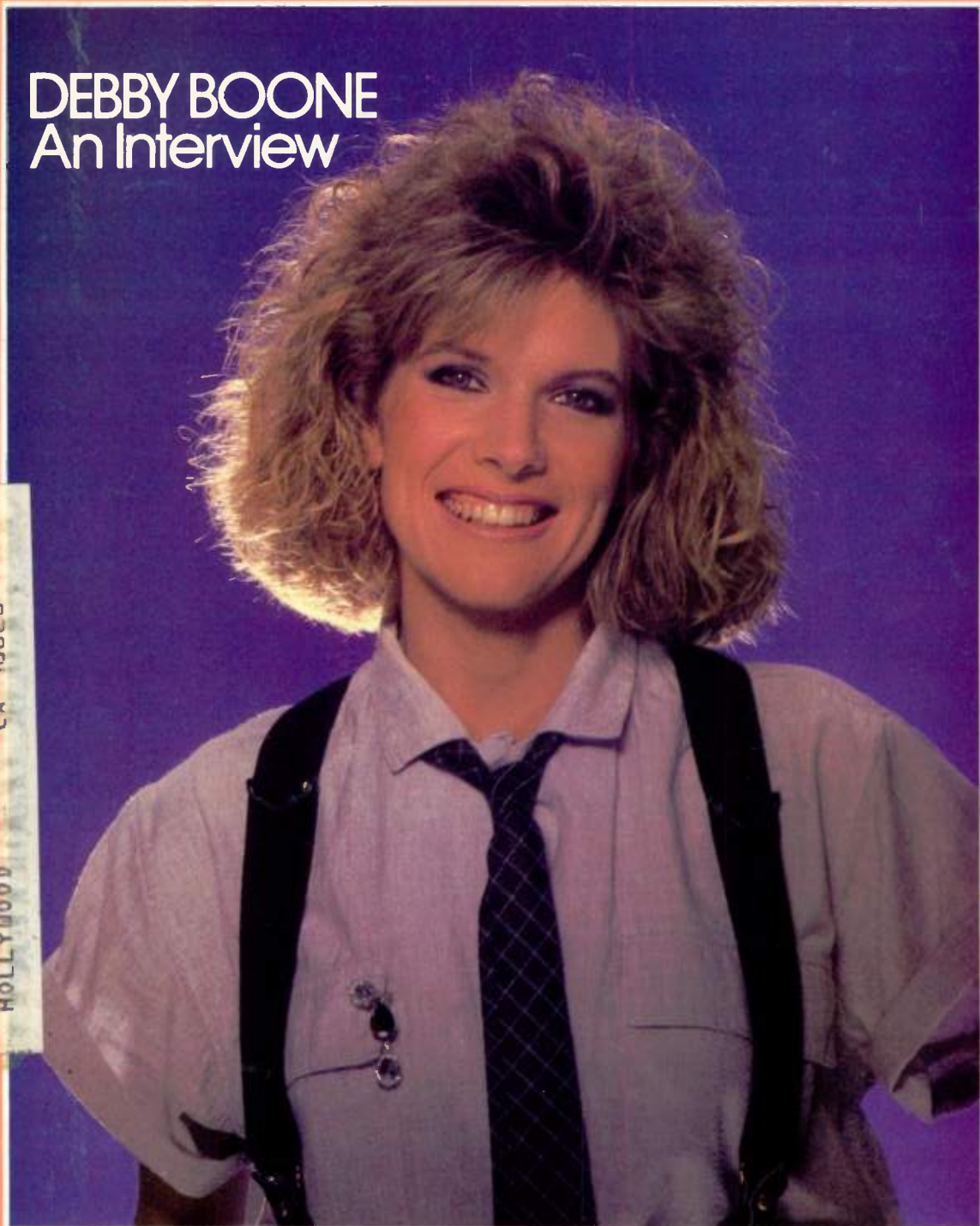


RELIGIOUS BROADCASTING

February 1985

DEBBY BOONE
An Interview

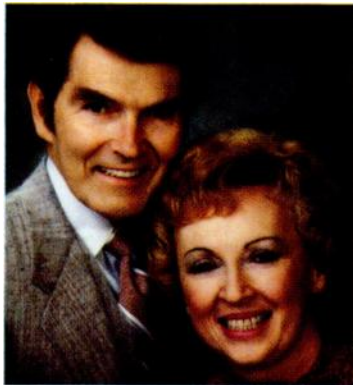


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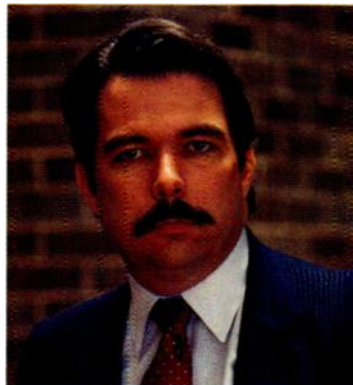
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"... by day 17 we had received 77.5% of pledges ..."

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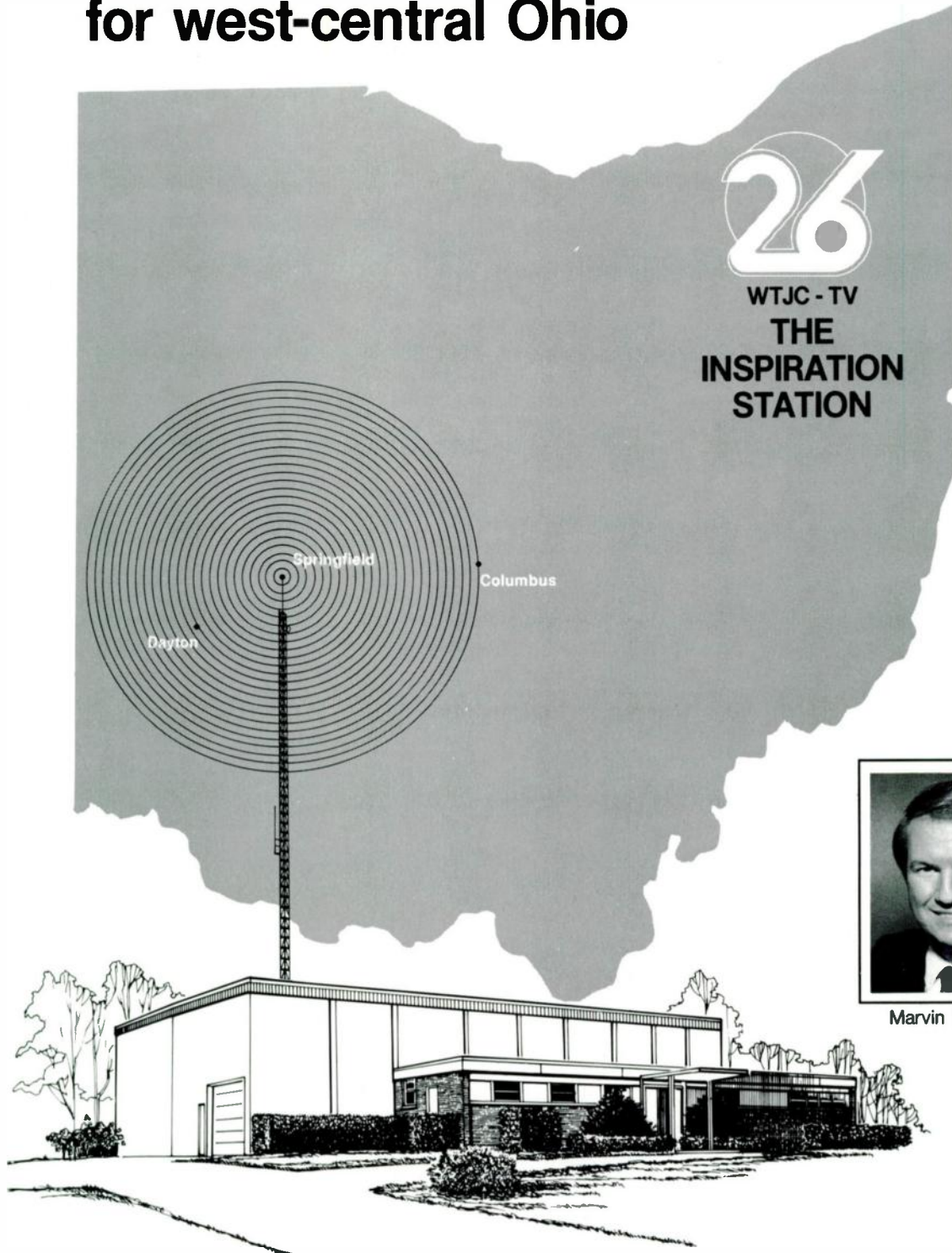


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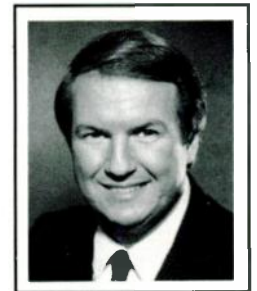
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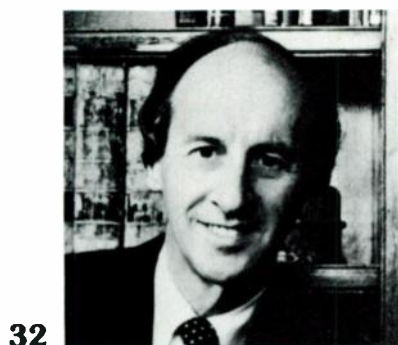
Marvin D. Sparks, General Manager
 TV26, P.O. Box 26, Dayton, OH 45401
 (513) 323-0026

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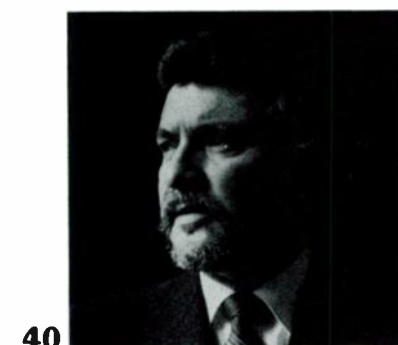
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About the cover: The cover photograph of singer Debby Boone is by Harry Langdon.

Meeting ... and Parting



The keystone of the work of National Religious Broadcasters is its annual convention. It's the one time each year when we all get together to share fellowship and ideas.

Now here we are at the 42nd Annual Convention with a program topping all others in its depth and variety. There's something here which will greatly benefit all who attend.

It's our privilege to again have big-name speakers including Jerry Falwell, Mark Fowler, Billy Graham, Jimmy Swaggart and Warren Wiersbe. Again, of course, we have invited the President of the United States and hope that his schedule will permit him to attend and address us.

I'd like to ask a favor of you: There are many people who will be attending the convention for the first time. Many will be young and inexperienced in broadcasting and devoid of friends in the industry. Please make sure to acquaint yourselves with these, warmly welcoming them to the convention, and who knows—you may be meeting lifetime friends. We were all in that spot once, and how good it was that somebody befriended us and took us in.

Here in my last column as president of NRB, I'd like to thank the members of the Board of Directors: first vice-president, Dr. Bob Cook; second vice-president, B. Sam Hart; secretary, Mike Maddex; and treasurer, Jerry Rose, who also served for three years as program chairman. They have been faithful beyond words and I'm proud to say they have supported your interests in NRB all along.

My thanks also go to the staff of the national office, and particularly to Ben and Ruth Armstrong, who have become good friends and who continue to serve the interests of NRB so faithfully.

I look forward to continued fellowship and service with you in the years to come.

E. Brandt Gustavson

President

National Religious Broadcasters

In This Issue

Because this issue of *RELIGIOUS BROADCASTING* magazine is published just before the annual convention of National Religious Broadcasters, we generally refer to it as our "convention issue." It is distributed to all who attend NRB '85, and it contains a number of articles geared to the convention. Advertisers naturally like the bonus circulation to convention attendees, and the resulting demand for advertising space is the reason for the increased size of this issue.

But every issue of *RELIGIOUS BROADCASTING* needs to stand on its own, because not everyone who reads it will be attending the convention. The larger size generated by the additional advertisements has permitted us to more than double the amount of feature and news space, so that there are more articles for everyone. On page 32 is an excellent exhortation by Pastor Jack W. Hayford. New radio and television surveys contain information never before published. And although the interview with singer Debby Boone is pegged to her appearance at NRB '85, it would be good reading anytime.

We believe this is the best issue of *RELIGIOUS BROADCASTING* that we have ever published. Flip through it and see for yourself.

RELIGIOUS BROADCASTING

Vol. 17 No. 2

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New Procedures for LPTV Applications

by Richard E. Wiley

IN LATE 1984 the Federal Communications Commission revised its procedures for accepting and processing low power television ("LPTV") and television translator ("TV Translator") applications.*

The new rules provide a "window" or date certain for filing such applications and eliminate the requirement that applicants file financial information or certify their financial qualifications. The commission's objectives in adopting these procedures are to expedite and streamline processing and reduce the number of mutually exclusive applications. These rule changes are particularly significant in view of the fact that the commission may adopt similar provisions for other broadcast applications in the future.

Under the old rules, when an application was filed for an LPTV facility at a particular location, that application was listed in a public notice inviting competing applications to be filed for that same location within a prescribed time period, usually 30 days. The last day of that filing period was the "cut-off" date after which no other applications for that location could be filed.

Under this procedure, tens of thousands of applications were filed after the cutoff date was announced. When one applicant filed for an LPTV facility at a particular location, a hundred or more competing applications might be filed on or before the cutoff date. Many of these

competing filings were virtually identical to the first application. The commission obviously hopes that its new procedures (effective December 26, 1984) will reduce the number of competing applications it will have to process.

Short "Window" Period

Now individuals desiring to file a new LPTV or TV translator application will have to wait until the commission issues a public notice announcing the opening of a "window" period for filing LPTV or TV translator applications. The public notice will be released no less than 30 days before the first day of the window period. The window period will remain open for a certain number of days, usually five, as specified in the public notice. The short five-day period will not provide enough time for interested parties to collect and evaluate the filings of others to determine whether they have an interest in filing competing applications for the same communities. As a consequence, each applicant will have to evaluate independently the possibility of locating new facilities in communities that may be of interest.

When the FCC announces its first window period, which is not expected until late 1985 or early 1986, an individual desiring an LPTV or TV translator facility—to be located anywhere in the country—will have to file their application. Applicants will not be allowed to propose a location that conflicts with or would cause interference to an application that has already been granted or listed on a cutoff or any existing LPTV or TV translator facilities.

If a pending proposal has not been

listed on a cutoff, new applications can be filed which will be mutually exclusive with that pending application. However, it will not be easy for new applicants to propose the same locations as applications already on file. An individual desiring to file a competing application would have to retain an engineering firm to obtain the FCC lists of LPTV applications on file. Thus, potential applicants will have to decide that they want to file an application before they know whether others have been filed for a particular community. The commission hopes this will discourage some "copycat" filings. As indicated, this new filing procedure is expected to reduce significantly the number of applications filed.

After the first window period, the commission will periodically announce other window periods. The FCC will continue to announce filing windows only as long as there are locations available for new LPTV or television translator stations.

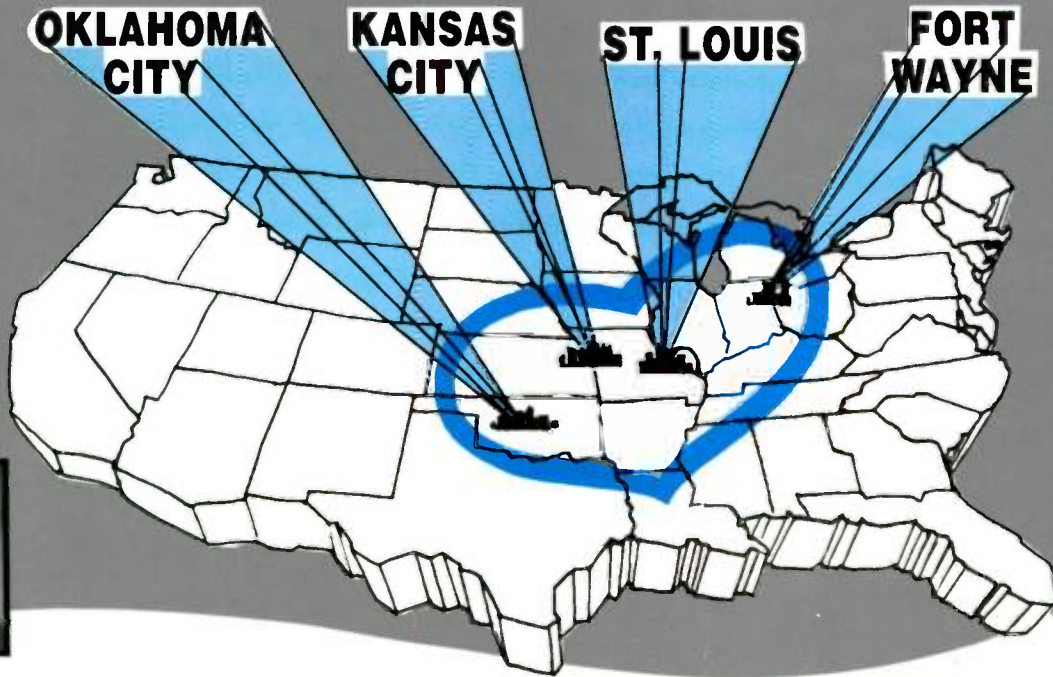
Windows for Others

The commission will probably adopt a similar window filing process for other broadcast services if it satisfactorily works for low-power and television translators applications. In the case of AM, FM and full-power UHF and VHF television stations, the window period would be for all of the available channels in a particular region, or possibly the entire country. The goal once again would be to reduce the number of comparative proceedings.

Often, applicants for radio and full-power television stations file applications only to find that as many as 40 competing applications are filed on the cutoff date. The resulting comparative pro-

* Low Power Television and Television Translator Service (Report and Order) (FCC 84-492) released November 19, 1984.

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CA: Chico, KMPN-TV 10: Sun., 8:00 P.M.
Modesto, VPN-TV 4: Mon., 7:00 P.M.
Santa Rosa, VPN-TV 13: Mon., 9:00 P.M.
Vallejo, VPN-TV 6: Tue., 8:30 P.M.

FL: Miami, WHFT-TV 45: Sat., 8:00 P.M.
GA: Atlanta, VPN Cable 26: Mon., 10:00 P.M.

IL: Chicago, WCFC-TV 38: Thurs., 8:00 P.M. and Fri., 2:30 P.M., Sun. 11:00 P.M.
Marion, WTCT-TV 27: Sat., 10:30 P.M.

IL: Peoria, GRACE TV:

Fri., 10:30 A.M., Sun., 10:00 A.M.

KY: Madisonville, WLCN-TV 19: Sun., 10:30 P.M.

MN: Minneapolis, KITN-TV 29: Sun., 9:00 P.M.

MO: Kansas City, KYFC-TV 50: Sun., 6:00 P.M., Wed., 1:30 P.M.

St. Louis, KNLC-TV24: Sun., 10:30 P.M.

NM: Albuquerque, KCHF-TV 11: Sat., 8:30 P.M.

OH: Lima, WTLW-TV 44: Mon., 6:30 P.M.

Springfield, WTJC-TV 26: Mon., 9:00 P.M.

Westchester, WTCT-TV 27: Sat., 10:30 P.M.

PA: Pittsburgh, WPCB-TV 40: Sun., 11:00 A.M. and 10:30 P.M.

SC: Greenville, WGGG-TV 16: Mon., 7:00 P.M.

TN: Chattanooga, WDSI-TV 61: Sun., 9:30 P.M.

WI: Milwaukee, WVCY-TV 30: Fri., 6:30 P.M., Sun., 10:30 P.M.

Suring, WSCO-TV 14: Thu., 7:30 P.M.

INTERVIEW WITH GARNER TED ARMSTRONG



CHRISTIANITY AND THE PLAYBOY PHILOSOPHY



Anson Mount

Josh McDowell



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Maurice Rawlings

Dr. Elisabeth Kubler-Ross

Dave Hunt

WHY BAD THINGS HAPPEN TO GOOD PEOPLE



Dr. Norman Geisler

Rabbi Harold Kushner



WASHINGTON WATCH

ceedings are long and complex, requiring both the applicants and the FCC to invest a great deal of time and money. In contrast to LPTV where the "winner" is chosen in a simple lottery, a choice among mutually exclusive applicants in these services is resolved in an evidentiary hearing. In the case of radio and full-power television the new procedures may result in a particularly great savings in time and manpower resources.

As with LPTV, after the first window period for the regular radio and TV services, the commission will only open the window for available channels that were not applied for the first time. Thus, once all of the available channels are assigned, there will be no more filing windows.

In the LPTV *Report and Order*, consistent with its current deregulatory objectives, the commission also decided to eliminate the filing of financial information or a financial certification. The commission concluded that such informa-

tion, which is not mandated by the Communications Act, is unnecessary since applicants are required to construct their systems within one year after the permits are granted. Therefore, applicants who do not have the necessary funds to construct these systems within the proscribed time will lose their permits. In addition, the FCC recognizes that since LPTV is a new service it is often difficult for applicants to obtain financing until after a receipt of a permit. Moreover, applicants often have to change their financial proposals after receipt of the permit because the original funding is no longer available. Finally, the commission hopes that the elimination of the financial requirements will make it easier for women and minorities to enter the new service.

In sum, adoption of these revised rules will simplify and expedite the processing of applications. The deletion of the financial requirements will also speed up application processing. Those interested in filing LPTV applications should pay

close attention to the window filing procedure. It will no longer be possible to sit back and wait until someone else's filing identifies a community in which new station operation may be feasible. By the time that such information is available, the five-day filing window will have passed. Instead, it will be necessary for each potential applicant to proceed on his own to do the necessary engineering research concerning communities in which an LPTV license may be desired.

In addition, the entire broadcast industry will have a substantial interest in the operation of these new LPTV procedures. Should they be effective, the commission will probably adopt a similar procedure for other broadcast applications.

Mr. 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 of the firm.



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Paid Interviews Now Produced for Christian Television

SAN FRANCISCO (NRB)—A 30-minute daily interview program that spotlights local business and professional persons for a fee is being produced for distribution on Christian television stations.

The program, *A Closer Look*, currently airs on KFCB-TV 42, a 55 kw commercial station based in the San Francisco suburb of Concord. KFCB-TV, an NRB-member station, is owned by First Century Limited. The station airs gospel programming 18 hours each day and features well-known preachers for 80 percent of its broadcast schedule, according to general manager Lloyd Miller.

KFCB-TV does not produce the interview program but does lease its studio for the show. The program's executive producer and on-air host, Joseph Linwick, who is not a station employee, told *RELIGIOUS BROADCASTING* in a telephone interview that he is negotiating with broadcasters in 11 other cities, such as Atlanta, Denver and Portland, to develop a similar format in each market. All of the stations, including some on local cable systems, program some religious television, he said.

Linwick said he chooses religious broadcasters for his program concept because they have audiences [who] tend to buy on the strength of the station's reputation or on the strength of the [other] programs' reputations." He further characterized Christian TV viewers as persons who exhibit station "loyalty."

Here's how what Linwick terms "an unprecedented format" works. For \$3,675 a local professional person—a plastic surgeon, for example—can be featured for the full 30 minutes on *A Closer Look*. Instead of paying a public relations firm to secure publicity interviews or spending money for an effective newspaper ad, Linwick reasoned, the doctor can be seen by thousands on a TV program.

The only notice of the financial arrangements for the interview come in rapidly rolling credits at the program's conclusion, which list the interviewee as a "sponsor." A guest has the privilege of having his business address and phone displayed on the screen but, Linwick says, some do not because they are then inundated by inquirers. The executive producer said he "systematically deletes" references to payment of guests for airtime.

KFCB-TV's Miller, when asked about the nondisclosure policy, admitted that the format might be seen as misleading. But, he

said, "I don't find it misleading because I understand the methodology. I understand that it [the interview] is paid." Calling his station "sensitive and responsive to the viewership," Miller said he has not received any complaints or inquiries about the pay-as-you-go-on basis for *A Closer Look* guests. "I find it very informative when I get a chance" to watch, Miller commented about the show, which airs Monday through Friday at 12:30 p.m.

Under the programming policy, once a videotape is produced, the guests can air it as many times as they want. The fee for rebroadcasting an interview has been set by Linwick at \$400 to \$1,200. According to a published story, one local plastic surgeon rebroadcast his interview six times in six weeks and received just one referral from the show.

Linwick said he seeks guests that are "innovative, provocative and sparkling people." He checks references, and all doctors must be board certified before they can become guests. The one time Linwick's program featured an attorney it was to discuss the latest adoption regulations, a topic he decided would be of interest to viewers.

He said a very few "good causes" are given *A Closer Look* without charge. These have included items on anti-child abuse agencies, a San Francisco home for battered women and a program that links senior adult volunteers with teen juveniles. He has never featured religious organizations, such as the Salvation Army, but said such a complimentary spot "is probably a good idea."

"The viewer is the ultimate judge," Linwick concluded. "If we fail to deliver, people will not look."

Two-thirds of All Evangelicals Voted for President Reagan

PRINCETON, N.J. (NRB)—Sixty-six percent of evangelical voters actually voted for Ronald Reagan, according to a Gallup Poll conducted November 9-12 and reported on *The 700 Club* television show in December. Thirty-four percent voted for Walter Mondale.

The survey reportedly provides the first documentation of how evangelicals voted in the 1984 election. The Gallup survey defined "evangelicals" as those Christians who (1) describe themselves as "born again," (2) have encouraged other people to believe in Jesus Christ and (3) believe in a literal interpretation of the Bible.

According to pollster George Gallup, Jr., president of the Princeton-based Gallup

Organization, 22 percent of adults were found to be evangelical by this definition. This projects to about 35 million adults.

Gallup, who was interviewed on *The 700 Club* national television program by CBN president Pat Robertson, said his survey showed about one nonwhite in three meets the criteria established for an evangelical, while about one white in six does so. He also noted that about 9 in 10 nonwhites voted for the Democratic ticket in the 1984 presidential election.

Gallup will participate as a workshop speaker in the NRB '85 convention this month and Robertson will challenge the Board of Directors of NRB with a devotional message. President Reagan is invited to speak to assembled delegates on Monday afternoon, February 4.

Full Accreditation Granted to CBN University

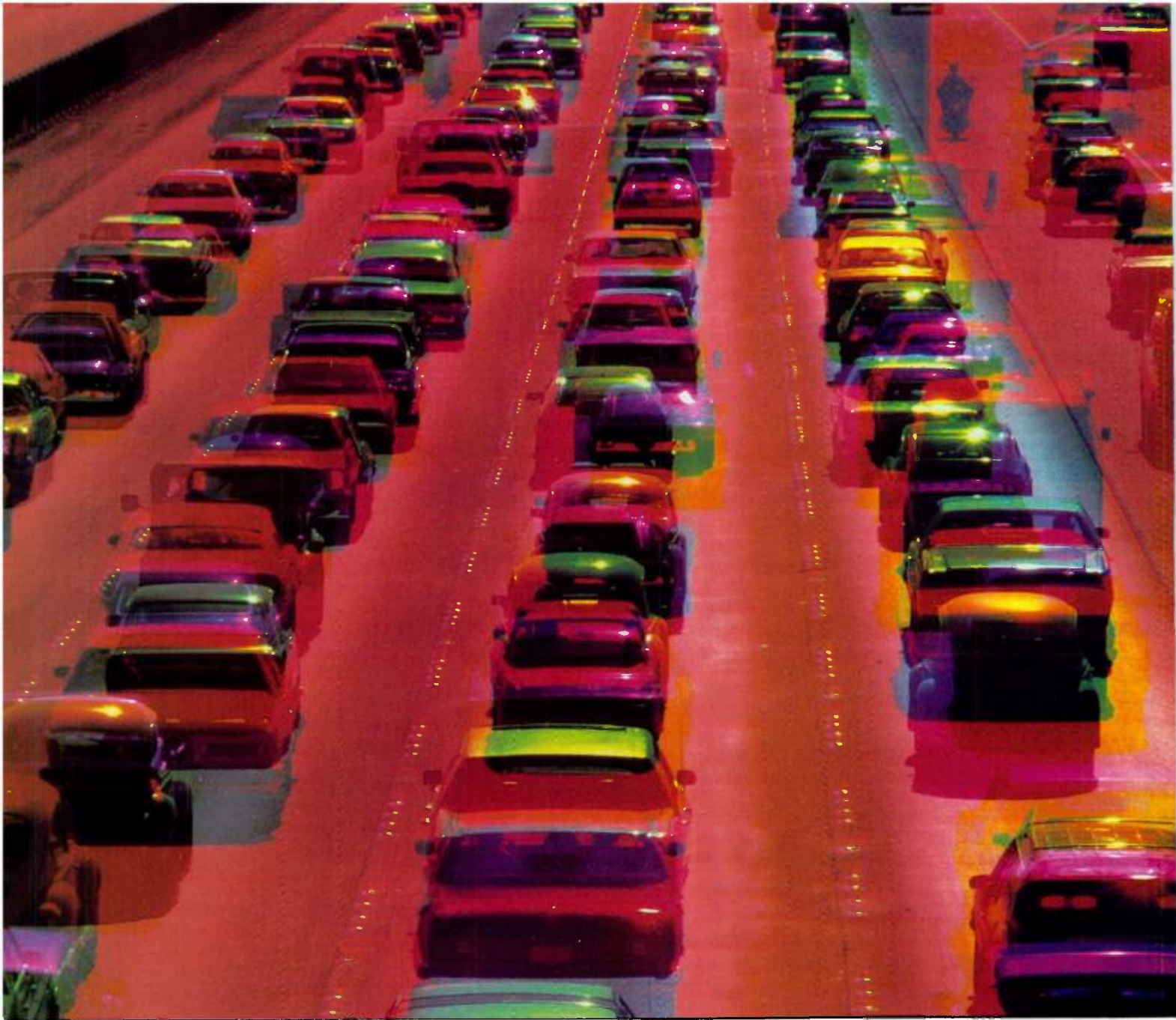
VIRGINIA BEACH, Va. (NRB)—CBN University has received full accreditation by the Southern Association of Colleges and Schools. The announcement was made by CBNU president Bob G. Slosser, who termed the accreditation "perhaps the single most important event in the six-year history of CBN University." The graduate-level university, which was founded in 1978 and graduated its first class in 1980, was named a candidate for accreditation in July 1982.

"It will affect almost everything we do, from recruiting to placement to fund raising," Slosser said. "We are extremely grateful to the association for its guidance and encouragement in getting us to this point, including those few times when it was necessary to hold our feet to the fire to make sure we were meeting all standards fully."

The new status for CBNU follows visitations by the accrediting agency's visiting committee, plus other procedures leading to full accreditation.

M. G. (Pat) Robertson, founder and chancellor of the university, pointed to several benefits of the accreditation. "Full accreditation status places CBN University on comparable academic standing, including interchangeable credits, with all other accredited colleges and universities in the nation and opens exciting new avenues for growth and development," he said.

"It will strengthen our ability to attract top quality students and enable us to handle foreign students through the State Department. It will make CBNU eligible for matching financial gifts from thousands of corporations.



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Roy Williams
Roy Williams, Manager—KCFO, Tulsa

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Gary Crossland, Soma Communications Inc.

CBN University is, I believe, the only free-standing graduate level institution in the U.S. — without undergraduate support — and this accreditation was achieved on the basis of this graduate level status.”

The university, with current enrollment of 500 students, now offers Master's Degree programs through schools of Communication, Education, Business Administration, Biblical Studies and Public Policy and an Institute of Journalism.

In addition, the university offers courses, workshops and seminars through its Extended University. The university plans expansion to 14 schools.

A diversified graduate student body has come from more than 100 colleges and universities in 40 states and nine foreign countries.

CBNU was approved by the Virginia Council of Higher Education in 1978. The university recently dedicated a \$13.2 million library building. Its classrooms, along with the facilities in the original academic and administration building can now handle up to 1,000 students. Student apartments are under construction.

Plans call for several more university buildings, a chapel, a student union, performing arts center and other features, expected to handle up to an estimated 3,000 full-time students, plus 3,000 part-time students.

The university is located in a 685-acre complex which includes the international headquarters of the Christian Broadcasting Network.

L.A. Radio Station “Buys” Two Planes For Ethiopian Relief

LOS ANGELES (NRB)—A Christian radio station here and an NRB board member have played an important role in providing Mission Aviation Fellowship (MAF) with two aircraft for their recent hunger relief effort in Ethiopia.

KBRT-AM, a Crawford Broadcasting station, raised nearly \$200,000 in a three-week on-air fund-raising drive to help MAF, an evangelical nonprofit airline that serves remote areas of the Third World. The drive has enabled MAF to purchase a Cessna 206 and a Cessna 210 to be adapted and used in an “Africa Flights for Life” project in Ethiopia and Southern Africa, where millions are threatened with starvation.

The man behind the drive is Thomas “Ed” Steele, an NRB board member, former president of the NRB Western regional chapter, and vice-president and co-owner of Creative Communications Associates, Orange,



A Mission Aviation Fellowship airplane is unloaded at a relief camp in hunger-torn Ethiopia. A Christian radio station has raised nearly \$200,000 to purchase additional aircraft.

California, a Los Angeles suburb. Steele was approached by MAF to help publicize the plight of the starving people of Ethiopia and especially the need for more transportation to get the food out to the remote areas of that ravaged land.

MAF already operated 39 aircraft in Africa, seven of them for famine relief, but they needed to alert the evangelical world of the need for additional famine relief aircraft. So Steele produced some spots for them and purchased time to air them on KBRT, which has the largest weekly cume audience of any Christian station in Southern California.

Steele said he chose KBRT not only because of the size of its audience but also because MAF has its international headquarters at Redlands in Southern California. “I knew that local Christians would want to get involved with this life-and-death project,” he said.

He then contacted an old friend, Rich Buhler, host of *Talk from the Heart*, a live four-hour weekday afternoon program, and asked him to do a 20-minute interview by phone with Jack Walker, an MAF pilot who is Africa famine coordinator for MAF. “There was such an outpouring of support,” Steele reports, that Rich, himself a pilot and a long-time friend of MAF, conceived the idea of KBRT underwriting the purchasing of aircraft to be used for Ethiopia.”

Buhler did daily telephone interviews with Walker and three spots himself during each live four-hour broadcast. “In just seven broad-

cast days, enough money came in to purchase the first aircraft—that was going to cost \$93,400—and it just hasn't stopped,” Buhler said. “It's now about \$200,000 and now we have been able to help provide a second plane. And that has come from only our Southern California audience.”

The show is also syndicated on Crawford Broadcasting stations in Texas, Alabama, Indiana, Michigan and New York. “We are expecting more to come in from these shows which are taped and broadcast a little later,” Buhler said. (Reported by Dan Wooding)

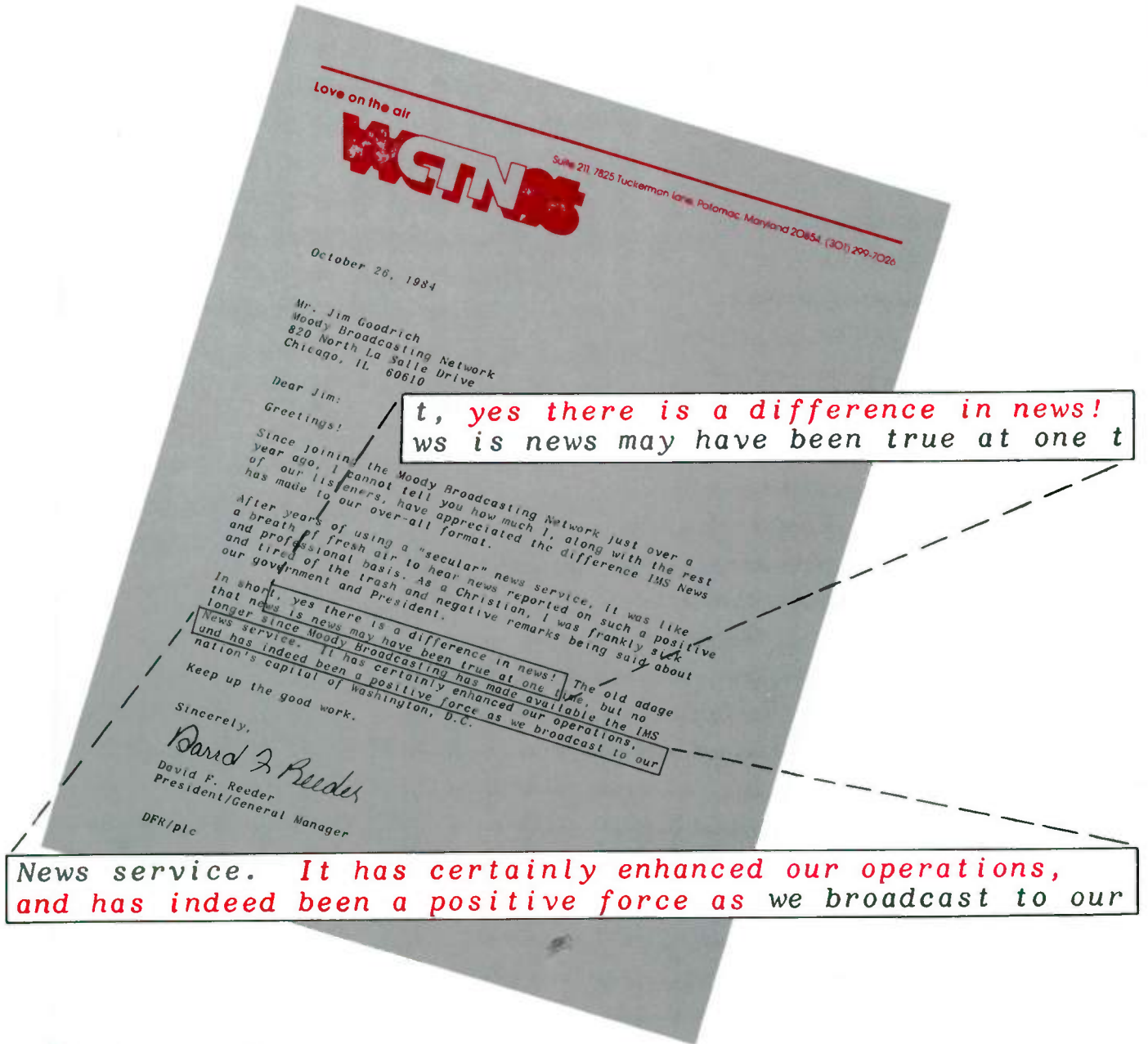
Baptist TV Network Adds Long Island in Growth Spurt

FORT WORTH, Tex. (NRB)—Virtually all cable viewers on Long Island, New York, gained access to the ACTS Satellite Network on December 1 as a result of a recent affiliate agreement with the Texas-based cable service.

Six cable systems on Long Island, led by the Woodbury franchise, now carry ACTS' family and Christian entertainment programming. They add their 417,000 total homes to the six-month-old network's subscriber count, giving ACTS 2,063,652 confirmed subscribers.

The additions are important to ACTS' overall marketing strategy, said the network's national cable affiliate manager, Lloyd Hart,

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October 28, 1984

Mr. Jim Goodrich
Moody Broadcasting Network
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Chicago, IL 60610

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WS is news may have been true at one t

Since joining the Moody Broadcasting Network just over a year ago, I cannot tell you how much I, along with the rest of our listeners, have appreciated the difference IMS News has made to our over-all format.

After years of using a "secular" news service, it was like a breath of fresh air to hear news reported on such a positive and professional basis. As a Christian, I was frankly sick and tired of the trash and negative remarks being said about our government and President.

In short, yes there is a difference in news! The old adage that news is news may have been true at one time, but no longer since Moody Broadcasting has made available the IMS News service. It has certainly enhanced our operations, and has indeed been a positive force as we broadcast to our nation's capitol of Washington, D.C.

Keep up the good work.

Sincerely,
David F. Reeder
David F. Reeder
President/General Manager
DFR/plc

News service. It has certainly enhanced our operations, and has indeed been a positive force as we broadcast to our

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WRN

8
CHICAGO

because they represent ACTS' commitment to be a nationwide satellite service. "We are now in 25 states, and some of our more important recent gains have been in areas like the Northeast," he said.

The key to the Long Island agreement is a contract with TeLlcare, which operates a 10-watt Instructional Television Fixed Service station in Uniondale, New York. TeLlcare, owned by the Catholic Diocese of Rockville Center, will carry ACTS on each of its dedicated channels on the six systems.

The Woodbury system, second largest in the country and owned by Cablevision Systems Development, accounts for 233,000 of the Long Island subscribers. Other systems involved in the TeLlcare agreement are in Brookhaven (UA Cablesystems, 44,000), Central Islip (Viacom, 94,000), Islip (Group W, 12,000), Lynbrook (Adams-Russell, 5,000) and Riverhead (Times Mirror, 29,000).

Hart reported ACTS is adding subscribers at a rate of 93,000 per week and now has agreements with 136 cable systems. He also announced ACTS is opening a regional marketing office in Atlanta early this year to serve the southeastern United States.

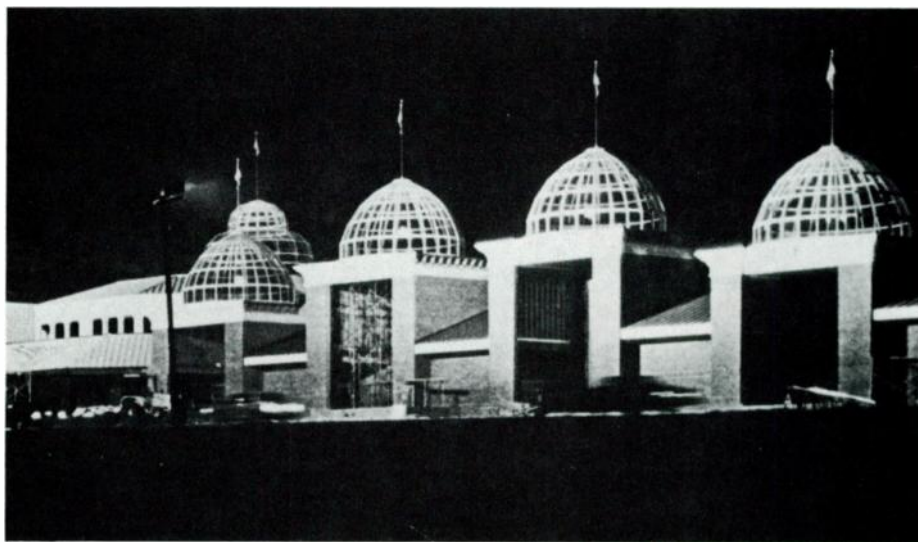
New programming for the network includes an upcoming music video program, which will also premiere early in 1985. ACTS' other recent programming addition, *Cope*, is reportedly doing well. The live call-in counseling program has been on the air nightly since October 1. Host Mike Frazier said the program's phone lines took 446 calls in the first two months, 75 percent of them long distance. Twenty states are represented in the phone calls, he said.

Mexico Cancels Christian TV Programs

MEXICO CITY (NRB)—The government of Mexico has canceled broadcasts of two Baptist television programs, *Circle Three*, and the *JOT* cartoon series. A government official said the canceled programs violate Mexico's constitutional prohibition of references to God and the Bible on radio and television.

But the government left the door open for continued Christian programming as long as programs obey the letter of the law, fall within the constitutional limitations and earn the approval of the interior department, which regulates broadcasting.

Circle Three is a 39-part series featuring interviews, music and short evangelistic messages. The *JOT* cartoons, produced by Southern Baptist Radio and Television Commission, communicate Christian values such as honesty, sharing and forgiveness.



PTL Television Network opened its Heritage Grand Hotel with a festive parade, fireworks and speeches.

PTL TV Network Opens Hotel

CHARLOTTE, N.C. (NRB)—A grand opening celebration for the 504-room Heritage Grand Hotel was held December 22, at PTL Television Network's Heritage USA.

The celebration began at 6 p.m. with an electric light parade featuring 18 floats from the Youth Chapel around Lake Heritage to the front of the Heritage Grand Hotel. One of America's best-known entertainers, Della Reese, was grand marshal of the parade. Other special guests included singers Roger McDuff and Howard and Vestal Goodman, evangelist Rex Humbard and his wife, Maude Aimee, and classical pianist Dino Kartsonakis.

The parade concluded with a display of fireworks over the four-story hotel, followed by a ribbon cutting ceremony.

The opening of the Heritage Grand Hotel marks the completion of the first stage of the PTL Partner Center complex, an 11-acre hotel, shopping mall, cafeteria and convention center complex entirely enclosed and climate-controlled. When completed, the PTL Partner Center will be the largest hotel complex in the Carolinas. Construction began on the \$37 million project more than a year ago, in December 1983.

Wiersbe Named Vice Chairman of SGA

WHEATON, Ill. (NRB)—Slavic Gospel Association's executive committee recently selected a new chairman, Evon Hedley, and a new vice chairman, Warren Wiersbe.

Neither man is new to SGA, however. In fact, they have merely traded positions.

In addition to serving as vice chairman of SGA's executive committee for the past two decades, Canadian-born Evon Hedley is the former executive director of the Christian Business Men's Committee. He also worked extensively with Youth for Christ and Peter Deyneka, Sr., in the earlier days of SGA and YFC. Currently he is a special assistant to Ted Engstrom, the U.S. president of World Vision.

Wiersbe was pastor of Moody Church for seven years and is now director of the *Back to the Bible* radio broadcast, for which he also serves as a Bible teacher. He chaired SGA's executive committee for 13 years before stepping down into his new post.

Both men will continue to help guide Slavic Gospel Association in its varied outreach, including via Christian radio, to believers and unbelievers in the communist bloc.

Crystal Cathedral Plans \$10 Million Family Center/Chapel

GARDEN GROVE, Calif. (NRB)—A multi-story family center will be built on the campus of Garden Grove's famed Crystal Cathedral, a glass-encased prayer chapel will rise on another part of the property and a giant portable television screen will extend visual ministry to the church's drive-in worshippers.

These were among what Robert Schuller, senior pastor of the Crystal Cathedral, called part of his dream for the church's next 20

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years. He spoke to more than 4,500 church members gathered at the Anaheim Convention Center for the annual church dinner in November.

The 80,000-square-foot \$8 million to \$10 million family center will replace the existing youth center and will include a full basement with a complete physical fitness department. It will be from four to six stories high and constructed in a reverse pyramid style.

"Our goal is to make ours the single most powerful inspiring family church in the world," Schuller said.

The prayer chapel has been designed by Philip Johnson, who created the Crystal Cathedral. It will be built on a small man-made lake and have a glass ceiling and a circular glass floor through which fish will be visible. The chapel is to be in constant use for prayer and meditation 24 hours daily, Schuller said.

The giant TV screen will be a further contribution to the church's drive-in ministry, he said. He reminded the members that the Garden Grove church was founded 29 years ago as a mission at the Orange Drive-in Theater. He said the 11-foot by 15-foot Astrovision screen will restore the visual communication link between the drive-in worshiper and the service inside the Crystal Cathedral.

The church plans to pay for the portable screen by renting it for other uses during weekdays. The Panasonic "Astrovision" screen operates on the same technology used in the Los Angeles Coliseum and will be the first portable adaptation of that technology in America. First use of the screen will be on the fourth Sunday in March to mark the 30th anniversary of Crystal Cathedral Ministries.

Typhoon Damages TWR Guam Antennas

AGANA, Guam (NRB)—All four of Trans World Radio's shortwave antennas here were damaged when Typhoon Bill struck the island of Guam on November 13. The storm left island-wide damage in its wake, including power and water outages.

The eye of the storm came within 12 miles of TWR's shortwave site in Merizo. As soon as the winds subsided, many of the staff concentrated their efforts on repairing the antennas. Within a couple of days, three of the antennas were operating, but the fourth sustained major damage and was awaiting replacement parts from the United States. Some program time was lost, but the broadcasts quickly returned to schedule using three of the antennas.

The staff, their housing, studio, office and



Robert Schuller

transmitter buildings remained intact during the storm. TWR's AM transmitter tower was not damaged.

Evangeliums-Rundfunk Celebrates 25th Year

WETZLAR, West Germany (NRB)—Evangeliums-Rundfunk (ERF), Trans World Radio's German branch, celebrated its 25th anniversary last fall with special services in five different cities throughout Europe. Friends and listeners were invited to the celebrations.

What began with a meeting of seven men and one woman in 1959 has resulted in one of Europe's largest mass media centers for Christian programming. Today up to four and a half hours of Christian programs are produced in German daily in their studios in Wetzlar. In addition ERF sponsors and produces programs in 20 foreign languages, mainly for East European countries. ERF programs are broadcast to all of Europe from Trans World Radio's facility in Monte Carlo. ERF is also involved in the worldwide ministry of TWR in Africa and in South America.

More than 100 ERF staff members prepare a wide variety of program formats, including talks, features, documentaries, reports, drama interviews and music programs. There are many evangelistic and counseling programs, as well as information about activities in evangelical circles and missions.

In order to achieve the highest possible journalistic quality, ERF strongly emphasizes training. Volunteer workers are regularly invited to participate in seminars where they learn the principles of radio preaching and how to use those principles in their recording

assignments. Since 1981 ERF has been conducting a two-year training program in which young people learn about journalism, communications theory and theology.

ALC Churches Planning Media Emphases This Month

MINNEAPOLIS (NRB)—Congregations of the American Lutheran Church (ALC) are invited to designate any Sunday in February as Media Ministries Sunday, a day to support the radio and television work of Lutheran Vespers.

Media Ministries Sundays will provide some of the funds needed for planning, production and marketing of the ALC television series, *Reflections*.

The third *Reflections* series, called *Waterlife*, will deal with the meaning of Christian baptism, according to director and speaker Richard A. Jensen. The series will be ready for release in the fall of 1985. Last spring *Reflections* was aired over broadcast and cable networks in 43 cities.

About 350 ALC congregations took part in Media Sunday in 1984, raising more than \$30,000. However, this amount cannot meet the production and marketing costs for another five-part *Reflections* series, an estimated \$150,000.

Where Media Ministries Sunday offerings exceed \$250, a complete set of *Reflections* videocassettes will be provided for local cable placement and congregational use.

Through stories, songs and sermons, *Waterlife* will examine and express baptism's meaning as good news, as calling us to care for our neighbor, and as identity, community, and hope, according to Jensen.

The ALC general convention in October approved the continuation of Media Ministries Sunday and voted to provide \$120,000 from the ALC budget for *Reflections* in 1985, 1986 and 1987.

Protestants Subject of Yugoslav TV Series

BELGRADE, Yugoslavia (NRB)—A government-owned television station here has prepared a series of programs about the Protestant church in Yugoslavia. The broadcasts, which were scheduled for January, represent the first time Protestants have been given such exposure in the country.

Fears that the program would condemn Protestants were eased when an evangelical leader was asked to write a major portion of the script. Major religions in Yugoslavia in-

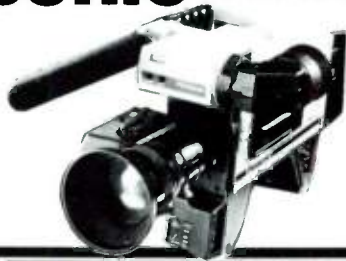
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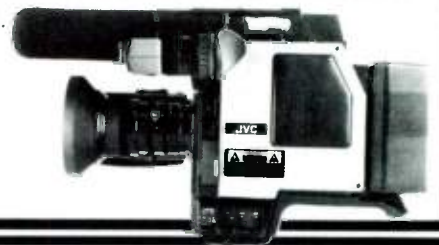
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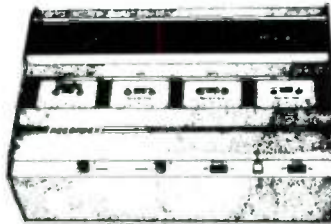
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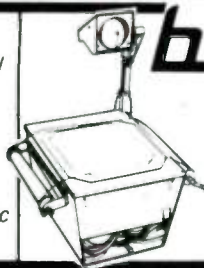
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clude Eastern Orthodox, Roman Catholic and Islam. Protestants in this country are primarily Lutheran, Reformed, Christian Adventist and Pentecostal.

Virginia-Based Ministry Can Trace International Impact

VIRGINIA BEACH, Va. (NRB)—New local church congregations are being built around the world, as a result of *The 700 Club's* international telecast and the ministry of CBN's 46 international counseling centers.

This is one of many positive results for 1984 reported by CBN's director of international ministries, Bob Turnbull, to Pat Robertson, founder and president of The Christian Broadcasting Network and host of *The 700 Club* television show.

The 700 Club, produced as a magazine-style show in 60- and 90-minute versions for domestic distribution to some 190 broadcast TV stations and carried on CBN Cable Network to 27.1 million cable TV homes, also is syndicated internationally in a 30-minute edition.

In many nations where the show airs, CBN also sponsors counseling centers for personal ministry to people who telephone or visit the centers for prayer or assistance. These *700 Club* counseling centers dot the globe—from Buenos Aires to Taipei, from Manila to Nice, from San Salvador to Toronto, Vancouver and Nicosia.

In Guayaquil, Ecuador, three local churches have been formed since March 1983 as a direct result of people becoming Christians through the ministry of *The 700 Club*, according to Bradley Morris, director of CBN's Guayaquil counseling center.

In Guayaquil, Morris leads three Bible studies a week for new converts and another for university students. Still another is planned for professionals. These "offer a tremendous opportunity to minister," Morris said. "The people who call are almost invariably interested in the Bible studies."

The first of the three churches established grew out of a Bible study in Morris' home. "It's God time in Ecuador," he said.

On the other side of the world, in Manila, the Philippines, people who have become Christians through the ministry of *The 700 Club* help make up the congregations of about a dozen "hotel churches," Turnbull reported.

So-called hotel churches are a phenomenon of the big cities, where new congregations rent meeting rooms in hotels for their services, Turnbull explained. There are about a dozen hotel churches in Manila, some with



The camera takes careful aim on volunteers at the Christian Broadcasting Network's in-studio telephone counselling center, one of 46 such centers around the globe.

congregations of from 1,000 to 1,500, started "largely as a result of *700 Club* ministry," he said.

John James, CBN's counseling center director in Manila, reports they have four full-time workers and seven phone lines, handling about 100 calls a day and averaging 25 salvations daily.

CBN's Operation Blessing this year assisted many hundreds left homeless in the Philippines after a typhoon, working with 33 local churches to distribute 10 tons of rice, James said. Operation Blessing also provided funds to replace the roofs for 1,200 homes, he said.

In Buenos Aires, Argentina, where *The 700 Club* went on the air in October, the response thus far has been "simply fabulous," Turnbull said in an interview. With only five telephones—and one of the world's most unreliable phone systems—the CBN counseling center is averaging 120 to 150 calls a day with many healings and salvations being reported. *The 700 Club* is on the air seven days a week in Buenos Aires.

In Taipei, where *The 700 Club* airs on Saturdays, the broadcast "covers every corner of Taiwan," said Stuart Chen, CBN's counseling center director. Chen reported that "all seven telephone lines are busy" while *The 700 Club* is on the air, and he sees an average of 30 converts a month. In that nation of many religions, especially Buddhism and Taoism, "the program is demonstrating the power of God," said Chen.

In Bogota, Colombia, Lindsey Christie reports more than 500 decisions for Christ every month via a video cassette ministry of *The 700 Club*. Tapes of the program are duplicated and shown in homes, churches and wherever else groups can be gathered. Besides the full-time center in Bogota, a number of volunteer centers are scattered throughout Colombia.

From Nicosia, Cyprus, Roy Bevan directs a *700 Club* ministry that reaches throughout the Middle East in cooperation with other missionaries and national pastors. CBN's animated Bible story series, *Superbook*, is being used effectively there, Turnbull said.

The 700 Club also has full-time counseling centers in Sao Paulo, Brazil; Santiago, Chile; San Jose, Costa Rica; Santo Domingo, the Dominican Republic; Quito, Ecuador; San Salvador, El Salvador; Yigo, Guam; Guatemala City, Guatemala; Tegucigalpa, Honduras; Hong Kong; Tokyo, Japan; Merida, Mexico; Panama City, Panama; Lima, Peru; San Juan, Puerto Rico; St. Maarten, West Indies; and St. Croix, the Virgin Islands. There are another 21 volunteer centers worldwide.

Atheists' Television Program Developed

COLUMBUS, Ohio (NRB)—Frank Zindler, a former college professor who operates "Dial-an-Atheist" here, has begun
(continued on page 98)

WHEN YOU HAVE
TOO MUCH OF A
GOOD THING...

Donations are wonderful. But too many can keep you from answering each inquiry in a personal and timely manner.

To help religious organizations make the most of direct mail, Creative Computer Resources (CCR) introduces the DONOR ACCOUNTING SYSTEM, offering:

- Highly personalized responses — no form letters!
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- Programs for the IBM System/38 — the most sophisticated data-based computer systems now available!
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CCR will customize your DONOR ACCOUNTING SYSTEM for the needs of your ministry. And as a Value Added Reseller of the IBM System/38, we can offer you a complete hardware/software package at one low, economical price.

To learn how the DONOR ACCOUNTING SYSTEM can help make your good thing even better, write Creative Computer Resources, 151 Kalmus, Suite B-103, Costa Mesa, CA 92626, or call (714) 540-7893.

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(Circle 102 on the Reader Service Card)

Three Washingtonians Announce Plans for NRB '85 Speeches

WASHINGTON, D.C. (NRB)—Three prominent Washington officials are the latest personalities to confirm their participation as plenary speakers for the four-day NRB convention, which commences here on February 3. They are conservative Senator Jesse Helms, fresh from his reelection in North Carolina; FCC Chairman Mark S. Fowler and FCC Commissioner James H. Quello.

Senator Helms will be addressing many of the 4,000 delegates expected at the 42nd annual NRB gathering, on the direction religious broadcasters should take in the coming years. The plenary session, scheduled for Wednesday, February 6, at 1:30 p.m., will highlight the first NRB "Symposium for the Future." Other speakers in positions of leadership have been invited to speak after Helms' address, but confirmations were incomplete at press time.

Both FCC commissioners will speak to assembled broadcasters at the annual FCC Luncheon on Tuesday, February 5. Chairman Fowler will discuss broadcast deregulation; Commissioner Quello will focus his remarks on constitutional freedom of speech issues for broadcasters.

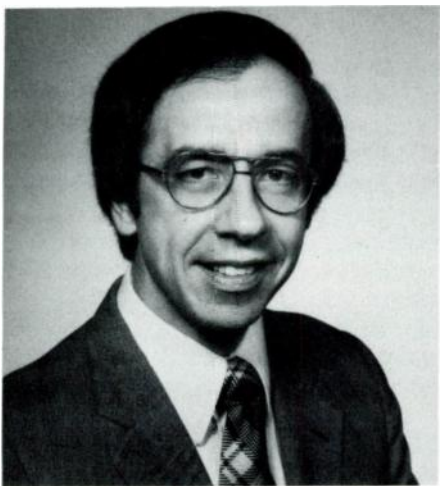
In November Senator Helms won reelection to his third term in the upper chamber. The vote count was close, with Helms receiving 52 percent of the vote and former Governor James Hunt receiving 48 percent. The race was historic. Both candidates together spent more money on a U.S. Senate race than ever before. During the campaign Senator Helms promised not to seek chairmanship of the powerful Senate Foreign Relations Committee if reelected. As ranking Republican on the committee since the defeat of Illinois Senator Charles Percy, Helms could have assumed that strategic position. He chose instead to continue as chairman of the Agriculture, Nutrition and Forestry Committee because of a previous promise to his constituents.

From 1960 until his election to the Senate in 1973, Senator Helms was executive vice-president of Capitol Broadcasting Company, Raleigh, North Carolina, which operates WRAL-TV and WRAL-FM, both in Raleigh, and the Tobacco Radio Network. For many of those years, he wrote and presented daily editorials on that television station. His editorials were syndicated in some 200 U.S. newspapers and rebroadcast on more than 70 radio stations. He is no stranger to the problems and opportunities of broadcasters.

In addition, Senator Helms, a Southern



Senator Jesse Helms



Mark S. Fowler



James H. Quello

Baptist and a born-again Christian believer, has received many honors. Among the tributes are Most Admired Conservative among readers of *Conservative Digest* (1980), Legislator of the Year by Christians for a Better America (1980) and National Man of the Year in Politics by Christian Voice, Inc. (1980). His name was placed in nomination for vice-president of the United States at the Republican National Convention in 1976. Although he asked the convention to withdraw his name, Helms received 103 delegate votes.

Senator Helms has long been an advocate of positions that are popular with fundamentalist Christians, such as prayer in the public schools, opposition to abortion, the right to bear arms and opposition to an Equal Rights Amendment. He also serves the Senate on the Select Committee on Ethics and as chairman of the Senate Republican Steering Committee.

The Senator holds honorary degrees from Bob Jones University, Grove City College and Campbell University. He is married and is father of three children.

When FCC chairman Fowler steps to the NRB podium, it will be to address a favorite subject of broadcast deregulation—or as he prefers to call it, "unregulation." Under his leadership, radio and television rules have been simplified or eliminated to assure prominence of marketplace forces, a favorite theme of the Reagan administration.

Fowler, who spoke to an NRB audience two years ago, was promoted to his present post in 1980 after serving the Reagan-Bush election team as communications counsel. A native of Toronto, Canada, Fowler is noted for a dry sense of humor when speaking or giving greetings on behalf of the commission.

Under his direction, the commission has begun processing more than 12,000 applications for low-power television service, eliminated many record-keeping requirements for radio stations, and addressed itself to station ownership policies.

FCC commissioner James H. Quello will address the same gathering on Tuesday, February 5. He plans his remarks around a favorite theme, freedom of speech for religious and secular broadcasters. Commissioner Quello describes himself as "a moderate to conservative" public official and an early advocate of First Amendment rights for broadcasters.

The only Democrat on the current commission, having been twice reappointed by President Reagan, Quello has been supportive of NRB-favored regulations throughout his service at the FCC. He came to the post after a career in broadcasting. In 1947 he joined the staff of WJR/Detroit as promotion manager



CARING FOR CHILDREN

Orphan children, once trapped in a world of loneliness, hunger and heartache, grow up to be well-adjusted and productive adults. DLMF supports 29 children's homes in Korea, The Philippines, Suriname, Sri Lanka, Argentina, Thailand, India and Israel.

MINISTRY

Native evangelists in Sri Lanka, Africa, The Philippines and Korea are given regular support money to enable them to reach the people for Christ.



MEDICAL ASSISTANCE

Shipments of medication are regularly sent to leper villages, the Lonnie Rex Hospital in Bangladesh, and other areas where poverty and disease are rampant. Lonnie and Betty Rex frequently visit DLMF projects around the world.

We're sorry...

We've been so busy working, we failed to tell you **WHAT** we're doing!



Lonnie Rex, DLMF president, is loved by the children he serves.

The worldwide outreach of the David Livingstone Missionary Foundation meets the needs of the whole man—body, mind and spirit. Today the spirit of that great African missionary, David Livingstone, lives on through the far-reaching ministry that bears his name. Its aim is to reach and rescue orphans, refugees, crippled children, as well as victims of war, disaster, poverty and disease throughout the world.



FEEDING THE HUNGRY

Regular shipments of milk, food and nutritional supplements are distributed in Ethiopia, Somalia, Ghana and Kenya in Africa, and in India, The Philippines and Bangladesh, in the battle against world hunger.



CHRISTIAN BROADCASTING

WDLI TV-17, owned and operated by the David Livingstone Missionary Foundation, reaches out to northeastern Ohio with 24-hour Christian broadcasting.

*Let us know when you'd like to have Lonnie Rex as a guest on your program.

(Circle 116 on the Reader Service Card)

Fill in, clip & Mail to: David Livingstone Missionary Foundation Box 232, Tulsa, Ok 74101
 I would like to learn more about David Livingstone Missionary Foundation.
 Please contact me about Lonnie Rex doing a guest appearance.
 Name _____ Address _____ City _____ State _____ Zip _____
 NR 1-85

and was subsequently appointed vice-president and general manager. From 1969 until retirement in 1972 Quello was vice-president of Capital Cities Broadcasting Corporation, the firm which purchased WJR. Quello was a member of the National Association of Broadcasters and served on the NAB Congressional Liaison Committee and the Radio Code Board.

Quello, from Detroit, has received honorary degrees from Michigan State University and Northern Michigan University.

Inspirational Christian Musicians Complete Convention Schedule

WASHINGTON, D.C. (NRB) — Some of the best inspirational Christian musicians will be featured as part of the NRB '85 Annual Convention and Media Expo, which commences February 3 at the Sheraton Washington Hotel here.

Scheduled for appearances at the Annual Banquet are soloists Debby Boone (see interview on page 50) and the dean of gospel music, George Beverly Shea. Concerts are planned by the NRB Black Broadcasters and Hispanic Broadcasters committees and by Gospel Music Association of Nashville, which coordinated much of the music for the convention. A host of other musicians will round out the four-day schedule in the nation's capital. Following is a synopsis of the latest listing:

- Shea, who will celebrate his 76th birthday on February 1, is the owner of the deep bass

George Beverly Shea



Saxophonist Vernard Johnson (1) and The Winans quartet will appear as part of the NRB Black Broadcasters' Concert on Sunday afternoon, February 3. Other concerts are being planned for NRB '85 by NRB Hispanic Broadcasters and by the Gospel Music Association.

voice heard at evangelistic crusades in every corner of the globe. His renditions of *The Old Rugged Cross* and *I'd Rather Have Jesus* have been among the favorites at Billy Graham meetings since he joined the Minneapolis-based organization in 1947.

Shea, a soloist at NRB in 1983, sings this year at the 42nd Annual Banquet just before Debby Boone sings and Graham preaches. A

native of Winchester, Ontario, Canada, Shea was inducted into the Gospel Music Hall of Fame in 1978.

- Kathie Sullivan, who drew national attention to her vocal abilities in 1976 as a featured singer for six years on *The Lawrence Welk Show*, will appear at the NRB convention on Monday afternoon, February 4. She will be singing at the plenary session to which Presi-

Kathie Sullivan



Doug Oldham



Vision with responsibility is
the keystone of this outreach
for Christ



Vision

It is the imperative of this day that God's people humble themselves before Him in a truly repentant spirit and wait upon Him for the spiritual renewal which is promised in His Word.

The opportunities which spread before us in this new year are vast indeed, and I have faith to believe that 1985 can be a watershed as we move forward with an evangelical witness to the

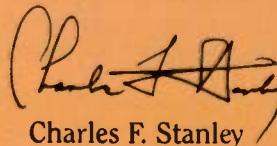
nation and around the world.

Every Christian needs to become a valid disciple of Jesus Christ. I am convinced that that is the purpose of God. It is His insistent will.

I further believe that it is our responsibility as Christians and as Christian leaders to commit ourselves in all of our enterprise for God to achieve His

purposes – His will.

We pledge, therefore, every resource given to IN TOUCH Ministries by God to the achievement of these goals.



Charles F. Stanley



IN TOUCH Ministries
P.O. Box 7900
Atlanta, GA 30357
Telephone (404) 881-0550.

More Music Makers at NRB '85



C. P. Blackwood



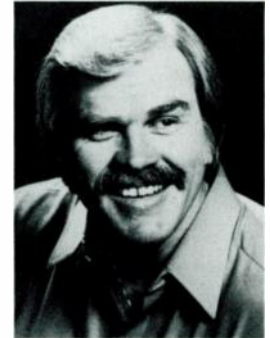
John Starnes



Kurt F. Kaiser



Don Wyrzten



"Big John" Hall

dent Ronald Reagan is being invited. A graduate of the University of Wisconsin, Sullivan follows a concert schedule that brings her to churches, colleges and several national television programs. A Christian leader has compared Sullivan's musical ability with Barbara Streisand, and TV evangelist Rex Humbard said Sullivan's music "packs a powerful message enjoyed by everyone."

Sullivan, a recording artist with Jubilate Records, received an Outstanding Young Woman of America award in 1981, and the Angel Award for the best female gospel vocalist from Religion in Media in 1982.

- Doug Oldham will return to the NRB stage as host and featured performer for the Monday evening Gospel Music Association concert. He filled the same duty last year and doubled as convention song leader. Oldham was honored recently in Nashville in recognition of his 20th year as a gospel music performer. The event, hosted by Oldham's record company, LoveSong, was attended by industry associates and friends. The performer showcased songs from his release *Poets of Praise*.

Joining Oldham will be The Speer Family, Lanny Wolfe and his Trio, and Cheryl Prewitt Blackwood.

- Cheryl Prewitt Blackwood, Miss America in 1980, will also perform on Monday morning, February 4, at the keynote plenary session. She represented Mississippi in the beauty pageant. Blackwood's fourth and most recent album is *I Choose To Be Happy*. She has recently been named cohost of a live, nationally syndicated television special scheduled for April 15. The two-hour video program is being called *The All American Beauty Pageant*.

- Two concerts are being planned by NRB committees for Sunday, February 3, in the afternoon hours before the opening plenary session. A concert is being arranged by the NRB Black Broadcasters Committee and a

bilingual concert is slated by the NRB Hispanic Broadcasters Committee.

- Three Christian musicians are lending their abilities to the NRB convention this year. Kurt F. Kaiser, vice-president of Word, Inc., Waco, Texas, will be convention pianist. Don Wyrzten, director of music publications for Singspiration Music, Grand Rapids, Michigan, will be NRB '85 organist. Concert artist "Big John" Hall of Fort Worth, Texas, will be convention song leader.

- Others performing include New Shiloh Baptist Church Choir, Baltimore; opera soloist William Harness of Torrance, California; John Starnes, singer with the Jimmy Swaggart evangelistic team; Bob Straton, an account executive with the Walter Bennett Company, Philadelphia, and song leader for the NRB convention in 1983; pianist Ken Mahood, Jr., of the King's College, Briarcliff Manor, New York; and vocalists Terry and Barbi Franklin of Domain Advertising Agency, Wheaton, Illinois.

Interview Shows Will Transmit Live from NRB '85

WASHINGTON (NRB)—Two nationally syndicated radio interview programs will help spread the atmosphere of the NRB convention, which begins here on February 3, around the nation by transmitting their programs live via satellite and interviewing convention personalities.

Point of View, with host Marlin Maddoux, will feature three days of interviews this month that originate from the Media Expo '85, part of the 42nd annual NRB gathering at the Sheraton Washington Hotel.

Bob Larson, host of a similar radio interview program, *Talk Back With Bob Larson* (see *RELIGIOUS BROADCASTING* September 1984, page 16), will be aired live each day of

the convention from a suite in the same hotel.

Larson was in the process of securing several NRB plenary speakers for his programs, which he said will discuss electronic evangelism, religion in public life and ethnic evangelism. Larson frequently leads controversial discussions on topics of interest to evangelicals such as abortion, politics or the occult.

Since the program's first day in January 1983, Larson has personally researched and challenged thinking on more than 500 different topics from anorexia to yoga.

In a telephone interview, Larson has called his talk show "the number one daytime radio talk show in the country, religious or secular." As of Christmas, Larson said his program was being carried on 100 radio stations.

During the last three months of 1984 Maddoux's *Point of View*, which also claims to be the largest Christian talk show distributed live via satellite, experienced a 30 percent increase of affiliates. As of mid-December, the number of stations carrying the program jumped from 77 in October to 100 stations, including those in some of the nation's largest markets: Chicago, Boston, Pittsburgh, Cleveland and Milwaukee.

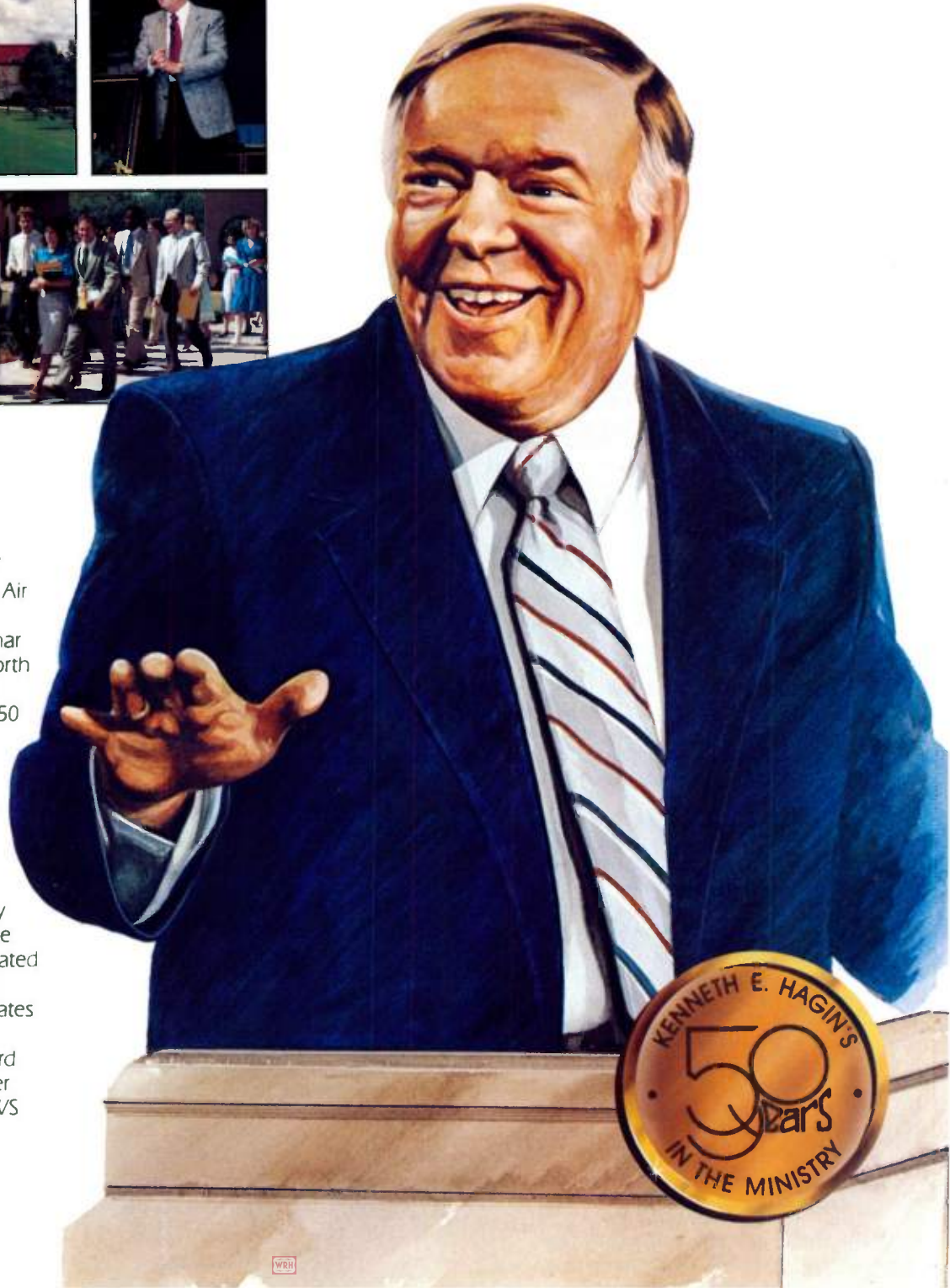
The daily program identifies its point of view directly as "a conservative Christian bias." Gary Crossland, president of Soma Communications, Maddoux's public relations agency, also describes the interview format as "discussing hard and soft news issues, most of which have some political ramifications."

The program was started by Maddoux in 1975 and has been syndicated since July 1981. Before *Point of View* started being delivered via satellite, it was distributed to a small number of Christian radio stations by telephone land lines. Crossland said satellite delivery has helped the program grow at a rapid pace. It is distributed by Satellite Radio Network, Charlotte, North Carolina.

Faith Seminar of the Air

Kenneth E. Hagin

C E L E B R A T E S 5 0 Y E A R S I N T H E M I N I S T R Y



For more than 18 years Kenneth E. Hagin has proclaimed the message of 'Faith in God's Word' through the Faith Seminar of the Air radio broadcast.

Beginning in 1966, Faith Seminar of the Air has become one of North America's leading Christian radio programs, airing on more than 150 stations.

The ministry of Kenneth E. Hagin also includes the annual distribution of more than 400,000 cassette teaching tapes and nearly 4,000,000 books; Regional Faith Crusades; the annual Campmeeting which hosts nearly 25,000 believers; and Rhema Bible Training Center which has graduated thousands into full-time ministry.

Faith Seminar of the Air celebrates the anniversary of Kenneth E. Hagin's ministry and looks forward to many continued years together . . . Proclaiming the 'GOOD NEWS OF JESUS CHRIST'.

(Circle 155 on the Reader Service Card)

U.N. Ambassador Will Address Israeli Breakfast

WASHINGTON, D.C. (NRB)—Ambassador Jeane J. Kirkpatrick, former United States representative to the United Nations, will deliver the major address at the National Prayer Breakfast in Honor of Israel on February 6. The breakfast, sponsored by InterFaith Publications of Denver, is one of the largest auxiliary events of the 42nd annual convention of the National Religious Broadcasters.

Ambassador Kirkpatrick will speak to an expected 1,000 national and international religious and political leaders. The guest of honor will be His Excellency Benjamin Netanyahu, the Israeli ambassador to the United Nations. More than 250 Jewish leaders, representing the Hasidic, Reformed, Conservative and Orthodox branches, are expected to meet for the breakfast at the Shoreham Hotel.

Hal Lindsey, radio host of *Saturdays with Hal Lindsey* and author of *The Late Great Planet Earth*, will also speak.

InterFaith Publications is sponsoring the fourth annual breakfast in honor of Israel, according to spokesman Doug Krieger, "as a statement of support from the Bible-believing Christian community to the nation of Israel."

In keeping with the international theme, ambassadors from many nations, including Costa Rica, Guatemala and El Salvador, are among the invited guests.

Kirkpatrick was appointed United States permanent representative to the United Nations by President Reagan in January 1981, making her the first woman to serve as chief United States representative to the world body. She also served as a member of President Reagan's cabinet until her resignation, which was effective December 31.

Prior to her appointment to the United States Mission to the United Nations, Kirkpatrick was Leavey University Professor at Georgetown University in Washington, D.C., from which she had been on leave. She also served as resident scholar at the American Enterprise Institute for Public Policy Research. From 1967 to 1978 she was a professor in the Department of Government at Georgetown and from 1962 to 1967 she was an assistant professor at Trinity College, Washington, D.C.

A prolific writer and researcher, Kirkpatrick has produced five books, one monograph, and numerous articles on American political issues and American foreign policy. They include: *The Reagan Phenomenon— and Other Speeches on Foreign Policy*, *Dictator-*



Jeane J. Kirkpatrick

ships and Double Standards: Rationalism and Reason in Politics and The New Presidential Elite.

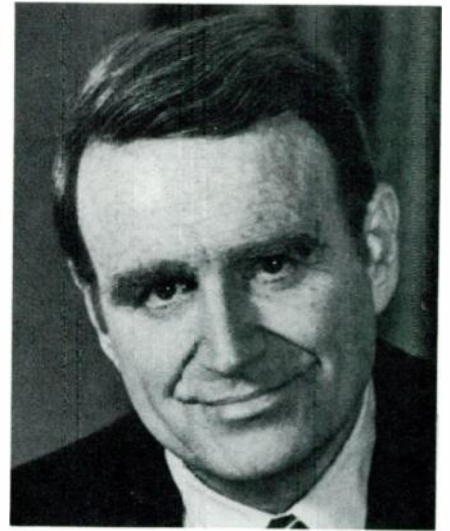
She has participated in Democratic Party politics as vice chairman. Coalition for a Democratic Majority, and as a member of the Democratic National Convention's National Commission on Party Structure and Presidential Nomination (The Winograd Commission) 1975-1978. During the 1980 presidential campaign she was a member of President Reagan's foreign policy advisory group. She delivered a stirring address at last summer's Republican National Convention.

Tickets for the Israeli breakfast, which are being sold for \$20 each, are being made available from Krieger at InterFaith Publications, who may be reached by phone at (303) 298-7717.

Hayford Will Challenge Attendees With Keynote

MORRISTOWN, N.J. (NRB)—"Letting God Mark Your Ministry" will be the keynote topic Jack Williams Hayford, Jr., pastor of The Church on the Way, Van Nuys, California, addresses at the NRB '85 plenary session February 4.

Known as "Pastor Jack," Hayford has been pastor of the Foursquare Church in Fort Wayne, Indiana; national youth director for International Church of the Foursquare Gospel in Los Angeles; and president and dean of students at LIFE Bible College in Los Angeles. As far as his own education, Hayford has earned degrees from Azusa Pacific College, Azusa, California, and LIFE Bible



Ben Haden

College. He was given an honorary Doctor of Divinity degree from LIFE in 1977.

Hayford is the author of several books and articles, among which are *The Church on the Way*, *Prayer Is Invading the Impossible*, *Restoring the Walls of the Human Personality* and *Life in the Will of God*. As a musician and songwriter, he has written songs such as "Majesty," "Day of Thy Power," "Come On Down" and "Sing His Great Love." He was winner of the Billy Graham Evangelistic Association's *Decision* magazine 1962 hymn contest with the song "We Lift Our Voice Rejoicing."

The 42nd annual NRB convention will take place February 3-6 at the Sheraton Washington Hotel in Washington, D.C.

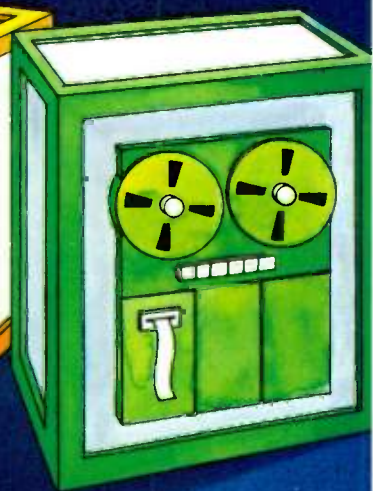
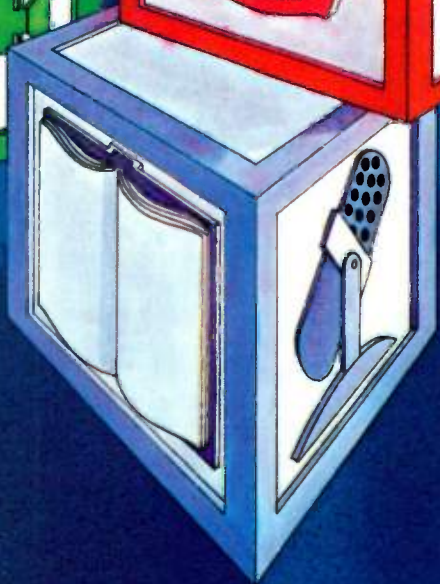
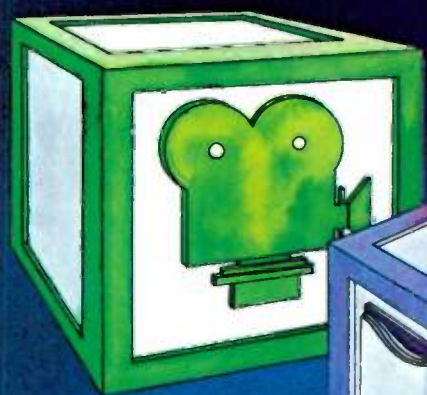
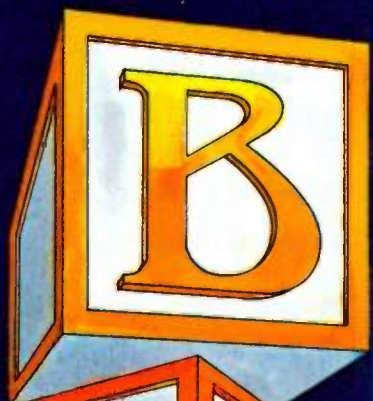
NRB '85 Opening Will Feature Haden

MORRISTOWN, N.J. (NRB)—Radio and television speaker Ben Haden will have a major part in NRB '85 convention events when he addresses the attendees at the opening plenary session February 3.

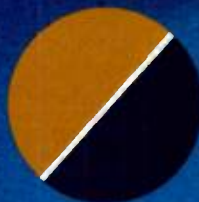
A speaker on the radio-TV program *Changed Lives*, Haden is a former newspaper executive, attorney and associate evangelist with the Billy Graham team. Haden has addressed the NRB convention before, having challenged congressmen attending the 1980 Congressional Breakfast to live as men and women "ordained by God to lead and not to follow."

Haden is completing his 18th year in radio, 12th year on television and 6th year on national television. He was speaker on the radio program *The Bible Study Hour*, founded by

(continued on page 106)



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Character Before Communication

*The person and message we project
on the air and on the screen
require more than technical excellence
to satisfy our primary Viewer*

by Jack W. Hayford

I WAS SEETHING. It had been one hour since I arrived on the set, fully made up and ready for taping a series of four half-hour broadcasts. The day before me had been carefully scheduled (filled with duties ranging from administrative detail and correspondence to counseling, video-taping and an evening public service). But now it was 9:30 a.m. and time was evaporating.

Our in-house production team had promised me they would have all equipment up, hot and ready to go at 8:30—they had been hard at work since about five o'clock in the morning—and now, “The best laid plans ... etc., etc.”

The reason for the tie-up wasn't easy to pin down. “Things” just kept happening—technical, nitty-gritty, space-age flies in the ointment. My temper was starting to bubble and almost everyone around me knew “Jack is getting uptight.” The problem for me was not having anyone directly to blame. (“My kingdom for a scapegoat!”) The whole scene smacked of inefficiency, I thought. But as I looked around I saw a dedicated staff—a fine team of capable people doing their best, themselves as frustrated as I was with the besetting delays afflicting us.

Responding to the Problem

The director said, “Jack, it looks as though the primary problem now is ...,” and then he rattled off some electronic jargon which is as mystifying to me as cuneiform writing. “I felt impressed

yesterday to check it out”, he continued, “but since there really wasn't any reason to expect the problem, I didn't. Now, I guess maybe the Lord was trying to warn me in advance. Anyway, I'm sorry—really sorry. If you'll give us another 15 minutes, I think we'll be ready to go.”

My mind raced with possible responses:

“Fifteen minutes! We're an hour late now!” or, *“That's great. Today you tell me that yesterday the Holy Spirit was signalling this mix-up. Thanks for the news!”* or,

A dramatic silence, followed by a cool, “It doesn't look like I have any choices anyway, does it?”

But while my *mind* was racing, my spirit was being assaulted with conviction:

“How dare you even think of using your authority over these people to intimidate or incriminate them, as though they were chattel merely salaried to serve your exalted eminence?” and,

“What is wrong with you that your reaction is to seek a point of leveling blame rather than to acknowledge the sensitivity obvious in those helping you—evidenced in their clear concern about your schedule and their desire to help facilitate your ministry?” and,

“How can you even think of taping this teaching you are about to do in Ephesians 1 without this very moment living out the acceptance and grace that it reveals?”

All of the above comes back to mind, not as an isolated incident but as a

representative one, because I can't begin to number the times over the years of broadcasting that similar circumstances have tested my patience. Such is not the normal situation, because our media staff is well-organized, technically skilled, fully dedicated and incredibly considerate toward me personally. (It's very humbling to be surrounded by people such as these.)

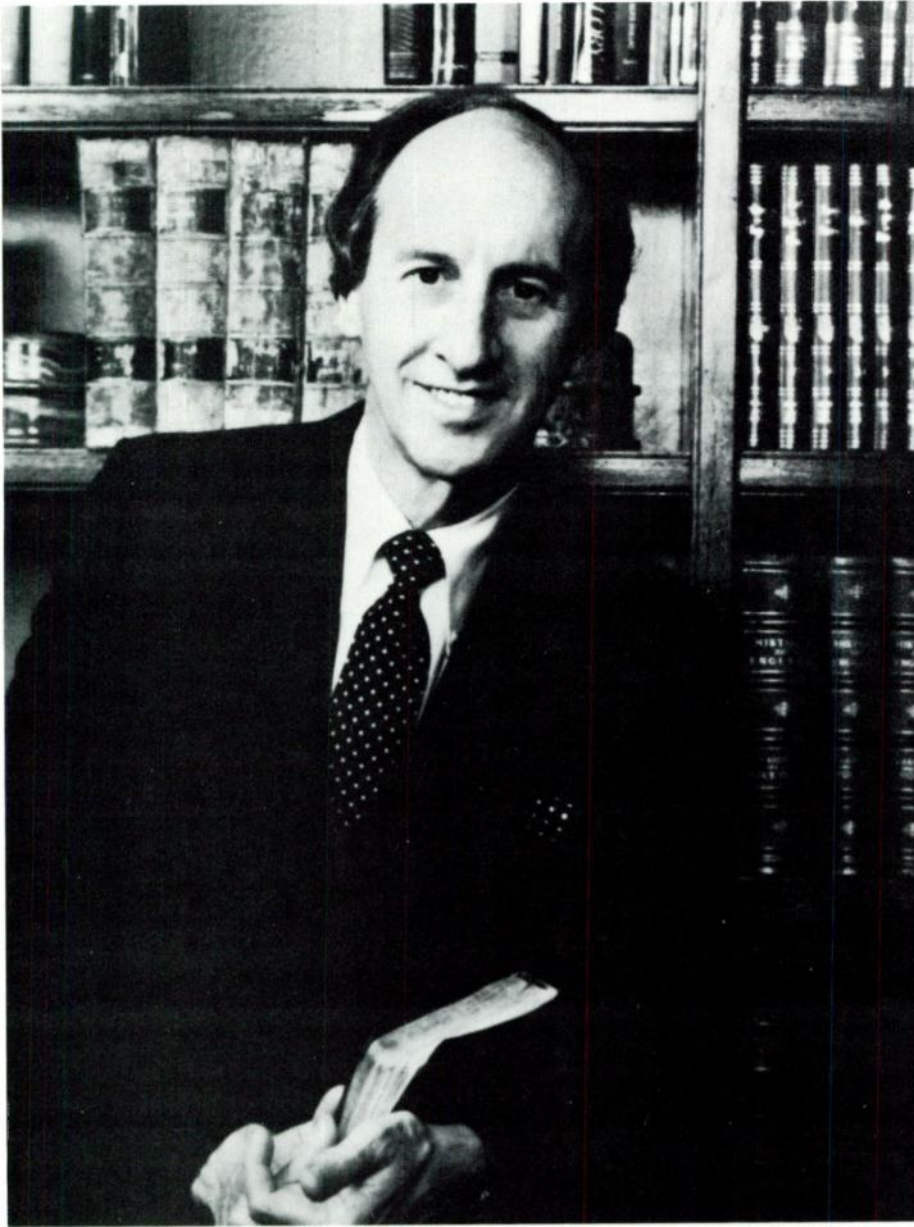
An Eye to Character

But even when one is as humbled as one ought to be, still how vulnerable the flesh is to testiness when things garble and the scheduled agenda is scuttled. It's hard for me to remember at times such as those that the privilege of broadcasting to hundreds of thousands should be worth whatever complexity and extra time it takes. And it's hard to remember that God is far more interested in my *character* as a communicator than He is in my work of communicating.

It's tempting to a preacher to begin an exhortation here. But let me continue my confession instead. Another thing:

As rarely as it happens, I'm inclined to being ticked off when I'm asked for an interview and the taping team can't seem to get coordinated: “Just a minute, Dr. Hayford, we seem to have a technical difficulty,” or, “Oh, I left my notes in the car ... Excuse me just a minute, I'll be right back.” The original promise was, “We'll only need 10 minutes of your time,” but now it all goes by the boards and the net time runs closer to 45 minutes. And ...

PROGRAMMING



... And when it's all over, I'll be tempted to smile with sickening magnanimity (presumably undetected as superficial by the interviewer and his cameraman), only to be broadsided by the Spirit of God. He spears my pride and salts my wounded schedule:

"If you believe you're to minister through the media, you had better be willing to die to the cost of its inconveniences."

"If you only use it to multiply yourself, and your self is dominating your life, all you will multiply is carnality."

"Words may be filled with truth, but if

flowing from an undisciplined spirit indulging itself in anger, pride and pettiness, the result isn't multiplication, but subtraction — activity minus the Spirit of Christ."

Danger of Idolatry

And those are words with which God has smitten my soul at times, whenever I was deluding myself with the idea that an audio or video "holy" image can sufficiently compensate for unholy attitudes surfacing due to frustrating circumstances in the broadcast procedure. In His dealing with me, this spiritual reality

distilled: (1) However flawless voice or picture can be made, the Living God insists I never forget that I am—we are—in the *Spirit* reproduction business—not just reproducing tapes, images, sounds. (2) If *my* (our) character—the person inside, not the videotaped one—is not consistent with His, a recording session becomes an action equivalent to making "a graven image"—a false projection of Him. Thereby my ministry can become idolatry by my undisciplined spirit projecting something other than His true person and nature.

I have been driven by such encounters with my flesh and His Spirit to reflect on the insidious, creeping professionalism which seeks to erode the integrity of a Christian communicator. I further noted not only times I was taunted by my temper but also when I fell victim to presumption. Example: The regularity with which 30- and 60-second spots, promos and endorsements are required or requested confronted me with how easily a false supposition might develop toward the production of these short segments. Without having thought it through, one easily could arrive at supposing these to be only "accessories"—almost "necessary evils" to the "truly serious task of broadcasting." In other words, presumption judges the real task as the larger broadcasts, and instead of praying in humble dependence (as one would, I think, upon beginning a regular taping session), with the "tidbits" we might incline to merely "pull it off in a hurry." Something sneakily detestable lurks below the surface of this presupposed ability to produce at will, simply because one "knows how."

Who among us who broadcast—whether we are "the voice" or part of the production team—have not been guilty of things somewhat as I have described discovering in myself? And how can we avoid being ruled by an approach which displaces character in the pursuit of communication?

A Personal Response

Three things have helped me: conviction, confession and commitment. (Pardon the homiletical sound of the alliterative outline; I'm stained with the habits of 30 years of sermon formatting!)

Conviction: I must arrive at and live in-



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PROGRAMMING

the fact that what I am doing is spiritual—spiritual first, spiritual last, spiritual always. The broadcast enterprise is not merely the use of a tool. Make no mistake about that. It is both an invasion and a projection: an invasion of a realm of spiritual contest and the projection of our personal spiritual content. It can't be any more effective in eternal terms that it is utilized by and infused with spiritual tactics.

Early on I began to learn that technical foul-ups were more often than not direct points of spiritual battle; that "gremlins" aren't pretend and that Satan's devices include sowing confusion through mechanical mix-ups. If the suggestion that such is sometimes the case seems "too spiritual—too mystical" to you, then possibly a lack of conviction about the spiritual nature of our task in broadcasting needs to be addressed in your own thinking. Such convictions will bring prayer, prayer, prayer to the broadcast procedure.

I remember the first time our television production crew gathered to tape and how awkward I felt calling them to sing, to worship and to pray with me before we began. I didn't want to sound preachy or pretentious, and I felt as though I were imposing something high-soundingly religious upon an otherwise basic, mechanical, electronic and technical situation. A voice seemed to say, "C'mon now, you're not going to try to make this 'spiritual' are you? This is just plain work—what you do, up there in front of the camera—that's the spiritual part. Don't try and turn this taping session into a revival meeting!" I confronted that lie, not with a pompous piety, but with a simple acknowledgement to the crew.

Confession: I told them my feelings. I described the voice I felt was lying to me. I told them of my respect for their professional ability, and confessed my fears of sounding "too religious." It wasn't that any of them were less than spiritual people—they were all brothers and sisters in Christ. But somehow the technical nature of the task before us seemed *different*, at least that's how I thought they would view it. But, I discovered they were very open to respond after I opened my own heart to them. The result: A sense of unity and partnership couldn't help but be sensed in the spirit of the

broadcast! What we *are* will inevitably be manifest in our ministry. A false image may be successfully conveyed for a season, but time will judge what is invalid and verify what is real.

And my practice of confession has been exercised other ways—such as the day I described in the opening of this article. In the flush and fury of that frustration I chose the path of humbling myself. I asked forgiveness from the crew. Although I hadn't exploded on them or thrown a tantrum, they did sense my irritation, impatience and weariness with delay. However, as I told them my sense of shame at allowing smallness to creep in, they not only understood and were loving to reach out to me, but they seemed to rise to a new level of accomplishment. We got the broadcasts done, and in spite of losing a sizable section of the morning, the day became fruitful nonetheless. Lesson: Fruitfulness is never in the maintenance of a precise schedule but is always dependent upon the sustaining of a right spirit.

Commitment: This is nothing more or less than the ancient "keep on keeping on." Simply said, "Having begun in the spirit I will never be made perfect in the flesh." Paraphrasing Galatians 3:3, I am concluding by affirming my personal need to avoid supposing my learning of these principles necessarily argues that I will automatically abide by them today. I won't ... not without a fresh commitment to do so. As a communicator, the "words of my mouth" are in wide distribution, but the "meditations of my heart" are generally secret—reposited within me. My voice—and 525-line picture—will be very public, and I can too easily be deceived by the notion that if the technical quality and theological content are up to standard, then all is well. But another Viewer is watching—not only the broadcast, but the production set and the principal's heart and mind. And before Him I am committed to put character *before* communication: "That the words of my mouth and the meditations of my heart be acceptable in Thy sight, O Lord, my strength and My Redeemer" (Psalms 19:14). **NRB**

Radio and television broadcaster Jack Hayford is senior pastor of the 5,000-member Church on the Way (First Foursquare Church) in Van Nuys, California. He is the keynote speaker for NRB '85.

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Good News for Blacks

A Chicago Christian television producer has captured not only the local black gospel audience but is gaining attention in other major markets as well

CHRISTIAN television has made great strides over the last eight to ten years, operating with a sense of professionalism and more efficient use of time and money. The result has been a more effective outreach for their market. However, with all of these positive advances, Christian television still has not produced the right quality and quantity of programming for the black viewer.

by Betsy Hamrick

With a high percentage of blacks residing in such major cities as New York, Washington, Chicago, and Los Angeles, broadcasters need to examine their programming format in relation to their viewership and to adjust their schedule accordingly.

Many broadcasters, in hopes of reaching this audience, have scheduled blacks

or other minority guests from time to time in what they feel is a sincere attempt to relate to that particular society. However, if one stops there, Christian television has missed the mark and passed over a vital portion of its viewing audience. Without filling this programming void, the social, spiritual, emotional and mental needs of blacks and other minorities remain unmet. Christian broadcasters must expand their thinking and grow with their audience, even if that re-



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PROGRAMMING

Producer David Oseland (left) goes over some last-minute directions with Saturday Nite Sing host Taft Harris.



and the set design suggests nothing of the typical religious trappings. The host, Taft Harris, is a bright and talented young man, well-recognized in Chicagoland's black community through his popular gospel radio program. He is a strong and spiritually mature black man operating with an upbeat style, without utilizing the title of "Reverend." The key elements of *Saturday Nite Sing* are not only the presentation of some of the nation's most popular traditional and contemporary recording artists and the very best of local talent, but also an enthusiastic studio audience that is encouraged to "have church."

Finding Success

Saturday Nite Sing became an overnight success in Chicagoland, and opportunities have opened up for its airing in other cities. Several Christian stations have included it in their programming format. However, a surprising development occurred when two major-market Public Broadcasting System stations requested the program, placing it in prime-time service. A major breakthrough was achieved.

Broadcasters must begin somewhere. The important factor to remember is that a need must be fulfilled, a service performed for our black viewing audience.

"At present, with all the serious problems confronting the urban black community, we as broadcasters must determine in our hearts to go out and minister in ways that they can relate to," says Oseland.

With no limit to the creative formats and innovative programming broadcasters have yet to tap, there is a bright future for today's contemporary black viewing audience if broadcasters respond to the challenge. NRB



A graduate of the University of Illinois at Champaign-Urbana, Betsy Hamrick is public relations/promotion assistant at WCFC-TV 38/Chicago.

quires research and serious examination of the potential market.

Birth of a Program

David Oseland, senior producer at WCFC-TV 38/Chicago, has begun tackling this issue. He has moved from the thinking stage to putting his creative ideas into action. Over the years Oseland has listened to, assisted and consulted with black programmers. He has found that they have unique ministry needs, and too often there has been a lack of sensitivity and understanding to blacks' culture and lifestyle. "With our mutual goal of spreading the gospel, it is critical that we work together in a greater way than ever before," Oseland says.

About three years ago, Oseland took a significant step in resolving this issue at WCFC in Chicago. He decided to develop a program that would attempt to reach the black community effectively.

Without hesitation he knew that the black church loves to praise the Lord in song; thinking evangelistically, he came to the conclusion black gospel music was the answer! With black gospel often regarded as a "cultural" experience, it is widely received by the non-Christian audience, as well.

"Coupled with the fact that Chicago is known throughout the country as the capital of black gospel music, it was only natural that such a program should have its inception in this city, with its vast array of talent," says Oseland.

Realizing that gospel music programs are anything but new and innovative, Oseland was determined that this new creation had to be different to impact the black viewing audience. What twist could this program employ to attract the contemporary black Christian?

Oseland named this new program *Saturday Nite Sing*. The title, the open



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Vital Signs Improve for Christian Radio

In numbers, audience share and commercial rates, the largest field of religious broadcasting is exhibiting continued signs of excellent health

by Gary Crossland

ABOUT A MONTH ago I decided to test a long-standing theory: that Christian stations reach more listeners for less money than secular stations. Out of seven major markets we chose both a Christian and a secular station with comparably sized audiences (according to Arbitron, spring 1984). To protect the integrity of our results we took our spot rates from the September *Spot Radio Rates and Data*. Since it is difficult to get complete data on Christian stations from this book, we were only able to find seven major markets supplying the necessary information. The chart on this page compares the various station prices on 60-second spots aired on weekdays at 1 p.m.

We found that the Christian stations were 41 percent less expensive than their secular competitors. This overview is, of course, not meant to be an exhaustive analysis. However, the information is still significant especially since these cities were chosen for no other reason than they were the only major markets supplying complete information.

Audience Demographics

We can be fairly sure that Christian radio delivers more people for the money. (Fortunately this also means that

Market	Format	Station	Spot	Cost Per Thousand
Washington	Religious	WYCB	60	7.40
	Secular	WEZR	85	10.49
Dallas	Religious	KPBC	48	6.08
	Secular	KFJZ	100	12.99
Detroit	Religious	WMUZ	49	8.75
	Secular	WQBH	65	10.83
Washington	Religious	WUST	25	4.55
	Secular	WOL	40	8.89
Pittsburgh	Religious	WPIT	25	5.00
	Secular	WHJB	26	7.88
Chicago	Religious	WYCA	25	5.21
	Secular	WJOL	32	6.40
Lancaster	Religious	WDAC	13	2.95
	Secular	WGSA	14.50	4.39
Houston	Religious	KGOL	40	9.76
	Secular	KIKK-AM	112	22.40

it delivers more frequency for the money. Frequency is that all-important element in many commercial spot campaigns.) Now let's take an updated look at who these people are.

Christian radio demographics are steadily coming more into line with what advertisers are looking for. An asterisk following a statement indicates that it is derived from Mediamark, spring 1984

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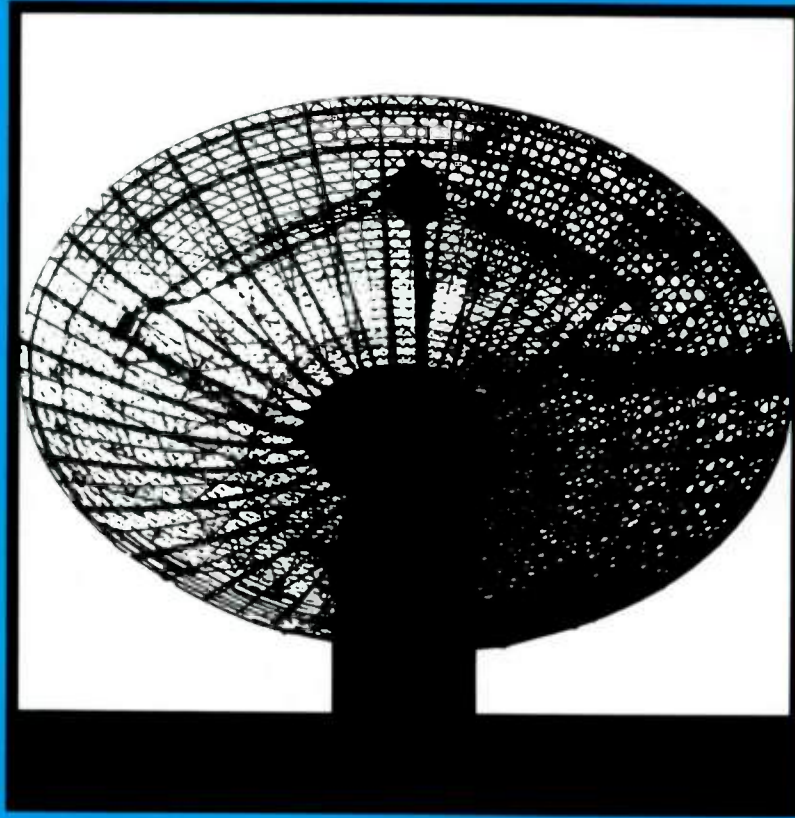
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RADIO

Since 1977 Christian radio stations have almost doubled their market shares, and contrary to the belief of some advertisers, these audiences are not duplicated on other stations as much as had been assumed; in fact, one Christian broadcaster found 46 percent of his audience was not duplicated on other stations

(used by permission). Unless otherwise noted, all other figures are derived from Duncan, *American Radio*, spring 1984. Consider the following new statistics regarding Christian radio listeners:

- 38.6 percent are parents; Only black, country and oldies formats show a higher percentage.*
- 69.0 percent are married, 11 percent above the national average.*
- 42.2 percent of heads of house attended college, 15 percent above the national average.*
- 12.4 percent of heads of house are employed in positions classified "professional," 30 percent above the national average.*
- 63.6 percent are women, higher than any other radio format.
- Only 2.1 percent of Christian audiences are under 18 years old.
- Only 13.9 percent of Christian audiences are over 65.
- 62.5 percent of Christian radio listeners live in the same residence for five or more years.*
- 22.6 percent have children under six years old, 23 percent above the national average and second highest in the nation.*
- Christian audiences are 4 percent less likely to be unemployed than the national average.*
- On the average more Christian radio listeners own an encyclopedia set than any other format, 55 percent above the national average.

Furthermore, according to Mediamark, spring 1984, Christian listeners are:

- 17 percent more likely to get first home mortgages,
- 26 percent more likely to own mutual funds,

- 24 percent more likely to take adult education courses,
- 5 percent more likely to own a home,
- 8 percent more likely to own a home worth more than \$75,000,
- 13 percent more likely to have a male head of house,
- 6 percent more likely to use a full-service bank,
- 8 percent more likely to own life insurance,
- 10 percent more likely to read for pleasure and
- 8 percent more likely to have large families (4+).

Although advertisers have occasionally overlooked religious stations because the demographics were thought to be duplicated in other secular formats (and it is true to say that religious radio has one of the broadest demographic bases among all formats), such a premise fails to take into account the fact that the demographics are duplicated much more than the *people* are. While 11 percent of the religious audience-at-large is exclusive to one station, Arbitron's Rip Ridgeway (February 1982) ascribes only 7 to 8 percent nonduplication to general market stations. In fact, an in-house survey by Bott Broadcasting reveals one of their stations has as much as 46 percent nonduplication.

Audience Size

All of this information is great for the here and now. But what about the trend? Fortunately the outlook is positive. Since 1977 Christian stations have almost doubled in their market shares, from .89 to 1.76. Equally impressive is the large market share held by many individual stations. Topping the list is WOAD in

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RADIO

In the past year the number of Christian radio stations has increased by 9.5 percent, the second highest growth rate of all formats, so that today Christian radio ranks sixth among the 18 different formats and has become a significant force in the commercial advertising marketplace

Jackson, to which 11.5 percent of the market tunes in at any given moment. WTSK reaches a 10.3 percent share of Tuscaloosa, and WKZK in Augusta, Georgia, comes in third with 8.7.

Quarter-hour averages are growing too. For example, inspirational station WWRL in New York pulled the nation's highest weekly average last spring: 21,400. In Los Angeles KBRT commanded a healthy 16,200, while the prodigious WCFL in Chicago shows up with 13,100.

Increase in Stations

From 1983 to 1984 the number of religious stations increased by 9.5 percent. This is the second highest growth rate among all formats behind adult contemporary. Furthermore, since 1977 religious stations show the second highest growth rate as a result of format change (97.8 percent increase), just behind oldies formats. Today among 18 different formats, Christian stations rank sixth in total numbers of stations represented; 6.3 percent of all commercial radio stations in America are now classified as "religious" (Radio Advertising Bureau, 1984).

As 1985 begins to unfold, the prospects for Christian radio never looked brighter. Although this could appear to be so much industry back-patting, the fact remains that religious radio addresses a crowd ever-increasing in size, affluence and, consequently, buying power. There is every statistical indication to believe that the religious radio media will continue to become a significant force in the commercial advertising marketplace.

One might demonstrate this by simply pointing out that Christian radio listeners for the most part are responsible for giving "religious" music a 6 percent share of the entire recorded music business (Recording Industry Association of America, 1982). What makes this statistic so meaningful is that it effectively demonstrates what the Christian audience can do when turned loose on an entire industry, in this case records and tapes.

Are we not therefore justified in assuming that any product consistently exposed to this same audience would enjoy similar results? Furthermore, are we not establishing a precedent that could repeat itself in, say, the auto industry? We admit that since Christians already buy cars, the increase may not be so dramatic, but significant nonetheless.

In the final analysis, it is difficult to determine to what extent Christian radio and conservative Christianity affect the success of each other. Regardless, in light of the new religious climate in America—e.g. the majority of Americans (56 percent) now say that religion is "very important" in their lives (Gallup, *Religion in America*, 1984)—we would probably do well to spend as much time laboring and rejoicing as we do in speculating. NRB



Gary Crossland is president of Soma Communications, Incorporated, Carrollton, Texas.

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Television Program Producers: A Profile and Survey

When CBNU graduate students decided to find out what religious television program producers are like, they came up with some interesting results

by Robert J. Schihl

LAST SPRING, graduate students at CBN University, Virginia Beach, Virginia, interviewed by telephone 124 senior producers of religious television programs from production houses in 32 states. Each producer was from a different production house or organization and was randomly chosen from the 1984 edition of *The Directory of Religious Broadcasting*.

This report reveals what the students learned about religious television program producers: their profile, what programs they watch themselves, their level of spirituality, what they believe about their audiences, and the thoughts and beliefs that guide them in their productions. The results are especially interesting in showing how program decisions are made and in giving a picture of how the producers perceive the ingredients of religious programs and the directions of broadcasting.

The profile of the producers is interesting. More than half of them (55 percent) are in their 30s and 40s. They are overwhelmingly white (98 percent), Protestant (88 percent) and married (74 percent); 77 percent are men and 23 percent are women. Eighty-six percent of the producers went to college and 41 percent have salaries over \$30,000. Eighty-eight percent attend church at least once a week. Most (65 percent) of those producing shows received their television training on-the-job. Nineteen percent received their training in undergraduate school.

Forty percent of the producers have been producing for television for more

than seven years; 28 percent have been at it for four to seven years.

As for viewing the medium in which they work, 51 percent confessed to watching television from one to less than two hours on the average day. Twenty-three percent watch less than an hour a day and just as many watch two to less than four hours a day. What is the favorite type of television program watched by these producers? Their overwhelming choice—even when three preferences were asked—was news. Their top favorite television programs by name were *Hill Street Blues* and *60 Minutes*. Two programs tied for third place, *The 700 Club* and ABC's *20/20*. Sixteen respondents listed a religious program as their favorite TV program.

Producers and Their Audiences

The personal perception of these producers of the audiences for their own programs paints a very interesting portrait. They see their audience as predominantly white females, Protestants in their 40s and 50s. They sense that their audience lives in the suburbs with a high school education and an income between \$10,000 and \$20,000. The accompanying table compares the demographic characteristics of the audience as perceived by the producers with the same characteristics as surveyed by the Gallup Organization. The Gallup results were published in "Religion and Television," a research report made public last April.

Tailoring a message to the needs of the audience is the goal of successful television advertising and promotion. It ap-

pears to be the measure of successful secular programming efforts also.

Producers in the survey agreed (91 percent) that it is very important to meet the needs of the audience. Eighty percent answered that their organization does measure these needs. When asked how the needs of the audience were measured, as a first option, 48 percent said that their organization used unsolicited mail and incoming phone calls. Only one quarter of the organizations represented by the producers measured their audience by mail or phone surveys. As a third option the producers said their organizations used ratings research.

Producers and Their Ministry

A portion of the survey turned attention to the role played by the producers themselves in stages of program production. Two areas of interest were the producer's role in decision-making and the qualities which create a Christian program.

In describing the decision-making processes undertaken in producing programs within their respective organizations, the producers reported that management accounted for 31 percent of the decisions made for a program. Decisions made "at an inner circle" accounted for 23 percent. The producers themselves make decisions in only 12 percent of the organizations. When asked how involved they were in program content decisions, 40 percent said "a great deal;" in program production decisions, 46 percent replied "a great deal." Seeking God's will through prayer on all production decisions was rated a great

TELEVISION

deal important by 73 percent of them.

One reason for interviewing program producers was to determine from their perceptions what makes a program Christian in nature. The producers were asked to rate a number of religious programming content qualities. For each quality they were to respond whether the quality was always, sometimes or never necessary for the program to be Christian. The results:

Quoting the Bible: 49 percent sometimes, 40 percent always.

Using wholesome but not religious entertainment: 46 percent sometimes, 38 percent always.

Evangelizing openly: 63 percent sometimes, 28 percent always.

Projecting Christian Life-styles, role modeling: 62 percent always, 36 percent sometimes.

Having a salvation call: 64 percent sometimes, 27 percent always.

Praying on the program: 64 percent sometimes, 23 percent always.

Rewarding the good and punishing evil: 62 percent sometimes, 22 percent always.

Reflecting a positive moral tone: 73 percent always, 26 percent sometimes.

Using hymns and gospel music: 68 percent sometimes, 19 percent never.

Expressing concern for social issues, social gospel: 71 percent sometimes, 21 percent always.

Presenting miracles and testimonies: 73 percent sometimes, 21 percent never.

Teaching personal and environmental management and stewardship: 77 percent sometimes, 15 percent never.

Using parables to teach: 82 percent sometimes, 10 percent never.

Using religious language, jargon: 56 percent sometimes, 34 percent never.

The producers were asked to define a Christian program in their own words—what makes a television program Christian? Their answers fell into six general categories. Many responses expressed

Demographic Characteristics of Viewers of Religious Television Programs

A comparison of the Gallup survey results* with the perceptions of producers of religious programs

Demographic Characteristics	Program Producers' Perceptions %	Gallup Survey Results %
Male	7	44
Female	93	56
Under 30	3	17
30 - 49	47	35
50 and over	49	48
Married	91	66
Single	3	12
Divorced, Widowed Separated	6	21
Grade School	3	38
High School	89	39
College	9	23
White	95	81
Nonwhite	6	19
Urban	37	29
Suburban	51	35
Rural	12	36

* Results published in "Religion and Television," a research report by the Annenberg School of Communication, University of Pennsylvania and the Gallup Organization, April, 1984.

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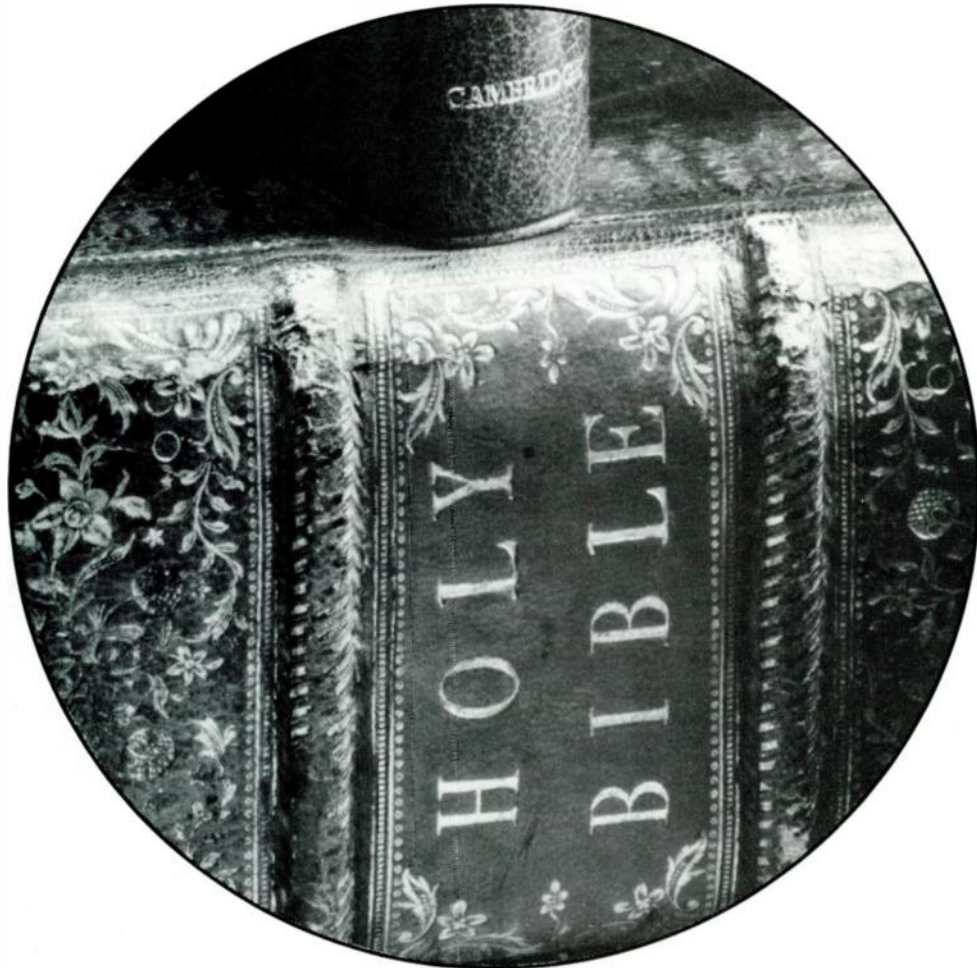
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TELEVISION

the same meaning in different words: "Bible or biblical teaching," "evangelical," "Christ-centered (the person of Christ)," "the message of Christ," "denominational base" "born-again." Only one producer defined a Christian program as "produced by professed Christians."

Producers and Broadcasting

Since mass media research reports that audiences use television primarily for entertainment, the producers were asked what they thought the main function of religious programming was. Fifty-seven percent responded "evangelization." A second function was "ministry" (38 percent).

One of every three producers chose the direction of the Holy Spirit as the main strength of religious television broadcasting today. Second choice (23 percent) was the professional competence of the ministries; program variety and market saturation of programs tied for third choice.

When asked to list the three weaknesses they perceived of religious television broadcasting in order of importance, the choices were: "emphasis of money and fund raising" (35 percent), "too little creativity" (20 percent) and "not having the know-how to do good television" (18 percent).

The producers sensed overwhelmingly that a larger audience could be reached with religious television programming by seeking God's will (47 percent). Thirty-two percent felt that knowing the needs of the audience could help.

Survey Summary

All those who realize and carry a burden for religious broadcasting have every reason to be pleased with the calibre of individuals who are producing for Christian ministries. In this survey, the producers have shown themselves to be true professionals of the highest integrity and most importantly, people of the Spirit—spiritually mature in the Lord.

Producers surveyed are people with extensive experience, not only in educational preparation and on-the-job training but also in the number of years producing. They are professionally cognizant of the necessity of meeting the needs of their audiences—measuring those

needs and designing elements of good television to the specific differences of all segments of the audience. It is also to the producers' credit that they sense they have the amount of decision-making responsibility for both program content and production control.

The people producing religious television programs today are people of faith—strong and mature in the Lord. The fact that so many attend church so often (at least once a week—many, more than once a week) is testimony to their spiritual walks. The depth of their walks with the Lord is attested to in the role they give to prayer before producing and production decisions as well as to their constancy in seeking the will of God. Their spiritual convictions translate well into their professional work when the survey evidenced the thoughtful extent to which they confront and are conscious of the Christian nature of the programs they produce.

The producers as individuals certainly reflect the national population in regard to television viewing preference. The first choice of television viewing by Americans in the most recent surveys is news.

Their perceptions of their audience are precisely that—their perceptions at the time. Against that, all religious broadcasters were informed more accurately with the publication of the Gallup poll on "Religion and Television." The results of that research have given all religious broadcasters a more refined profile of their audience.

A consequence of what this survey reflects in the attitudes expressed by producers and the available description of their viewing audience is that the professionalism and data are in place to meet existing audiences for Christ, but more so, to expand that audience base with even better and more creative religious programming efforts. NRB



Robert J. Schihl, Ph.D., is associate professor of broadcast communication at CBN University, Virginia Beach, Virginia.

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WHEN SINGER

Debby Boone takes the stage on Wednesday, February 6, to perform for the NRB '85 convention, she will be fulfilling the kind of ministry she knows God is asking her to follow. Over the years she has been the subject of some controversy because of her secular performances, but today she feels that is behind her.

Miss Boone launched her career in 1977 with the hit single *You Light Up My Life*. Her newest album, *Choose Life*, is about to be released.

In this interview, Miss Boone talks about how the Lord worked in her life to bring her to this point.

Q. *What is your motivation for channeling your energies into gospel music when you have so many professional opportunities offered to you in other areas?*

A. Since I have been rather out of the public eye, I cannot expect anyone to know or understand the reason for some of my choices. During my pregnancy we went through a time of redirection that had been specifically ministry oriented. The change has come about by my decision to listen to the leading of the Spirit in my life and not on what is good for my career. This may well lead back into secular entertainment at some point in time.

However, in the past year it has not led this way and I have only been going out with other people's ministries. This has been very exciting and fulfilling to me, and if that's where I spend the rest of my life then that's fine.

What I do know is that I am no longer bound to the advice of all the people who know how to handle a show-business career. They tell how you need to be doing this or that, and how you're losing ground here or there. Soon you find that all your decisions are based on how to keep yourself successful. I felt the pressure to do this for five years. The Lord finally showed me that I was working backwards. I tried to keep a platform in order for Him to use me when I should have been listening to Him and saying, "Where do you want to use me?" or, "You put me here in the first place and



Debby Boone: From Secular to Sacred

In an interview, the daughter of singer Pat Boone tells some of the reasons she has moved away from performing on the secular stage in favor of singing for the Lord and fulfilling a ministry

MUSIC

you can either keep me here or move me somewhere else, it's up to you." So it is a matter of changing my focus. I was trying to stay successful in a show-business career so that I could be used by the Lord. I don't try that anymore. Now I just listen and say, "Where do you want me today?"

Q. *Did you feel that your Surrender album [released in 1984] was different from anything you've ever done? Is it a step further or is it completely detached from other things which you have done in the past?*

A. I think that any project you work on which is really a part of you has to be built on what you have done in the past. All of those things have been a part of where you were at the time and the growing into what you have become. What I have done in the past were steps to get me where I am right now. That album is different from anything I have ever done. It is very diversified, with a lot of different kinds of music and styles.

Q. *What's the identity that you have with the body of Christ?*

A. I am glad that you have asked this because I have not always felt the support from the body of Christ. There have been times when I have felt support for whatever I have been out there doing that isn't "ministry," yet it was always noncompromising, family entertainment. We have our supporters and then there are those who say, "How dare you play on a Las Vegas stage and call yourself a Christian?" I've certainly gotten enough mail about that. Even *You Light Up My Life* generated scores of letters from people asking how I could sing the lyric, "It can't be wrong when it feels so right," when I knew it was adamantly opposed to what the word of God says about not going with your feelings. They couldn't take it for what it was really saying, what I meant by it, or even how the Lord used it. Some people would rather look at the little details.

I feel that one reason I have been unable to enjoy the full extent of the support I receive from the body is possibly because my father has such a good, healthy image and I am immediately associated with him. However, there have been no big stains or embarrassments which can be held up in my life that are threatening to the church.

Basically, when I look back over my life it has been pretty wholesome, all-American and clean-cut. It's the kind of life that Christian parents like to lift up for their kids. I think it's through association with Pat Boone and the Boone family and what that stands for which allows people to feel sort of safe with me out there doing secular things and still calling myself a Christian.

Q. *Which do you like the most, singing or acting?*

A. I don't think that I would say definitely one or the other. It would depend on the project and the time. I enjoyed doing a play more than anything I've ever done before on a secular level. It fulfilled me in so many ways. Yet the albums, the times in the studio and times on the stage have all been great—and also bad at times. I like to do a variety of things. It depends on whether or not the project is close to my heart.

Q. *From your perspective, how do you see music as a form of ministry?*

A. I'm not sure how or why it works. For me, I know that there are times when I can receive a message from music that would not have the same impact if said in words. Music works at a level of emotion where I like to function. I'm learning more and more not to always base all my decisions on my feelings, but I am a very sensitive person and I like to be moved by my emotions through music or something I'm watching. I like singing because I can convey what I'm feeling. When I'm doing something musically it can pour right out of the center of my being. This isn't true of everyone.

I have always felt that music was very special to God. He created it and created us to worship Him in that way. One day perhaps we will understand why music affects us the way it does. It can also have a powerful negative effect and we, as Christians, should therefore become stronger in what we offer musically. Some music can feed on the rebellious attitudes of teenagers, which can prove to be very harmful. However, if used positively, there is nothing more uplifting than good Christian music.

Q. *What have you learned about yourself recently?*

A. The Lord has been showing me that I need to just be more serious, showing me not to just bide my time in

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- Be sure to observe the National Day of Prayer yourself.

Please do all that you can to help draw America together on May 2 in a spirit of united prayer!
Thank you!

**For more information or the news media packet contact:
National Day of Prayer, P.O. Box 6826, San Bernardino, CA 92412 or call (714) 882-9932.**

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MUSIC



Singer Debby Boone takes time out from recording her latest Lamb & Lion Records album, *Choose Life*, due to be released in February. With her are (from left) engineer John Guess, producer Michael Omartian and manager/husband Gabriel Ferrer.

something here and something there which happens to be ministry oriented and thereby calling myself a Christian. I lived my life as I thought I should as a Christian, hoping that He would meet my needs—at least the biggest ones.

Somehow I felt that, as a Christian, all the claims we make about being more fulfilled, not having the problems and having the strength to meet the different situations either were not honest claims or else I was missing the boat. Well, I was missing the boat. I was not getting intimate enough with the Lord to let Him start changing my life. It was threatening; it meant heavier commitments and it meant that I couldn't make my decisions anymore. I have always enjoyed being independent and not allowing people to tell me what I have to do. Then suddenly the Lord was working in me, saying, "You have to be yielded completely to me. When I tell you to do something, no matter how off-the-wall it may seem, you must trust me." I got tired enough of doing it on my own. Five years of trying to manage a career and keeping it successful was just not making me happy.

When the Lord's work began to get deeper, it became more fulfilling. Sud-

denly it didn't matter to me anymore if I had a number one record. What really got wiped out was this deep need to please people far beyond the need to please the Lord. I needed to think that people thought that I was OK, that I was good at everything I was doing, while all I really needed to do was to please Him and all the rest would fall into place.

Q. *Did you feel ready to take on a new album and all that entails as well as the new family responsibilities?*

A. I don't think you ever feel really ready for those things. I didn't feel ready the first time I had a baby. It was not my plan. I thought I needed three years of being adjusted to marriage and then we'd see. Then suddenly I was pregnant a month after we were married. Now I can't see it working any other way. When we planned a second child we felt directed by the Lord and were taken by surprise to find it was going to be twins. It seems crazy to me when I think about it in practical terms. Yet I know that I will be looking back three years from now and saying I can't imagine it being more perfect. But I don't feel ready. Every day I'm going to have to put it back into the Lord's hands.

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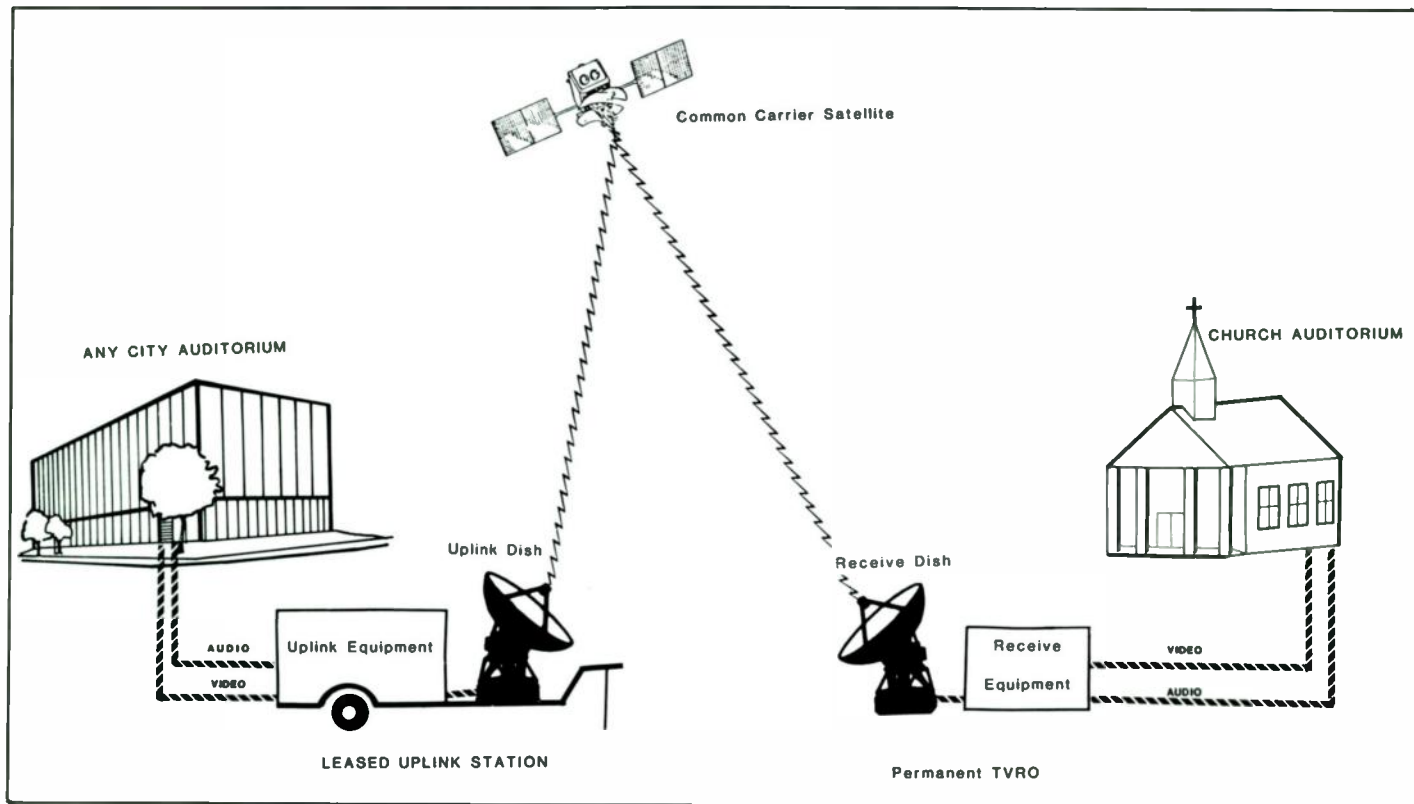
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SATELLITES



Spreading the Word in the Space Age

*With satellite transmission becoming more common,
churches and religious broadcasters
need to become more familiar with this technology*

by Glen M. Dingley

DISCOVERY, HOUSTON ... You are go for deploy!" The voices of Mission Control and the space shuttle are now commonplace. Almost every month satellites are being launched into space serving a wide variety of needs, including the need to spread the gospel. As the number of satellite channels increases and the costs continue downward, more broadcasters will be

transmitting their programming via a satellite communication system.

For those not yet knowledgeable about satellite transmission, this article is for you. I will be using several terms that may be unfamiliar, so I refer to the glossary at the end of this article.

The point of origination is called the uplink station. This can be either a fixed or portable system. A dish antenna measuring from 16 to 37 feet in diameter transmits signals 22,300 miles to a geo-

SATELLITES

The illustration at left shows how satellite broadcasting works. The broadcast originates at a church or auditorium (far left) and is transmitted through portable uplink equipment leased for the occasion. The transmission is uplinked to a common carrier satellite 22,300 miles above the earth and is then retransmitted to the receiving dish, which is hooked up to a television projector for viewing in the church at right.

synchronous satellite. This satellite, located over the equator, maintains a rotational speed in orbit that causes it to appear to be "parked" at a particular point above the earth.

There are nearly 20 satellites now in operation over the United States. These satellites receive the signal transmitted from the uplink station, boost the power and lower the frequency transmitted to the ground receiving station (commonly called the downlink or TVRO). The receive dish collects the very low power level signal and focuses it into the L.N.A. (low noise amplifier). The reason for the power drop is due to the spreading of the signal over the entire United States and the passage of that signal through the atmosphere. This transmission pattern is called the footprint.

Advantages of Satellite

A well-designed satellite network will produce a consistent high-quality signal, be it voice, data or video. The per-hour costs are substantially lower than conventional long-line (microwave, cable, etc.) systems and the costs continue downward. The satellite network has the potential of reaching a national or international audience with live programming originating almost anywhere.

Television transmission is the best known use of satellites. The October 1984 FCC ruling legalizing TVRO (Television receive only) stations and allowing anyone with the space available to install one will only increase the viewing audience. There are over 12 different satellites in operation now whose primary function is television transmission. Christian programming now on satellite includes CBN, PTL, ACTS, TBN, NCN, WSN, EWTN, Word of Faith Network and more.

Another method gaining recognition is voice transmission (audio only). This is primarily used by radio stations for news

dissemination and programming services. Very recently more and more Christian audio-only programs are distributed live via satellite and then retransmitted by local AM and FM radio stations. They include IBN's *Talk Back with Bob Larson* and Marlin Maddoux's *Point of View* talk show. These daily programs have a large listening audience at the lowest cost per thousand—much lower than television because audio-only uses 1/200th of one transponder of a 24-transponder satellite.

Data transmission is currently being used by business and governmental institutions. Examples of data transmissions are facsimile, computer networking and accounting. These and other uses will very soon play an important role in the business end of the major denominations.

Starting Out

The starting block of a satellite network is the TVRO station. The receiving points are an important part and should not be treated lightly. The size of the dish required is determined by the received footprint levels. A good rule-of-thumb is not to go below a 10-foot diameter dish. For instance, the received footprint level for Spacenet I has a lower power level for the Northeast and southern Florida, so it is probable a larger dish will be required. This is especially true if the programming is being projected onto a large screen.

When I was coordinating a satellite teleconferencing event originating from Jerusalem, a church in Pennsylvania complained of snowy, degraded reception. After researching the problem, I discovered the equipment was inadequate. The church had purchased a dish that was too small for their location and the result was loss of the event.

When looking for a receiving system, look for more than just a good price. Look for a reputable firm that stands behind its product. Call or visit some of their customers and observe actual received signals and quality of workmanship.

Two points have to be considered for each TVRO: location and interference. The location has to be free from trees in the signal path, which is from southwest to south southeast. Interference can be

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SATELLITES

Although the cost of satellite uplink facilities is high, long-term expenses could be much lower than equivalent ground distribution costs

caused by a nearby telephone relay station. These large towers are located around the country and transmit a microwave signal parallel to the earth and in the frequency range of satellites. If your station happens to be located in the path of one of these and cannot be moved, all hope is not lost. Filters and physical structures made just for that purpose sometimes help block out the interference enough to have a pretty good picture. If there is any doubt about location or possible interference, request the installation company to perform a "site survey." This will tell you if your location is suitable for reception before any digging begins.

Are You Ready?

After you gain a good understanding of satellite programming and feel that your programs belong on the satellite, ask yourself some important questions:

1. Am I looking for a national, regional or local audience?
2. Does my targeted audience already have TVRO stations or do those have to be constructed too?
3. Can I afford the uplink and satellite transponder time costs?
4. Does my programming meet the FCC technical quality standards for satellite transmission?

The initial cost of a satellite uplink, including licensing, is the largest expense. A ballpark figure for this phase is around \$600,000. A fixed-base uplink uses a larger dish and lower power amplifiers. The transportable systems use a smaller dish and have significantly higher power amplifiers. The entire system is self-contained and is housed on a tractor-trailer. The unit can be transmitting within two hours after arrival on site.

A number of occasional-use transponders are available for lease by the hour. A typical rate for satellite time is \$530 per hour during prime time; non-prime time rates are \$340 per hour. This example is for a full video transponder.

Voice and data rates are approximately \$1,500 per month for a monaural channel.

Even though startup costs may appear high, the long-term benefits in lower per-hour costs are substantial when compared to ground distribution methods. Of equal importance is the consistently high quality and high reliability of satellite transmission. I firmly believe satellites were made for spreading the gospel throughout the world in preparation for the day our Lord returns. NRB

Glossary of Terms

TVRO—television receive only. The equipment used for receiving satellite signals.

EIRP—effective isotropic radiated power. A measure of the satellite signal strength received on the ground.

Transponder—the portion of the satellite that receives signals from earth, alters their frequency, amplifies the signal and sends them back to earth. One transponder equals one video channel.

Low Noise Amplifier—a microwave device is attached to the outdoor receiving antenna. Its purpose is to amplify the signals received without adding "noise" (interference).

Dish—satellite communications industry term for a parabolic-shaped receiving antenna.

Footprint—the area on earth where a satellite's signal can be received. Outside this area reception is poor to nothing at all.

Microwave—frequencies above 1,000 megaHertz (1 gigaHertz).

Band—the frequency band with uplink values of 5.925 to 6.425 GHz and downlink values of 3.7 to 4.2 GHz. This is the most common bandwidth for satellite transmissions for home and cable television systems.



Glen M. Dingley is vice-president of engineering for Metcalf Communications Corporation in Webster, Texas. He is also a television controller at NASA Mission Control in Houston.

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NO DOUBT there are those wondering why a rabbi would be invited to conduct an NRB workshop (on Israel and Jewish-Christian relations) and to have an exhibit at NRB '85. What might he have to say that would be of interest to religious broadcasters? I believe very deeply that something quite profound and unprecedented is unfolding today: the evolution of a new relationship between Jews and Christians, one marked by exciting possibilities of cooperation and mutual understanding heretofore unrealized. Like father Abraham, those committed to this new endeavor walk this uncharted path of dialogue and reconciliation, frequently frustrated and uncertain as to where it is all leading, but able to persevere because of their trust in the Lord and confidence that underlying this journey—indeed, guiding it—is none other than the living God Himself.

I am an observant rabbi who cares deeply for my God, my tradition and my community. Indeed, it is precisely because I believe in my historical heritage that I seek to foster dialogue with Christians and to create a climate of better understanding and solidarity between them and my fellow Jews, and between both and Israel. I seek not to abandon my faith and community but to affirm them. Indeed, the cornerstone of this effort is that faith must precede interfaith.

Jews have engaged in dialogue with liberal Christians for quite some time. It is still a rather novel venture for them, however, to do so with evangelicals and fundamentalists. And yet the possibility of forging a new relationship between our two communities—one built upon tolerance, trust and respect rather than suspicion and even hostility—has never been as real as it is today. We ought to seize this opportunity, all the while trusting in the Lord to guide our footsteps.

The religious broadcaster's ministry, which places such heavy emphasis on modern technology and telecommunications, is unique in many respects, not the least being its scope. The fact that it reaches so many millions of people daily should prompt those involved with it to feel a special duty to remember the

A Jewish Rabbi Views Religious Broadcasting

An invited participant to NRB '85, the writer voices a reaction to Christian broadcast evangelism and reporting concerning Jews and the nation of Israel

by Yechiel Eckstein

teaching of Dietrich Bonhoeffer, noted Christian theologian and holocaust martyr, who warned that *everything* can become a source of idolatry and tool of the demonic—including religion. Religion must not be confused with God. Only God is God.

Role of Broadcasting

The role of religious ministries is to interpret the divine word and convey it to others. As such, the broadcasting ministry has the power to foster not only harmony, fellowship and reconciliation among people but also intolerance, animosity and hostility. It can be a source of blessing and *shalom* (peace) to America and the world or, God forbid, their opposites. The "power" of religious broadcasters to impact people's views and perceptions of the world—and their very lives—must be taken seriously and exercised in a responsible manner. This is a heavy burden to place on the shoulders of those involved in this ministry but one which, I believe, flows morally from their very positions and from the sacred trust placed in them by the public.

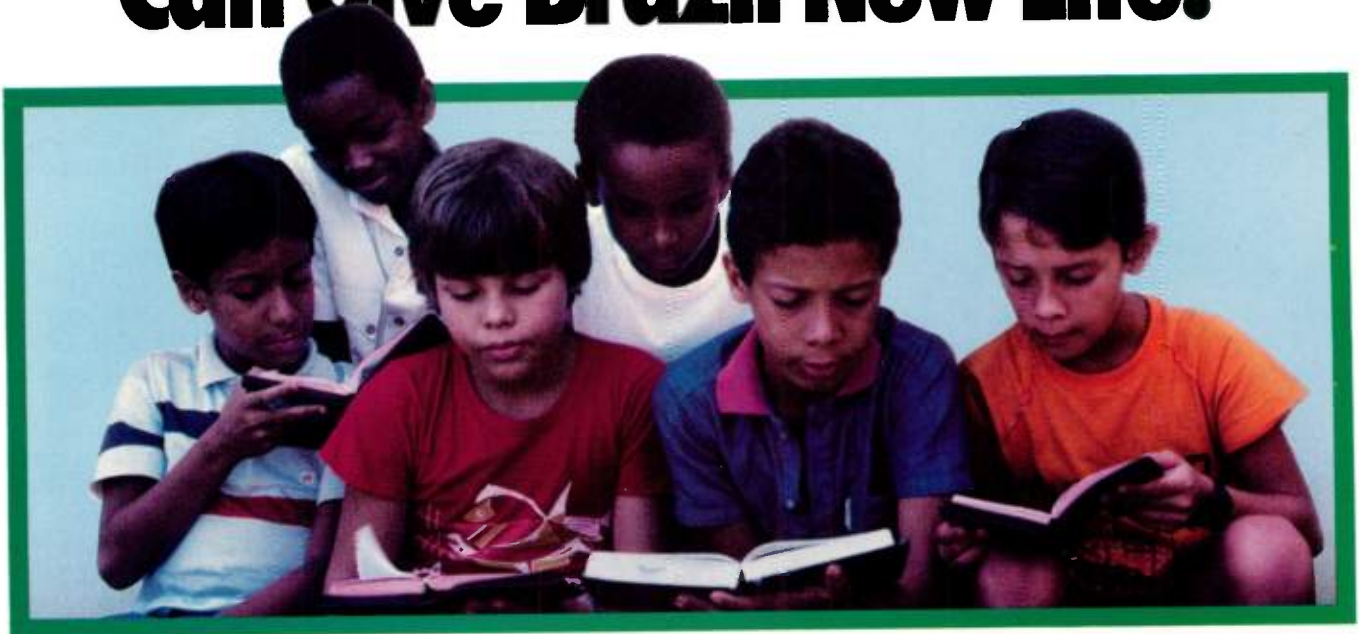
But how do Jews fit into this discussion and why are they so especially concerned with the burgeoning growth of Christian broadcasting? First, rarely, if ever, does a day go by when Israel is not the focus of attention for religious broadcasters. Whether it be in the context of

current political events, with an eye toward eschatology, or in terms of the biblical vision for the nation of Israel, Israel is a central theme for Christian media. And, of course, it is of primary import for Jews.

Israel embodies Jewish hopes for the future. It represents our rebirth as a people and collective resolve to live after enduring centuries of torment and anguish. Like Ezekiel long ago, we post-holocaust Jews gazed into the valley of death and saw only dry, lifeless bones. We, too, asked, "Will these bones ever live?" And behold, a miracle—the bones were revived, Israel came into being and the Jewish people into life reborn. Israel offers Jews the possibility of life and redemption in the aftermath of despair and destruction. Israel is more than just the place where Abraham, Moses, Jacob and the prophets walked. She is our very lifeblood as a people.

If Christians were to try to genuinely understand the nature of Israel's primacy for Jews and be sensitive to it, they might then be more attuned to the pain some of their ranks cause, perhaps inadvertently, through their eschatological pronouncements of another soon to come holocaust of Jews, one even greater than that of World War II. Israel for Jews offers the divine possibility of *life!* For certain Christians, however, it seems to be merely the biblical setting for further

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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.

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OPEN FORUM

Jewish death and destruction and the staging ground for the ultimate triumph of the church. Is it any wonder that Jews are frequently disquieted by the manner in which the Christian media treats Israel and presents her case? Cannot such publicly acclaimed predictions become self-fulfilling prophecies whereby believers would not try to impede another holocaust since that could be viewed as standing in the way of the Divine Plan?

How Are Jews Portrayed?

But Israel is not the only theme we Christians and Jews have in common and upon which we must share in dialogue. What role does the Jewish tradition play in the religious media and how are Jews portrayed? Unfortunately the Christian media has at times treated Jews and their faith with condescension and even disdain. I have personally heard preachers refer to the ungodliness, hypocrisy and spiritual bankruptcy of "the Jews," be they in the time of Jesus or today. I have listened in shock to devout Christians speak of the corrupt, materialistic and Satanic nature of "the unsaved Jews."

Most Jews and Christians are preeminently aware that historically it was the prevalence of such views that contributed significantly to the denigration and, at times, persecution of Jews. They recognize that such pronouncements can have a profound impact in shaping viewers' values and attitudes toward Jews, especially when they are presented as biblically sound and authoritative. While remarks of this kind are admittedly rare and, when challenged, generally apologized for or reinterpreted, the fact that they can and have been stated publicly by certain leaders in this ministry is itself a matter of deep concern.

Lack of Dialogue

The root of the problem in my estimation lies in that there has been little if any communication, let alone real dialogue, between most Christians involved in religious broadcasting and Jews. As a result, most Jews today tend to perceive evangelical and fundamentalist Christians as a monolith, frequently with suspicion and even antagonism. They fear that their conservative sectarian efforts will jeopardize their own hard-earned Jewish

civil liberties and religious freedoms, and are part of an overall effort to make America into a "Christian nation." A recent conversation I had with a prominent TV evangelist revealed that his definition of "religious freedom" in America was radically different from that of most Jews. What for him is a religious freedom position is perceived by most Jews as an attempt to impose Christianity on the American public.

In short, there is a desperate need for dialogue between our two communities, particularly between Jews and those involved in the religious broadcasting ministry. For it is only through such communication that we can come to understand one another better and hopefully develop greater tolerance and respect for each other's religious values and historical traditions. In fact, such a dialogue and search for our common roots and values can lead not only to a more sustained cooperative relationship but to an enrichment of our respective heritages and faiths as well.

Doors Opening

Fortunately, such a process has already begun. In recent years, certain Christians, many of whom are leaders in religious broadcasting, have participated in this effort and extended their hand in friendship toward me and the Jewish community. I have appeared, for example, on Christian TV, including *The 700 Club*, the *Jim Bakker* program and frequently Chicago's TV 38. Jerry Falwell has spoken from my synagogue pulpit to a group of Chicago Christian and Jewish leaders, and I have spoken twice from the pulpit of Bailey Smith, former president of the Southern Baptist Convention, whose comment that God does not hear the prayers of a Jew created a nationwide storm of controversy. Subsequently it was our joint visit to Israel and our openness to share in dialogue that created new opportunities for cooperation and understanding between Jews and conservative Southern Baptists.

In the course of the past few years I have had occasion to lecture at Christian institutions such as Wheaton College, Northern Baptist and North Park seminaries, Trinity Evangelical Divinity School

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