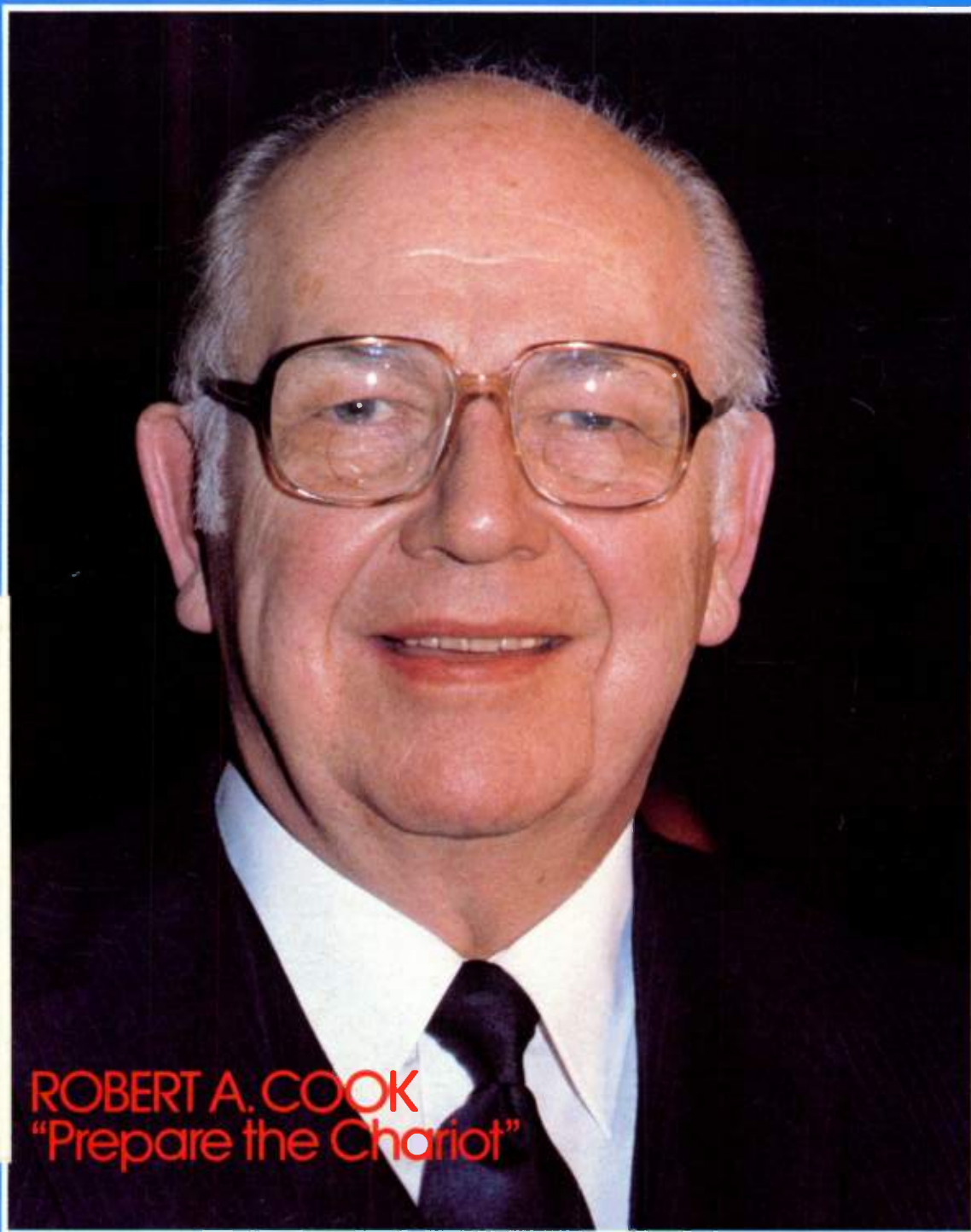


RELIGIOUS BROADCASTING

April 1985



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A-Men

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risen...



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Photo of Holy Sepulcher, Jerusalem

RELIGIOUS BROADCASTING

April 1985



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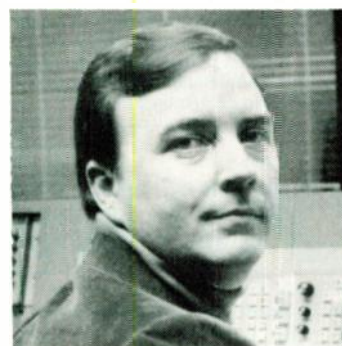
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About the cover: The cover photograph of new NRB president Robert A. Cook was taken at NRB '85 by Bob DeVaul, manager of the Photography Department at Liberty Baptist College.

FCC Eliminates Eight Broadcast Policies

Regulation was a duplication of other federal and state avenues of relief and therefore was considered unnecessary in the marketplace

by Richard E. Wiley

EIGHT POLICIES affecting day-to-day broadcast operations* have recently been ordered deleted by the Federal Communications Commission as part of its campaign to eliminate so-called "regulatory underbrush." The consistent theme throughout all of these actions is that FCC regulation in these particular areas either duplicates existing federal and state law avenues of relief or is unnecessary because the functioning of the broadcasting marketplace will ensure that the interests of the listening and viewing public will be served.

I. Licensee Distortion of Audience Ratings: The commission has deleted its policy against licensee distortion of audience ratings (for example, by faking ratings diaries) because "other corrective forces are available to ensure that false ratings will not be relied on." It noted that advertisers, competing stations and the ratings services themselves have incentives to protect the integrity of audience measurement. The commission no longer plans to investigate complaints of ratings distortion and advises that such complaints be directed to the Federal Trade Commission.

II. Station Employee Conflicts of Interest: The commission also deleted its policies concerning conflicts of interest of station employees who are in a position to influence programming. Licensees previously were required to take "extraordinary measures" to ensure that the presentation of program matter was not

a result of an employee's outside interests. The commission now concludes that its policy is an unnecessary duplication of the "payola" and "plugola" provisions of the Communications Act, and also that it burdens licensee/employers with extraordinary oversight duties that go beyond the requirements of the act. The act's stringent penalties (one year imprisonment and/or \$10,000 fine) are unaffected by the commission's action.

III. Selection of Sports Announcers: The requirement that stations disclose any arrangements by which their sports announcers are chosen or paid by outside parties also has been repealed. The commission now considers it to be an unnecessary intrusion into station operations. If, indeed, announcers who are selected by a sports team tend to favor that team, the audience will determine whether they prefer a partisan play-by-play and communicate their decision to the station. In any event, broadcast of false or deceptive information is prohibited under other commission policies which are not modified in this action.

Personal Advantage

IV. Use of Station for Personal Advantage: The commission has deleted two interrelated policies restricting a licensee's use of its station (1) to promote nonbroadcast businesses owned by the licensee—e.g., selling time at a discount to a co-owned business—or (2) for personal advantage in other business activities—e.g., refusing to sell time to a promoter to advertise a concert in competition with one that the licensee was promoting. The FCC now concludes that if such practices harm competitors, state and federal antitrust laws prohibiting such conduct afford adequate relief.

V. Concert Promotion Announcements: Another deleted commission policy controlled the wording of concert promotion broadcast copy. For example, a station could not imply that it was a co-promoter of a concert if in fact it had no financial interest in the event. The commission now calls this policy "trivial" and eliminates it because "no injury to the public need ensue from such announcements."

Moreover, other remedies exist to correct abuses: The FTC has authority to prohibit misleading commercials, and the true promoters can seek a civil action to prevent unauthorized use of the performer's name.

VI. Failure to Perform Sales Contracts: The commission also will no longer involve itself in station performance of broadcast sales contracts. Should a station fail to broadcast all of the commercials it has contracted to air, the advertiser or its agency can assert its rights in court, if necessary.

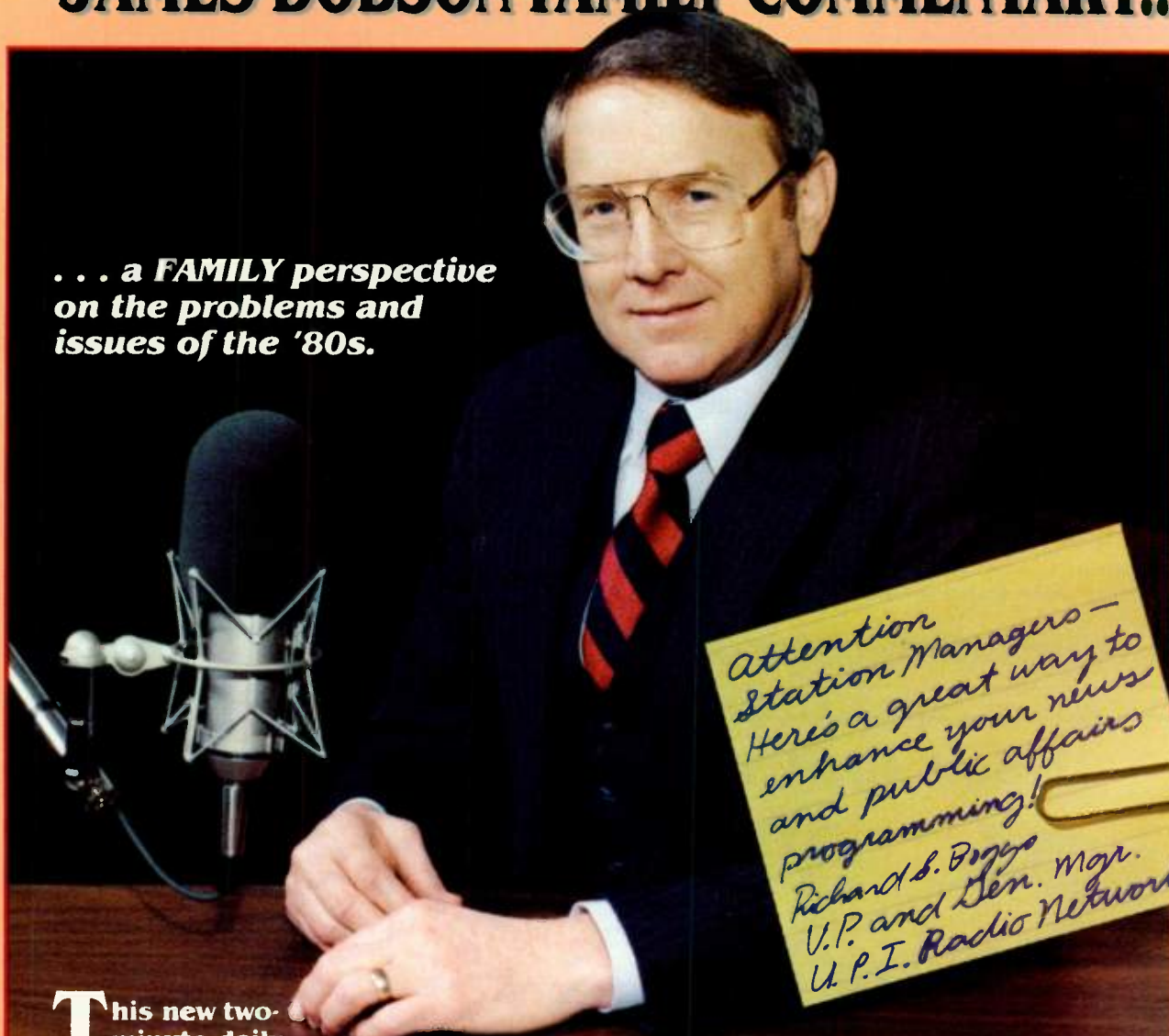
VII. False, Misleading and Deceptive Commercials: Another repealed policy placed a nondelegable duty on each licensee to maintain monitoring of advertising and to "satisfy himself as to the reliability and reputation of every prospective advertiser." The commission now believes that it is burdensome to require licensees to investigate every client. The requirement not only is unnecessary, in view of the many legal remedies available through federal criminal law, the Federal Trade Commission and consumer assistance groups, it also is unfair, given the lack of similar requirements for newspapers and other advertising media. Licensees, of course, remain responsible for all material—including advertising—broadcast through their

* Elimination of Unnecessary Broadcast Regulation, Policy Statement and Order, FCC 85-24 (released January 31, 1985), and Policy Statement and Order, FCC 85-25 (released February 5, 1985)

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facilities, but the method of compliance is now left to the discretion of the licensees.

VIII. Contests and Promotions "Adversely Affecting the Public Interest": The commission also has removed from its policies the prohibitions against certain unsafe or nuisance promotion activity. Examples of the type of activity previously covered by these policies include:

A contest which led listeners to choose names at random from the telephone directory and to call the persons listed at all hours of the day and night, causing great annoyance and effectively blocking use of their telephones for normal purposes.

Contests which, by requiring the participants to travel to a specified place in a very short time, have caused traffic violations and endangered life.

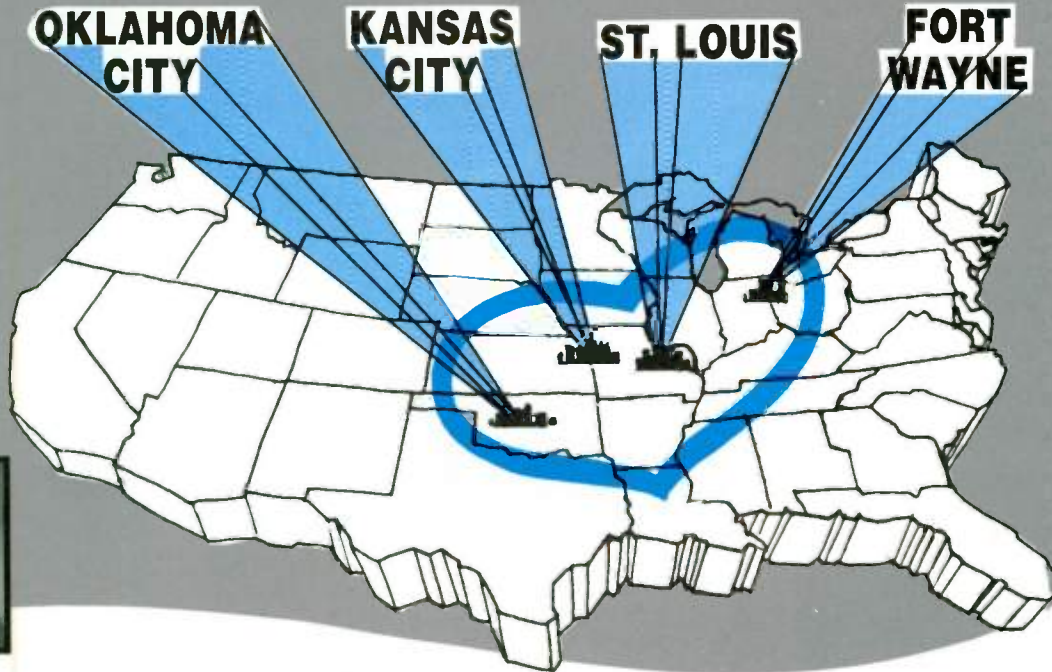
The broadcast of "scare" announcements or headlines which either are untrue or are worded in such a way as to mislead and frighten the public; e.g., a sudden announcement delivered in a tone of excitement to the effect that "amoebae" were invading a certain city, implying that the amoebae were dangerous creatures.

The commission now concludes that civil action and/or criminal sanctions are sufficient to discourage contests that disrupt or threaten safety. Moreover, commission policies prohibiting deliberate distortion or falsification in programming remain in effect. Please note, too, that the commission's rule requiring disclosure of the material terms of station contests (Section 73.1216) is not affected by this change.

Although the commission has deleted many policies that impinge on station operation, licensees should modify their operations with caution. The commission has taken itself out of the enforcement picture, but other enforcement mechanisms remain. Moreover, depending on the outcome of the FCC's current "character" inquiry, any civil, criminal or administrative action against a licensee might be considered by the FCC in a subsequent licensing proceeding.

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 Jerry V. Haines, an associate of the firm.

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Dick Bott

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AM-800
OKLAHOMA CITY

WFCV
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Evangelical Radio Inside Nicaragua Seeks Survival

MANAGUA, Nicaragua (NRB)—The only evangelical radio station in Nicaragua, Radio Onda de Luz (Waves of Light), was off the air for two weeks in early February, and if the Sandinista government has its wishes that condition will become permanent.

General manager Ted Gutierrez told *RELIGIOUS BROADCASTING* while visiting New York that the Sandinistas recently required the station to triple its monthly payroll payments. He currently pays the station's 25 employees an aggregate of 60,000 cordobas per month (\$1,200 U.S.).

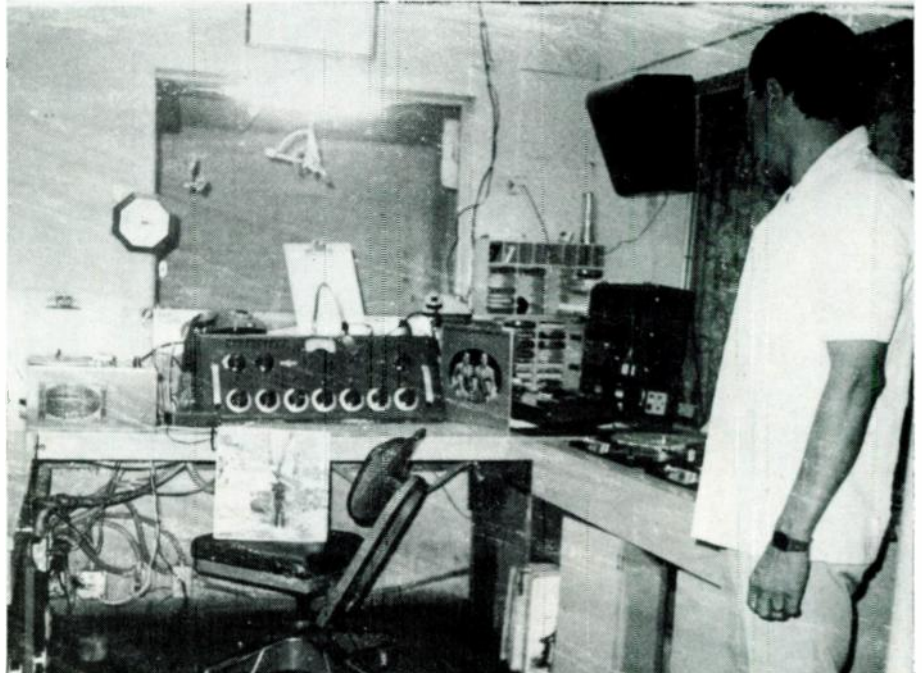
"The employees understand we cannot afford more money. We are serving the Lord," Gutierrez explained. He said the station, which was to recognize its 26th consecutive year on the air in March, depends on donations from listeners to pay the bills.

The government's new financial policies are, according to Gutierrez, a clear attempt to force the station to end its broadcasting of the gospel. The radio station, which bears the call letters YNOL, affiliates with National Council of Evangelical Pastors (CNPEN), the country's only recognized evangelical association. If the government succeeds in its current tactic, Gutierrez thinks that representatives of the Evangelical Committee for Aid to Development (CEPAD) will gain control of the 10,000-watt medium wave station. CEPAD "endorses a gospel of liberation theology," according to Gutierrez.

Every radio station in Nicaragua—and there are 20 in Managua alone—must submit a script of each word that goes over the air. The transcription is approved by an agency of the government 24 hours in advance, Gutierrez said. Most of the secular stations are already paying employees at the inflated rate that Gutierrez is now compelled to pay. Inflation in Nicaragua since the Marxist Sandanistas took control of the government in July 1979 has been 300 percent, Gutierrez estimated.

The listeners are encouraged to become Christians because of the station's programming, which airs from 6 a.m. to 10 p.m. daily. When the station was started by Baptists, it broadcast for just four hours a day. Today the programming schedule, which is 55 percent evangelical in nature, includes well-known preachers such as Luis Palau and Paul (Hermano Pablo) Finkenbinder.

The balance of the program schedule is composed of cultural shows, including national music, history and geography. He said the Sandinistas take over the airwaves for two hours each day for a political broadcast.



Ted Gutierrez, general manager of Nicaragua's only Christian radio station, examines the old studio and console equipment.

The high price that Radio Onda de Luz pays for the privilege of broadcasting to Managua's residents is compounded by a severe shortage of spare parts and modern equipment. Gutierrez said his station was off the air in early February because some expensive radio tubes could not be replaced.

Much of the equipment at the station was out-of-date when it was acquired a quarter of a century ago. The need for such items as a new AM transmitter, tape recorders, amplifiers, radio tubes and typewriters has now become critical, the general manager said.

Gutierrez has no carefully planned response to the latest government policies or the lack of adequate equipment. He is determined only to seek help from churches in Nicaragua and abroad and leave the results to God.

Brother Andrew Completes Study Series for TBN

SANTA ANA, Calif. (NRB)—Brother Andrew, who was an invited speaker at NRB '85, has completed a 13-week television series for the Trinity Broadcasting Network in Santa Ana, California. The 13 half-hour Bible-teaching programs, under the general title of *Heroes of the Faith*, were presented before a live studio audience of invited guests.

Featuring such Bible greats as Nehemiah, Gideon and David, Brother Andrew, author of *God's Smuggler*, drew from his rich 30-year experience with the "suffering church" worldwide to illustrate the true mean-

ing behind a hero of the faith.

Although TBN first contacted Brother Andrew's Open Doors organization about the possibility of taping this series five years ago, TBN program controller Terry Hickey acknowledged that coordination was not reached until early this year.

For those who regularly turn in to TBN, the 13-week series should prove an exciting experience. The first half-hour program was to be aired Tuesday, March 5, and repeated again the same week. Each program will be shown twice a week until the series is completed.

Asked why he waited five years to tape the series, Brother Andrew said, "Maybe because it was God's timing to do it now."

Speaking for the Open Doors organization, a spokesman added, "This marks a new aspect of Brother Andrew's long and unorthodox ministry—the role of religious broadcaster."

Easter Week To Be Subject of Live Telecast

LOS ANGELES (NRB)—E-Star, a company formed last December, is providing special coverage of Easter activities in and around Jerusalem with a live, 60-minute television transmission at 6 a.m. EST on Easter Sunday, April 7.

With E-Star's "complete turnkey service," live broadcasts from selected cities are being

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MEDIA WORLD

made available to religious broadcasters. The service began Christmas Eve with a one-hour transmission from the Cathedral of Saint Catherine in Bethlehem's Church of the Nativity. It is a joint venture of Wold Communications, Inc., of Los Angeles and General Satellite Services Company of Israel.

The Easter telecast will feature coverage of Protestant and Roman Catholic processions from Via Dolorosa to the Holy Sepulchre and other sites filmed during Easter week. These will retell the story of Jesus' last days, including the entrance into Jerusalem. The program will show the sites of the Last Supper and His arrest, crucifixion and burial. Palm Sunday and Good Friday ceremonies will be part of the broadcast, Worth said.

Satellite transmission will be aired live and delayed for later broadcast either in its entirety or in segments for news programs.

According to Wold Communications president Gary J. Worth, E-Star makes it possible to link a church, synagogue, hotel room or TV station with a historical site in the Holy Land. A broadcaster can now go on the air live from the Mount of Olives, the Garden Tomb or the Jordan River where Jesus Christ was baptized.

E-Star can accommodate news, inserts, fund raising events and special conferences, and can provide closed-circuit coverage of weddings and bar mitzvahs, Worth said.

The company provided the first-ever live transmission to an NRB convention February 4, when Israel's president Chaim Herzog and Jerusalem Mayor Teddy Kollek addressed NRB delegates from Jerusalem.

New Easter Special to Air

ST. LOUIS, Mo. (NRB)—*Three Days*, a new Easter special from Lutheran Television, explores the thoughts, emotions and actions of the friends and followers of Jesus from Good Friday afternoon to Easter Sunday morning.

The 30-minute dramatic special begins with Jesus' body being taken down from the cross. It ends with Mary Magdalene's triumphant announcement: "I've seen Him. I've touched Him. He is not dead. He is alive! Jesus is alive!"

Three Days is being syndicated by Lutheran Television. It premiered on stations throughout the United States and Canada last month and early this month.

Three Days was written by Lawrence Holben, directed by John Meredyth Lucas and produced by Ardon Albrecht. Lucas and Albrecht also wrote and produced Lutheran Television's recent five-hour miniseries, *Yeshua*, which is being shown again on Sunday evenings during March and early April over the CBN Cable Network.

Lutheran Television is the television ministry of the International Lutheran Laymen's League. The league, a 130,000-member auxiliary of the Lutheran Church-Missouri Synod, sponsors a weekly television series, *This Is the Life*, and a worldwide radio ministry, *The Lutheran Hour*.

NAB Getting Set for 63rd Convention

LAS VEGAS (NRB)—The National Association of Broadcasters (NAB) will hold its 63rd annual convention this month at the Las Vegas Convention Center.

The four-day gathering will be held April 14-17, with numerous auxiliary events and meetings surrounding those dates.

The convention program will include plenary sessions, workshops and forums on a variety of topics. Trends in the broadcast industry will be answered in part in a question-and-answer session with FCC officials. FCC chairman Mark S. Fowler, NAB president Eddie Fritts and others will deliver plenary speeches.

Separate luncheons will be held for those interested in radio, television or engineering. A full-service International Exposition will be part of the NAB gathering this year. Music will be offered by the Beach Boys and the Pointer Sisters. Numerous awards will be presented at plenary sessions.

Graduate University Outlined by Campus Crusade

ARROWHEAD SPRINGS, Calif. (NRB)—The passage of a special zoning issue by the San Diego city council opened the door for Campus Crusade for Christ to go ahead with plans for building a new international graduate university. It will be located on a 5,000-acre site on the north side of the city.

"The concept for a major graduate-level Christian university was developed by William Bright, the founder of Campus Crusade, to prepare Christians for leadership at the highest levels," said John Jones, a Campus Crusade spokesman.

The large land area for the school was required so that part of it could be developed for commercial and residential use, said Jones, and as a means of providing support for the school. He projected that about 1,000 acres would be used for the school itself, while the rest would be devoted to a high-tech industrial and business park, 15,000 to 20,000 housing units, and business services needed for a community of that size.

"Our goal for this school is to have approx-
(continued on page 41)

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Media Expo Was A Clear Success, Glenn Says

MORRISTOWN, N.J. (NRB)—The 1985 NRB Media Expo was a clear success no matter how the data is examined.

For the first time, NRB officials could hang a "sold out" sign on the trade show because 243 companies filled 337 booth spaces in the 100,000-square-foot Expo Hall at the Sheraton Washington Hotel. Those figures are some 10 percent above the previous trade show in February 1984, which drew 221 companies to 300 booth spaces.

Additional space was acquired at the eleventh hour for 15 of those companies by blocking off an extra set of doorways.

Media Expo director Michael Glenn said that another record was achieved at NRB '85. While still in Washington, he and his assistants sold a record 56 percent of the available space for the 1986 Media Expo, which will be held in the same location next February 3-5. The NRB '86 convention will open the night before, on Sunday, February 2.

That 56 percent—the figure a year ago was just 38 percent—was achieved, Glenn said, because "the exhibitors recognize that the trade show has progressed tremendously in the last two years in both quality and appearance." He said the new look can be attributed to increased efforts by NRB and exhibitors alike.

"Exhibitors are approaching the show very professionally now," he added. More than 110 companies have already signed on for the 1986 trade show, which is the largest exhibit of its kind in Christendom.

Glenn also noted an increase of press attention on the Media Expo this year. One such article appeared in *Broadcasting* magazine. Major television networks seemed to pay closer attention to the trade show this year than in past years, Glenn observed.

He estimated the Media Expo's income at approximately \$220,000, a figure he said was up by \$25,000 over the exhibit a year ago. No matter what yardstick you use to measure it, Glenn said, Media Expo '85 was a clear success, "and I'm personally satisfied by it."

NRB Directory, Tapes Available

MORRISTOWN, N.J. (NRB)—The 1985 *Directory of Religious Broadcasting* was a popular take-home item at the NRB '85 convention.

Marj Stevens, director of resource services



Distinguished Service Awards were presented by NRB at the 42nd annual convention to the individuals who have paved the way for the propagation of the gospel via radio and television. They are (top row, l. to r.) Orva Koenigsberg, media director, Domain Communications; Hon. Mark S. Fowler, chairman, Federal Communications Commission; (bottom row, l. to r.) Neal Doty and Sherman Williams, Redwood Chapel Community Church; and Clay Evans of What a Fellowship Hour. (Photos by Ken Deats/Tim Bandy)

and managing editor of the 1985 edition, said she and her assistants sold 450 copies of the guide while at the convention. That is double the number sold at the convention in February 1984.

The directory, which lists details for radio and television stations and program producers as well as advertising agencies, equipment manufacturers and international services, sells for \$39.95 per copy; the special price to NRB members is \$24.95.

"Reading the outdated 1984 directory has become a waste of time and money now that the 1985 directory is available," Stevens said, adding that the information in the 1985 directory is not readily available from any source other than *The Directory of Religious Broadcasting*. She said it is not too early for broadcasters to begin sending NRB changes or updates for the 1986 directory. (Mail to Directory '86, NRB, CN 1926, Morristown, N.J. 07960.)

A complete collection of audio cassette tapes of the NRB '85 plenary sessions and workshops is available from Stevens. The 58-tape library is available for \$6 each, she said. Videotapes are available in 1/2-inch size for \$44.95 and 3/4-inch format for \$79.95. Each videotape set includes only the plenary speakers.

A mailing list of convention attendees is available for \$75 per 1,000 names.

Live Transmission Links Israelis with NRB Delegates

WASHINGTON, D.C. (NRB)—Relations between evangelicals and Jews at an NRB convention have never been warmer or more visible than they were at NRB '85. A history-making live broadcast helped to make this connection a reality in February.

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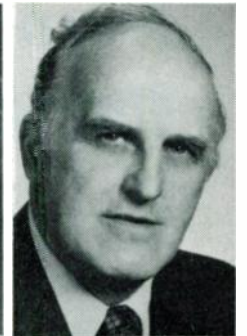
Jay Cole, Director

Pete Renfrow, Office Manager

Rt. 4 Box 384 / Fayetteville, Arkansas 72701 / **(501) 521-1758**

(Circle 103 on the Reader Service Card)

NRB NEWS



Five Awards of Merit were presented by NRB this year for continued excellence in four categories of religious broadcasting. Recipients are (from l. to r.) Station Operation: Russ Bixler for WPCB-TV 40/Pittsburgh and Dennis Worden for KCFO/Tulsa; Radio Program

Production: Don Johnson for Afterglow and Kitty Griffiths for A Visit with Mrs. G.; Television Program Production: Bruce Dunn for The Grace Worship Hour.

(First three photos by Ken Deats/Tim Bandy)

A speech by Israel's president, Chaim Herzog, and a question-and-answer session with Mayor Teddy Kollek of Jerusalem were among the highlights of NRB's 42nd annual convention. Those leaders spoke live via satellite from Israel to thousands of delegates at the keynote plenary session, moderated by E. Brandt Gustavson.

A large auxiliary session, the Fourth National Prayer Breakfast in Honor of Israel, which demonstrated the atmosphere of cooperation at NRB '85 between evangelicals and Jews, featured a speech by New York Congressman Jack Kemp and several Jewish leaders, some on videotape.

Mayor Kollek also taped greetings to the February 6 breakfast, as did Foreign Minister Yitzhak Shamir and Ariel Sharon, the former

defense minister of Israel, who recently lost a lawsuit with *Time*. Sharon is currently Israel's minister of industry and trade. Interfaith Publications of Denver, Colorado, sponsored the Israeli Breakfast.

In addition to Kemp, who is a possible candidate for the Republican presidential nomination in 1988, the Hon. Benjamin Netanyahu, permanent representative of Israel to the United Nations; author Hal Lindsey, and evangelist Jimmy Swaggart gave speeches.

Interfaith's Doug Krieger, organizer of the breakfast meeting attended by an almost equal number of evangelicals and American Jewish leaders, said the success of the breakfast was "a visible statement that they [Jews] do support the growing friendship with pro-Israel evangelicals."

Kemp echoed the same theme and asked guests to look beyond geopolitics "to pray for our nation, to pray for Israel, to share the unity of people who call upon the name of the Lord."

NRB Backs Appeal of Christian Convicted in Greece

WASHINGTON, D.C. (NRB)—At an NRB '85 news conference here, Don Stephens, head of an international mercy ship, the *M. V. Anastasis*, reiterated his plans to return to Greece this summer for an appeal of his conviction in a Greek court on charges of proselytism and attempted abduction.

His case won a favorable hearing from the NRB board of directors, who passed the following resolution (quoted in part):

"WHEREAS Don Stephens, director of the international mercy ship *M/V ANASTASIS*, the only maritime ministry of its kind in the world, has been sentenced to 3½ years in a Greek prison on charges stemming from the handing out of a Greek New Testament in response to a request for same;

"AND WHEREAS Stephens' is the longest such sentence since the overthrow of Turkish rule in 1827;

"AND WHEREAS Stephens, the father of four children, ages 2-14, did not participate personally in the alleged and unproven charges of proselytism;

"AND WHEREAS his associate Alan Williams, a British subject, and Costas Macris, a respected leader of one of the persecuted religious minorities in Greece, are likewise being victimized in this action;

"BE IT RESOLVED that this body, representing several million Americans, calls upon the Greek government through its Embassy in Washington, D.C.,

Ambassador, George Papoulias
Embassy of Greece
2221 Massachusetts Avenue, N.W.
Washington, DC 20008

to immediately reverse this unwarranted judgment, and overturn the three-judge panel's decision in the case."

E. Brandt Gustavson, immediate past president of NRB, became Dr. Gustavson on his last day in office. At the NRB's Annual Banquet, February 6, California Graduate School of Theology honored the Moody Bible Institute vice-president with a Doctor of Laws degree. (Photo by Bob DeVaul)

Julie Tien Chien, wife of the Republic of China's ambassador to the United States, Frederick Chien, was honored at NRB's International Banquet with a Doctor of Laws degree from Pacific States University. Steven Kase, Pacific's president, presided at that portion of the awards ceremony. International awards were presented to representatives of 16 countries, including the Soviet Union. At right is Efrain Rios Montt, former president of Guatemala.

(Photo by Ken Keats/Tim Bandy)



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AGFA
AUDIO

"Prepare thy chariot ... that the rain stop thee not."
— 1 Kings 18:44

MANY OBSERVERS of the contemporary scene believe America is about to experience the "showers of blessing"—the renewal and spiritual refreshment for which so many have prayed for so long. Yet it may not be out of line to remind ourselves that this is no time for picnicking—for business as usual or for congratulating ourselves on the evangelical's happy position in American life. Like Elijah the prophet, we need to be practical.

Elijah is remembered by most people for the dramatic events in his life: the prophesied three-year drought, the meeting on Mount Carmel, the fire falling from heaven, consuming the sacrifice and the altar on which it lay, and his translation to glory via the whirlwind without the services of an undertaker. A remarkable life, indeed.

But Elijah was not without his practical side. After the sacrifice at Mount Carmel, Scripture says Elijah went up to the top of the mountain and "put his face between his knees." He remained in that attitude of prayer until, after seven trips by his servant to look seaward, the word came: "Behold there ariseth a little cloud out of the sea, like a man's hand." This was what Elijah had been looking for. Immediately he said, "Go up, say unto Ahab, Prepare thy chariot, and get thee down, that the rain stop thee not." No time for picnicking now—the rain is coming!

Is it so different today as we await the "showers of blessing"? Don't we also need to "prepare the chariot"?

What Are We Doing?

Today, in NRB, we enjoy a visit from the President and the Vice President of our nation, speaking to delegates at our annual convention. We entertain the Federal Communications Commission members and their staffs for lunch, and they say some very complimentary things about us. We invite the spokesman for many a liberal cause to discuss with our Dr. Falwell the issues on which we can agree or must disagree, and it



Prepare the Chariot

The Lord may be preparing to send "showers of blessing," but they won't come if we Christians are not prepared

by Robert A. Cook

turns out to be an inspiring occasion, marked by Christian cordiality and a clear-cut statement of the issues. We even have the grudging respect and the increased opposition of those who would make sin easier, and socialism and governmental control more pervasive.

It is now possible to start and to maintain successfully a Christian radio or TV station in almost any part of the nation, and the number of such ministries is growing daily. We are fast becoming a

force to be reckoned with, in terms of potential public opinion power, when properly mobilized.

Even the media, while they reserve the right to take a good-natured poke at our religiosity, admit that we are "news" and that such news deserves a fair hearing.

Add to all this the facts Pat Robertson brought out in his talk to members of the board of directors. There is a great hunger for God in the world today, he

said. People are searching everywhere for some contact with God. If they do not find that hunger satisfied in Christ, they will go elsewhere, but they are hungry, searching, longing for an experience with God. The second thing for which people everywhere are longing, he said, is freedom. This longing also will not long be denied. If they do not find it in our message of liberty in Christ, they will claim it with machine gun and bayonet. The awesome privilege and responsibility resting upon members of NRB is that we *must* face and help to satisfy those twin hungers which exist in millions of human hearts.

What Are We To Do?

What does it mean to "prepare the chariot?"

1. *Remember: The rain came after the prayer.* Elijah kept on praying until his servant said, "There ariseth a little cloud out of the sea. ..." Our success as religious broadcasters—if you grant we must always do our work well and professionally—will depend in large part on the depth and sincerity of our commitment.

A highly placed government official asked me during the convention this year, "How many of these people are sincere?" There is substantial doubt among people in government, the press and often among the public generally as to our sincerity. It is, of course, not a new question. Forty years ago, when I brought a news release to the city editor of a Chicago paper, he asked, "What's your angle? What do you guys get out of it?" For someone who has never been to Calvary, it is almost impossible to understand that we don't really expect to "get something out of it," in the sense of personal gain. We simply must have that authentic quality of personal, prayer-backed sincerity and commitment which comes from much prayer if we are to prepare the chariot.

Can you say that you really have a prayer life? All of us pray at some time or other, especially when we are in a jam. A life of prayer, however, is an entirely different matter. To seek God in the morning when your day is beginning and your mind is fresh, to seek Him throughout the day as the problems arise and

decisions must be made, to seek Him when your heart is heavy and you need comfort, and to pray *with* others in that concert of united prayer which plugs directly into the powerhouse of heaven—this is something of what is involved in a prayer life!

Becoming Involved

2. *Get ready to deal, not with issues only, but also with people's needs.* You say you are against abortion on demand? Start a Christian maternity center! You say you are against poverty? Start a program that will help to feed the hungry in your own community! You say you are against bad literature? Start a Christian lending library while still fighting pornography. You say you are against the breakup of American homes? Start a Christian counseling center! You say you are disturbed over the scarcity of good doctors and dentists and nurses in your community? Get to work through your station and recruit some born-from-above physicians and nurses and dentists who will consider it a privilege and a ministry to serve the people in your area. You say you are upset about juvenile crime and delinquency? Start a youth center, a youth camp, a counseling ministry. You can at least find one professionally trained counselor who would donate one afternoon of his or her time to the Lord's work in counseling some troubled teens.

Let no one say, "This is not my work. My work is radio and TV, and I must remember the adage, 'Shoemaker, stick to your last.' You are suggesting things that are good, Dr. Cook, but they are not included in what the Lord has called me to do." May I remind you that the world is, so to speak, on fire, and that when there is a forest fire, the banker and the baker and the plumber all join hands to fight the fire. You don't need to *do* it all, but you can use your station and your program to initiate positive action to meet the need! You can inspire people all around you to stop moaning and start moving!

None of these programs needs to be so vast and burdensome that it will crush you. Start where you are, with what you have, but get to be known as a person who meets the need. The rain is coming!

3. *Learn to think in world dimen-*

sions, not just the parameters of your own career. You can reflect, through NRB's news service, the events that are changing our world today, and you can have an impact, through your own broadcasts and telecasts, on millions of people who are hungry for God. You should be sending some short-term missionaries to other countries as a service of your station. You should maintain a continuing liaison with bona fide Christian relief agencies so that the chronic generosity of American believers may have a satisfying and fulfilling outlet. Your program should include regular conferences and seminars calculated to challenge people who are at or near retirement age to spend the rest of their useful lives serving God on the mission field—or at home. God blesses a missionary vision. Dr. O. J. Smith, founder of the People's Church in Toronto, used to say, "The light that shines the farthest, shines the brightest nearer home!"

5. *Keep your own testimony clean.* No matter how lofty your ideals or how far-flung your vision and your projects, if your own life does not bear witness to the saving and keeping power of Jesus Christ, very little will come of your efforts. "Be ye clean, that bear the vessels of the Lord" (Isaiah 52:11).

5. *Think and pray BIG.* Most of us pray in terms that must make God alternately bored and ashamed. Here we are, talking to the One who runs the universe, and our main concern is the rent and the next paycheck. This is not to say that one shouldn't pray about such things. The point we must see, however, is that if you are going to deal with God, you must think not only of keeping the boat afloat but of seeing the Creator calm the storm. Still, after 2,000 years, our Saviour is asking, "Where is your faith?"

6. *Be ready for God's sovereign moving when it comes to your life and community.* Many a person has lived through a revival and never knew it. How tragic if "the rain" comes and you are not prepared! Keep on praying, working and expecting God to do great things; and then when they come, you can say, "Prepare the chariot—let's go!"

Dr. Robert A. Cook, speaker on The King's Hour and president of The King's College, is the new president of NRB.

FOR A LONG TIME Christian radio stations have "pitched" local clients their three most outstanding characteristics: (1) audience loyalty, (2) nonduplication and (3) unique programming environment. Although these are very fine distinctives, such selling had little research to back it up, nor did it give Christian radio stations a large piece of the advertising power curve in their respective markets.

Fortunately Christian radio has an ever-growing arsenal of facts with which to hit the streets. For example, in the September 1983 issue of *RELIGIOUS BROADCASTING* Joe Battaglia of WWDJ, Hackensack, New Jersey, reported that, according to Mediamark Research, Inc., Christian radio audiences ranked first or second among all radio formats for consumer purchases in 33 categories. Just one year later Mediamark revealed that Christian audiences ranked either first or second for purchases of over 180 product types.

The average Christian radio listener belongs to a larger immediate family unit than the national average—7 percent larger, according to Mediamark. To put it simply, if the average American family had 100 people in it, the Christian radio family would have 107. With this fact firmly in mind, we will be able to understand a large set of new statistics that spell good news for both Christian radio stations and their advertisers.

More Food Purchases

FOOD. One of the most outstanding discoveries in our research is that the Christian radio audience, for its size, purchases more groceries than any other type of radio audience, and it is well above the national average in most product categories (something that we would certainly expect from a larger family).

Furthermore, the grocery departments most frequented by the religious audience are those containing "family" foods. For example, Christian radio audiences, per capita, constitute the greatest or second greatest percentage of buyers of milk, bread, eggs, pizza, TV dinners, chicken, orange juice, powdered soft

All figures, spring 1984 Mediamark Research, Inc. All rights reserved. Used by permission.

Advertising Opportunities on Christian Radio

Buying patterns among large-family listeners to Christian radio indicate strong sales potential for product advertisers

by Gary Crossland

drinks, Jello, chips and crackers, peanut butter, ice cream, sugar, hot and cold cereal, soup and many others. On the average, there are more health food buyers in the Christian radio audience. They even purchase 323 percent more canned dog food than the national average.

Another notable fact is that Christian radio listeners constitute some of the heaviest coffee drinkers in America—first in the nation for consumption of more than six cups per day (46 percent above the national average). Against such heavy grocery buying, however, lies the curious fact that Christian radio listeners are also the second highest dieters in the nation.

HOME CARE PRODUCTS. Here is another fact for the grocer/advertiser: Christian radio listeners rank high in purchasing many of the consumable household products, including soap, dishwashing liquid, household cleaners, insecticides, etc. They are well above the national average when it comes to glass cleaners, air fresheners, drain openers, furniture polish and others.

APPLIANCES. Christian radio listeners buy more major kitchen appliances than any other type of radio audience (51 percent above the national average) and are usually number one with any other type of small cooking appliance. Furthermore, this audience ranks either first or second for purchases of many household appliances, including clock radios, hair dryers, hand-held calculators, manual typewriters, etc.

INSURANCE. Large Christian family units provide the foundation for an entire group of buying trends. The Christian audience ranks 26 percent above the national average for purchasing 12 selected types of insurance. One outstanding fact is that this same audience buys more term insurance than any other type of radio audience.

SPORTS AND RECREATION. This was the second most outstanding discovery in our recent studies—that Christian radio listeners are bigger buyers in almost every sports activity imaginable. Camping was a heavy favorite. Christian listeners own more camper trailers than any other radio audience—141 percent above the national average. In addition, Christians buy more firearms than any other type of radio audience—61 percent above the national average. Religious radio listeners participate heavily in boating, fishing, tennis, skating, skiing, golfing, cycling and even dog racing, to name a few. They jog 19 percent more than the national average. Would you believe that Christian radio also plays to the nation's second highest concentrated audience of hockey players and auto racers? Truth is stranger than fiction.

The Christian audience is also engaged in more foreign and domestic travel than most Americans. This fact probably explains why they are the highest purchasers of color film and new cartridge cameras per capita than any other type of radio audience.

PERSONAL CARE. Although less
(continued on page 25)

Announcing a new opportunity provided as
an NRB Member Service

The **NRB**

Comprehensive Benefits Plan

Bringing you comprehensive, low-cost
coverage for employees and
their families

- Includes hospital, surgical, and other medical expense benefits up to \$1,000,000 per person
- Dental coverage includes examinations, x-rays, extractions, oral surgery and more
- Emergency accident and outpatient benefits
- Vision care benefits, including exams, frames, and lenses
- Life insurance coverage of \$20,000 per member
- More*



See inside for details and
Eligibility Application

*Complete and full explanations of all coverage benefits, costs, and exclusions will be sent to your or your company upon request.

How more employers are able to provide extensive employee benefits at reduced costs

NRB is making this medical, dental, and vision care plan available to our membership because we believe that it provides fine protection at very reasonable rates.

Developed in conjunction with Continental Benefit Corp., Inc., a Christian organization, and the highly reputable administrative firm W. J. Jones Administrative Services, Inc., this self-payment benefits plan affords NRB members peace of mind in individual and family protection. Additional security comes from the fact that reinsurance protection for the plan is provided by major insurance companies.

Currently, versions of this plan are in use throughout the United States where employers are searching for innovative and reasonably-priced methods of providing the best protection for their employees. If you are planning to switch—or thinking of switching—employee programs, please take this opportunity to learn what NRB's Comprehensive Benefits Plan can offer.

VALUE

Premium rates of \$75 per person or \$150 per family per month provide up to \$1,000,000 of hospital coverage per person*—in addition to providing coverage for surgical, dental, vision care, certain doctor visits, prescription drugs, and life insurance.

CONVENIENCE

Premiums are billed monthly, for your bookkeeping convenience. And our claims processing is equally accurate and rapid—usually within 7 to 10 business days of filing. That's substantially faster—and more satisfying to your employees—than the conventional claims processing offered by most benefits plans or insurance companies.

PROTECTION

The plan provides two-fold protection that can make the difference both in everyday health care and emergencies. You are protected in a wider variety of ways—medical, dental, and vision care coverage—than many plans can offer. And you enjoy the financial protection of knowing that your out-of-pocket expenses will never exceed \$1,500, even if major illness should strike.

QUALITY OF SERVICE

On the individual and corporate level, our Plan is designed to alleviate administrative problems and provide full satisfaction. For example, each employee who is a member of the Plan receives an ID card which ensures rapid recognition at area hospitals and allows direct access to claims processors if necessary. The Plan also coordinates member benefits with other benefit plans, insurance coverage, and government programs (such as Medicare) to simplify your paperwork.

CONFIDENCE

Brought to you as an NRB Member Service in cooperation with Continental Benefit Corp., this Plan lets member companies offer extensive benefits to employees at far lower cost than could be negotiated on an individual basis. We trust that you will be completely satisfied with our efforts . . . and welcome the opportunity to tell you more about our Plan when you call 1-800-438-5566 or mail the Eligibility Application at right for more information.

*Details of all maximum benefits, deductibles, and exclusions sent upon request. These figures, while accurate, are partial and subject to the particulars of your company's agreement.

Won't you let us serve your needs?

Please call telephone number below during business hours or mail Eligibility Application at right for more information (including exact rates and benefits). Just detach along perforation, complete, and return in postpaid envelope provided.

CALL TOLL FREE
1-800-438-5566

(800 number available after April 3)

to take advantage of the
NRB Medical Benefits Plan



SUMMARY OF BENEFITS

A. Hospital Benefits—up to 100% of the first \$4,000 of covered hospital charges, with the balance paid at 80% of covered charges, after the deductible.

B. Surgical Benefits—up to 80% of the reasonable and customary charges incurred for in-hospital surgery and 100% for out-of-hospital surgery.

C. Other Medical Expense Benefits—up to 80% of all covered charges up to a \$1,000,000 per person lifetime.

D. Dental Benefits—up to 80% of the reasonable and customary charges for examinations, x-rays, extractions, oral surgery, and amalgams, and 50% of other charges.

E. Emergency Accident Benefits—up to 100% of expenses up to \$300.

F. Vision Care Benefits—up to 100% of the scheduled benefits without a deductible for certain vision care expenses.

G. Life Insurance Coverage—\$20,000 of Group Life and Accident Death and Dismemberment benefit per covered member.

H. Medical Supplement—Medicare supplement over the basic coverage.



Medical Benefits Plan Eligibility Application

Directions: After completing Application, detach along perforations, and place in envelope at right. Moisten along gummed strip to seal and mail—no postage necessary.

Yes, I am interested in learning about the National Religious Broadcasters Comprehensive Benefits Plan without obligation or commitment.

Please print:

Your Name _____

Title _____

Company/Station Name _____

Business Telephone (_____) _____

Business Address _____

City _____

State _____ Zip _____

Member of NRB? Yes No

Person(s) other than yourself responsible for employee benefits:

Name _____ Title _____

Name _____ Title _____

EMPLOYEE INFORMATION

Number of employees within each age group (approximately):

Less than 30 years old _____ Number of male employees: _____

30 to 40 years old _____ Number of female employees: _____

40 to 50 years old _____ Number of married employees: _____

50 to 60 years old _____ Number of single employees: _____

60 years and over _____

All states in which employees are currently located: _____

EMPLOYEE INCOME INFORMATION (optional):

Number of employees within each salary range:

Less than \$10,000 per year _____ \$20,000 to \$30,000 _____

\$10,000 to \$20,000 _____ \$30,000 and over _____

CURRENT MEDICAL PLAN INFORMATION:

Currently covered for:

Medical Insurance Life Insurance

Dental Insurance Vision Insurance

Current cost for individual employees \$ _____

Current cost for family coverage \$ _____

THANK YOU for answering all questions as completely as possible— this will help us supply you with information pertinent to your employee group.

Please detach before mailing



For station owners, managers,
and staff of NRB members.

Comprehensive medical/dental employee coverage from **NRB** Member Services

Please read these commonly-asked questions about our Benefits Plan

Who is eligible to take advantage of the Plan?

All NRB members are invited to consider joining, since this Plan was developed as a specific membership benefit. Other stations and organizations are welcome to apply for NRB membership so they may apply for this Benefits Plan.

How much are the premiums?

Individual coverage is \$75 per month and family coverage is \$150 per month. This premium cost brings you not only exemplary medical coverage (hospital, surgical, and emergency care) but dental coverage, vision care, and life insurance coverage too.

How can this Plan include so much for so little?

We are able to minimize premium costs because, unlike a conventional policy, this self-payment medical benefits plan allows effective 'coordination of benefits' and other cost-saving claims procedures. By eliminating unnecessary administrative procedures, reducing conventional overhead and 'frills', computerizing claims information and more, we can offer the same standards of protection and service for less.

Will this fund pay the hospital directly or reimburse me?

In most cases, you will be reimbursed after filing a claim. But you may assign benefits, and payments will be made directly to the hospital. However, maximum out-of-pocket expense per individual, after application of the deductible, is guaranteed not to exceed a maximum of \$1,500.

How long does it take to process claims?

Claims will be paid or denied, or requests for additional information made, within 7 to 10 working days of the original receipt of claim.

Is treatment for psychiatric disorders, alcoholism, and substance abuse included?

Yes—up to \$15,000 per covered person in a calendar year.

What types of treatment are excluded from the Plan?

In general, unnecessary or cosmetic procedures are not covered; nor is abortion; periodic physical examinations unrelated to any illness; and some preexisting conditions. Send for full details.

Who stands behind this Plan?

The Plan comes to you through the Member Services branch of the NRB, in cooperation with the Continental Benefit Corp. The Plan is administered by W. J. Jones Administrative Services, Inc., founded in 1972, and overseen by trustees including NRB Executive Board Members. Reinsurance is provided by a major insurance company (name available upon request).

Please complete and return the Eligibility Application inside—or call the toll free number shown—to determine if you are eligible. There is no commitment whatsoever.

MEMBER OF NATIONAL RELIGIOUS
NRB
BROADCASTERS

See inside for details and
Eligibility Application.

MARKETPLACE

(continued from page 20)

related to the large family issue, Christian radio listeners buy more personal care products. For example women seem to be some of the best customers for cosmetics. They rank either number one or two in the nation for purchases of face and hand creams, hair care products, foundation makeup, pressed and loose powder, complexion products, bath additives, perfumes and cologne. Furthermore, the Christian radio audience ranks well above average for purchases of dental floss, breath mints, vitamins, talcum powder, bandages, razors, laxatives, lip balm and other related personal products.

Other Categories

The fact that Christian families are larger also tends to explain many other important buying characteristics:

1. They are more likely to purchase baby and child care products than the average American. They are the number one buyers of infant toys and baby soap, and rank well above the national average for purchasing baby powder, moistened towlettes, children's aspirin, etc. This is understandable since the Christian radio audience has a higher percentage of parents (11 percent above the average) and mothers (9 percent above the average). Christian listeners are also the greatest purchasers of children's clothing.

2. Christians are more likely to shop at department stores. Furthermore, they were 28 percent more likely than the national average to purchase from a convenience store.

3. Religious audiences are more likely to buy products related to gardening, including lawnmowers (second in the nation), garden tillers (first in the nation), seeds, shrubs, fertilizers, etc. Also, they are more likely to make more home improvements, including purchasing house paint (first in the nation), wallpaper, hand tools and circular saws (both second in the nation).

4. Christian radio audiences are more likely to purchase clothing, including suits, slacks, pajamas, swimwear, socks, dresses, men's and women's shoes, boots and hosiery, to mention a few. Furthermore, they are more likely to sew (number one in the

nation), as well as knit, cook, read, photograph and paint more than the national average.

5. Finally, the religious audience is more likely to purchase certain automotive products, including gasoline. (For purchases of more than 20 gallons per week, it ranks first in the nation—39 percent above the national average.) Christian listeners buy more spark plugs (second in the nation), father/son dirt bikes (first in the nation), twin motorcycles (second in the nation), three wheelers (second in the nation) and car batteries (second in the nation). Incidentally, Christian listeners also purchase more four-door family-sized sedans and station wagons than the national average.

Certainly space does not permit us to reveal the entire wealth of data delivered by Mediamark concerning the Christian radio audience. However, I believe the evidence presented in this article will lend considerable support to our claim that larger families present greater potential profit to any advertiser who uses Christian radio.

I am not surprised to find that many radio stations are now calling on local agencies with increasing success. For example, an agent in Amarillo, Texas, recently told me that he never bought from a Christian station because he had never been pitched by one—that is, until KVAS send a rep out to call. After one presentation the agent committed himself to make buys for either one or several of his client companies. It is our recommendation that more Christian stations blaze a new trail to grocers, sporting goods stores, drugstores, clothing stores and, of course, agencies in their local markets. With the recent positive data coming to light, we see the dawning of a new age for Christian radio. We believe that now is the time for each local Christian radio sales staff to make its move toward establishing the larger and longer accounts.



Gary Crossland is president of Soma Communications, Inc., of Carrollton, Texas. This is the last of three articles.

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Preventive Maintenance for Legal Health

An internal legal audit of the organization now could avoid serious trouble later, says a Washington, D.C., communications attorney

by **George R. Grange**
and **Nancy S. Oliver**

PREVENTIVE maintenance is an idea that is well accepted with respect to tooth decay and car repairs. We are quick to schedule periodic checkups or tune-ups, identify potential problems at an early stage of correctability, and invest time and money in bringing skilled individuals to adjust and correct any problems. We do this not because checkups and tune-ups are free, fun-filled experiences but because root canals and interstate breakdowns are less desirable experiences.

Preventive maintenance is just as practical and critical to the legal health of your organization. A basic principle of corporate law is that a corporate entity is a "person" for purposes of the law. As such, a corporation can be born (incorporation), marry (mergers), give birth (creation of subsidiaries) and die (dissolution), and, just like a person, a corporation must remain healthy and viable or it can lose its right to exist.

For the nonprofit organization in particular, special privileges such as federal, state and local tax-exempt status, special mail rates, etc., can be lost for failure to continue meeting certain requirements. FICA liability for a volunteer's back wages, or OSHA liability for improper ventilation of your copying center, or criminal penalties for failure to register as an organization soliciting charitable funds, plus a hundred other pitfalls more costly than dentist bills or mechanic's fees await those organizations which ignore their legal health.

Just as one must have a toothbrush, use it and have regular dental checkups, so one needs to acquire and rightly apply the tools of preventive legal maintenance. Preventive legal maintenance requires three steps: (1) the right tool (the legal audit questionnaire), (2) the right use of the tool (the detail-oriented manager) and (3) expert evaluation (legal, financial or other professional counsel).

The Questionnaire

"The Legal Audit Questionnaire for Nonprofit Organizations" developed by Gammon & Grange is a 33-page form which assembles the legally significant information about your organization's structure, activities, records, personnel,

property and governmental compliance.* A comprehensive and complete retrieval of pertinent information creates a profile from which the current legal health of the organization can be determined and helps to identify problems before they become crises. When complete, the legal profile should be presented to your organization's CEO, CFO, directors, legal counsel and CPA.

The legal audit covers 13 categories: general information, governance, organizational purposes, financial information, books and records, property information, employee and labor relations, personnel, licenses and other regulatory requirements, tax-exempt status, charitable solicitation, antitrust, and copyright and trademarks. Not all of these categories are applicable to every nonprofit organization. A closer look at one of these categories, books and records, illustrates how knowledge of your organization's actual procedures is vital to maintaining its legal health.

The maintenance of books and records is one of the most vulnerable areas for a nonprofit organization. Very often maintenance of the organization's tax-exempt status is subject to the quality of

the records it keeps. In one instance an organization was embroiled in discussion with the IRS over keeping its tax-exempt status. In response to a barrage of IRS questions, the organization sent two large boxes of documents and records, which the IRS subsequently lost. Unfortunately, the organization failed to keep copies and the tax court was not sympathetic, requiring them to rely on whatever secondary support they could muster.

Defense of one's tax-exempt status requires thorough documentation and accurate recordkeeping. Several years ago a church in Boston lost its tax-exempt status for failure to keep records. The church made gifts and donations to various individuals with no adequate records as to the reasons for such gifts or whether the amount was charitable or compensatory. At trial, the judge stated that an organization must keep contemporaneous records to document the charitable motivation of the gift. The church's failure to do so cost it its tax-exempt status. Completion of the legal audit will identify such problems, and it is hoped that through prompt remedial action, the loss of tax-exempt status will be averted.

Section on Records

The legal audit section on books and records ferrets out the scope and suffi-

* Copies of the Legal Audit Questionnaire may be obtained for \$5.00 to cover copying and mailing costs by writing or calling Gammon & Grange at 1925 K Street, N.W., Suite 300, Washington, DC 20006. Telephone (202) 861-0770.

ciency of all written records, the method of recording data, persons responsible for and the location of all financial records, procedures for financial audits, internal notification systems for compliance with all tax and corporate filing requirements, procedures for documenting ministry-related expenses, and systems for record retention and disposal. This section also highlights the organization's procedures for dealing responsibly with other organizations and individuals. For example, it focuses attention on the organization's policies for screening for defamatory statements, its policy for the consistent classification and release of public as opposed to confidential information, and its policy for dealing with reporters.

Most importantly, this section inquires about the organization's policy for responding to visits by an IRS auditor and other government investigators. Quash the rumor that as a nonprofit organization there is little chance of being audited. The IRS 1983 budget called for audits of 3 to 4 percent of Section 501(c)(3) organizations in general. If your organization has private foundation status, the chances of an IRS audit double to 6 to 8 percent. If your organization files a 990T reporting unrelated business income, your chance of being audited goes up to 10 to 20 percent.

The key to using the legal audit effectively is to find the one person in your organization who is particularly gifted with the administrative qualities necessary for this task. The person right for this job will have sensitivity to detail, ability to secure cooperation, and discernment. The organization's most important decision with respect to the legal audit is who should have responsibility for implementing it.

The Legal Audit Manager

First, the legal audit manager should be sensitive to detail and order. In fact, he will receive innate satisfaction from filling out this form. He will be gifted in such a way that he will respond to this task with enthusiasm and feel satisfied and proud of the finished product. He will be the individual uniquely endowed to enjoy attention to detail, thoroughness and exactness. He will not only accept the task, he will be motivated to do it. He will be

the individual in your organization who, when given a choice, naturally seeks responsibility for detail-oriented projects.

If your organization already has an administrator or business manager, he or she will be a likely candidate for the job. If no such positions currently exist, begin to observe your team to spot those with a natural inclination to detail and order. Finding the right person creates a power-

ful tool for legal health. Failure to choose the right person will most likely render the legal audit useless.

Second, the legal audit manager should have sufficient perceived authority to secure cooperation from all those in the organization who have the necessary data. The hardest task the manager will face in accumulating data is securing the cooperation of those who control the in-

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



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Some of the Christian leaders endorsing Brazil/New Life '90 are: Bill Bright, James Kennedy, Luis Palau, Abe C. Van Der Puy, Jack Van Impe, William J. Newell. Since its founding in 1938, the World Home Bible League has placed more than 191 million scriptures in 73 countries.

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(Circle 118 on the Reader Service Card)

formation. The manager should have sufficient knowledge of and access to documents and records needed to answer the legal audit questionnaire. He also must have operational knowledge of the structure, procedures, activities and policies of the organization himself or the prompt recourse to those individuals who have that awareness.

If the manager does not have direct ac-

cess to the necessary records, he must be given sufficient authority by the organization to secure the records. Since those who store the records may not be motivated to follow through, it is also very important that the manager have the "people" skills necessary to keep pursuing them for the complete data without creating frustration.

Third, the legal audit manager must be

discerning. Unless the organization is 100 percent legally sound, it is likely some information required by the form will not be available. Either the records are incomplete or the organization had not realized its need for certain items. While pursuing completeness, the manager must discern when "Not Available" is a much better answer than a "best guess." Although "helpful" estimations may be tempting, "N/A's" will often be the most important flags produced by the legal audit in guiding management and counsel to areas where remedial attention is promptly required.

Competent Counsel

Once the legal audit has been completed, competent legal, financial and managerial counsel should review it to identify all areas of concern. Legal counsel should be aware of corporate regulations and tax laws which impact nonprofit organizations in reviewing the audit to identify all areas where remedial action is suggested. Your organization's CPA or other financial counsel should review the financial and record-keeping sections from the perspective of his special expertise. Both counsel should make specific recommendations regarding needed changes and the proper procedures for implementing those changes. Finally, and of equal importance, the completed legal audit should be provided to all directors and key managerial personnel for their general information and review. Their review will then sensitize them to areas that require attention.

Properly performed, the legal audit should noticeably improve the services of your organization. The legal audit is a practical tool for implementing a preventive maintenance approach to management by reallocating professional talent from root canals and midnight towing jobs to periodic cleaning and tuning. **NRB**

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This article is a summary of a seminar presented at the 1984 NRB convention by the author. George R. Grange is a partner in the Washington, D.C. law firm of Gammon & Grange.

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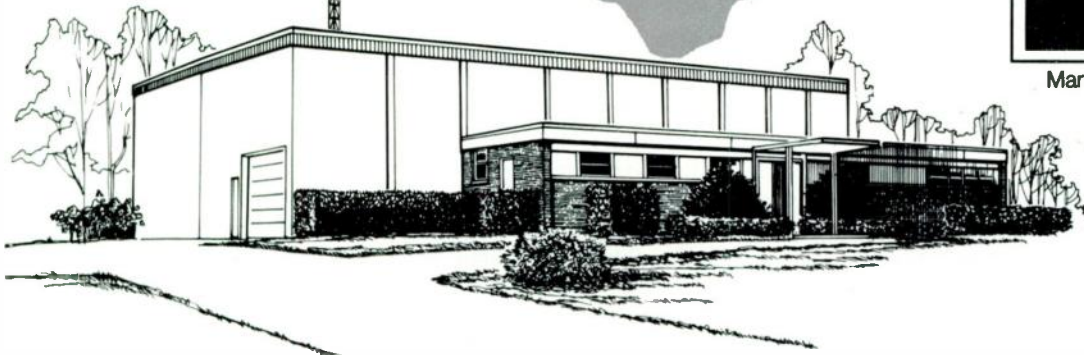


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Time Code Aids Editing of Videotape

*A three-part technical series
for TV program producers
discusses the latest video editing techniques*

by Jay Rich

IF YOU HAVE never worked with time code, you may ask what it is or why it is necessary. Perhaps a brief history of videotape editing would be the best introduction.

In 1956 videotape recording made its debut and immediately the need for editing was realized. The "cut and splice" method of editing used by the film medium was adapted throughout the 1950s by using a magnetic ink painted onto videotape, making the recorded tracks visible. Editing was a slow, tedious and often an inaccurate process.

In the early 1960s "electronic splicing" was introduced, giving the ability to duplicate portions of one of many tapes onto a master tape, allowing one to see a clean playback of edits.

These early editors (on two-inch quad videotape recorders) used tachometer pulses, control-track pulses or marked tones recorded directly onto the tape. None of these methods provided for frame-accurate edits every time, and the repeatability of an edit was unlikely.

As a spin-off of NASA (National Aeronautics and Space Administration) requirements, the concept of each frame having its own distinct number came about, so in 1967 the first practical time code editing system was introduced by a company called EECO. Searching to a specific video-frame to perform an edit became a matter of selecting the corresponding time code number. Edit points could be previewed and trimmed by as little as one frame at a time. Time

code also allowed interchangeability between editing systems, making it possible to choose the in- and out-points on one system, then actually perform the edits on another system, accurate to the frame every time.

Equally important as saving time and improving accuracy was the ability to eliminate the building of "A" and "B" rolls, so that dissolves could be done. Since time code editing is frame-accurate, it is possible to stop the recording process, cue another playback machine and pick up where you left off on the first VTR.

How It Is Done

Now that you know the value of time code, you may ask how it is put on videotape.

There are different methods of time coding, depending on the type of VTR and the ability of the production house to read and write time code. On one-inch VTRs a third audio channel exists for the purpose of time code. The time code pulses which are put on this third channel are called longitudinal, or serial, time code. When using 3/4-inch VCRs, time code may be recorded in place of audio on the second audio channel or, as in many of the newer VCRs, on a special time code channel that has been added.

If two channels of audio are not required on your 3/4-inch, it is a good idea to record time code on both the second audio channel and the time code channel. This way, if the VCRs used in editing do not have the special time code chan-

nel, editing can still be done with time code from the second audio channel.

Another form of time code is called vertical interval time code, or VITC, which is very similar in composition to the longitudinal time code. The chief difference between longitudinal time code and VITC is the way they are recorded on the tape.

Longitudinal time code is recorded on one of the audio tracks while VITC is recorded in the video signal during the vertical blanking interval. Thus no matter how slow the VTR is rolling, even if it is not moving at all, the vertical interval time code is readable. In the case of the longitudinal time code, as the tape slows to a stop, the code becomes unreadable just as the sound on the audio track becomes inaudible. While VITC code has many advantages, there are also a few disadvantages. For example, the VITC must be recorded at the same time as the video, making it impossible to add code to a previously recorded tape. In addition, many post-production houses are not currently equipped to read VITC, so always be sure you record longitudinal time code, even if VITC is available.

Before leaving the subject of time code, be aware of one other variable. There are two types of time code, drop-frame and non-drop-frame. Both work equally well, but with non-drop-frame time code, one hour of time code does not equal one hour of real time. There is a difference of almost four seconds every hour. Therefore a program which started at 00:00 non-drop-frame time code and

TECHNOLOGY

lasted 28 minutes and 28 seconds would actually be 28 minutes and 30 seconds long. Drop-frame code was developed to eliminate this difference, and with drop-frame some frames do not exist. For example, from 4 minutes 59 seconds 29 frames, the time code jumps to 5 minutes 0 seconds 2 frames. Frames 5:00:00 and 5:00:01 were dropped to keep the time code in sync with real (clock) time. As long as the editor stays aware of this "missing time," editing with drop-frame time code is no problem.

However, most editors find non-drop-frame time code easier to work with, especially when mentally adding and subtracting frames. When requesting time code, be sure to specify drop-frame or non-drop-frame, and be consistent. It is possible to edit with both drop-frame and non-drop-frame time code at the same time, but it does make the editing process more complicated, especially when preparing an off-line edit list.

Time Code Burn-in

"Off-line" is preparing an edit list with tapes other than the master tapes, usually 3/4-inch or 1/2-inch cassettes. Time code burn-in is almost mandatory when editing off-line. With this burn-in, the time code is inserted in the picture with the original video, and is usually placed in a small box on the bottom on the screen. These numbers will match the time code that is recorded on the master tapes and gives the ability to create the entire edit list using only one playback VCR and a TV. Even if the tape is stopped, a frame-accurate reading is still possible. Time code burn-in exists not on the longitudinal track but in the picture. With some time code readers it is possible to create a burn-in which is inaccurate by one frame when compared to the master. If there is such an error, add one frame to all off-line numbers, and they will match the masters.

Do not confuse burn-in time code with VITC. The burn-in code is for viewing only and cannot be read by a time code editing system. It can, however, save hours of time in expensive editing suites because the exact time code numbers are selected beforehand.

When making master tapes, ask for a cassette copy to be made. Be sure to

specify that time code be burned-in on this tape and, as a back up, record time code on the second audio track. This way total preparation for off-line editing work is guaranteed.

It is mandatory for time code editing that sufficient continuous time code be recorded on the tape prior to the video and/or audio planned for use. As a rule of thumb, always have the VTR recording at least 10 seconds prior to the first needed picture or sound. During the taping, be sure to have this 10-second pre-roll before each scene if the recorder is stopped and started between scenes.

If the programs are already recorded and no burn-in cassette was made, it can still be made from the original time code recorded on the master. If time code was not recorded on the master, it can be recorded on the master tape at the same time the cassette is made. This applies only to longitudinal time code, since VITC can only be recorded simultaneously with the original video.

As an extra bonus, most time code generators have what are called "user-bits." These are four numbers which can be set for anything desired and recorded with the time code. They are often helpful in identifying reels (0001 being reel 1, 1234 being reel 1,234, etc.). Many editing systems can read this number directly from the time code and enter it in the edit list automatically. This eliminates another area of possible human error.

In brief, time code is needed for accuracy and repeatability in editing, as well as producing a frame-accurate method of off-line editing.

Always be sure to record a track of longitudinal time code on master recordings, and specify either drop-frame or non-drop-frame time code. Consult with the engineer where the editing will be done for any other requirements his system may have to handle the job best.

(continued next month)

NRB



Jay Rich is senior editor and staff producer for Park Road Productions, a division of the PTL Television Network.

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Useful Bibliography Published on Religious Broadcasting

Religious Broadcasting 1920-1983: A Selectively Annotated Bibliography, compiled by George Hill and Lenwood Davis. Garland Publishing Co., 1983, 243 pages.

George Hill and Lenwood Davis have created a useful resource for students of religion and communications. *Religious Broadcasting 1920-1983: A Selectively Annotated Bibliography* lists books, dissertations, theses and articles in an easy-to-use format. The 79 books are classified "Religious Broadcasting," "Biography and Autobiography" and "Public Relations/Advertising/Journalism." The authors include a one-paragraph synopsis of each book, with enough subjectivity to tell us when a book is a classic or particularly enlightening.

Dissertations and theses have 169 entries, some of which are annotated at length to help the reader understand the thrust of the study.

The 147 articles were chosen as "historically important and could not be omitted." Articles are divided into such categories as "Catholic," "Networks" and "Personalities." A variety of magazines are represented, from *Religious Broadcasting to Good Housekeeping to Wireless Age*. Articles have no synopses.

The authors include entries about all phases of religious broadcasting, even writing that is critical of the industry. The bibliography is almost entirely oriented to Christian broadcasting. This is a thorough reference tool deserving a slot in school libraries and on the shelves of religious broadcasting enthusiasts.

Text Describes Industry's Growth and Influence

Airwaves to the Soul: The Influence and Growth of Religious Broadcasting in America, by George H. Hill, R and E Publishers, 1983, 152 pages.

A variety of facts about religious broadcasting's past and present comprise Dr. George Hill's book, *Airwaves to the Soul*. The book is divided into two distinct sections. First, Dr. Hill outlines religious broadcast history and the current status of the medium. Second, five appendices of scholarly writing about religious broadcasting are reviewed.

Hill displays a firm grasp of numerous names and call letters legendary to religious broadcasting from the 1920s to today. Quotes from broadcast pioneers are sprinkled in the text and convey the drive and temperament of the people who started the industry.

These sketches of broadcast veterans are brief and whet the reader's appetite for more facts about them.

One chapter is devoted to "Black Gospel Trailblazers" and includes personalities such as Reverend Ike, Ben Kinchlow and Reverend Cleophus Robinson. This chapter explains the variety of approaches black religious broadcasters take to programs.

The manner in which satellite technology has changed the strategy of religious broadcasting is explained in one chapter. Examples of this change are presented.

A seven-page chapter in the middle of the book raises enough questions for volumes. Among the questions are whether broadcast ministries lower church attendance, and if religious broadcasts lessen personal commitments to congregations. These are complex issues worthy of additional debate.

Five academic works occupy 49 pages of this 152-page book. The studies address religious broadcast audiences, including their viewing (or listening) times, and their beliefs about religious programming. Historical and recent studies are included.

Airwaves to the Soul is a book that the reader may wish were longer, with more details about the people and programs that built and are now important to religious broadcasting. The wide variety of facts that are presented are, unfortunately, clouded by a lack of clarity.

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

Script Writing Book May Be Useful for TV Ministries

The Technique of Screen & Television Writing, by Eugene Vale. Prentice-Hall, Inc., 1982.

Storytelling is the name of the game if you want to involve your audience fully and subsequently reach them with your message. The narrative style in film writing has been worked and reworked by the masters in order to entertain for the most part. However, no writer denies that messages—or at least perspectives and points of view—are communicated within those tales.

Television, according to Vale, is becoming a prime user of the narrative as it has been traditionally developed for the large screen. As more miniseries are planned and 90-minute dramatic specials developed, the differences, at least in the writing aspect, are becoming fewer and fewer.

This text explores the various approaches a writer might use to tell that story by means of dramatic action, TV or film. Vale knows his subject, having won awards in filmmaking and working not only in the script development stages, but also as a lab worker, editor, cutter, stage manager, director and producer.

Vale's book traces virtually every step a writer must consider—from the choice of materials, treatment, continuity and screenplay to the final shooting script. The book is in three major parts: the form, the story and the dramatic construction. In the first part, Vale examines the possible sources of stories and story ideas, and defines some of the terms essential to clear communication of this specialized skill. The second part explains how to develop each of the ingredients in this narrative stew, from characterization and transitions to main and subintentions and the potential effect on the audience. Part three covers the action, tension and resolution of the basic elements which the previous part helped to develop.

In my judgment, this book would be an excellent resource to new writers who anticipate working in the narrative style. Those who write drama regularly and know of the value of the many books on writing and theme development will also see that this is a revised and updated edition of an earlier text. This edition provides examples of scripts from *Citizen Kane* to *Star Wars*. It also has a new section on the latest developments in mass telecommunications, such as cable and pay television, video cassettes and disks, and similar technological changes that impact on how people will be seeing these stories in the future.

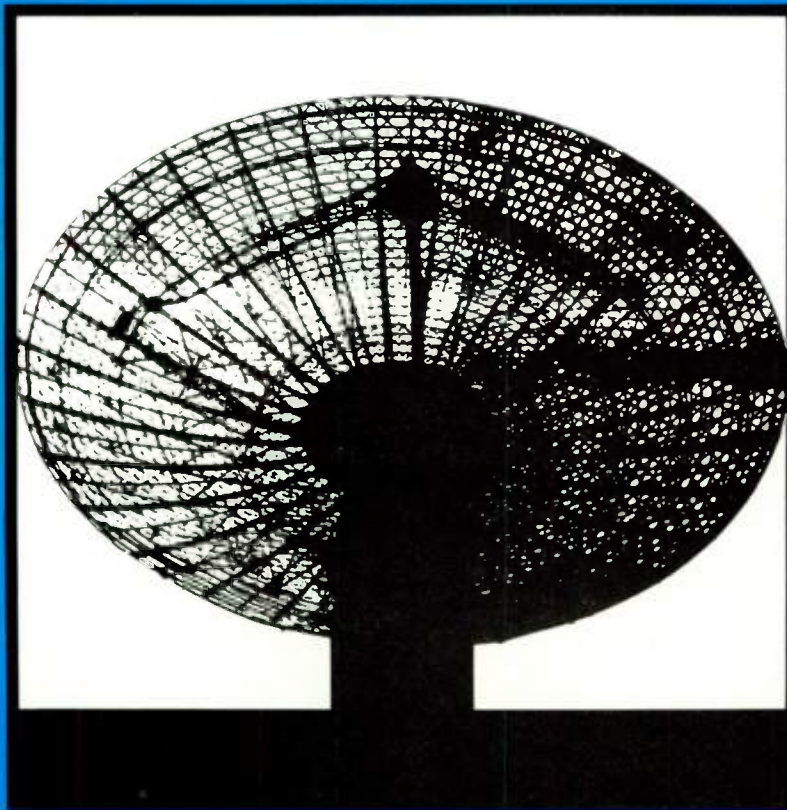
I dare say there are not many among the NRB ranks who are actively involved in writing in this form. So much religious programming has relied on direct presentations by preachers and evangelists. When we limit ourselves, our ministries and, yes, our Lord in the manner in which we present His good news, we miss the great opportunity to be more creative and thereby honor God by giving back His gift of creativeness.

If the reader needs stimulation to move in this direction, at least for the script development stage, I recommend this book by Eugene Vale as a start. The new writer will probably desire to improve skills, which will dictate a need for different texts and points of view. Making that move to get a book like Vale's may mean a new ministry to the reader. If so, one could do few things that would honor God more.

The reviewer, Dr. Joseph L. Bridges, is associate professor of communications at Wheaton College Graduate School, Wheaton, Illinois.

THE DIRECTORY OF RELIGIOUS BROADCASTING

1985



THE ONLY PUBLICATION OF ITS KIND ...

The all-new 1985 Directory of Religious Broadcasting just off the press, is the most up-to-date listing anywhere for religious radio and television stations, program producers, affiliated agencies and supporting services. It has the latest address and personnel changes, a new section on Satellite Program Services, is indexed to save time and effort in locating listings, and a innovative laminated cover for durability.

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CITY _____ STATE _____ ZIP _____

TELEPHONE _____

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

NEW PRODUCTS

Aphex Introduces Modular Aural Exciter

Aphex Systems, Ltd., introduces its new modular aural exciter, Model 900B, featuring improved circuitry, utilizing a proprietary hybrid developed by Aphex. Operation is similar to previous aural exciters, with the exception of an additional control that allows the engineer to shape the characteristics of the high pass network, providing greater creative flexibility. Suggested professional user price is \$295.

For more information, contact Aphex Systems, Ltd., 13340 Saticoy Street, North Hollywood, CA 91605, Telephone (818) 765-2212 in California, (800) 76-APHEX in the rest of the continental U.S.

Cinema Products Has Adjustable Support Arm

Cinema Products Corporation announces the availability of a new Steadicam stabilizer support arm with adjustable load capacity, which accepts film and/or video cameras weighing 35 to 50 pounds interchangeably.

The Adjustable Load Support Arm for use with cameras weighing 35 to 50 pounds features adjustable springs. The system may be adjusted in the field, thus enhancing the flexibility and versatility of the Oscar-winning Steadicam camera stabilizing system.

The patented Steadicam support arm system now features an articulated elbow hinge, freeing the arm to move 360 degrees from the elbow, and allowing it to turn behind the operator. A new connecting system permits the arm to be quickly switched from the right to the left side of the body and vice versa.

The Steadicam Adjustable Load Support is priced at \$10,500. For further information contact Cinema Products Corporation, 2037 Granville Avenue, Los Angeles, CA 90025. Telephone: (213) 478-0711 or (213) 477-1971.

Gotham Debuts Retrieval System

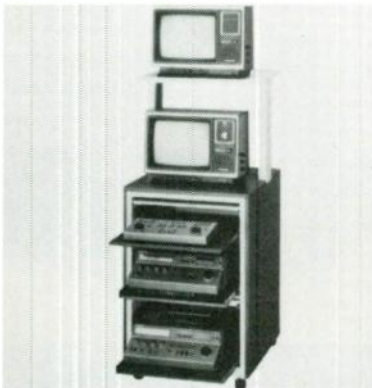
Gotham Audio Corporation has debuted the world's first fully computer-based audio system for broadcast, TV, film and recording studio use. The Systex, a 330-megabyte hard-disk storage system, digitally records, plays back and locates audio information.

The heart of the system is its 16/32-bit Motorola 68000 microprocessor, with storage handled by a Winchester-type SMD-compatible 330-megabyte disk drive manufactured by Ampex and Fujitsu, or interchangeable disk pack drives such as those made by Control Data (CDC).

Systex's signal-to-noise ratio is greater than



Adjustable Support Arm



Compact Editing Console



SS-P520 Loudspeakers

88 dB; frequency response is flat from 20-20,000 Hz. With the AES proposed standard sampling rate of 48K, the unit can store and reproduce 60 minutes of mono recording time or 30 minutes of stereo per disk.

Its expandable architecture can accommodate as many as 60 separate disk drives, offering a storage capacity of up to 60 hours mono or 30 hours stereo program material.

The price for the basic Systex dual-rack

mounted system, including CPU, single hard disk and sequencer, is \$125,000. Additional sequencers are \$35,000, and the 330-megabyte Winchester disk drives are approximately \$10,000 each.

For more information contact Russ Hamm, national sales manager, Gotham Audio Corporation, 741 Washington Street, New York, NY 10014. Phone (212) 741-7411.

Mini-Editing Console Saves Space

An ultracompact editing console offered by the Winsted Corporation is designed for flexibility and easy monitor viewing. The Model R3802 console will accommodate half-inch or front-loading three-quarter-inch editing equipment.

This console features two shelves with full 13-inch extension for VCRs or storage. Slide-out shelf glides in and out with ease, allowing editing controller to be out of the way when not in use. Monitor bridge tilts up to five degrees and adjusts to three comfortable heights. Locking front flip-up doors and rear access panel provide safe, secure storage of equipment.

Console is attractively finished and features heavy-duty industrial casters for smooth, easy mobility. For complete information on the Model R3802 editing console contact the Winsted Corporation, 9801 James Circle, Minneapolis, MN 55431, telephone toll free 1 (800) 328-2962.

Sony Loudspeakers Prevent Video Interference

Sony Professional Audio Division has introduced the SS-P520 monitor loudspeaker.

Due to the interference in picture tubes caused by the magnetic radiation of conventional speakers, audio monitors must be located at distances greater than two feet from television monitors. The new Sony speaker allows the mixing of audio in a situation physically comparable to playback in the viewer's home.

Specially designed fins installed in the tweeter horn act as stabilizers for directivity, effectively preventing standing waves and dead spots. An acoustic impedance coupler incorporated in the speaker's woofer prevents blurring of the low-frequency sonic image by balancing the speaker suspension with surrounding air impedance.

The compact 19-inch SS-P520 cabinet is designed for easy rack mounting. Power handling capacity is 80 watts with frequency response of 60-15,000 Hz.

For further information contact Sony Communications Products Company, Sony Drive, Park Ridge, NJ 07656.

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

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CCR Creative
Computer
Resources,
Inc.

(Circle 102 on the Reader Service Card)

BROADCASTERS



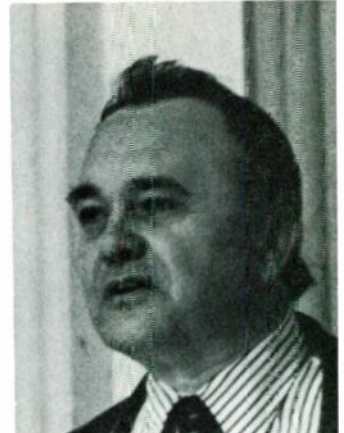
Ben Kinchlow



Harold J. Ockenga



Susan G. Baker



Alex Leonovich

Ben Kinchlow, vice-president for domestic ministries for the Christian Broadcasting Network and cohost of *The 700 Club*, has been appointed to the Presidential Advisory Council on the Peace Corps. The announcement was made by **President Reagan**, who appointed Kinchlow and 14 others to the council.

Dr. Lloyd John Ogilvie, pastor of the First Presbyterian Church of Hollywood, California, is now airing a daily television worship service from his church. *Let God Love You*, which has been a weekly TV broadcast, will be syndicated by Ambassador Advertising Agency, of which NRB executive committee member Al Sanders is president.

Jerry Falwell, broadcaster on the *Old Time Gospel Hour* and president of Moral Majority, has established a system to aid in the recovery of missing children in the United States. His new agency, the Child Protection Force (phone 800-824-1776), was started in January and is offering a \$1,000 reward for information leading to the recovery of a missing child. Task Force officials are also mailing thousands of Child Protection Safety Kits to parents and grandparents. The February issue of *Moral Majority Report* printed photos of 10 abducted children.

James R. Whelan, a veteran journalist whose career includes a decade of reporting on Latin America for UPI, has joined the Christian Broadcasting Network as managing director of CBN News. He is overseeing the creation of a "major television network news operation" for CBN. Whelan until recently was founding editor and publisher of *The Washington Times* newspaper. In announcing Whelan's appointment, CBN group vice-president **Michael D. Little** said CBN News will be opening bureaus in London and New York City this spring. Whelan will oversee

those and the current bureaus, which are in Washington, Beirut, Jerusalem and Virginia Beach.

A pioneer of modern evangelicalism, **Dr. Harold J. Ockenga**, died February 8 of cancer. He was president of National Association of Evangelicals from 1942 to 1944. During those years the NAE Radio Commission became NRB. Dr. Ockenga, 79, was a radio broadcaster for more than 40 years. For 33 of those years (1936-1969) he pastored the historic Park Street Church in Boston. The program *International Sunday School Lesson* was heard weekly on a Boston radio station. Among Dr. Ockenga's many accomplishments were presidencies of Fuller Theological Seminary, Gordon College and most recently Gordon-Conwell Theological Seminary. He was president of the board for *Christianity Today* and a director of the Billy Graham Evangelistic Association. Dr. Ockenga authored 13 books and was committed to evangelism worldwide.

Susan G. Baker, wife of Treasury Secretary **James A. Baker III**, has been elected to the board of *Focus on the Family*, the radio ministry of **Dr. James Dobson**. The Bakers have eight children.

Dr. James Dobson's *Focus on the Family* radio broadcast, a 30-minute daily production that emphasizes home values, is now being heard over the UPI Radio Network. In addition, UPI is broadcasting a new 90-second feature from the California psychologist and author. The program is being called *James Dobson News and Commentary*. UPI has more than 700 affiliates.

Dozens of well-known persons attended NRB's International Banquet in Washington, D.C. last February. The speaker was **Brother Andrew** of the Netherlands, known

as "God's Smuggler." Also participating were **Nikolai Zverev**, vice-chairman of the Baptist Union in the U.S.S.R.; **Efrain Rios Montt**, former president of Guatemala; **Nilson Fanini**, an evangelist-broadcaster from Brazil; **Frederick Chien**, the Republic of China's ambassador to the United States; and a television actress from Taiwan, **Chia-Shing Kang**, who performed two Christian songs in Mandarin.

Alex Leonovich, executive secretary of Slavic Missionary Service, was honored by the NRB board of directors for his 40 consecutive years of Russian-language broadcasting. He started the ministry in 1945 as director of the Russian Department for HCJB/Quito (Ecuador).

Carl E. Smith, who coordinated the Contemporary Technology workshops for the NRB convention in February, will be honored with the Engineering Achievement Award this month from the National Association of Broadcasters. Smith is president of Smith Electronics, Inc. of Cleveland, Ohio. Last year Smith was given the NRB Distinguished Service Award.

Jerry Rose, first vice-president of NRB and president of WCFC-TV 38/Chicago, raised more than \$72,000 for aid to starving persons in Africa during a telethon on his station.

An independent center for broadcasting the gospel into the Soviet Union, the Holy Archangels Orthodox Christian Broadcasting Center, has been established in Washington, D.C., under the direction of **Bishop Basil Rodzianko** of the Orthodox Church in America. His Russian-language program, *Life in Christ*, is heard for 15 minutes each week over the commercial shortwave superstation WRNO in Louisiana.

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

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42nd NRB Annual Convention
February 1985
Washington, D.C.

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Philippians 3:14

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AUDIO & VIDEO PRESENTATIONS

International Broadcasters

- 85-15C Local Program Producers Broadcasting Internationally, Advantages & Disadvantages: Van Der Puy, Strong, Sala
- 85-26C How You Can Develop an International Ministry: Van Der Puy, Montoya, Virts, Jem, Sala
- 85-31C The Challenge of Israel & Jewish-Christian Dialogue: Rose Eckstein
- 85-56C Latin America Today: A Case Study of Religious & National Values: Jones, Fanini, Moorhead, de Oliveira, Sundseth, Schemper

Television

- 85-16C Motivating Volunteers: Bixler, Wright
- 85-17C Effective Computer Use: Belk, Conners, Griggs
- 85-18C Sales & Strategies for Local TV: Smith, Russell, Davis, Scanlon
- 85-19C Cable Production for Beginners: Wilson, Campana, Wright
- 85-24C Producing for Mass Audiences: Baehr, Pieterse, Dunkerton, Grimes
- 85-25C Direct Mail: Sholl, Brand, Groman, Taylor
- 85-34C Film/TV: Kurtz, Anderson, Backlund, Doughten, Metsker, Sparks, Wheat
- 85-36C Post Production Techniques: Wagner, Martin, Ellis
- 85-37C Managing a Christian Organization: Hull, Cook, Lockhart
- 85-43C Religious Television and the Local Church—Key Questions Finally Answered: Clark, Gallup, Hadden, Baehr
- 85-44C Broadcast Freedom vs. Church/State Issues: Hull, Dugan, Stevens
- 85-45C Satellite and Closed Circuit: Moss, Tilton, Brice, Landry

Program Producers

- 85-23C Counselling by Phone, Radio & Correspondence: Sanders, LaHaye, Martin, Moegerle, Butterworth
- 85-33C A New Day for Christian Broadcasters: Cook, Trout, Steele, McCabe, Bail, Campbell
- 85-42C If I Had It to Do Over Again (Bloopers & Blessings in Christian Broadcasting): Wiersbe, Dunn, Van Der Puy, DeBrine, Haden

Public Relations

- 85-53C Media Relations: Jones, Anderson, Bailey, Boyd, Spring, Turnage
- 85-54C Special Events Management: Johnson
- 85-57C How to Manage a Successful Publicity Program: Winters

Washington Seminar for Christian Leaders

- 85-20C How to Mobilize Listening & Viewing Audiences to Pray: V. Bright, Davis, Williams
- 85-28C Informing Audiences of Community and National Issues: V. Bright, Dickelman, B. LaHaye
- 85-38C Power of a Praying Media: V. Bright, Christenson
- 85-47C Media Researching Media: V. Bright, Poland
- 85-48C Broadcaster Burnout: Coping With Stress in Media Ministry: Hawkins, Minrith, Meier

Gospel Music Association

- 85-50C Music as a Ministry Vehicle: Oldham, Carmichael, Erickson, Blackwood
- 85-52C Music as a Successful Radio Format: Battaglia, Parker, Whipple
- 85-55C Music from the Musician's Heart: Myers, Shea, Kaiser, Sullivan

AUDIO

- 85-1c Sunday Worship Service: Dr. Wiersbe
- 85-2CA Opening Plenary: Harold Carter
- 85-2CB Opening Plenary: Ben Haden
- 85-3C Keynote Plenary: Jack Hayford, Pres. Herzog
- 85-4C Presidential Plenary: Pres. Reagan, VP Bush, John Shepherd
- 85-6C Evening Plenary: Jimmy Swaggart, Sen. Armstrong
- 85-7C Congressional Breakfast: Dr. Falwell, Sen. Kennedy
- 85-8C FCC Luncheon: Mark Fowler, James Quello
- 85-9CA Evening Plenary: Phyllis Schlafly
- 85-9CB Evening Plenary: E. V. Hill
- 85-10C Afternoon Plenary: Sen. Helms, Don Wildmon, Kenneth Gangle, Paul Freed
- 85-11CA Anniversary Banquet: Dr. Graham

SPECIAL DOCUMENTARY OF NRB 85

60 Minutes of Convention Hi-Lights (Produced by CBNU)

SPECIAL EVENTS

- 85-49C International Banquet: Brother Andrew, Int'l. Guests
- 85-58C Israeli Breakfast: Congressman Kemp (2 tapes/3 hrs) \$12.00

WORKSHOPS

Black Broadcasters

- 85-12C How to Put Together a Quality Broadcast: Jones, Arties, Addison, Hines, Thompson
- 85-21C Joint Effort in Purchase of Minority-owned Broadcast Facilities: Amir Kahn
- 85-29C How to Get Free Air Time on TV: Lewter
- 85-39C Successful Fund-Raising for Broadcasters: Hart

Commercial & Non-commercial Owners & Operators

- 85-13C Audience Building: What Format?: Hollinger, Douglas, Moffit, Hendricks, Emert, Hart, Norris
- 85-22C The Campaign Method: A Proven Sales System: Arla Bott, Yates

Non-commercial Owners & Operators

- 85-32C Improving Your People Management: God's Success Philosophy: Snider Miller
- 85-41C Forum: Turning Research Into Larger Audiences: Velker, Virts

Contemporary Technology

- 85-14C Duplicating Quality: Bartlebaugh, Straw
- 85-27C Studio Acoustics: Braun, Rittenhouse
- 85-30C Satellite Services: Seaberg, Wagner
- 85-40C Cable TV: Dickinson

VIDEO

- 85-IV
- 85-2VA
- 85-2VB
- 85-3V
- 85-4V
- 85-6V
- 85-7V
- 85-8V
- 85-9VA
- 85-9VB
- 85-10V
- 85-11VA
- 85-12V

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 For further information call (201) 428-5400

CLASSIFIEDS

EMPLOYMENT

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.

Late night radio announcer/host for live network satellite. Requires experience in low-key communication skills and ministry. Begins June 1. Send tape and resume to: Wayne Pederson, Northwestern Radio, 3003 N. Snelling, St. Paul, MN 55113

Afternoon radio Network host/producer for daily live magazine format. Must have ability to coordinate, produce and host. This job requires program management and interviewing skills and experience. Send tape and resume to: Wayne Pederson, Northwestern Radio, 3003 N. Snelling, St. Paul, MN 55113.

Ambitious Manager with strong administrative background and sales experience. Prefer equity position. Excellent references. Michael Davis (915) 366-6161, Box 6373, Midland, TX 79711.

Positions Available. New 24-hour contemporary Christian 100kw FM station. Program director—Christian PD or Christian on-air experience required. Broadcast sales manager—Christian broadcast sales experience required. Please forward complete resumes. KTKL-FM, Box 3727, Casper, WY 82602.

FOR SALE

Radio Station For Sale AM radio station in Florida, programmed with a Christian format, annual cash flow \$59,355, price \$525,000 down payment \$250,000, balance financed for \$4,469.53 per month. For details write: NRB, Box 4W, CN 1926, Morristown, NJ 07960.

SERVICES

Equipment Needed for Nicaragua's only Christian radio station: 10,000-watt AM transmitter, studio-quality tape recorders, conventional tape recorders, cassette copier, 45-watt stereo power amp, tubes, wireless microphone, typewriters, air conditioner, etc. We need your help today. For details, contact: Ted Gutierrez, GM, Radio Ondas de Luz, Box 607, Managua, Nicaragua.

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.

Equipment Needed for radio broadcasting project in Guatemala. AM transmitter that can operate with 10 kw at full power, and with 5 kw, having an automatic switch control for power change. FM transmitter 10 w minimum. FM transmitter and receptor must be crystal. Diagrams of AM and FM transmitters are necessary. Also need console table with 10 channels (minimum), two record players (12" arms each) with synchronized motor and equalizer, two 12" arms for the turntable, tape duplicating system with modular flexibility to expand (4 cassette copiers);

four tape recorders for studio purposes (Ampex or Sony) monaural, four studio microphones, two microphone stands or pedestal, two microphone stands for table. Write Francisco Bianci, International Love Lift, Apartado Postal 2621, Guatemala 68-02-02.

NRB

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Roseland, NJ 07044
201-228-9522

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Pat Boone.....	43
Bott Broadcasting.....	9
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Domain Communications.....	8
Falwell Live.....	5
Focus on the Family.....	7
KMJC.....	1
KRDU.....	12
Bob Larson Ministries.....	ifc
Living Way Ministries.....	31
Mission Service Supply.....	15
Moody.....	11
Nason Media.....	bc
National Right to Life.....	25
NRB Convention.....	38
NRB Directory.....	33
NRB Employment.....	37
NRB Health Plan.....	21
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(continued from page 12)

imately 10,000 students from all over the world taught by the best scholars," Jones said. "Our school of theology was founded in 1978 and now has extension programs in Kenya and the Philippines. Now we hope to start schools of communication, business, medicine and law."

Among the first steps in beginning the new school will be the detailed planning for roads and community services needed by such a large development. Building of the university itself and the industrial park will follow as progress is made on the master plan. The actual building of the housing developments will very likely take place in the 1990s in keeping with San Diego's zoning plan for the area.

Program Aimed at Soviet Women

WHEATON, III. (NRB)—The Slavic Gospel Association is beaming a new weekly radio broadcast into the Soviet Union. *Conversations From the Heart* gives a Christian perspective on personal, family and social problems. The program is cohosted by recent emigres from the Soviet Union and follows a talk-show format.

"We want to make our listeners feel as if we are all sitting around together, drinking traditional Russian tea and talking from our hearts," says Misha, a cohost of the program.

The program, aimed primarily at married women, deals with a number of problems, including stress brought on by multiple roles of wife, mother and working women; miscarriage and health; and alternatives to bribery and theft in the working world.

WEF Sets General Assembly Dates and Place

WHEATON, III. (NRB)—The time and place of the Eighth General Assembly of the World Evangelical Fellowship (WEF) has been set for July 21-25, 1986 in Singapore. The announcement was made by WEF general director David M. Howard after a careful evaluation of several location options by the 11-member executive council.

The General Assembly, which meets at six-year intervals, is the ruling body of WEF. Delegates from 50 national alliances of evangelicals elect at the assembly the members of the executive council, the officers who conduct the WEF's affairs.

Each of the national alliances was formed at the initiative of local churches. The North American members are the National Association of Evangelicals in the United States and the Evangelical Fellowship of Canada.

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LATE NEWS

NRB CHAPTERS ANNOUNCE DATES FOR CONVENTIONS

The six chapters of National Religious Broadcasters have scheduled regional conventions beginning this summer. The newest chapter, NRB-Southcentral, will meet in Memphis, Tennessee, July 18-19. NRB-Western members gather September 15-17 in Los Angeles and the NRB-Southeastern convention will be in Atlanta September 25-27. Three conventions are scheduled for October: NRB-Midwestern in Chicago October 9-11, NRB-Southwestern in Dallas October 13-15 and NRB-Eastern in Philadelphia October 23-25. The next National Convention, NRB '86, will be in Washington February 2-5.

PTL DECIDES TO KEEP TV STUDIO COMPLEX

PTL Television Network has reversed a decision to sell Park Road Productions, its remaining property in Charlotte, North Carolina. Most of the television network's holdings are located 15 miles south of Charlotte at their sprawling 2,200-acre Heritage USA complex. As reported by Religious Broadcasting November 1984, page 37, the 24-acre property sale in Charlotte, which includes a 9,000-square-foot studio and satellite uplink equipment, was being negotiated for purchase by Bahakel Communications Ltd. of Charlotte.

BAPTISTS PLAN APRIL CONFERENCE ON BROADCASTING

With 1,000 pastors and denominational leaders expected in Atlanta from April 22-24, Southern Baptists are conducting their annual National Conference on Broadcast Ministries. The 1985 session, which is being held at Westin Peachtree Plaza, has been designed to emphasize local church involvement in three aspects of SBC telecommunications. These emphases are the ACTS Satellite Network, which was launched 11 months ago and is now seen on more than 135 cable systems; a church-based television system called Baptist TelNet; and development of a media blitz for "Good News America: God Loves You," the plan that hopes to join many of the 36,000 SBC churches across the country in simultaneous revivals next April. In related news, ACTS opened its first regional offices on January 15 in New York City and Atlanta.

REAGAN CHOOSES MAY 2 AS U.S. DAY OF PRAYER

Since April 1952 each U.S. President has designated an annual National Day of Prayer. President Reagan chose May 2 for the 1985 day to acknowledge that "the Almighty God has blessed our land in many ways....So we pray to Him now to see our way clearly...to the achievement of His will, to peace on earth." The National Prayer Committee is co-chaired by Vonette Bright of Campus Crusade for Christ and Herbert E. Ellingwood. For details call (714)882-9932.

RELIEF AGENCY SPONSORED LIVE HUNGER UPDATE

World Vision International sponsored an international news conference live via satellite on February 13 that dramatized world hunger with current video footage and updated facts. Originating from Addis Ababa, Ethiopia, World Vision president Ted Engstrom delivered the live commentary on the starving people of Africa to journalists in Washington, D.C., New York City, Chicago, Dallas and Los Angeles. The news conference was produced by Victory Communications.

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Photo by Harry Longdon

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WRN

Christians as a Market

IN THIS ISSUE we are publishing the last of three articles by Gary Crossland looking at the Christian radio audience as a potential advertising market. The thrust of the articles is that Christian radio listeners exhibit lifestyles and buying habits that can be used by commercial radio stations to attract a wide variety of advertisers, secular as well as religious.

Perhaps some will think it crass and materialistic to present that information and the Mediamark data to substantiate it. Not all religious stations will be able to use the information—for instance, noncommercial broadcasters that do not sell advertising time. But there are many commercial stations that do depend on time and spot sales to support their broadcasting of gospel programs, and the owners of those stations will find this information invaluable.

One of the greatest services of Crossland's three articles has been to dispel the notion that the audience for religious radio is composed of old people, shut-ins and the poor. Yes, there are many such people in the religious radio audience, and we should be happy that there are, for it means the radio ministry is reaching people who need the comforting words of the gospel. But the Mediamark demographics also show that religious radio has a good share of educated, upper-middle-income listeners with large families and definite buying patterns. This audience has a strong family orientation with a greater tendency to be homeowners, to own standard-size cars and to buy term life insurance than the average radio listener. As a class, this audience buys more groceries and home appliances than any other type of radio listener.

For many a commercial station owner, this information is a godsend. It is the kind of information needed to persuade the large advertisers to consider Christian radio when it comes to marketing goods and services aimed at the traditional American family. According to Crossland, some stations have already profited by the data and have begun attracting advertisers that had previously shied away from religious radio.

There are three definite benefits to the information

gleaned from the Mediamark data by Crossland:

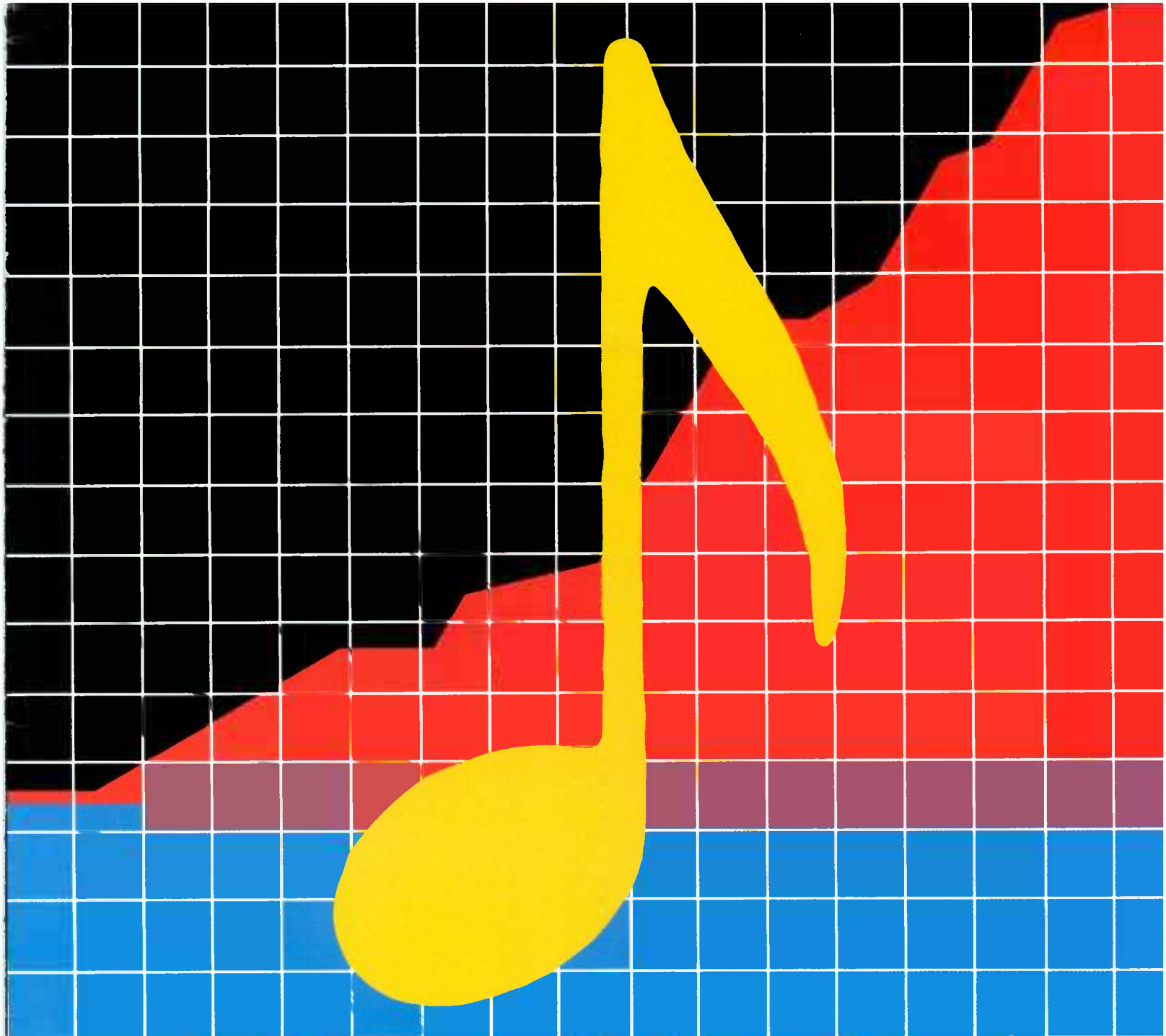
1. The articles have shown that the Christian radio audience is growing—doubling its market share since 1977. It is becoming an audience that needs to be recognized by advertisers as a market separate from listeners to other types of radio, such as beautiful music or all-news. And although there is some duplication of listeners among the various types of radio formats in each market, the religious audience is less prone to duplication than the general market is. Many Christians identify strongly with particular stations, meaning the religious station needs to be considered seriously by the advertiser.

2. Christian audiences show a strong preference for certain types of goods and services. Because it is highly family-oriented, the Christian audience is understandably a large consumer of groceries and other items that are typical family-type goods, such as household appliances, home care products and camping equipment—even coffee and dog food. It shows a strong preference for term life insurance. Because of this data, both station salespeople and advertisers can identify the products and services that are most likely to receive a favorable hearing from the Christian audience. Religious radio can serve as the forum for presenting good, tasteful advertising to a receptive audience.

3. If commercial religious radio stations can demonstrate they are an attractive market for advertisers, the new income can offset a lot of expenses now absorbed in other ways to keep quality religious programs on the air. Keeping a program on the air can become a strain on the program producer's budget in some markets, but if the program could be supported by advertising, it would ensure that a quality program could remain on the air without requiring ever greater fund-raising efforts by the producer.

Christian radio advertising is still in its infancy. But with facts and figures such as those compiled in Crossland's three articles, the stations' sales staffs can go a lot further in promoting the religious audience as a viable market for a wide range of advertisers.

— Harold Hostetler



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Keith Whipple

Keith Whipple, General Manager - WXLN/WFIA, Louisville

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