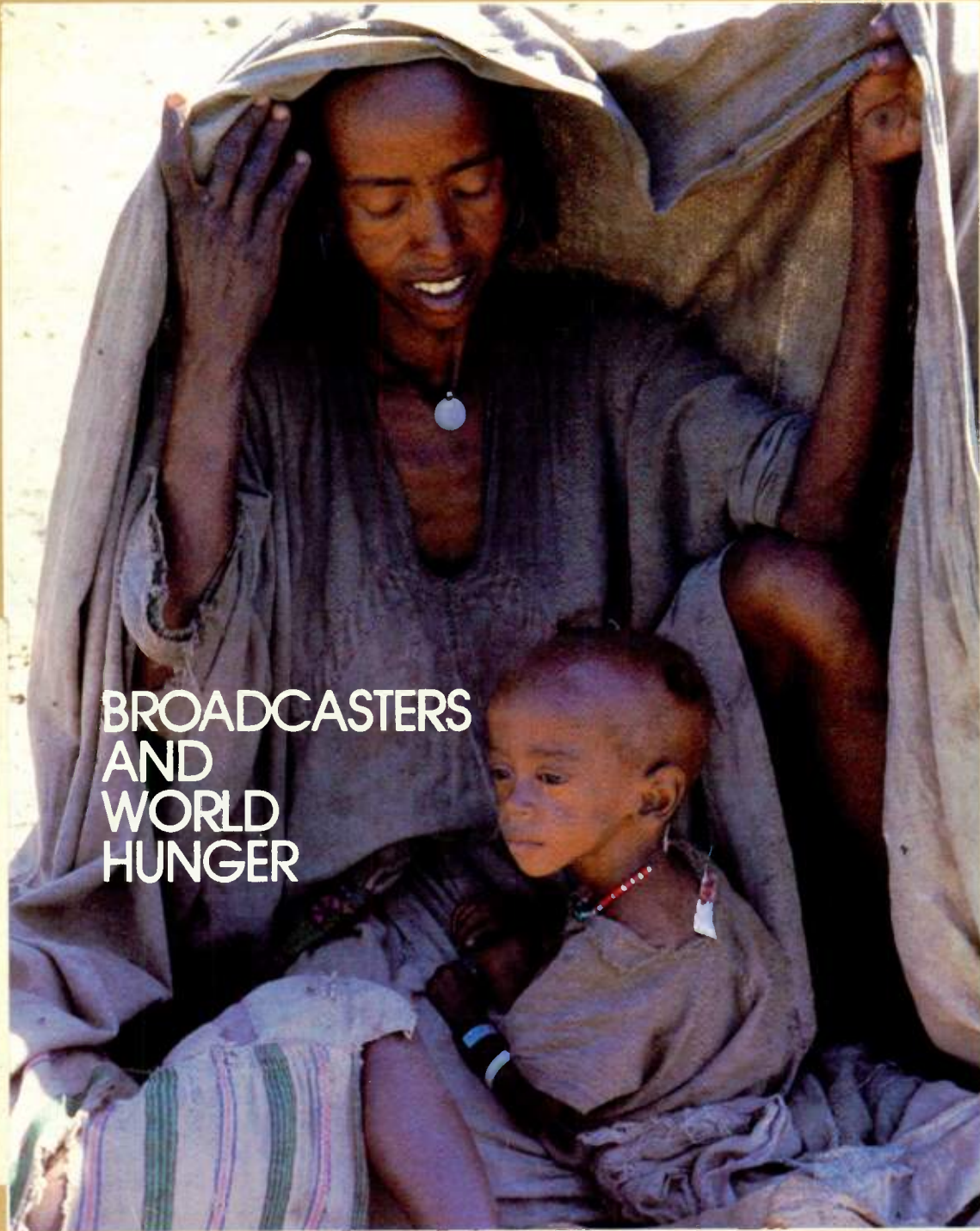


# RELIGIOUS BROADCASTING

June 1985



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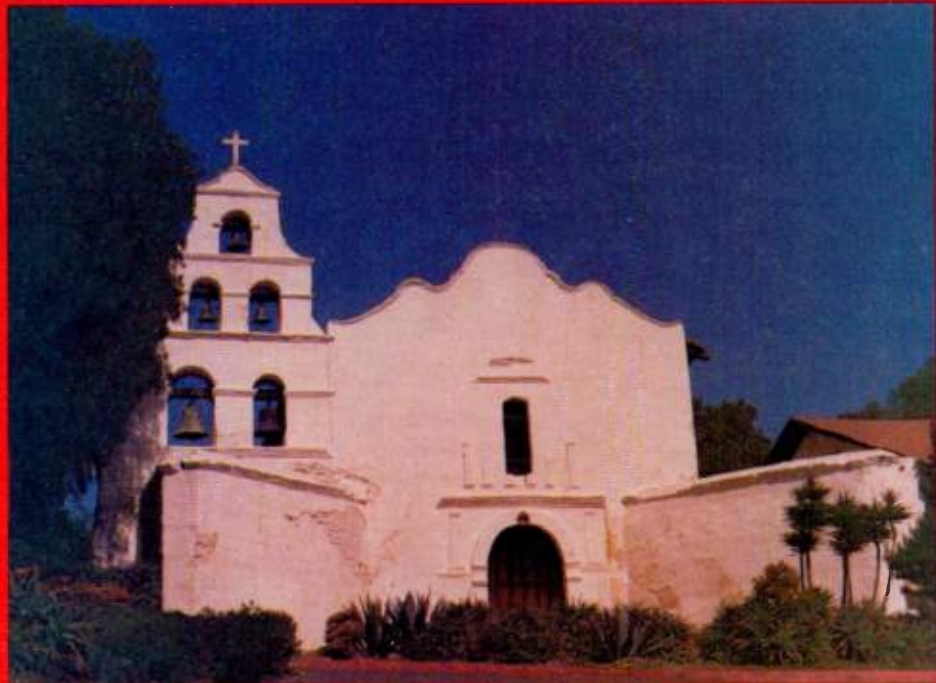
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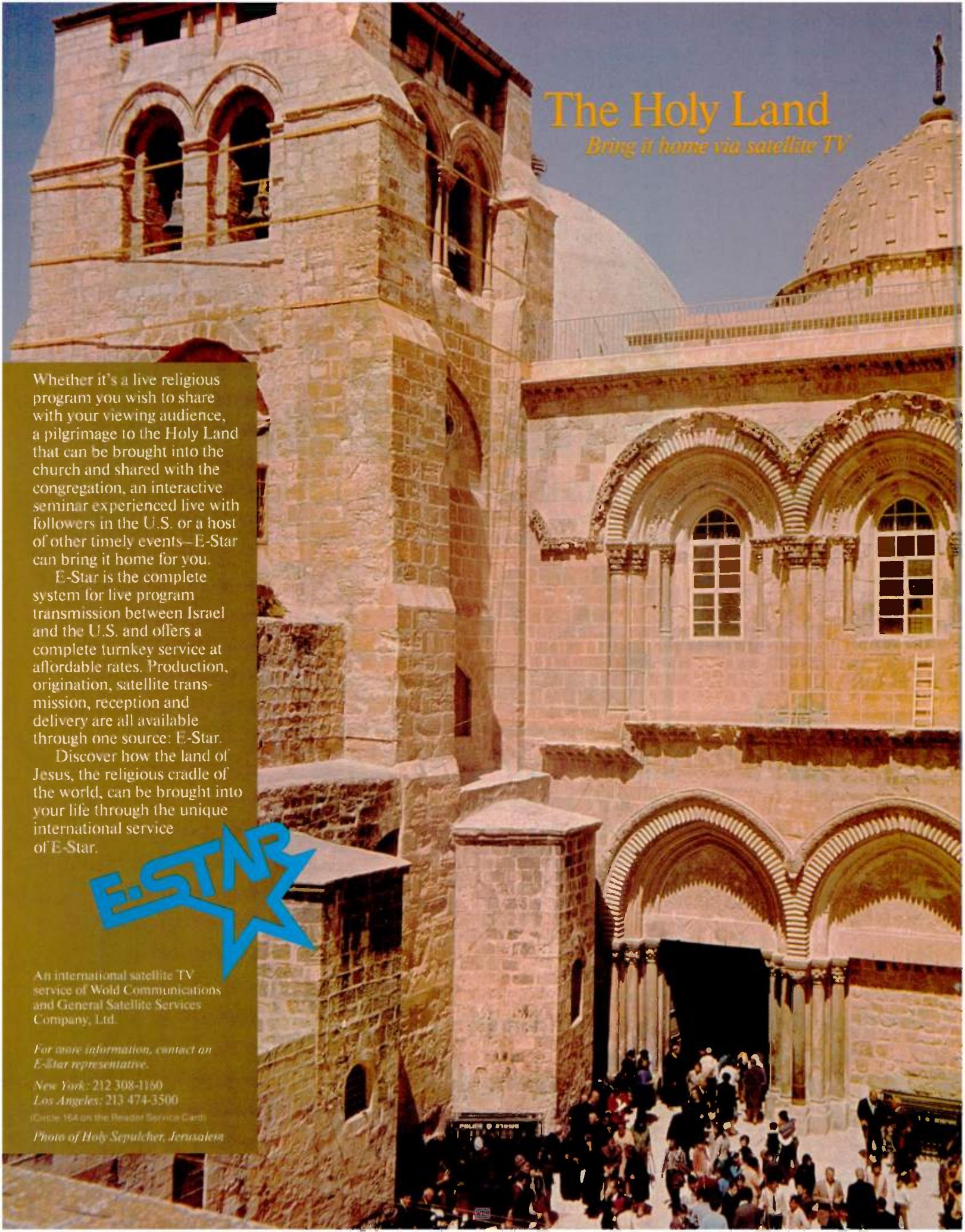
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*Photo of Holy Sepulcher, Jerusalem*





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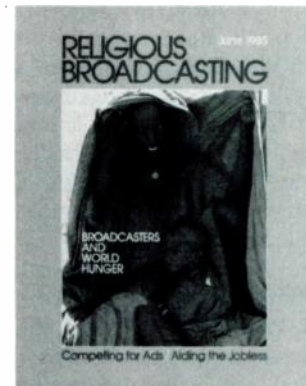
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## COVER

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A mother shields her hungry child from the heat of the afternoon sun while waiting for food from the Feed the Children mission in Ethiopia. The agency is a division of Larry Jones Ministries of Oklahoma City, an NRB member and one of many Christian broadcasting organizations engaged in hunger relief. See story on page 16. (Photo by J. Don Cook / Courtesy of Feed the Children)



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## On Speaking "Slurvian"



Without question, some of us could benefit by paying more attention to our use of the English language. Careless disregard for the rules of punctuation, grammar and pronunciation is sometimes called "speaking slurvian." The number of those afflicted with this verbal malady is legion.

This problem includes the dropping of final consonants (givin', speakin', tryin', lovin', for example) and the telescoping or elision of whole syllables, as for instance, "gonna" for "going to" and "prolly" instead of "probably." At best, it is all too easy to be misunderstood, let alone under handicaps such as the above. One is reminded of the overly friendly person in a restaurant who kept asking another

diner for his name. Finally the man replied, "My name is Ahmone." "That's an interesting name," said the first man. "What does it mean?" "It means, if you don't stop botherin' me, ahmone break your face!"

Those who deal with words as a means of gaining a living *have* to be clear, careful and thorough. You would do well to look at James J. Kilpatrick's *The Writer's Art*.<sup>\*</sup> In it he warns against the use of cliches, the danger of falling into gobbledygook, the mangled sentence ("after Mrs. Bonner smashed the stem of the 500-foot superfreighter, she entered the water at exactly 12:47 p.m."), the pileup of nouns used as adjectives (diesel fuel tax increase bill), and the use of slang unless one is really sure of his ear—and of his audience. And, he says, we certainly ought to spell words correctly.

For those in Christian broadcasting, words have a special significance. We deal with eternal verities, and our words have a lasting effect upon our hearers, for good or ill. Something you say today may result in another person's success or failure! And the manner in which you proclaim God's truth may well make the difference between commitment to Christ or a denial of Him!

Jesus said, "But I say unto you, that every idle word that men shall speak, they shall give account thereof in the day of judgment. For by thy words thou shalt be justified, and by thy words thou shalt be condemned" (Matt. 12:36-37).

We are responsible for our words! Paul urged Titus to use "sound speech, that cannot be condemned." We are responsible not only for the tone and meaning of our words, but also for their travel and their ultimate impact. Jesus said, "Whatsoever ye have spoken in the darkness shall be heard in the light; and that which ye have spoken in the ear in closets shall be proclaimed upon the housetops." Two thousand years before Watergate the Savior warned us of the futility of the "cover-up."

It is the *saving* Word, however, which we must present most carefully and effectively. "Ye shine as lights in the world," said the apostle Paul, "holding forth the Word of Life." Let us all make sure that our diction is clear and our content above reproach, but above all, when we are on the air let us be sure our hearers understand the gospel—the power of God unto salvation!

**Robert A. Cook**  
President  
National Religious Broadcasters

<sup>\*</sup> *The Writer's Art* by James J. Kilpatrick, Andrews, McMeel & Parker, Inc., Fairway, KS 66205

## RELIGIOUS BROADCASTING

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# Some Stations Can Increase Power

*The Federal Communications Commission's new AM technical rules ease restrictions on power changes*

by Richard E. Wiley

**T**HE UNITED STATES has negotiated new international agreements which enable the Federal Communications Commission to revise certain AM technical rules for the first time in years. The new rules, which take effect June 3,\* no longer limit power increases to discrete steps. As a result, it will be easier for AM licensees to modify their authorization to specify the maximum power for their class. In addition, the FCC raised the maximum power level to be used by Class III stations in Alaska, Hawaii, Puerto Rico and the Virgin Islands.

Although, as the commission recognizes, these new rules are long overdue, the long-range propagation characteristics of the AM band mandate extensive international coordination. Thus, the rules could not be revised without negotiating new agreements with surrounding countries. The United States has completed two of the agreements, the Regional Administrative AM Broadcasting Conference and the Bilateral AM Broadcasting Agreement with Canada. The United States is still negotiating the U.S./Mexican agreement, however, and is waiting for the final disposition of the North American Regional Broadcasting Agreement. Until these new agreements are completed, licensees will continue to be bound by the limitations contained in the old agreements.

\* See *Report and Order*, FCC 85-150, released April 24, 1985.

Under the old rules, an AM station could only increase its power in discrete steps. For example, a station operating at .5 kilowatt could only increase its power to 1 kilowatt; it could not propose any level between .5 and 1 kilowatt. The arbitrary power levels specified in the rules, precluded a station from achieving the most economical antenna design.

Under the new rules, any power may be specified, within the station's class, consistent with applicable interference limitations. In addition, nominal power may fall below the minimum for the station's class if the effective field produced is no less than that which would result from the minimum power and minimum antenna efficiency for the station class.

### Avoiding Confusion

To avoid confusion, the old definition of nominal power will be used for all licenses granted or applications on file before June 3. For subsequent applications, nominal power will be defined as "antenna output power less any power loss through a dissipative network, and for directional antennas, without consideration of adjustments specified in Sections 73.51 (b)(1) and (b)(2) of the Rules."

Anticipating a flood of applications and proposals for trivial increases that will not significantly improve a station's coverage, the commission established acceptability thresholds. For the next three years, only applications proposing to increase nominal power by 50 percent or

more will be accepted. After June 8, 1988, the minimum increase will be reduced to 20 percent. Increases of less than 20 percent will not be permitted, however, because the FCC concluded that there would be little, if any, public benefit. Changes in site will not be subject to either limitation.

### Class III Stations

The maximum power to be used by Class III stations in Alaska, Hawaii, Puerto Rico and the Virgin Islands was increased from 5 kilowatts to 50 kilowatts. The original purpose of the new ceiling was to enable facilities in Puerto Rico and the Virgin Islands to overcome the serious interference they receive from stations in other countries. The FCC also expanded the rule to include Alaska and Hawaii in response to public comments noting those states' distance from the mainland.

Implementation of this rule will be limited until all of the new international agreements are completed. Although the existing U.S./Mexican agreement would allow Class III stations to operate at 25 kilowatts, the existing North American Regional Broadcasting Agreement limits maximum power to 5 kilowatts. As a result, only those licensees bound by the U.S./Canadian agreement will be able to take advantage of the new ceiling immediately. Despite the impediments to implementation, the new rule ultimately will improve coverage provided by Class III facilities.



# "With the 6120 I have control over my quality"

Dameon Higgins founded Delta Sounds and Video in 1976 after 10 years in broadcasting. This radio experience and his uncompromising audio standards quickly established Delta as a very successful recording studio and entertainment sound service in the Orange County/LA area. Although the company specialized in supplying complete custom sound programs and systems for school dance DJs and Discos, it wasn't long before Dameon found himself turning down a lot of *tape duplicating* requests. The high quantities were not practical for "real time" duplicating, and the jobs that he "farmed out" to high speed duplicating companies often came back to hurt his image.

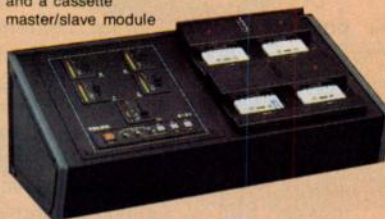
Eventually, because of missed profit opportunities and a frustrating lack of control over

quality, Dameon decided to install his own high speed duplicating equipment. He looked carefully at every product on the market and finally selected the Telex 6120, seven slave, 1/2 track cassette-to-cassette model. He knows that he can add on to his system as his business grows, but for now his 6120 can copy up to 280 C-30s in one hour, and is easily operated by one *non-technical* employee because of its compact size, single button operation, jammed or short tape warning lights and automatic master rewind. Dameon hasn't regretted his decision for one moment because he now has a thriving additional business of duplicating voice and DJ audition tapes, seminars and syndicated radio programs. Now he reports a zero reject rate and his quality image is under *his* control where it belongs.

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## TELEX

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At the National Association of Broadcasters convention in Las Vegas, Jim McKinney, chief of the FCC's Mass Media Bureau, announced plans to expand the AM band. As a result of the decision of the 1979 World Administrative Radio Conference, 100 kHz of space, 1610-1710, will become available for additional radio stations. The one drawback of this proposal is that it will require new radio receivers capable of tuning in stations on the new band. Operators of existing daytime stations who obtain authorizations for the new frequencies, may be entitled to a waiver of the duopoly rules. This waiver would permit a licensee to operate both stations until the new receivers reach a specified penetration level.

### Conclusion

These new technical rules and the proposed expansion of the AM band reflect the FCC's commitment to eliminate unnecessary restrictions on broadcast licenses and to facilitate modifications that will benefit the public. Licensees that are not currently operating at the maximum power for their class should consider taking advantage of the new opportunities. Although most Class III licensees are limited by old international agreements, licensees governed only by the Canadian agreement should begin preparations to increase power.

*Mr. Wiley, a former chairman of the FCC, is a partner at the firm of Wiley & Rein. Mr. Wiley was assisted by Antoinette D. Cook, an associate at the firm.*



# MEDIA WORLD

took nine Angels, while ABC-TV earned three awards.

Special recognition was given to broadcaster Jack Hayford, pastor of Church on the Way, a 6,000-member congregation in Van Nuys, California. Dr. Hayford, named RIM's Clergyman of the Year, was keynote speaker at the NRB convention last February.

RIM's executive director for 11 years, Mary Dorr, was honored with a Gold Angel, which was presented by NRB executive director Ben

Armstrong. Rhonda Fleming, star of more than 40 films, was also given a Gold Angel, for work with needy children. Host was entertainer Pat Boone.

Among the approximately 150 winners were:

## TELEVISION

- *Angola—The Forgotten War*—CBN
- *Before It's Too Late*—PTL Network
- *Children of the Revolution*—Open Doors, Orange, Calif.

- *Yeshua*—Lutheran Laymen's League, St. Louis
- *Hour of Power*—Dr. Robert Schuller
- *Africa—Continent in Crisis*—World Vision
- *Inside Nicaragua*—CBN
- *Praise the Lord*—TBN
- *Jerusalem, D.C.*—Mike Evans Ministries, Bedford, Texas
- *Toddler's Friends*—WCFC-TV
- *Religion in Review—Taking God to Lunch*—WNBC, New York

## RADIO

- "Death of Indira Gandhi"—*God's News Behind the News*, St. Petersburg
- *Pat Boone Show*—Ed Lubin Prods., L.A.
- UPI Radio Network, Religious News, Washington, D.C.
- *Talk Back With Bob Larson*—Live Satellite from Denver
- *Master Control*—S. Baptist Radio Commission, Fort Worth, Tex.

## BOOKS

- *Reagan Inside Out*—by Bob Slosser, Word Publishing
- *Religious Broadcasting, 1920-1938*—by Dr. George H. Hill, Nightingale Communications
- *Voice of Hope*—by George Otis, High Adventure Ministries

## VOCALISTS

- John Hall, "Blow the Trumpet," John Hall Association, Fort Worth
- Tammy Bakker, "In the Upper Room," PTL Enterprises

## FEBC Beams New Japanese Programs

TOKYO (NRB)—The Far East Broadcasting Company office in Tokyo, began many new programs in April.

One new program is patterned after a typical Japanese talk show and hosted by a high school music teacher who shares his faith in Christ with listeners. Another program is produced by two Japanese Christian recording artists and features attractive Christian music. A "discussion" program helps listeners study John's Gospel, and another talk program features a pastor and university physics teacher answering basic spiritual questions.

Japanese programs are prepared in Tokyo and broadcast over powerful FEBC international stations in the Philippines, Korea and the United States.

## ATSC Recommends Worldwide HDTV Standard

WASHINGTON, D.C. (NRB)—The executive committee of the United States Advanced Television Systems Committee (ATSC), on April 3 unanimously approved a recommendation to the U.S. State Department to formulate the United States' position on a high-definition television studio standard. The proposal had been adopted by the ATSC's HDTV Technology Group.

(continued on page 34)

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



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Brazilian state are taking part in Brazil/New Life '90. It's the largest Scripture placement project in the history of Christianity.

You can be part of it. Giving New Testaments to 20 Brazilian school children costs only \$15. And that's a very small price for bringing a country new life. The World Home Bible League is counting on it . . . and on you.

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

For more information write the World Home Bible League, South Holland, IL 60473. To give 20

Brazilian children a New Testament, enclose \$15. In

Canada write the Canadian Bible League, Box 524, Station A, Weston, Ont. M9N 3N3.

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## NRB Questions Network Sponsors on TV Morality

MORRISTOWN, N.J. (NRB)—More than 100 corporate sponsors of network television have replied to NRB in recent months to explain their rationale for backing programs that, in the view of many evangelicals, promote sex and violence in America.

The letters came in response to a January 11 letter NRB executive director Ben Armstrong sent to 388 corporate sponsors. Speaking of "a flood of sex and violence on network TV programs," Armstrong said 20 years ago the showcase for pornographic and violent shows was "downtown—now it's downstairs." He added that NRB members are "not only getting apprehensive, they are getting angry" about the proliferation of questionable programming.

He asked the advertisers to "do the right thing [and] ... use your influence in selecting programs on television which uphold traditional American values, instead of those which harm the home and the family."

Among the leading corporations, responding were Procter & Gamble, Johnson & Johnson, McDonald's, 3M Corporation, Sunkist, General Mills, Kodak, Campbell Soup, IBM, Exxon, Sears Roebuck, General Motors, Coca-Cola, Ford and Colgate-Palmolive.

Most responses were similar to that of Coca-Cola. "Freedom [of creativity and imagination] produces its share of what some may consider bad art, but it also allows the creation of the masterpieces which our culture cherishes," said a Coca-Cola spokeswoman, Lynne Thompson. She said decisions on ad placements are made in part by "various managers' assessments of the most effective ways to reach the preexisting markets for their products."

Thompson added that "opinions of our customers will always be extremely important."

An advertising spokesman for Procter & Gamble, Robert L. Wehling, referred to its sponsorship of *A.D.*, the television miniseries that dramatized life of the first-century church members. The production was said to be faithful to the biblical story line but added some sex and violence scenes to explain the Roman culture and to hold the attention of a modern audience.

Donald Wildmon, head of the National Federation for Decency, in a telephone interview with *RELIGIOUS BROADCASTING* described network television executives as "people who are out to reshape our society" and eliminate positive references to Christian faith

## Plan Ahead to Attend NRB Regional Conventions

MORRISTOWN, N.J. (NRB)—Dates of the six NRB regional conventions are approaching. The details:

| Convention                             | Location                                | Contact                                 |
|--|---|---|
| NRB South Central<br>July 18-19        | Midland Hotel<br>Memphis, Tenn.         | Robert L. Nations<br>(601) 948-1515     |
| NRB Western<br>September 15-17         | Marriott Airport<br>Los Angeles         | James Christensen<br>(213) 241-3415     |
| NRB Southeastern<br>September 25-27    | Ritz Carlton<br>Atlanta                 | Edward O. Temple, Jr.<br>(804) 528-2000 |
| NRB Midwestern<br>October 9-11         | Midland Hotel<br>Chicago                | Robert Neff<br>(312) 943-0466           |
| NRB Southwestern<br>October 13-15      | Holidome<br>Irving, Tex.                | Ed Mahoney<br>(713) 797-6500            |
| NRB Eastern<br>October 23-25           | Marriott Airport<br>Philadelphia        | Sue Bahner<br>(716) 461-9212            |
| NRB '86 National<br>February 2-5, 1986 | Sheraton Washington<br>Washington, D.C. | Ben Armstrong<br>(201) 428-5400         |

on television. "One avenue of reaching these people is through the dollar bill," he said referring to Dr. Armstrong's letter to corporate sponsors. But of the rumors about the P & G logo, Wildmon said the stories are "a vicious, unfounded rumor and I hope we can help stop it."

## Addition of New NRB Members Shows Continued Growth

MORRISTOWN, N.J. (NRB)—At regularly scheduled meetings in February and April, the NRB Executive Committee approved the following 43 persons as new members:

### STATION OWNERS AND OPERATORS April

Phillip H. Thompson, station manager, WSPZ/Douglasville (Georgia), 1,000-watt non-profit commercial station (religion 50 percent). Owned by Water of Life Christian Center.

Dan R. Newburn, general manager, KVOV-KREL/Henderson (Nevada), 5,000-watt commercial station (religion 75 percent). Owned by Consolidated Broadcasting Co.

Tom Harvey Moffitt, president, WVCH Communications, Inc., Springhouse, Pennsylvania, 1,000 watt commercial Christian station (religion full-time).

Henry R. Grewe, president, WEIF/Moundsville (West Virginia), 5,000-watt commercial station (religion full-time).

Horace B. Carlton, general manager, WJEP/Thomasville (Georgia), 10,000-watt commercial

station (religion 95 percent).

William Bridges, operations director, WLFJ/Greenville (South Carolina), 41,000-watt educational FM station (religion full-time). Owned by Evangel Christian School, Lakeland, Florida.

### February

Rodney L. Kelley, operator, WGIB/Birmingham (Alabama), 600-watt noncommercial station (religion full-time). Owned by Glenn Iris Baptist Church, Birmingham.

Lee J. Martinez, general manager, WCIF-FM/Melbourne (Florida), 3,000-watt noncommercial station (religion full-time). Owned by First Baptist Church, Melbourne.

Garth W. Coonce, president, Tri-state Christian TV, West Chester, Ohio, commercial nonprofit organization operating three television channels: WTCT-TV 27, WAQP-TV 49 and WWTO-TV 35.

Perry Atkinson, president, KDOV/Ashland (Oregon), 1,000-watt commercial station (religion 60 percent).

Judy W-S Karst, manager, KDBS/Alexandria (Louisiana), 1,000-watt commercial station (religion full-time).

Steven Williams, general manager, WVFJ-AM and FM/Manchester (Georgia), 1,000-watt AM and 100,000-watt FM commercial stations owned by Provident Broadcasting, Inc.

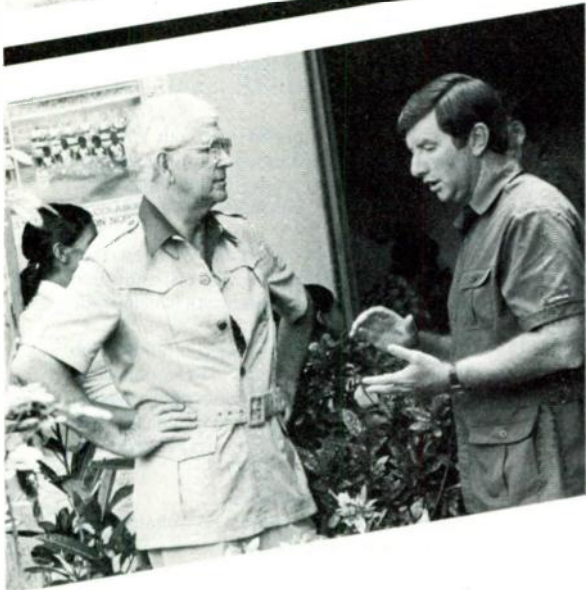
Albert L. Wagner, vice-president and treasurer, Rhema Television Corporation, Akron, Ohio, which operates cable channel 55 with a Christian-family format.

### PROGRAM PRODUCERS April

Coe Neil Cabe, pastor, Brentwood United Methodist Church, Wintersville, Ohio (15-minute weekly radio program, *Heaven Bound*)

Emanuele Cannistraci, senior pastor, Evangel Christian Fellowship, San Jose, California (half-hour weekly broadcast for radio and television, *New Beginnings with Emanuele Cannistraci*).





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# NRB NEWS

Donald Lee Landers, pastor, Wahiawa Assembly of God, Wahiawa, Hawaii (30-minute weekly television program, *Happy Time Kids*).

Jerry Nims, president, Nims Communications, Dunwoody, Georgia (30-minute weekly radio program, *Media in Dimensions*).

John C. Snyder, executive director and producer, *Christ Covenant Pulpit*, 30-minute daily radio program from Matthews, North Carolina.

K. Wayne Tope, president, Southern Evangelical Ministries, Inc., Leesburg, Florida (30-minute weekly television program, *Walking in the Word*).

## February

Stanley A. Benson, president and director of *Beside the Still Waters*, 15-minute daily radio ministry from Hemet, California.

Edwin Louis Cole, president, Edwin Louis Cole Ministries, Corona del Mar, California (15-minute daily radio program, *Maximized Manhood*).

David Crank, evangelist, Faith Christian Ministries, Inc., St. Louis, Missouri (daily talk show for radio and television).

Loyda Ruth Rodriguez-Resto, Iglesia de Cristo Misionera, Inc. (Missionary Church of Christ, Inc.),

Rio Piedras, Puerto Rico (radio program, *La Voz Misionera*).

Michael Coleman, president, Integrity Communications, Mobile, Alabama (15-minute daily Bible preaching program for radio).

Phillip C. Evanson, minister, Park Plaza Church of Christ, Tulsa, Oklahoma (30-minute weekly television program, *Lifeguide*).

Richard D. Henton, pastor, Monument of Faith Evangelistic Church, Chicago (twice weekly preaching program for radio and television).

Grant and Barbara Livingstone, president and vice-president, Shalom Israel, Calgary, Alberta, Canada (15-minute weekly radio program, *Restoration Times*).

Rick Greenlee, production manager, Spectrum Productions, Inc., Birmingham, Alabama (several programs including a 30-minute weekly for television, *Huffman Assembly Presents*).

C. E. Buddy Hicks, pastor Trinity Fellowship, Leander, Texas (daily radio talk show, *Straight Talk*).

Bernice M. Gerard, minister, Sunday Line Communications, Blaine, Washington (talk-worship program, *Sunday Line*, for radio and television).

## ASSOCIATE MEMBERS

### April

Andrew C. Bisulca, attorney, Stuart B. Mitchell and Associates, Falls Church, Virginia.

Donald L. Boshears, chairman, and Chris A. Busch, president, Master Marketing-Cassette Duplicating, Inc., Tulsa, Oklahoma.

Robert Wright, pastor, River of Life Church, Lilburn, Georgia. (He plans a broadcast.)

Harold R. Williams, pastor, Macedonian Missionary Service, Winter Haven, Florida (15-minute daily broadcast sponsored by Westwood Baptist Church, Winter Haven).

Donald S. Hart, supervising producer, Hart Productions, Ann Arbor, Michigan (30-minute weekly preaching program, *The Choices We Face*, for cable television).

John B. Conlan, president, Faith America, Washington, D.C. A former congressman from Arizona, he directs a ministry-public affairs center that seeks to protect "constitutional and religious liberties."

Arthur H. DeKruyter, president, Midwest Christian Foundation, Oak Brook, Illinois, and senior pastor, Christ Church of Oak Brook (weekly radio and television preaching).

Curt Brunk, business manager, Interfaith Publications, Denver, Colorado. The organization publishes *New Life* magazine, does public relations for Christian broadcasts, plans to purchase a radio station and sponsored the National Prayer Breakfast in Honor of Israel at NRB '85.

### February

Dorothy J. Edwards, media consultant, Cross Communication and Research, Inc., Dearborn Heights, Michigan.

Hall W. Thompson, Jr., president, Joshua's Sword Ministry, Birmingham, Alabama.

G. Kent Smith, owner, K's Advertising and Broadcasting Co., Dallas.

Robert C. Screen, president, Screen Communications, Inc., Seattle, Washington (representing radio programs of author Joyce Landorf and others).

(continued on page 35)

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Photo by J. Don Cook/Courtesy of Feed the Children



World Vision photo by Gary Evans

# Broadcasters and World Hunger

*Members of NRB are in the forefront  
of efforts to provide famine relief  
in Ethiopia and other areas plagued by starvation*

by Daniel J. Nicholas

**T**HERE IS an unwritten standard among network news correspondents and producers. "One dead fireman in Brooklyn is worth five English bobbies, who are worth 50 Arabs, who are worth 500 Africans."<sup>\*</sup> Using this sardonic rule, stories are routinely scheduled or canceled every day as the giants of television shape our images of the world.

It's a good thing for millions of starving Africans that last October 23, NBC-TV's *Nightly News* anchor Tom Brokaw suspended that rule and ran the haunting BBC footage on the human toll being taken each day in hunger-ravaged Ethiopia. For, in the opinion of a World Vision official, that single decision was the

<sup>\*</sup>Washington Journalism Review, January 1985, page 19.

impetus behind much of the fund raising and awareness raising that has captured center stage since then.

And it's a good thing that born-again Christian television executives have rarely played by the same principle—a numbers game of death—when deciding what is the important news of the day. Religious telecasters have a higher set of principles to emulate.

Consider the apostle Peter. He was upset by the words of Jesus. He was confused. When the Savior asked Simon Peter a third time about the reality of his love and received a defensive response from the ex-fisherman, Jesus replied simply, "Feed my sheep" (John 21:17).

That clear command from the Son of God, as recorded in the closing words of the fourth Gospel, has been a prime motivator for millions of dollars of hunger

relief by thousands of evangelicals in recent months. (Jesus' reference to food was to spiritual and physical hunger, a dual focus of evangelical relief.)

Central to the outpouring of relief efforts for this starving world has been television. The same technology that has been dismissed as "the idiot box"—or more aptly "a vast wasteland"—has been used by the Christian media to advance the causes of the kingdom to "the least of these."

A little-known fact about the October broadcast on NBC-TV is that World Vision, a recognized leader in using television for hunger relief efforts, was solely responsible for flying the BBC correspondent and camera crew into Ethiopia and paving the way for the broadcast.

"It's easy to buy time on the independent stations," says Brian Bird, media



# MISSION



A panorama of Ethiopian hunger: A young girl carries her little sister to the food line (left); a World Vision cameraman films families waiting for their daily supply (center), and SIM workers feed a hungry child (this page).

relations officer for World Vision in Monrovia, California. "But credibility comes when the TV networks run your films." He said World Vision has raised \$15 million over budget since October for Ethiopia alone as a direct result of the NBC-TV news clip. World Vision had visuals just as dramatic two years ago but, says Bird, the networks would not pay attention until the BBC produced its footage.

At least \$13 million of that has already been spent on food and transport equipment in Ethiopia. Another \$17.56 million was spent by World Vision last year in 27 African countries. In 1984 receipts to the relief agency totaled \$127.4 million, 60 percent of that as a result of TV. They were used to fund 3,500 separate projects in 80 nations.

Bird estimates Ethiopians are benefiting from \$100 million in donations to private agencies in the United States. Yet this aid is dwarfed by the potential of government assistance through the Agency for International Development (AID) and other avenues. In early March President Reagan signed an emergency assistance and long-term development bill (H.R. 100, the African Relief and Recovery Act) for \$800 million. The amount represents a legislative com-

promise. The House wanted \$1 billion and the Reagan administration originally proposed a \$235 million limit. This aid package and others that are expected to follow demonstrate the strong influence of Christian food lobby groups such as Bread for the World of Washington, D.C.

World Vision uses the media in at least two ways, television and Christian music, to accomplish its goals. In about 10 U.S. markets on any given night World Vision is making its case with a one-hour television documentary.

*Ethiopia: The Nightmare Continued*, which was released in March as the agency's latest documentary, features Gary Collins, Mary Ann Mobley and veteran newsman Edwin Newman against a backdrop of desert and despair. Russ Reid Company produced the film.

## Saving a Generation

The number of evangelical leaders, TV producers and musical artists paying close attention to world hunger since October is staggering. It would be difficult for this writer to find someone who is not involved in some way with a relief effort. Here are some examples:

- In February Trans World Radio founder and president Paul Freed visited

six African nations, including Ethiopia, Sudan and Chad. As a result of that visit and a desire to use the superpower broadcasting network for hunger relief, Freed announced March 15 a plan to provide basic medical, nutritional and agricultural information where it is needed most. "Save A Generation," as the master plan is being called, will "disseminate radios, develop programming and broadcast on special noncommercial time" to the world's poorest. Much of the new effort will be coordinated with TWR's West German branch, Evangeliums Rundfunk, and Christian missions working in the Ethiopian area.

- On March 6 the Christian Broadcasting Network (CBN) sent a 747 jetliner filled with \$3 million worth of food and medical supplies to Khartoum, Sudan, to aid the Ethiopian refugees. CBN's relief agency, Operation Blessing, also sends monthly shipments of 420,000 pounds of rice to Ethiopia valued at \$50,000. CBN president Pat Robertson toured refugee camps and met the plane in Sudan with vice-president George Bush.

And back in the United States, CBN organized 65 professional football players from six teams in a "Super Rice Bowl" on March 27. Some 135 tons of long-grain rice were unloaded by the athletes from tractor trailers and loaded into waiting vehicles for distribution to the needy in the teams' home cities.

- Larry Jones, an Oklahoma City-based broadcaster who heads Feed the Children, works with 500 Christian churches in the United States and additional private agencies to supply food, clothing and medicine to more than 20,000 needy persons in 11 countries, mostly in Latin America. In fiscal year 1984 Jones raised \$5.9 million for his organization, which also produces a weekly teaching program for television. This month he will take a television crew to Haiti to film the organization's work there of providing at least one meal a day



# MISSION

Efforts by broadcasters to provide relief for those starving around the world are exemplified here by the Christian Broadcasting Network's "Operation Blessing" (top photo) in which Bob Golic (left) and Charles White of the Cleveland Browns joined some 65 National Football League players in unloading 270,000 pounds of food for the needy in their home cities, and "The Cause" (Christian Artists United to Save the Earth), a Christian hunger video recorded in Nashville (bottom photo) to raise funds in a manner similar to the "We Are the World" secular recording. In photo on next page, Bruce Adams, director of SIM International's famine relief operations, sets up a feeding station 270 miles south of Addis Ababa, Ethiopia.



to 3,5000 children in the 20 elementary schools it sponsors in that country.

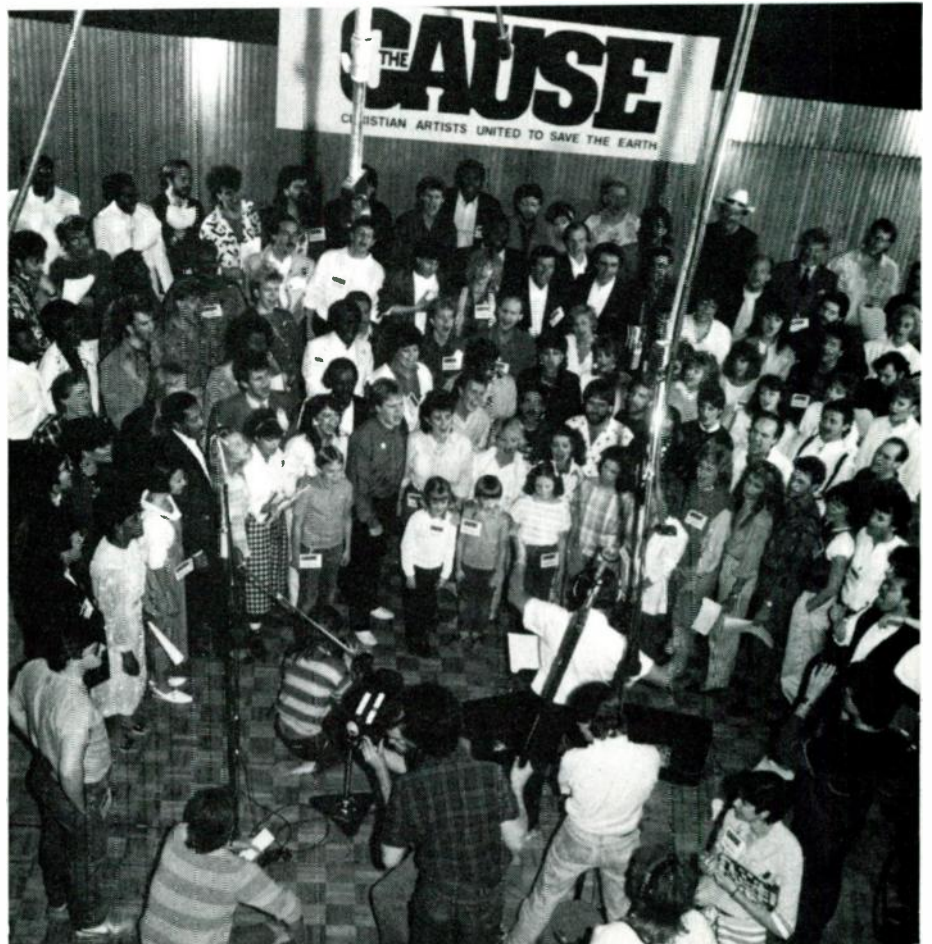
- Last October in Vancouver, Canada, evangelist Billy Graham added a new dimension to his stadium crusades: food collections for the poor. Five semitrailer loads of nonperishables, valued at \$75,000, were donated to the Vancouver Food Bank in remembrance of World Food Day. As a symbolic gesture, Graham visited the food bank, carrying bags of groceries under his arms. A similar food gathering effort was reported at a pre-crusade meeting in Hartford, Connecticut.

## Additional Efforts

- Lonnie Rex, president of David Livingstone Missionary Foundation, returned from Ethiopia in April with enough footage to produce two TV specials. The foundation, which owns WDLI-TV 17/Canton (Ohio), has already committed itself to deliver \$100,000 for seed money, plus related transport costs.

- SIM International (Sudan Interior Mission) produces a five-minute daily radio program, *Mission News*, that explains its work in famine regions of Africa and almost weekly focuses on some aspect of world hunger. SIM's Charles Bascom, a relief team member who visited Ethiopia in early October, was among the first religious broadcasters to report on the famine from that country.

- In an effort similar to "We Are The World," a Christian hunger video was recorded in Nashville in April. And Jerry Falwell is opening a refugee camp in the Sudan and staffing it with Christian







SIM International

## Nicaraguan Government Confiscates Food Aid

MANAGUA, Nicaragua (NRB)—In a 30-minute TV special planned for airing this month, evangelist Larry Jones will describe the problems he encountered while visiting Managua, Nicaragua, April 17-21. No broadcast date had been set at press time.

The Soviet-supported Sandinista government confiscated \$150,000 worth of relief assistance from Jones' Oklahoma City organization, Feed the Children, that was to be distributed among Nicaragua's evangelical churches. The items taken include 228,000 pounds of rice and beans, 25,000 pounds of clothing, 400 Spanish-language Bibles, 5,000 New Testaments and a large assortment of Christian literature.

Jones had received assurances of cooperation from Nicaraguan President Daniel Ortega a week before the visit, which was planned around a three-day stadium crusade. The meetings could have attracted more than 30,000 persons each night. The Sandinistas stalled in granting per-

mission to use the national stadium until just 45 minutes before the opening rally. Because there was no time to publicize the site, a much smaller evangelistic rally was conducted in an enclosed churchyard. Jones estimated the gathering at about 1,000 each night.

President Ortega had granted permission for live broadcasting of the crusade on Nicaragua's only Christian radio station, YNOL. Jones said that he was told the station's power "has been conveniently turned off" and a tape of his sermon would be subject to a delay of one week for censoring.

The evangelist conducted a press conference April 22 in Washington, D.C., on his troubles in Managua and has received support from most of the Oklahoma congressional delegation. The press conference was held on Capitol Hill during the same week the Senate approved—but the House denied—President Reagan's compromise plan for \$14 million in humanitarian aid for Nicaraguan rebels.

—DJN

students (see "Late News" stories on page 38).

- The Continental Singers traveled to Africa in February and are currently on a 50-city fund-raising tour that hopes to net \$750,000 for World Vision. With two more tours and a record album, the choir hopes to pull in \$5 million.

- Two Christian music albums, recorded in 1982 and 1984 by some of the country's top artists, have together brought in more than \$5 million for World Vision.

- Grammy Award-winning recording artist Michael W. Smith just completed a 50-city tour using Christian radio public service announcements to organize food drives at each concert.

- Evangelist Jimmy Swaggart reports that almost half of his \$12 million missions budget for 1984 was spent on aid for children. His December TV special raised \$3 million for famine relief in Mozambique and Zimbabwe. Another special, planned for airing May 5, was expected to raise at least \$2 million more for Sudan and Ethiopia. The evangelist contributes all funds from the programs for relief and says he pays TV costs from another account.

### Long-term Answers

Around the world, 40,000 children and adults are dying of hunger or hunger-related disease each day. As Jimmy Swaggart said in a telephone interview, "The gospel of Jesus Christ has everything to do with humanitarian relief. A hungry little child—whether it's a Christian or a Muslim—doesn't know any creed."

Christian radio and television staffers can increase the vital impact they are beginning to have in tackling these problems through continuing to raise funds and, more importantly, awareness.

Hunger is not limited to Ethiopia and Africa, and the solutions are not limited to raising money via television and delivering food supplies. The long-term answers—fighting desertification, educating the poorest in modern agronomics and developing a world food policy that works—must be addressed before the hunger clock tolls for a final time. **NRB**

Daniel J. Nicholas is associate editor of RELIGIOUS BROADCASTING.



**W**HILE a Christian TV station and an executive recruiting and consulting service appear unrelated, in Chicago they have teamed up in a special ministry to the unemployed. WCFC-TV 38/Chicago and a "Christian" recruiting service, Interviewing Dynamics, Inc., cosponsor periodic one-day "job seminars" that have helped hundreds of unemployed people find meaningful work, and have provided career changers with motivation and confidence to pursue a more suitable or better-paying job.

The seminars' success is due to their unique philosophy of encouraging job seekers to make God their source. Thus, "in God's economy there is no unemployment," because God wants His people to be working and leading productive lives. With that foundation, attendees are instructed to "find a job the Bible way." And they have. Of 750 who attended a recent seminar, more than 600 gained employment shortly afterward.

This unusual ministry has brought Diane Lewis, president of Interviewing Dynamics, together with the people at WCFC-TV to provide a direct nonbroadcast ministry to the Chicago community. As head of her own executive recruiting service for nearly 20 years, Lewis emphasizes the importance of a thorough job search and of marketing oneself—but relying on God's creative power, allowing Him to open doors of opportunity. The TV station, meanwhile, arranges all publicity (press releases and other printed information as well as on-air spots), provides speakers for the seminars and acts as spokesman with the media and the community.

### **Began With Studio Tour**

All of this began when Diane Lewis was invited to a tour of the WCFC facilities during the November 1983 telethon. She was struck by the number of telephoned requests for prayer regarding unemployment and other job difficulties, and she offered to hold a meeting with all those who wanted job counseling. Eighteen showed up for the first "seminar" that month.

In the months that followed a partnership developed between Lewis and



*Seminars begin with worship.*

## Outreach to the Unemployed

*A Chicago Christian TV station reaches outside its broadcast ministry to cosponsor job seminars*

**by Betsy Hamrick**

Channel 38 to hold more such job seminars. President Jerry Rose and others at WCFC realized this was an opportunity to supplement the station's broadcast ministry with a creative influence for God in the community. In February 1984 the first full-fledged seminar was held in a downtown Chicago hotel meeting room, and five more followed at varying intervals with attendance ranging up to 750 for the one-day free event.

The job seminar's program format opens with a period of corporate worship, setting the mood for a relaxed environment of trust, including such songs as "There's a Sweet, Sweet, Spirit," "Because He Lives" and "How Great Thou Art." A song sheet is supplied along with an information packet con-

taining a sample resume, application form and job-hunting hints.

Lewis, serving as moderator of the seminar, shares her background with the attendees, explaining that she hasn't always been a successful businesswoman who owns two companies. She tells the group that she, too, has experienced depression and loss of self-esteem and confidence—at one point, her business partner ruined their company by leaving with all the profits. At the same time, Lewis was hospitalized while her husband was filing for divorce. She reiterates all of these past trials to encourage seminar attendees that, no matter what they are experiencing now, God can put them on the road to recovery.

Lewis claims that one sure thing will acquire success—discipline. Another



## SERVICE

pointer Lewis offers is that most companies hire employees on the basis of attitude, and who has a better attitude (or the most potential for a good attitude) than Christians?

### A Foundation of Faith

But the basis is still faith in God, she says. She quotes Psalm 75:6-7 from *The Living Bible*: "For promotion and power come from nowhere on earth, but only from God. He promotes one and deposes another." She tells attendees to seek "God's plan for promotion" based on three principles found in Psalm 37: "Trust in the Lord" (v. 3), "Delight yourself also in the Lord" (v. 4) and "Commit your way to the Lord" (v. 5).

She also stresses that one should know his own values in order to sell himself. "Do not let today's circumstances or personal negatives control tomorrow's job opportunity," says Lewis. An exercise she incorporates within the seminar is to have the group write down all the negatives in their life—reasons why they don't think they have a job, or why they aren't capable of securing a better job. Then she has them scratch out the negatives they put in writing, claiming that as a child of God those negatives do not exist. Everyone has value, and to pursue anything in life, whether a job or another opportunity, one must concentrate and accentuate the positive.

Emphasizing faith, Lewis supplies all seminar attendees with an envelope containing a mustard seed—"If ye have faith as a mustard seed, you shall say to this mountain, 'Move from here to there' and it shall move; and nothing shall be impossible to you" (Matthew 17:20). Lewis aims to move people's eyes off themselves and their circumstances to Jesus Christ and His provision. By increasing their faith in God, Lewis helps the attendees broaden their vision to achieve a much more positive, healthy image of themselves.

### Those Who Succeeded

Success stories are wide and varied. A mother who was unemployed for three weeks and suffered from depression saw TV-38's promo announcing an upcoming job seminar. After attending the meeting on Saturday, she contacted Lewis the following Monday morning,

enthusiastically reporting that she had accepted a position with the Arthur Young company. Another woman, not included in today's unemployment statistics, had been out of work for eight years, was 60 years old and was on the brink of suicide. After the job seminar she took a job as a cook. A third woman, unemployed for three years, took a position as a nanny and couldn't be more fulfilled. These women were not given leads or contacts through the job seminar, but they were encouraged and shown how to take the steps to land a job.

Lewis says those attending the seminars come from all walks of life—banking, engineering, advertising, the airline industry, etc. Over 40 percent are working people who desire better jobs. So seminar topics such as "How to Market Yourself," "Enthusiasm on the Interview," "Overcoming Objections" and "Once You Get a Job—How to Succeed" not only help those unemployed but show the employed how to reposition themselves in the marketplace.

The two-hour seminar transforms the attendees. Prior to the meeting, they walk in looking ill at ease, but afterward they march out with heads high. Confidence and a winning attitude are half the battle in a job search, Lewis instructs.

In today's so-called "tight" job market where seminars are held with emphasis on competitive business techniques, Lewis and WCFC are offering a unique type of job seminar, complete with the best in job marketing skills and the opportunity to draw close to God, giving Him the room to prepare and promote. Lewis regularly gives altar calls at the seminars and claims that 75 percent of those in attendance at the last seminar came forward for salvation or to rededicate their lives to Jesus Christ. The Holy Spirit's presence is so evident at these seminars, says Lewis, that a group of 50 people return again and again for encouragement in the faith. NRB



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

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## Christian vs. Secular Formats

*Christian radio is showing many strengths that make it attractive for advertisers now buying other formats*

by Gary Crossland

**T**HE FALL ARBITRON ratings brought good news for Christian radio broadcasters nationwide.\* In addition, the recently released 1984 Simmons data confirms our previous assumption that Christian radio is gaining on the competition, one statistic at a time.

Every day we talk to at least 15 radio station managers. In one market a manager may tell us that country radio is his greatest competition. In another market a manager may be feuding with beautiful music. In this brief analysis we will isolate our newest, most significant findings as we compare the ever growing Christian radio machine with those secular formats which tend to impose the greatest threat.

**NEWS/TALK.** This format, among all others, shows the most dramatic fluctuation in overall market share since 1982 and a gradual decline overall. On the other hand, Christian radio's average market share continues to rise—up to 1.82 over last spring's 1.76. In fact, Christian radio has never had a down book since 1977. No other radio format can make that claim.

Furthermore, according to Simmons Market Research Bureau, 1984, the religious daily came audience share (3.25) is not far behind news/talk (5.35)

\* See the author's three-part series of articles in *RELIGIOUS BROADCASTING*: "Vital Signs Improved for Christian Radio" (February 1985, page 40), "Religious Audiences: More Upscale?" (March 1985, page 28) and "Advertising on Christian Radio" (April 1985, page 20).

or all news formats (3.65). This simply means that, given enough frequency at a normally low Christian radio spot rate, the Christian radio advertiser could reach about as many people as he could on news/talk radio. That is, he can have an identical reach with greater frequency for about the same amount of money. Since underloading a spot campaign is often worse than not advertising at all, we clearly see here the benefits of Christian radio over news/talk.

### Ahead of Classical

**CLASSICAL.** Whatever the price difference, religious radio tops classical in market share 1.82 to 1.46. In fact, it has been three years since the religious audience was as small as the classical audience. What's more, since 1977 classical radio has lost 21.9 percent of its market share. This format also has the industry's least loyal audience—6.9 percent exclusivity (Duncan *American Radio*, fall 1984). Furthermore, over the entire broadcast day, classical radio reaches only an average 2.35 percent of any market, whereas we mentioned that Christian radio reaches 3.25 percent.

**ADULT CONTEMPORARY.** Whatever one can say about the AC format, the fact remains that this audience is the second most fickle among all formats (7 percent exclusivity). On the other hand, Christian radio enjoys 11 percent exclusivity. Secondly, while advertisers still consider the adult contemporary format to be a hotbed for advertising women's products (59 percent women), it is only

second best. Christian radio is the obvious king of the hill with an overwhelming 69.2 percent women (Duncan). We believe that Christian radio should now take its rightful place as a vital support medium in any women's advertising campaign.

### Largest Increase

**BEAUTIFUL MUSIC.** Since 1977 beautiful music has had the greatest drop in market share of any radio format (-40.6 percent). On the other hand, Christian radio has had the largest share increase (+85.7 percent). It is probably not surprising that last year, according to Duncan, there was an 8.2 percent drop in the number of stations broadcasting beautiful music.

**NOSTALGIA.** This format was one of the biggest losers in terms of quarter hour totals over the last year (-8.3 percent). However, Christian radio shows the second highest gain in this category (+11.4 percent) next to adult contemporary. Nostalgia has also suffered the second greatest loss in total market share (11 percent).

**COUNTRY.** Although this format showed promise in the late '70s, it has recently been falling out of favor with the American listening public. Since 1983 we see a 6.2 percent drop in market share and a 3.5 percent drop in quarter hour totals. Furthermore, with country radio we are dealing with a less upscale crowd than Christian radio. 13.75 percent of the country audience are college graduates, compared to Christian radio's



# MARKETPLACE

14.3 percent. Only 17.3 percent of the country men earn over \$40,000 per year (24 percent below the national average) while 23.6 percent of the Christian men earn as much (4 percent above the national average). Only 13.7 percent of the country men are employed in a professional/managerial capacity (13 percent below the national average), compared to Christian radio's 16.75 percent (17 percent above national average).

Several points must be made in conclusion. Since fall 1983, according to Arbitron, secular radio overall has lost 13.1 percent of its audience. Christian radio has gained 11.4 percent. In light of this, and after talking to countless station managers about the subject, we have found that the most common reason many secular or non-Christian advertisers do not buy religious radio is not academic at all—it is predisposition. They would no more have their spot (which represents them) sitting in the middle of an evangelical radio format than they would have themselves sitting in the middle of an evangelical worship service.

## Relying on Feelings

Of course, this is certainly not a very professional way to advertise. To put it another way, it is quite unprofessional for advertisers to let their feelings about the media get between them and the public.

On the one hand, Christian agencies buy secular radio for ministries not because they have an affinity for the format or its message but because they are playing to an audience with a commodity that the client wants—souls. Likewise, secular advertisers should consider Christian radio, if for no reason other than it reaches whatever target they want with the commodity they want—a loyal and exclusive audience with money to spend.

Secondly, many advertisers are still not spending money on Christian radio because they see this religious audience as representing one monolithic characteristic—they see the religious audience as just religious and nothing more.

Yet Christian radio does not represent just one format. Unlike any other, Christian radio is many formats. It can be all things to all people. Often it is black.

Somewhere else it is country. And yet somewhere else it is rock. Even in this article, although we have treated Christian radio as a stand-alone format, it should not be bought as such. For example, any advertiser who wants to buy country radio in Houston should include the Swaggart station KJOJ. If he wants to buy news/talk in Washington, D.C., we recommend Universal's news/talk WDCT. If the preference is to reach black listeners in Shreveport, KCIJ should be on the shopping list.

## On Target

Now an advertiser can target his appeal and include Christian radio without ever moving away from his vertical target market. In fact, despite the overgeneralizations made by all of the research companies, there is no such thing as a religious format. There are religious country formats, religious talk formats, religious rock formats, religious MOR formats and so on. Every one of the above-mentioned stations, aside from keeping pace with their secular counterparts, just happen to play to audiences with a common characteristic; they tend to go to church twice on Sunday instead of once.

We admit there are both good and bad things to say about any radio format. To be honest, we at Soma treat Christian radio like the Radio Advertising Bureau treats radio at large. That is, we interpret the data from our own peculiar point of reference. But then, doesn't everybody? That's called "playing the numbers game," and every commercial radio rep that has ever visited our office plays it. Anyone can make these numbers sing and dance to the beat of any radio format. A commercial Christian station that admits to having secular competition would do well to employ this growing arsenal of available statistics pertaining to the Christian radio industry. NRB



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

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STATION \_\_\_\_\_ POSITION \_\_\_\_\_

BUSINESS ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_

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# Time Code Editing: Choosing the Right Facility

*You can spend thousands of dollars too much  
by sending your videotaped program  
to a facility that offers more than you need*

by Jay Rich

**F**OR SOMEONE new to computer editing, choosing the right edit facility is probably the most difficult job of the whole editing process. Prices range from \$200 to over \$1,000 per hour, so it is a decision not to be made lightly.

If a facility costing \$600 per hour can edit your program four times faster than a \$200-per-hour facility, then \$600 per hour is a good buy. If the same quality job can be done at a \$200-per-hour facility as quickly as \$400 facility, the choice is obvious.

What are the different facilities available, what equipment do they have and what does your specific project require? If you can answer those questions, you have solved the problem of choosing the right facility.

## Size of the Project

First, gather information on the possible facilities you may use. If yours is a two-hour project, you will probably look seriously at the facilities near you. If it is a 20-hour project, the cost of an airplane ticket and hotel for three days may prove a real savings when using the less expensive facility. Don't forget that your tapes will also have to be transported. This is especially important if you are thinking of going out of the country. Take into consideration customs charges.

Once you have the information on the facilities, their equipment and rates, you can compare these with the needs of your project. If you are not completely familiar with the equipment, it may be necessary to ask some specific questions.

If your project requires slow motion and the facility's recorders cannot handle your requirement, then you need to look elsewhere. If your slow motion must be 50 percent reverse, and they have Ampex VPR-2 recorders, they could not handle the job as efficiently as another facility.

If you must turn your video into a ball, spin it and then make it explode into tiny bits, you will have to go to a facility with very elaborate digital video effects (DVE) such as the Quantel Mirage. You will also pay premium rates for that ability.

If all you need is dissolves between two recorders, it would be foolish to pay for such an elaborate system.

## Using Several Facilities

Once you know your requirements, you may even find it more economical to use two different facilities.

For example, your project requires simple wipes and dissolves which are available at all the facilities you are considering. However, much of your raw footage needs color correction, and all of it needs to be duplicated for a B reel. Facility A will charge \$300 per hour for editing and \$100 per hour for color-

corrected dubs. Facility B only charges \$175 per hour for editing but cannot do color correction. You estimate your editing will take 20 hours to do three shows. It may be worthwhile to go to facility A for your color corrected dubs, and to facility B to do your editing, thus saving \$2,000 over doing the whole project at facility A.

When the cost differences are smaller, you may want to consider the advantages of placing all of the responsibility on one facility.

For example, take the situation just defined. Facility B may say there is something wrong with the dubs and thus they cannot edit with them, while facility A says the dubs are fine.

Who do you trust, who do you pay and how much time and money is the confusion costing? I have seen this problem numerous times, usually with one facility providing remote gear and another the editing. Avoid this situation because there is no way you can come out ahead. If all the work is done at one facility, "passing the buck" is not as likely to happen.

## Use a Checklist

Here is a simple checklist to use to determine your needs and the facility's ability to meet them:

- TAPE FORMAT—1-inch, type C or B, 2-inch quad, 3/4-inch, 1/2-inch M or B



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- 80 lux min.
- 54dB S/N ratio
- 2 line enhancement

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- 56dB S/N ratio
- 2 line enhancement

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Single 2/3" Saticon™ tube

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- 50dB S/N ratio
- 2 line enhancement

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**Good Color Reproduction!**

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**WV-3500**



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104 W. 56 Street  
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212-315-0870

(Circle 172 on the Reader Service Card)

- NUMBER OF RECORDERS NEEDED—1 record plus ? playback
- AUDIO REQUIREMENTS—stereo, EQ, reel to reel, cassette
- COLOR CORRECTION—on each VTR
- VARIABLE SPEED VTRs
- SPECIAL EFFECTS—types
- CHARACTER GENERATOR—multi-color, animation, logos
- GRAPHICS CAMERA—black & white, or color
- DUPLICATION NEEDED— $\frac{3}{4}$ -inch to 1-inch bump up, B reels

If you can accurately answer these questions, then you can probably choose a facility that will meet your needs for the least possible expense.

One word of caution: if your vision for a project includes numerous special effects, variable speed playback and complete audio, and if you do not consider yourself an expert in these areas, it may save you much time, money and grief to hire a free-lance producer or editor to help you. Spending \$500 for a consultant which results in a \$5,000 savings in production costs is always a good return on your investment.

If yours is an ongoing project, such as a weekly show, find an engineer you are comfortable with and request him (or her) for every edit session. He (or she) will understand your project better and be able to work faster with you, thus saving you additional money.

Editing is not a cure-all. The computer term GIGO (garbage-in, garbage-out) applies well to television. Proper planning will produce the best results and quality editing should be part of that planning. The most costly and unproductive use of your time is to go into an edit suite without preparation. If you follow the guidelines I have given in this series of articles, preparing for the edit session will be a simple and less time-consuming process.

**NRB**

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| NAB BROADCAST CARTRIDGES<br>                                  | CASSETTE BOXES, LABELS, ALBUMS<br> |
| ACCESSORIES<br>   |                                    |

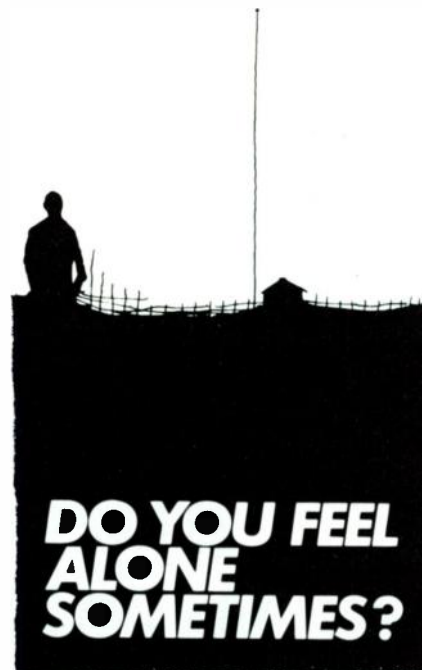
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The NRB membership brings you into the family of broadcasters and ministries...

Ask for information about belonging (201) 428-5400  
National Religious Broadcasters  
CN 1926, Morristown, NJ 07960



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



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

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

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

- Highly personalized responses — no form letters!
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- Automatic information capture — lets you know your audience to maximize future fund-raising efforts!
- Programs for the IBM System/38 — the most sophisticated data-based computer systems now available!
- A service bureau for small ministries who cannot yet afford their own in-house systems.

CCR will customize your DONOR ACCOUNTING SYSTEM for the needs of your ministry. And as a Value Added Reseller of the IBM System/38, we can offer you a complete hardware/software package at one low, economical price.

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

**CCR**

**Creative  
Computer  
Resources,  
Inc.**

(Circle 102 on the Reader Service Card)

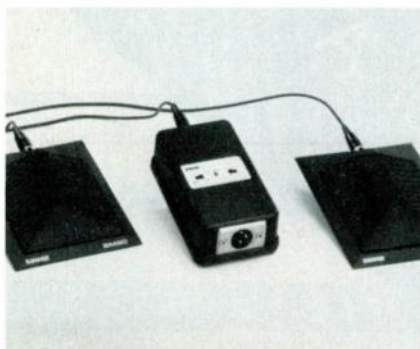
# NEW PRODUCTS

## Shure Develops Omnidirectional SM90

Shure Brothers, Inc., Evanston, Illinois, has introduced the SM90 omnidirectional surface-mount condenser microphone. At the heart of the SM90 is a new Shure-developed cartridge that provides high output plus a wide, flat frequency response. The omnidirectional polar pattern of the SM90 means sound is picked up equally in the full hemisphere above the microphone mounting surface; there is no off-axis sound coloration.

Included in the SM90 package is a small, preamplifier. The preamplifier unit also features a 12 dB/octave low-frequency cutoff switch for response tailoring, a battery on/off switch, and a green LED battery condition indicator. Also included is a 25-foot small-diameter, two-conductor shielded interconnecting cable with two three-socket miniature Switchcraft connectors.

User net price for the SM90 is \$300. For further information contact Shure Brothers, Inc., Customer Services Department, 222 Hartrey Avenue, Evanston, IL 60204.



Shure SM 90-91



Electro-Voice 1772

## New Electro-Voice Microphone Unveiled

Electro-Voice, Inc., has introduced a new cardioid condenser microphone. With wide dynamic range and 137 dB of headroom, the 1772 reproduces the highest sound pressure levels without overload or distortion. Condenser design and internal low-frequency filters minimize handling noise, and an integral pop filter protects against wind, breath and p-pop.

Weighing less than 11 ounces, the 1772 features a durable Memraflex grille and a zinc diecast case. Battery or phantom power (24-48V) options make the 1772 compatible with any system. The 1772 also features an on/off switch to mute the microphone or conserve battery life and comes complete with an accessory clamp for stand-mounting convenience.

For more information about the new 1772 cardioid condenser microphone or other Concert series microphones, contact Jim Edwards at Electro-Voice, Inc., 600 Cecil Street, Buchanan, MI 49107, or call (616) 695-6831.

## Sony Unveils Digital Audio Recorder

Designed for television, radio and record production, the PCM-3102 recorder offers a modular design that enables transportable, console and rackmount configurations. It utilizes 1/4-inch tape and can accommodate reels to 12 1/2 inches.

The machine offers two consecutive hours of recording/playback and its cross interleave code can correct errors caused by dropout or contamination on the tape. The cross fade function of the PCM-3102 can smooth the transition at electronic editing points in addition to incorporating an analog track.

The machine has a spooling function that protects tapes while in the fast forward or rewind mode and a rec-inhibit function. Both rewind and fast forward are disabled when reproducing on the air and synchronizing several machines is possible through use of its time code track.

For further information, contact Sony Communications Products Company, Sony Drive, Park Ridge, NJ 07656; Corporate Communications Department (201) 930-6432.

## Panasonic Markets VCR/Monitor System

Panasonic Industrial Company announces a compact, self-contained VCR/monitor television unit. The CT-130V measures just 16 inches across and 17 inches deep.

The CT-130V comes equipped with a 10-function wired remote control keypad. Operational modes include noise-free still playback, eight-hour recording/playback capability and editing functions.

The monitor has a 13-inch diagonal screen with Panabrite control and picture sharpness control.

Suggested retail price of Panasonic's CT-130V is \$1,395. For more information contact Ron Tomczyk at (201) 348-7183, Rich Henning at (201) 392-4322 or John Lissner at (212) 546-1877, or write Panasonic, One Panasonic Way, Secaucus, NJ 07094.



Panasonic CT-130V

## JVC Adds Portable Mixer to Audio Line

JVC's Professional Video Communications Division has announced the SS-M208U portable audio mixer. The mixer has eight microphone inputs (XLR connectors), all balanced, and inputs five through eight have RIA A equalization. There are LED peak level indicators for all inputs and fluorescent level meters for output channels. A headphone jack is provided for monitoring.

For more information call the Professional Video Communications Division toll-free at 1-800-JVC-5825.



JVC SS-M208U

## TPU7A Series Transient Protection Unit

EEV has developed a new transient protection unit type TPU7A, designed to provide



protection of telephone and data lines against the effects of EMP and lighting.

These new TPU's have been specifically developed to provide, in a single unit, the benefits of a spark gap, avalanche diode and filter network capable of clamping any disturbance to a predetermined value of 7.5 to 170V.

This versatile bulkhead-mounted feed-through device conveniently isolates exposed cables from the protected environment.

For further information contact EEV, 7 Westchester Plaza, PO Box 428, Elmsford, NY 10523, Telephone (914) 592-6050.

### **EECO Introduces New TCP-250 Time Processor**

EECO, Incorporated, introduces the TCP-250 Time Code Processor. Microprocessor-based, EECO's TCP-250 is a versatile, multi-function peripheral that operates as a time code reader, vertical interval time code (VITC) to longitudinal time code (LTC) translator, LTC restored output and video character generator all in one unit.

Used in videotape editing, the new unit's primary application is in reading, converting and displaying time code for use in indexing, synchronizing and correlating specific video program material.

The TCP-250 Time Code Processor lists for \$3,660.

For further information, contact EECO, Incorporated, Video Products Marketing, 1601 E Chestnut Avenue, PO Box 659, Santa Ana, CA 92702-0659. Phone (714) 835-6000.

### **Eventide Adds New H969 ProPitch Harmonizer**

Eventide has introduced a new Harmonizer special effects unit.

The H969 employs a newly-designed digital intelligent splicing algorithm system—dubbed ProPitch by the company—to deliver cleaner pitch-change performance without glitching over a wider frequency range. Eventide has also used 16-bit PCM linear coding in the H969 for the first time in a Harmonizer unit.

Full bandwidth delay has been increased to 1.5 seconds, with a further increase to 3 seconds available at half bandwidth. The user can choose and save any five delay times for instant recall. The full delay range is also available in repeat and reverse modes. Delay time and pitch ratio are displayed on independent readouts.

For further information contact Eventide, Inc., One Alsan Way, Little Ferry, NJ 07643, Telephone (201) 641-1200.

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

"Christian Communicators:  
Pressing Toward the Mark"  
Philippians 3:14

Use these two pages (or photocopy) to place your order. Check off tapes you want, then fill in the order form and mail with your check today.

### AUDIO

- 85-15C
- 85-26C
- 85-31C
- 85-56C

#### International Broadcasters

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

#### Television

- 85-16C
- 85-17C
- 85-18C
- 85-19C
- 85-24C
- 85-25C
- 85-34C
- 85-36C
- 85-37C
- 85-43C
- 85-44C
- 85-45C
- 85-23C
- 85-33C
- 85-42C

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

#### Program Producers

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

#### Public Relations

- 85-53C
- 85-54C
- 85-57C

Media Relations: Jones, Anderson, Bailey, Boyd, Spring, Turnage  
Special Events Management: Johnson  
How to Manage a Successful Publicity Program: Winters

#### Washington Seminar for Christian Leaders

- 85-20C
- 85-28C
- 85-38C
- 85-47C
- 85-48C

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

#### Gospel Music Association

- 85-50C
- 85-52C
- 85-55C

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

### WORKSHOPS



Workshops Cont'd.

- 85-12C **Black Broadcasters**  
How to Put Together a Quality Broadcast: Jones, Artles, 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, Emert, Hart, Norris
- 85-22C The Campaign Method: A Proven Sales System: Arta 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: Veiker, Virts
- 85-14C **Contemporary Technology**  
Duplicating Quality: Bartlebaugh, Straw
- 85-27C Studio Acoustics: Braun, Riffenhouse
- 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 Fowler, James Quello
- 85-9CA Evening Plenary: Phyllis Schlafly
- 85-9CB Evening Plenary: E. V. Hill
- 85-10C Afternoon Plenary: Sen. Helms, Don Wildmon, Kenneth Gangle, Paul Freed
- 85-11CA Anniversary Banquet: Dr. Graham
- 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

**SPECIAL DOCUMENTARY OF NRB 85**

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

- 85-12V

**SPECIAL EVENTS**

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

**Videotapes \$44.95 each for 1/2-inch**  
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# BROADCASTERS



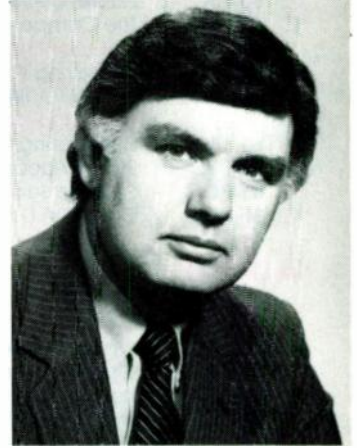
John MacArthur, Jr.



Charles Stanley



Billy Graham



Jerry Rose

The board of directors of Los Angeles Baptist College appointed broadcaster-author **John MacArthur, Jr.**, to the position of president as of May 12 and renamed the school The Master's College. Known for his *Grace to You* radio sermons on some 180 stations, Dr. MacArthur received an NRB Award of Merit in 1984. He is expected to continue as senior pastor of Grace Community Church, Panorama City, California.

**Henry C. Goldman**, general manager of WCHS/Charleston (West Virginia), has been named vice-president of the broadcast division of CLW Communications Group of Chattanooga, Tennessee. CLW owns WSCW-AM and FM/Charleston, WHYD/Columbus (Georgia) and WCRM-FM/Dundee (Illinois).

After two-and-a-half years with NRB, **Daniel J. Nicholas** has been promoted from assistant editor to associate editor of *RELIGIOUS BROADCASTING*.

A pastor in Norfolk, Virginia, who spent Easter week in jail for refusing to release a membership list of his church on constitutional grounds, was released April 11 after the list was surrendered to a court official. **Dr. Milton A. Reid**, an "activist" black pastor who was outspoken on social issues in a mostly conservative Southern city, was sentenced March 29 to spend 30 days behind bars for contempt of court, the latest development in a four-year dispute with about 200 dissidents in his 800-member New Calvary Baptist Church. Virginia officials can now also attempt to collect \$316,000 in fines that have accumulated at a rate of \$1,100 a day since the pastor first refused to release the member list in March 1984. Dr. Reid, who broadcasts his weekly sermons on a local radio station, plans to appeal the case to the U.S. Supreme Court if necessary.

**Charles Stanley**, a television broadcaster on *In Touch*, stands for reelection this month as president of the 14.3 million-member Southern Baptist Convention. In late March three immediate past presidents of the SBC, **Jimmy Draper**, **Bailey Smith** and **Adrian Rogers**, appeared with CBN president **Pat Robertson** on *The 700 Club* to explain their perspectives on the political and theological controversy that continues to attract media attention from those outside the nation's largest Protestant body. Robertson, an ordained SBC clergyman, asked churches to respond to the "crisis" in the SBC and support Stanley's reelection. Earlier this year broadcaster **Jerry Falwell**, an independent Baptist, predicted a split in the denomination if Stanley is not reelected.

Evangelist **Billy Graham**, another ordained Southern Baptist, said recently he would not attend the Southern Baptist Convention June 11-13 in Dallas because of the political-theological controversies that he said are being caused by the devil's attempt to distract the denomination from its goal to reach the entire world with the gospel by 2000. He made the remarks just before going to Dallas March 24 to accept the honorary Doctor of Christianity degree from Dallas Baptist University.

**Dennis Worden** resigned in March as vice-president and general manager of KCFO-FM and KAKC-AM, two Christian stations in Tulsa, Oklahoma, to form Cornerstone Marketing Group, Inc. He is past president of NRB's Southwestern Chapter. KCFO received an NRB Award of Merit for excellence this year.

**Jim Black**, vice-president and director of Gospel music for SESAC, hosted an awards luncheon April 2 in Nashville. More than 150 Gospel music writers, publishers and industry

executives attended the luncheon and saw the Outstanding Achievement Award in Chorale music go to **Cyrill McLellan** for 33 years of directing the Revivaltime Choir, featured regularly on the weekly radio broadcast *Revivaltime*. Other trophies were presented to **Wayne Donowho** and **Darrell Harris**, founders of Star Song Records/Dawntreader Music, for Outstanding Leadership in Christian Music.

**Terry Cole-Whitaker**, the controversial television evangelist from Southern California who once described herself as "a metaphysical, evangelical, pentecostal space cadet," retired from her pulpit on Easter Sunday and planned simply to "sit on the beach" in Hawaii. Cole-Whitaker's theme has been material prosperity (not salvation) for the "believer," but she said she decided to give up the weekly TV preaching after becoming dissatisfied with materialism during a tour of India. Some say the preacher's souring on the health-wealth gospel came at a convenient time because she reportedly is \$400,000 in debt despite having raised \$6 million last year.

**Jerry Rose**, WCFC-TV/Chicago president and first vice-president of NRB, began hosting a new "flagship program" each weekday morning as of April 1. *Windy City Alive* is a 60-minute show that aims to inform, inspire and educate Chicagoans through "fast-paced" features, interviews and music. The program includes a studio audience and telephone counselors.

April 1 marked the 25th year on the air for **Rev. N. J. Sylwesiuk**, program director for *The Polish Gospel Hour*. His radio ministry is aired over four stations in the United States and is carried internationally via Trans World Radio from the Buffalo, New York, headquarters.



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# MEDIA WORLD

(continued from page 10)

That proposal recommends a worldwide HDTV studio standard based on 1,125 lines, 60 fields per second, 2:1 interlace and an aspect ratio of 5.33:3. It also recommended that work continue on other parameters, including colorimetry, gamma, constant luminance, etc. It further recommended that work continue during the next CCIR cycle on 60 Hz, 1:1 progressive scanning.

“This action by the ATSC, which represents the views of a broad spectrum of U.S. interests, constitutes real progress on the road to a worldwide HDTV studio standard,” said ATSC chairman E. William Henry.

## LPTV Station Being Developed for Texas Town

HOUSTON, Texas (NRB)—International Broadcasting Network, which received a construction permit last year from the FCC to build a low-power TV station in Lufkin, Texas, plans to be on the air with that community station by June 1 or earlier.

The new station, Channel 5, will broadcast inspirational Christian programming 24 hours a day. The format will be similar to that of IBN's Channel 66, which has served Livingston, Texas, since early 1983.

## Statewide Buys Swaggart Station in Dallas-Ft. Worth

MORRISTOWN, N.J. (NRB)—A number of religious radio and television stations have been purchased or sold recently, indicating continued growth for the Christian broadcasting industry. These are the details:

- Statewide Broadcasting Company, owner of five commercial radio stations (three religious) including WCFL-AM/Chicago, has purchased KJIM-FM, the 100,000-watt station in Dallas-Fort Worth owned by Jimmy Swaggart Ministries. Purchase price, according to Statewide president Scott K. Ginsburg, is \$7.2 million. The sale is subject to FCC approval (expected in early July) of an antenna relocation plan. Meanwhile, WCFL-AM plans to move its administrative offices and studios this month to the suburban Chicago town of Downers Grove. A sales office will be retained in downtown Chicago.

- Universal Broadcasting is now broadcasting 24 hours a day to Washington, D.C. The company went on the air with its 13th station, WDCT-AM/Fairfax (Virginia) on March 14. They purchased the 5,000-watt facility (500 watts at night) for \$750,000 from George Mason University, which reportedly

was given the station by the family of former President Lyndon B. Johnson. WDCT-AM, which programs beautiful Christian music and will have live two-way talk, is affiliated with Moody Broadcasting Network and IMS. The new general manager is Steven Kovach.

- Herman Gebert, general manager of KHEP/Phoenix reported that the 100,000-watt FM facility was sold February 1 for \$6 million. The station was purchased by Affiliated Broadcasting Company, owners of the *Boston Globe*, which is expected to retain the station's classical format and eliminate the religious programs. When sold the station enjoyed a 2.8 share and a ranking of 13th in the Phoenix market of 37 stations. Gebert said the purchase price was the highest amount ever paid for a single radio station in Phoenix. He plans to use some of the money to expand KHEP-AM, a daytimer station, to a 24-hour-a-day station and increase the power.

- KWVE-FM/San Clemente (California) has been sold to Calvary Chapel of Costa Mesa, California, for \$2 million. The new general manager, Don R. Evans, said the FCC approved the sale on March 20 and the church was expecting to be on the air by April 15. Evans has been planning a Bible teaching format with some “soft contemporary music and a little live talk” for the 50,000-watt station. Calvary Chapel's senior pastor, Chuck Smith, is a popular Bible expositor who is heard daily on a 30-minute radio program, *The Word for Today*.

- When KHBU-TV 14/Houston signs on the air as a full-power television station later this year or early 1986, it is expected to be the first TV station in the country to operate without a formal studio. Two mobile production trucks with multiple camera capability are being constructed to allow for field origination. Educational Television of Houston, Inc., is developing the noncommercial station on the campus of Houston Baptist University. ACTS Satellite Network will be an important part of the station's programming. The station's executive board named A. Fred Frey, executive director of the Louisiana Educational Television Authority, as executive vice-president and general manager as of February 1.

- Pyramid Broadcasting of Medford, Massachusetts, is the new owner of WPIT-AM and FM/Pittsburgh. They bought the commercial religious stations and six secular radio facilities for a \$29.5 million package price. The former owners, Associated Communications Corporation, sold their broadcast interests to concentrate on cellular telephone sales. The Christian format of the Pittsburgh station was not altered, according to Michael Komichak, the general manager for 38 years.



(continued from page 14)

George H. Doons, executive director, T.T.T. Ministries, Inc., Evansville, Indiana, affiliated with Youth Evangelism Association, Inc.

## Students Report on NRB Convention Writing Efforts

MORRISTOWN, N.J. (NRB)—Six college students participated in February as staff reporters on the daily newspaper, *ConventionNews*, which was distributed each morning during the four-day NRB convention in Washington, D.C. In this second installment of a three-part series, two student writers, Janice Bellairt of Liberty Baptist College and Randy Pruitt of CBN University, reflect on their experiences as staff members at NRB 85.

### Janice Bellairt

I entered the newsroom and instantly regretted coming. I met several people and fear swept over me. I wanted to turn around and leave; I was convinced that I was making a big mistake.

I was in Washington, D.C., for the National Religious Broadcaster's Convention. My assignment was to work with professional writers and editors on *ConventionNews*.

As I awaited my assignment, I noticed the excitement and energy in the room and saw dedicated Christian professionals succeeding in journalism.

Over the next three days I conducted interviews, wrote six stories and met the same kind of deadlines reporters on a daily newspaper face. I learned so much about the profession, the organization, the work that was required, the planning, the scheduling and the time it demanded.

Under these pressures my editors and co-workers labored night and day to produce the paper. It was not just a job they left at 5 p.m. and returned to at 9 a.m. They were proud people and wanted to produce a paper that reflected that pride.

Each was dedicated to the Lord. Each day, before we began, we committed the day to Him. And each person worked to glorify God, not just to fulfill a specific function.

I realized over and over again that writing was a part of me. I had studied journalism at Liberty Baptist College and completed sev-

eral writing assignments. But at the convention, under the pressure of performance, ideas and information flowed.

With the Lord's help I learned that I could accept a challenge and succeed. Many times I was frightened and wanted to retreat to the safety of my friends and school, but the ex-



Bellairt



Pruitt

perience of meeting and overcoming a challenge brought gratification and confidence. It also enhanced a desire to go and do what I was trained to do.

More than anything, I learned that God had prepared me for a specific purpose and that that purpose would involve writing. God had brought me through four years of college so I could use my talents and abilities for Him.

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# NRB NEWS

## Randy Pruitt

Working as a news reporter at this year's NRB convention was an excellent learning experience. As a graduate student in journalism at CBN University, I have developed a keen interest in the workings of the media, and being involved with the *ConventionNews* offered personal and practical experience of the highest caliber. A professor once told me, "You learn to do what you do—by doing." The time spent at the convention this year was definitely a time of learning to do—by doing.

The convention gave me a chance to meet many of the people acquainted with the NRB organization and to gain a better understanding of their work. The running of the convention, the variety of speakers and the superior organization of scheduled events all

reflected the positive, courteous manner of the NRB staff.

The chance to see religious and political world leaders firsthand was another valuable aspect of my convention experience. The President and Vice President spoke on one of the afternoons. Rev. Jerry Falwell and Senator Edward Kennedy met for a public debate, which I especially enjoyed, as much of my course work at CBN involves training in public policy.

Being at the convention gave me the opportunity to see the news as it happened. I noticed quite a difference in the way I perceived an event and the way it was portrayed by the secular media. Many times a story was changed just by what footage was shown or by what details were excluded.

During my week on the paper, I was assigned to cover the Media Expo. The story gave me the chance to meet a lot of interesting people and exposed me to a large number of Christian organizations I was unfamiliar with. As a result, I became more aware of what the body of Christ is doing throughout the United States.

While working on the *ConventionNews*, I met Dan Wooding, a professional journalist with the Open Doors with Brother Andrew ministry. Throughout the week Dan offered advice on interviewing techniques and other practical professional tips, which have proven helpful.

Having the chance to work with people in the journalistic field made my time on the *ConventionNews* special.

## CLASSIFIEDS

### EMPLOYMENT

**Associate Director:** The Christian Broadcasting Network, Inc., an evangelical Christian ministry, has an immediate opening for an Associate Director in its production services department. The successful candidate must have minimum 2 years television experience, including prior directing or related experience in working on television talk, music, commercial and remote productions. Must have working knowledge of lighting, staging, camera production, TV production switcher, audio, post production editing and basic scenic requirements and ability to work rotating schedules, weekends, holidays and odd hours; position primarily 4:00 p.m. to midnight shift. If you feel led and wish to serve, send resume to The Christian Broadcasting Network, Inc., Employment Dept.-Box SJ, CBN Center, Virginia Beach, VA 23463. CBN is an equal opportunity employer.

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**Sales Manager.** Midwest Region. A progressive, growing company is looking for a person with a proven track record of selling both rated and non-rated stations. Must have record of personal sales success and have proven sales management success in leading and teaching. If you are a super achiever and feel you have the potential of leading seven radio stations to a record performance, then look no further. Send resume to: Mortenson Broadcasting Company, 1200 South Broadway, Lexington, KY 40504. Or call immediately (606) 254-4065.

**Program Director.** Midwest Region. A progressive, growing company is seeking an individ-

ual with a dynamic personality. Must have proven track record in radio with on-air and talk show host experience, program management experience and capable of speaking in churches and religious organizations. If you have a desire to serve as program director for an ever expanding company, then send your resume to: Mortenson Broadcasting Company, 1200 South Broadway, Lexington, KY 40504. Or call immediately (606) 254-4065.

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# LATE NEWS

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## CHRISTIAN MUSIC VIDEO PRODUCED FOR FAMINE RELIEF

A Christian music video that will raise money for African famine relief efforts of Compassion International was recorded on April 4 and will be released on the Sparrow label this month. Sixty-five of the best-known Christian artists (see photo on page 18) joined Steve Camp, who wrote the lyrics for the 15-minute video fund-raiser, for an all-night recording session immediately after the GMA Dove Awards in Nashville. "Do Something Now" is the lead song by the ad hoc chorus, which calls itself Christian Artists United to Save the Earth, or CAUSE.

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## FALWELL DEVELOPS FEEDING STATION WITH STUDENT HELP

Two organizations led by broadcaster Jerry Falwell, The Moral Majority Foundation and Liberty University, have joined forces to sponsor a famine relief station in Derudeb, Sudan. Operation Mercy, as the African project is being called begins June 1 when 25 students from the Lynchburg, Virginia, Christian school move to the Sudan for a six-month missionary project in the desert. More than 15,000 refugees, mostly from Ethiopia, encamp near Derudeb. The students, who will be replaced by another group at the end of the semester, earn college credit for their practicum.

---

## HIGH COURT SAYS RELIGIOUS GROUPS MUST PAY WAGES

Commercial activities of a private religious foundation are not exempt from federal labor laws, according to a unanimous ruling of the United States Supreme Court. Under the April 23 ruling, religious organizations must pay the federal minimum wage to workers engaged in commercial activity. The high court decided the law applies even if the workers say their labor is part of a religious mission for which they want no pay. Associate Justice Byron R. White said the decision would not violate free exercise of religious beliefs because any workers objecting to the decision could simply donate the wages back to the religious organization. The Supreme Court was ruling in favor of the Department of Labor in a case that involves the Tony and Susan Alamo Foundation, a religious group that runs several dozen commercial businesses in four states with 300 unpaid "associates."

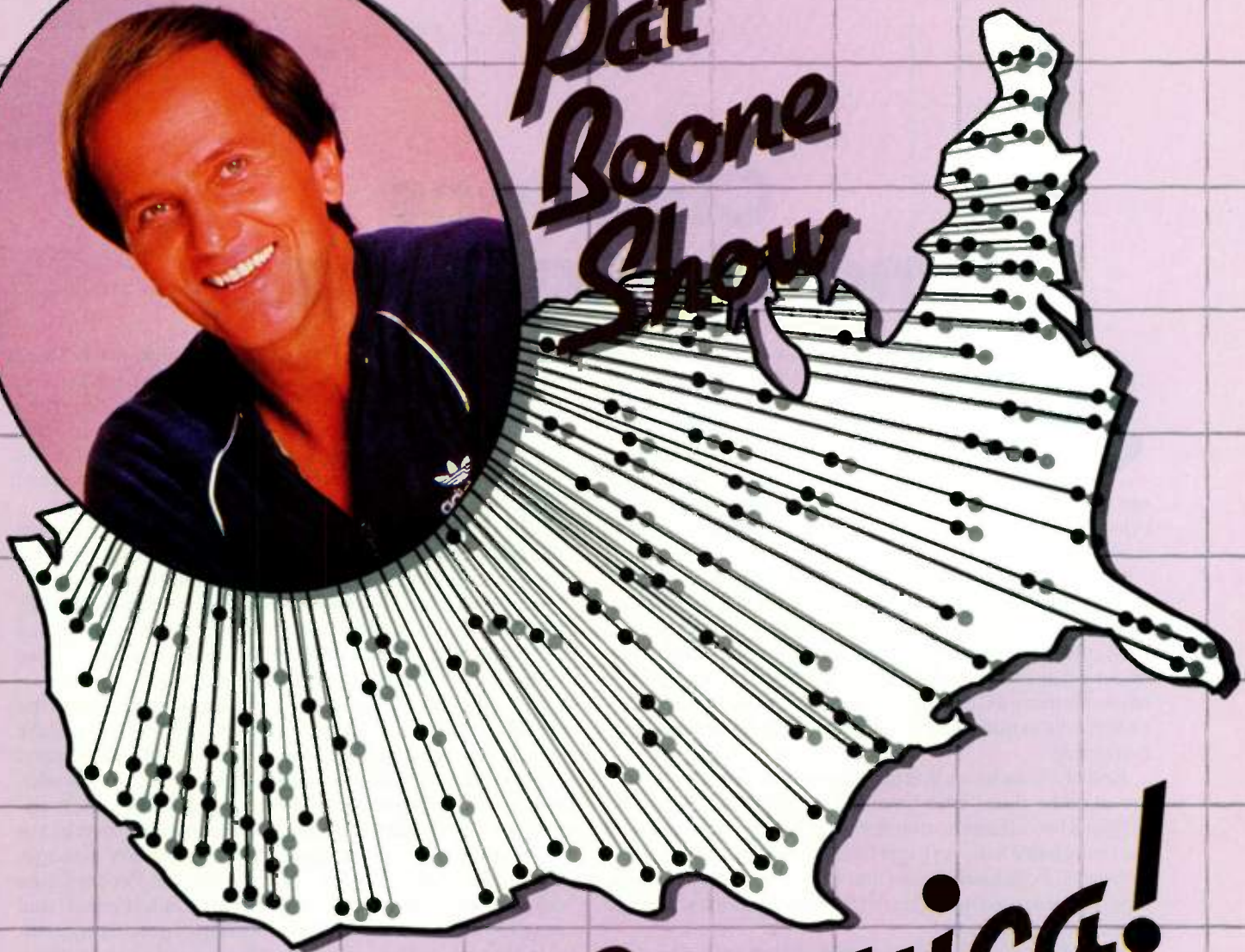
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## EVANGELIST AIRS APRIL SERMON TO HISPANIC WORLD

Broadcaster Luis Palau conducted an evangelistic media blitz of much of the Hispanic world during Easter week. Gospel broadcasts were aired in 22 nations throughout Latin America and Spain on a total of 330 radio stations and 480 television stations during the "Continente '85" outreach effort. The scope of the media coverage far exceeded the evangelist's expectations. Last November Palau wrote to supporters expressing hope that the 30-minute specials would be carried on 100 radio and 120 television stations. Continente '85 had originally been planned as a media adjunct to a Palau crusade at a baseball stadium in San Juan, Puerto Rico, during the final week of March. When that crusade was postponed by local Christian leaders, Palau decided to proceed with taping and editing for the broadcasts, which cost \$250,000.



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## Christians and Media Morality

**S**HOCK WAVES have reverberated throughout the media following recent announcements of proposed “unfriendly” takeovers of the CBS Television Network. Television, radio, newspaper and magazine opinion makers have been solidly against them. They see a threat from the “far right” or from anyone who might bring a more conservative or moral philosophy to broadcasting.

What are we Christians to make of this? Are we to side with Senator Jesse Helms (and Fairness in Media) so that Dan Rather might have to repent of his “liberal bias”? Or should we support Ted Turner in hopes that he means what he says about the need for “family programming” on the major networks? Is there a Christian position with regard to the dominant media in our country and the possibility of a change in ownership?

First of all, we know that the media have been dominated for years by those who have little regard for religion. As religious broadcasters, members of NRB are well aware of the losing battle in trying to get Christian programming on the networks. Polls have shown that a very, very small percentage of those responsible for network programming even go to a church of any kind.

In other words, network television is dominated by a sinful, worldly point of view, and the programming increasingly reflects that. In fact, we can take some verses right from the New Testament to describe vividly what is happening on our TV screens: “The acts of the sinful nature are obvious: sexual immorality, impurity and debauchery; idolatry and witchcraft; hatred, discord, jealousy, fits of rage, selfish ambition, dissensions, factions and envy; drunkenness, orgies and the like ...” (Galatians 5:19-21a, NIV).

When we really come right down to it, there is very little support a conscientious Christian can give to network television in the United States today. So many programs make a

mockery of the values we cherish. If Christianity or Christians are portrayed at all, they are disparaged as puritanical, puerile or hypocritical. Instead, TV characters are given license to engage in all kinds of violence, sex (and now, increasingly, homosexual relationships) and deceit. If we watch network television, we must be highly selective, especially when monitoring what our children watch.

The prospect of network takeovers is very interesting at this point. ABC has been taken over by Capital Cities Communications, Inc., a company that is already known for having produced family-type programming in cooperation with the Paulist priests. Although a takeover is not so assured at CBS, the major contender, CNN founder Ted Turner, has stated a preference for family programming.

As Christians, we need to support any effort to change the moral climate of our country, and that includes changing the media. Such changes will come about only as Christians and others with high moral standards gain control of networks, stations and publications. Wherever possible, we need to encourage born-again Christians to become involved in the media at all levels, including the very top levels of management if they have the ability and the means. Perhaps then religion would be portrayed differently on television, and maybe the ban on network transmission of gospel programming would be lifted. (Whether that would change under current takeovers and proposals remains to be seen.)

As Christians, we need to pray both for network takeovers and for the conversion of those now in control of the networks. We need to pray that Christians will gain positions of influence in the media and that top-quality Christian programming will be carried on the networks.

But most of all, we need to keep preaching the gospel, condemning sin wherever we find it and calling people to repentance. For we know that, in the end, nothing will truly transform the moral climate of our country except the transformation of the people in it.

—Harold Hostetler





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