" but "segregated" in things "eternal"? If this be the case, then the current revival of radio/TV ministries and the swelling tide of evangelical growth needs to be examined for its moral fiber and its abiding prophetic witness.

While it is true that we all bring to "the melting pot of Christian experience" our unique, historic experience, we are nonetheless supposed to be as fingers on the hand, all functioning to get the job done. Yet in our present dilemma some fingers seem to have been cut off of the hand and no one seems to care. There are several fundamental areas which the current boom of radio/TV ministries ignore in its silence on black people's relationship to God and the great witness this people have to give!

Black Religious Experience

1. *The depth of black religious experience is ignored.* "God and country" is a very popular theme among many TV/radio preachers. It is felt that by making the Word of God coexistent with American doctrines, history and principles a better financial support for the ministry will be found and one will be seen as a true champion of the flag. At the same time, one of the most explosive chapters in American life and culture goes untouched—ignored.

The 300 year slavery of black people in America cannot be ignored. During these years a people denied the right to assembly "praised God anyhow!" Songs of faith were born which continue to inspire our lives. Examples are "Steal Away," "Were You There When They Crucified My Lord?" and "We are Climbing Jacob's Ladder." The power of prayer was forged on the anvil of suffering, and the spiritual emotion was born into a people which today is popularly called "soul."

This chapter of a people's history is inexhaustible in its ability to fuel the fires of

evangelism and church growth. Just as Israel remembers her passover and her long years of servitude in Egypt, so the faith of black people in America needs to continue to draw living waters from her past.

The day must come when evangelists and ministers of all colors no longer ignore this people's past but proclaim it as a powerful act of God's deliverance. This will mean a new appreciation for black people in America's history. It will necessitate a wider respect for the lordship of Jesus Christ in the lives of all people. It will deal a death blow to the remnants of segregation and racism and will provide a new respect for the wonders of God in the lives of a people who were once thought to be less than human and incapable of full salvation.

The Black Church

2. *The strategic importance of the contemporary black church is ignored.* Does God only speak through white clergy on mainline television? This is an awesome question, given the vast amount of money needed to get started in this field. By and large blacks do not own the networks or operate the local stations, so their entree into this ministry is uphill all the way.

Meanwhile, since the big name ministers are already highly vocal and visible in broadcasting, it is a common occurrence to see their pictures on the walls of black supporters and their literature and packets where this people provide regular financial support. Thus the black minister, anxious to break into this market, has the unenviable task of breaking through the economic establishment barrier, the silent racist barriers and the locked-in support many of his own people have invested in the TV/radio ministries already entering their homes.

Meanwhile, ethnic radio stations continue to carry local and often limited black Christian ministries far over on the right side of the dial. The impact of these ministries reach but so far, given the new sophistication of cable TV, video options, television and 50,000-watt radio stations. The message sent out to America is that the black church is "dead," "apathetic" or "out of touch with the times."

The truth is, the black church is very

much alive! In every major city in America today, especially in the inner city, the primary Christian witness is the black church. Church buildings vacated by fleeing white congregations are usually filled to capacity with saints of God singing "God Never Fails!" Preachers still lift up the name of Jesus and souls are constantly being saved!

I am the pastor of such a church. New Shiloh Baptist Church is 82 years old. I am the third pastor and have been with the church 20 years. We have had a broadcast ministry on Maryland's strongest radio station, WBAL, 1100 on the AM dial, for 15 years. This broadcast ministry and others have been received by people of all races and religions, and have opened the door for us to minister in many mainline denominations, including Baptists, Methodists, Church of the Brethren, Mennonites, Catholics and Jews.

What all these contacts have made me aware of is the woeful ignorance of the place and power of the contemporary urban black church. It is a church almost totally ignored when statistics on Christian witness are drawn up and when the media seeks spokespersons on issues of current theological and political concern. The day has come for TV/radio ministries to extricate themselves from the demeaning past and find creative ways to help get the voice of the black church, strategically situated in the inner city, out on the air waves in a context both powerful and respectable.

Black Liberation

3. *The legitimate aspiration of black liberation is ignored.* Any serious student of American history would have to note that evangelical radio and TV ministers helped to elect President Ronald Reagan and helped to get the issues of abortion and moral decay in American life on the "front burner" of national concerns. In a word, the message of the radio and TV preachers has proved to be powerful, very powerful!

However, the voice of this ministry has often been uttered over and over again in negativisms for black people. Why? Are blacks the only welfare cheats? Are blacks the only ones guilty of crimes? Are blacks the only ones shiftless and without work ethic? Are blacks the only

PROGRAMMING

"heathens" remaining to be saved? No longer is the word *nigger* used in decrying racial anger. But consciously or unconsciously, black people understand all the new code messages which veil the negative feelings and say in so many ways, "We want to keep the black race in its place!"

A full sense of Christian salvation cannot come until ministers realize that

legitimate black aspirations are moral imperatives. Just as many evangelicals have gone to bat against abortion, child abuse and related causes, the same moral motivation is needed for decent housing, jobs and basic educational opportunities for all people. Many of these issues may not be popular, but the cancer afflicting the body of democracy will not go away until the whole sore has

been lanced. Evangelical preachers have the medium to do this. Will they rise to the occasion? Will they move beyond "code language" to risk being called, even as their master, a "wine bibber and friend of sinners" because of their advocacy of unpopular causes?

Black Worship

4. *The rich life and joy of black worship is ignored.* Incessantly, as I have ministered in one white denomination and congregation after another, I have listened to a comment running like this: "Brother Carter, We love your people, and we really love the way your people worship. Oh, if we could just get our people to loosen up and praise the Lord!" Most of the time I have felt ambivalent about this statement. It is akin to the many whites who call our church in Baltimore to find out if they are welcome to attend. Of course they are welcome—come on! No one calls Memorial Stadium in Baltimore to find out if he or she is welcome to an Oriole baseball game. If the white church really appreciates black worship richness, then the door of fellowship is open. The door ought not to be one way—it ought to be two way!

The day has passed for blacks to worship with whites on TV/radio ministries just as soloists for the main speaker! The day has passed for blacks to gather by the thousands for evangelists to shout "Heal!" and then go on to another city. What America needs is a fellowship truly built around the body of Jesus Christ that exalts Spirit-given gifts and not the strategy of color. I continue to believe this type of church will come. I refuse to believe that rock concerts and sports heroes are the only way we have to bring people together. Their crowds break up and go their separate way. Jesus calls us together, and once we see His face, hear His voice and are anointed by His Spirit, we never break up. We live on to be a fellowship where there will be no more sea! This is the hope of the Christian church, and to strive for anything less is not worthy of the people of God.

NRB

Rev. Harold A. Carter, Ph.D., is pastor of New Shiloh Baptist Church, Baltimore, and will be one of the featured speakers at the 42nd annual convention of National Religious Broadcasters February 3-6 in Washington.

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MINISTRY

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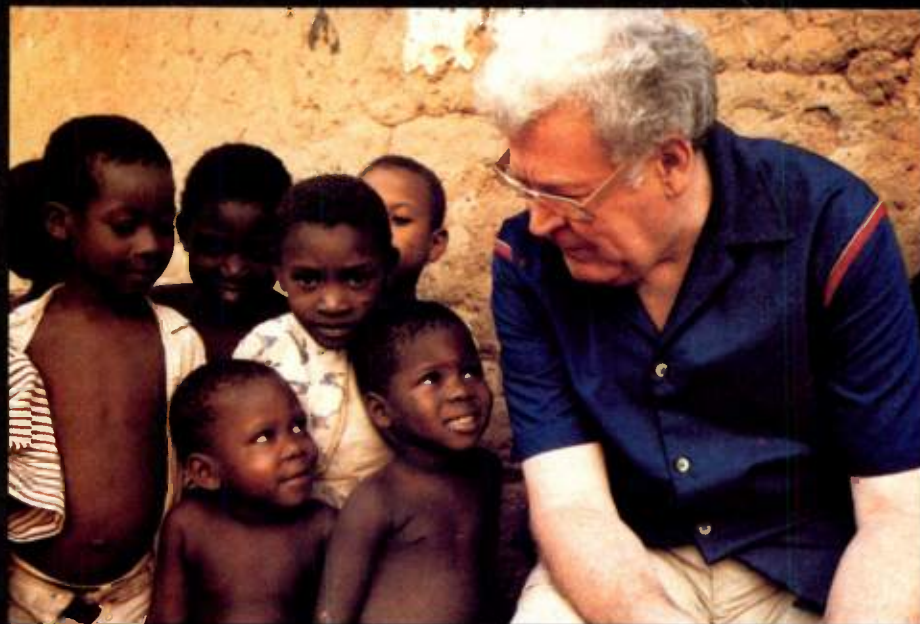
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Billy Graham and NRB '85

The theme of this year's Annual Convention and Exposition, and the example of the Annual Banquet speaker should give all of us cause to reflect on our own work

by Harold Hostetler

... I press on to take hold of that for which Christ Jesus took hold of me. Brothers, I do not consider myself yet to have taken hold of it. But one thing I do: Forgetting what is behind and straining toward what is ahead, I press on toward the goal to win the prize for which God has called me heavenward in Christ Jesus.

—Philippians 3:12b-14 (NIV)—

ENCAPSULED in the above scripture is the theme of this year's 42nd Annual Convention and Exposition of National Religious Broadcasters: "Christian Communicators: Pressing Toward the Mark." It is a theme worth more than a passing acknowledgement, because there is embodied in it an implied call to self-examination.

In that regard, it is significant that the Annual Banquet speaker for the convention is evangelist Billy Graham. Possibly no one else today is a greater Christian example of keeping one's eyes fixed on a call and a goal.

The first time I heard Billy Graham at an NRB convention was eight years ago—in 1977. That year he not only was a major speaker but he also shared in a press conference with Ruth Carter Stapleton, who was also on the convention program.

At one point in the news conference a man asked Graham, "In what way do you serve the church of Jesus Christ?"

It seemed an odd request. After all, everyone at the convention knew who Billy Graham was—or at least should have known. The question seemed impertinent. Yet Graham responded as

though he had anticipated it and had rehearsed the answer:

"I serve the church of Jesus Christ as an evangelist, an announcer of the Good News—that Jesus Christ died on the cross for our sins, that He rose again from the dead and that He is coming back again, and that you need to repent of your sins and you need to receive Christ as your Lord and Savior if you are to be saved in this life and the life to come."

That reply demonstrated the application of Philippians 3:14 in Graham's own life. Challenged to focus his attention on the cause for which God had called him to his worldwide ministry, Graham did not even have to hesitate in explaining it in its simplest and yet most complete terms: He stated his call (evangelist) and proclaimed his message (the summary of the gospel). It was as clear in his own mind as if it had been spread across a TelePrompTer in fluorescent red letters. Pavlov's dog could not have reacted more automatically.

Seeing the Goal

Graham saw his goal from the perspective of one being in the race. Someone else might see the race as a spectator, and for that person the race has a different meaning. But for the runner, one cannot look at the goal with any other idea in mind than to keep running—and to keep going as hard as possible. After all, if one is to win the prize, mind and body have to work as one to produce strength, speed, endurance and determination. And seeing himself in the race, Graham hit the floor running, each swift step pounding home his message of

eternal salvation through Jesus Christ.

There was nothing boastful about the reply. Neither was there false humility—no need to apologize for becoming famous just because he had done his job well. His answer was a statement of fact, easily verifiable by scores of other people in the room.

All of us at work in Christian service need to have our calling and our goals firmly in mind. Although there are intermediate goals to be reached along the way, just as a football team has a number of opportunities to make a first down in its march toward the end zone, the goal posts still loom ahead for that final score. To win the game, to garner the prize, to defeat the opponent—the goal assumes monumental proportions when the game is life.

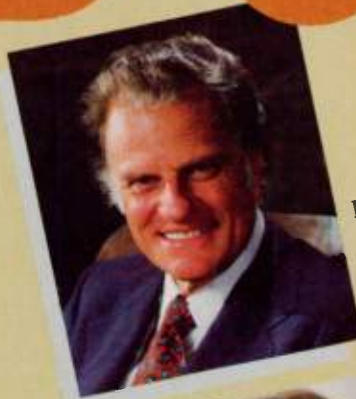
NRB '85 promises to be a time for many of us to reexamine our own calling and our progress in ministry.

When I heard Billy Graham at the 1977 convention, I had been in Christian service for less than a year. Before that I had had 18 years of experience in secular journalism, usually working under daily deadline pressure. But in Christian ministry I found the deadlines far less pressing, because individual projects might last for weeks or months, and there was always the need to reassess each one in light of the overall goal of the ministry. It was then that I learned the need for systematic planning if the goal was to be reached.

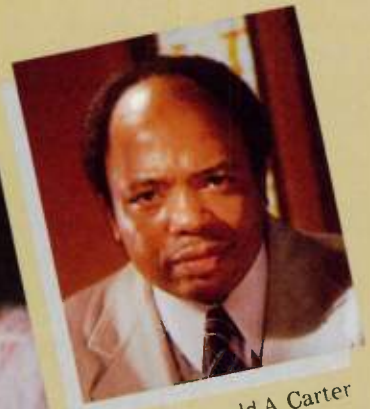
Knowing the Purpose

Purpose. Before we even start to
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NRB '85 This is the year!



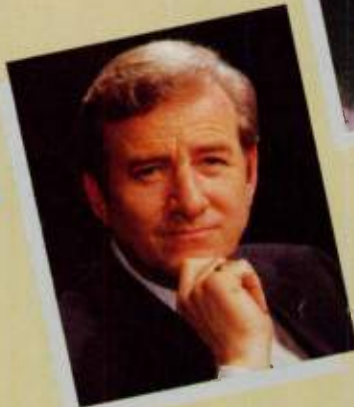
Billy Graham



Harold A. Carter



Cheryl Prewitt Blackwood



Jerry Falwell



Jimmy Swaggart

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.

NRB '85 This is the year!

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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.

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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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CONVENTION

(continued from page 26)

work, we need to know the purpose for which God has called us. It might be compared to the answer to the first question in the Westminster Shorter Catechism, which states that the chief aim of man is "to glorify God and to enjoy Him forever." Each of us has been given a gift of the Holy Spirit to serve others in the body of Christ, and through prayer we are to discover what that gift (or those gifts) might be and how we are to use it. Billy Graham's response to the question at the press conference showed that the evangelist had no doubt about his calling—his gift—or the message he was to proclaim.

Goals. In addition to the overall purpose, we also need to establish short-term goals against which we can measure the progress of our Christian service. Although he was called as an evangelist and given a salvation message to preach, Graham has always had a specific verifiable goal in mind: the next crusade, the next book, the next radio broadcast, each of which must fit in with his overall purpose of evangelizing.

Resources. Once we know the goals, we also need to look over the resources at our disposal for accomplishing those goals. Sometimes additional resources are required, such as a Bible school education or a financial base. For Billy Graham, he needed Fred Dienert and all the expertise of advertising and promotion to get his start in radio broadcasting, a move that greatly expanded his ministry.

Obstacles. No effective ministry is ever accomplished without overcoming obstacles, many of which may be minor but some of which may be major. When Billy Graham sensed the call to preach in Eastern Europe and eventually in the Soviet Union, there were many obstacles, not the least of which was the opposition of much of the media. Those obstacles had to be dealt with sensitively but effectively—and not without some wounds. Yet despite the fact that he made an occasional political *faux pas* in his response to the press, he never lost sight of the primary goal and purpose of his trips: to preach the gospel and to lead as many as possible into the kingdom of God.

Evaluation. Once the job is done on

each project, as each intermediate goal is achieved, it is necessary to evaluate the effectiveness of the ministry. Radio and television broadcasts need to be played back and critiqued. Crusades need to be examined for team cooperation and public response. And for Graham, his first trip into the Soviet Union had to be reexamined and evaluated so that he would not make the same mistakes when he eventually went back there to preach a second time.

It's Never Too Late

Many people in Christian ministry feel that their courses are already determined and that even if the course seems wrong it is the only course to follow. The best thing that can be said for such an attitude is that, "It's never too late to begin planning." Even a ministry that has been going for years can use the planning principles to reevaluate the course and determine whether it is actually headed toward the goal for which God originally established it.

Christians who get involved in one ministry and succeed sometimes feel they need to establish additional ministries. That may be the calling for some large, well-established organizations, but it is not the responsibility of every preacher to establish a Christian school or college, or to go into large-scale humanitarian activities.

At the press conference Billy Graham said, "Now my job is not that of a shotgun going the whole realm of theological-sociological-political truth. But my job is to announce the kingdom of God in Jesus Christ and to invite people in to come to the kingdom of God."

It is to be expected that, from time to time, Billy Graham has been tempted to diversify, to establish ministries that have only a tenuous connection with his main call of evangelism. True, evangelism may be an integral part of every ministry, including the humanitarian ones, but for an evangelist it can be a means of blunting the message, of sapping energy, of distracting attention. Graham has not done that. He still has the goal firmly in mind. The job isn't done. He's still running. He's going for the prize. NRB

Harold Hostetler is editor of RELIGIOUS BROADCASTING.

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Program Lengths: A Time for Decision

Program producers need to give back more time at the end of each broadcast so that local radio and television stations will be able to find new and creative ways of holding down costs

by Al Sanders

A BRAHAM LINCOLN was once asked how long he thought a man's legs should be. The answer of the lanky president was practical: "Long enough so that when he's sitting down his feet can touch the floor."

While most everyone would understand what our 16th president meant, there's another area of lengths that should concern all religious broadcasters. The problem surrounds *program lengths*.

There may be a few people who have the mistaken idea that if they sign a contract for 15 or 30 minutes, that's precisely the amount of time they should be given. Most, however, have already agreed to 14:30 or 29:30. But, even at this point some very real difficulties exist.

The Cost Squeeze

Stations must continue to raise rates just to keep pace with inflationary increases in operational costs. Our concern is for the stability of those facilities which are constantly increasing in value. With the change in the FCC rules on the number of stations any one group may own, a few religious radio outlets have already been purchased, and many others will be eyed for potential acquisition. Unless a station's earning assets adequately reflect potential monthly interest opportunities, those who are not fully committed to Christian programming will be tempted to sell out and, if nothing else, put the proceeds in savings accounts or other investments.

Increasing rates for existing program ministries can't be the only solution! In fact, many broadcasts are now finding it difficult to meet current contract rates. And because of a proliferation of new radio and television ministries, there is a tendency to segment even further the potential "donor pool." This is to say nothing of the apparent increase in strong direct-mail appeals.

Unfortunately, across the years there has been built up an evident, although seldom articulated, mutual distrust between the two important entities. While program producers may feel that stations are profiting greatly from the broadcasts, outlets in turn may believe that ministries are capturing heavy contributions, building giant donor files as a result of the area release. Neither extreme is valid! The fact is that stations are the program producer's greatest ally, and vice versa. Through frank and open discussions, such as convention workshops provided by NRB, both on the regional as well as national levels, eventual goals can be attained.

Seeking Revenue

Stations need to be encouraged as well as provided with tangible means to develop alternative forms of advertising revenue. Where formats have been established with "back-to-back" broadcasts, particularly in the most desirable "day parts" of the program schedule, this will be essential. There needs to be a cooperative effort by commercial facilities to develop statistics—both demographic and psychographic—

which would appeal to national as well as to local and regional sponsors.

This can't be achieved, however, unless program producers are willing to give back more time to the stations. At the outset, there should be a standardization of "voice out" by 13:55 or 28:55. Eventually the timings may even need to be reduced to 13:30 and 28:30.

I don't personally subscribe to the philosophy that if a preacher can't say "it" in 13½ minutes, he certainly can't do it in 15! The fact is that every second is extremely valuable. For a broadcaster to have to give up an entire 30 or 60 seconds is no small concession. And yet, doubtless it is something that must be considered.

All of us want to see stations build listeners. They can't do it with only 30 seconds between programs, hoping somehow to impart such invaluable information as news, weather and time checks. Every outlet is interested in audience structure too. Most managers are extremely creative in their local attempts of market positioning. Variety is not often possible, however, when time is at a premium.

Gimmicks No Solution

The solution certainly isn't to use recorders which are equipped with variable speed controls. Nor can technical devices be used which, while keeping the voice pitch at a regular level, also digitally delete all "unnecessary" pauses. (Sometimes appropriate pauses can be even more impacting than actual words.)

Several developments have taken

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place that should encourage all of us to work toward program length standardization.

One group owner has agreed to hold the line on an annual rate increase if the program producers will provide voice out at 28:30.

Another important market station advised clients to standardize voice out at 13:55 and 28:55 or pay the 30-second spot rate for the following half-minute. This would certainly encourage producers to examine desirable alternatives.

A decision on program lengths will require some form of industry agreement in order to standardize formats to apply to all producers of religious programs

At the 1984 NRB Washington convention, an ad hoc committee met to discuss the situation. In all likelihood, however, such major policies will need to be explored on an even wider basis. When final decisions are made, it is hoped they will be accepted by everyone involved. To ask for compliance by some but to accept varying lengths by others would greatly hamper future relationships.

Obviously, for broadcasters, both feet have to touch the "floor," whether as a station or a producer. It's all a mutually cooperative effort. Industry leaders in the fraternity of Christian broadcasting need to be confronting the issue straightforwardly and soon.

NRB



Al Sanders is president of Ambassador Advertising Agency in Fullerton, California, and a member of the NRB Board of Directors Executive Committee.

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(continued from page 10)

otony of some shortwave broadcasting," explains vice-president for programming Rollin L. Astra. A Baptist, Astra is the former operations manager for WMFJ-AM, a 1-kw commercial, full-time religious station in Daytona Beach, Florida. Describing the planned format, Astra said, "We want to be an information station—not news or propaganda."

By Federal Communications Commission licensing mandate, NDXE is being aimed at listeners outside the United States. Because the station will be serving the world, a series of international toll-free telephone lines is being connected to the studio that is now under construction.

Astra indicated World Service Broadcasting wants to "survey listeners on issues" and present original programming of "general interest and high quality." At the beginning as much as 50 percent of the station's schedule will be original programming, including, perhaps, live talk shows with callers from Mexico, Canada, Europe and other locations.

The station management, all of whom Astra said are "Bible-believing Christians," does not see its role as being in competition with long-established religious shortwave broadcasters, most of whom are not-for-profit organizations. Astra describes the company's philosophy as world evangelization with an upbeat life-style approach. "We want to cooperate with the Christian shortwave stations ... and our prayers go with them," Astra said.

The vice-president also indicated that NDXE, which was founded by a Methodist layman, H. Dickson Norman, does not see its approach as an attempt to challenge the much-larger Voice of America. What the facility will attempt to do is link small American businesses with foreign markets that would otherwise not be available to their products.

The company is hiring a New York City advertising agency that handles international accounts for Coca-Cola to make its availability known overseas. Astra could not name the agency because final negotiations were still under way. The first year's advertising budget has been set at \$1 million. Start-up cost for NDXE, estimated at another \$4 million, is being financed by sale of stock. World Service Broadcasting, Inc., was planning to "go public" last month.

Radio Station HOPE Okayed for Chile

TEMUCO, Chile (NRB)—Following a government decision, plans are now advancing for what will become the first Christian

radio station in the South American nation of Chile.

The Chilean government has granted permission and issued a broadcast license for Radio HOPE-FM/Temuco, according to organizer Ray Woerner.

In a prayer letter dated October 15, Woerner tells about reading a 46-year-old magazine article in which a missionary to Chile, Carl Volstad, asked, "Is it not time to think about a Christian radio station for Chile?" Woerner said that historic step has finally been taken.

He is already planning to purchase radio equipment from a Michigan broadcaster and wants to be freed from paying a 35 percent Chilean duty. Personnel and programming concerns are other matters with which Woerner is currently wrestling.

Airtime Doubled for Holland Programmers

HILVERSUM, The Netherlands (NRB)—The government-sanctioned Christian television company Evangelische Omroep (EO) has been granted a "B status" by the Dutch government because its contributing membership exceeds the 300,000 level, according to a report by the World Evangelical Fellowship *Global Report*.

Under the Netherlands formula for allocating broadcast airtime to special interest groups, EO will now receive more than twice as much time on the country's only television system.

The increase is seen as a significant advance for gospel broadcasting in the Netherlands.

TV Spots Help CBN Market 'The Book'

VIRGINIA BEACH, Va. (NRB)—The Christian Broadcasting Network started in October a \$5 million media blitz of 30-second television spots, radio spots and magazine ads for a contemporary version of the Bible.

The Virginia Beach-based ministry, which operates one of the nation's largest cable television companies, began test marketing last spring a copy of the *Living Bible* called simply *The Book*. By Thanksgiving Day, some 685,000 copies were sold and the total sales by Christmas were hoped to be above the one million copy mark.

The first phase of the advertising campaign, which began October 1, was to purchase \$2.5 million of spot time on all of the major U.S. networks. The bulk went to network TV (\$1.8 million), and a much smaller

amount (\$500,000) was earmarked for network radio. Another \$1.5 million of spots were to be run on CBN's own cable channel, which reaches more than 25 million households.

A \$200,000 magazine advertising campaign began the week after Thanksgiving. The magazines included *Time*, *People* and *Reader's Digest*.

The TV spots and *The Book* itself are designed to "increase Bible readership and literacy in the United States," said CBN's manager for new market development, Jeffrey Jarrett. "We wanted to focus attention on the Bible in a contemporary light (and) change the image of the Bible" to the non-Bible reader.

Jarrett said the marketing plan was developed in cooperation with the publisher, Tyndale House of Wheaton, Illinois, because a survey found that 100 million Americans read God's Word less than once a month. Researchers found, however, that 96 percent of American households own a Bible. Most have King James translations. The *Living Bible*, developed by Kenneth Taylor, is not a translation, but a paraphrase.

Plans were not developed for the balance of the \$5 million, but Jarrett said a campaign would begin after Christmas.

TWR Planning for Future of European Broadcasting

HILVERSUM, The Netherlands (NRB)—Trans World Radio has developed a European Development Group (EDGE) that will study new communications opportunities there and report findings to the TWR board of directors within 12 to 18 months.

At a July meeting at TWR's Intracare training center in Hilversum, the headquarters for EDGE, 15 TWR leaders representing eight national divisions of the company decided to launch the study group.

The committee will examine "the appropriate channels of communication in the future" for its superpowered missionary radio complex in Monte Carlo, Monaco, and other European broadcast ministries. "We will project the role, consider options and determine what God wants us to do," said William Mial, who directs international activities for Trans World Radio, Chatham, New Jersey.

TWR has been broadcasting the gospel from Monte Carlo since 1960 in all of the major languages of Europe from studios across the continent. Strong national organizations, such as Evangeliums Rundfunk in West Germany and Radio Evangile in France, have been created to decentralize one of the



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During those years, radio and television technology and availability of airtime have begun to explode throughout the continent as a trend away from government-controlled broadcasting continues to develop.

In other new TWR news from Europe, since July 2 a 15-minute weekly broadcast has been aired over the Monte Carlo superstation to the country of Albania. A Yugoslav-Albanian pastor residing in the West produces the program in the Albanian language in cooperation with two coproducers the European Christian Mission of Yugoslavia and the Southern Baptist Foreign Mission Board.

Considered by some to be the world's most atheistic nation, Albania lost religious liberty in 1967 when the Communist government led by Enver Hoxha closed 2,149 churches and mosques and declared all religion illegal.

Annual cost for the broadcast is \$25,000. A major factor is the cost of the high-frequency beam used to transmit the message to the country.

FEBC Completing 100 kw Transmitters in Micronesia

SAIPAN, Northern Mariana Islands (NRB)—The Far East Broadcasting Company (FEBC) is continuing its growth on the North Pacific island of Saipan. It plans to add two 100,000-watt shortwave transmitters in the near future.

The FEBC production studios in Singapore and Hong Kong have been preparing for increased hours of Chinese programs when the two additional transmitters become operational. The FEBC Russian-language department, based in the United States, is also making preparations for additional programming via the two transmitters.

There will be 15 hours of Chinese-language programming from KFBS/Saipan, making a total of 40 hours of Chinese broadcasting from all FEBC stations.

A local station, KSAI, received FCC licensing to increase its power tenfold from 1,000 to 10,000 watts. The station can now be heard on neighboring islands in the Northern Marianas. KSAI produces programs in English and the two local languages, Chamorro and Carolinian.

There are plans for a total of five 100,000-watt transmitters on Saipan. The first FEBC transmitter on the island went on the air last April and has been beaming the gospel to Russia, China, Indonesia, India and Vietnam. With headquarters in LaMirada, California, FEBC now broadcasts 8,000

transmitter hours a month from 29 transmitters in 95 languages to 100 countries.

Saipan is one of the island nations considered a territory of the United States.

World Media Conference Planned for October 1986

BUSSUM, The Netherlands (NRB)—Eleven Christian media leaders representing six international organizations met in this suburban Amsterdam city recently to finalize plans for an International Christian Media Conference October 13-17, 1986.

Broad participation from as many as 1,000 media users and suppliers from around the world is hoped for by the executive planning committee, now under the direction of David Adams, director of Trans World Radio's Intra-care Training Center in nearby Hilversum.

The conference will be officially sponsored by World Evangelical Fellowship Communications Commission (WEFCC), Driebergen, The Netherlands, a division of the World evangelical Fellowship, Wheaton, Illinois. Other agencies involved in conference sponsorship are Trans World Radio, Evangeliums Rundfunk (West Germany), Evangelical Literature Overseas and Christian Media Productions (The Netherlands).

In addition to Adams, the executive planning committee is comprised of Fred Magbanua, chairman of the Asian Christian Communications Fellowship, Manila; Stephen Boakye-Yiadom of the Fellowship of Christian Communicators in Africa and Madagascar, Nairobi; and Charles Denyer of Difusianes Interamericanas, Costa Rica.

Others involved in planning of the conference include Gladys M. Jasper, the WEFCC executive secretary, and representatives of Evangelische Omroep, a government-sanctioned religious television station in Hilversum, The Netherlands.

In the full-day meeting, the participants concluded that the conference's purpose should be to "emphasize practical issues, encourage the development of responsible partnerships, stress the crucial role of the church in media ministry and provide an opportunity to plan future activities that will enhance the quality of Christian communications."

Program details will be developed from results of an international survey currently being conducted to identify "the most crucial issues facing Christians in the media worldwide."

Location for the International Christian Media Conference will be The Netherlands Conference Centre at The Hague.

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(continued from page 14)

Born in May 1929, Wiersbe was raised in East Chicago, Indiana, and was converted to Christianity as a teenager under the ministry of evangelist Billy Graham, who will also be speaking at the NRB '85 convention.

From 1957 to 1969 Wiersbe was on the staff of Youth For Christ International,

Wheaton, Illinois, working with the organization's publications department.

Wiersbe studied at Northern Baptist Seminary, Indiana University and Roosevelt University in Chicago. In 1965, an honorary Doctor of Divinity degree was conferred on him by Temple Seminary, Chattanooga, Tennessee.

Executive Committee Welcomes 16 New Members into NRB

MORRISTOWN, N.J. (NRB)—At a November meeting in Parsippany, New Jersey, the NRB Executive Committee approved membership for 16 individuals. They are:

Associate Members

- Gary Crossland, owner and president, Soma National Business Enterprise, Carrollton, Texas. Soma is an advertising agency that produces radio and TV programs and assists clients in fund raising and direct mail.
- Paul W. Kurtz, director of distribution operations, World Wide Pictures, Inc., Minneapolis, Minnesota. World Wide is the film division of Billy Graham Evangelistic Association.
- Robert Preus, president, Concordia Theological Seminary, Fort Wayne, Indiana. The seminary is part of the Lutheran Church-Missouri Synod.
- Philip D. Boatwright, president, Christian TV News and Radio Guide, Westlake Village, California. He prints and distributes a free monthly listing of Christian broadcasting programs.

Station Owners and Operators

- David Jones, general manager, WITA/Knoxville (Tennessee). The commercial radio station airs an adult contemporary format on 1,000 watts.
- Lonnie R. Rex, president, WDLI/Louisville (Ohio). The noncommercial radio station is owned and operated by David Livingstone Missionary Foundation.
- Robert W. Ball, general manager, KGNW/Seattle (Washington) was reinstated as a member. Ball, a former NRB executive committee member, was general manager until last year of three Oregon stations managed by Inspirational Broadcasting Corporation, Portland.

Program Producers

- John W. Nider, director, The Art of Family Living, Dallas. The company's program by the same name is the 15-minute daily Bible teaching program of Howard Hendricks.
- Phil Arms, president, Phil Arms Ministries, Houston, Texas. He produces a daily radio program and a weekly TV program.
- Dan Dunkelberger, producer-director, Dan Dunkelberger Production Services, Pasadena, California. He produces TV programs and films for broadcast, churches and schools.
- Juan Gili, director, Mecovan, Madrid,

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NRB NEWS

Spain. He produces a radio and TV program called *Panorama Evangelico*. Gili is a member of the Lausanne Committee for World Evangelization.

- Donnie Harris, general manager, Harvester Television Network, Decatur, Georgia. His one-hour weekly TV program, *Harvester Hour*, is produced at Chapel Hill Harvester Church.

- Paul E. Paino, pastor, Calvary Temple Worship Center, Fort Wayne, Indiana. He has a one-hour weekly radio and TV ministry each Sunday.

- Angel G. Ramos, president, Vive Productions, Allentown, Pennsylvania. He directs a Spanish-language broadcast ministry on radio and television.

- Jerry Vreeman, executive director, Multimedia Ministries International, Lansing, Illinois. His company produces programs for radio and TV including *The Kid's Korner* and *Just For Dads*.

- Evelyn and Thomas R. Wyatt, president and associate, Wings of Healing, Montebello, California. The company is an international Christian radio and missions organization.

The committee will consider additional membership candidates during NRB '85.



Clay Evans

Black Broadcasters Choose NRB '85 Workshops

WASHINGTON, D.C. (NRB)—The NRB Black Broadcasters Committee has chosen five workshop topics and moderators for the NRB '85 convention. The five workshops, to

be submitted to the convention program committee, will focus on broadcast theory and practical application.

Howard O. Jones, associate evangelist for the Billy Graham Evangelistic Association in Minneapolis, will moderate "How to Put Together a Quality Broadcast." Other workshops include "Joint Effort in the Purchase of Minority-Owned Broadcast Facilities," with moderator Amir Kahn, president of King's Agencies in Camden, New Jersey; "How to Get Free Air Time on TV," with moderator Andy C. Lewter, Jr., pastor of the Star of Bethlehem Baptist Church in Ossining, New York; and "Successful Fund Raising for Broadcasters," with moderator B. Sam Hart, president of the Grand Old Gospel Fellowship, Inc., in Philadelphia and chairman of the Black Broadcasters Committee.

Clay Evans, founder and pastor of *What a Fellowship Hour* in Chicago, will moderate a music workshop tying in with the Black Broadcasters Committee's concert February 3. The afternoon concert (3 to 5 pm) will feature local and national talent.

The NRB convention will be February 3-6 at the Sheraton-Washington Hotel in Washington, D.C.

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Research Perspective Provided on Television Violence

The Politics of TV Violence: Policy Uses of Communication Research, by Willard D. Rowland, Jr. Sage, 1983, 320 pages.

The phrase "television violence" can hardly be spoken without invoking the Surgeon General's Report, the FCC, the FTC, the Pastore Committee hearings—in effect, the prodigious file of "empirical findings" that link, or seek to link, the viewing of violent acts on television with the tendency toward increased violence, or tolerance of it, in the real-life behavior of viewers.

Willard Rowland teaches communications at the University of Illinois. His doctoral research was conducted soon after the Surgeon General's Report was issued, and this research has finally come into print as volume 16 in the Sage "People and Communications" series.

Rowland's thesis is common currency at the University of Illinois, but for most broadcast professionals his perspective on violence research will be new and provocative. It is simply that violence research is a ritual and should be understood, as are other cultural rituals, in the context of its value-laden assumptions, its principal actors, its political capital. Research, after all, is always conducted in a specific social context.

Should we be surprised to learn that the context of violence research impinges on the reported results? Or that the pure data of empirical studies conducted under the auspices of independent researchers is really data collected under certain important political and economic constraints by scholars whose fortunes are governed by a web of social influences and interpreted by politicians who have predisposed agendas? We should not be surprised but we are.

Violence research is typically used as primary ammunition for advocating change at the regulatory agencies and at network programming desks. Rowland argues that violence research supports the status quo, as any cultural ritual might be expected to do.

This is scholarly work, and its bibliography will lead interested readers into the critical literature. Good scholarship is not always easy to assimilate. This book is clear but not easy, profound but not a missile tailored for the reformists' arsenal. It is important reading for anyone who wishes to use research findings intelligently.

Perhaps this book's best contribution is that it presents a research perspective that has

never been applied to the American religious broadcasting industry and only recently on any significant scale to commercial broadcasting. Broadcasting professionals would be wise to let its insights dust off a few dusty mirrors.

The reviewer, Dr. Mark Fackler, is assistant professor of communications at Wheaton Graduate School, Wheaton, Illinois.

Booklets Present Growing With Television Ideas

Growing With Television, a Study of Biblical Values and the Television Experience. Abingdon Press, Nashville, 1980. Developed by the Media Action Research Center, Inc.

Growing With Television is a series of study materials including program guidebook, leaders' guides and student leaflets for five age levels—younger elementary, older elementary, junior high, senior high and adult.

Mary Martens, author of the senior high leaders' guide (32 pages) and student pamphlets (48 pages), traces the development of television choices in the contemporary world view, in life-styles, in relationships and in self-concepts.

From a world-view perspective, she considers the American dream for self-realization, the tendency of TV for simplistic proposals and the problems of TV fantasy, real or imagined.


The author concludes the series for senior high youth by requesting viewers to identify the time spent in watching TV and to log the programs watched. She recommends planned viewing, observing the impact of commercials and sharing with others the evaluation of programs. She encourages writing criticisms of TV, raising the threshold of TV watching and writing to networks or sponsors to commend good programs or criticize poor ones.

In each age level the leaders' guide is accomplished by a series of student leaflets for twelve study sessions.

The *Growing With Television* series would be helpful for a serious study of general television watching. It supplements the sourcebook, *Television Awareness Training, the Viewer's Guide for Family and Community* (1979) edited for the Media Action Research Center (280 pages).

The reviewer, Virgil Megill, is professor of communications at Toccoa Falls (Georgia) College.

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Video Manipulation Available from DSC

DSC has introduced its special effects unit, the Illusion. The Illusion offers high resolution, versatile full video digital effects at a price much lower than previous, comparable units.

The Illusion effects include slide, squeeze, rotate, flip, spin, spiral, compress, expand, double image, split image, mirror, invert, aspect control, combinations, posterization, mosaics, barrell roll, key manipulation, strobe, freeze frame, freeze field and border manipulation. Perspective is offered as an option.

The unit includes both preprogrammed effects and programmable capabilities. A built-in bubble memory provides storage of user-programmed effects series. Effects may be executed manually or automatically with user control of duration, placement, speed, size, rotation, trajectory and perspective orientation.

For further information contact Digital Services Corporation, 3622 NE 4th Street, Gainesville, FL 32601. Telephone: (904) 377-8013.

ComSonics Introduces New Sniffer II

A modified and improved version of the Sniffer signal leakage testing device has been introduced by ComSonics, Inc.

Sniffer II has an updated transmitter design for easy rack mounting. All cables exit the rear of the housing. New features include a variable-level squelch which allows level adjustment from .06 to 20 microvolts. This feature can be used alone or in conjunction with the tone muting.

Sniffer II also has a variable RF level on the transmitter for adjustment to plus or minus 5 dB.

For more information contact ComSonics, Inc., PO Box 1106, Harrisonburg, VA 22801. Or call toll free 1-800-336-9681.

Wireless Lighting System Featured

Union Connector Company, Inc., has developed the SU-I and DIGI-I, a modular wireless remote-controlled lighting system. The system uses solid-state and digital components and can be self-contained or added on to existing lighting.

The SU-I and DIGI-I uses R/F digital data transmitted on the same AC lines servicing the switching and dimming modules to provide dimming and relay control. The SU-I dimmer can control up to a 20-amp or 2400-watt load. The DIGI-I handheld remote



DSC Illusion



Osram's AL-100 Light



Ferno's Cart

module plugs into any AC outlet and controls up to 256 dimmers and any combination of dimming and switching functions.

For further information contact Union Connector Company, Inc., 149 Babylon Turnpike, PO Box H, Roosevelt, NY 11575. Phone (516) 623-7461.

Osram Corp. Develops AL-100 Studio Light

Osram Corporation has developed the AL-100 Studio, a compact portable cine-video light with variable angle and beam and self-contained rechargeable battery pack. The maintenance-free battery monitors charge

level with two LEDs and emits an audible tone when power is low.

The AL-100 Studio offers a continuously variable angle beam from a 30-degree spot to a flood 70 degrees wide. The head can be tilted up to 90 degrees and its swivel mount allows direct placement on the camera or on to a tripod mount, or it can be hand held with its own built-in handle.

The batteries of the AL-100 can be conveniently charged within its own case.

The AL-100 Studio operates a 100-watt lamp from a 12-volt source. The spot setting of the light generates a luminosity of 4,500 candellas and at the wide angle setting the light output is 1,500 candellas. The self-contained battery, charger and lamp head weigh approximately 4.5 pounds.

For further information, contact Osram Sales Corporation, Jeanne Drive, PO Box 7062, Newburgh, NY 12550.

Dimmer Bank Available From Mark VII

Electronics Diversified, Inc., introduces Mark VII dimmer banks and SPI plug-in dimmer modules. The new dimmer bank features digital control with analog backup and individually cools each dimmer module.

Mark VII dimmer bank options include: houselight load circuit breakers, panic contactors, convenience outlets, constant circuits, non-dim and worklight contactors, panel worklights with dimmer, take control circuitry and line meters or indicators.

The SPI plug-in dimmer module is available in 2.4 kw, 3.6 kw, 6 kw and 7.2 kw capacities. Each module features a silicon-controlled rectifier (SCR) package, toroidal filter choke, circuit breaker, overheat and overcurrent protection. Dimmers, when functioning as non-dims, will run incandescent and/or inductive loads and are protected with thermal cutouts.

Ferno Markets Studio/Location Cart

A cart designed specifically for moving cameras, power paks, cord, lights and sound equipment from studio to location is now available from the Ferno Washington Sales-maker Division.

The Studio/Location Cart can carry up to 300 pounds of equipment on a cushioned platform. Heavy-duty carrying hooks hold cords, microphones, and similar equipment.

When not in use, the cart folds to seven inches high for compact storage.

For more information, write Ferno Salesmaker, 70 Weil Way, Wilmington, OH 45177-9371. Telephone (513) 382-1451.

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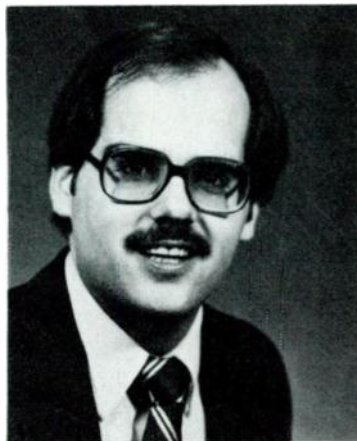
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BROADCASTERS



Edna Jean Horn



George M. Puia



John P. Bertolucci



Norman Vincent Peale

An NRB board of directors member, **Stuart W. Epperson**, lost his bid for a seat in the House of Representatives. Democratic incumbent **Steve Neal** held onto the seat in North Carolina's Fifth District. Epperson owns or is principal in seven religious radio stations. **Senator Bill Armstrong** (R.-Colo.), a broadcaster who will discuss his Christian testimony at the NRB '85 convention on February 4, won reelection to a second term.

Religious Heritage of America presented Faith and Freedom Awards to three broadcasters at its annual dinner October 5. Recipients were **Adan M. Medrano**, president of Hispanic Telecommunications Network, Inc., San Antonio, Texas; **Robert A. Cook**, NRB's first vice-president and a radio broadcaster on *The King's Hour*, and **Paul Lammers**, director of CBS-TV's *As The World Turns*, who directed a one-hour live special last year celebrating the 500th birthday of **Martin Luther**.

One of NRB's charter members, radio pioneer **Edna Jean Horn** of *Church by the Side of the Road Broadcast*, Ionia, Michigan, died October 9 after a stroke. Horn, who was 74, had been a religious broadcaster since age 20. She is survived by her husband **Lewis H. Horn**, a retired Assembly of God pastor, a son, a daughter, six grandchildren and one great-granddaughter. At the 1980 NRB convention, Mrs. Horn received a plaque from the board of directors honoring her 50th year on the radio.

After 17 years as station manager of KICY/Nome (Alaska), **Ralph Fondell** has been succeeded by **James Brewer**, the station's music director and sales manager. Brewer came to the "Voice of the Arctic" sta-

tion as a volunteer in 1980 and is host of the morning drive *Breakfast Show*. Fondell, who is raising funds for a new Christian radio station near Anchorage, will retain the title of KICY general manager and his seat on the Arctic Broadcasting Association board of directors. Located on a peninsula near the Bering Strait, KICY broadcasts the gospel throughout western Alaska and eastern Siberia.

Zion Wu, recording technician and engineer for *The China Lutheran Hour*, Taipei, Republic of China, has been awarded a scholarship for an internship on the national NRB staff. Wu came as the first exchange person sponsored by Chinese-American Christian Friendship Alliance, an 18-member international organization formed in 1983 to strengthen relationships among Christians in both nations. Wu earned a Bachelor of Arts in English literature from Tam Kang College in Taiwan.

Jerry Rose, president of WCFC-TV 38/Chicago has a new executive administrator. **George M. Puia**, former general manager of Barber-Colman Saudi Arabia Co., Ltd., will concentrate on marketing at the station.

Evangelist and Bible teacher **Anthony Zeoli**, director of *The Radio Bible House Broadcast, Inc.*, Philadelphia, died September 9 in Fort Lauderdale, Florida, from complications following a cerebral hemorrhage. He was 86. The son of immigrant Italian parents, Zeoli turned to drugs as a youth and spent six years in prison, where he was converted after being given a New Testament. He memorized much of the Bible and packed sermons with quotes from memory. Zeoli is survived by his wife **Elizabeth**; his

son **Billy Zeoli**, president of Gospel Films, Muskegon, Michigan; three grandchildren and one sister. Memorial services were conducted September 16th in Grand Rapids, Michigan.

The St. Francis Association for Catholic Evangelism (FACE) is launching a syndicated radio program hosted by **John P. Bertolucci**, associate professor of theology at Franciscan University of Steubenville (Ohio). *Let Me Sow Love* airs on 10 radio stations. The inspirational format, designed to "sow the love of God in the hearts of all who listen" and apply scripture to Christian living, is available as a 30-minute weekly and a 15-minute daily program. Bertolucci, a popular Catholic author, is host of a three-year-old evangelistic TV series, *The Glory of God*.

"Our topic is depression and we want to hear from you." With those words, **Mike Frazier**, producer-host, began the first *Cope* television broadcast for ACTS Satellite Network. The live call-in counseling series, which commenced October 1 on the Southern Baptist's new cable network, will offer advice on singleness, chemical dependencies, retirement, teen-parent communication and numerous other concerns of callers. The program is scheduled for Monday-Friday each week. Frazier, a radio talk show veteran, came to *Cope* from WEEL-AM/Washington, D.C. **Jill Frazier** will screen calls.

Norman Vincent Peale, pastor of Marble Collegiate Church in New York City, is retiring from the pulpit from which he has spoken since 1932. At 86, he said he is still in good health. Dr. Peale, author of 29 books, will continue his writing and his weekly radio ministry, *Positive Thinking with Norman Vincent Peale*.

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LATE NEWS

SHEA TO SING BEFORE
GRAHAM PREACHES
AT ANNUAL BANQUET

The "dean" of gospel music, George Beverly Shea, will return to an NRB convention next month as featured soloist. He last sang for NRB at the 1983 Annual Banquet. A member of the Billy Graham evangelistic team since 1947, Shea will sing at the 1985 banquet on February 6. With Billy Graham as the main speaker, the dinner will conclude the four-day international convention (see page 12). A native of Winchester, Ontario, Canada, Shea will celebrate his 76th birthday on February 1. Over the years, Shea has become known for his deep-bass rendition of I'd Rather Have Jesus. He was inducted into the GMA Hall of Fame in 1978.

DEBBY BOONE
WILL APPEAR
AT CONVENTION

NRB banquet guests will also be treated February 6 to music by contemporary artist Debby Boone, whose 1977 hit single and first solo recording, You Light Up My Life, captured the number one spot on music charts for 10 weeks. Boone, 28, the daughter of entertainer Pat Boone, will be making her first solo appearance at the NRB convention. Her current album from Sparrow Records, Surrender, has been a best-seller. Boone expects to release her latest album next month.

ISRAELI PRESIDENT
WILL SPEAK TO NRB
LIVE BY SATELLITE

A new dimension in live-by-satellite teleconferencing is planned for the NRB '85 convention, at the keynote plenary session, Monday morning February 4. The President of Israel since May 1983, Chaim Herzog, will extend greetings to the assembled delegates. Receiving the live transmission, a joint venture of Wold Communications, New York City, and General Satellite Services Company, Israel, will be NRB president E. Brandt Gustavson. Wold is providing the transmission, worth more than \$10,000, to NRB, to announce the availability of their international teleconferencing service.

NBC RADIO NETWORK
DECIDES TO SELL
RELIGIOUS SPOT ADS

The NBC Radio Network decided on November 16 to accept a paid spot advertisement from Thomas Nelson Publishers for a new paperback edition of The Bible. The decision was made two days after Thomas Nelson distributed a press release challenging a decision the network made earlier to refuse all religious spots until January 1. The network wanted time to study the issue and consult attorneys about establishing an equitable policy. Thomas Nelson's 20 radio spots, costing \$20,000, started airing on NBC's Talknet November 30. A CBS Radio spokesman said his network accepts religious advertisements that "don't proselytize." Agreeing with the NBC spokesman, he said each spot is "reviewed on its own merit" before being accepted for CBS. An ABC Radio spokeswoman said that religious spots would be accepted on ABC Radio as long as "there is not dogma." She said an example of dogma would be a spot for a religious broadcast. A publication, such as Thomas Nelson's The Bible, "would be okay." For 30 years, the major networks have looked at full length religious programs as public service programming, which is available only on a sustaining, or free, basis.

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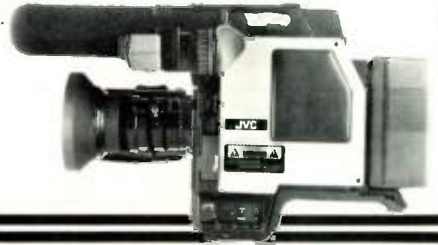
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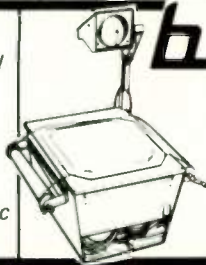
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DIRECTOR OF COMMUNICATIONS needed at The Moody Church. Responsibilities: production, distribution and promotion of radio programs; public-address system, cassette tape ministry; supervision of communications staff. Qualifications: proven expertise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

Attorney, licensed to practice in CT, seeks position in Christian organization as atty and/or mgr preferably in entertainment, broadcasting or administration. Contact: Lawrence Walters, 1300 Boston Post Road #304, Guilford, CT 06437. 203/453-0480.

Maintenance Engineer, Department of Broadcasting. Ability to make repairs to component level of following systems; multi-channel audio consoles, analog magnetic tape recorders, high power AM and FM transmitters. Candidate should possess good mechanical skills and ability to fabricate custom equipment. Knowledge of digital based equipment necessary. Contact Paul Jones, Moody Bible Institute. 312/329-4235.

Maintenance Engineer for Christian TV station. FCC General license required. Four years experience in maintenance of studio cameras, Quad and helical VTR's, switcher, etc. UHF transmitter experience helpful. Reply to Dale Osborn, C.E., WTBV-TV, Box 534, Fishkill, NY 12524. EOE.

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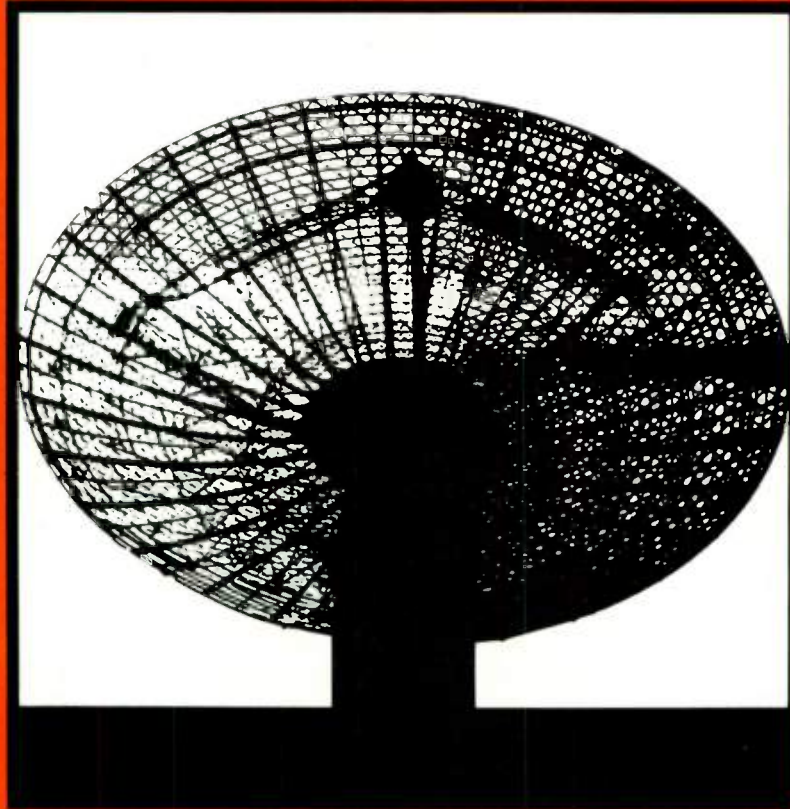
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Beyond 1984

WELCOME TO 1985, the year following the infamous one so frighteningly imagined by George Orwell 37 years ago in his science-fiction novel *1984*. We have slogged through it without becoming submerged totally in the morass of doublethink that might have been. Yet we have no cause to relax; although affairs did not work out for us in any way comparable to the oppressive state foreseen by Orwell, we must continue to be on the alert against the forces that would distort and deny the truth.

In his second letter to Timothy, Paul wrote, "Preach the Word; be prepared in season and out of season; correct, rebuke and encourage—with great patience and careful instruction. For the time will come when men will not put up with sound doctrine. Instead, to suit their own desires, they will gather around them a great number of teachers to say what their itching ears want to hear. They will turn their ears away from truth and turn aside to myths. But you, keep your head in all situations, endure hardship, do the work of an evangelist, discharge all the duties of your ministry" (2 Timothy 4:2-5, NIV).

There are other countries today that exhibit many of the symptoms of Orwell's imaginary society, but in nations such as ours, considered to be the "free world," we still have the opportunity to proclaim and defend the truth openly. We are free to "preach the Word."

However, despite the resurgence of evangelicalism in the United States and elsewhere, the continuing assaults on the gospel of Jesus Christ and the Christian life-style remind us of the spiritual warfare that is going on in and around us. We are constantly being challenged to abandon our claim to exclusive truth. Most of the world still believes that religion is a nonessential to which one should be born, not converted.

In 1985 the enemies of the gospel will be the same ones that have always existed. From age to age and from year to year they may assume different disguises, but they still remain the ones so clearly identified in the New Testament: the world, the flesh and the devil. Our effectiveness in spiritual

warfare will be all the greater if we continue to focus on those basics.

The world. The overriding philosophy of the world today is materialism. Not only is it one of the driving forces behind Marxism, but it is the basis for humanism. People do not want to believe there is a spiritual world embodying good and evil, or that there is a God who will reward the righteous and punish the wicked.

Materialism may sometimes be interpreted as a desire to accumulate worldly wealth, but that is only a symptom of the underlying problem. Materialism is a total denial of God. It elevates man as the end product of evolution, and it gives him the privilege of executing judgment on everything that comes within his power.

The flesh. Human beings are naturally self-centered. After all, we see things best from our own perspective, no matter how restricted or enlightened that view might be. Individualism is the dominant mood of the flesh today. Human rights, human aspirations, human judgment—we have glorified self. And self has demonstrated its wisdom in the institution of abortion and similar forms of "freedom."

The devil. Except for motion pictures about demon possession, no one likes to talk much about the devil anymore, and that's the way he likes it. It has given Satan the opportunity to continue to tempt humanity to follow their own materialistic and individualistic bents. And if any begin to suspect the presence of the supernatural, he clouds their minds with astrology, the occult and the pursuit of knowledge about extrasensory perception.

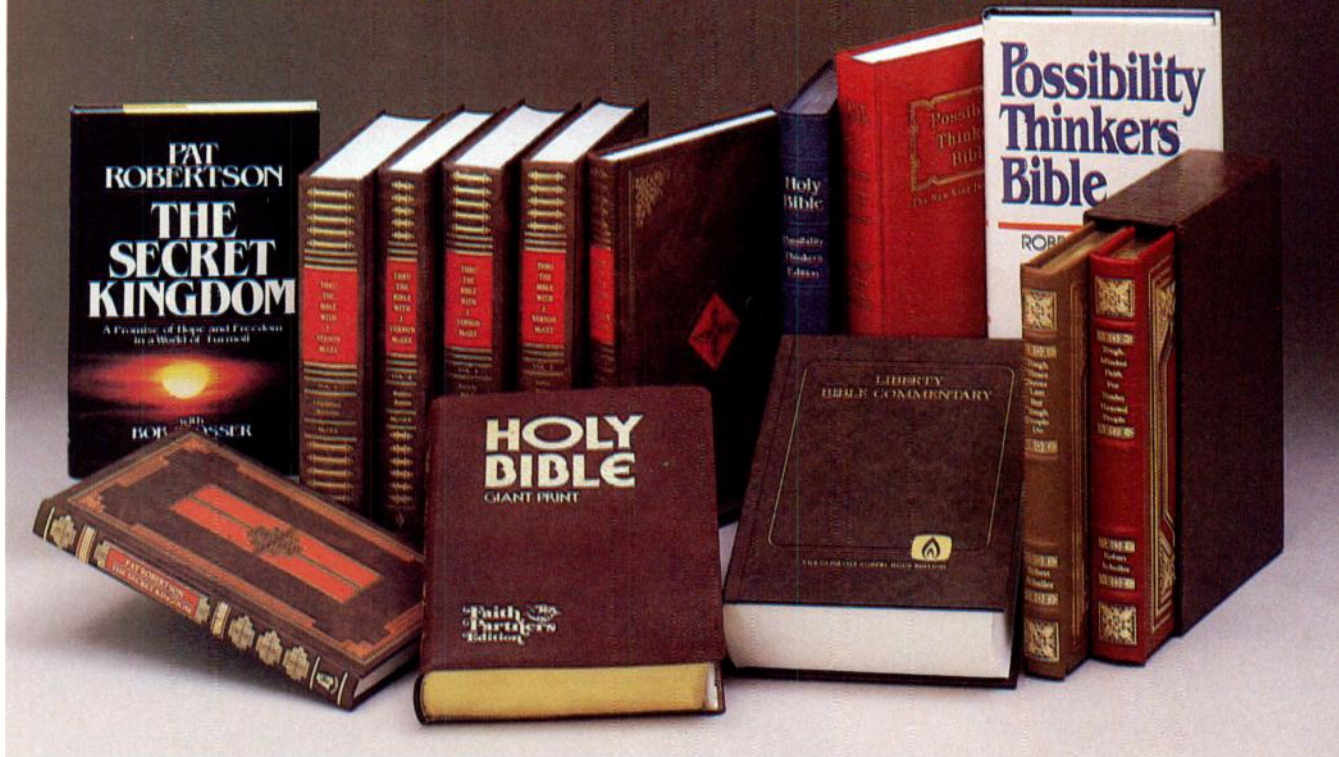
Against all of this we have one weapon: "the sword of the Spirit, which is the Word of God" (Ephesians 6:17). It is the word of truth (John 17:17). It is the one thing we have to demolish the strongholds of doublethink and preach salvation to a world mired in sin.

In 1985 let us not lose sight of where we are. We have passed through 1984 but we are not riding high. We are still engaged in spiritual warfare.

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—Harold Hostetler

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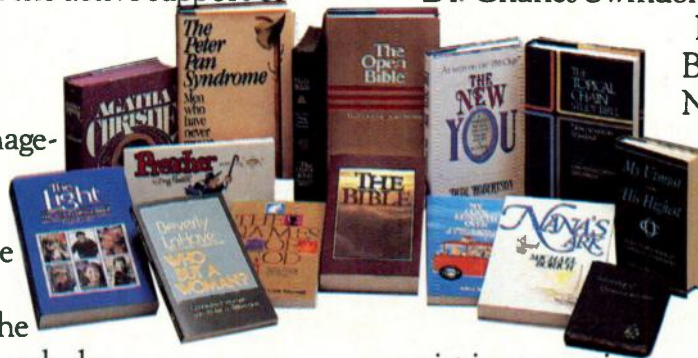
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Wilson Advertising Associates is always looking to provide the latest and best technology for our clients, including the newest and most dynamic fund raising tool, Satellite Teleconferencing. Wilson management personnel have become the leaders in the orchestration of highly successful national and international Satellite Teleconference events that have raised millions of dollars.



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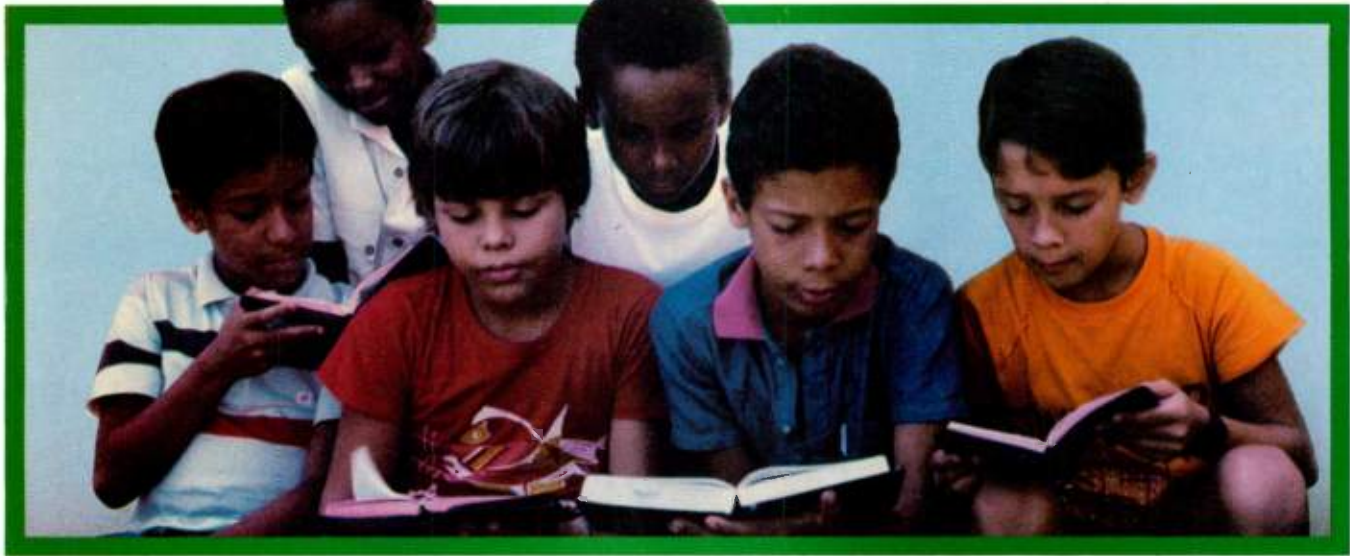
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WILSON

ADVERTISING ASSOCIATES, INC.

(Circle 136 on the Reader Service Card)

25 Million New Testaments in the Right Hands Can Give Brazil New Life.



The World Home Bible League Is Counting on It.

Only one Book can give a country new life.

That's why the World Home Bible League is sending 25 million Portuguese New Testaments to Brazil. One for every school child age nine and older.

This is Brazil/New Life '90. A bold plan with staggering potential.

Young hearts turned to God can transform families, a country, or perhaps an entire continent.

The vision for Brazil/New Life '90 began in 1978 when top government leaders saw the emptiness of education without God. School doors swung open for Scripture placement by the World Home Bible League. Soon, a law mandated Bible instruction in every Brazilian classroom.

Exciting. But only the beginning.

In 1983 the World Home Bible League received the ultimate challenge: place a New Testament in the hands of every secondary school child in Brazil.

Brazil/New Life '90 was born. Endorsed by Brazil's President Figueiredo. Coordinated by the Rev. Nilson Fanini, the "Billy Graham of the Portuguese-

speaking world," and the Rev. Chester Schemper, the League's Latin America coordinator. And carried out by 18 denominations in every Brazilian state.

Today, 3 million League New Testaments are in homes throughout Brazil. God's Word is changing lives, reuniting families, enlivening churches. Revival is a reality.

But by 1990, the World Home Bible League must place 22 million more New Testaments in the right hands — Brazil's youth, her future. But it's only possible if you help.

You can pray. As the largest Scripture placement project ever attempted, Brazil/New Life '90 faces many obstacles.

And you can give. Placing 20 New Testaments costs only \$15. Any gift, large or small, can help give Brazil new life. The World Home Bible League is counting on it.

Brazil
NewLife'90



A project of the World Home Bible League

For more information, write the World Home Bible League, South Holland, IL 60473. To send 20 New Testaments to Brazil, enclose \$15. In Canada, write the Canadian Bible League, Box 524, Station A, Weston, Ont. M9N 3N3.

Brazil/New Life '90 is endorsed by these Christian leaders; Bill Bright, James Kennedy, Luis Palau, Pat Robertson, Robert Schuller, Jack Van Impe, William J. Newell. Since its founding in 1940, The World Home Bible League has placed more than 191 million Scriptures in 73 countries.

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.

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