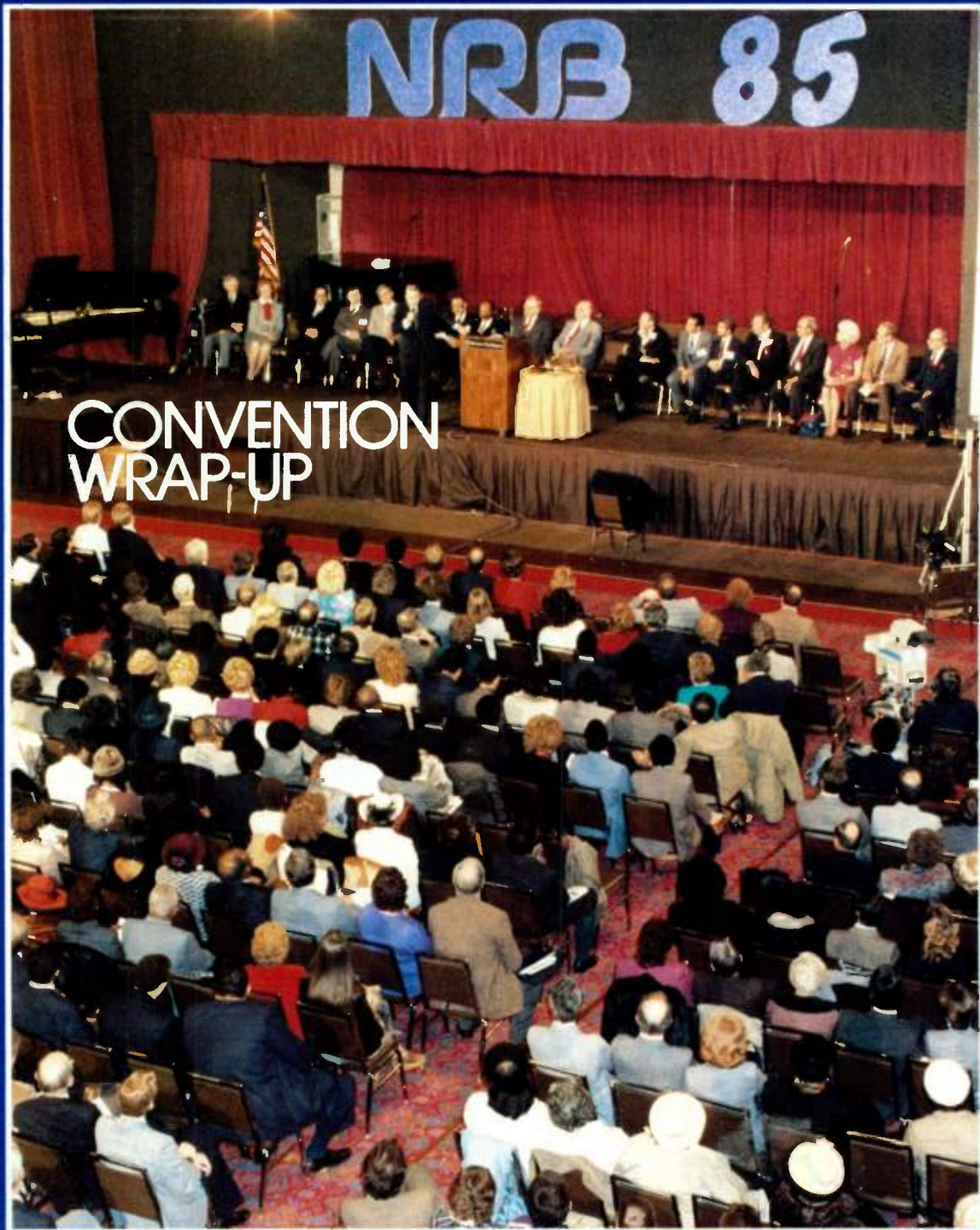


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March 1985



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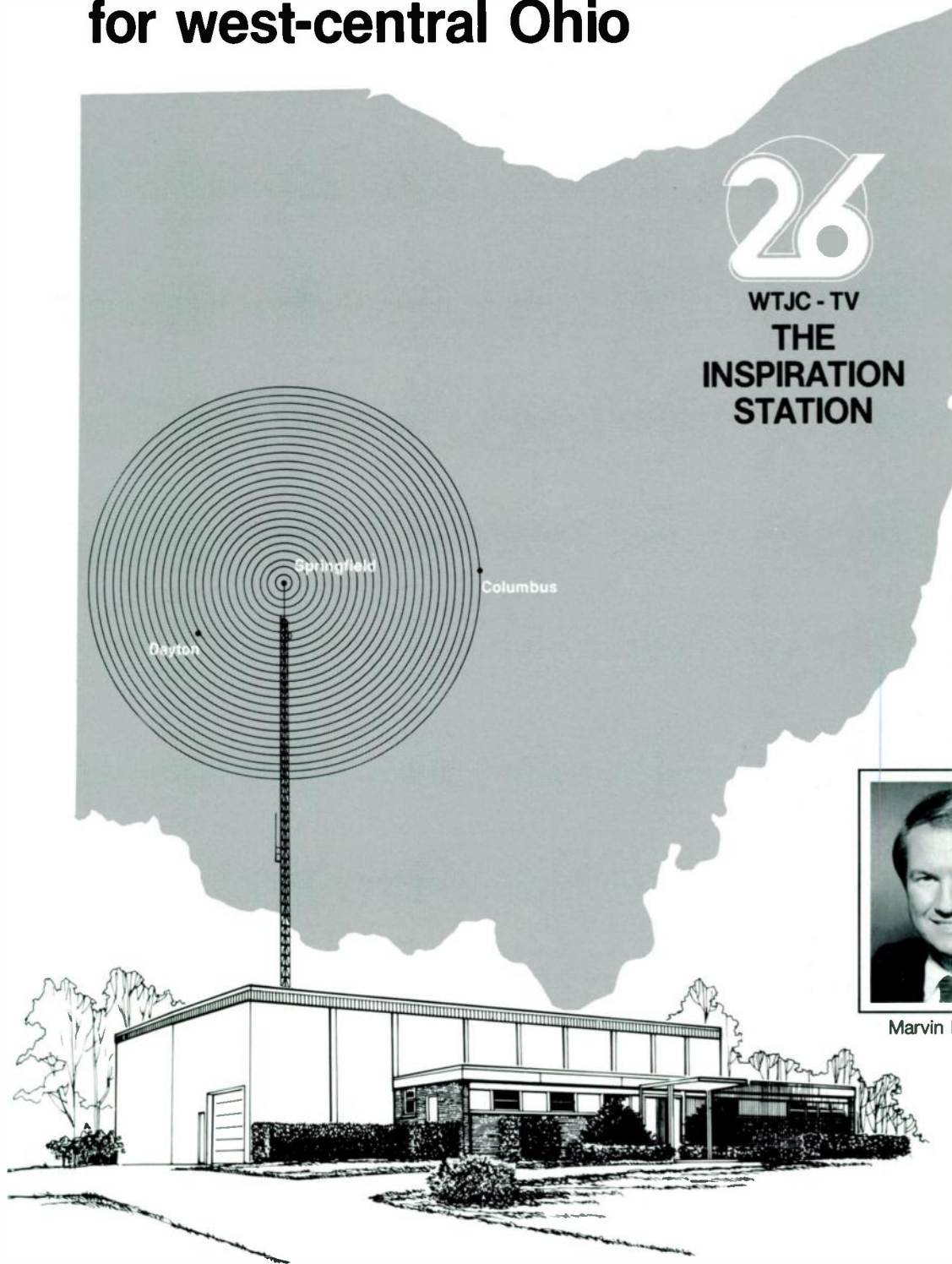
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March 1985



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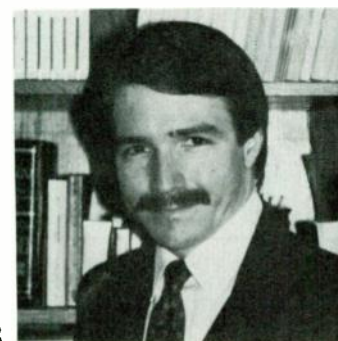
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About the cover: The photograph of the opening session of NRB '85 was taken by Bob DeVaul.

SIGN ON

Pressing Onward



The annual convention always marks another milestone for National Religious Broadcasters. But there was something about the convention this year that causes it to stand out more than the others. Perhaps it was the theme—"Christian Communicators: Pressing Toward the Mark." Perhaps it was the quality of the presentations in plenary sessions, related meetings and convention workshops, and the quality of the Media Expo. Or perhaps we are all just maturing a little.

Yet it seems to me that NRB '85 represented a giant step forward in the history of religious broadcasting. The convention set new attendance and media records. And in our meetings, we all seemed to be able

to talk a little more freely with one another—and to hear what each other was saying. The inspiration was broad and deep, representing a wide ecclesiastical and geographical spectrum. Topics were more focused, their content more in-depth. I am sure everyone was encouraged and challenged toward greater accomplishments because of what was presented.

Spirituality was not only a word used to describe NRB '85, it was a ubiquitous reality throughout the sessions.

The milestone of NRB '85 is now past. By this time, all who attended will have had time to digest the content. Others will have pondered over radio, television and press reports. (And a final convention wrap-up report is included in this issue of *RELIGIOUS BROADCASTING*.) What does it all mean—to you, to me, to each person who attended?

The best answer I can give is that we should mark this milestone well, study it, learn from it, and then begin to press on toward the next. We have only begun to learn what we can do as religious broadcasters. The inspiration and encouragement need to become evident in action—through renewed commitment to excellence in program production and station management. We need to take all we have learned and turn it into enhanced ministry as we seek to evangelize our community, our nation and our world with the gospel of Jesus Christ.

In other words, we need to "press on." There is another milestone coming up, another NRB convention next year, another marker against which to measure our progress. Let us begin each day until then with prayer and determination, always seeking to do our best with the tools the Lord has given us to proclaim His Word. Let us evaluate where we are in relation to the ideals that have been presented to us. And let us do everything to the glory of Him who called us into this ministry.

Ben Armstrong
Executive Director
National Religious Broadcasters

About This Issue

Because of press deadlines, most of this issue of *RELIGIOUS BROADCASTING* had to be prepared in January, just before the annual NRB convention. However, through an arrangement with the printer, we were able to publish a feature wrap-up article and several pages of news about NRB '85 and still have the magazine arrive in the mail by the first of March.

But NRB '85 was a major convention and we will have more to say about it in future issues. Watch for this continuing coverage, as well as articles on station management, sales and technical instruction.

RELIGIOUS BROADCASTING

Vol. 17 No. 3

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RELIGIOUS BROADCASTING (ISSN 0034-4079) is published monthly, 11 times a year (July and August are combined). To receive a subscription fill out the form enclosed in this issue and send it with a check to RELIGIOUS BROADCASTING, Box 1174, Dover, NJ 07801. You may also be billed later.

Second class postage paid at Parsippany, N.J. with additional entry at Midland, Mich.

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RELIGIOUS BROADCASTING is indexed in the Christian Periodical Index.

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License Is Renewed for Pillar of Fire

The FCC decision provides important guidelines that other religious broadcasters can use in overcoming license challenges

by Richard E. Wiley

FOUR DAYS BEFORE Christ-mas the Federal Communications Commission Review Board affirmed the renewal of Pillar of Fire's license to operate WAWZ-FM at Zarephath, New Jersey.¹ Although Pillar of Fire, a religious organization that believes in "the fundamental doctrine of the Orthodox Christian Protestant denomination," has been the licensee of WAWZ-FM for over 30 years, an organization known as Radio New Jersey ("RNJ") challenged the 1981 renewal application and requested that the commission grant Radio New Jersey the license to operate on WAWZ's Channel 256.

In its lengthy decision the board rejected RNJ's assertions that WAWZ's programming did not adequately address the community's needs and that the station did not give others with differing religious views a "fair break" as required by the FCC. The board also found that Pillar of Fire's substantial past performance record clearly warranted renewal of its license.

In recent years broadcast licenses have become increasingly valuable. Consequently, existing licensees should expect an increase in the number of renewal challenges. This decision provides important guidance on how religious broadcasters overcome such challenges. The board sets forth the facts it will examine to determine whether an applicant's past performance warrants a significant preference in a comparative renewal hearing. In addition, it discusses religious broadcasters' obligations under the fair break doctrine.

Scrupulous Record-keeping

The board's analysis of Pillar of Fire's past performance began with an examination of the station's ascertainment surveys and log-keeping. The board applied the old ascertainment rule, which required stations to conduct

interviews with community leaders. Today, however, the commission no longer requires that licensees actually conduct community leader interviews.² Instead, licensees are free to choose other informal methods of ascertaining the community's needs. For example, the board noted that call-in shows could be used as part of a station's ascertainment.

RNJ asserted that Pillar of Fire's ascertainment was "perfunctory and cynical." The board pointed out that since a renewal applicant is "run[ning] on his record" the critical question is whether the station's performance was, in fact, responsive to the community's needs and concerns. Pillar of Fire conducted interviews with 300 members of the general public, over half of which were members of minority groups. The station also obtained information on the community's concerns through its call-in shows and correspondence with listeners.

Pillar of Fire maintained a list of the ascertained issues and a separate public affairs log in its control room, in addition to its regular program log. Whenever a program was broadcast that addressed one of the issues, the control operator on duty would write the issue next to the program in the log. On a quarterly basis the station's general manager reviewed the logs to be sure the ascertained needs were being addressed. The board concluded that Pillar of Fire's "deliberate and conscientious program selection ... and its maintenance of a special and separate public affairs log" indicated it had made a good faith effort to insure its programming was responsive to community needs.

RNJ's second assault was mounted against Pillar of Fire's programming. In reviewing the programming, the board first examined the quantitative data to determine whether WAWZ actually broadcast the percentage of news, public affairs and nonentertainment programming it promised in its previous

renewal application. Pillar of Fire exceeded its promise in every category.

RNJ asserted, however, that the problem with Pillar of Fire's programming was qualitative not quantitative, pointing out that Pillar of Fire broadcast very few local news programs other than the weather. WAWZ also broadcast *UPI World News 12* to 15 times a day, as well as a weekly regional news show. The FCC does not require broadcasters to carry local news.

The board concluded that, although news gathering is not WAWZ's strong point, local news is only one facet of "issue responsive" programming. So, the lack of local news did not weigh significantly against Pillar of Fire.

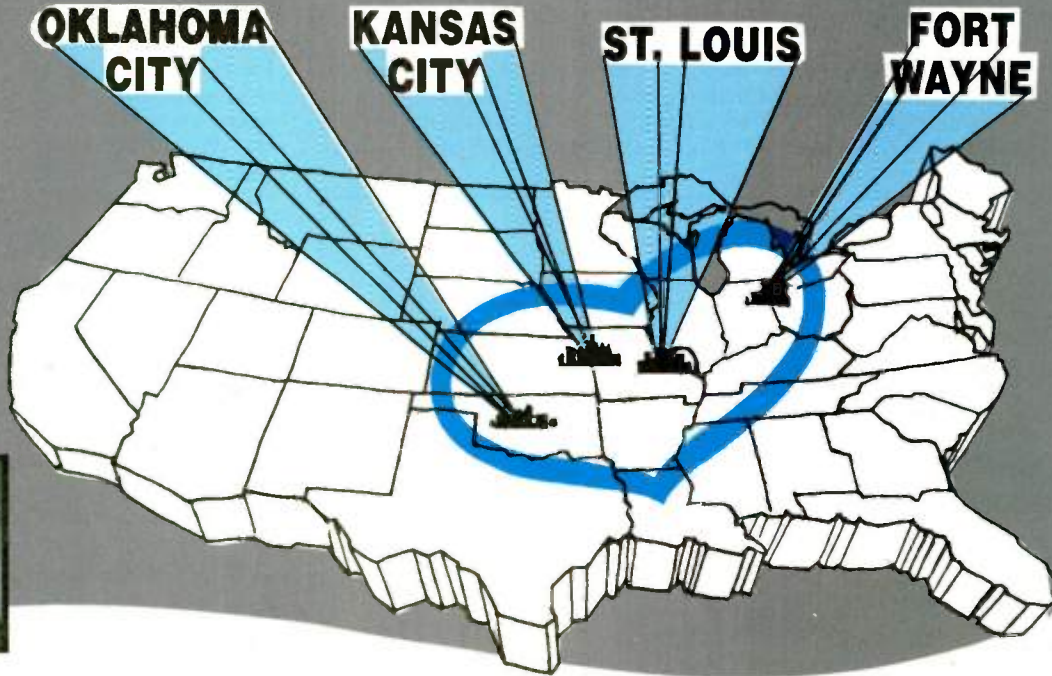
RNJ also attacked the quality of WAWZ's programming because the station relies on some "institutional" programming to respond to listeners needs. Again, the commission does not require that a fixed percentage of a radio station's public affairs programs be locally produced. Thus a licensee can rely on any programming, including syndicated or network programs to respond to local needs.

Exercising Judgment

In that same vein the board pointed out that the FCC does not require that each licensee address every local problem. Instead, licensees are expected "to exercise solid judgment in ascertaining and programming to meet local community needs." The commission will take action against a licensee only where there is some evidence the licensee has ignored a strongly expressed problem of the community or otherwise unreasonably exercised its discretion in its overall programming.

Pillar of Fire also broadcast 12,000 public service announcements for over 700 different organizations, along with other "institutional" public affairs shows and numerous programs geared toward children. Thus the board found there was no basis for questioning the

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quality of its public affairs programming.

Another area of dispute was whether any or all of Pillar of Fire's religious programming could be considered in determining whether the station is responsive to its community's needs. The licensee asserted that *all* of the religious programming produced by Pillar of Fire itself or the 10 churches in its service area should be considered public affairs programs that address the community's needs and concerns. RNJ, as expected, took the opposite

position and asserted that the commission constitutionally cannot grant any preferences based, in part, on religious programming.

The board adopted neither party's position. If the government decided not to credit any religious programming, it would, in effect, be taking a position against religion. On the other hand, to credit all religious programming regardless of content would be to sponsor religion. In order to remain neutral, the FCC will credit only those religious programs

that specifically address particular issues of concern to the community. For example, a panel of priests, ministers and rabbis discussing recent statements by a Catholic bishop on the morality of nuclear arms would qualify as a public interest program.

The final programming issue was whether Pillar of Fire gave a "fair break"³ to other religious organizations that did not share its religious beliefs. The evidence demonstrated that WAWZ regularly made its station available to many different churches, including Presbyterian, Lutheran, Baptist, etc. Although every possible religious organization, movement or cult was not heard on the station, licensees are not obligated to devote time to every possible religious group.

The fair break doctrine was adopted to insure that a particular religious group did not appropriate and monopolize a frequency or convert it into an extension of its own church. For example, a station could not have a policy of denying access to all groups that were associated with or espoused a particular religion such as Judaism. That kind of bigotry will not be tolerated by the commission. Pillar of Fire, in contrast, aired a variety of viewpoints in both its religious and secular programming. Thus Pillar of Fire was found to have complied with the fair break doctrine.

In sum, the existing religious licensees should continue to ascertain the community's concerns and maintain detailed logs evidencing its programming that responds to those needs. In addition, licensees should be careful to fulfill any promises to air a certain percentage of news, public affairs and nonentertainment programming. Moreover, if a licensee is going to rely on any nonsecular programming as responsive to the ascertained community concerns, those programs must actually focus on a particular issue of concern in the community to qualify. Religious licensees should also be careful to broadcast programs and public affairs announcements expressing views of other religious and secular groups that differ from those of the licensee. It is important that, despite deregulation, broadcasters must maintain documentation, including specialized program logs, that can be used as support in a future renewal hearing.

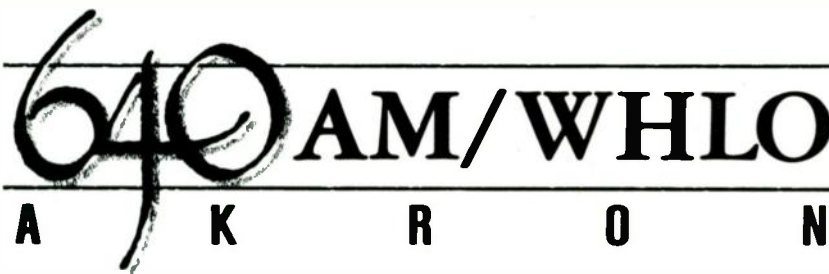
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¹ *Pillar of Fire*, FCC 84R-95, released December 21, 1984.

² *Deregulation of Radio*, 84 FCC 2d 968 (1981).

³ This doctrine was first enunciated in *WBNX Broadcasting Co.*, 12 FCC 2d 837, 841 (1948).

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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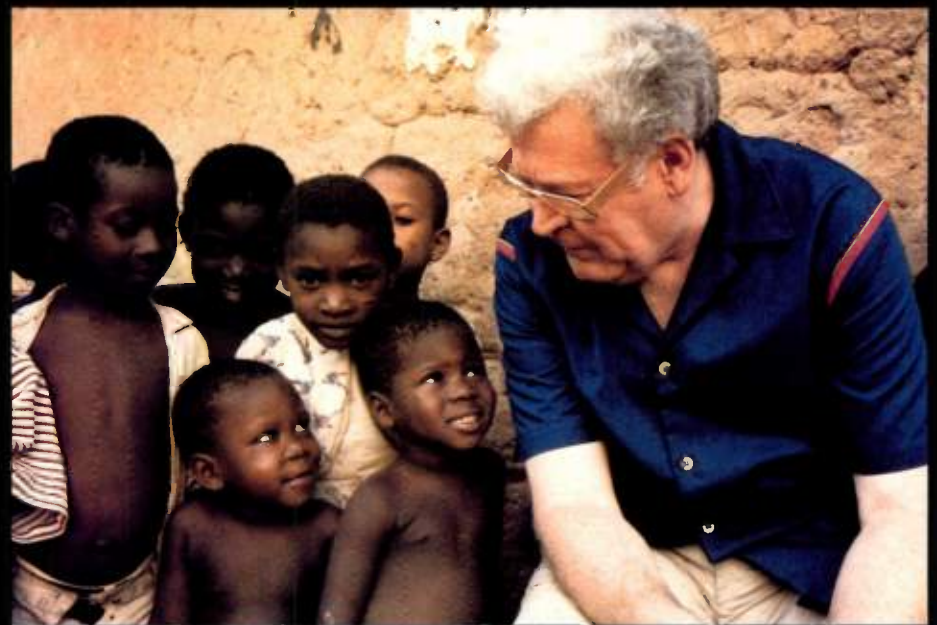


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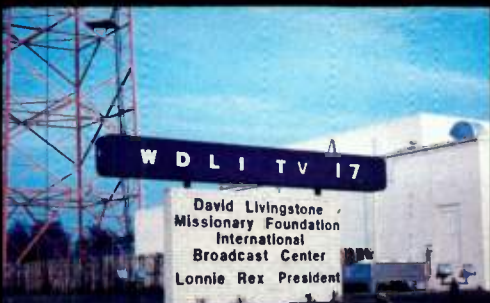
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Graham Announces Second Conference for Evangelists

MINNEAPOLIS (NRB)—Evangelist Billy Graham will hold a second International Conference for Itinerant Evangelists July 12-21, 1986, in the Netherlands.

The conference, known as Amsterdam 86, is expected to bring together 8,000 itinerant evangelists from nearly 150 countries—the largest gathering of its kind in the history of the church, according to Graham. It is an outgrowth of an earlier Graham-sponsored conference, Amsterdam 83, which attracted more than 4,000 evangelists. The majority were from underdeveloped countries, where evangelical Christianity is spreading rapidly.

Graham made the announcement at a press conference during a triennial student missionary conference sponsored by Inter-Varsity Christian Fellowship, where he addressed 18,000 youths, mostly university students.

Like its predecessor, Amsterdam 86 will be devoted mainly to training, updating and equipping itinerant evangelists to do their job better, Graham explained. Wide radio and television coverage of the conference will enable believers throughout the world to keep abreast of the proceedings, as during Amsterdam 83.

An "itinerant" evangelist is one who, like Graham, travels from place to place to proclaim the gospel, usually in close cooperation with churches.

Graham said he has been flooded with letters from many who were at the first conference. The letters, he said, tell of renewed zeal and increased efforts to win unbelievers to Christ, with "exciting results all over the world."

"What the evangelists experienced at Amsterdam is making a difference for God in their countries," declared Graham. "But unfortunately thousands of others just like them were unable to attend." Some heard about it too late to apply, he said, and others had to be turned away because of limited funds and space. There were many requests for a repeat conference for those evangelists.

Such requests and an assessment of the dramatic results of Amsterdam 83 led him and his associates to decide on Amsterdam 86, despite an already busy schedule and the huge investment of time and funds it will require. Since most participants will come from less-affluent countries, it will be necessary to subsidize them. Thousands of 1983 participants were subsidized at an average cost of \$2,000 each, Graham recalled, a figure expected to rise to \$2,500 in 1986.

"It is imperative that we act now," affirmed Mr. Graham. "We live in a time of great danger and need in the world. At the same time, people almost everywhere seem to be more open to the preaching of the gospel than I've seen in years. We ourselves are seeing the greatest responses of our entire ministry. This is God's hour for the world, I believe, and we dare not pass up the opportunities to proclaim Christ when the potential for harvest is so great. We can learn from these evangelists, and in turn we can help them."

The evangelists at Amsterdam 83 went home laden down with books, cassette players, tapes and other resource materials. A follow-up program mounted by the Graham organization has provided equipment, literature and other strategic assistance to help certain evangelists in needy areas do more effective work, said a Graham aide. Similar support is envisioned for those at Amsterdam 86, he added.

An office has been opened in Amsterdam, near the huge RAI convention complex where the conference will be held. The complex includes a 100,000-seat hall that will be used for the main sessions.

Hill, Stanley Are Speakers at NAE Convention

LOS ANGELES (NRB)—The National Association of Evangelicals (NAE) will hold its 43rd annual convention March 5-7 at the Hyatt Hotel at Los Angeles Airport. Among featured speakers will be E. V. Hill, pastor of Mount Zion Missionary Baptist Church in Los Angeles, and Charles Stanley of the *In Touch* radio and television broadcast.

Hill, who will deliver the closing banquet speech on March 7, has been named one of America's best preachers. He is also a noted civil-rights leader. Stanley, who was elected last June to a one-year term as president of the Southern Baptist Convention, pastors First Baptist Church of Atlanta. Both men have been associated with National Religious Broadcasters for many years. Stanley is a member of the NRB Board of Directors, Class of 1985.

Other featured speakers at the NAE convention include Jay Kesler, president of Youth for Christ; author Josh McDowell of Campus Crusade for Christ; Elmer Kilbourne, a missionary with OMS International; author H. Norman Wright, who directs a marriage enrichment and family counseling center; Bruce Narramore, dean of Rosemead School of Psychology at Biola University; Ted Ward, professor of curriculum research in the College of Education of Michigan State Uni-

versity; and Joe Aldrich, president of Multnomah School of the Bible.

Music will be provided for the plenary sessions by The Haven of Rest Quartet; Steven Musto, a baritone who serves with the Billy Graham Evangelistic Association; the Biola University Chorale; and the Point Loma Nazarene College Chorale.

An address by NAE president Robert McIntyre, an executive director's report from Billy Melvin, 80 exhibits, 30 workshops and eight special interest luncheons will help interpret the convention's theme, "Share the Hope."

Missionary Starts Christian Radio in Santa Cruz, Bolivia

SANTA CRUZ, Bolivia (NRB)—After three decades in the jungle, veteran missionary Charles G. Ramsey has come to a simple but profound conclusion: The six million residents of his adopted nation need to hear about Jesus Christ by radio.

Santa Cruz is a reasonable site for the radio station since it is the strategic city for economic development in Bolivia and is centrally located on the continent of South America. It is a rapidly growing city; the population has swelled since the 1950s from 30,000 to half a million. But Bolivia has a 45 percent illiteracy rate and a status as one of the region's poorest nations; many of the residents "are struggling for their very existence," Ramsey said. One of the daily obstacles is a staggering rate of inflation. For example, a Bolivian 1,000 peso bill that was valued at \$5 U.S. in 1982 was worth just 7 cents in 1984.

The soft-spoken missionary, who says he no longer feels at home in the United States because of the years he has given to the Bolivians, compared the American phenomenon of television with Bolivia's passion for radio. He estimated that on the average Bolivians listen to radio six to eight hours daily. Santa Cruz already has 14 AM and 3 FM radio stations, but none of them program the gospel. Ramsey says that of the 135 transmitters in Bolivia "only two or three are known as Christian radio stations." Those stations are licensed to La Paz.

Ramsey has been touring the United States to raise \$74,400 for the purchases, relocation and renovation of Radio Centenaria, an existing AM and shortwave facility. Meanwhile, his dream has already taken shape. Although few funds have been paid, Radio Centenario began broadcasting the gospel in September for 18 hours a day on a 1-kw signal. Ramsey wants to increase the power to 10-kw.

(continued on page 32)

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 KKOL, Hampton, AR
 KSBC, Hot Springs, AR
 KFIA, Carmichael, CA
 KAMB, Merced, CA
 KVIP, Redding, CA
 KVIP-FM, Redding, CA
 KERI, Wasco/Bakersfield, CA
 WRMB, Boynton Beach, FL
 WTLN, Orlando, FL
 WTLN-FM, Orlando, FL
 WGNB, St. Petersburg, FL
 WKES, St. Petersburg, FL
 WLPE, Augusta, GA
 WVEV, Cumming, GA
 WGEC, Springfield/Savannah, GA
 KBXL, Caldwell, ID
 KBGN, Caldwell, ID
 KCIR, Twin Falls, ID
 WMBI, Chicago, IL
 WMBI-FM, Chicago, IL
 WDLM, East Moline, IL
 WDLM-FM, East Moline, IL
 WPEO, Peoria, IL
 WFOF, Covington, IN
 WFRN, Elkhart, IN
 WBRI, Indianapolis, IN
 WXIR, Indianapolis, IN
 WCFY, Lafayette, IN
 WHCF, Bangor, ME
 WFST, Caribou, ME
 WCTN, Potomac, MD
 WOLC, Princess Anne, MD
 WCRH, Williamsport, MD
 WUFN, Albion, MI
 WPHN, Gaylord, MI
 WUGN, Midland, MI

WSAE, Spring Arbor, MI
 WLJN, Traverse City, MI
 KJLY, Blue Earth, MN
 KBHW, International Falls, MN
 KCGN, Ortonville, MN
 KTIG, Pequot Lakes, MN
 WFCA, French Camp, MS
 KECC, Springfield, MO
 KURL, Billings, MT

WFGB, Kingston, NY
 WMHR, Syracuse, NY
 WHVN, Charlotte, NC
 WCBX, Eden, NC
 WCRF, Cleveland, OH
 WPOS, Holland, OH
 WVMC, Mansfield, OH
 WEEC, Springfield, OH
 KDOV, Ashland, OR
 KPDQ, Portland, OR
 KPDQ-FM, Portland, OR
 KGRV, Winston, OR
 WARO, Canonsburg, PA
 WDBA, DuBois, PA
 WJSA, Jersey Shore, PA
 WJSA-FM, Jersey Shore, PA
 WDAC, Lancaster, PA
 WRGN, Hunlock Creek, PA
 WGSI, Russell, PA
 WTLR, State College, PA
 WMHK, Columbia, SC
 WHCB, Bristol, TN
 WMBW, Chattanooga, TN
 WMSO, Collierville, TN
 WNAZ, Nashville, TN
 KVTT, Dallas, TX
 KIJN, Farwell, TX
 KHCB, Houston, TX
 KSBJ, Humble/Houston, TX
 KLTJ(TV), Irving, TX
 KVMV, McAllen, TX
 KVNE, Tyler, TX
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 WRIS, Roanoke, VA
 KARI, Blaine, WA
 KCIS, Edmonds/Seattle, WA
 KCMS, Edmonds/Seattle, WA
 KMBI, Spokane, WA
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Robert A. Cook Elected President, Officers Chosen

WASHINGTON, D.C. (NRB) — Delegates to the NRB business meeting at the 42nd annual convention elected Dr. Robert A. Cook, a radio broadcaster on *The King's Hour*, as president for a one-year term. Other officers and board of directors members also were elected to lead the association, which now has some 1,100 members.

The new first vice-president is Jerry Rose, president of WCFC-TV 38 in Chicago and a former treasurer of NRB. Dr. B. Sam Hart, a radio broadcaster on *The Grand Old Gospel Hour* from Philadelphia, was reelected as second vice-president. The post of NRB treasurer went to Dr. David Clark, vice-president for marketing at the Christian Broadcasting Network, Virginia Beach, Virginia. Edna Edwards, general manager of WFGW-AM/Black Mountain (North Carolina), a noncommercial station related to the Billy Graham Evangelistic Association, was elected NRB secretary. With this election, Edwards becomes the first woman officer of National Religious Broadcasters.

Outgoing NRB president Dr. E. Brandt Gustavson, Robert Ball, Dr. Thomas F. Zimmerman, Richard Bott, Sr., and Al Sanders were also elected to be executive committee members for one year.

A slate of board members for the class of 1988 and several replacements for vacant seats in other classes were named at an earlier business meeting.

On March 17 NRB's new president will complete his 23rd year as president of The King's College, Briarcliff Manor, New York. In 1982 he was also named chancellor of the college.

A graduate of Moody Bible Institute, Wheaton College and Eastern Baptist Seminary, Cook served congregations in Philadelphia, LaSalle, Illinois, and Chicago, before becoming director of Chicagoland Youth for Christ. He served as president of Youth for Christ International for 10 years, and as vice-president of Scripture Press, Wheaton, Illinois, for five years before taking the presidency of The King's College in 1962. He plans to retire as college president in June.

Cook writes constantly for the religious press and has authored nine books, among them *Now That I Believe*. After 22 years and sales of over 900,000 copies, the book is listed as among the top 10 in volume sales for Moody Press paperbacks. It has been translated into over 27 languages. His



NRB President Robert A. Cook with President Reagan at NRB '85.

newest release, *Walk With The King Today*, is published by Christian Herald.

Cook has traveled throughout the world for evangelism crusades and Bible conferences in connection with his work. He is a past president of the National Association of Evangelicals and still serves on the board of administration of that organization. He was first vice-president of NRB and is a member of a number of academic organizations and missionary boards. Cook is married and the father of three daughters.

At commencement exercises at Wheaton College last May 13, Cook was honored as Alumnus of the Year for Wheaton.

He may be heard regularly on *The King's Hour*, a radio outreach of The King's College, now aired over 70 radio stations daily and 30 stations weekly.

Thirty Members Elected to NRB Board of Directors

WASHINGTON, D.C. (NRB) — Thirty new members were elected to the NRB board of directors at the first business session during the 42nd annual convention here. Twenty-five members were elected to the class of 1988 and five vacancies on unexpired terms were filled.

In addition to casting their votes, NRB members also heard reports from the NRB Religious Music Licensing Committee and from executive director Ben Armstrong. Dr. Thomas F. Zimmerman, chairman of the Finance Committee, explained a new health program available to NRB members and their staffs.

In his executive director's report,

Armstrong explained the new dues structure which has been established after a full year of review, based largely on member feedback.

Other areas of growth include expanded membership services, establishment of an employment registry for members' free use and the installation of a seven-terminal computer at NRB headquarters.

A large source of income for NRB is the *Religious Broadcasting* magazine, Dr. Armstrong said, expressing appreciation to the publication's staff.

Armstrong concluded his report by commending NRB's outgoing president, E. Brandt Gustavson, who has "instilled a spiritual maturity for the future course of the association."

Zimmerman, chairman of the Finance Committee, described the new health program available to NRB members at a low cost.

On behalf of the nominating committee Al Sanders presented a slate of 35 nominees for the Class of 1988 of the board of directors. Two additional nominations were made from the floor. Replacements were also elected for the unexpired terms of Richard Mason, who has resigned from the Class of 1987, and Melvin Jones and Dr. Quinton J. Everest, who have been elevated from the Class of 1986 to a senior advisory council.

Those elected were:

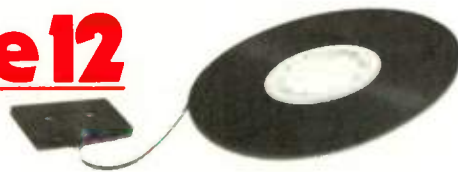
Class of 1988: Donald Bailey, Billy Graham Evangelistic Association; Richard Bott, Sr., Bott Broadcasting Company; Ron Cline, HCJB World Radio Missionary Fellowship; Richard Dean, WFMZ radio and TV; Jean Donaldson, Christian Children's Association.

Vic Eliason, WVCY-FM; Paul Freed, Trans World Radio; E. Brandt Gustavson,

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Ron Mighell, WTLW-TV/Channel 44; Norm Olsen, *Thru the Bible*; M. G. (Pat) Robertson, Christian Broadcasting Network; Heather Sholl, Lloyd Ogilvie Ministries; Lee Shultz, *Revivaltime*; Paul Skiles, Nazarene Communications; Charles Stanley, First Baptist Church of Atlanta; Robert Straton, Walter F. Bennett Agency; Jimmy Swaggart, Jimmy Swaggart Ministries; George Sweeting, Moody Bible Institute; David Webber, Southwest Radio Church of the Air; Warren Wiersbe, *Back to the Bible Broadcast*, and Carl Windsor, Liberty Baptist College.

Class of 1987: M. R. DeHaan II, *Radio Bible Class*.

Class of 1986: Brian Erickson, *Back to the Bible Broadcast*; David Grubbs, Church of God, and Thomas Murphy, *Your Worship Hour*. (Reported by Ruth A. Piatnochka.)

Broadcasters Receive Awards at NRB '85

WASHINGTON, D.C. (NRB) — Several religious broadcasters, their programs and stations were recognized for outstanding contributions to advancement of the gospel via radio and television. The awards committee chose the following for special recognition at the NRB '85 convention. (Details will be forthcoming in the next issue of RELIGIOUS BROADCASTING.)

HALL OF FAME

Jerry Falwell, *The Old Time Gospel Hour*

DISTINGUISHED SERVICE

Clay Evans, *What a Fellowship Hour*; Neil Doty and Sherman Williams, Redwood Chapel; Orva Koenigsburg, Domain Communications; Mark S. Fowler, chairman, Federal Communications Commission

NRB AWARDS OF MERIT

Radio Station: KCFO/Tulsa (Oklahoma); Television Station: WPCB-TV 40/Wall (Pennsylvania); Television Program: *The Grace Worship Hour*; Radio Program: *A Visit With Mrs. G*; Radio Program: *Afterglow*

NRB HONOR AWARDS

E. Brandt Gustavson, NRB President, 1982-85; Mike Maddex, NRB Secretary, 1982-85; Jerry Rose, NRB Treasurer, 1984-85



Photo by Bob DeVaul

The 1985 Executive Committee is installed during the convention.

NRB MILESTONE AWARD

Furnace Street Mission, Akron, Ohio

A new awards procedure and design were developed by the NRB executive committee and implemented by the awards committee before the convention.

The most striking difference in design is the contemporary look given to the award itself. A nine-inch crystal-like disk with a gold-colored NRB emblem on its face was designed on a wooden base of antique walnut containing a brass plate bearing the award recipient's name.

The awards committee under Dr. Robert A. Cook sifted through mailed-in nominations for each of the eight categories: NRB Distinguished Service Award, NRB Hall of Fame, NRB Award of Merit for Television Program Production, NRB Award of Merit for Radio Program Production, NRB Award of Merit for Radio Station Operation, NRB Award of Merit for Television Station Operation, several NRB Student Achievement awards and the NRB Milestone Award.

Nominees for the program production awards were selected for a program produced during 1984 that demonstrated "the highest of technical standards" and reflected overall "creativity in talent, copy or writing, direction, production techniques or concept."

Stations that hoped to receive the station operation awards must have demonstrated to the awards committee that they have contributed to maintaining the sanctity of the home, have shown respect for the rights of people and have helped protect "the integrity of the United States. "Stations must also have presented the gospel with "clarity and simplicity" and enriched the lives of audience members "in the areas of education, culture, entertainment, information and news."

An individual or organization receiving the NRB Distinguished Service Award must have demonstrated an "outstanding contribution to the cause of Christian broadcasting."

The NRB Hall of Fame Award goes to a

Christian broadcaster who has achieved recognition by "permanently and positively influencing religious broadcasting with the highest of standards."

The NRB awards, like the 1,100-member organization itself, have been established to promote access to the airwaves for religious broadcasters and excellence of production and communication of the gospel. (Details of other award winners will be included in the next issue.)

Board Empowers Standing Committee on Music License

WASHINGTON, D.C. (NRB) — The NRB board of directors, meeting just prior to the 42nd annual convention, empowered the NRB Religious Music License Committee to build bridges of understanding and cooperation with Christian music authors and composers.

Under the chairmanship of Richard Bott, Sr., of Bott Broadcasting Company, the new "standing committee" of NRB is "calling on Christian music people with copyright interests to cooperate" with Christian station officials and program producers, Bott said. Wanting to develop a climate of good will, Bott said the four-member committee will be "publicly calling on music people to work out a fair and just agreement to avoid the inequities and oppressive demands" of the music licensing agencies in the past.

The three licensing companies, ASCAP, BMI and SESAC, each have been insisting on a blanket licensing fee for a station using any of its music over the airwaves. Religious broadcasters represented by the new committee want a "per-use fee" from the companies that would be more equitable for the stations that use little or none of the copyrighted music.

A BMI compromise agreement that has provided a more flexible approach for religious stations was extended to March 31, and NRB member stations are calling

(continued on page 34)

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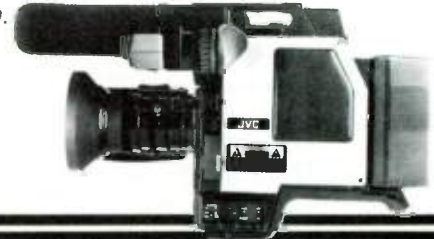
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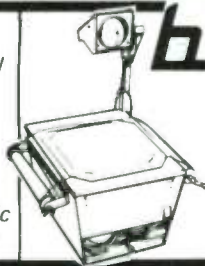
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NRB '85: Making Its Mark

The 42nd Annual Convention became a milestone in its own right as religious broadcasters sought to emphasize the theme "Pressing Toward the Mark"

by Harold Hostetler

Photographs by Bob DeVaul and Tami Dooms

NRB '85 had all the potential for being heavily influenced by national politics as 3,500 delegates and supporters of religious broadcasting gathered in Washington, D.C., for the 42nd Annual Convention of National Religious Broadcasters. President Ronald Reagan and Vice President George Bush were among the speakers, and Senator Edward Kennedy and the Rev. Jerry Falwell squared off to discuss the role of religion in public life.

NRB '85 could also have been overshadowed by business and technology. The Media Expo was the largest ever, with 250 displays spreading over 335 booth spaces; computers and satellite dishes vied for attention with station exhibits, Christian literature booths and program production displays. Workshops offered opportunities for attendees to increase their technical and sales knowledge.

But overall, the four-day event at the Sheraton Washington Hotel dramatized again that NRB conventions are a time of spiritual refreshment. Spiritual values triumphed over political concerns, and delegates went home with a new sense of purpose to "Press Toward the Mark," as the convention theme read.

From Ben Haden in the opening plenary session to Billy Graham at the close, the emphasis was on commitment to a clear presentation of the gospel untainted by political undertones.

"I am not a liberal or a conservative," said Haden, speaker on the



CONVENTION



NRB '85 had an all-star cast of speakers headed by Anniversary Banquet speaker Billy Graham (opposite page), Congressional Breakfast debaters Edward Kennedy and Jerry Falwell (top), and the nation's top leaders, President Reagan and Vice President Bush (below).

radio program *Changed Lives* and pastor of First Presbyterian Church in Chattanooga, Tennessee. "I am a radical."

His point was obvious — the gospel of Jesus Christ is a radical answer to the problems of the world. Broadcast audiences today are discouraged, he said, and in great need of encouragement and answers.

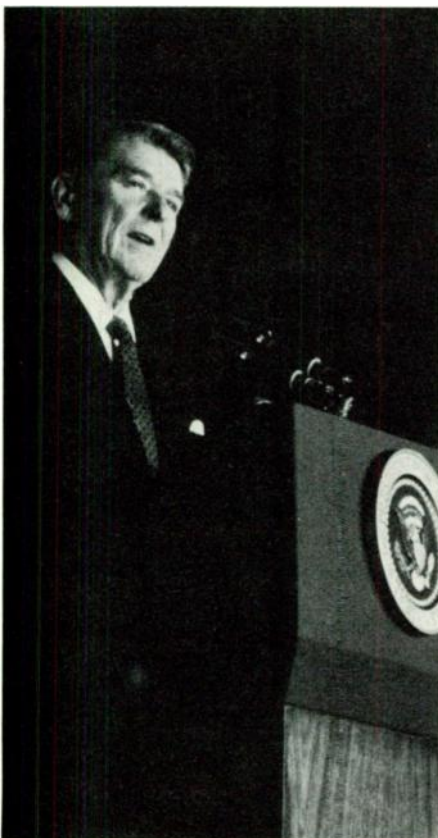
"We want our message to be clear," Haden said, "and it is not that we are out to change the United States but that we are going to upend the earth for Jesus Christ."

Reexamine Motives

Graham drew upon the second and third chapters of the Book of Revelation to bring a sobering message to the convention. Speaking on John's letters to the seven churches in Asia Minor, he challenged the broadcasters to view those letters as a warning to them today to reexamine their purpose and motives.

Like the church at Ephesus, have we lost our first love, he said, adding, "Do you need to repent and go back to those early days . . . when you didn't have any money and you trusted only in God?" Like the church at Smyrna, we must all be prepared to suffer and be tested. Like Pergamum, we need to seek pure doctrine and not be influenced by Satan. "If we keep our eyes on Christ, we will know when the counterfeit comes," he said. He noted that, like the church at Pergamum, some broadcasters have lost the power they once had to proclaim the gospel and now need to repent.

Then, focusing on the church at Thyatira, which he said represented a call to righteous living, he complimented broadcasters who "preach sin straight and call it by name — that's what's needed." He interjected that if he were to choose an epitaph for his tombstone, he would want one that said "I've lived a life of integrity."



CONVENTION



Other letters, he said, represent a call to “awaken to the issues of our time” (Sardis) and the need to preach clearly about hell; a call to awaken to the opportunities of the times (Philadelphia), such as his own trips to the Soviet Union and now a promised opportunity to preach in 14 churches in the People’s Republic of China; and a call to repent of a lack of boldness (Laodicea).

Fear of Losing Power

“As I get older, I am so afraid I will do something that will be a reproach to Christ and will have my power taken away,” he said.

Interspersed between those speakers was a headline cast of some of America’s best religious broadcasters and its top political leaders.

In a 15-minute speech that was more a courtesy than a major address, President Reagan joked warmly with the enthusiastic delegates who filled the Sheraton Ballroom. Mentioning that he, too — like Abraham Lincoln — has been driven to his knees “when there is nowhere else to go.” He praised the broadcasters for their stand

in favor of prayer in public schools and freedom in the world, and against abortion.

“I’m not shy today to ask for your continued support in many areas, including our economic program,” he said. The audience gave him an extended standing ovation as he entered and left the ballroom.

Vice President Bush concentrated on American traditional values of decency, respect for the opinions of others, love for God and family, and neighborliness.

“Ultimately we must look to our own resources, values and moral beliefs,” Bush said, “which means that we must look to God for the real and lasting hope for our personal lives. As you [broadcasters] take to the airways, this is basically your message. The future is not dark and foreboding and apocalyptic — if we have faith in God.”

Like Reagan, he received standing ovations upon entering and leaving.

Kennedy vs. Falwell

The long anticipated debate between Kennedy and Falwell became

The choir of Baltimore’s New Shiloh Baptist Church was one of many musical artists and groups that added an atmosphere of praise to NRB ’85.

(in their own terms) more of a “discussion” of the role of religion in American political life. Both men joked with each other at the head table during their speeches before the Congressional Breakfast, each noting that Falwell had had dinner in the Kennedy home the night before.

Kennedy maintained his stand for separation of church and state, saying, “The proper role of religion is to persuade the conscience, not to harness the coercive power of the state.” He defended abortion as a matter of personal choice and then spent about half of his 20-minute speech condemning apartheid in South Africa.

Falwell, on the other hand, zeroed in on “moral and social issues which, in my opinion as a Bible-believing and born-again Christian, pose even greater danger for our beloved homeland than the deficit, the nuclear arms race or Soviet-Cuban expansionism in Central America.

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

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CONVENTION

Visitors to the Media Expo found unparalleled variety in 250 booths.

"It is my conviction that we have far more to fear from the wrath of a sovereign, holy and Almighty God, who is angry at us for destroying 15 million innocent unborn babies during the past 12 years than we have to fear from the Soviet Union," Falwell said.

As for dealing with South Africa, Falwell said that although he disapproved of policies of many nations allied with the United States, "if we must deal with skunks, I would prefer those that spray in the other direction."

Among other speakers, Dr. Harold Carter, pastor of New Shiloh Baptist Church in Baltimore, said that modern Christians need to find out what God wants just as Moses did. "If we are doing the work of God without the authority of God, we are as tinkling cymbals and sounding brass," he said.

Jack Hayford, pastor of the Church on the Way in Van Nuys, California, focused on the mark of circumcision to illustrate that "God marks the part of a person's life that he wants to use" — such as the heart, the ears and the lips.

"We need a heart that is desensitized to the world's way of doing things and sensitized to the Holy Spirit's way of doing things," he said.

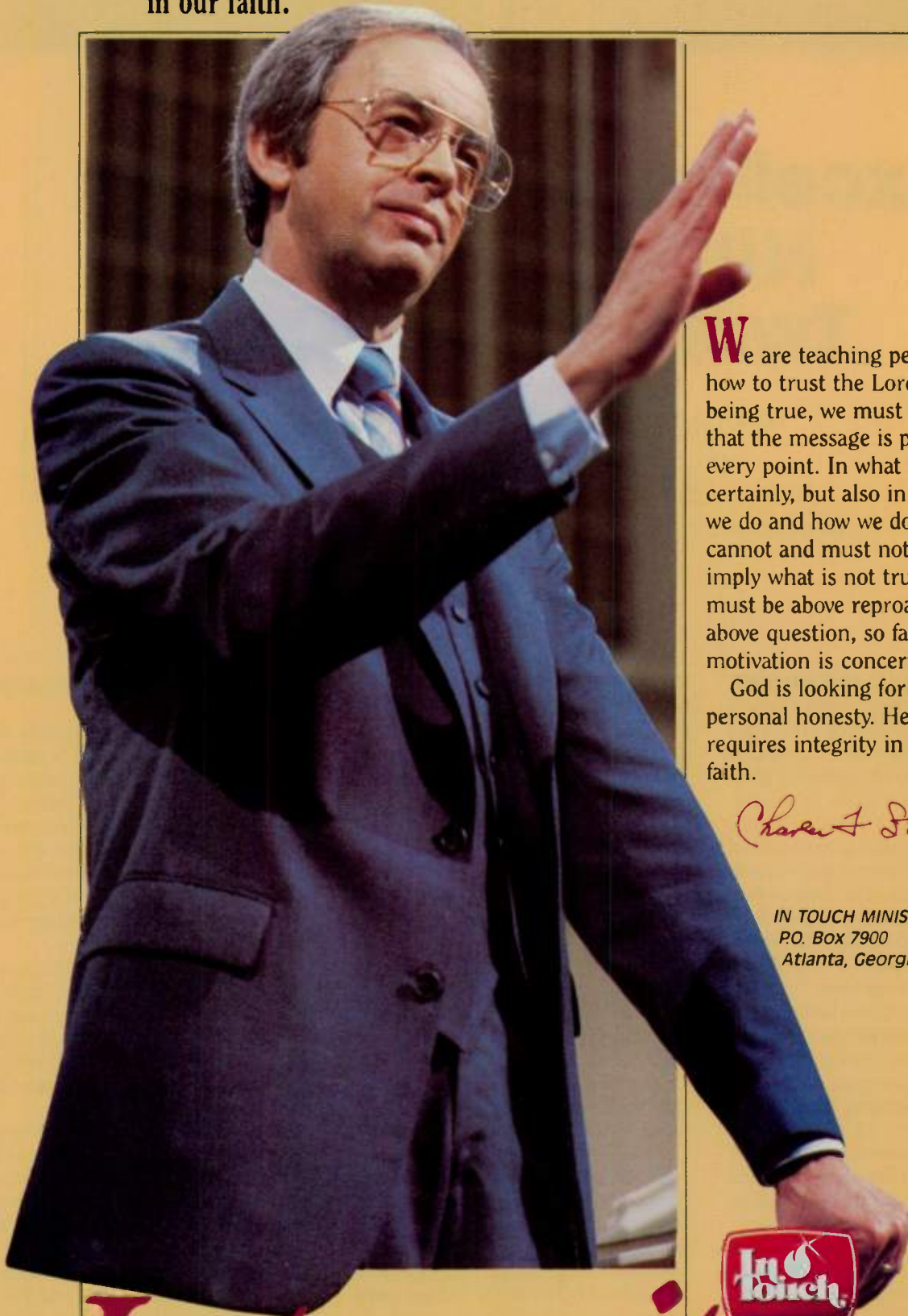
"God's Smuggler," Brother Andrew, spoke at the International Banquet, where he pointed out that the Christian's "only weapon is truth, and truth is only in Jesus and it can only be brought in love." He urged broadcasters to expand their ministry of broadcasting to countries where there is no religious freedom.

Perhaps evangelist Jimmy Swaggart summed up the tension between religion and politics as well as any of the speakers. Observing that a number of churches have become involved in political activity of one sort or another, Swaggart said, "The true church of Jesus Christ is not pro-business, not pro-union, not pro-Republican, not pro-Democrat, but it is pro-gospel!"

Harold Hostetler is editor of *RELIGIOUS BROADCASTING*. Photographer Bob DeVaul is manager of the Photography Department at Liberty Baptist College in Lynchburg, Virginia.



God requires integrity
in our faith.



We are teaching people how to trust the Lord. That being true, we must be sure that the message is pure at every point. In what we say, certainly, but also in what we do and how we do it. We cannot and must not even imply what is not true. We must be above reproach, above question, so far as motivation is concerned.

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Excellence and Access: NRB's Continuing Twofold Challenge

*Through its Code of Ethics and awards program
and with constant vigilance in Washington,
National Religious Broadcasters carries on its efforts
to promote quality gospel programming on the airwaves*

by Ben Armstrong

MOST AMERICANS recognize the fruits of excellence. The 23rd Olympic Games in Los Angeles last summer shine as a paramount example of a job well done. Americans basked in the games' aura of success, and a large part of that success was Peter Ueberroth. The Games had access to a man whose unrelenting drive to make himself and his staff "be better" earned him designation as *Time* magazine's "Man of the Year."

In a similar way, religious broadcasters each year honor those they believe have striven to be the best. During its annual convention NRB gives religious broadcasting awards recognizing excellence in program production, station operation and general achievement. This year an entirely new NRB Awards program came into existence under Dr. Bob Cook, who served as Awards Committee chairman. NRB has the authorization to bestow these honors because, since its inception, it has promoted not only the challenge of excellence but also the means of obtaining access to the airwaves.

NRB has provided a standard by which religious broadcasters can gauge their pursuit of excellence—the NRB

Code of Ethics. Past NRB president E. Brandt Gustavson called the Code of Ethics "the best measuring stick we religious broadcasters have today." It is no wonder, for the code was hewed at a time when religious broadcasters had to be better than the rest for survival's sake.

NRB's Founding

NRB was formed in 1943 by 150 evangelical broadcasters to protect the rights of the religious broadcaster. The founding fathers believed that the spreading of the gospel over the air was important for public interest, national life and responsible use of technology. To push to that end, they developed the Code of Ethics. As one of the two principal drafters of the code (the other was Rosel Hyde, chairman of the Federal Communications Commission), founding NRB president Dr. William Ward Ayer outlined responsibilities to be embraced in regard to sponsorship, character, production, cooperation and financial accountability. The essence of the Code of Ethics sets broadcast ministries on a sound fiscal and doctrinal basis and challenges them to upgrade programming quality. Through the years, NRB members have kept the spirit of those standards alive and guarded. NRB Ethics Committee chairman Paul Ram-

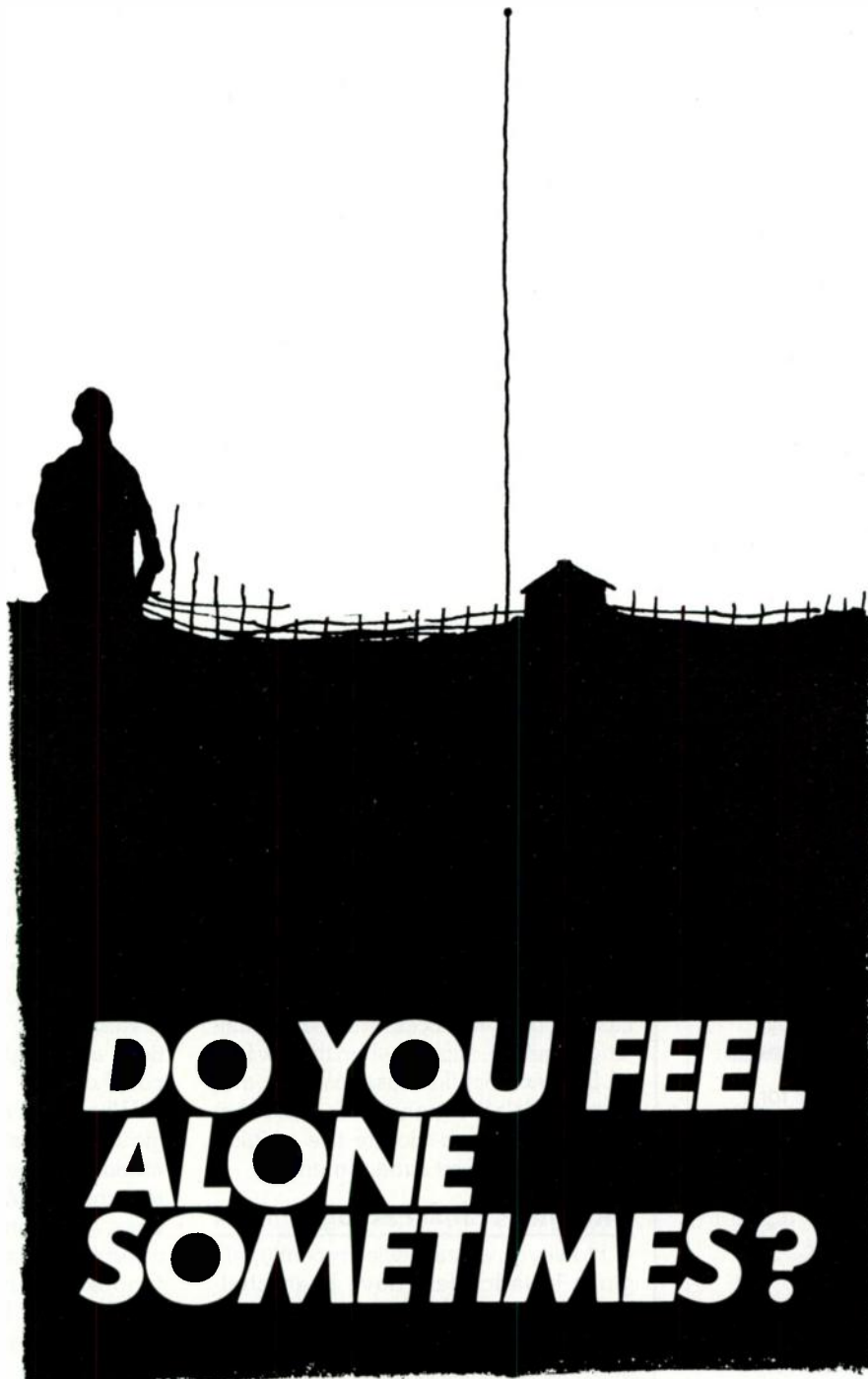
seyer is the active and accountable "watchdog."

In their actions, NRB members try to "marry determination with perfection." An example of excellence in action is the Christian Broadcasting Network of Virginia Beach, Virginia. Its accomplishments are so spectacular that even secular media have said that the network is the most electronically sophisticated in the world, and it is sometimes compared with major network facilities.

National Religious Broadcasters encourages excellence but also monitors the broadcast industry to ensure continued access. Just as Ueberroth "hunted for challenges" to implement his brand of excellence, religious broadcasters must have an outlet for service.

Of course, there have been outspoken critics. But while "critics have somewhat the same purpose in reacting to the broadcast industry; that is, they hope to improve the quality of programming"—in the words of Sandra Hybels and Dana Ulloth in their book *Broadcasting: An Introduction to Radio and Television*—that statement may not hold true for religious broadcasters as it does for the broadcasting industry as a whole. Critics of religious broadcasting may fire motivation but they may also harbor potential danger. Supporters of gospel

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ISSUES

broadcasting must speak up when their rights are threatened.

Defending Rights

Perhaps the most noted example of critics threatening religious broadcasters' access to the airwaves is the famed Lansman-Milam petition. NRB and supporters generated over 700,000 letters and cards to the FCC in 1975 to defeat by unanimous vote the petition RM2493 that sought to freeze assignment of station licenses on FM frequencies for religious programming. Yet even today some have not heard that the petition is no longer an issue.

Recently a decision in a comparative proceeding involving public broadcasting applicants for a noncommercial, educational television station for Santa Rosa, California, invited the staff of the Federal Communications Commission's Mass Media Bureau to begin developing standards. Some believe that the "public broadcasters" will seek restrictive standards similar to those suggested by Lansman and Milam. With regard to the case involving Black Television Workshop and Bay North Educational Television, both of Santa Rosa, California, the FCC said it believes "the time has come for the Mass Media Bureau to draft a comprehensive policy statement governing public broadcasting comparative hearings ..."

Such situations need monitoring but we should not panic. Religious broadcasters' right to access has been challenged before, such as when the law firm of Farrow, Schildhause, Wilson and Rains of Washington, D.C., said that religious stations violate the religion clauses of the First Amendment.

Religious Broadcasting Winners

However, at least twice recently religious broadcasters have been challenged—but came out winners. Radio station WCTN/Potomac, Maryland, and WAWZ/Zarephath, New Jersey, both had their licenses challenged because opponents charged that they did not serve the public. Both still spread the "Good News."

Celebrity Broadcasters Incorporated challenged Seven Locks Broadcasting Company, licensee of WCTN. Celebrity said it could provide programming to

fit the needs of the entire community, something they said WCTN was not doing. An administrative law judge ruled that WCTN was not biased in its programming. The two settled out of court.

An administrative law judge ruled in the license challenge of WAWZ-FM by Radio New Jersey of Hackettstown that WAWZ-FM had "exceeded its nonentertainment programming proposals through other sources." Radio New Jersey had complained about WAWZ's lack of public-service broadcasting. However, the administrative law judge cited WAWZ's broadcasting of *UPI World News*, weather reports, and announcements of cultural, civic, educational, government and religious activities as ways in which the service area's needs are met. WAWZ devotes 3.72 percent of its broadcast time to public-affairs programming. [See related article on page 6.]

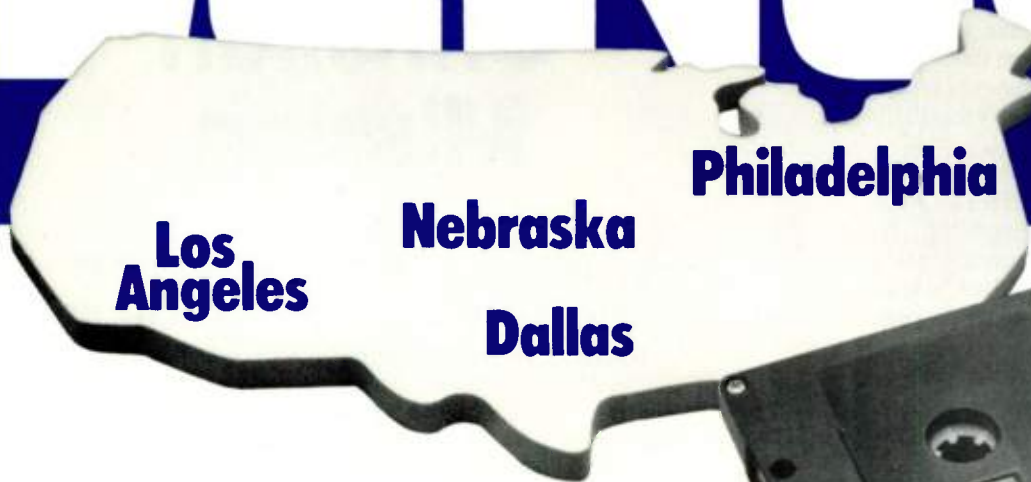
Currently the FCC is deregulating broadcasting so that the American public will ultimately decide what will be broadcast. Radio was generally deregulated in 1981 because of faith in the free-enterprise system. Television deregulation picked up last summer when the FCC voted unanimously in June to eliminate guidelines for public affairs, news and local programming, to erase the limit of 16 minutes of advertising for each prime-time hour and to erase the requirements for broadcasters to keep complete program logs. In July the FCC voted 4 to 1 to raise from 7 to 12 the number of stations any single person or corporation could own.

What does all that mean for the religious broadcasters? It means religious broadcasters will have more opportunity to expand. With the expansion, however, will come the responsibility of meeting people's needs. As Arthur Goodkin of Koteen and Naftalin in Washington, D.C., told *Broadcasting* magazine, deregulation "should make little difference in how the responsible broadcaster operates his own station." NRB stands ready to challenge religious broadcasters to get their message out—unrestricted and with a sincere desire to serve.

NRB

Ben Armstrong is executive director of National Religious Broadcasters.

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THE DEBATE continues among Christian broadcasters: How can we best integrate an evangelical philosophy and program format with a complete, well-rounded news report? How can we reconcile programming that reinforces Christian and family values throughout the broadcast hour with news of famine and kidnappings aired at the top of the hour?

Writing in the January 1985 issue of this publication [The Need for an Alternative News Network," page 20], Forrest J. Boyd contends that general newscasts can be insensitive to the Christian life-style. Indeed, some networks, particularly commercial ones, can contrast sharply with the Christian context.

It was the challenge of providing a strong Christian perspective through a worldwide news network that influenced my decision to join UPI Radio Network as religion editor last year. UPI already was the largest radio network serving Christian stations, with more than 100 affiliates, and it was known for its general worldwide news. My job was to add specialized, Christian-oriented news and features for distribution by satellite.

Evangelical Emphasis

I was hired especially for my evangelical perspective, from which I choose the news to report. Prior to joining UPI I studied mass communications at Moody Bible Institute and worked at several Christian radio stations.

While still organizing the department at UPI last May, I reported the death of Francis Schaeffer. It struck me at the time that this was the kind of story that might not have received its due recognition in the past at UPI—and almost certainly not at other general news networks.

Since then we have rapidly increased our programming and added more newscasts and Christian-news specialists. We have reported on such issues as the sanctuary movement, creationism and evolution, denominational news, evangelical conventions, theological issues, the World Prayer Conference in South Korea, Mission England with Luis Palau and Billy Graham, the Baptist Youth Conference in Argentina, Chris-

tians on trial in Nepal, Billy Graham's trip to Russia and the recent Inter-Varsity Christian Fellowship Missions Convention in Urbana, Illinois.

UPI Radio's Christian programming has broadcast interviews with many prominent persons, including Chuck Swindoll, Richard Halverson, Paul Freed, Amy Grant, Bill Gaither, Bishop Abel Muzorewa, Pat Robertson, Bill Bright, Ron Sider, Ralph Carmichael, James Dobson and John Haggai.

Are They Compatible?

While this special programming sets the UPI Radio Network apart from other commercial and noncommercial "general" networks—and while UPI is sensitive to matters of taste because of its large Christian affiliate base—the question posed by Forrest Boyd remains: Does Christian programming fit with general "hard" news?

In his article, Boyd talks about "Christian schizophrenia" caused by juxtaposing Christian programming with hard-hitting general newscasts. He believes that the news conflicts with what he calls the format "that presents a true reflection of the gospel."

Hard News and Christian Mission

*An evangelical Christian editor for UPI
tells why he thinks religious stations still need
to subscribe to secular news services*

by Jonathan Petersen

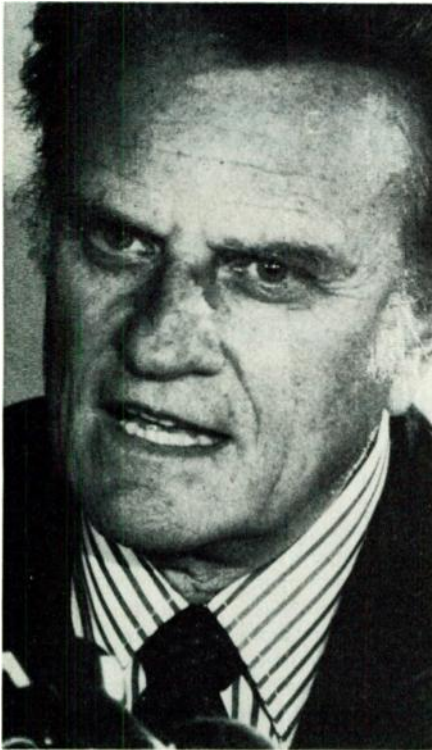
One problem is that different Christian stations are likely to have differing interpretations. If a news network, such as UPI, is not affiliated with one organization or limited to one viewpoint, it has the opportunity to provide a global, balanced selection of news acceptable to a wide range of Christian stations.

I am not even certain that a contrast between programming and news—even depressing or disheartening news—is in fact a problem for today's Christian listeners. The "world Christian" concept holds that the power of Christ must extend globally. It seems to me that this mission can be advanced if we inform listeners about what's happening in the world with a full, unblemished and balanced news report.

News and Prayer

I like to think of the news as providing a vehicle for prayer. I have said before and truly believe that a well-informed Christian can pray more intelligently.

As Gordon Aeschliman wrote in *World Christian* not long ago, "We are driven to action daily with the knowledge that three billion people do not know our Savior. Our passion in life, our un-



quenchable desire, is to take God's love to them."

How can we reach out? According to Ruth Siemans, a missions specialist for Inter-Varsity Christian Fellowship, we should begin by being informed. "We need to know a little about every country and a lot about two or three," she says. She keeps a country-by-country file of clips from newspapers and magazines about ongoing world problems.

While at Urbana '84 for UPI Radio in December, I heard Luis Palau address this question in a way that hit home to me very personally. He discussed the importance of sharing a "passion and a burden" for other people's problems.

"The first step, in my opinion, is to do what the Lord Jesus did. The Bible says, 'When he saw the crowd he had compassion for them because they were harassed and helpless like sheep without a shepherd.'" Palau said. "In other words, first we have to look at them, Bible in one hand, UPI press releases in the other hand. You study the Bible and you read United Press International or whatever your favorite outlet is."

Several of my friends and colleagues glanced over at me and my tape record-

UPI Radio Network joined Christian media to cover Urbana '84, here addressed by Billy Graham.

er, perhaps wondering if I had had anything to do with the thoughtful mention of UPI! In fact, I had not yet met the speaker. But I understood his point: We need to be informed Christians in order to carry out our mission.

Keeping Informed

And, to take the idea a step further, as Christian broadcasters we need to keep our *listeners* informed.

Today's Christians are not isolated from society and the world around them. By definition, by mission, they are involved. In this country they are well-educated and have the advantage of 20th-century media to stay aware of the problems in distant lands. After the media—our network included—covered the awful starvation in Ethiopia, contributions to stem the suffering increased dramatically. Much of the help came from American Christian groups. That's the power of prayer and the power of action.

Today's Christians are aware of and not shocked by news that there is violence and crime in the world. They want to do something about it, to make a difference.

Ruth Graham wrote in *Christianity Today* that we should listen to the news—and pray. To paraphrase, let's not sit around and shake our heads. Let's get our families together and do something about it.

I submit that we should combine the tremendous force of the airwaves with our Christian mission to spread the gospel, to help people in all parts of the earth. That means keeping an eye and an ear out for the news—all the news—so that we can keep up to date with the world in which we live.

NRS



Jonathan Petersen, formerly with WIHS-FM in Middletown, Connecticut and KTIG-FM in Pequot Lakes, Minnesota, is religion editor for the UPI Radio Network in Washington, D.C.

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Religious Audiences: More Upscale?

A study of industry statistics reveals some surprising economic facts about those who listen to Christian radio

by Gary Crossland

ACCORDING to Mediamark Research, Inc., religious radio stations have been playing to a more affluent crowd than in recent years. Mediamark is a large and well-respected firm in New York that annually records the demographics and buying habits of readers and audiences of both print and broadcast advertising mediums. Among 13 different radio formats, "gospel or religious" radio is surveyed by the company every year. In this article we hope to answer the question, "How upscale is the Christian listening audience?"

First, let us define "upscale." According to Arbitron, the word has two definitions: (1) well-educated, affluent, suburban professionals, or (2) urban professionals with few children. Basically we see here four categories by which to judge the upscale status of any audience: (1) family situation, (2) education, (3) occupation and (4) income.

Family Situation

The Arbitron definition of "upscale" assumes that there is a positive correlation between affluence and few children. The reason is not that few children render one wealthy. It is that urban professionals with few children are generally older (consequently higher incomes) and that in many cases their children have moved away from home, perhaps allowing them more *spendable* income. Therefore, if we are looking for older listeners, Christian radio shows an interesting trend: Religious radio's audience is shifting from the young 18- to 24-year-old crowd to the more upscale 45-to-64 category. In the following chart we compare the ages of adult listeners in both the 1982 Simmons data and the 1984 Mediamark* data:

Age	1982 Simmons %	1984 Mediamark %
18-24	21.0	12.1
25-34	23.5	23.9
35-44	15.9	16.9
45-54	12.4	15.6
54-64	13.4	17.8
65+	13.9	13.7

* ©1984 Mediamark Research, Inc. All rights reserved. Used by permission.

Even though the shift in age tends to indicate an upscale progression in the Christian audience, it is barely offset by the fact that Christian families appear to have more children than the national average. Consider the following data:

	% of audience	% above or below
Family size		
1 member	12.5	+7
2 members	27.3	-9
3 members	41.0	+1
4+ members	19.2	+8
Age of Children		
under 1	4.0	+1
1 - 2	3.4	+27
2 - 5	17.4	+14
6 - 11	18.0	-1
12 - 17	24.8	+14

It seems Christian "baby-boomers" are creating something of a boom themselves. It is our contention that larger families do not change the level of one's affluence as much as they change one's buying habits. What we can ascertain from 24 Mediamark volumes tells us that the Christian radio audience is strongly family oriented and therefore likely to make investments and purchases to maintain strong traditional family units.

Education

One thing is sure—the Christian audience is definitely represented among the well-educated in America. Compared to the national average, religious radio audiences are:

- 29 percent more likely to have attended college,
- 16 percent more likely for heads-of-house to have graduated from college,
- 24 percent more likely to take adult education courses,
- 10 percent more likely to read as a hobby,
- 26 percent more likely to have bought a book in the last 12 months (second-highest among all radio formats),
- 15 percent more likely to have purchased a business or self-help book in the last 12 months,
- 55 percent more likely to have purchased an encyclopedia in the last 12 months (highest among all radio formats).

As our research unfolded, we were not so much impressed with the height of formal education represented among Christian audiences as with their attitude toward developing themselves and promoting an educational environment in the home. This phenomena seems to have a definite correlation with the fact that Christian radio listeners have more children than the average family. It could be that larger families heighten the Christian parent's interest in the overall education of the family. Perhaps the influence of Christian home schooling is helping to create this effect. Whatever the cause, we are seeing an upscale trend nonetheless.

Occupation

The common characteristic in both Arbitron definitions of upscale is "professional" (a vocation requiring specialized knowledge or skill and often long and intensive academic preparation). Compared to the national average, religious listeners who are also heads-of-house

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RADIO

are 29 percent more likely to be job-classified as "professional." Furthermore, "religious" male heads-of-house are 40 percent more likely to be "professionals." The following facts are characteristic of the professional working class. Compared to the national average, religious radio listeners are:

- 22 percent more likely to have taken three or more business trips by air in the last 12 months,
- 7 percent more likely to have used a hotel or motel for business four to nine nights in the last 12 months,
- 28 percent more likely to carry travel insurance,
- 11 percent more likely to have bought a business suit in the last 12 months,
- 26 percent more likely to own mutual funds,
- 24 percent more likely to hold shares of companies or partnerships,
- 49 percent more likely to own tax-exempt bonds,
- 7 percent more likely to own common stock in a company other than employer.

If 1984 was the year of the "Yuppies" (young urban professionals), it is obvious that the Christian radio audience played a substantial role in the entire composite.

Income

The average annual gross family income in America is between \$25,000 and \$30,000 per year (28,197 to be exact [SRDS, December 1984]), yet only 10.4 percent of all Americans fall between these parameters. However, at least 14.2 percent of the religious radio audience falls within this category (27 percent higher than the national average). What's more, 18 percent of the "religious" men surveyed by Mediamark were from families within this same financial bracket. This fact would seem to indicate that the religious audience commands a firm position in America's middle class.

Here is another fact: only 7.3 percent of American men overall last year reported annual family incomes between \$35,000 and \$39,999. Yet as many as 12 percent of the "religious" men reported such an income. In this category Christian radio ranks second overall compared to other formats. This does not mean religious audiences are generally wealthy. If anything, we can probably conclude that Christian radio

has its adequate share of upscale listeners. And with this data we can dispell the myth that religious radio listeners are not represented in the higher income brackets.

Now that we know this, let us examine what the "religious" audience does with its money. The following statistics, we feel, characteristically describe an "upscale" audience. Compared to the national average, religious radio listeners are:

- 5 percent more likely to own a home (74.8 percent are homeowners),
- 8 percent more likely to own a home worth over \$75,000 (ranked fourth among 13 different radio formats),
- 17 percent more likely to own a weekend or vacation home,
- 104 percent more likely to own retirement property (ranked first among all radio formats),
- 17 percent more likely to acquire a first-home mortgage,
- 10 percent more likely to own credit cards,
- 4 percent more likely to own a bank card,
- 7 percent more likely to have a checking account,
- 6 percent more likely to use a full-service commercial bank,
- 20 percent more likely to acquire a line of credit account,
- 24 percent more likely to have acquired an education loan in the last 12 months,
- 187 percent more likely to have acquired a personal loan for vacation (ranked first among all radio formats),
- 8 percent more likely to carry life insurance,
- 41 percent more likely to carry a separate term policy (ranked first among all radio formats),
- 11 percent more likely to carry property insurance.

The following purchases characteristically describe an "upscale" audience. Compared to the national average, religious radio listeners are:


- 4 percent more likely to have traveled abroad in the last three years,
- 8 percent more likely to have made three or more foreign trips,
- 23 percent more likely to own a standard-sized car,
- 14 percent more likely to own a new standard-sized car,
- 58 percent more likely to own a new convertible (ranked second among all radio formats),
- 125 percent more likely to own two

motorcycles (ranked second among all radio formats),

- 59 percent more likely to own a three-wheeler recreation vehicle (ranked second among all radio formats),
- 21 percent more likely to own a snowmobile,
- 27 percent more likely to own a CB radio (ranked second among all radio formats),
- 32 percent more likely to have bought golf clubs in the last 12 months,
- 47 percent more likely to have bought downhill skis in the last 12 months,
- 50 percent more likely to have bought a fur coat or stole in the last 12 months (ranked third among all radio formats),
- 18 percent more likely to have bought formal wear in the last 12 months,
- 11 percent more likely to have bought dress shoes in the last 12 months,
- 1 percent more likely to own a diamond ring,
- 66 percent more likely to own sterling flatware (ranked second among all radio formats),
- 47 percent more likely to have piloted a plane in the last 12 months,
- 14 percent more likely to use a lawn maintenance service.

Conclusion

Overall the results are quite positive. With great assurance we conclude that Christian radio audiences are becoming more affluent. However, in the long run, religious stations will probably never play to an upscale crowd on par with, say, the classical or news stations. And perhaps it is just as well. Even the "average" secular stations (given enough listeners) are the recipients of many major national and local buys. Fortunately the upscale trend and overall growth of the religious stations has not even begun to level off. Therefore, it would be safe to predict that within several years religious radio will command an even more respectable position in the fast-paced world of American advertising.

More information about Mediamark Research, Inc., can be obtained by writing them at 341 Madison Ave., New York, NY 10017; telephone (212) 599-0444. 



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

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(continued from page 10)

He has been securing Spanish-language programs from Herman Pablo and Luis Palau, and has produced local programs such as *Bolivia Sings*, a 15-minute weekly show that features local Christian talent.

In April 1982 Ramsey helped to start Bolivian Christian University as a night school for 200 students. Since then the school, in which he serves as chairman of the Communications Department, has more than doubled its enrollment. Another freshman class begins meeting this month in the borrowed public school classrooms.

One of the projects assigned to the 120 communications majors will be advancement of Christian broadcasting via radio and eventually television in Bolivia. Two staffers from the television department of HCJB in Quito, Ecuador, taught a production and audiovisual course at the university for a month this year.

Ramsey is meeting the challenge of the growing school with another fund drive in the United States. Its goal of \$250,000 will supply buildings containing 15 classrooms for the university. His dream also includes development of a downtown lending library for use by local pastors and Christian workers.

Ramsey call his ministry Latin American Professionals Outreach ministry and says its aimed at undergirding ministries of native Bolivians.

He takes a philosophical approach to his Christian mission in Bolivia. He claims no special vision for what he is trying to accomplish but prefers a humble approach saying, "In the land of the blind, the one-eyed man is king."

Victory Markets "Satellite Weekends"

SCOTTSDALE, Ariz. (NRB)—Victory Communications International began marketing in January a high-tech version of a retreat that the company's president, Michael Clifford, is calling "Satellite Weekends."

The plan works by linking a conference speaker with a minimum of 25 hotels around the country for a retreat Saturday morning through Sunday noon that includes several two-hour video conferences live via satellite. Dinners, small-group discussion and personal reflection time round out the weekend schedule, Clifford said.

If a media minister, for example, wants to spend in-depth time with a few hundred of his faithful but cannot afford time away from daily responsibilities for a tour schedule, he can reach them through a Satellite Weekend. Stressing that these weekends will not be available for fund raising, Clifford said they

are times for "spiritual enrichment, teaching, fellowship and education." A session could be planned for couples, singles or families.

The price suggested by Victory Communications is \$138 a couple or \$89 for singles, which would include lodging, two banquets, Sunday brunch and retreat materials. Participants would be able to register for a conference site near their home by using a toll-free telephone number.

Daily Radio Feature Planned to Assist Parents

COSTA MESA, Calif (NRB)—An independent nonprofit organization committed to the promotion and maintenance of family and social relationships, has recently added a new facet to the ministry. A five-minute daily radio feature by the same name is now being aired throughout the country. Speaking on the broadcast and heading the ministry is Dr. Kay Kuzma, noted child development specialist.

Dr. Kuzma is a popular speaker and seminar leader, as well as the author of more than a dozen books. Her works include *Working Mothers*, *Teaching Your Own Preschool Children* and *Filling Your Love Cup*. She is associate professor of health promotion and education at a Southern California university.

Beyond her professional experience, Dr. Kuzma has gained perspective from her role as a mother of three. The insights she shares on the Monday-through-Friday feature are aimed at "uniting hearts and homes."

The program is syndicated through Ambassador Advertising Agency of Fullerton, California, and is available immediately on a public service or sponsored basis.

Pro-Life Gains With Daily Radio Broadcast

WASHINGTON, D.C. (NRB)—In an effort to apprise citizens throughout the country of such issues as abortion, infanticide and euthanasia, the National Right to Life Committee is now producing a daily radio feature, *Pro-Life Perspective*. It is on more than 50 stations.

On the program various pro-life issues are addressed directly by Dr. John C. Willke, president of the NRLC. Dr. Willke, a practicing physician for more than 30 years, is also an author. His works have appeared in over 50 publications. He and his wife, Barbara, are coauthors of *Handbook on Abortion*. His latest book is entitled *Slavery and Abortion:*

History Repeats, in which he notes the striking similarities between the issues of slavery and abortion.

The National Right to Life Committee has more than 1,800 local chapters. With the national headquarters located in Washington, D.C., committee representatives are in frequent contact with both legislators and lobbyists on the federal level.

Pro-Life Perspective, a Monday-through-Friday five-minute broadcast, is syndicated through Ambassador Advertising Agency of Fullerton, California. It is available immediately, either as a public service or on a sponsored basis.

Evangelistic Emphasis Under Way in Manila

MANILA (NRB)—Christians and churches in Manila are coordinating a year-long evangelistic campaign designed to saturate the Philippine capital's predominately Roman Catholic population with the good news of the gospel. Named "Manila for Jesus '85," the campaign is planned to evangelize and disciple one million people. Out of an estimated population of 10 million, only 200,000 citizens are non-Catholic.

Manila for Jesus '85 is being chaired by Bishop George F. Castro of Iglesia Evangelica Metodista en las Islas Filipinas. Cochairman is Fred Magbanua, Philippine director for Far East Broadcasting Company.

The campaign's methods include monthly evangelistic meetings in many churches, evangelistic spots on Manila's radio stations, special programs for television, distribution of gospel literature, sign boards, enhanced production of Christian books, advertisements in secular magazines and major evangelistic crusades.

LA Church Chosen for NBC-TV Broadcast

LOS ANGELES (NRB)—A United Methodist church in Los Angeles has been chosen as the setting for an Easter worship service to be televised live by NBC-TV at 8 a.m. April 7, Pacific time.

It is the 1,200-member Wilshire United Methodist Church, whose ministerial staff and membership reflect the ethnic diversity of Los Angeles. Thirty percent of the members are black, 20 percent Korean, 10 percent other ethnic minorities and 40 percent white.

The senior minister, William Boggs, and his five assistants are designing a service especially for TV. The program is being produced by the NBC-TV Network Religious Unit and will be aired in time allotted to the National Council of Churches of Christ.

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(continued from page 14)

for renewal of the agreement. Under the blanket fee structure that music license agencies have insisted on, a station has to pay an aggregate total of up to five percent of its gross revenues from all sources to avoid a lawsuit for infringement of copyright interests.

Many Christian radio stations spend as much as \$35,000 each year in music license fees to protect themselves against lawsuits from the Christian music authors and publishers. Bott stressed that all such lawsuits on music license are never brought by the licensing agencies themselves; they always originate in the name of the individuals represented by the agencies.

Bott represents the point of view of a commercial radio station owner on the committee. His four stations, which are in the Midwest, have a talk format and use little or no music. Other members of the new committee are Al Sanders of Ambassador Advertising Agency, Robert Neff of Moody Broadcasting Network and Thomas Moffit, Sr., of WTLN/Orlando (Florida) and WVCH/Philadelphia.

If the Christian musicians and companies do not respond to the committee's efforts at bridge building, Bott said "we would leave it up to the Christian community of America" to seek the needed changes.

Bott also emphasized that the NRB Religious Music License Committee is not seeking to coerce anyone. "We just want to develop and maintain a spirit of good will and cooperation to the glory of God and the benefit of all," he said.

Jerry Falwell Named to NRB Hall of Fame

WASHINGTON, D.C. (NRB) — Dr. Jerry Falwell, Liberty Baptist College president and speaker on *The Old Time Gospel*

Dates For Future NRB Conventions

These are the dates for the NRB annual conventions through 1990:

1986 — February 2-5

1987 — February 1-4

1988 — January 31 - February 3

1989 — January 29 - February 1

1990 — January 28-31

All of the above conventions are scheduled to be held at the Sheraton Washington Hotel, Washington, D.C.



Jerry Falwell (right) was honored with the NRB Hall of Fame.

Hour, is this year's recipient of the prestigious NRB Hall of Fame Award. The Hall of Fame Award was presented at the annual convention in recognition of "outstanding achievement and lasting contributions to religious broadcasting." It is the highest honor awarded an individual by NRB.

As a Christian broadcaster, Falwell has achieved recognition by "permanently and positively influencing religious broadcasting with the highest of standards."

In addition to his broadcasts, Falwell is active on the lecture circuit. He publishes a national magazine, *Fundamentalist Journal*, and is pastor of Thomas Road Baptist Church.

Famous as the leader of the Moral Majority, Falwell is articulate on matters concerning the national moral state, as demonstrated in his discussion of foreign and domestic issues with Senator Edward M. Kennedy at the Congressional Breakfast. As a pastor and concerned citizen he has consistently led in the battle for decency and liberty.

NRB Group Medical Plan Now Available

WASHINGTON, D.C. (NRB) — A full comprehensive medical plan at a low rate has been designed especially for NRB members and approved by the NRB board of directors, it was announced at the annual convention.

According to Jon Bosworth, NRB director of membership services and development, the board has been concerned about members who are paying high premiums because the number of subscribers in their group is small. For this reason the board has made it possible for members to enroll in a plan that includes major medical, dental and vision care benefits. The plan is

available for \$150 per month for families and \$75 per month for single coverage.

The plan has a deductible of \$100 per person, after which major medical coverage will pay 80 percent of all remaining bills, including prescriptions and office visits. The only exclusions are annual physicals and regular infant examinations.

A self-insurance type of program, the plan will be administered by the non-profit Christian Business Associates, Inc. An additional advantage to this plan is that any profits from the premiums will be channeled back into the ministry. A member of the NRB board also sits on the board of CBA.

In an effort to inform the NRB members of this important offer, a pamphlet has been prepared. It is available from NRB, CN 1926, Morristown, NJ 07960.

The plan was designed by Terry Twerl, a former insurance executive who is now in full-time Christian work, and Maurice Prindville, a financial counselor. A retirement plan may also become available in the future.

Employment Registry Seeks Applicants

WASHINGTON, D.C. (NRB) — Labeled as a service that matches the "Right People with the Right Job," the new NRB Employment Registry is ready for subscribers.

The registry is designed to give potential employees exposure to religious broadcasters in the U.S. and in foreign countries. The NRB executive committee approved the service in November and was presented to the full board at the annual convention. The registry is being coordinated with Frederick Lange & Company of Roseland, New Jersey.

The registry will help Christians wanting to volunteer time and expertise, students or

graduates of Christian colleges, and Christians with high tech, broadcast and media backgrounds find placements. The service is free of charge to NRB members. Subscription fee is \$16 a year for those seeking employment.

During the subscription period, subscribers are entitled to continuous matching against openings submitted by NRB members, immediate notification by mail when their profiles match current job openings, and periodic updating of career profiles.

NRB Employment Registry personal data forms can be received from NRB by calling (201) 228-9522.

“Sixty Minutes” Joins Convention Media Rush

WASHINGTON, D.C. (NRB) — From *Sixty Minutes* to BBC Radio in England, from the Los Angeles Times to Germany's *Der Spiegel*, that's the range of international media that covered this year's convention.

Scores of journalists from all over the world registered and filed news reports during the four days of the NRB '85 convention.

The media coverage reached its height during President Reagan's speech when television networks carried much of the speech either live or on tape delay.

The controversial *Sixty Minutes* show prepared a segment based on the convention, with Morley Safer as the reporter.

Also covering the convention were the New York Times, USA Today, AP, UPI, and many other major media outlets.

“This year's media coverage is unprecedented in terms of depth and breadth,” said Dr. Ben Armstrong, executive director of NRB, who appeared live on the CBS morning news with Jimmy Swaggart.

He believes that much of the media felt that NRB had been rather fortunate in the past to get the President as the main speaker.

“I think it had something to do with election support and they figured that the streak had run out because the election was over,” he continued.

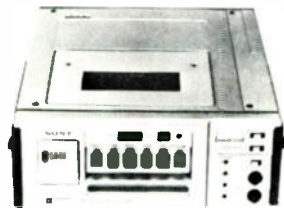
“But it is more than politics. It has a great deal to do with the fact that both the President and the Vice President have a great concern about traditional values, religious freedoms and a gut-level espousal rather than a mere intellectual acceptance to commonly held belief.” (Reported by Dan Wooding)

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NRB Names Four Student Award Winners

WASHINGTON, D.C. (NRB) — National Religious Broadcasters' former president, E. Brandt Gustavson, honored the winners of the NRB Student Achievement Awards at the opening session of the convention. The winning student productions for the calendar year 1984 represented colleges from New York, Michigan, Ohio and Illinois, and were among entries from five other states. Winners were:

Outstanding achievement in undergraduate video production, Mary Syzdek, Wheaton College, Wheaton, Illinois, for her program, *Football at a Christian College*.

Outstanding achievement in graduate video production, Bret Senft, New House Communications Center, Syracuse University, New York, for his program, *Birthright*, '83.

Outstanding achievement in undergraduate audio production, Jeff Lyle, Cedarville College, Cedarville, Ohio, for his music program, *Joyful Noise*.

Outstanding achievement in group project audio production, Scott Bostelman, Spring Arbor College, Michigan, for producing a group project public service announcement, *Talk*.

The Annual Student Achievement Awards are presented each year by NRB to encourage excellence in student efforts to write scripts, produce video programs and/or produce audio presentations. The basic requirement for each entry was that the script or program must present some Christian message. Many different formats may be submitted in either script or produced form, including public service announcements, talk shows, dramatic presentations, information and community affairs, and documentary programs.

Distinguished Service Awards Are Presented

WASHINGTON, D.C. (NRB) — A highlight of the FCC luncheon at NRB '85 was the conferring of the 1985 Distinguished Service Awards. Recipients were FCC chairman Mark S. Fowler; Clay Evans, pastor and founder of *What a Fellowship Hour*, and pastors Neal Doty and Sherman Williams of Redwood Chapel Community Church.

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Mark Fowler began his broadcast career while in high school. He has served as radio announcer, sales representative and program director. In addition, the FCC chairman has flourished as an attorney in communications law. He received a law degree from the University of Florida's College of Law. In 1970 Fowler joined the Washington, D.C. based law firm of Smith and Pepper as an associate. His increased ambitions led him to form the law firm of Fowler and Meyers in 1975. He has been FCC chairman since 1981.

"It is no secret what God can do" is the theme of *What a Fellowship Hour*. The Chicago-based outreach airs on over 18 television stations and can be seen in more than 15 states. The television and radio ministry originates from the Fellowship Missionary Baptist Church that Clay pastors.

Clay had a "happy" reaction to receiving the Distinguished Service Award. He said, "this is a good program where people are edified and God can be edified."

The final Distinguished Service Award went to pioneers Neal Doty and Sherman Williams for their work in church cable operations. Redwood Chapel Community Church, located in Castro Valley, California, has provided incentives for other churches to become involved with programs of local origination. It first aired in 1971 on Channel 12. The 24-hour service is a CBN satellite affiliate.

Doty and Williams intend to broaden their outreach in the fall. Redwood Television Ministries, Inc., will program 20 hours on San Francisco's newest UHF station, channel 66. "The importance of church and communications can be multiplied by using cable in the right way," said Williams.

Plans Announced for Brazilian NRB Association

"If the apostle Paul were living today, he would use media," said Brazilian evangelist and broadcaster Nilson Fanini.

That was one of the major factors that motivated Brazilian broadcasters to begin work toward forming a Brazilian chapter of

NRB NEWS

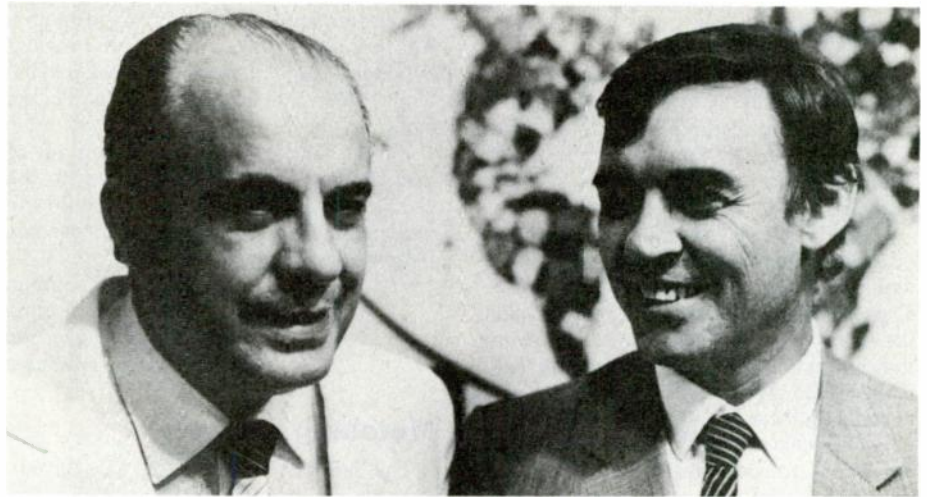
NRB. The impetus for the organization came from the Brazilian delegation's visit to last year's convention. "We were inspired and believe it could be a big force that is not being emphasized enough [in Brazilian media]," he said.

According to Fanini, Brazil currently boasts a two-thirds share of the entire evangelical population of Latin America. "We don't have enough preachers, so we must multiply ourselves," said Fanini, who projects an initial membership of at least 1,000.

Fanini is here in conjunction with the World Home Bible League to promote New Life '90, a project to place 25 million New Testaments in the hands of Brazil's young people by 1990.

A Rio de Janeiro congressman and telecommunications expert, Arolde de Oliveira, a promoter of the project within the Brazilian government, says that the level of acceptance for the project extends from the lowest ranks of local government all the way to the office of president-elect, Tancredino Neves.

"We are here because NRB is the main and most important convention in the world concerning religious broadcasting



Evangelist-broadcaster Nilson Fanini of Niteroi, Brazil, and Brazilian congressman Arolde de Oliveira attended NRB '85 to promote New Life '90.

communications. We have come to learn from the techniques and experience available at NRB," said Oliveira.

On why he is promoting a Bible distribution program at NRB '85, Oliveira stated that religious broadcasters are concerned with a religious message. "Of course, that

message is the Bible," he said.

Congressman Oliveira and evangelist Fanini fully expect representatives of the newly formed Brazilian chapter of NRB to attend next year's convention, following an August organization meeting. (Reported by Chris Woehr.)

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LETTERS

Friend or Foe?

Thank you very much for your balanced and worthy editorial about the secular media in your December issue ["Are the Media Our Enemy," page 40]. Your views are greatly appreciated, though not shared by as many evangelicals as would be reasonable.

I would like to add one more perspective to your thoughts. There are many Christians working in what we call the secular media. Their Christian "bias" is often less evident than the "bias" of the non-Christians with whom they work; thus the Christians are less likely to be noticed. Most good media people, particularly reporters, prefer it that way.

For 20 years I was part of that secular media and was seldom interested in my own Christian faith being part of how a story was covered or reported. I preferred that the people in the story and the people in the audience at home not know my personal bias.

I was once covering a story and interviewed a man who had a "fish" pin in his lapel. I asked him what the pin stood for. He told me it was nothing, just a club that he belonged to. It would be interesting to know how that man would answer your question: Are the media our enemy?

We cheat ourselves badly when we make decisions based on such generalities as: The

media are liberal, humanistic, or the enemy. The people in the secular media are individuals. Some of them are born-again but would prefer that that fact not be part of the story.

If more people would follow your advice and be more open and honest with the secular media, they would find that the various media are not quite as secular as some people would lead us to believe.

Mike Flynn, Chairman
Division of Communication
John Brown University
Siloam Springs, Arkansas

Matching Formats

The January issue of *RELIGIOUS BROADCASTING* has a very interesting article addressing a growing problem: program producer cost problems vs. station operation cost problems ["Program Lengths: A Time for Decision," by Al Sanders, page 32]. The author did not make any reference to the aging of the "donor pool." This is caused to some extent by changing tastes of the younger Christian and raises another point—the format of many traditional programs and its impact on listeners with different traditions.

WNDA is one of a growing number of full-

time Christian stations with a strong contemporary music format and a firm limit on the number of traditional programs.

In this day of narrowly defined music formats, some of the traditional programs which open with one or more music selections often drive off the audience the station has worked hard to gather for them. The programs that make it on WNDA have little or no music and get their featured speakers on the "mike" as soon as possible.

It is my opinion that program producers should produce their programs in two formats. One would be the classic format, which opens with a traditional hymn and works well on stations with wall-to-wall programs. The other would be a shorter version with no music; it would open quickly and get right to the featured speaker. The only music would be a short theme or signature at the start and finish.

I firmly believe program producers and stations like ours would both profit by matching program formats to station formats, so that the program would have more appeal to the listeners the station has garnered with its music.

Frederic E. Wells
General Manager
WNDA
Huntsville, Alabama

BROADCAST BOOKS

Text Describes Changing Face of TV Technology

The Video Age: Television Technology and Applications in the 1980s, Ellen A. Lazar, senior editor. Knowledge Industry Publications, Inc., 1982, 264 pages.

This book promises "information and analysis about the television explosion of the 1980s." It delivers. *The Video Age* explores technology from the broadcast studio, board room and family room. Knowledge Industries compiled the book from chapters of its previously published TV books and added a new chapter.

The reader finds a wealth of information about TV's evolving face. Technology is approached from various angles. Home video is dissected in CATV, subscription TV, multi-point distribution, videocassette recorders and cameras, interactive video, and satellite-to-home service. Obviously, broadcasters will face increasing competition from such specialty video services in addition to other

broadcast stations. Understanding these innovations and markets now help plan future strategies of survival.

Cable television is treated in an entire chapter. The author builds a historical base for CATV, then elaborates on cable's dark clouds on the horizon—negotiable franchise fees, copyright issues, government policy and costs of building sophisticated systems.

Video disks are demystified in 41 pages. Disk technology, where everyday application always seems just an arm's length away, is explained by dividing disk machines by format and describing the mechanics of each one. Numerous graphics make disk science easy to understand, and a three-page table handily compares the technology of all disk systems.

The chapter about videotext forcefully reinforces the idea that TV is not just entertainment, it is an information tool. Videotext is described in one-way and two-way systems, with a distinctly international flavor, since Europe has worked with videotext systems for some time.

The final chapter of *The Video Age* is a useful summation of the state of the art

broken down into a TV communications model: video acquisition, distribution, storage, processing and presentation.

The reader is left understanding what is obviously a Rubik's Cube of technology, where TV puzzle pieces are being turned many ways for a myriad of new uses. The only avenue not totally explored is low-power television (LPTV), which, with over 250 LPTV stations already on the air, is becoming an important part of our national TV scheme.

The message to the reader is that the success or failure of these new technologies is dependent on consumer acceptance, and consumers can't economically support all of them. Some innovations will disappear due to lack of support. The challenge to the broadcaster is to understand the latest video hardware and be ready to exploit successful technologies to deliver his message to the marketplace.

The reviewer, Scott Carlberg, a free-lance writer from Bartlesville, Oklahoma, is employed in corporate video for Phillips Petroleum Company.

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BROADCASTERS

Twenty Christian leaders, including international broadcasters **Billy Graham** and **Luis Palau**, addressed more than 18,000 college students from the United States and Canada at the 14th student missions conference sponsored by Intersociety Christian Fellowship (IVCF). Urbana '84, held December 27-31 in Illinois, focused attention on evangelizing the "unreached people," which conference director **John Kyle** of IVCF said comprise three-fourths of the world's population. Other plenary speakers included **Ralph Winter** and **Gordon MacDonald**.

The first employee hired by **Theodor H. Epp**, founder of *Back to the Bible*, was **Melvin A. Jones**, who retired recently after 44 years. He was executive vice-president. Jones came to the Lincoln, Nebraska-based radio ministry shortly after graduation from Moody Bible Institute. Although he thought his work in those pioneer days would be "a temporary means of service" before going to a pastorate, he stayed almost half a century. He has been replaced by **Brian Erickson**, who was executive director.

January was concert month on CBN cable. **The Imperials** performed on the network January 6 for their 20th anniversary concert. **Amy Grant**, the 23-year-old award-winning Christian folk artist, brought her tour to CBN on January 13. And **Russ Taff**, a noted contemporary vocalist, performed a concert for CBN on January 20.

Five years after his death, a resurgence of interest in the media ministry of Archbishop **Fulton J. Sheen** is taking place. **Edward Weston**, chairman of Fulton J. Sheen Communications, Ltd., Northridge, California, is spearheading the new emphasis, which includes syndication of films and tapes for radio, television and videocassettes. Sheen's best-known program, *Life Is Worth Living*, was carried on 123 TV stations and reached an estimated 30 million viewers at its peak. Some 300 radio stations carried the audio portion of the program, which drew 10,000 letters a week.

Former TV star **Desmond Wilson** of *Sanford and Son* has traded Hollywood for the preaching circuit. Wilson said he lost fellowship with God as a result of his acting career. He now travels as an evangelist.

David Cook, program director for WVGC/Miami and national sales manager for the station's parent company, Statewide Broadcasting, has been appointed program director for WLIX-AM/Islip (New York), a



Melvin Jones and Brian Erickson (r) of Back to the Bible



Folk singer Amy Grant

Long Island station owned by Living Communications, Inc.

Frederick H. Borsch, dean of the chapel at Princeton University, was named as a speaker on *The Protestant Hour* by The Episcopal Radio-TV Foundation, according to the foundation's president, **Louis C. Schueddig**. The program, which shares speakers each quarter with several other denominations, is now in its 40th year. Borsch's general theme for the quarter, which concludes March 17, is "Power in Weakness."

Isoji Sekiya, producer for many years of *The Japan Lutheran Hour* broadcast, died recently at age 81. The broadcast for which he was responsible reached millions in Japan with the gospel.

Bob Gass, host of a daily television talk show from Atlanta called *The Breakfast Club*, was guest preacher for three 90-minute programs in January on Teaching and Evangelism Network (TEN). Under the direction of **Kenneth Phillips**, an Austin, Texas, pentecostal pastor, TEN has been developed as a church-based television network that airs Bible teaching programs live via satellite on a monthly schedule.

Eugene Tognacci, Sr., general manager of WLIZ-AM/Lake Worth (Florida) has resigned to become president of West Coast Wireless, Inc., which is a communications group based in Houston, Texas.

Former President **Jimmy Carter**, a Southern Baptist, has been named recipient of the World Methodist Peace Prize for 1985. The former chief executive will be the first American to receive the recognition, which is

being given because of Carter's "long commitment to the goal of world peace," according to Joe Hale, general secretary of the council. The award will be given March 13 at Emory University, Atlanta.

A pioneer in Christian radio, **W. Douglas Roe**, died December 29 at his home in Montrose, Pennsylvania. He was founder and president of Montrose Broadcasting Corporation, owner of four noncommercial religious radio stations in Pennsylvania. In 1930 while still a college student preparing for the ministry, Roe was invited to conduct a daily radio broadcast in Atlanta. He continued with media ministry in several locations until his death at age 78. He is survived by his wife of 53 years, **Natalie Roe**.

The Nebraska Supreme Court on January 4 unanimously overturned an eight-month jail sentence for contempt of court that had been imposed on **Everett Sileven**, a Baptist pastor whose church school had been involved in a drawn-out controversy with state education officials. The contempt ruling stemmed from Sileven's refusal to comply with a court injunction barring him from operating Faith Christian School without a state license.

Robert G. Partlow, a retired captain from the U.S. Navy, has been appointed executive director of the Freedom Council, Virginia Beach, Virginia. A graduate of Stanford University with a Master of Business Administration degree, Partlow was commanding officer of a nuclear submarine. He replaces **Ted Pantaleo**. The Freedom Council, an adjunct of the Christian Broadcasting Network, was founded by broadcaster **Pat Robertson** to establish a grass-roots network of Christians informed on legal issues.

NEW! EMPLOYMENT REGISTRY

NOW you can use NRB's efficient and comprehensive employment registry to fill positions at your station or in your ministry. Our new computer provides the capability of quickly identifying potential employees to fill important positions in religious broadcasting.

The new NRB Employment Registry will:

1. Enable member organizations to identify needed potential candidates to fill key job openings.
2. Access great numbers of high-tech and communications specialists who will be willing to volunteer their time to contribute their expertise to members.
3. Be available free to NRB members.

To achieve a high degree of effectiveness, the NRB Employment Registry will require full member support. Two-minute spots are being prepared for use twice daily. The use of these spots will insure the data base will contain information about a sufficient number of qualified Christians to meet your needs.

Complete information will be provided each member organization through the mail.

For further information write:
NRB Employment Registry
PO Box 55
Roseland, NJ 07068

NRB

NEW PRODUCTS

Panasonic Introduces Industrial 1/2-inch VCR

Panasonic Industrial Company has introduced a new portable video cassette recorder—Model AG-2400—which measures just over two inches high by eight inches wide and weighs in at just 4.84 pounds with battery. The AG-2400 uses four video heads to provide clear pictures even in still and slow-motion modes of operation.

The AG-2400 uses four ultra-thin flat direct-drive motors to drive the capstan, cylinder and supply takeup reels. It is equipped with a wired remote control and there is a video add function for rough insert editing. The deck has audio dubbing capability, a memory function and auto rewind.

Optional accessories include the AG-V340 tuner/timer, which features 14-day/4-program capability, and a 16-function infrared remote control that controls both the AG-2400 and the AG-V340. For studio use there are two different optional AC adapters. For use in motor vehicles, a car battery cord is available.

Suggested list price is \$950. For further information contact Panasonic, One Panasonic Way, Secaucus, NJ 07094.



Panasonic's AG 2400



Cameraprompter "L"

Camera Prompting System Developed

Cinema Products Corporation announces the availability of the new Camraprompter "L"—a camera prompting system designed to accommodate larger camera systems, including hand-held 35mm film and electronic cinematography cameras, and 16mm film and ENG/ERP video cameras.

The new Camraprompter "L" features a large 8½" by 11" text viewing area. The back of the matte-box features a lens porthole large enough to accommodate most 35mm and electronic cinematography lenses. Should a lens require additional clearance space, the back wall of the box is removable, leaving an 8" by 10" clearance. The back of the matte-box also features a convenient slot to hold a 6" by 6" filter and matte.

Quick to set up and easy to operate, the new Camraprompter "L" is priced at \$3,600.

For further information contact Cinema Products Corporation, 2037 Granville Avenue, Los Angeles, CA 90025, Telephone (213) 478-0711 or 477-1971.

Tandberg Debuts Computer Controlled Cassette Deck

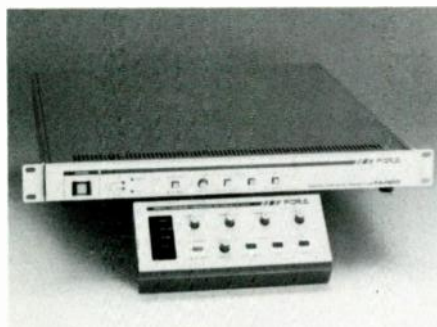
Tandberg announces the TCCR 530 computer-controlled cassette recorder. An RS-232C interface port on the TCCR 530 makes the recorder computer compatible. Connected to this port, a computer can control every function of the recorder with Basic commands. The system provides random access to synchronized tape segments, monitors the recorder's performance, and even produces regular on-screen status reports.

The TCCR 530 also features a built-in speaker and amplifier, a real-time tape counter and two-speed fast-forward and rewind. The unit is equipped with a dual-capstan closed-loop tape transport system, a four-motor cassette mechanism and micro-processor control for precise operation.

Shure Adds Gooseneck Model Microphone

Shure Brothers, Inc., has announced the addition of a new microphone mode. The AMS24 condenser microphone is a gooseneck unit designed for mounting to surfaces such as conference tables, desks and lecterns.

Like other AMS microphones, an AMS24 connected to an AMS mixer will gate on automatically when addressed from within a 120-degree front acceptance angle. Sounds



FOR-A's FA-400

that originate outside this acceptable angle will not gate the microphone on, regardless of their loudness. The microphone will also turn off smoothly and silently when the talker has finished. When an AMS24 is gated on, it operates as a unidirectional (cardioid) microphone.

The AMS24 features a black vinyl-enameled brass case with a black steel-mesh grille. It comes with an 18-inch gooseneck and flange for mounting on a variety of surfaces. Also supplied is a 20-foot, two-conductor, shielded, vinyl-jacketed cable.

Low-Cost NTSC Digital TBC Offered

FOR-A Corporation of America announces the availability of the FA-400, a low-cost NTSC digital TBC (Time Base Corrector) with a full color frame memory function.

The FA-400 is capable of correcting errors in 1/2-inch and 3/4-inch VTRs, or any V-lock or non-V-lock source. A full processing amp allows control of video level, chroma level, chroma phase, set-up and freeze function. An optional remote control allows full operation away from the main unit.

The model also includes a built-in RS-170A standard sync signal generator with gen-lock function.

For complete information contact FOR-A Corporation of America, 49 Lexington Street, West Newton, MA 02165, Telephone (617) 244-3223.

Bretford Designs Equipment Stand

Bretford Manufacturing has designed a new stand (Model CA26-42) for use with both projection and video equipment. The adjustable top shelf on the new Bretford model can be positioned in height ranges from 28 to 42 inches.

The unit is constructed of all steel utilizing exclusive arc-welded caster sockets. The "E" model of the CA26-42 also provides an electrical assembly with two outlets, a 20-foot, three-wire cord and a grounded plug.

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CLASSIFIEDS

EMPLOYMENT

Positions available new 24-hour contemporary Christian 100-kw FM station; Program Director, Christian PD or Christian on-air experience required; Broadcast Sales Manager, Christian broadcast sales experience required. Please forward complete resume to KTKL-FM, Box 3727, Casper, WY 82602

South America: Commercial 1-kw AM radio station is looking for a Christian radio broadcasting engineer specialized in audio. Plenty of hard work, very low pay. If interested contact: President, PO Box 11997, Bogota, Colombia.

Direct Mail Copy Chief: The Christian Broadcasting Network, Inc., an evangelical Christian ministry located 10 miles from East Coast resort area, requires top-notch Direct Mail Copy Chief with fund-raising experience. The successful candidate will be degreed with a major in journalism, English or marketing and have a minimum of 2 years experience as a direct response fund-raiser writer for a marketing firm, nonprofit organization or ministry. If you qualify and feel led to serve, please send resume and salary history in confidence to the Christian Broadcasting Network, Inc., Manager, Employment, CBN Center, Virginia Beach, VA 23463. CBN is an equal opportunity employer.

Tax Manager: The Christian Broadcasting Network, Inc., an evangelical Christian ministry, has an immediate opening for a tax manager. Primary responsibility is to research tax matters and be sensitive to the Lord's leading concerning the path for CBN and its related organizations worldwide. The successful candidate will have a degree in accounting, a CPA and 5-7 years experience in taxes. (A law degree a definite plus.) If you qualify and feel led to serve, send resume and salary history in confidence to Manager, Employment, The Christian Broadcasting Network, Inc., Virginia Beach, VA 23463. CBN is an equal opportunity employer.

Are you qualified in the areas of advertising sales, syndication

or cable marketing representation? If you have experience in one of these fields, why not contact Walter Richardson, 7224 Park Road Ext., Charlotte, NC 28210.

Television-Radio Professionals with accredited Ph.D. and extensive production experience needed at Liberty Baptist College—America's fastest growing Christian college. Teach radio production or TV production and broadcast writing courses beginning August '85 ... Salary and rank depend on qualifications. Decidedly Christian, Liberty Baptist college is a private, church-affiliated liberal arts college which seeks applicants with a strong Christian commitment. Send letter of application and resume to: Office of the President, Liberty Baptist College, Lynchburg, VA 24506. The college will consider applicants without regard to race, color, national origin or sex.

Christian Chamber of Commerce, charter members and sales people wanted. Free details 1-800-643-9050, 1-713-256-2555.

Christian TV station general manager with at least 5 years experience. High salary, good benefits. contact Dick Alms at WKJL-TV 24, 1008 Ingleside Ave., Baltimore, MD 21228 or call (301) 539-7322.

FOR SALE

Used Broadcast Equipment for Brazil needed. Donations welcome of antenna, tape recorders, record players, microphones, stereo tape decks, other good quality equipment. We are starting an FM radio ministry in Recife, Brazil's third-largest city. For further information contact Dr. Bob Carlton, Missionary Broadcasters, Inc., 133 Clubview Dr., Safety Harbor, FL 33572, or call (813) 726-6615.

Altec Speaker Components including hi-freq horns & drivers, mid-freq horns and drivers, 817A woofers, Altec studio monitor and misc. equipment. Excellent condition. Call Gaile (216) 699-3847 or Bill (216) 325-7646 evenings.

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CN 1926
Morristown, NJ 07960

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CCR

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(Circle 102 on the Reader Service Card)

LATE NEWS

NRB SPONSORING NAE LUNCHEON AND WORKSHOPS

National Religious Broadcasters is sponsoring a luncheon and three workshops at the National Association of Evangelicals annual convention (see story on page 10), which will be held March 5-7 in Los Angeles. Paul Freed, founder and president of Trans World Radio, will be speaker for the NRB luncheon March 7. He will describe "The Role of the Christian in Media" and report on a recent trip to Africa. That session will be moderated by NRB executive director Ben Armstrong. The first NRB-sponsored workshop, on March 6, will concentrate on "Using Radio for the Outreach of the Evangelical Church." Scheduled panelists include James Christensen of Heaven and Home Hour and president of NRB's Western Chapter, and John M. Boyd, president of Creative Communications Associates. Al Sanders, president of Ambassador Advertising Agency, will moderate. That afternoon a second workshop is being planned by NRB for delegates interested in television ministry. Jerry Rose, president of WCFC-TV 38/Chicago, will moderate the session, which will feature broadcaster-pastor Tommy Barnett of Phoenix (Arizona) First Assembly of God. The final morning, NRB will sponsor a workshop on fundraising techniques and ethics for broadcasters. E. Brandt Gustavson, immediate past president of NRB, will lead that session. Scheduled speakers are Thomas "Ed" Steele of Creative Communications Associates and Michael Nason of Nason Media Corporation, the agency that represents broadcaster Robert Schuller. NRB was founded in 1944 as part of NAE.

NBC-TV PRODUCES HISTORICAL DRAMA ON CHRISTIANITY

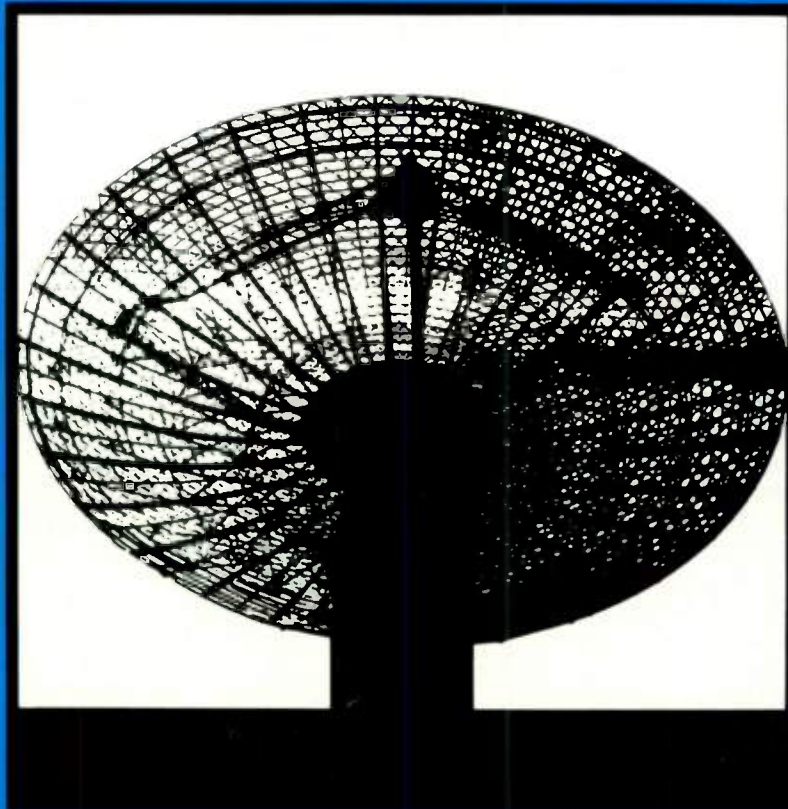
NBC-TV is releasing a 12-hour made-for-television miniseries on March 31 which traces the development of the Christian church from Golgotha to the reign of Nero. A.D., which will be sponsored entirely by Proctor and Gamble, will air in primetime for five nights. The epic movie, told through the lives of historical personalities, paints "a sweeping canvas of life in the first century, with intimate human dramas of faith, love, devotion, treachery and persecution," said a press release. Biblical scholars working with Dr. Richard Gilbert, religious consultant to NBC, have reviewed the script for historical accuracy of A.D.

HELMS OUTLINES AGENDA FOR CONSERVATIVE ACTION

U.S. Senator Jesse A. Helms (R.-North Carolina), a speaker scheduled for last month's NRB convention, and Fairness in Media have launched a national campaign to end what they call a "liberal bias" at CBS-TV by urging conservatives to purchase enough stock to gain control of the network and "become Dan Rather's boss." In another move of interest to conservatives, Helms and Senator Gordon J. Humphrey (R.-New Hampshire) cosponsored a comprehensive bill that would protect unborn human life. The Unborn Children's Civil Rights Act of 1985 (S. 46) states that the Supreme Court was wrong to legalize abortions (Roe vs. Wade, 1973) and would permanently remove public funding for abortions.

THE DIRECTORY OF RELIGIOUS BROADCASTING

1985



THE ONLY PUBLICATION OF ITS KIND ...

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Mail to NRB, CN 1926, Morristown, NJ 07960 Phone: 201-428-5400

Slanting Our Broadcasts

THE GOAL OF EVERY religious broadcaster is to present the gospel of Jesus Christ in such a way that those who do not yet believe will become convinced and converted. Yet not every broadcaster can reach every unbeliever, and some are better at reaching certain segments of the audience than others. Therefore, all of us should be praying and planning to reach the segment God has assigned to us. We need to “slant” our broadcasts.

Slant is a word that often makes us feel uncomfortable because it has been used so often to describe dishonest news reporting. A “slanted story” is one that withholds certain information while emphasizing other facts that favor the bias of the reporter. Such “slanting,” in fact, is not confined to news reporters but is used by most of us at one time or another to gain some advantage in our business or personal relationships. (And perhaps now is as good a time as any to go into our prayer closet and confess.)

But there is a valid form of slanting. According to Webster’s New Collegiate Dictionary, to slant means “to interpret or present in line with a special interest [stories *slanted* toward youth].” Slanting is done in publishing and broadcasting all the time in order to get a particular message across to the targeted audience. On general television, for instance, Saturday morning cartoons are slanted toward one audience while *Masterpiece Theatre* is slanted to a much different audience. Without making any judgment on program quality, it is still safe to say it is doubtful the same people who watch the Smurfs would also be watching *The Jewel in the Crown*.

We know that religious programs require similar slanting, and for that reason we have a wide variety of programs that impact fairly narrow segments of listeners and viewers. *Children’s Bible Hour* and *Focus on the Family* both deal with family situations, but one is produced for youngsters and the other for their parents.

Today there is a need for more such slanting of programs. There are so many people in the radio and television audiences who immediately change the station if a “religious program” comes on. Yet these people have a need they do not recognize until it is revealed to them in a way they can understand. That need is to receive the saving knowledge

of Jesus Christ. How is one to reach them if they are “turned off” to religion?

This is where a more sophisticated form of slanting comes in. There are many audiences that can be reached only through very specialized religious broadcasters—those who have experience and expertise in fields seemingly unrelated to the gospel. For instance, young people whose chief interest is rock music are more easily reached with the gospel by Christian young people who understand that medium. Intellectuals can be reached best by university-trained Christians who can hold their own in debating Aristotelian philosophy or Darwinian theory, or in discussing many of the more recent philosophies.

This is not to say there should be any watering down of the gospel, which would lead to heresy. No, it is merely a means of getting the audience’s attention in order to present the gospel clearly in a context the recipient can accept. It is a way of demonstrating that human perceptions of the world, unenlightened by Scripture, are inadequate to explain a physical universe intersected by the spiritual.

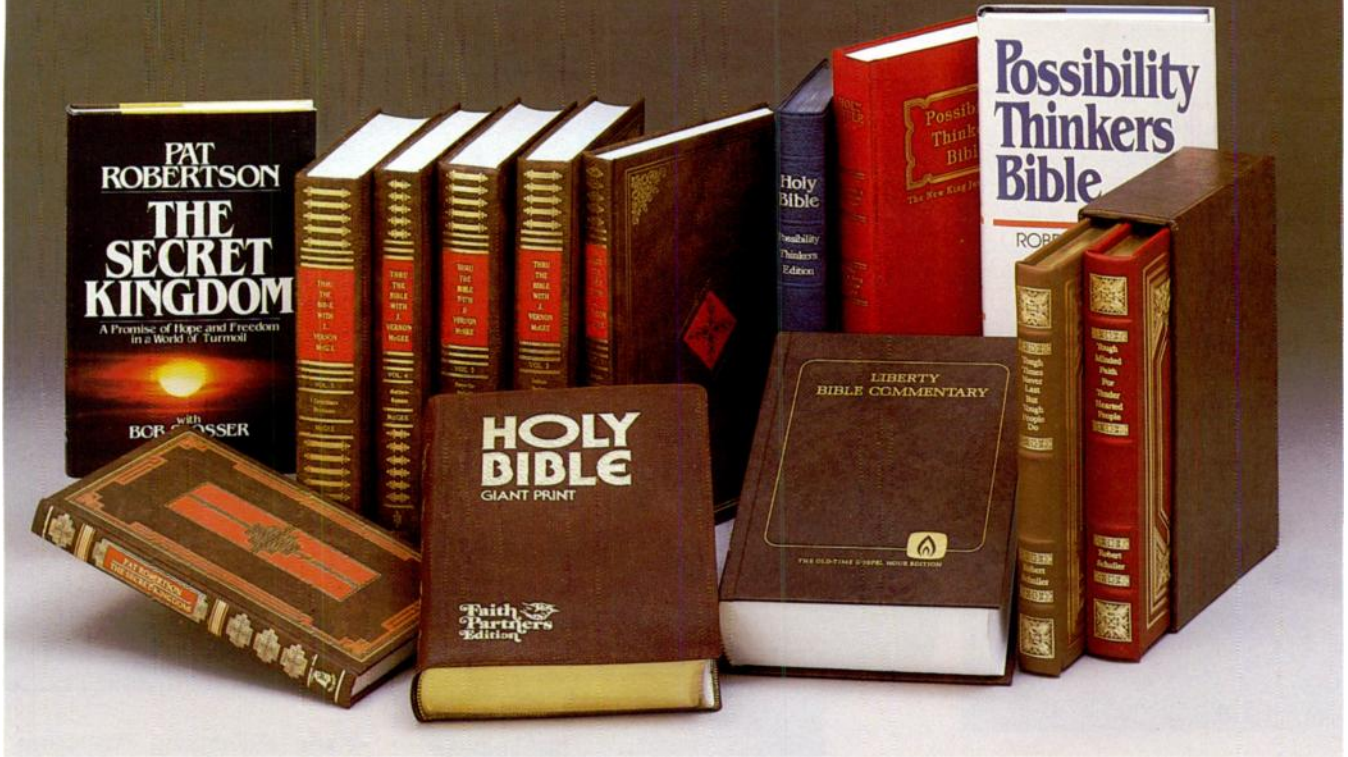
“Slanting” the gospel in this way is not dishonest. Every form of communication uses some means to get the recipient’s attention (remember Paul on Mars Hill?). Instead, it demonstrates to every conceivable type of audience that the gospel is relevant and vital—for every time and in every context—and that Christians care enough to put the message in a form that reaches them.

What new types of religious broadcasting might that require? Is there a way of putting the message into primetime programs on secular television? There is certainly a need for new productions that offset general TV’s current amoral fare, and top-quality programs written and produced by Christians might help to turn the tide away from its current slide.

Some broadcasters have already moved in this direction. CBN Cable, for instance, provides a mix of family-oriented secular shows along with its Christian programming. Much more can be done, however. It is quite possible that the Lord is preparing someone who is reading this editorial to launch out into a new ministry of “slanting” the gospel to an audience not previously targeted.

— Harold Hostetler

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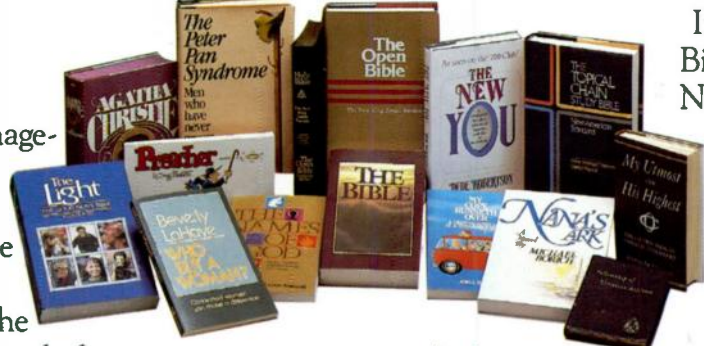
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Dick Bott

Dick Bott, Bott Broadcasting Co.

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Gary Crossland, Soma Communications, Inc.

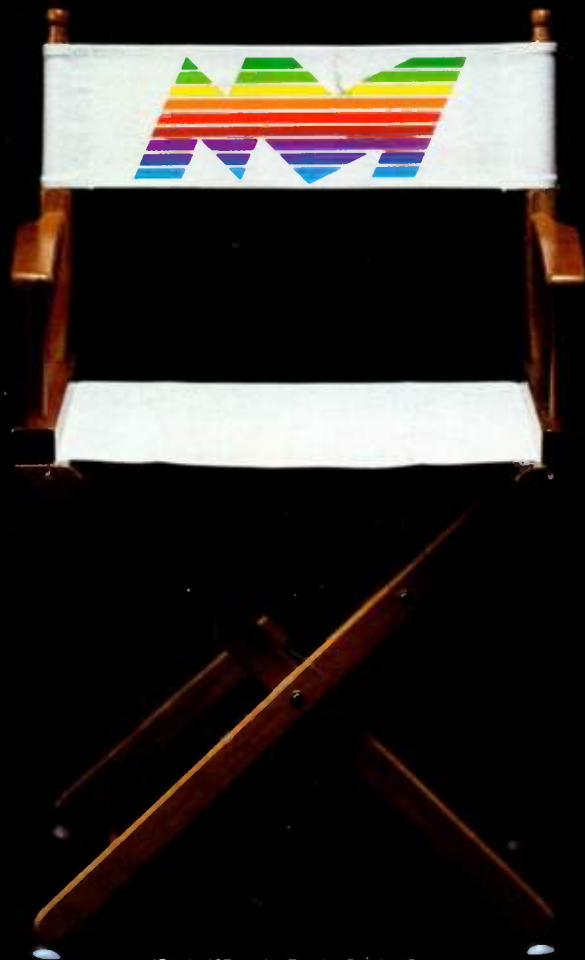
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