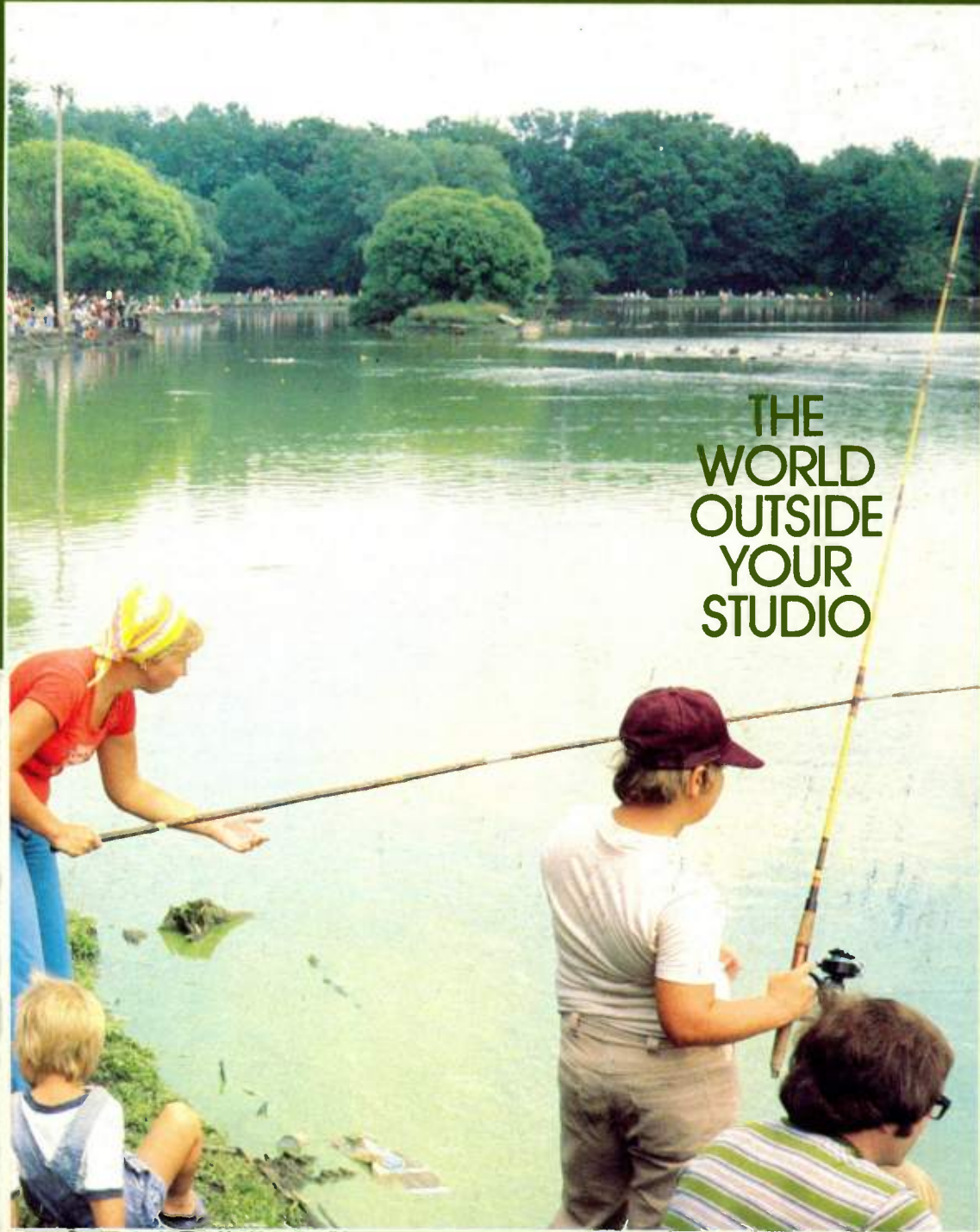


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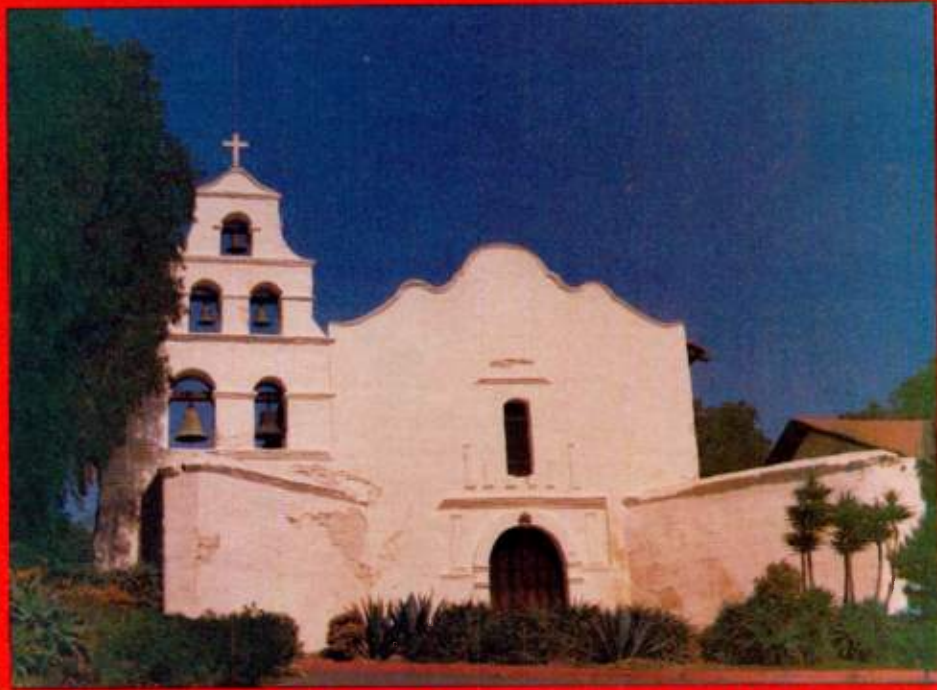
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Photo of Holy Sepulcher, Jerusalem

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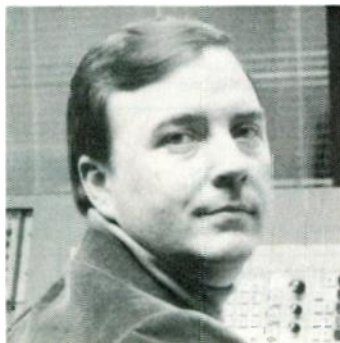
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About the cover: The cover photograph of a fishing derby in Fort Wayne, Indiana, illustrates what WBCL-FM/Fort Wayne is doing to build audience relationships "outside its studio."

SIGN ON

Leadership or Service?



Leadership must be deserved, not demanded.

We all know about the man who said, "I will be boss in my own house! I will not come out from under the bed!" And then there was the man who was reminiscing one day: "Papa always said, whatever Mama wanted, she had a perfect right." Then he added thoughtfully, "She had a pretty good left, too!" The problem about leadership which gains cooperation under duress is that the minute the pressure is removed so is the leadership! There has to be a better way.

Certainly, the way to Christian leadership is not through "politicking" or scheming. People hate to be manipulated, and as soon as they find out what you

are up to, they will stay away from you by the thousands! The mother of James and John—probably Salome, a dear lady who was quite faithful to Christ—had the idea of combining worship with an apple. "Then came the mother of Zebedee's children with her sons, worshipping him, and desiring a certain thing of him. . . . Grant that these my two sons may sit, the one on thy right hand, and the other on the left, in thy kingdom." What more natural, she thought, than "My son, the Prime Minister," or "My son, the Chancellor of the Exchequer"?

Jesus called the other disciples, outraged as they were by this arrant scheming, and told them that God-honoring leadership is different from that of the nations of the world. They, He said, "exercise dominion" (i.e., I am greater than you!) and "exercise authority" (I can tell you what to do!). Not so, said He, among you. "Whosoever will be great among you, let him be your minister; and whosoever will be chief among you, let him be your servant." *Minister* is the Greek *diakonos* from which we get our word *deacon*. The first deacons ministered to human need, met the need and glorified Christ. Leadership comes from meeting a need and in the process pointing to Jesus! *Servant* is the Greek word *doulos* which means slave. "We preach . . . Christ Jesus as Lord," said Paul, "and ourselves your servants [slaves, literally] for Jesus' sake." A Christian headed for leadership may well find himself saying, "I am going to do this because you have asked me to, and for the sake of the Lord Jesus Christ."

The point of this meditation for Christian broadcasters comes down to the question: What *service* are we rendering? What *need* are we meeting? Beloved, if we demonstrate the power of the risen Christ of God, and if we use that power in meeting human needs all around us, NRB will have all the leadership it can handle and more. Our biggest challenge is not to stay alive as a station or as a program producer: The real challenge for NRB members is to meet the needs of people in our communities and, in so doing, to point to the One who is Lord of our lives.

Robert A. Cook

President

National Religious Broadcasters

Coming Next Month

World Hunger and Broadcasting, by Daniel J. Nicholas

RELIGIOUS BROADCASTING speaks with broadcasters who are involved in helping to feed the hungry as well as preaching the gospel to see how ministry and service go hand in hand.

Public Service for the Unemployed, by Betsy Hamrick

A Chicago Christian television station joins forces with a job-consulting firm to help people find new employment.

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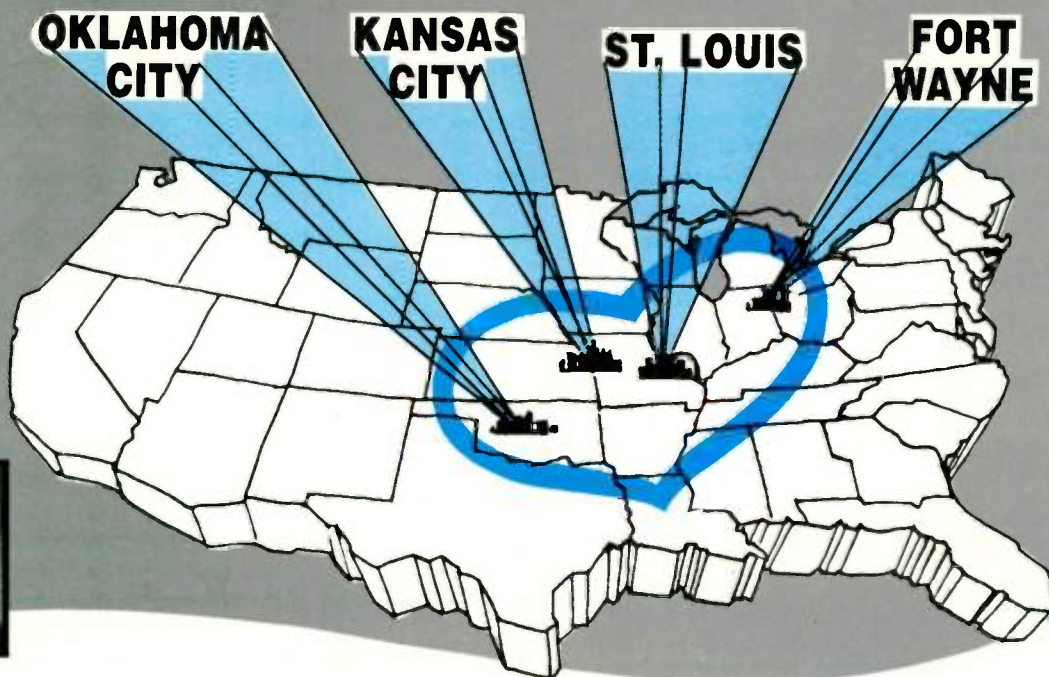


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vited parties to examine the proposal fully and to provide the results of any engineering studies or other data that may be relevant to the proposed rule. In addition, the commission requested comments on the effect the current restrictions have had on efforts to seek out available AM opportunities. All comments must be filed by June 14 and reply comments are due on July 15.

Daytimers Get Preference

In the Docket 80-90 proceeding, the FCC allocated over 600 new FM channels in communities throughout the nation. At its March 15 meeting the commission announced it would upgrade the value of daytime-only licensees' broadcast experience to equal minority ownership and local residence in comparative hearings. In order to receive enhanced credit for its broadcast experience, the applicant must: (1) have played a significant role in the management of the daytime-only station in the same community as the proposed FM station, (2) have owned the daytime-only station for three continuous years prior to designation of the FM application for hearing, (3) propose to be integrated into the operation of the FM station, and (4) pledge to give up the daytime-only station within three years of commencement of program authority for the FM.

As a result, existing daytime-only licensees will have a significant edge over any other applicants for an FM allocation in their community. Moreover, this plan will enable daytimers to operate both the AM and the new FM station in the same market for three years before divesting the AM. Consequently, daytimers stand to reap significant benefits as a result of this decision. NRB

Richard E. Wiley, a partner in the law firm of Wiley & Rein, is a former chairman of the Federal Communications Commission. He was assisted in the preparation of this article by Antoinette D. Cook, an associate in the firm.

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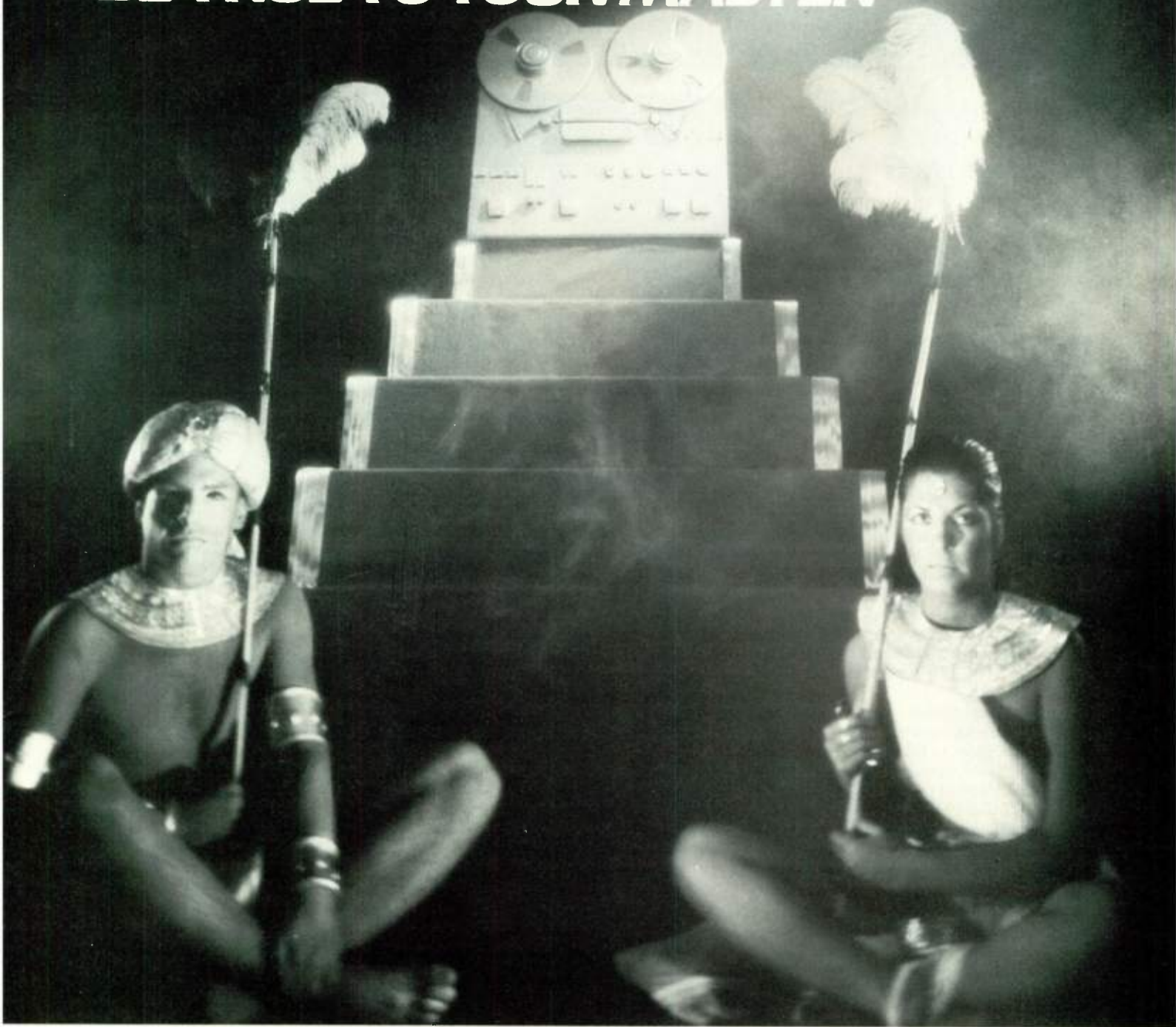
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Small Business Loans Denied to Broadcasters

WASHINGTON, D.C. (NRB)—After months of behind-the-scenes discussion, the Small Business Administration (SBA) reversed a 1977 decision that discriminated against religious broadcasters in granting of SBA low-interest loans.

At least two radio stations that applied for the loans were turned down by SBA regional officials because they programmed religion. Both stations were able to circumvent disaster by other financial means, but the hardships they each encountered demonstrate a growing tension over separation of church and state.

The SBA regulation, known as the Opinion Molder Rule, holds that financial assistance from SBA must not be given to organizations that influence public opinion, such as newspapers, book publishers and broadcasters. In 1977 an amendment to the ruling made broadcasters eligible; the only exception was for religious broadcasters because it was decided that granting loans for this group would constitute establishment of religion and thus violate the First Amendment of the Constitution.

The SBA recently reversed its decision on the 1977 amendment so that no broadcaster is today eligible for an SBA loan. According to Frank S. Swain, chief counsel for advocacy at SBA, only 400 of the 150,000 loans between 1977 and 1985 went to broadcasters and none of those was granted to a religious broadcaster. He said the agency did not keep records on how many religious radio or television stations may have been denied loans during those years.

Swain had advocated elimination of the 1977 amendment and strengthening of the Opinion Molder Rule because "the federal government should not get involved with payments for the establishment of religion." He added that the SBA's mandate is "not [content] regulation but financial development" and that the agency "doesn't want to get into the business of censoring" radio programming.

Specifically, the SBA regulations stated that "in determining whether financial assistance will be extended to any applicant, no consideration will be given to the applicant's present or proposed program schedule, or to the content of any particular program. However, this statement cannot stand alone—it must be read in light of constitutional law which precludes SBA from advancing financial assistance to broadcasters whose programming is predominately religious in nature."



General manager Thomas E. Tucker sifts through the rubble at his Georgia radio station, WGIA-AM, after a fire. The station was denied an SBA loan to rebuild after the April 1984 disaster.

Thomas E. Tucker, who manages one of the stations denied a loan in 1984, called his treatment by the SBA's Atlanta office "a flat case of discrimination." His station, WGIA-AM/Blackshear (Georgia), was approved for a loan of \$121,400 last July 21. Three days later the station, which suffered a fire in April 1984 and required extensive repair, was notified by the SBA's Atlanta office that the decision was reversed.

Tucker, who describes himself as a full gospel Southern Baptist, said he was informed then that if he changed his format to country and western or rock and roll the station would be eligible for the loan. In a published report, Tucker said he would not compromise his Christian principles.

The former Vietnam veteran said he was "aggravated but not bitter" at the SBA policy decision. The station, a 2,500-watt daytimer in southeast Georgia, has since secured partial funding from private and bank sources and is preaching the gospel despite the financial wrangling and continued economic pressures that have required staffing cutbacks.

The other station denied an SBA loan, WTIJ/Waterbury (Vermont), applied for a \$50,000 SBA loan last July. The station, which is owned and operated by Harvest Broadcasting Company, received initial approval through a local bank within two weeks. A week later, on July 25, the regional SBA office in Montpelier, Vermont, decided that the station was not eligible because it pro-

grammed religion.

According to station manager Brian Dodge, WTIJ-FM was in the process of moving from the southern Vermont town to the midstate market, a relocation process that required a loan. Dodge said he sold the Bellows Falls station for \$190,000 to a secular broadcaster in September 1983. He charged SBA policymakers were "extremely discriminatory" by the way they enforced their loan policy.

The station has survived a possible crisis without a federal loan because, according to Dodge, an NRB member organization loaned WTIJ \$15,000 as an advance toward airtime. Private loans were also secured.

The station, which calls itself Love 103 FM, went forward with plans to be on the air by February 14 (Valentine's Day). Programming on the 6,000-watt facility is a mixture of locally produced shows and affiliation with Moody Broadcasting Network.

P.R. Firm Warns of Possible Fraud

LOS ANGELES, Calif. (NRB)—A potential fraud operation has been reported to Joy Productions, Inc., a Los Angeles public relations company. The operation would reportedly raise \$2 million from New Orleans churches and their members to build a New Orleans recording studio.

Two men who are involved in the operation have claimed falsely to be representatives

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of Joy Productions, according to Dick Curd, company president. New Orleans attorney Leonard Crooks alerted Curd December 21, that two men approximately 19 to 21 years old, claimed to be owners or agents of Joy Productions, Inc., of North Hollywood, California.

Upon learning of this information, Curd immediately reported the matter to the Louisiana State Attorney General's office, the New Orleans city attorney, the district attorney and the New Orleans police department.

Joy Productions is a California corporation specializing in public relations for the gospel recording industry, with all employees working from the company's headquarters in North Hollywood. They also handle public relations for several high-tech and international engineering firms.

"I want the people of New Orleans, and other U.S. cities, to know we have absolutely not given any permission to anyone to use our company name to raise funds for any purpose," said Curd. "We have absolutely no interest in or plans to enter the recording business or build a recording studio in New Orleans or any other city."

Baptists Honor Local Broadcasters, Cronkite, Hatfield

FORT WORTH, Texas (NRB)—Efforts to rehabilitate crippled children and aid frustrated consumers have won national Abe Lincoln Awards for Gaylon Christie, owner and general manager of KOOV-FM/Copperas Cove (Texas), and Stan Cramer, community affairs director of KCTV-TV/Fairway (Kansas).

The two were named top winners in the 16th annual Abe Lincoln competition, which honors local broadcasters from around the country for their public service programs and projects. The awards were presented in ceremonies here on February 21.

Christie was chosen from among eight finalists for his volunteer work with the Bell County Rehabilitation Center for crippled and abused children. Cramer was cited for coordinating his station's consumer help service, which investigates more than 300 complaints per month.

The Abe Lincoln Awards were sponsored by the Southern Baptist Radio and Television Commission, which also used the occasion to present special awards to CBS's Walter Cronkite and Senator Mark O. Hatfield (R.-Oregon).

Cronkite, once rated the most trusted public figure in the United States, received the Distinguished Communications Medal for his

"dedication to truth and freedom of expression." The former anchorman for CBS *Evening News* was on special assignment for CBS in Vietnam and unable to attend the awards. CBS News correspondent Charles Kuralt accepted the award on Cronkite's behalf and delivered the keynote address.

Hatfield, who also spoke at the ceremony, was given the Christian Service Award for his "commitment to peace and humanitarian causes." The 18-year Senate veteran, who often departs from his conservative Republican colleagues on issues of arms control and defense spending, was lauded for leading Congressional battles against world hunger and human rights abuses.

Christie's Abe Lincoln Award, presented by Southern Baptist Radio and Television Commission president Jimmy R. Allen, cited the broadcaster for "a distinguished personal involvement in meeting community needs." Christie regularly cohosts and helps organize the Easter Seal Telethon that supports the Bell County Rehabilitation Center. Last year the telethon showed a 300 percent increase in telephone pledges. Other projects headed by Christie benefited children's causes such as the local Toys for Tots campaign and Child Welfare Board.

In presenting the Abe Lincoln Award to Cramer, Allen noted specifically Cramer's investigation of the television repair business in the Kansas City area. The investigation, part of KCTV's "Call to Action" consumer service which Cramer heads, prompted a governmental inquiry and reform of television repair practices. In the past five years "Call to Action" has solved 80 percent of its cases and recovered \$150,000 for consumers.

More than 800 people attended the awards ceremony, including leaders from government and the broadcasting industry.

New Programs Developed for Chinese

SINGAPORE (NRB)—The Far East Broadcasting Company staff here is producing a series of new radio programs aimed at listeners in the People's Republic of China. The programs are being broadcast on FEBC's newest international shortwave station on Saipan, located in the Mariana Islands.

One program, *Our World Today*, designed to attract first-time Chinese listeners, features new discoveries, gymnastics and appreciation of sacred music. *Day by Day*, another program series, consists of devotionals and exposition of Bible truths, as well as cultural background information on the Scriptures and insight on difficult biblical questions.

The Saipan station provides 15 additional

hours of program time daily to FEBC's Chinese schedule. Total Chinese programming over FEBC stations is 40 hours per day.

Crossroads Plans Pavilion for Canadian Expo

TORONTO (NRB)—A major Christian broadcaster here will be participating in Canada's World Exposition on Transportation and Communications (Expo '86). Sanctioned by the International Bureau of Expositions and sponsored by the government of Canada, the exposition will be held from May 2 through October 13, 1986.

Crossroads Christian Communications, Inc., producer of the Canadian daily Christian TV broadcast *100 Huntley Street*, announced the signing of an agreement with Expo '86 to host a corporate pavilion at the fair.

Called the Pavilion of Promise, it will feature a spectacular audio/visual presentation which runs continuously as the audience moves through three high-tech environmental theaters.

Malcolm Muggeridge, world-recognized author, lecturer and broadcaster, will narrate the Pavilion of Promise's feature musical presentation entitled "The Scroll," which was recorded in London, England, by the National Philharmonic Orchestra.

John Cunningham, who designed the acclaimed British Columbia Pavilion at Osaka, Japan's Expo '70, has designed the Pavilion of Promise, which features a 300-seat outdoor amphitheater for television and live musical performances, and a sculptured dove with a near 60-foot wingspan that follows the soaring architectural lines of the pavilion's exterior.

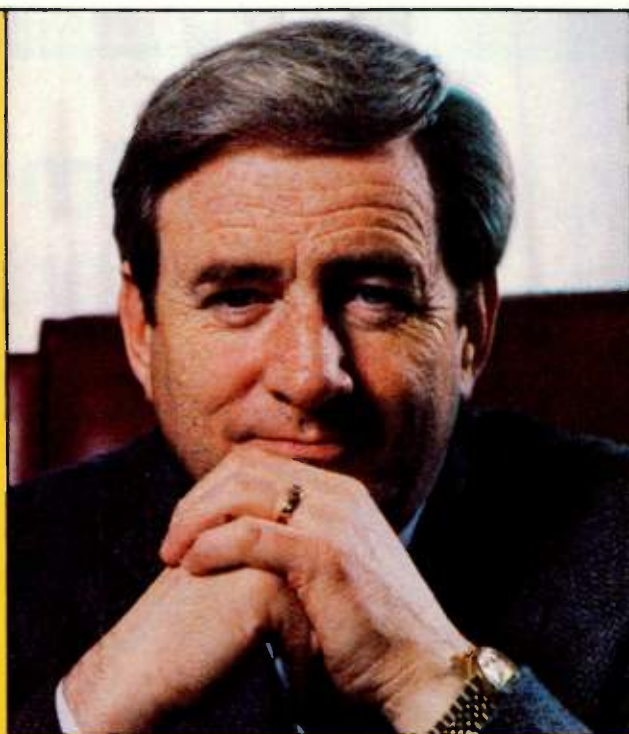
The pavilion's feature presentation, "The Scroll," is a spectacular sight-and-sound production shown sequentially in three environmental theaters.

The construction and operating budget for the Pavilion of Promise is \$3 million. Prior to signing the agreement, Crossroads Christian Communications, Inc., had received commitments from corporate and private sponsors covering two-thirds of the pavilion's budget. This allowed the board of directors the freedom to fully endorse the project.

Crossroads Christian Communications, Inc., has recently been endorsed by The Better Business Bureau of Metro Toronto. *100 Huntley Street* recently raised over \$1.8 million for their 100 percent Africa Famine Fund, so named because of a commitment to all overhead costs, forwarding 100 percent of the funds received to victims in Ethiopia.

(continued on page 34)

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Daytimers to Get Preferred Treatment

FCC proposes to ease restrictions on applications for AM stations and give daytimers a preference in the 80-90 proceeding

by Richard E. Wiley

IN FEBRUARY the Federal Communications Commission requested public comment on a proposal to amend its rules to eliminate the restrictions on the filing of certain applications for AM radio stations.¹ This proposal, if adopted would increase the number of available FM frequencies and simplify the application process. In addition, the FCC issued a news release² announcing that it will award daytime-only AM licensees a preference if they apply for a new FM channel allocated to their community in the Docket 80-90 proceeding. Consequently, daytimers will have a significant advantage over other applicants for the new allocations.

New AM Filing Rules

At present, under Section 73.37 of the commission's rules, AM applications will only be accepted if: (1) the facility will not cause interference to any existing station, and (2) 25 percent of the area or population of the proposed community does not already receive service from another AM or FM station, or (3) the station will provide a first or second aural service and there is no available FM channel, or (4) 20 percent of the community does not receive two daytime aural services and there is no available FM channel.

¹ See *Notice of Proposed Rulemaking*, (Deletion of AM Application Acceptance Criteria), MM Docket No. 85-39, FCC 85-75, 50 Fed. Reg. 8169, February 28, 1985.

² See *News Release*, Report No. DC-9, released March 15, 1985.

Applications for clear-channel frequencies are not subject to the above restrictions if 50 percent of the applicant is owned by minorities, or if the station would be operated on a noncommercial basis.

Twenty years ago, when those restrictions were adopted, new applicants were not requesting authority to construct AM stations in unserved and/or underserved communities. Instead, the FCC was inundated with requests for facilities in areas with multiple aural outlets. Thus the present rule was adopted to ensure that new AM stations provided service to areas where they were most needed.

The commission now believes that the rule has served its purpose. AM radio is a mature industry whose continued growth no longer needs to be channeled or restricted. Moreover, the limited number of communities still with available frequencies under the existing restrictions are unattractive to new applicants because of economic and technical difficulties which outweigh the potential benefits. In fact, the FCC concluded, Section 73.37(e) "now appears unnecessarily to be stifling opportunities for improving diversity that new radio voices could bring to the marketplace."³

Encouraging Diversity

Thus, consistent with its public interest obligation to encourage the broadcast of as many different viewpoints as possible,

³ *Id.* at 11.

the commission proposes to accept new applications for AM stations in any community if the proposal will not cause interference within the protected contours of an existing station.

In addition, the amendment will delete the separate acceptance criteria for minority and noncommercial clear-channel applicants. Therefore, minority ownership will only enhance an application in the event that one or more conflicting proposals are filed for a particular channel, thus necessitating a comparative hearing. In such cases, the standard criteria, including preferences for minority and female participation, will still apply. Applications for clear-channel stations, however, will only have to demonstrate that the proposal would not cause interference to existing channels. In other words, all parties seeking a new AM facility will be treated equally.

In addition to simplifying the application process, the proposed amendment will increase the number of available frequencies in communities with multiple media outlets. As a practical matter, because of interference problems, it is unlikely that there is room for new AM stations in many of the largest markets. Therefore, most of the available frequencies will be in the smaller markets. Accordingly, existing licensees in these markets can expect an increase in competition.

Since this proposal represents a marked departure from the current agency practice, the commission has in-

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Good Responses Reported on Kennedy-Falwell

MORRISTOWN, N.J. (NRB)—The historic NRB-sponsored discussion between broadcaster Jerry Falwell and Senator Edward M. Kennedy raised the conservative-liberal debate in the United States to a new level of civility, according to telephone interviews conducted almost two months after the leaders met on stage at NRB '85.

Their meeting February 5 at NRB's Congressional Breakfast was, according to many, the highlight of NRB's convention. The hour-long "debate" was broadcast live by Cable News Network and was carried in its entirety the same evening by PBS television stations across the nation. In addition, CBS-TV News aired a 30-minute special on February 10 with the highlights of the Congressional Breakfast. Press coverage was also given the breakfast by C-Span, ABC, NBC, CBC, BBC, Radio Free Europe and others.

By all accounts, the broadcast drew more press attention for the NRB convention than any previous forum in NRB's 42-year history, including visits by U.S. presidents.

A spokesman for Dr. Falwell, who heads Moral Majority and is seen on *The Old Time Gospel Hour*, said Dr. Falwell is asked almost daily in press conferences about the debate with Kennedy, even six weeks and three debates after the event. The spokesman said the public meeting with Kennedy has raised the level of debate "beyond the screaming stage" to a civilized reflection on the most important political and social issues.

A spokeswoman for Senator Kennedy, a champion of liberal viewpoints who lost a primary run for the presidency in 1980, said the Massachusetts Democrat has also received "very positive response and a good volume of mail" as a result of his televised meeting with Dr. Falwell in the conservative forum of an NRB convention. She said many writers to the senator, including Moral Majority members and Republican leaders, "were pleased with the dialogue of the debate" because it did not become "shrill."

J. Douglas Holladay, associate director for public liaison on the White House staff, told *RELIGIOUS BROADCASTING* the Kennedy-Falwell meeting was a "a great service to the nation because it showed that [religious] pluralism works in America." He said that the dialogue demonstrated that conservatives and liberals now "agree to disagree" and can now discuss "diverse political views ... with a good spirit."

The tone of the breakfast dialogue was anything but confrontational debate on issues of international importance. Senator Ken-



Falwell and Kennedy Duet, not duel

nedy summed up the dialogue's atmosphere when he told religious broadcasters that "we have come to see each other not merely as opponents, but as fellow human beings who know the hopes, the tears and the laughter of life." He added, "We have had a genuine exchange of ideas, a continuing debate about truth and tolerance in America."

Dr. Falwell echoed similar thoughts, paying special tribute to Kennedy's son Teddy, who lost a leg to cancer. Falwell and his aides joined the senator for dinner in the Kennedy home the evening before the Congressional Breakfast.

Substantive issues were mentioned in the speeches by each leader. On abortion, Falwell said, "It is my conviction that we have far more to fear from the wrath of a sovereign,

Edna Edwards



holy and almighty God, who is angry with us for destroying 15 million innocent, unborn babies during the last 12 years, than we have to fear from the Soviet Union."

Alluding to abortion, Kennedy upheld his belief that "religious witness should not mobilize public authority to impose a view where a decision is inherently private in nature—or where people are deeply divided about whether it is."

On South Africa and apartheid, Falwell said, "The ultimate goal must be absolute equality in South Africa. But we must not, like the moral policeman of the world, attempt to force South Africa into a position that would do nothing more than hand this very strategic and friendly nation over to the Soviets."

Kennedy commented, "South Africa is the last place on earth that clings to the illusion of a master race. Some argue that we dare not resist this regime because it is, for all its evils, a bulwark against communism. But we cannot oppose tyranny by imitating its tactics." He said of apartheid, "There is no clearer pro-family issue in the world today than opposing the South Africa law which brings a kind of death to family life."

Edna Edwards: A Servant of God and NRB

BLACK MOUNTAIN, N.C. (NRB)—At age 50 she is not a crusader, but many would consider her a pioneer.

She is Edna Edwards. After election to the NRB executive committee as national secretary during the annual convention in February, Mrs. Edwards has the distinction of being the highest ranking woman in the 42-year history of National Religious Broadcasters. Women have served as chapter officers and on the board of directors, but never until now on the 10-member executive committee.

Sue Bahner, general manager of WWWG/Rochester (New York), current president of NRB's Eastern Chapter, ran unsuccessfully against Edwards.

Mrs. Edwards, who is also treasurer for NRB's Southeastern Chapter, has been general manager of Blue Ridge Broadcasting Corporation, Black Mountain, North Carolina, since 1973. Before that she was executive secretary to the general manager, her first job in broadcasting. The company, which is nestled in the hills near Asheville, owns and operates WFGW-AM and WMIT-FM. The AM station, with 50,000 watts, is currently a daytime-only facility; the FM has 36,000 watts and is heard 24 hours a day. Both are full-time noncommercial religious stations.

She has the further distinction of having

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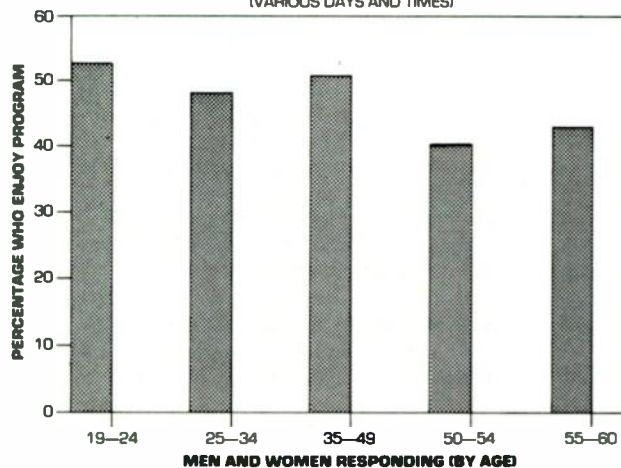
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perhaps the best-known Christian today as chairman of the Blue Ridge board: evangelist Billy Graham. And "he does come to the annual meetings," Mrs. Edwards stressed.

Mrs. Edwards, who studied English for two years in Indiana but never graduated from college, downplays the significance of her new NRB responsibilities. "I am not an activist and I never have been. I am as liberated as I want to be." She described her role as one of "nurturing and encouraging" believers in their positions of Christian service. "I would like to see more women involved in religious broadcasting," she said, adding quickly, "As general manager, I don't do anything different than a man."

Following the example of the apostle Paul, Mrs. Edwards says she has a single-minded purpose in her radio ministry and management: "I'm a woman who knows God and wants to help others know Him too."

Student Writers Reflect on NRB '85 Experiences

MORRISTOWN, N.J. (NRB) — Six college students participated in February as staff reporters on the daily newspaper *Convention News*, which was distributed each morning during the four-day NRB convention in Washington, D.C. In this first installment of a three-part series, two student writers from CBN University reflect on their experiences at NRB '85.

Soraya Dunnigan

A quest for a challenge, an educational enlightenment and a rewarding experience were all conquered at this year's NRB convention. This was the first time in my brief history of attending conventions that I served as a staff worker. Working on the other side of the fence as a *Convention News* reporter made me appreciate the very least that a convention offers. I realized that everyone's job is important and that the entire staff works as a team.

In spite of the constant newsroom pressures, I saw the importance of persistence, perseverance and aggressiveness in journalism. For instance, I dropped compassion and became aggressive after trying to no avail to obtain a necessary interview. I decided to ring his hotel room about 9 p.m. When he answered, I knew that I had awakened him. My first instinct was to apologize and to set up another appointment. Instead, I identified myself and jumped right into my interview. "... Sir, I know that you were asleep, but I must ask you some questions. ..."

This experience was also an eye-opener. The Media Expo and the political exposure

fascinated me. The expo had such a variety of technology, software, educational and publishing operations on display. I gained a new understanding of cable, video and satellite programs and networks. The expo also offered the opportunity to meet professional contacts. It was exciting talking with presidents, vice-presidents, executive directors and general managers of various communication organizations.

Another eye-opening observation was the amount of congressional interest. Participation from congressional representatives and senators, and the President and Vice President confirmed two notions: (1) America really is moving in the direction of God, just as our founding fathers did, and (2) Christian-oriented media exists far beyond Sunday radio or television broadcasts and the religion section of Saturday newspapers. I saw that the religious media fills a tremendous need. It is an open market and I have a place in it.

Perhaps, the most tangible observation was the harmony among the convention staff and the attendees. Unity was the convention's greatest witness. Denominational and cultural differences did not seem to matter. For example, Jimmy Swaggart and D. James Kennedy sat on the same platform.

Since the NRB convention, I have gained a new confidence in my writing abilities. My happiest moment as a staff writer came when I spotted my by-line on the front page lead story of Tuesday's edition of the *Convention News*. Words cannot express the joy, confidence and self-worth that I felt.

As a first-year graduate student, whenever I tell people about my career goals of becoming a Christian writer, they respond with two questions. They ask, "Will you be able to find a job when you finish school?" I say "yes." Then they ask where. I answer, "I don't know, but the jobs are out there." In the past I used to say, "God will open doors for my writing ministry, He will show me where to go."

Thanks to the NRB convention, I have a starting point.



Dunnigan



Holland

Jeff Holland

It was a privilege to return to write for the NRB *Convention News*. This year I was excited to see that the convention and its pro-

gram offerings had continued to grow and broaden over the previous year's convention.

A glance over 1985's program personalities was enough proof that the NRB convention has come of age and has won high respect: President Ronald Reagan, Vice President George Bush, Surgeon-General C. Everett Koop, Billy Graham, Bill Bright, Jimmy Swaggart, E. V. Hill, Jerry Falwell and Ted Kennedy, among others.

It was not until this year, however, that I had the opportunity to be in contact with the behind-the-scenes staff of NRB, a very hard-working group that moved constantly to see that deliveries were made, equipment secured, people registered, etc. I really did not have the opportunity to cross paths with the staff last year and was impressed by their dedication this year. (I gathered that, perhaps for all of them, they enjoyed the excitement of the convention and found it a joy to serve.)

Returning for a second year gave me a chance to assume more responsibility with stories. Again, the practical experience of meeting deadlines and hunting down the facts on various speakers and events was valuable to the various journalism students on the newspaper staff. In the evening, several of us proofread the layout pages, checking for mistakes in copy before the paper was sent to press. Covering Vice President George Bush and evangelist Billy Graham gave me an opportunity to speak to those who work beside these men.

As a journalist, I took the opportunity to sit in on two press conferences related to religious freedoms. Several Christian leaders and religious freedom organizations, along with Congressman Mark Siljander, were present to offer statements for Youth With A Mission's Don Stevens, arrested in Greece for evangelizing (or proselytizing) in public. Siljander was also present at the press conference for Christian Response International, along with executive director Jeff Collins, a White House aide, an attorney from Concerned Women of America, a physician and a representative for Congressman Tom Lantos, who had been on a fact-finding mission to Romania to investigate incidences of religious persecution and to dialogue with Romanian government officials.

The Sheraton Washington Hotel is an ideal location for the annual event, offering comfortable bedrooms, meeting rooms and a spacious exhibit hall for Christian merchants, radio and TV stations, ministries and various organizations to set up displays. The attractiveness of the hotel sets the appropriate atmosphere for the NRB convention.

Congratulations to those who planned the 1985 event, and thanks to those who gave several of us the opportunity to work with the staff of *RELIGIOUS BROADCASTING* magazine to put together the daily newspaper.

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The World Outside Your Studio

An Indiana noncommercial station has come up with a number of outside events that help to build audience relationships

by Char Binkley

STEPPING OUTSIDE the studio and personally meeting listeners is an exhilarating reward for the broadcaster. While isolated in the studio with my microphone, I can add vitality and purpose to my programs by envisioning people with real faces and personalities who are listening while driving, eating, working and playing. However, the greatest joy comes as I leave the studio and meet these listeners face-to-face.

We at WBCL in Fort Wayne, Indiana, decided seven years ago to maximize various methods of ministry to reach beyond the initial airwave contact. We had a burning desire to become acquainted with our listeners. The desire became a plan and the plan worked! During these seven years, we've had opportunity to meet over 60,000 listeners.

Like music to our ears is the listener's statement, "You're just like real family now that I have a face to put with the voice that comes into my home every day." We've become "family" as we've gotten to know one another through events planned by the WBCL staff for each member of the families in our listening audience.

Ideas to Share

We are eager to share this joy with other stations. You may find that one of our events will enhance your ministry, enabling you to reach beyond your microphone toward a face-to-face relationship with your listeners. Please help yourself to any of the following outreach ideas that may work for you!

KID'S DAY—Kids are important to us

and we want them to know they are special. We want them to "grow up" with WBCL, accepting into their young lives Christian concepts and principles that will enrich them spiritually for the future.

Annually the studio is moved outdoors as over 1,000 children participate each summer in a morning planned for kids from ages 2 to 13. Children may preregister by mail to share their talents of music, Scripture recitation and creative expressions during an hour-long broadcast. In addition, there is a peanut hunt with such prizes as horse-and-buggy rides, Frisbees, T-shirts, record albums, mugs and minutes in the moon-walk balloon. Specially colored peanuts enable the kids to claim the special prizes, but no child goes home empty-handed. Schoolbags (plastic litterbags), complete with pencil, eraser and ruler, were distributed to each child at one Kids' Day while Frisbees delighted each child this year. Every item carries the WBCL imprint, inviting children to tune in each Saturday morning to a 30-minute locally originated kids' show *Kids' Kaleidoscope*.

Like a tropical breeze blowing over my heart is the feeling when the bouncy nine-year-old says, "I'm gonna do Christian radio programs like you when I grow up."

Event for Women

A DAY AWAY—A capacity crowd of 1,500 women attend this day-long event for women each March and October. An opening hour of fun, inspiration and music is followed by a day of workshops, special speakers and fellowship. Our goal is to give each woman a day away

from the routine of life so she can be spiritually renewed and personally refreshed.

Engaging experienced, local male and female speakers with quality presentations has enabled us to provide the day at an affordable cost of \$12 (including soup-and-salad-bar luncheon) which we could not do if we were to contract nationally known personalities with large honorariums and plane fares.

Our initial assumption that only women from fundamental, evangelical churches would attend was quickly dispelled. Surveys have revealed that as many women with membership in main-line churches participate in A Day Away as those in fundamental churches. While our main speaker always includes the message of salvation, two or three of the workshops are geared to nonreligious topics such as fashion, crafts, exercise, etc. These workshops often intrigue the non-Christian who would not otherwise consider attending a spiritual seminar.

A Special Program

A special reward for me is to meet so many of these women personally and to hear firsthand what God is doing in their lives and marriages. One woman may come for lighthearted fellowship while another comes expecting God to meet deep, desperate needs in her life. Neither goes away disappointed. I will never forget the young mother in her early 20s who attended just seven days following her husband's suicide. She shared her need to be loved and supported at such a difficult time. She found ongoing support from several of the women. Hundreds of letters testify to the life-changing

MARKETPLACE



effects of A Day Away to the women of the WBCL listening area.

AN EVENING WITH JONI EAR-ECKSON TADA—What began as plans for an evening with Joni and her husband, Ken, quickly grew to encompass three days of handicap awareness activities: a luncheon for parents of handicapped children, a luncheon for pastors and city leaders, a press conference held in a hospital rehabilitation ward, a chapel message to several hundred Bible college students, an all-day seminar, and a 9,000 capacity audience featuring Joni and Ken. Each event had its cherished moments as I met listeners face-to-face. Many of these listeners had personally experienced great pain and disappointment in life.

At the luncheon for parents of handicapped children, my tears of joy flowed openly as I viewed what was happening. Regular WBCL listeners Brian and Kay placed their nine-month-old daughter on

Activities that promote involvement by children and youth are big with WBCL. Here are some scenes from the "Fishing Derby" (left) and "Kid's Day."

Joni's lap. Their faces beamed as Joni shared insight and encouragement to assist them in nurturing their child, born with no right arm below the elbow and no fingers on her left hand. (A photograph of this precious scene now hangs on the WBCL office wall.) What a joy to provide this special opportunity for these parents.

Special Rewards

I met a multihandicapped, young man who had no voice. As I smiled and spoke to him, he began to touch various squares on a computer board attached to his wheelchair. Words from his computer voice greeted me: "Hi, Char. How are you?" The warmth of that encounter couldn't be felt by staying in the studio behind the microphone. I sent a prayer

of thanks heavenward for the beauty of the moment with this special listener. Three days and hundreds of new friends later I returned to the studio enriched and renewed.

A rally ticket price of \$4 and a charitable trust donation for both luncheons covered all expenses for the three days, so there was no financial drain on the station budget.

WBCL also hosted Dr. James and Shirley Dobson for an evening rally at the Coliseum. Nine thousand tickets were distributed in three days, with 10,000 additional names on the waiting list. What an evening of getting to know the "family!" I met dozens of listeners that evening. As we chatted, they shared what God was doing in their lives. This two-way relating outside the studio gave me insight, compassion and increased sense of responsibility as I returned to my daily talk show. My listeners have definitely ministered to me.

For women, 12 workshops a day are offered on a variety of practical topics during WBCL's "A Day Away."

FESTIVALS—WBCL staff members host a display at two festivals per summer. Due to time and energy limitations, the two festivals are carefully selected from many being held within our 90-mile listening radius. Criteria for selection include: number of listeners in that city/town, number of potential listeners who will be attending the event, and target audience of the festival (craft and festival atmosphere takes precedent over carnival atmosphere).

Two staff members work together for three-hour shifts in greeting visitors to the booth. There is no relating like festival relating! Listeners bring family pictures to show, jars of jams and jellies, craft-work samples and any shared goody that pronounces the WBCL staff as "family." Never have I left a festival without aching feet from standing on concrete and a tired face from smiling, but neither have I left without a tremendous blessing from getting to know those who are normally on the silent side of the microphone.

Additional events which have enabled us to meet listeners personally include:

PREMIERE FILM SHOWING—Just recently we rented Ken Anderson's latest release, *Fanny Crosby*, and showed it to a capacity crowd of 600 listeners. Preparation of a "viewer's guide sheet" assisted families in discussing the content and goals of the film. An intermission featuring punch, cookies and popcorn enabled us to chat with dozens of our listeners.

FISHING DERBY—A favorite for parent-child participation was the summer afternoon of fun in a Fort Wayne park. Children from ages 1 to 13 were eligible for prizes awarded for the most fish, largest fish, smallest fish, most unusual catch (this was a duck skull), etc. Following the derby a 30-minute puppet show and ventriloquist act dramatized the message of Jesus for the children. Families provided their own bait and poles while WBCL provided the prizes. Local merchants donated bicycles, Big Wheels and other popular grand prizes to help make the day a success.

CONCERTS—Recently WBCL served as the host station for the Sandi Patti concert and will soon serve as the



same for the Gaither Trio. Responsibilities for a host station are rather simple. WBCL airs promotional announcements and gives away complimentary records and tickets in preparation for the concert. Tickets and concert details are handled by an agency instead of the station. Once again the concert provides opportunity for the radio staff to stay in touch with the listeners.

Our staff has chatted, mingled and shared with many of the 60,000 who have attended the various outreach events. That's a lot of hand-shaking but also a tremendous amount of heart-sharing, which gives us placement in their "family."

Our annual promotion budget of \$8,500 is not generous, but most events are structured to pay for themselves. A staff of 10 full-time employees participates in each event, with one employee, the director of special events, actually coordinating all necessary details.

We believe these events deserve much credit for the intense "family" relationship between staff and listeners. Our listenership continues to grow each year, testimonies of lives changed are innumerable and our Sharathon goal of ap-

proximately \$300,000 is consistently exceeded by \$20,000 to \$35,000. In the latest Arbitron ratings, WBCL ranked as the number one noncommercial station in the Fort Wayne market and ranks consistently in the upper third to half of all radio stations surveyed in the area (19 in all), including commercial stations.

When ranked with all stations, WBCL's position varies from fifth to eighth, based upon the time of day and age of listeners.

Would any of our events work for you? If so, I hope you will alter our ideas to fit your area and audience. The WBCL staff has certainly been enriched by meeting thousands of our listeners and sharing with them face-to-face. I guarantee you, too, will find your ministry greatly enhanced, your personal life enriched and your "family" enlarged.

NRB



Char Binkley is assistant manager of WBCL, an FM radio station in Fort Wayne, Indiana.

Seven Keys to Local Ad Sales

Commercial religious radio stations may be able to tap a larger advertising pool by following some simple rules

by David Eshleman

THOSE OF US who are vitally interested in the continued growth of religious broadcasting need to find answers to some very important questions as we ponder the future of the industry. How many more religious formatted radio stations can the Christian audience sustain? What do we do when the donor base becomes so fragmented by the proliferation of appeals (through direct mail, television and radio programs) that it will not support the continued ministry of a program or a new broadcast?

At least a partial answer to each of these questions lies in developing a local sales effort that can and will market the commercial religious station on the local level. Some progress has been made in attracting national accounts to advertise on religious stations. However, when dealing with most markets, the real untapped potential lies with the local advertiser.

For years many of us who sell advertising for religious stations have taken a back seat to the regular commercial outlets. If we are to survive and grow, we must take an aggressive approach in our markets. We have an audience that will respond if given a chance.

Build on Loyalty

The loyalty of a listening audience to a specialized format is much stronger than to any general format. My experience has shown that listener loyalty to a well-balanced religious format is phe-

nominal! In surveys we found that over 90 percent of our audience in the market area tried to shop with our advertisers. This type of listener loyalty translates into positive results for the advertiser.

Here are seven keys to successfully unlocking the local advertising dollars in your market:

1. *Have a statement of purpose.* No real progress can be made with any radio station unless the ownership and management know where the station is going. This may be a clearly defined written objective or some general idea; however, unless direction is given to the staff, the total effort will fail.

2. *There must be a total commitment to that purpose by the staff.* Account executives particularly must be sold on what they are selling. In addition, for a successful sales effort, it is imperative that the sales staff be carefully selected, properly trained and well paid—with good incentives.

3. *The station's programming must be consistent.* Jumping from one type of religious format to another certainly will not help build a loyal audience and will quickly undercut any faith that an advertiser or potential advertiser may have in the station. To have a loyal audience and loyal advertisers, there simply must be a consistent sound.

Be a Joiner

4. *Get to know the potential clients.* In many cases I have been able to develop relationships that made it possible to break down resistance. Don't live

in an ivory tower! Get involved in the community. Join the Chamber of Commerce or the Rotary or Kiwanis clubs. Help with the United Way, Heart Fund and Cancer Drive. These activities bring you in contact with many key people.

5. *Develop ideas that will sell.* Through 20 years of radio sales I am absolutely convinced that in most cases a good salesperson can sell against any format and any size audience as long as he has an idea that the advertiser is interested in. Ideas sell!

6. *Be sensitive to the clients' needs.* I don't believe in high-pressure sales. I certainly will help the client make up his mind; however, forcing the advertiser to buy something that he really does not want is "winning the battle, but losing the war." A long-term relationship is much more important than just getting the short-term order.

7. *Service each account.* The most important client is the current advertiser. Keep him happy and in most cases he will continue to advertise. Good service will not only assure a continued relationship but many times can be used to get the satisfied advertiser to switch more of his ad dollars to your station.

NRB



David Eshleman is president and general manager of radio station WBTX AM/Broadway, Virginia.

Second Thoughts on Annenberg

*There is more to the audience
for religious television
than is contained in the report's statistics*

by John W. Bachman

THE Annenberg-Gallup research report, "Religion and Television," may be a landmark study but it has serious limitations. Now that there has been time for thorough analysis of its data, it is clear that some conclusions are misleading because they are based on what I call media mentality math.

It is easy for communication research specialists—and religious broadcasters—to slip into a mass media mentality that concentrates on percentages rather than on persons and relationships. The biblical concept of searching for lost sheep and rejoicing in finding them is replaced by statistical generalizations. Ironically, this reflects the very attitude criticized in industry—preoccupation with (wrong) numbers.

The "Religion and Television" report includes a number of observations that are both evident and reassuring to religious broadcasters. The conclusion, for example, that religious television programs do not seem to reduce church attendance comes as no surprise to church members who have called on evangelism prospects or inactives. There is no shortage of explanations for not attending worship services. TV is only a convenient excuse, not to be confused with real reasons.

The two most publicized findings of the report, however, dealing with audience size and composition, have been interpreted to mean that the religious television audience is so small and so limited to the faithful as to be inconsequential. The project report does not include such a statement, but its conclusions must be studied carefully to determine what can actually be learned from them.

What About Size?

If the report's basic finding concerning audience size is properly understood, it is true enough but also nearly irrelevant. Accurately stated, it claims that the regular audience for television programs ordinarily presented under church auspices is small in comparison with the figures for primetime entertainment shows.

Because of the four qualifications in the audience description, the resulting figure is relatively unimportant for religious broadcasters. We are interested in

knowing whether the potential audience for religious TV is worth the necessary investment; the Annenberg study does not pretend to deal with this question. Consider the italics in the paragraph above.

- The regular audience for religious television is still uncertain and relatively unimportant. There is a question as to whether selection of figures from Arbitron diaries (despite noted inconsistencies) rather than from unduplicated Gallup interviews was the most appropriate procedure for purposes of the study. Other calculations are also doubtful. The Annenberg figure submitted for this audience is 13.3 million, but other interpretations of the data, reported by Harold Hostetler in an earlier issue of *RELIGIOUS BROADCASTING* ("How Many Are Really Watching?" September 1984, page 28), range from William Fore's 7.2 million to a Gallup estimate of 22.8 million. Almost overlooked in the debate over media math is the fact that the regular audience should be of less interest than casual tuners-in. Occasional viewers may present the most significant opportunity for media contact.

- Programs ordinarily presented do not indicate the extent of possibilities. The relevant part of the study was confined to one two-week period during which the range of options may have been quite limited. A special syndicated series, once produced by The American Lutheran Church, *We're Number 1?*, attracted a 32.9 audience share in Pittsburgh, 32.2 in Bismarck and 69.4 in Fargo-Moorhead. Evidently there was no opportunity for such a program to be considered during the Annenberg project's time period.

- By confining its statistical analysis to programs sponsored by church agencies

the study disregarded network and syndicated productions such as *Jesus of Nazareth*, *Choices of the Heart* and *The Scarlet and the Black*. An important element in audience interest was thus overlooked.

- Rating comparisons are almost irrelevant for our purposes. An audience which may be small in terms of commercial television may be either large in comparison with the size of church gatherings or at least significant in lost sheep mathematics.

Serious Misunderstanding

The study does provide evidence that present audiences for religious programs are smaller than some broadcasters have claimed, but it is a mistake to infer from this that investments in the media are worthless or that there is no opportunity for attracting more listener/viewers.

The most serious misunderstanding traceable to the report is the impression that television is nearly worthless for outreach or evangelism. The study does not deal directly with this issue but does repeat the well-known fact that viewers of religious TV ministries are "by and large" believers and churchgoers. "By and large," along with "tend to," "more likely" and "slightly higher," are examples of media mentality math that disregards findings which could be interpreted in an entirely different manner.

A careful study of the report's statistics reveals that most viewers of religious programs actually resemble most nonviewers. Among the viewers there is always a minority who differ from the nonviewers, and media math can focus on this difference, but similarities should also be recognized.

Most viewers have nominal denominations.

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ational ties but so do most nonviewers; 42 percent of the nonviewers attend church once a week or more while 36 percent of the viewers attend less than once a week, and most of those attend less than once a month. A lost sheep approach would note the significance of the finding that 3 percent of the viewers disclaim Christian or Jewish ties. Broadcasting is such a pervasive medium that crumbs that fall from networks' tables may represent far more outsiders than are reached by any other method undertaken by the church. The typical congregation does not attract many unchurched to regular worship services. Even a few hundred media contacts present an opportunity.

Age differences are cited in the report, but 70.8 percent of the viewers are between 30 and 65 years, as are 65 percent of nonviewers.

If you calculate the percentage of persons with high school education level or above, 65 percent of viewers and 79 percent of nonviewers qualify. To imply that viewers in general tend to be less educated is therefore a matter of applied statistics.

Importance of Religion

The importance placed on religion is another alleged difference between the two groups; it is true that nearly all viewers of religious TV regard religion as important, but 80 percent of nonviewers also regard religion as important.

In the fine print of the report you find such surprising statements as, "Religious program viewing seems to stimulate increased attendance, especially among those otherwise least likely to attend: males, high-income respondents and political liberals."

All of this causes me to conclude that the research provides evidence that any sharp distinction between churched and unchurched viewers is a mistake. As other Gallup studies have indicated, a large majority of Americans believe in the divinity of Christ, the uniqueness of the Bible and the importance of prayer. Most of them are outside the community of the actively committed, and Christians who write off the media as possible instruments in outreach are making a mistake.

The mistake is natural for specialists acquainted with communication theory. Conventional wisdom, supported by

media mentality math, claims that TV is so predominantly an entertaining and self-selective medium that enlisting it in an attempt to communicate the gospel is a misuse of time and money.

William F. Fore, in one of his annual reports to the board of managers of the National Council of Churches Communication Commission, said, "We never have believed that through television we could truly evangelize or communicate the core of the gospel." Yet later in the same meeting his staff distributed quotations from audience mail, including one that said, "I am not an overly religious man, and I seldom watch television. But somehow, and I don't believe by accident, I ended up watching the special Cotton Patch run today at 1:00 p.m. I cannot tell you how meaningful that was for me; I stopped and took a good look at my own life, and the way I approach it. It changed me."

In terms of media math such an experience is concealed in percentages. From a biblical perspective it is cause for rejoicing.

A Receptive Minority

The belief that all TV viewers tune only to programs featuring entertainment they like and ideas with which they agree is a misunderstanding directly traceable to media mentality math. It is true of most listener/viewers most of the time, which is all that most advertisers care to know. But there is also a significant minority of people who are receptive to new experiences, who are on the lookout for new information related to their needs or goals, who may be challenged by positions sharply contrasting with their own, and who will even retain those ideas for later consideration.

Although this audience will not lead in the Nielsen figures at any one time, it is not always composed of the same people and over a long enough period will include most of the population. This presents an unusual opportunity for Christian communicators to relate to people, perhaps a few at a time, at a point of readiness. Out of private turmoil in our troubled society may come appreciation for Augustine's prayerful perspective: "Thou hast made us for thyself and our hearts are restless till they find their rest in thee."

The Annenberg-Gallup study does

confirm our own suspicion that we have not taken full advantage of media opportunities. Traditionalists have obscured the gospel behind abstract terminology; entrepreneurs have engaged in sub-Christian distortion of the gospel to attract contributors and avoid offence; mainliners have resorted to post-Christian dilution of the gospel.

The Gospel Is Not Dull

We must combat a prevailing misunderstanding that the gospel is dull and irrelevant, consisting primarily of a statement inviting agreement or disagreement. Christians know that it is more of a promise—"Come with me into a fulfilling adventure"—and an assurance of unconditional love. It should have the appeal of current news dealing with exciting happenings; it should relate to all of life in living color. Such a dynamic, action-oriented communication should not be out of place in dynamic, action-oriented media. Authentic expressions of the faith should catch the attention of both believers and unbelievers.

None of this is to deny that the influence of most religious broadcasts will be primarily internal—within the Christian community. This is not all bad. Surveys indicate a disappointing lack of knowledge among Christians about our faith. Advertisers of everything from Pepsi-Cola to Buicks are intent not only on winning new customers but also on holding present ones. Building strength within the community may be the most effective preparation for outreach.

It is essential also for the faithful to be familiar with broadcasts intended for others, so that personal interaction may be stimulated. Seeds scattered on the airwaves need intensive cultivation in the soil of local communities. Then even effects disregarded by media mentality can be recognized as productive according to a truly higher mathematics. NRB



*Dr. John W. Bachman is a Lutheran educator, author, communication consultant and former pastor. This article was adapted from his recent book, *Media—Wasteland or Wonderland (Augsburg)*.*

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Off-Line Editing with Time Code

*A practical guide for TV production
(Second of Three Parts)*

by Jay Rich

IN LAST MONTH'S ARTICLE I gave some directions for preparing to off-line edit. Based on that information, I will assume you now have a cassette with time code burn-in made from the master tape. Hopefully this cassette also has time code on the time code track or on the second audio track, or both.

There are two types of off-line editing. The first is what I call "pulling numbers," which is writing down the time code for both the start and stop of each scene. While this is usually the simplest method, it does require more memory and note taking.

The second method is editing all of the pieces together onto another tape. This may be done with a computer and time code for frame accuracy and for a full printed edit list, or may be done with two VCRs interlocked with a simple frame-pulse editor. While the latter cannot show dissolves and is not frame-accurate, it will give a semifinished product to view.

When doing noncomputer off-line editing, it is necessary to write down the time code numbers for all of the edits, just as if you were only viewing and "pulling numbers."

Whichever method is used, there are some basics of off-line editing that must be considered. These include the type of transitions used (cut, dissolve, wipe, DVE), audio-follow or audio-separate, special effects, electronic graphics and, most important, conveying the ideas to the editing engineer in the briefest, most accurate way possible.

Using a Form

In preparing an edit list, it is helpful to use a form. I have developed one that works well for most conditions (see Illustration A on page 28).

If the scenes are based on audio, the first and last words should be indicated in the comments section. This helps you remember what the edit is about and helps the editing engineer to better understand your desires. In an edit without audio, a brief description of the scene is helpful.

The simplest edit is the cut. All other transitions require overlapping video and/or audio information. In Illustration B on page 28 the video scene A's out-time is the same point as scene B's in-

time. The video (or audio) from scene A, however, continues throughout the duration of the transition.

If the effect is a dissolve, scene A is cross fading to scene B. Therefore, if you select the out-time of scene A at 1:15:10 (1 min. 15 sec. 10 frames) and use a 30-frame dissolve—which equals 1 second—you must make sure the video on scene A continues through 1:16:10. If these three scenes were audio-follow video, they would be listed as edits 1, 2 and 3, in Illustration A.

If the effect were a wipe or DVE move, it would require the same amount of overlap video as would the dissolve.

Often, when editing a program, someone finds that some original sound-on-video will be replaced with other video while the original audio continues (see Illustration C on page 28). Explaining such an edit sequence may be difficult, but it is important to be accurate in the edit list description. Such an edit as this may be listed as edits 4 through 8 in illustration A. Different brands of editing computers, as well as different editing engineers, will handle this sequence in different ways. The bracket should call the editor's attention to this complex edit, making it easier to understand.

Editing with Graphics

The addition of graphics to a scene may be noted as in Illustration A, edit number 1.—for example, CG (character generator), L/3 (lower 1/3 of screen), font 12 (chosen from the character generator's font library), yellow drop 4

(yellow letters using 4-line drop shadow), U&L (upper and lower case letters), and centered (horizontally centered lines). There is no industry standard for notation of such information, so you may want to discuss with the engineer what notation would be best understood by him. Whenever using electronic graphics, you should be prepared to tell the editor the style of type, size, color, border or shadow, and position desired.

If many graphics are required, a graphic sheet may be helpful. If possible, this information should be given to the editor prior to the scheduled edit session. Many production houses have a graphics preparation rate which is much less expensive than that of the edit suite. If graphics are prepared prior to the scheduled edit session, it could save hundreds of dollars. Once again, be as detailed as possible in your requests.

For those not familiar with the font styles available, the production house has a printed copy of its font library and is usually glad to provide one. The size of type is based on the number of scan lines. Most name supers, for example, are approximately 24-30 scan lines.

Special attention notes of a technical nature should be included in an edit list (see Illustration A, edits 9-11). If the editor knows of such problems beforehand, it could reduce the amount of time it takes to correct such problems, thus reducing costs.

If an announcer is recorded on audio tape and the edits are to be based on the

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TECHNOLOGY

ILLUSTRATION A

PROGRAM Illustration A NUMBER _____ LENGTH _____ AIR DATE _____ EDIT DATE _____ IF DEF MONO STEREO PAGE OF

EDIT #	REEL #	IN		OUT		DESCRIPTION	SFX	LENGTH		CUM TIME	
		HR:MN:SC:FR	HR:MN:SC:FR	HR:MN:SC:FR	HR:MN:SC:FR			MM:SC:FR	MM:SC:FR		
1	1		45:14	1:15:10		1st verse of hymn #102 - UL	AV	29:26		29:26	
						CG words of hymn in sync L-3 font 12 yellow drop @U+L centered	dis.30				
2	2	3:12:20		3:20:20		"Amen" from end of hymn	AV	8:00		37:26	
3	1	4:25:00		4:30:00		Minister says "Be Seated" cuts to audience shot	Cut AV	5:00		42:26	
4	2	7:10:00		7:35:00		Scripture Reading introductory remarks	Cut AV	25:00	1:07	07:26	
5	2	7:35:00		8:00:00		Audio continues- video to cover are edits 6+7	Cut A	25:00	1:32	32:26	
6	3	1:12:20	24:1	1:12:30	24	People opening Bibles	Cut V	10:00			
7	2	1:11:10	00:1	1:11:25	00	Zoom down row of people reading Bibles	Dis.30V	15:00			
8	2	8:00:00		8:40:00		Audio + video continue (from edit 5)	Cut AV	40:00	2:12	26	
9	1	13:24:12		17:24:16		Choir Anthem - Note: Audio is low 1st 4 sec. then come up slowly - boost 1st 4 sec.	AV	4:00	04:06	13:00	
10	3	1:44:10	10:1	1:44:46	10	Annrc with book offer note: needs color correction- slightly blue	Cut AV	36:00	6:49	00	
						Add CGL-3 font 14 U+L full screen over blue background from 14:30:00 - 14:45:10					
						Dis. 20 in & out					
11	1	22:10:12		27:14:22		Solo - note - voice on track 1, background tracks on ch.2 - mix	Cut AV	5:04	10:10	53:10	
						Dis. 20 in and out CGL-3 font - 12 U+L Johnny Hall yellow drop 4 U+L cent.					
						from 22:16:12 - 22:20:14					

length of the phrases in the copy, it may be best to indicate the edits on that copy. In case of spots which are video-only edits, this method may be the only edit list needed. Be sure each scene of raw footage is long enough to fill the time required. The editor can select the out-point of each scene based on the copy.

Other Transitions

Transitions other than cuts will require duplicate playback reels, or alternating scenes on opposite reels. If you are only

using effects two or three times and the master video is all on one reel, it may be cheaper to copy just the scenes needed for the effects. If the special effects are numerous, duplicate the entire reel or reels of tape.

When duplicating, be sure the time code is also duplicated, otherwise the numbers will be meaningless on the second reel.

If you know when recording raw footage that special effects will be required during editing, then double recording

(making two tapes at the same time) may be the best value.

Special effects other than dissolves will depend partially on the capabilities of the editing facility used. Choosing that facility will be the subject of next month's article.

In review, remember the more time spent off-lining, the less time it will take in the edit suite. Therefore the project will cost less.

All notes should be as clear as possible, and sufficiently detailed so the engineer could do the whole project in your absence. That way, during the edit session you can concentrate on how the final product looks and sounds. If last-minute changes are necessary, they can be made with as little confusion and in as little time as possible. NRB

(To Be Concluded)

ILLUSTRATION B

	45:14	1:15:10
scene A ²	----- ²	----- ²
	dissolve	3:20:20
scene B ²	----- ²	----- ²
	3:12:20	cut
scene C ²	----- ²	----- ²
	4:25	4:30

ILLUSTRATION C

scene A video	----- ²	----- ²
audio	----- ²	----- ²
scene B video	----- ²	----- ²
scene C video	----- ²	----- ²



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

NEW PRODUCTS

Buhl Quadraplexer Enhances Video

The Buhl Optical Company of Pittsburgh announces the Buhl Quadraplexer for use in transferring slides or motion pictures to video.

The Quadraplexer offers the capability of setting up four projectors for one-at-a-time input into the system for pickup by a video camera. A typical equipment array could include a 35mm slide projector, 16mm projector, Super 8 projector and 8mm projector.

The collimating lens incorporated in the Quadraplexer allows for use of a normal zoom lens on the video camera. No close-up or macro attachments are needed.

As with other professional video transfer devices, the 16mm, 8mm or Super 8 motion picture projectors must be TV compatible. The standard projection lenses may be used for transfer. For the 35mm slide projector, Buhl offers a special lens with an extended barrel that is needed for the short projection distance involved.

Technical details and prices are available from Buhl Optical Company, 1009 Beech Avenue, Pittsburgh, PA 15233 or call toll free (800) 245-4575 (in Pennsylvania, call collect).

ASACA Produces Video Switcher

ASACA introduces the ASW-300 video switcher with video effect functions for five inputs of NTSC signals. These signals can be cut in and cut out, faded in and out, dissolved, wiped, etc. Operation is controlled either manually or by an optional remote control panel, and use of an RS422 interface permits remote control with a user-developed program. Applications include automatic transmission systems for producing programs, as well as a wide variety of video processing and measuring systems. The unit is rack mountable.

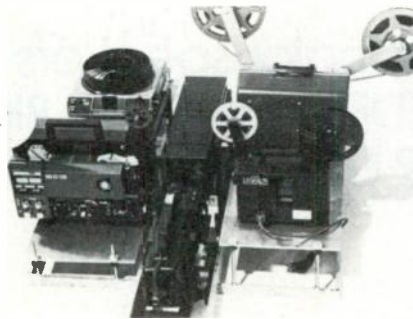
For further information contact ASACA/Shibasoku Corporation of America, 12509 Beatrice Street, Los Angeles, CA 90066, or call (213) 827-7144.

Sunspot Broadcast Systems Offered

Sunspot, of Albuquerque, New Mexico, has announced its new product for the broadcast industry, the Sunspot Broadcast System.

The Sunspot Broadcast System is designed exclusively for the Apple computer system utilizing hard disk memory storage and is available for single and dual radio station, with single or multiterminal capabilities.

The new software capabilities include In-



Buhl's Quadraplexer



Kliegel's 1550 Series



Newport's VideoLok

foscreen, operating instructions that are available to the operator with the press of a single key, and Infotab, which displays lists of reference information such as customers and ledgers.

Offering over 50 programs that are fully integrated and menu-driven, a station's operator can quickly jump from one operation to another with only a few keystrokes.

More information about the Sunspot Broadcast System is available at local Apple computer stores. For the name of the nearest authorized dealer, call Sunspot in Albuquerque at (505) 255-6500.

New Improved Klieglights Available

Designated Series 1550, the new Klieglights have been redesigned with a totally

new high-efficiency heat-dissipating lamp-house and a new lamp socket.

The new Klieglights have a unique four-way shutter system, with each blade and the entire assembly rotatable over a full 180 degrees. Additional features include rapid peak and flat focusing knobs, and interchangeable lens tubes for beam angles of 5, 10, 15, 20, 30, 40 and 55 degrees. The ellipsoidal reflectors are of double-faceted design. The plano-convex lenses are of borosilicate glass. All models are U.L. approved for use with 1,000-watt lamps. Lenses can be cleaned without the use of tools, and are interchangeable with lamp-houses of all models in the series.

Seven models are offered in the Series 1550, varying essentially in nominal beam angle from 5 to 55 degrees. Further information on Series 1550 Klieglights is available from Kliegl Bros. Lighting, Inc., 32-32 48th Avenue, Long Island City, NY 11101. Telephone (718) 786-7474.

NCI Introduces Betamax VideoLok

VideoLok, a product of Newport Communications International is now available in the popular Betamax format. The new VideoLok incorporates all of the same features as the VideoLok VHS model introduced by NCI last fall.

VideoLok is an electronic device designed to effectively thwart VCR theft. It easily inserts into top-load, front-load and portable video recorders as would any VHS or Beta cassette. The custom keylock arms VideoLok against such thefts.

For additional information, contact James Bartolomucci, Newport Communications International, 4120 Birch Street, Suite 101, Newport Beach, CA 92660, Telephone (714) 476-0855.

JVC Develops Super Beam Mic

The MU-6200E super beam is seven times greater than conventional shotgun microphones with a sensitivity measuring 50 mV/Pa at 1 kHz with a frequency response from 50 to 15,000 Hz.

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85-42C

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Informing Audiences of Community and National Issues: V. Bright, 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

Workshops Cont'd.

- 85-12C **Black Broadcasters**
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
- 85-13C **Commercial & Non-commercial Owners & Operators**
Audience Building: What Format?: Hollinger, Douglas, Moffit, Hendricks, Emerit, Hart, Norris
- 85-22C The Campaign Method: A Proven Sales System: Arla Bott, Yates
- 85-32C **Non-commercial Owners & Operators**
Improving Your People Management: God's Success Philosophy: Snider Miller
- 85-41C Forum: Turning Research Into Larger Audiences: Velker, Virts
- 85-14C **Contemporary Technology**
Duplicating Quality: Bartlebaugh, Straw
- 85-27C Studio Acoustics: Braun, Rittenhouse
- 85-30C Satellite Services: Seaberg, Wagner
- 85-40C Cable TV: Dickinson

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 Fowier, 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
- 85-11CB Anniversary Banquet: Dr. Koop

PLENARY SESSIONS

VIDEO

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

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BROADCASTERS

Robert F. Combs, associate professor of photojournalism at CBN University, has been awarded the 1984 Photographer of the Year award from the Council for the Advancement and Support of Education (CASE), a national association comprising most major colleges and universities. The award was given for Combs's most recent photography in CBN University publications.

Alexander Scourby, the actor whose voice brought the King James version of the Bible alive with his rich bass voice, died February 22 at age 71. He recorded hundreds of masterworks of literature and appeared in television programs, but Scourby's most famous work was the Bible recording, a best seller when it was released in 1966 after four years in production.

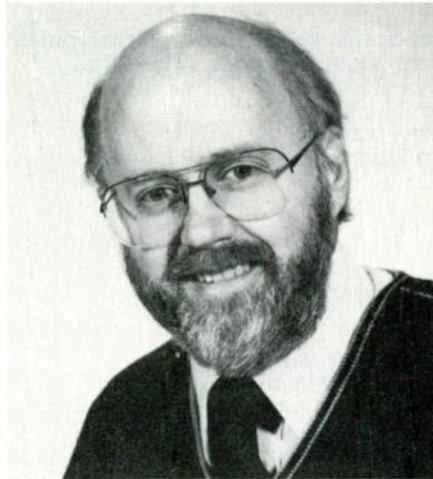
A retired Atlanta minister, **John Edward Lantz**, and his wife donated \$1 million to Yale Divinity School to establish its first endowed chair in 42 years. The endowed professorship will be used to strengthen communications programs for divinity students, teaching methods of effective communication on television, as well as by writing and oral scripture reading. Rev. Lantz, a United Methodist minister and a 1938 graduate of Yale, said he had saved the money from his pastoral salary and from small investments.

Don Clark, news director until March 1984 at KEZI-TV, the ABC affiliate in Eugene, Oregon, has joined the staff of CBN News in a senior capacity, the Christian Broadcasting Network announced. He spent much of his writing career in Boston, Massachusetts, including positions with *Boston Globe* and *The Christian Science Monitor*. In March 1984 Clark resigned from KEZI-TV to launch an independent candidacy for secretary of state in Oregon. He lost but captured 22 percent of the vote statewide.

Avis B. Christianson, a poet whose texts were set to music by leading hymn composers, died recently after a stroke. Christianson, who was 89, worked with Moody Bible Institute.

Eugene Tognacci, Sr., did not resign as general manager of WLIZ-AM/Lake Worth (Florida) when he became president of West Coast Wireless, Inc. (A resignation was incorrectly reported on this page in the March 1985 issue.)

Glenn Van Keuren, director of development for the International Lutheran Laymen's League since October, died January 17. He was a volunteer chairman of



Robert F. Combs



Michael C. Pascucci

television for the league's work in southern Wisconsin and served the organization in several other capacities since joining the staff in June 1976.

Gordon MacDonald, former pastor of Grace Chapel, Lexington, Massachusetts, has been named president of Inter-Varsity Christian Fellowship. He replaced **James McLeish**, who retired.

On February 10, less than a week after he and his wife attended the NRB convention for the first time, broadcaster **Roger Fulton** suffered an aneurysm of the aorta and died a week later on February 17. Fulton was heard on the 90-minute weekly radio broadcast *The Message of Victory*, sponsored by his ministry, New York Christian Outreach. A mem-

orial service was held for Fulton at First Alliance Church in New York City. **Mrs. Fulton** called the visit with her husband to NRB '85 "a second honeymoon."

The new general manager of KGER/Long Beach (California) is **E. William George**, a vice-president of John Brown University, which owns the station. He replaced **Clinton H. Fowler**, who retired January 27.

Long Island, New York, now has its own full-power commercial television station. Although not a religious station, WLIG-TV 55 airs "wholesome entertainment that everyone in the family can watch and enjoy" as an alternative to network productions. The man responsible for the new station is New York businessman **Michael C. Pascucci**, president and CEO of WLIG-TV. Top management for the station includes general manager **Michael Hurley**, general sales manager **Bruce Georgi**, programming director **Lawrence P. Casey** and chief engineer **Ronald H. Fries**.

Trans World Radio of Chatham, New Jersey, is producing two 15-minute weekly programs that focus attention on missions personalities. **Denny Milgate**, who produced *World Religious News* 10 years ago for NRB, is host of a new program called *Mission Magazine*. The program features news of missionaries as gathered by the staffs of *Evangelical Newsletter* and Evangelical Missions Information Service. The other program, *First Hand*, presents in-depth interviews with veteran missionaries and Christian leaders on critical topics.

Thomas W. Box has been named vice-president for finance and operations at Ambassador Advertising Agency, Fullerton, California, according to **Al Sanders**, founder and president. For five years Box was employed by Seattle Pacific University, most recently as director of development. Ambassador recently doubled the size of its office facilities.

The National Association of Evangelicals honored **Joni Eareckson Tada**, a radio broadcaster and author, as 1985 Layperson of the Year during opening ceremonies of their 43rd annual convention in March at Los Angeles. Her radio broadcast is *Joni and Friends*.

Bob G. Slosser, president of CBN University, named **Kenneth M. Zenzel** vice-president for administration and finance at the Virginia Beach graduate school. Zenzel was vice-president at Continental Resources Co.

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Dr. Hayford is pastor of the CHURCH ON THE WAY, Van Nuys, Ca.



MEDIA WORLD

(continued from page 12)

BBC Will Air Filmed Biography of C. S. Lewis

LANSDALE, Pa. (NRB)—Two religious media companies are teaming up with the British Broadcasting Corporation (BBC) to produce and air a 90-minute television drama on the life of a modern literary giant.

The biographical special, which has been scheduled to premiere on the BBC in mid-November, depicts an unusual love affair in the life of author C. S. Lewis, played by British actor Joss Acklin.

Gateway Films of Lansdale, Pennsylvania, is planning to release the film as part of its Church History Collection, and the Episcopal Radio-TV Foundation of Atlanta, Georgia, is arranging for television showings across North America late this year as part of the foundation's 50th anniversary celebrations.

A Gateway spokesman said the film weaves an evangelistic message around the drama in the lives of the characters. The film will not be overtly evangelistic as are many Christian films, he said.

A longtime bachelor and the author of *Mere Christianity*, *Surprised by Joy* and many other contemporary tales of Christian faith, Lewis married while in his 50s. His bride, Joy Gresham (played by Clair Bloom), was a communist and atheist before reading Lewis's books.

The relationship was short-lived because Joy was in the advanced stages of cancer. Upon her death Lewis experienced a "profound spiritual crisis that severely tested the reality of the Christian affirmations in his writings," said a Gateway spokesman.

Another film from Gateway, *John Wycliffe: The Morning Star*, a dramatic biography of the 14th-century cleric who first translated the Bible into English, was selected for primetime television airing in Holland and England to recognize the 600th anniversary of Wycliffe's translation.

Word Artists Win Big in Grammy Awards

LOS ANGELES (NRB)—For the fifth consecutive year, Word Record artists garnered the most Gospel music honors at the annual Grammy Awards with wins by Amy Grant, Michael W. Smith, Shirley Caesar and Al Green. The 27th Annual Grammy Awards, telecast live by CBS-TV from the Los Angeles Shrine Auditorium, included seven Gospel music categories.

Other winners were Debby Boone, Phil Driscoll,



Amy Grant



Michael W. Smith

coll, Andrae Crouch and Donna Summer.

Amy Grant picked up her third consecutive Grammy for best Gospel female performance for her "Angels" track from the *Straight Ahead* Myrrh/Word recording. She also provided entertainment with a live performance of the award-winning song.

Michael W. Smith followed his Grammy Award nomination last year with a win for best Gospel male performance for the *Michael W. Smith 2* album, also on the Myrrh/Word label.

The best soul Gospel male performance award went to Andrae Crouch for the "Always Remember" track from his *No Time To Lose* album on Light/Lexicon. This is Crouch's sixth award in the 13 times he has been nominated.

Debby Boone and Phil Driscoll each won a Grammy for the "Keep the Flame Burning"



Andrae Crouch



Debby Boone

track from her *Surrender* album on Lamb and Lion/Sparrow. Boone has two previous Grammy Awards to her credit.

Shirley Caesar was the only Gospel artist to receive two awards this year. She won the best soul Gospel performance category for her *Sailin'* album on the Myrrh/Word label and picked up a second award with Al Green for best soul Gospel performance by a duo for the "Sailin' on the Sea of Your Love" track from the same album.

Donna Summer won the best inspirational performance category with "Forgive Me," a single released from her *Cats Without Claws* album on Geffer/Warner Brothers Records.

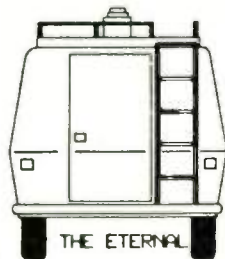
The seven Gospel categories constitute 12 percent of the total. This is more than pop (4 categories), rock (4), rhythm and blues (5), Latin (3) and country (5), and is exceeded only by classical (11 categories).



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may 1985 religious broadcasting 35

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LETTERS

Editorial Appreciated

I especially enjoyed your fine editorial, "Slanting Our Broadcasts," in the March issue. How desperately we need to get out of the "Holy Huddle" and cast our nets on the "other side" of the boat. That's where the fish really are.

God bless you richly in the love and power of our Risen Lord.

Don Johnson
Afterglow
Memphis, Tennessee

I read your editorial "Airing Our View," in the March '85 RELIGIOUS BROADCASTING with great interest and sorrow. Interest, because I admire your insight into the situation in getting the "Word" out. Sorrow,

because there are the "elite" of programmers and station owners/managers that will not send forth the gospel on religious radio, let alone the secular market. They will not put a program on a Pentecostal-oriented station—or the reverse, if your will. It's called "positioning" or "good business."

And what grieves me most: Some stations will not send forth the gospel simply because the program is in a "foreign language."

We, as broadcasters, must surely lead the way when we all speak of "religious freedom." If not, what a terrible shame and waste of God-given talents.

Gene Tognacci
General Manager
WLIZ AM
Lake Worth, Florida

Wiley Excellent

The March issue of RELIGIOUS BROADCASTING has just come to my attention. Earlier, colleagues and friends had mentioned the article on page 6 of the magazine by Richard E. Wiley, former chairman of the FCC. ["License Is Renewed for Pillar of Fire"].

Perhaps we are somewhat prejudiced but we feel that the article is an excellent one, and we appreciate the publicity given to this important decision.

Dr. Donald J. Wolfram
President and General Superintendent
Pillar of Fire
Westminster, Colorado

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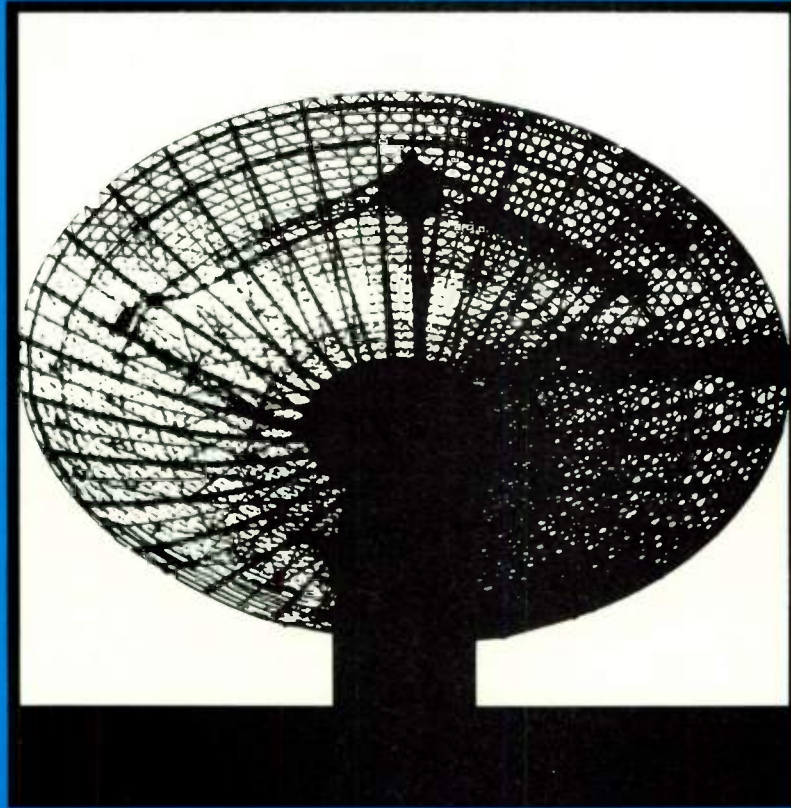
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LATE NEWS

NRB CONVENTION DISTORTED BY "60 MINUTES"

The NRB executive committee objected strongly to "the distorted presentation" of the 42nd annual convention that appeared in a 15-minute news/opinion segment on CBS-TV's 60 Minutes on March 31. In a 115-word telegram to CBS, the NRB leaders questioned the "objectivity and journalistic integrity" of correspondent Morley Safer and 60 Minutes, which is currently the fourth most popular TV program. Safer's report focused almost exclusively on the Media Expo, which he said was filled with "trinkets, notions and icons...for sale or barter." The "trade show for God," Safer said, was filled with companies "pitching your product," and the plenary session with President Reagan had "the strong smell of power in the air."

Safer and 60 Minutes producer Alan R. Weisman reportedly went out of their way to avoid interviews with NRB leaders and sought out "just the mavericks" for on-camera statements. Weisman told NRB recently, "We didn't feel we had any reason to interview" NRB officials. He admitted that much of the episode concentrated on "buying and selling something," but added, "There's nothing in and of itself wrong with that." NRB president Robert A. Cook said the program gave the incorrect "impression that NRB is a fanatical group of people who are in it for the money. We consider this to be...slanted and irresponsible."

One grassroots comment from a local pastor who attended NRB '85 and saw the broadcast summarized it well: "That's not the convention I attended," he said.

CREW ABANDONS HOST DURING AIDS INTERVIEW

A WNBC-TV/New York camera crew walked off the set of The First Estate: Religion In Review, a 30-minute weekly public affairs program on religion and society. The March 27 job action was taken, according to The New York Times, to avoid contact with two guests who have AIDS, a deadly viral infection. Taping resumed on the NRB award-winning program when a lone camera operator agreed to work if the AIDS victims pinned the lapel microphones on themselves and disposed of them after the interview. The program, which airs May 5, discussed how religious organizations in metropolitan New York City are reaching out to AIDS sufferers.

NRB-BMI TALKS SEEK CONTRACT ON MUSIC LICENSE

The NRB Religious Music Licensing Committee, formed by unanimous vote of the Board of Directors in February, started negotiations with Broadcast Music, Inc., (BMI) for a new contract to replace the "block per program" license which expires May 10. That date represents a second extension of the contract that expired December 31. Dick Bott, the committee chairman, and several other religious broadcasters met March 27 in New York with a BMI negotiating team and have planned to meet again on May 1. At issue in the long-standing dispute is the proper rate that a religious broadcaster must pay BMI for use of copyrighted Gospel music and by what formula that rate should be determined.

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Photo by Harry Langdon

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In the Eyes of the World

IN THE EYES OF THE WORLD we are all driven by a few basic motives: self-preservation, ego gratification, the desire for power over others, accumulation of wealth and sexual satisfaction. Therefore, it is not too surprising that CBS's Morley Safer entered the forum of the 42nd Annual Convention of National Religious Broadcasters in Washington in February with some preconceived notions and came away with a distorted picture of Christian broadcasting. The result was televised on *60 Minutes* on March 31.

To Safer, the convention was a "Trade Show for God" in which the participants were vying for exposure to get on radio or television for their own ends, particularly to raise millions of dollars. He was liberal with the use of inflammatory phraseology ("a lot of ego, a lot of cult of personality ... a lot of marketing ... freedom for some and damnation for others ... a strong smell of power in the air"). He focused narrowly on a fund-raising workshop, a signature-reproducing machine and premiums. And he sought to contrast what he perceived as big-bucks evangelism with the selfless service of Mother Teresa in India. Surprisingly he skipped the subject of sex.

But in his investigative zeal, with total freedom to roam the convention and Media Expo and speak with whomever he pleased and listen to whatever he considered important, Safer missed the important story. It was not just "seeing the convention with fresh eyes," as the show's producer, Alan R. Weisman, has told *RELIGIOUS BROADCASTING* (the Bible calls it "looking on the outward appearance"), but evidently encumbered by the desire to prove his view of "electronic preachers" correct, he ignored the tenets of good investigative journalism and thus failed to discover the truth. He covered the who, what, when and where, but unfortunately his why was already made up.

Completely missed was the impressive lineup of speakers that included Billy Graham, President Reagan (only his entrance was covered as an example of "power"), E. V. Hill, Senator Edward Kennedy and others. The theme, "Pressing Toward the Mark," was ignored. Nowhere was the real purpose of the organization or the convention mentioned;

viewers were not told that NRB exists to preserve the right of religious broadcasters to stay on the air and to promote quality in religious programming.

But could we have expected better? The world is generally hostile to the gospel that demands that each one of us make a personal decision about Jesus Christ. Journalists especially are skeptical people who distrust absolutes and who believe there are two or more sides to every story; therefore, they see and portray born-again Christians as bigots.

What, then, are we to do?

Perhaps we can take a clue from Safer's concluding comment: "We wonder what Jesus would have made of all this." As Christians led by the Holy Spirit, we know that Jesus was among us at the convention. Although our methods are different from the public talks of Jesus as recorded in the New Testament (after all, he did not have radio and television to use then), our message is no different: "Repent, for the kingdom of God is at hand." And when we are criticized, we should do what He did—give a ready answer.

In the Gospel of Matthew, Jesus was criticized repeatedly. He healed on the Sabbath. He ate and drank with sinners. His disciples picked grain and ate it on the Sabbath, and they did not follow the prescribed rules for ceremonial washing before eating. The skeptics challenged Him, and He answered them: "Which is lawful on the Sabbath: to do good or to do evil, to save life or to kill? ... I have not come to call the righteous, but sinners ... Haven't you read ...?"

The responses go on and on, but the instruction is already clear. Outward appearances can be deceiving. When, asked, "Why have you done these things?" we need to be ready and willing to explain, to prove divine justification and to turn the question back on the accuser in such a way that he is forced to reexamine his own relationship with God.

As long as there are secular journalists—liberal or conservative—we Christians will be misunderstood and wrongly portrayed in the media. We should never lose heart. Even in the midst of such broadcasts the gospel slips through: Yes, there is only one way ... You do need to make a decision about Jesus ... We are called to preach the gospel.

In season and out of season, we must be prepared.

—Harold Hostetler



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