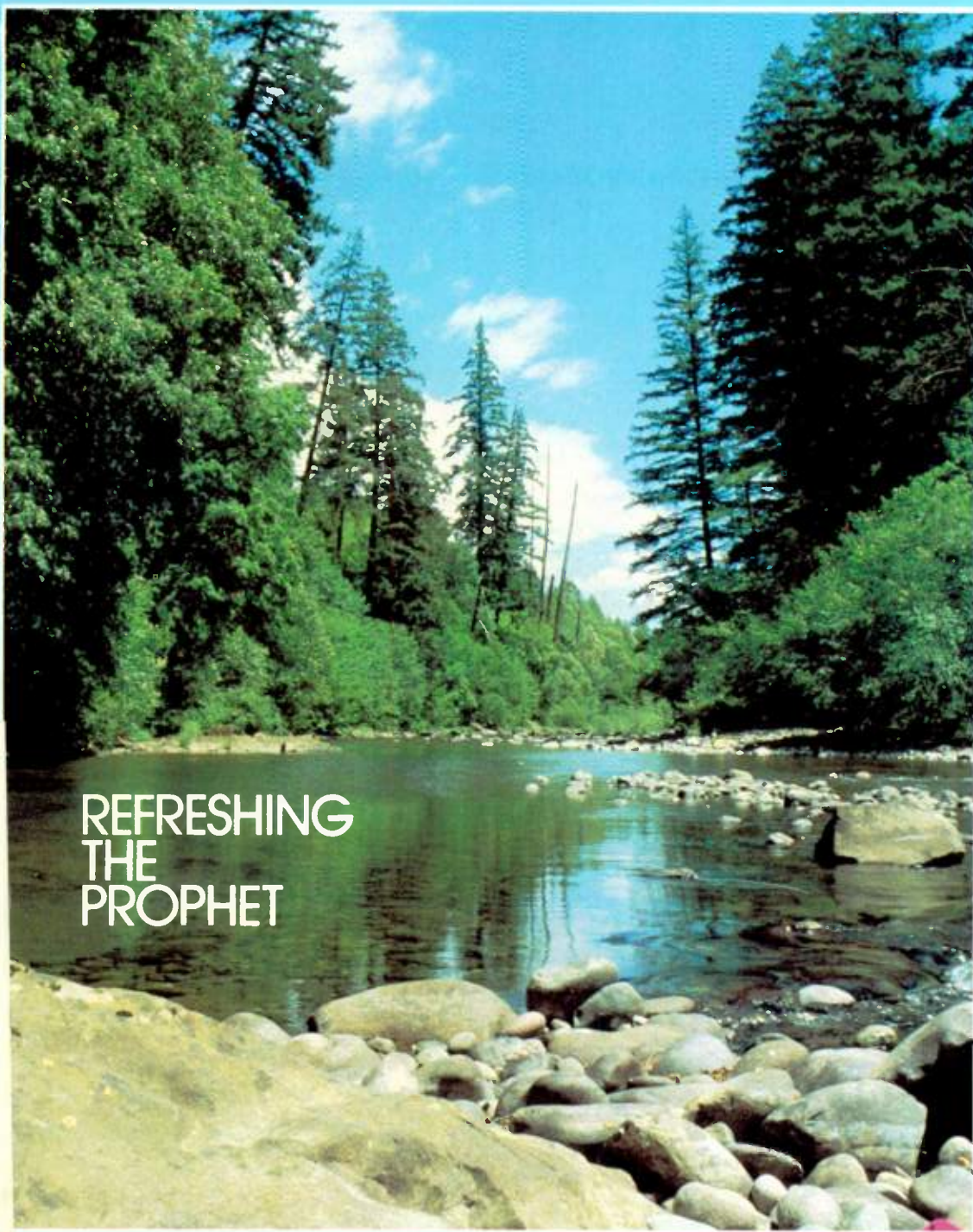


# RELIGIOUS BROADCASTING

July/August 1985



REFRESHING  
THE  
PROPHET

3800070325\*000000 C1NR 229  
MASS MEDIA CONSULTANT  
DIEGO DOMINGO  
BOX 330  
HOLLYWOOD CA 90028

Radio Trends / The Servant-Broadcaster

"He has sent me to preach deliverance to the captives." Luke 4:18

SALLY

IS

Free!



SET YOUR CITY FREE  
WITH

AMERICA'S TOP TALK-SHOW

Sally heard Bob live on WCRT, Birmingham, Alabama. She went to the Radio Rally to see BOB! A spirit of hatred possessed her life. Bob prayed in Jesus' Name. The spirit left. Sally is free!

*"It's wonderful to see how the Lord moves in Bob's Rallies. We're still hearing from our listeners who were touched! Bob Larson is more than a 'voice' confronting issues!"*  
Ben Cleary, Mgr., WCRT

Call Collect

**"TALK-BACK with Bob Larson"**

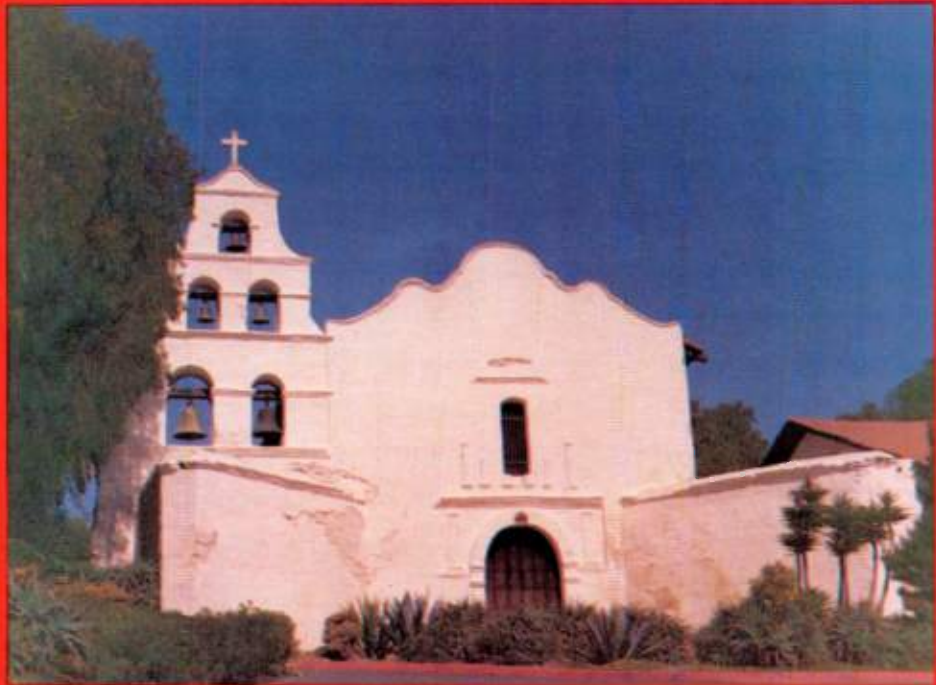
(303) 762-1828



WEEKDAYS 4 6 PM E.S.T.

(Circle 125 on the Reader Service Card)

Box 36096  
Denver, CO 80236



**1<sup>st</sup>**

## Christian Mission in California

Mission San Diego de Alcalá founded in 1769 by father Junipero Serra



**1<sup>st</sup>**

## Christian AM Radio

J.C. Gates & Associates established first broadcast facility to serve San Diego County in 1958!

THE CHRISTIAN BEACON



**The Christian Voice of San Diego County  
5000 Watts - Full Time!**

**SAN DIEGO**  
500 Fesler St., Suite 207  
El Cajon, CA 92020  
Telephone: (619) 579-0910

LET KMJJC WORK FOR YOU —  
CALL OR WRITE US NOW FOR  
COMPLETE STATION AND  
MARKET DATA

(Circle 109 on the Reader Service Card)



**910 on the Dial † 5000 Watts**

Licensed to El Cajon, California

Represented Nationally by  
**J.C. GATES & CO.**

**LOS ANGELES:**  
(NATIONAL SALES)  
Contact: Juanita Haddy Landon  
1944 Hillhurst Ave.  
Los Angeles, CA 90027  
Telephone: (213) 669-8066

# The Holy Land

*Bring it home via satellite TV*

Whether it's a live religious program you wish to share with your viewing audience, a pilgrimage to the Holy Land that can be brought into the church and shared with the congregation, an interactive seminar experienced live with followers in the U.S. or a host of other timely events—E-Star can bring it home for you.

E-Star is the complete system for live program transmission between Israel and the U.S. and offers a complete turnkey service at affordable rates. Production, origination, satellite transmission, reception and delivery are all available through one source: E-Star.

Discover how the land of Jesus, the religious cradle of the world, can be brought into your life through the unique international service of E-Star.



An international satellite TV service of World Communications and General Satellite Services Company, Ltd.

*For more information, contact an E-Star representative.*

New York: 212 308-1160  
Los Angeles: 213 474-3500

*Photo of Holy Sepulcher, Jerusalem*

# CONTENTS

July/August 1985

---

## FEATURES

---

### 16 Radio: Trends in Noncommercial Christian Radio

By E. Brandt Gustavson and John Maddex / *Talk shows, satellite affiliation and an increase in the number of stations mean everyone needs to do careful planning to build an audience*

---

### 18 Issues: Refreshing the Prophet

By David R. Mains / *When one is exhausted from ministry and suffering spiritual battle fatigue, he is sometimes tempted to accept the wrong invitation to a deserved break*

---

### 22 Issues: The Broadcaster as a Servant

By Russell Franzen / *Is it enough to preach the gospel and play Christian music? Is there more that we can do for our audience?*

---

### 24 International: Britain's Churches Eye Broadcast Revolution

By David Lazell / *Satellites, cable and community radio are offering new opportunities for religious broadcasting to churches that have been slow to become involved*

---

---

## COVER

---

The idyllic photograph on our cover may suggest a simple means for the prophet to be refreshed by escaping to a quiet spot to commune with God, but such is not always the case, according to the article on page 18. (Photograph courtesy of the Christian & Missionary Alliance)



---

## DEPARTMENTS

---

**4 Sign On**  
*Comments by the President of National Religious Broadcasters*

**6 Washington Watch**  
*Trends and decisions of the Federal Communications Commission*

**8 Media World**  
*Pertinent items of national and international scope for broadcasters*

**12 NRB News**  
*Coverage of media events and people related to NRB*

**28 New Products**  
*Newly marketed products that answer needs of the industry*

**30 Broadcasters**  
*Experiences and accomplishments of NRB family members*

**32 Late News**  
*Last-minute information of consequence to broadcasters*

**34 Classifieds**  
*NRB Bulletin Board for individual and group needs of the industry*

**36 Airing Our View**  
*Editorial comments on current problems and issues*

## The Perpendicular Pronoun



Some years ago I attended a conference in Tokyo, presented under the auspices of Youth for Christ. Delegates from scores of countries around the world were there. One of the program features most enjoyed was the opportunity for a word of personal testimony from these delegates.

In every case the testimonies were given in the person's own language, then translated into Japanese for the benefit of a thousand Japanese believers in attendance. Because I am interested in languages, I paid particular attention to the Japanese version of these testimonies and was intrigued by one particular expression that was repeated over and over.

"What is that word?" I asked my dear friend, Pastor Oda. He appeared slightly embarrassed and said, "Oh, you're not interested in that... Forget it."

"No, I really would like to know what it means," I insisted.

"Well, if you want to know, it is the personal pronoun 'I,'" he said.

Then I understood his reluctance to tell me the meaning of the word. With typical Japanese courtesy and consideration for the feelings of others, he tried to spare me the shock of realizing that these delegates had, for the most part, been talking about themselves!

This happened on Tuesday of our week of conference. Along about Thursday the Lord moved in with great power, and there was a melting of hearts and a humbling of ourselves before God. One man rushed out of the meeting, dashed into a room set aside for prayer and said, "Will someone please pray for me? I'm not right with God!" The Lord sent to pray with him a man whom he had just been criticizing—a black believer from India. But do you know what the man from India prayed? He said, "Oh Lord, please forgive me for feeling superior to this white brother!" He found, as we all must find, that the ground is level at the cross. The rest of the week, incidentally, was marked by a noticeable reduction in the use of the pronoun "I."

Watch the perpendicular pronoun in your own diction. Every salesman knows that sales are made not by what you say about yourself but by getting what is sometimes called the "you response." The sales person learns by experience to be interested in his client's desires and needs.

When it comes to Christian broadcasting, we are well advised to watch our references to ourselves. I am often reminded of the statement made to me by an agnostic. As I spoke with him of the claims of Christ, statements about my own faith came into the conversation. Suddenly he cut me off with "I am not interested in being one of your converts! I just want somebody to care about me!"

A good rule is Paul's dictum on this subject: "But God forbid that I should glory save in the cross of our Lord Jesus Christ, by whom the world is crucified unto me, and I unto the world." When Christ is the center of attention, both you and the people around you find their proper place in a hurry! "Not I, but Christ!"

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

## RELIGIOUS BROADCASTING

Vol. 17 No. 7

Executive Editor Ben Armstrong

Editor Harold Hostetler

Associate Editor

Daniel J. Nicholas

Technical Editor Mike Glenn

Editorial Assistants Susan Kubick,

Anne Dunlap, Tamara Browning

Contributing Editor

Richard E. Wiley

Graphics Assistant Brad Scherr

Advertising Director Dolph Hintze

Advertising Assistant

Edda Stefanic

Circulation Assistant

Robert E. Bowen

### National Religious Broadcasters

Dr. Robert A. Cook, *President*, The King's College, Briarcliff Manor, NY 10510. Jerry K. Rose, *First Vice President*, WCFC-TV/Channel 38, 1 North Wacker Drive, Chicago, IL 60606. Dr. B. Sam Hart, *Second Vice President*, Grand Old Gospel Fellowship, Inc., 610 Mt. Pleasant Ave., Philadelphia, PA 19119. Mrs. Edna Edwards, *Secretary*, WFGW, P.O. Box 158, Black Mountain, NC 28711. Dr. David Clark, *Treasurer*, Christian Broadcasting Network, Pembroke Four, Virginia Beach, VA 23463. Dr. Ben Armstrong, *Executive Director*, NRB, CN 1926, Morristown, NJ 07960.

*Editorial and Advertising Offices:*  
NRB, 17 Eastmans Road, Parsippany, NJ 07054, 201/428-5400.

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

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

Printed in the U.S.A. © 1985 by National Religious Broadcasters, all rights reserved. Contents of this magazine may not be reproduced, in whole or in part, unless expressly authorized in writing by NRB. All editorial and production correspondence should be sent to RELIGIOUS BROADCASTING, CN 1926, Morristown, NJ 07960. RELIGIOUS BROADCASTING assumes no responsibility for return of unsolicited manuscripts, photographs and cartoons, and reserves the right to accept or reject any editorial and advertising matter.

RELIGIOUS BROADCASTING is indexed in the Christian Periodical Index.

Advertising in RELIGIOUS BROADCASTING does not necessarily imply editorial endorsement or approval by National Religious Broadcasters. Authors' views are not necessarily those of National Religious Broadcasters, its officers, board or membership.

Member  
**epa**

Evangelical Press Association



POSTMASTER: Please send change of address to RELIGIOUS BROADCASTING, Box 1174, Dover, NJ 07801.

# GOSPEL MUSIC ASSOCIATION

INSTRUMENTALIST  
OF THE YEAR



Phil  
**DRISCOLL**

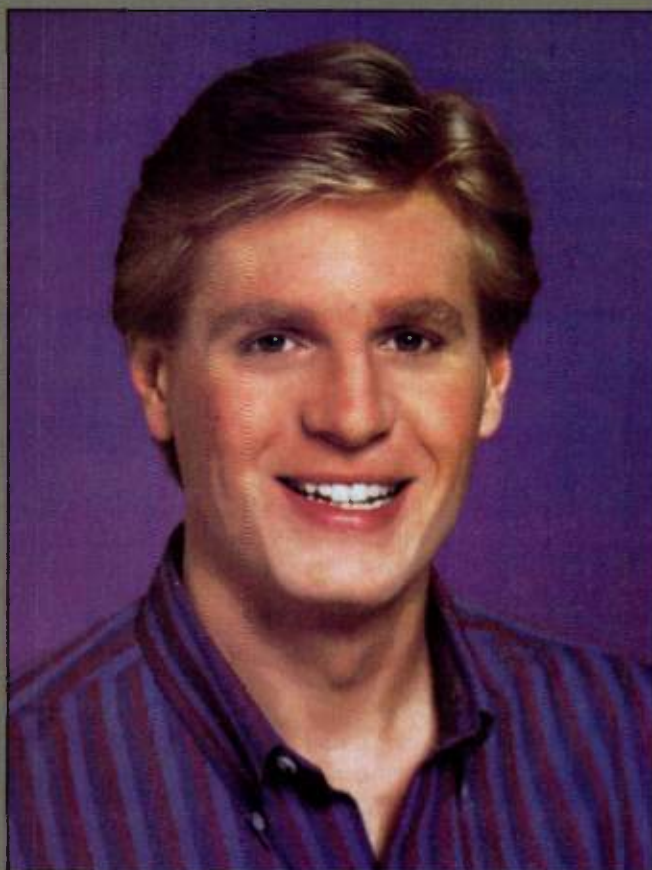
NEW!



**POWER OF PRAISE**

Produced by  
Phil Driscoll,  
Ken Pennell &  
Lari Goss

MALE VOCALIST  
OF THE YEAR



*Steve Green*

NEW!

He Holds The Keys

Produced by  
Greg Nelson



BOTH NOW AVAILABLE AT YOUR LOCAL CHRISTIAN BOOKSTORE.

© 1985 The Sparrow Corporation

(Circle 173 on the Reader Service Card)

## Applying for the New FM Channels

*The FCC will soon accept the first applications  
for 689 new FM channels  
assigned in the Docket 80-90 proceeding*

by Richard E. Wiley

**T**HIS SUMMER the Federal Communications Commission will accept the first applications for the 689 new FM channels assigned in the Docket 80-90 proceeding. In an order<sup>1</sup> released May 6, amending the processing rules for FM radio applications, the FCC specified the procedures it has adopted for the Docket 80-90 applications. Since many of you may be filing applications for the new frequencies, this article summarizes the new rules and the steps an applicant must take to prepare an application.

The commission has not established specific dates for filing applications for the Docket 80-90 channels. Rather, periodically it will issue public notices for the 689 new channels specifying when applications for particular channels are to be filed. Applications for the first channel will probably be due sometime this summer. All applications for a particular channel (i.e., Channel 243)<sup>2</sup> must be filed during the specified "window" period. Members of the public will be given at least 30 days' notice to prepare and submit applications. After the last day of the filing window, no other applications will be accepted for that channel. If no applications are filed during the specified window period, the channel will be available on a "first come, first served" basis.

A separate window for the approximately 79 FM channels which are now vacant and were not added in BC Docket 80-90, opened on June 13 and will close on July 12. Thus, anyone who would like to file for those channels should begin preparations now.<sup>3</sup>

In the unlikely event that only one application is filed for a particular community, it will be granted upon a finding that the applicant meets all of the FCC's requirements. If two or more applications are filed for one channel, however, the FCC's procedures require that a comparative hearing be held before an administrative law judge to determine the eventual winner of the frequency. Before or during the hearing process, competing applicants often settle their con-

flicting claims by merger or by "buyout" in order to avoid the expense and uncertainties inherent in litigation.

After all applications have been filed, the FCC generally takes at least two weeks to conduct a superficial review of the applications and issue a second public notice listing the applications that have been filed. During this review period, however, the commission's staff will return any applications that are incomplete or defective. Consequently, it is important that your application is correctly prepared. During the 30 days after release of the public notice, changes to an application may be made "as of right." The subsequent comparative hearing process usually takes one to two years.

An application for a new commercial broadcast facility is submitted on FCC Form 301, "Application for Construction Permit for Commercial Broadcast Station." The form must be supplemented by exhibits, responding in narrative form to certain questions on the form, and by an engineering report. The engineering report is ordinarily prepared by a consulting engineer, the remainder of the application with the assistance of FCC counsel. The various sections of the application are described below.

### **The Application Form**

1. *Legal Qualifications.* Once you have decided on the structure of the entity which will apply for the frequency, the completion of parts I and II of FCC Form 301 is relatively straightforward. It is customary to apply for the frequency as a corporation (with voting and, in

some cases, nonvoting stock) or as a general or limited partnership formed for the purpose of applying for, constructing and operating the proposed station. An individual may also apply for the frequency in his or her own name.

Legal and financial information must be submitted on FCC Form 301 for all officers, directors, shareholders or partners of the entity. Related, parent and subsidiary entities must respond as well.

In terms of financial qualifications, the current edition of Form 301 requires that the applicant certify that it has sufficient net liquid assets on hand or available from committed sources to construct the proposed station and operate it for three months without relying on revenues. For each commitment upon which the applicant relies to meet the above financial certification, the applicant must further certify that it can and will meet all requirements as to collateral, guarantees and other security arrangements, and that each source of funds upon which it relies has sufficient net liquid funds to meet its commitment. The applicant is not required to supply documentation of its financial qualifications to accompany the certification but can be asked for documentation by the staff.

While the certification itself is a simple matter, it is important to have a general financial plan and to have financial commitments in hand before making the certification. Opposing parties will seek to explore an applicant's financial arrangements through prehearing discovery efforts. If such efforts demonstrate the financial certification to be unfounded,

<sup>1</sup> Report and Order, FCC 85-125, released May 6, 1985.

<sup>2</sup> The FCC held a lottery on May 6 to determine the order of channel availability.

<sup>3</sup> A list of those channels was released by the commission on May 15.



the applicant may face hearing issues to explore not only its financial qualifications but also its truthfulness.

2. *Statement of Program Service.* All applicants are required to provide a brief description of their proposed program service on issues of public concern.

3. *TV Broadcast Engineering and Antenna Data.* All of the engineering sections should be completed by a consulting engineer. Under the new rules, however, the FCC also will require you to certify that you have an available site for your antenna tower. If you do not own the site, you are required to provide the name and position of the person who said the site would be available.

4. *Equal Employment Opportunity.* Assuming that the applicant proposes a full-time staff of five or more, it will have to supply an Equal Employment Opportunity Program. The easiest solution is to follow the FCC's Model EEO Program, which is set forth in fill-in-the-blank form. The applicant need only identify the individual responsible for implementation of the program, list recruitment sources and specific affirmative action programs to be initiated, and eliminate inapplicable portions of the model program.

### Conclusion

After the application has been filed and the commission's staff has completed its review of the competing applications, as amended, it will issue a notice of designation for hearing to determine which of the applicants should be granted the construction permit for the proposed new station. Once you reach this stage of the proceeding, you will only be allowed to amend your application to update the information it contains. You will not be permitted to amend your application to improve your status vis-a-vis the other applicants after the date for making changes as of right. Thus, in order to enhance your chances of obtaining a permit, you need to submit a strong application. Therefore, you should retain an experienced FCC attorney and a consulting engineer to begin preparation of the application several months before the filing date.

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

# still You can take up to 12 months to pay for your Telex duplicator and start saving money immediately



For as little as \$271.13 a month  
and 10% down you can own  
a basic 6120 system,  
without interest or finance charge.



Shown here are just  
a few of the many configurations  
available with the 6120 system. You can even  
build a system with as many as  
23 cassette slaves and five  
reel slaves or  
more!

## Build a system—build a payment plan.

For a limited time, participating Telex dealers are extending these very special financing terms to qualified buyers. That's right, choose the system that fits your duplicating needs and begin making or saving money immediately. Write or call Telex today and we'll send you system prices, technical specs, the name of a participating dealer and a chart that lets you determine production capability. See for yourself how quickly a 6120 system can pay for itself — while you take up to 12 months to pay for the system! And, remember no interest—no finance charges.

Call Toll Free

**800-828-6107**

or in Minnesota call (612) 887-5531

# TELEX

TELEX COMMUNICATIONS, INC.

9600 Aldrich Ave. So., Minneapolis, MN 55420 U.S.A.

(Circle 170 on the Reader Service Card)

july/august 1985 religious broadcasting

## Discrimination Issue Avoided as FCC Denies Applications

WASHINGTON, D.C. (NRB)—The five FCC commissioners have upheld a 1984 action by its Mass Media Bureau (MMB) that dismissed the applications of Way of the Cross of Utah, Inc., for a noncommercial educational television station on reserved channel 9 in Ogden, Utah, and Way of the Cross of Odessa, Inc., for the same on reserved channel 14 at Big Springs, Texas.

In dismissing the applications the FCC concluded that neither applicant has established eligibility to operate on the reserved channels. Weber State College subsequently was granted authority to operate on channel 9 at Ogden.

The commissioners' decision sidestepped temporarily the difficult discrimination issue raised in the case: whether religion is a viable educational format that adequately meets local community service needs.

In late March NRB filed comments with the commission in support of Way of the Cross of Utah, saying the Mass Media Bureau's "action explicitly and invidiously discriminates against religious organizations and others whose proposed educational programming involves teaching of religion."

More than a year ago, on March 21, 1984, MMB dismissed Way of the Cross's applications for construction permits; and a year ago (August 23) the same board denied the company's petition for reconsideration. Last fall (September 24) Way of the Cross filed an application for review with the FCC and little has happened since then, until the unanimous FCC decision on May 9 (FCC 85-253).

MMB dismissed the applications on the grounds that Way of the Cross had failed to demonstrate "that the proposed facilities will be used in furtherance of an overall educational objective." According to NRB's legal comments, the decision to dismiss Way of the Cross alleges that "religious topics are not acceptable subjects of instruction or teaching."

In its original application Way of the Cross of Utah said the proposed "station will be used primarily to teach 'religion' to its audience and to 'use' the 'Bible' as its main teaching guide."

In addition, Way of the Cross wanted to broadcast instructional programming on "secular" subjects, such as American history and Indian culture. MMB challenged this nonbiblical programming "as constituting only 'isolated examples' of acceptable educational effort." The Odessa application differed only slightly from the Utah application.

The five commissioners took a simpler tactic, ruling strictly on the merits of the appli-

cation, which was said to be "flawed." Specifically, the Utah application showed that three of its trustees lived far from Ogden and therefore their participation in city affairs would be minimal at best. "Scant information" was supplied about another minister-trustee who lives near Ogden. The FCC determined that Way of the Cross was not "broadly representative of the educational, cultural and civic groups in the city."

The Utah applicants did not submit a proposed weekly schedule of programs or identify any programming that, according to the commission, could be identified as "general educational" programs.

Similar flaws were said to be evident in the Odessa application.

## Christian Groups Seeking Licenses for Shortwave

NOBLESVILLE, Ind. (NRB)—The Lester Sumrall Evangelistic Organization has joined a growing number of religious groups applying for federal licensing for international shortwave stations.

Sumrall started his LeSea Broadcasting with a Christian station in South Bend, Indiana, in 1968. He later expanded to stations in Miami and Noblesville.

Doug Garlinger, engineer for WHMB-TV/Noblesville, says the proposed 100,000-watt shortwave station will offer "family-oriented Christian programming to overseas listeners, and also others in the United States who will be in range of the transmitter."

With the lifting five years ago of a Federal Communications Commission ban on new privately owned shortwave stations in the United States, a number of commercial and religious organizations have applied for permits.

Leading the battle, and first on the air, was WRNO, a commercial station that carries a heavy load of religious programming, particularly on the weekends.

Two Christian stations are currently under construction, and are expected on the air within a few months. They are WMLK in Bethel, Pennsylvania, a 50,000-watt shortwave facility of the Voice of Yahweh, a fundamentalist group, and KCBI, an outlet operated by the Criswell Bible Institute in Dallas.

In Northridge, California High Adventure Ministries plans a shortwave facility. This organization, founded in 1970 by George Otis, currently operates the Voice of Hope shortwave station in Lebanon.

These stations and several others which have been announced join those currently on

the band, including KGEL in San Francisco, operated by Far East Broadcasting Company; WINB, a commercial station in Red Lion, Pennsylvania, which had early ties with fundamentalist minister Carl McIntire; KNLS in Anchor Point, Alaska, a relatively new station; and KTWR in Guam, one of the far-flung operations of Trans World Radio, based in Chatham, New Jersey. Recently, the Seventh-day Adventists announced plans to construct a shortwave station in Guam.

Another major Christian operation broadcasting on the international bands from the United States is Family Radio, an evangelical organization based in Oakland, California. It owns a number of AM and FM stations across the United States and a mammoth transmitting site in Florida with 14 shortwave transmitters that broadcast around the globe.

Until the recent developments in international broadcasting from the United States, most Christian broadcasting on the shortwave bands came from other countries.

International Christian broadcasters make up the majority of private broadcasting on the shortwave bands, which are dominated by government stations such as the Voice of America, Radio Moscow and the BBC World Service.

## Liberia Honors Radio ELWA

MONROVIA, Liberia (NRB)—Radio station ELWA (Eternal Love Winning Africa), which is owned and operated here by SIM International, has been honored as Liberia's "Most Cooperative Employer."

The citation was made at the Executive Pavillion in Monrovia by the vice-president of Liberia's interim National Assembly. One missionary broadcaster called the recognition "a highly significant award, particularly in light of the present economic pressures on ELWA and the recent cutbacks we've had to make at the hospital and the radio station."

ELWA currently employs 175 Liberians in its broadcasting, medical and educational ministries. The radio station went on the air in 1954 and beams programs in 45 languages to much of Africa.

## Hunger-Media Awards to Honor Media

NEW YORK (NRB)—The World Hunger Media Awards will be presented in November at a United Nations ceremony. The awards will reward and honor members of the media who have made significant contributions to bringing public attention to the critical issues of world hunger.

Submissions for the 1985 awards must be received no later than July 31 at the offices of

# Our Audience is **GROWING!**\*

Bott Broadcasting Company

Dear Sirs,

I want to "thank you" for your wonderful Christian station. I listen every day--every waking moment. I have had my spiritual eyes and ears opened to new truths this past year by listening to your station. I can't thank you enough for giving this to Christians who care and are seeking more of God's wisdom.

You also opened my eyes to political truth before the elections, and I have now become more involved than I've ever been in my entire life.

I am constantly witnessing to my friends about your station. I also have given out many of your listener guides. I use them in my work as an outreach leader in my church.

I praise the Lord for the programs you present to us daily.

I am also conscious of your advertisers, and I make an effort to patronize them. Just knowing they advertise on your station makes me go there.

May God continue to bless you, your family, and ministry.

Love in Christ,

*Beverly Atkins*

Beverly Atkins  
Wellston, Missouri



Rich Bott



Dick Bott

\*Our audience is **growing** in the knowledge of God's Word . . . **growing** in involvement in today's Christian issues . . . and **growing** in the work of winning others to the Lord Jesus Christ. Our audience is also **growing larger** because more people than ever before are depending upon **Bott Broadcasting Company** for Quality Bible teaching and Christian Information programming.

## Reach Families



## ... With Us!

Focus on the Family  
Dr. James Dobson

In Touch  
Dr. Charles Stanley

Grace to You  
Dr. John MacArthur

Back to the Bible  
Dr. Theodore Epp

Thru the Bible  
Dr. J. Vernon McGee

Grace Worship Hour  
Dr. Bruce Dunn

Truths that Transform  
D. James Kennedy

Insight for Living  
Charles Swindoll

Radio Bible Class  
Dr. Richard DeHaan

# Bott Broadcasting Company

**KCCV**  
AM-1510  
KANSAS CITY

**KSIV**  
AM-1320  
ST. LOUIS

**KOCV**  
AM-800  
OKLAHOMA CITY

**WFCV**  
AM-1090  
FT. WAYNE



EXECUTIVE OFFICES • 10841 EAST 28TH STREET • INDEPENDENCE, MISSOURI 64052 • (816) 252-5050

(Circle 105 on the Reader Service Card)

# FIGHT BACK!

THE  
NONPROFIT  
MAILERS  
FEDERATION  
NEEDS  
YOUR HELP  
SO IT CAN  
HELP YOU

The Nonprofit Mailers Federation has formed a national coalition of concerned organizations in a massive grass roots effort to protect nonprofit mail rates. Why? Because proposed postal rate increases threaten the very survival of nonprofits and commercial mailers alike.

The 15.5 percent increase that went into effect in February has already forced severe program cutbacks by a number of organizations. And that increase of \$8.00 per thousand was only the tip of the iceberg. Other changes recommended by the Senate Budget Committee would increase postage costs to \$125.00 per thousand on October 1, 1985, a level where a substantial number of mailers simply will not survive!

We—you, your friends and neighbors—need to make sure the government understands. At the very least, write the President, Budget Director David Stockman, your elected Senator and Congressman William H. Gray III, Chairman of the House Committee on Budget, and encourage others to do the same.

Can you really afford not to help? Thank you.

The Nonprofit Mailers Federation  
2555 M Street, N.W., #100  
Washington, D.C. 20037  
(202) 429-0828

## YES!

I do want to help. Please send me a Mailer's Survival Kit with full information and suggested messages.

NAME \_\_\_\_\_  
ORGANIZATION \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE/ZIP \_\_\_\_\_

This grass roots campaign was conceived and created in a joint effort by the nonprofit and commercial communities to come together with a unified voice to protect those less fortunate than themselves.

## MEDIA WORLD

World Hunger Year, Inc., 350 Broadway, New York, NY 10013. Only media appearing in the United States between July 1, 1984, and June 30 this year are eligible.

There is no specific application form. Only a brief letter is necessary to enter as long as it specifies the category to which the entry is being made and attests that the work was published, shown publicly or broadcast in the U.S. within the last year. Final scripts must be submitted with tapes.

Awards are being offered for hunger coverage in newspapers and other periodicals, and on film, television and radio. Photojournalism, books and cartoons are the other categories for the cash awards, which range from \$10,000 for best entries to \$2,000 for honorable mentions.

Country pop music star Kenny Rogers and his wife, Marianne, created the World Hunger Media Awards to draw attention to starving millions around the globe. Vocalist Harry Chapin, now deceased, founded World Hunger Year, Inc.

### Station Vandalized for Abortion Views

ROCKFORD, Ill. (NRB)—Vandals left their mark on the small studio building of a Christian radio station here following a series of on-air interviews about abortion.

The 3,000-watt commercial station, WQFL-FM/Rockford, is owned and operated by Quest for Life, Inc., a subsidiary of First Assembly of God, Rockford. Pastor Ron Hembree and his congregation have taken a strong stand against abortion, which prompted the spray paint attack on the building's exterior of phrases like "Right to Choice," "666" and "Burn in Hell."

### Lausanne Report Cites Radio's Role in Evangelization

MANILA, Philippines (NRB)—A small group of mission strategists and Christian communicators meeting here in February considered the potential of radio in church-planting evangelism. Convened by the Lausanne Committee for World Evangelization (LCWE), the mini-consultation concluded that missionary radio can provide a major key to evangelization and church-planting among large groups of unreached people.

"We are not claiming that radio provides the best means of evangelization and church-planting," the group reported. "We have to face the reality that, for many in today's world, Christian radio is providing the only means they will have of hearing a meaningful presentation of the gospel."

It was pointed out that church growth theory and strategy often focused on approaches to "accessible" groups. Participants stressed radio's capacity to penetrate groups regarded as unreachable otherwise.

Christian radio broadcasts have the potential of reaching people in regions where no church exists, Frank Gray, Lausanne associate for radio church-planting, maintained. In addition to introducing the gospel to such unreached people, radio should be utilized to minister to those who were converted through that ministry. In that sense, an interim function of radio was that of serving as a proxy church.

The group concluded that English as a language for gospel broadcasting was greatly overused.

It was decided to implement two or three projects during the next three years to assess radio's effectiveness in penetrating minimally Christianized groups. It is hoped that the results will be available for a major presentation at the upcoming 1989 congress to be sponsored by the Lausanne Committee for World Evangelization.

### Hanna-Barbera to Tape Children's Bible Stories

LOS ANGELES (NRB)—The company that popularized Yogi Bear and Huckleberry Hound is trying something new: animated Bible stories on video cassettes. Hanna-Barbera will spend about \$20 million over the next five years on *The Greatest Adventure: Stories From the Bible*.

Already in production, the first six stories in the series include "David and Goliath," "Noah and the Ark" and "Samson and Delilah." The 30-minute tapes should be available in video stores by October and are expected to sell for approximately \$20 each.

Joseph Barbera, president of Hanna-Barbera, said he tried to sell the series to network television 17 years ago, without success. "They felt there wasn't an audience," he told *The New York Times*. "The Bible stories have violence, deceit, treachery, plagues. But that wasn't good enough for the networks. I guess they were afraid the shows could turn out ponderous and preachy."

Well-known actors will provide voices for the characters. Contracted so far are James Whitmore as Moses, James Earl Jones as Pharaoh, Robby Benson as David and Herschel Bernardi as Goliath. The tape series will feature two young archaeologists, trapped in a sandstorm and whirled back into time, to serve as commentators as biblical tales unfold. Hanna-Barbera has also hired a priest, a minister and a rabbi to insure faithfulness to the biblical record.

(continued on page 34)

# NEW! Panasonic 1985 LINE-UP

## PROFESSIONAL/INDUSTRIAL VIDEO SYSTEMS

Three 1/2"  
Saticon™ tubes

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

Retail Price \$4,700  
Call for your price!



**WV-555B**

Three 2/3"  
Plumbicon® tubes

- 600 lines
- 40 lux min.
- 59dB S/N ratio
- 2 line enhancement

Retail Price \$9,700  
Call for your price!



**WV-890**

Three 1/2"  
Newvicon tubes

- 600 lines
- 20 lux min.
- 56dB S/N ratio
- 2 line enhancement

Retail Price \$4,995  
Call for your price!



**WV-555BN**

Single 2/3"  
Saticon™ tube

- 420 lines
- 20 lux min.
- 50dB S/N ratio
- 2 line enhancement

Retail Price \$2,995  
Call for your price!



**WV-6000**

High Resolution!  
High S/N ratio!  
Good Color Reproduction!

Three 2/3"  
Saticon™ tubes

- 650 lines
- 40 lux min.
- 57dB S/N ratio
- 2 line enhancement

Retail Price \$7,400  
Call for your price!



**WV-888**

Single 2/3"  
Saticon™ tube

- 350 lines
- 3 lux min.
- 46dB S/N ratio
- Gen lock

Retail Price \$1,750  
Call for your price!



**WV-3500**



**WJ-3500 SEG**

Retail Price \$1,200  
Call for your price!

ministries wholesale!

# mission service\*supply

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

## NRB Establishes Comprehensive Benefit Plan for Members

MORRISTOWN, N.J. (NRB)—National Religious Broadcasters has introduced a self-funded Comprehensive Benefit Plan for its members that has attracted considerable interest in its first days. Started June 1, the plan has attracted interest from over 40 member organizations with some 1,000 employees.

The new plan offers a variety of health and personal benefits to religious broadcasters for a family rate of \$150 per month or \$75 a month for an individual. For that amount the employee receives major medical benefits, including hospitalization, surgical and medical coverage. Expenses for dental and vision care are also included, as is a life insurance benefit of \$20,000 per person.

When an employee or eligible dependant is hospitalized, the NRB Comprehensive Benefit Plan pays the first \$4,000 of covered hospital charges in full and 80 percent of the excess limited to \$1500, after the standard deductible charge has been paid. Daily room and board charges are paid in full and are based on the hospital's "most common semi-private room charge," except for intensive care, which is not based on the semiprivate charge rate.

The plan will also pay most of the "reasonable and customary" fee charged by a chief surgeon for inpatient or outpatient surgery. A second opinion is required for certain non-emergency procedures.

Specific benefit descriptions and charge limits have been established for other medical services, including vision care, dental care, mental and nervous conditions and diagnostic services.

Deductible for the plan is \$100 per covered person each calendar year to a maximum deductible per year of \$300 for a family.

Full-time employees of NRB-member companies with 10 or more employees are eligible to join the plan if they are under age 70. Full-time employees of companies with less than 10 employees are eligible to participate "after submission of satisfactory evidence of medical eligibility." Under the plan a full-time employee is one who works at least 25 hours a week; part-timers are not eligible. Participation of active employees and dependents over age 70 is coordinated with Medicare benefits.

The medical plan is self-insured, a method of developing private group plans that is said to save money, and is backed up by a major insurance carrier for claims between \$50,000 and \$1 million. The NRB executive committee initially adopted the proposed plan.

NRB has contracted the overall plan ad-

## 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 July 18-19	Ramada Inn Memphis, Tenn.	Don Johnson (901) 365-4673
NRB Western September 15-17	Marriott Airport Los Angeles	James Christensen (213) 241-3415
NRB Southeastern September 25-27	Ritz Carlton Atlanta	Edward O. Temple, Jr. (804) 528-2000
NRB Midwestern October 9-11	Holiday Inn, City Center Chicago	Robert Neff (312) 943-0466
NRB Southwestern October 13-15	Holidome Irving, Tex.	Ed Mahoney (713) 797-6500
NRB Eastern October 23-25	Marriott Airport Philadelphia	Sue Bahner (716) 461-9212
NRB '86 National February 2-5, 1986	Sheraton Washington Washington, D.C.	Ben Armstrong (201) 428-5400

ministration and marketing to Continental Benefit Company of New York City. (To enroll employees or receive additional details NRB member companies should call Continental toll-free at 800-438-5566). Claims will be administered by the W. J. Jones Companies, Great Neck, New York.

## Convention '86 Theme: 'Changing Lives to Change the World'

WASHINGTON, D.C. (NRB)—The NRB Convention Program Committee announced a theme for the 1986 national convention that will challenge participants to put evangelism and Christian nurture ahead of response to the gospel's social implications.

The convention registration rates have been announced and an early registration deadline of September 30 has been set.

The committee, under the leadership of immediate past president E. Brandt Gustavson, met May 9 in Chicago and adopted the phrase "Changing Lives to Change the World" as the banner for NRB '86, which commences February 2 at the Sheraton Washington Hotel, Washington, D.C.

In explaining the theme, NRB executive director Ben Armstrong stressed the centrality of a personal, ongoing relationship with Jesus Christ before one attempts to impact the world with the Christian message. "The priority in this broadly based theme is individual salvation," he said.

The committee suggested that a "vertical

relationship" between man and God must precede any meaningful "horizontal relationship" between individuals. The joining of vertical and horizontal dimensions of the Christian faith form a cross, Armstrong observed.

Numerous speakers, Christian musicians and public figures are being invited to address the annual convention, which in recent years has become a kind of "summit meeting" of world Christian leadership. NRB members can save \$60 on convention rates if they register before September 30. The "early bird" convention rates, which became available on June 1, are \$195 for members and \$295 for nonmembers. Spouse and student rates have been established. Contact the convention coordinator at NRB (201-428-5400) for details.

The Convention Program Committee is composed of Gustavson, NRB president Robert A. Cook (ex officio), Armstrong (ex officio), Edna Edwards, Jerry Rose and Al Sanders.

## South Central Broadcasters Will Convene in Memphis

MEMPHIS, Tenn. (NRB)—Plans have been advanced for a south central regional meeting of religious broadcasters here on July 18-19. The Ramada Inn and Central Church, both in Memphis, will be the locations for strategy sessions expected to draw several dozen broadcasters interested in forming a sixth NRB chapter in that region.

# Join Us As We Reach Out To The Nation's Capital!

# WDCT-AM 1310



**James Dobson**  
*Focus on the Family*



**Chuck Swindoll**  
*Insight for Living*



**Charles Stanley**  
*In Touch*



**John MacArthur**  
*Grace to You*



**D. James Kennedy**  
*Truths that Transform*



**Tim & Bev La Haye**  
*The LaHayes Live*



**Bob Larson**  
*Talk Back*



**Hal Lindsey**  
*Saturday with  
Hal Lindsey*



**Marlin Maddoux**  
*Point of View*



**Jack Wilkie**  
*Pro Life Perspective*

and many more!

Washington's **ONLY 24 Hour Religious/Two-Way Talk Station**



**MOODY  
BROADCASTING  
NETWORK**

For Information Contact  
**Steve Kovach**  
**(703) 273-4000**

## UNIVERSAL BROADCASTING CORPORATION

3844 EAST FOOTHILL BOULEVARD • PASADENA • CA 91107

FOR MORE INFORMATION CONTACT **DICK MARSH**, Vice President

**818-577-1224**

GREATER NEW YORK-LONG ISLAND **WTHE-AM** MINEOLA NEW YORK • GREATER PITTSBURGH **WARO-AM** CANONSBURG PENNSYLVANIA  
 GREATER CHICAGO-NORTH SHORE **WWX-FM** HIGHLAND PARK ILLINOIS • GREATER INDIANAPOLIS **WAT-FM** DANVILLE INDIANA  
 GREATER SAN FRANCISCO-OAKLAND **KEST-AM** SAN FRANCISCO CALIFORNIA • GREATER LOS ANGELES **KMAX-FM** ARCADIA CALIFORNIA  
 GREATER KANSAS CITY **KCNW-AM** FAIRWAY KANSAS • GREATER MILWAUKEE **WYLO-AM** JACKSON WISCONSIN  
 GREATER HOUSTON **KTEK-AM** ALVIN TEXAS • GREATER MINNEAPOLIS-ST. PAUL **KUQL-AM** GOLDEN VALLEY MINNESOTA  
 GREATER WASHINGTON, D.C. **WDCT-AM** FAIRFAX VIRGINIA • GREATER ST. LOUIS **WCBW-FM** COLUMBIA ILLINOIS  
 GREATER INDIANAPOLIS **WGRT-AM** INDIANAPOLIS INDIANA

(Circle 111 on the Reader Service Card)

The NRB national executive committee approved the planning team's concept in February 1984 and said a chapter could be formed if organizers attracted 35 members within a year (see *RELIGIOUS BROADCASTING*, April 1984, page 16). At this year's NRB convention in February a one-year extension was granted to the group, which is led by Robert L. Nations and Don Johnson.

Another initial provision was that the com-

mittee could demonstrate financial independence from the national body. To date the NRB South Central Committee has attracted only five program producers and three "associate" members to its ranks. But Johnson, who heads an award-winning radio program in Memphis and is associate pastor at the 5,000-member Central Church, is not discouraged. "I think there is an interest in another chapter and this will be a good con-

vention," he said. He believes the small numbers can be attributed to "a lack of responding" rather than to a lack of local interest.

Some feel this month's convention, which was still being planned at press time, will make or break the new chapter concept. Johnson said he and Nations have received encouragement from NRB officers, and the executive committee could grant another 12-month extension in February.

Johnson, a member of NRB's Board of Directors, Class of 1987, is president of Afterglow Productions and host of a 30-minute weekly radio program. Nations is a Southern Baptist lay musician from Jackson, Mississippi, with roots in religious broadcasting.

Organizers want to draw members from a tightly defined pocket of the United States that is focused on Mississippi and squeezed between the NRB Southwestern and NRB Southeastern chapters. The area's largest city, New Orleans, would remain as part of the Southwestern Chapter, but individual religious broadcasters there could choose to be dually aligned with the south central committee.

## Campus Crusade President Leads NRB Job Registry

MORRISTOWN, N.J. (NRB)—Appointed by NRB president Robert A. Cook, Bill Bright is giving his unreserved support to launching of a new NRB project that wants to link Christian broadcast organizations with qualified employees.

The Campus Crusade for Christ founder and president, who is a member of the NRB Board of Directors Class of 1986, heads the Employment Registry Committee of the board. Bright has been planning a meeting of the committee for late July in Washington, D.C., to discuss strategies that will increase the registry's visibility in the Christian media and make the public aware of the computer-supported job matching service.

Hundreds of public-service announcement tapes were mailed in May to most of the Christian radio stations in the nation with a request to air them frequently on a public-service basis. Cook, an ex officio member of Bright's committee and radio broadcaster on *The King's Hour*, is featured on many of the spots, which come in 15-, 30- and 60-second lengths.

Plans are being made to complete television commercials for the registry with the help of the Christian Broadcasting Network.

The registry is being coordinated for NRB by Frederick Lange and Company of Rose-

## The Story of Moses



### "Galley Proof"

Written by Jeannette Clift George

This splendid Christian entertainment production features the acclaimed A.D. Players of Houston, TX. Produced with a touch of comic relief, this 52 minute teleplay is now available for local, regional, national, cable or broadcast syndication rights.

(Also available for home cassette play.)

Direct Response To:



STATE OF THE ART PRODUCTIONS, INC.

P.O. Box 1078

Camden, South Carolina 29020

Or Call Samuel Logan: 1-803-432-7501

(Circle 175 on the Reader Service Card)



# NRB NEWS

land, New Jersey. For \$16 a year a job hunter can list his/her resume and interests with the registry and receive five computer reports on the jobs available. At least at the beginning, all of the listings will be in broadcasting or some aspect of Christian media, such as publishing.

An NRB member organization can list a job opening with the registry without charge, and a fee is being established for nonmember organizations wanting to participate. (Interested persons should phone 201-228-9522).

Since the service was announced late last year (see *RELIGIOUS BROADCASTING*, January 1985) more than 150 jobs and 350 resumes have been listed in Lange's computer. According to Lange's vice-president responsible for the project, Henry M. Leshner, a "tracking mechanism" for evaluating results will have to be developed in the near future.

The NRB committee is served by Bright, Cook, David Clark, E. Brandt Gustavson and Paul Ramseyer, Leshner said that with support of leaders like Bright and the committee members, the project "will take off soon."

## College Reporters Learn from NRB Assignments

MORRISTOWN, N.J. (NRB) — Six college students participated in February as staff reporters on the daily NRB newspaper *ConventionNews*, which was distributed each morning at the 42nd Annual Convention in Washington, D.C. In this third and final installment, two CBN University student writers reflect on their experiences as staff members at NRB '85.

### Pam Tolbert

As soon as we arrived at the Sheraton Washington, we discovered exactly what it meant to be a "professional." Before unpacking, after a four-hour drive, we were summoned to our first editorial meeting to get things on the way. There we were introduced to professional journalists with whom we would be working.

After receiving assignments, we began to write immediately and discovered how meticulous journalism can be. The research is difficult and nothing can be used if it is assumed or fictitious.

On that first day I was surprised to learn how easily I approached people, and by the last day I had become quite skilled in tracking them down.

Each day the student journalists were given at least two stories to cover. The day was divided in half to meet the strictly enforced

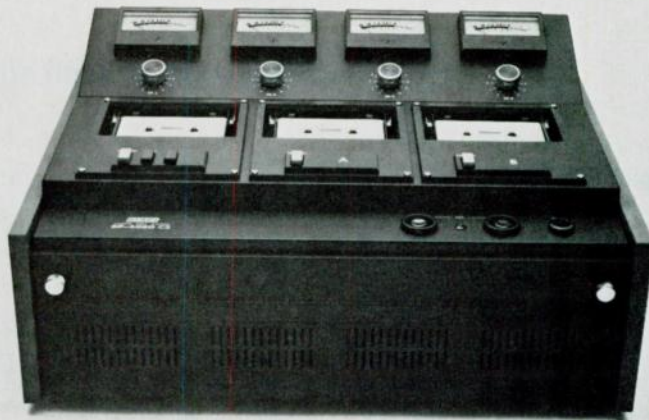
deadlines. By noon, one story was to be handed in, and by 5 p.m. the other was to be completed. As a writer of fiction for most of my life, I assumed that this would be no arduous task. Was I ever wrong!

In relaying the facts, we had to do research. This meant making many telephone calls and doing a lot of walking to find my contact people before the actual writing process could begin. Although exciting, the experience also

became quite frustrating. Once I was ushered from one person who might know how to reach my contact person, to another, and then to another (who was busy with others, so I'd have to wait), only to find out that he had no idea who I was talking about. Frantically I glanced at my watch and began my search anew.

Our day as writers began promptly at 8  
*(continued on page 26)*

## For Sermons, Seminars, Teaching and Training



## Your message deserves Otari quality duplication.

Whatever your audience, Otari's precision engineering is your best guarantee that the quality of your message will be well served by the quality of your duplicated cassettes.

Our 4050 C-2 cassette duplicator incorporates features proven over Otari's years of professional audio experience: simultaneous 4-track duplication at 8:1 speed,  $\pm 4\%$  variable speed control for off speed masters, auto eject and master rewind, and long-lasting ferrite heads.

What's more, the 4050 C-2 system can be expanded by adding as many as three modular Z-3 slave units, bringing duplication capacity up to 11 slaves, or 170 C-60 cassettes per hour.

Contact Otari Corporation, Industrial Products Division, 2 Davis Dr., Belmont, CA 94002, 415/592-8311 TWX 9103764890.

# OTARI®

**Audio Tape Duplicators & Video Tape Loaders**

© Otari 1985

(Circle 114 on the Reader Service Card)

## Trends in Noncommercial Christian Radio

*Talk shows, satellite affiliation and an increase in the number of stations mean everyone needs to do careful planning to build an audience*

by E. Brandt Gustavson and John Maddex

**T**O SOME, the word *trend* sounds unspiritual. After all, we are told in Scripture, "Be not conformed to this world ..." Yet trend-watching is a significant part of planning and forecasting. As good stewards, we are required to be informed and aware of trends in our field of ministry and to decide before God what is appropriate for us. The question is not whether to forecast but whether to move ahead haphazardly or in terms of logical and systematic assessment of the future.

Not just noncommercial radio, but all of radio is in a stage of transformation. Satellites, SCAs, computers, specialized formats (narrowcasting)—these are all issues of the '80s, bringing rapid changes in the way we function.

For noncommercial radio stations, the changes tend to come more slowly. However, the last five years have probably brought more change than the previous 20 years all together. The most significant change is network affiliation via satellite and, with it, the live nationwide call-in program. Each program brings a distinct "feel" which must be evaluated for compatibility with your station.

*Open Line* from Moody Broadcasting Network was started for our own stations, but it soon found a comfortable

home on many stations, both noncommercial and commercial. Now the demand for this type of unique feature is great.

### Reasons for Affiliating

Noncommercial stations are affiliating with satellite networks for more than just call-in programs. Of the 115 Moody Network affiliates, 57 are noncommercial stations that plug into the network for news, live special events and other specialized programming that is not available otherwise. Many of these features would not be economically feasible to be produced for one station's use. It is an inexpensive way to provide quality programming to our listeners, and the words *inexpensive quality* have a special ring to those of us in noncommercial Christian radio. This is a practical way of having widely known teachers, preachers, doctors and politicians on your station regularly and live.

The personal computer is also opening some new doors for noncommercial operators. It is now reasonable to spend less than \$6,000 to be fully equipped with a PC and related hardware and software for an almost unlimited number of applications. Computers are not just tools of the commercial broadcaster for sales and accounting. Noncoms are booting up donor lists, church and pas-

tor lists, program logs, music libraries, equipment inventories, general mailings, receipts, payroll and who knows what else! Computers are also automating certain day-parts of our program schedules.

### Subcarrier Revenues

More and more noncoms are discovering a new source for revenue by leasing out their subcarriers. With the change in FCC policy regarding the types of services that are permitted on subcarriers, the commission also gave permission for noncommercial stations to realize income through lease arrangements with utility companies, financial information companies, paging and other groups. While you should follow the advice of your tax advisors, your subcarrier could be the source of income to fund that new staff member you want to hire.

The formats of our noncommercial stations are being looked at more carefully than ever before. While format changes are seldom introduced, refinements are definitely on the upsurge. We now pay more attention to things like demographics, target audience, baby boomers, focus groups and surveys. In other words, *research*.

Research was always that unnecessary game the commercial stations

played to try to boost their ratings. Now, however, we too are involved in research. We want to know how the Christian community perceives our station. We need to discover what we can do to make the audience grow. We want to know if our music is offending any significant portion of our donor base or if it is building a new donor base. We want to know how other Christian stations in our markets (commercial or noncommercial) are perceived in comparison to our station. Funds (albeit limited) are being channeled into this important resource because things have changed around us. We can't afford *not* to do some research. Again, it is part of the task of being good stewards.

## Determining Goals

Along with a newfound interest in research, noncommercial stations are fine-tuning their purposes and goals. A mission statement is being hammered out at some stations where at one time it was sufficient to say, "Our station's purpose is to reach the world with the gospel." We are now defining some boundaries in our God-given mission. We cannot possibly evangelize the whole world with one station. In the major markets we have the wide spectrum of racial and ethnic groups—even different languages. We can't expect to evangelize our city of license with programs primarily geared toward Christians. Perhaps then our mission is to the Christian with evangelization as a by-product. Then we must ask, which group of Christians? All? Young? Old? Middle age? In other words, what actually is our target audience?

At Moody Broadcasting we have developed a two-page mission statement that includes areas where we will attempt ministry but also excludes areas where we don't feel called. The closing paragraph is as follows: "This mission statement sets forth the objectives of the Division of Broadcasting [of the Moody Bible Institute] and provides guidance for management and staff in decision making. This statement is also a commitment to the public to conduct the Division of Broadcasting in a manner worthy of their continuing trust and participation." In other words, it is the touchstone for all activity in Moody Broadcasting. It keeps us on a course we feel God wants us on,

but it also prevents us from bouncing around from project to project with no real objective.

## What Lies Ahead?

These are current trends at noncommercial Christian stations. For some, they are not trends at all. A few forward thinking stations and groups have utilized many, if not all, of the above tools. But what of the future? What can we expect as today's trends become tomorrow's "old hat"? While there is no way to predict the future accurately, there are some things happening in secular radio that spell change for Christian stations as well.

Eric Zorn, radio columnist for the *Chicago Tribune*, predicts: "Listeners of the future, instead of having access to just 30 or 40 stations (many playing the same music and aimed at the same mainstream audiences), will be able to hook into hundreds of channels—blues stations, business-news stations, Czech-language stations, even full-time stations for the blind, anything you can't hear now because the audience for it is too small and scattered for even the biggest cities to support."

He continues: "Individual tastes will rule, and no longer will the music business be dominated by a small number of anointed super-groups. We are approaching the unstated goal of all radio programmers: to create a station aimed so perfectly that the listener will no longer have to wait, ever, for the song he wants to hear."

## Christian Competition

What does this mean for Christian radio stations? Or more specifically for noncommercial Christian radio stations? Basically this: Our listeners' ears that we have long claimed as our exclusive property are being wooed and tickled by an increasing number of Christian formats. These are available through new stations, cable outlets, cassettes, satellite delivery and television, making it more important than ever that we have our act together with informative, interesting programming. People will just not be satisfied with mediocre programming anymore. We will have to eliminate some good programs in our schedules in order to make way for better programs. Our production sources will have more pres-

sure on them than ever before to provide programming that will attract and hold our listeners. Formatting becomes the watchword more than ever before.

For noncoms, our problem is to provide a balanced and appealing schedule that will attract our target audience. That target audience had better be the people that will support the station. We can't program exclusively to the 25-year-old and expect continued support from the 65-year-old. At the same time, however, we must build the confidence of the younger adult in our stations if we expect them to support us when the older listeners are gone. For many of us, that means a middle-of-the-road format has become a "specialty" of Christian noncoms. But is there really anything wrong with that? As long our left and right boundaries do not get too extreme, and we face head-on the concerns and needs of that middle-aged audience with solid, balanced, quality programming, our future is at least optimistic. There is and there will always be a need for a station in the market that is:

1. Totally committed to truth—an uncompromising dedication to God's Word.
2. Totally committed to its target audience—an awareness of who they are and what they want.
3. Totally committed to balance—not all talk but not all music. A thoughtful blend of both.
4. Totally committed to quality—standards that will be held—regardless!

Let's use the new tools and refine the old ones so that our final product is a well-rounded, listenable radio station, one that will draw people to our glorious Savior. Define the objective, do proper research and planning, and aggressively pursue the audience. It's certainly worth the effort.

NRB



E. Brandt Gustavson (left) is vice-president of Moody Bible Institute and a member of the NRB executive committee. John Maddex is director of broadcast stations for Moody Bible Institute.

**I**T'S IN VOGUE today to proclaim one's self a modern prophet—a spiritual leader with a direct line to the mind of the Almighty who carries the heavy weight of proclaiming the Word of the Lord to a nation. This current guise of self-acclamation is often the excuse for much inappropriate behavior, for searing condemnation untempered by tears, and even for plain childlike temper tantrums!

"That's the way prophets are!" is the explanation. "Anyone would wear out, dry up or develop personality disorders in the process of delivering God-given messages to stubborn nations with deaf ears!"

We moderns think it sounds exciting to be chosen by God to be a prophet. More often than not, however, the Scriptures present this role as both demanding and dangerous to fill. The word of the Lord is seldom popular, and the Lord has strong feelings about how his messages are to be proclaimed.

### A Case From Scripture

A strange story of one such "chosen of God" is found in the book of 1 Kings. The story involves a menagerie of characters—an ass, a lion, a king, a young prophet and an older one. It is a tale of doing God's work, then finding spiritual refreshment afterward.

The king was Jeroboam, first monarch of the breakaway northern tribes of Israel. To keep his subjects from returning to the temple in southern Judah, Jeroboam erected a golden calf at Bethel. Of course, one of those pesky prophets immediately appeared on the scene, and 1 Kings, chapter 13 reads, "And behold, a man of God came out of Judah by the word of the Lord to Bethel."

Sure enough, the message this prophet declared on God's behalf didn't sit well with the northern ruler: "When the king heard the saying of the man of God which he cried against the altar at Bethel, Jeroboam stretched out his hand, saying, 'Lay hold of him!' But his hand which he stretched out dried up, so that he could not draw it back to himself."

The narrative continues, "And the king said to the man of God, 'Entreat now the favor of the Lord your God and pray for me, that my hand may be restored.' And the man of God entreated

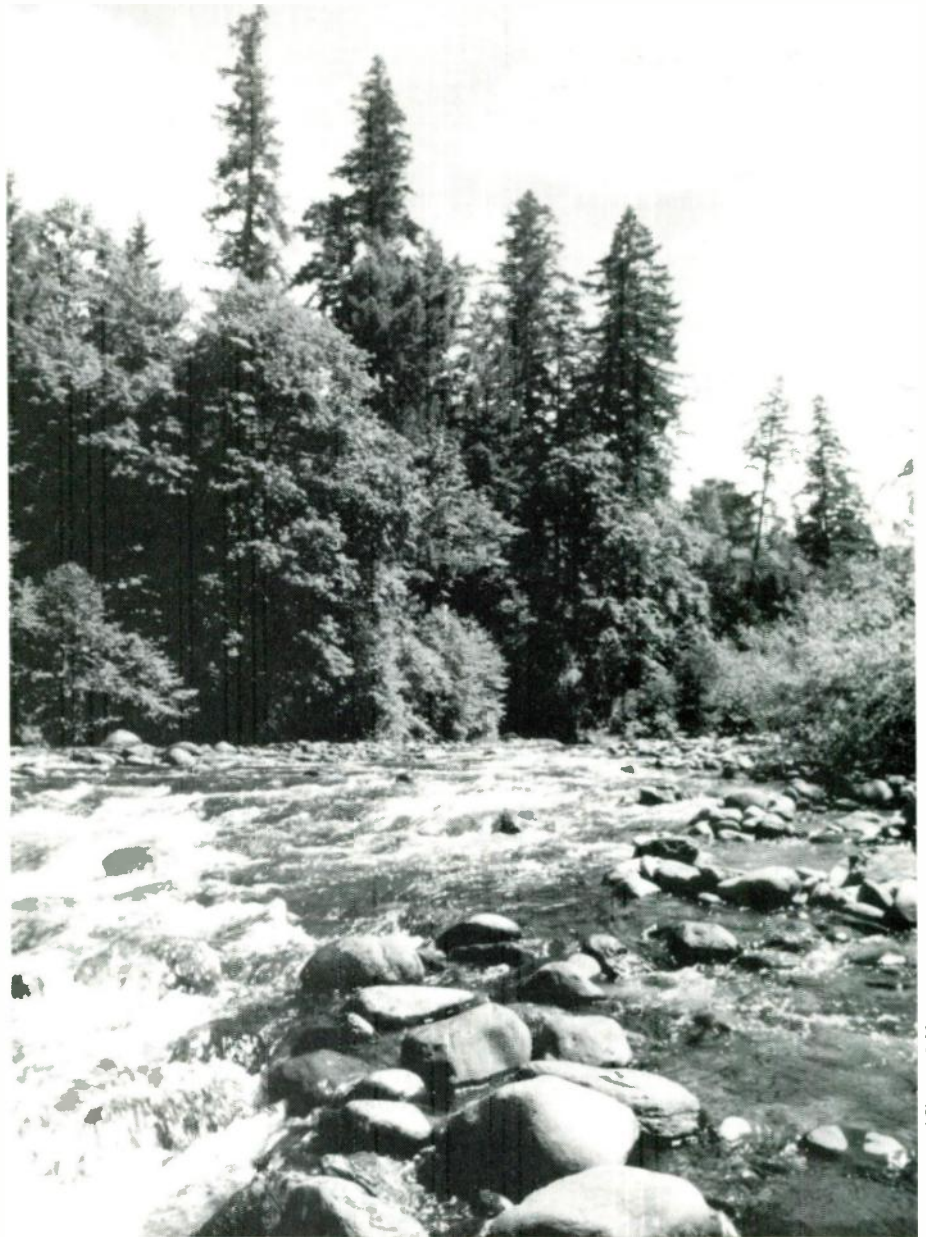


Photo courtesy of Christian & Missionary Alliance

## Refreshing the Prophet

*When one is exhausted from ministry and suffering spiritual battle fatigue, he is sometimes tempted to accept the wrong invitation to a deserved break*

**by David R. Mains**

the Lord and the king's hand became as it was before."

The king has a change of heart. He knows he's dealing with a power beyond his own and he says to the prophet he was only a moment before ready to slay, "Come home with me, and refresh yourself, and I will give you a reward."

I'm sure that the prophet was experiencing emotional and physical fatigue from this spiritual confrontation.

He deservedly needed refreshment.

Refreshment means that which makes fresh one again. The dictionary lists items which fill this need such as food, drink and rest. And Jeroboam seems to have even more in mind, "a reward"—money? status? fame? comforts?

The prophet has had a message to deliver and he has delivered it; but he has also been given instructions about refreshment. Scripture tells us that God has commanded: "You shall neither eat bread, nor drink water, nor return by the way you came." So the prophet is wary about the allurements and traps of refreshment found in a reprobate king's court. He answers Jeroboam, "If you give me half your house, I will not go in with you. And I will not eat bread or drink water in this place; for so was it commanded me by the word of the Lord!" And he leaves—without reward or rest.

Now this does the reader's heart good—how wonderful that there are men and women in history who have stood firm in obedience to the prophetic ministry, who like Christ have refused to be seduced by the allurements of evil—even when the kingdoms of the world were paraded before them.

However, the plot now thickens. Enter a second prophet, "an old one who lived in Bethel." His sons had brought him the news that by now was the talk of the town and the countryside.

"Saddle an ass for me," he tells them. Perhaps he's a prophetic peer who longs to rub shoulders with the real thing—a human vehicle for divine spiritual power. Maybe his own force is dimmed due to age and his residency in apostate Bethel. He's eager to meet this newcomer out of the wilderness. Just one taste of vicarious power. Just once to drop the name about which all of Judah would be buzzing—"The prophet? Oh, yes, he discussed prophetic strategy with me when he came from the palace."

Before long the older man catches up with his young hero who is now sitting under an oak tree resting. He issues a second opportunity to be refreshed: "Come home with me and eat bread! I also am a prophet as you are, and an angel spoke to me by the word of the Lord saying, 'Bring him back with you into your home.'"

The text also makes it very clear: "*But he lied to him.*"

I can hear his words manipulating, spoken without sacred meaning or awesome import, "The Lord laid you on my heart. The Lord told me to tell you. ..."

So the young prophet, despite the clear commandment of the Lord and his one victory of obedience, turns from his journey to take refreshment with the old man. In one of the strangest twists of Scripture, while they are eating, the word of the Lord comes again, this time to the old prophet, and he prophesies that because the young man has not been *totally* obedient, his life will be required of him.

Verses 23 and 24 of this chapter read, "And after he had eaten bread and drunk, he saddled the ass for the prophet whom he had brought back. And as the younger man went on his way a lion met him and killed him. And his body was thrown in the road, and the ass stood beside it; the lion also stood beside the body."

## A Disturbing Message

This unusual memorial—animal foes, a lion and an ass, standing together in a death watch—clearly indicated that the death of the prophet was not accidental but that it was brought about by the Lord. It was a disturbing message that taking refreshment at a table about which the Lord has said "No!" meant death waited on the road ahead.

What a strange story—but unfortunately, this scenario is enacted more than we care to admit.

Despite the modern rush of self-proclaimed prophets, God is still calling out men and women to speak his word fearlessly and accurately. I personally believe that many religious broadcasters with their national exposure are anointed by God to proclaim the word of the Lord to this generation. How grateful we are for those who fill this role righteously, who are fearless spokespersons with an in-

tense desire to accurately represent their Master's thoughts.

Strangely enough, though secular personalities often decry the role of the prophetic voice, they are still attracted to the spiritual power invested by God in the human instrument. Hence, it's not surprising that like Jeroboam they extend invitations: "Come sit at our table and refresh yourself. Do we not have rewards we can offer—greater exposure, easy money to lift the financial pressure, friendships among the prestigious and the powerful—a more comfortable life than the average run-of-the-mill prophet ever experiences!"

Sadly, certain prophets in our generation have fallen to these luring forms of refreshments.

## The Call of the World

A faithful prophet of the Lord, a man fighting against disease and disappointment and age, told me of a prophet he once considered to be a significant spiritual leader: "When I first met him, he was the most anointed preacher in the land. But he couldn't handle the fame, the success, the money."

Now, he's wealthy and famous, touted and comfortable—but also tragic. The powerful promise of his earlier ministry has never been realized. He's successful according to human standards, but there has been a death of sorts regarding the incisive, prophetic message that once disturbed and called a nation to account before God. One wonders if he stopped somewhere along the way and took refreshment from a table not allowed by the Lord.

This first invitation is dangerous enough, but the second invitation—the one that comes to all of us in prophetic ministries—is even more of an insidious trap.

Most who minister know what it's like to be exhausted from the spiritual battle—to be worn down from too many meetings, too many people with needs, too many letters to write, too many dollars to raise. Then while stopping momentarily under an oak, because of physical fatigue or the thought of miles ahead, before we have heard that comforting and lonely word "well done good and faithful servant," a believer joins us. Someone who's always longed to be near "a man or woman of real spiritual



## Special Offer To NRB Members

### Check us out for:

- \* Comprehensive coverage of evangelical and mainline Protestant news, as well as major developments in the Jewish and Catholic arenas.
- \* A written resource for broadcast and print to supplement actuality services.

### Call me for a free trial subscription:

Judy Weidman  
Religious News Service  
104 W. 56 Street  
New York, N.Y. 10019  
212-315-0870

(Circle 172 on the Reader Service Card)

**Polyline Corp.**  
**REELS & BOXES**  
FOR AUDIO AND VIDEO TAPE  
PROFESSIONAL QUALITY  
ALL SIZES  
Shipped from Stock  
(312) 297-0955  
1233 Rand Road  
Des Plaines, IL  
60016

(Circle 127 on the Reader Service Card)

## Brighten Your Corner!

Improve your picture with a professionally designed lighting installation.

KBA designs church and studio systems for broadcast quality video.

Call for free brochure.

## Knudson-Benson Associates, Inc.

Consultants in Theatre, Television & Lighting

P.O. Box 1117  
Mercer Island, WA 98050  
(206) 232-2273

(Circle 176 on the Reader Service Card)

power" enters the chapter in our individual story.

Now it's a friend who says, "Come refresh at my table. Why, with my contacts, I can help multiply your effectiveness, market your music, make your speaking roles far-reaching and more effective, convince the church corporate of your importance. Why, I do believe it must have been an angel who whispered in my ear, 'Invite him to come sit at table with you!'"

Maybe, maybe not. The prophet in need of spiritual refreshment must be careful. Charles Finney wrote that openness to the praise of man as contrasted to absolute obedience to the word of the Lord is a beginning sign of backsliding—we must all beware!

True prophets must find their spiritual refreshment only at tables that God allows. Often, for the prophet, these are in lonely places apart from the crowd and the clamor. These tables are tables of inwardness where the true prophet meets and eats with the Source of emotional, physical and spiritual strength—with Christ. Refreshment for the prophet means renouncing the need for human acclamation, for human favor and learning to take pleasure in divine approval. Being made fresh again, for the prophet—for the national religious broadcaster with a prophetic role—may mean turning from the places where we have been most powerful. It may mean resisting the temptations that rise from personality cults and celebrity status in order that the only Personality who matters can be made known.

What a tricky journey this is, this weary walk out of powerful ministry to refreshment, and how many have fallen! The ass and the lion together are witness to the demise of promise. Let us carefully consider the invitations and remember our vows of obedience, and may we learn to partake of spiritual refreshment only at the tables that God allows.



David R. Mains is the director and main speaker on The Chapel of the Air radio broadcast from Wheaton, Illinois.

## *Introducing*

# SPORTS F·O·R·U·M

A DAILY SPORTS INTERVIEW RADIO PROGRAM

SPORTS FORUM is hosted by Keith Erickson, former National Basketball Association and Olympic standout, and currently part of the “dynamic-duo” voice of the NBA, LA Lakers. SPORTS FORUM features exciting interviews and Christian testimonies from professional athletes, coaches, and various sports personalities. These exciting daily shows are produced in fifteen minute and half hour formats. SPORTS FORUM is syndicated (No charge) on a barter basis — distributed in monthly packages.

Call today for more information and request a SPORTS FORUM show tape and the promotional kit.

PRODUCED AND DISTRIBUTED  
BY

**ADVERTISING & MARKETING NETWORK**

1451 QUAIL, SUITE 207, NEWPORT BEACH, CALIFORNIA 92660 (714) 476-1140

(Circle 174 on the Reader Service Card)

# The Broadcaster as a Servant

*Is it enough to preach the gospel and play Christian music? Is there more that we can do for our audience?*

by Russell Franzen

**C**HRISTIAN broadcasting is a fascinating business. In what other profession can we serve people continuously? At home, at work, in cars or wherever a person can carry a radio, the Christian broadcaster's influence can be felt. As a program director, though, I find certain questions keep popping up. How are we fulfilling our purpose? Are we doing all we can?

As broadcasters, we have certain responsibilities that go beyond keeping proper logs and financial records. Broadcasting is more than a sender and receiver joined together by a transmitter. It is an industry of people serving other people. Although entertainment seems to be paramount, it is only one part of the service our industry provides. We broadcasters can cover news events as they happen. We can bring faraway places into homes as well as we can bring in the local town meeting.

Probably radio's greatest ability is to inform. Entertainment is what it does the most of, but what it does best is informing. In radio we have the ability to be eyes and ears in faraway places. We can talk with people our listeners will never meet, and because we are "on the radio," people like politicians, news- and policy makers—and even "stars"—will talk with us. All of this information is ours for the price of a phone call. For a few dollars we can get answers to questions regarding issues and problems that affect our listeners. This is what radio broadcasters do best.

As Christian broadcasters, our areas of service are much greater—and much more rewarding. We have not only the privilege of serving the public but also the honor of serving our Lord. As in the secular world, each Christian station has its own ideas of what its goals should be and how to achieve them. Perhaps my ideas will fit in with your goals.

## Deciding on Content

First of all, I believe evangelism is a vital part of the ministry of Christian radio. I do not, however, believe evangelism, per se, should be the primary content of a station's programming day. Evangelism, in the sense of actually preaching the gospel, when looked at in

light of radio listening habits, is a high-cost gamble. People do not listen to the radio in order to be evangelized. The Christian radio listener is nearly always a Christian or churchgoer already. For that reason, I believe programs should be slanted heavily toward the Christian listener. Even so, evangelism remains a major commitment. How a station's programs are presented depends on the community involved, but there are some guidelines to follow.

Providing information should be paramount. News is essential, with a strong commitment to local news. A good local newscast can be a key tool in evangelism. It can cause people to tune to your station who normally would not. It is also a vital source of contact with the community. For a station to be represented at community events and public meetings means a lot to community leaders.

The need for strong local news organizations at Christian radio stations was never more evident than when Dr. Francis A. Schaeffer died. One of the two national wire services did not carry any news of his death or funeral. Why? According to a wire service spokesman in Washington, D.C., no affiliate in Minnesota called in the information. It also would have helped if Christian broadcasters from all over the country had called the wire service and demanded an explanation.

## Music or Preaching

Music is a very important part of Christian radio programming. Although we often hear arguments about which style of music is best, I do not believe the music

itself is the most important consideration. The person behind the mike is. Our station's listening area encompasses parts of the 6th and 21st largest markets in the country. Of the five other Christian radio stations in these markets, four of them are FM and all have stronger signals than ours. Yet we frequently receive calls and letters from listeners of those stations who find that our policy of letting the music do the preaching is much more uplifting than having the announcer "preach" between records. I have found that music segments need to be long enough for the person behind the mike to become a real person to the listener. A "time and temperature" man, a Christian epithet machine or trivia buff will not do. Someone who can combine all of those into his or her own personality and be content to let the music do the talking is ideal. In short, if the music does not convey the desired message, do not expound upon it afterward. Just do not play it.

Although the potential impact of local news on the community has already been touched on, I want to stress again how important it is. So many things are happening in the world—things Christians need to be aware of. More than being a source of information, a news program can also be a program of prayer requests, making us aware of situations that we can pray about.

Local news should be more than just reporting what the local government is doing or the police reports. People often complain about all of the negative news that goes over the air. The Christian broadcaster can also report the good



news that is happening in the community, like the local teacher who wins an award or the school band that raised enough money to go on a trip. This "good news" helps draw listeners who can be introduced to the Good News.

## Service to the Public

What appears on the air is the most visible form of service to the public, but it is really just the beginning. Christian radio stations can perform many valuable services to local churches and communities. Because of the news wires, trade publications, artist information and all of the other material received during a given week, the station can act as a clearinghouse of religious information for local churches. Most of the information is filed one way or another anyway, so why not set aside a room with file cabinets and reference books and magazines for local pastors and churches to use? The information we have is often useful to them, and it could be used for the station's special broadcasts as well.

The local Christian station can also be

a coordinating point for area charities. Broadcasters are often very good promoters, and their talents can be used to help in local food and clothing drives, film series showings, concerts and other church and community projects.

Earlier I said I did not regard evangelism as something to be programmed, but what I have proposed here is a blueprint for evangelism in local radio. By programming to the saints we help equip them to work in the fields. Through our local news organizations we maintain personal contact with the community. Through our local news broadcasts we have the potential to draw non-Christians to our dial positions. Through our announcers we make friends with our audience so that when listeners have problems or questions, they know they can confide in the announcer if no one else is immediately available, and that he or she will take the time to talk and pray with them.

Being involved in community and church projects and charities, we help dispel the rumors that "religious broad-

casters are always asking for money." This is evangelism the way the Lord Jesus practiced it—as a servant.

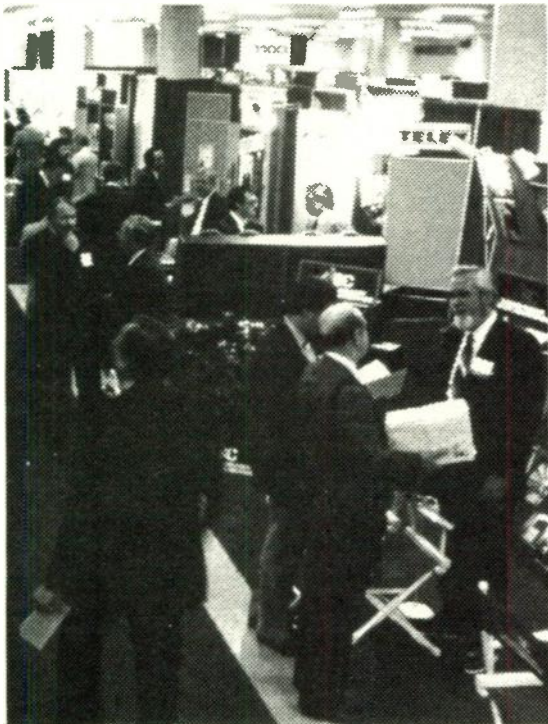
How important it is for a Christian broadcaster to serve! If someone is cold, give away your coat. If people are hungry, give them something to eat. If they are homeless, find a place for them to stay. Do you get the picture? These are as much the Christian broadcaster's duty as putting a program on the air. Through acts of kindness and compassion, by getting involved in the community, you let your light shine before men in such a way that they will see your good works and glorify your Father in heaven.

NRB



Russell Franzen is program director for NRB member radio station WMPC AM/Lapeer, Michigan.

## ANNOUNCING THE 1985 NRB CONVENTION ATTENDEE LIST



Pressure Sensitive Labels  
or  
Cheshire Format

Four up – Zip or Alpha Order  
3250 Names  
Ready for your mailing

\$75.00 per M – \$250.00 First Class Postage Paid  
Payment must accompany order  
Allow 7 to 10 days for delivery

-----  
Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone No. \_\_\_\_\_

MC       VISA

Card No. \_\_\_\_\_

Exp. \_\_\_\_\_ Name \_\_\_\_\_

Mail to:  
NRB, CN 1926, Morristown, NJ 07960  
or Call (201) 428-5400

# Britain's Churches Eye Broadcast Revolution

*Satellites, cable and community radio are offering new opportunities for religious broadcasting to churches that have been slow to become involved*

by David Lazell

**C**AST 85—the Cable and Satellite Exhibition in Birmingham, Britain's second city—might be defined as another episode in a long-running serial.

Despite the wealth of hardware on show during April, there was still little sign of government decision on a DBS service, still less a final European agreement on technical standards. As an exhibitor pointed out during television coverage of the event, the industry itself is now geared to go ahead; only the political will seems to be lacking.

Ironically, the BBC, which had originally planned to have two DBS channels operative by 1986, has been having a hard time defending its position as a public service broadcaster. As cost of programming increases, so does the license fee paid by viewers (on a per-household basis) for the privilege of access to BBC programming, even if they mainly watch the commercial networks. The BBC wanted an increase from 46 pounds (about \$50) to 65 pounds (almost \$70), but the public outcry encouraged government decision to a diminished figure, that is, of 58 pounds (around \$60).

Some might predict that Britain itself will enjoy its first DBS service *not* from a U.K.-launched initiative but as a result of geographical location, i.e., within the electronic footprint of a communication satellite operated by France or Luxembourg. This would be a mere repeating of history. During the later 1930s the new commercial radio stations in France and Luxembourg captured large segments of the traditional BBC audience by offering lively programming in English.

## Few Churches Involved

Professionals in religious broadcasting are naturally concerned at the way Christian TV could suddenly demand a vast flow of material and perhaps look to the U.S.A. for much of it. However, rumors of the "electronic church's" waywardness in stealing congregations have much influenced church leaders in Britain.\*

\*Last year the "Religion and Television" report released in New York proved that just the opposite is the case in America: Those who watch the most religious television do not leave their churches but

Few could have anticipated the impact that video could make, though J. Arthur (later Lord) Rank, the Methodist businessman, devoted resources to the making of high-quality religious films which could be used in churches as a means of evangelism. Lord Rank—head of the General Film Distributors organization—would no doubt advocate Christian involvement in DBS today. Thanks to his generosity, virtually every Methodist circuit in Britain had access to a 16mm sound film projector.

But few churches even now are truly oriented toward electronic communication, though times are changing. That culture gap again. Some 25 percent to 30 percent of U.K. households are now equipped with home video which in most cases is used by people who never to go church. A colleague recently went to a conference of laymen and ministers involved in leadership training and discovered that none present owned or rented a video recorder, nor were they conversant with the variety of Christian video materials available.

For the most part churches are far more print-oriented, using books and papers rather than images and projection. Thus, any discussion about Christian TV programming, offering the kind of abundance elsewhere in the world, has to relate to a general lack of awareness of the subject.

are the biggest supporters and attenders of the local church (See "A Major Study Vindicates Religious TV," RELIGIOUS BROADCASTING, June 1984, page 18).

The BBC, by the way, has shown a generally favorable face to these issues. In two BBC2 programs in 1984, one an overview of major U.S. television preachers, the other a report of Mother Angelica's Eternal Word Television Network, criticism was remarkably absent. No doubt, the gentle and helpful approach of those appearing on the program helped shape this favorable impact. Of course, some U.S. Christian programming is already available in Britain on video cassette, e.g., discussion videos by Dr. Tony Campolo. In that sense, British church audiences are beginning to see that "the electronic church" is not so bad after all!

## Community Radio

Very few Christians in Britain have even started to contemplate the possibilities, but times are changing. Faced with the hard facts of financial life in terms of paying for repairs to the fabric, church workers might often consider the electronic media a million miles away from local, immediately pressing reality. Even apart from that, the changes in British society have been coming almost too quickly to digest, with a tremendous increase in unemployment and social unease.

Within this situation, all kinds of options, within the media, are being presented. For example, community radio now seems a likely reality in the near future as the government has announced its plans to set up a network of low-powered stations for specific

# INTERNATIONAL

interest/ethnic/community groups.

A small number of people are urging churches to consider community radio, but there is clear evidence that local radio—already a factor in Britain for the last decade—is still disregarded by many churches. A recent survey, "The churches and Local Radio," published by the Churches Advisory Committee for Local Broadcasting, showed that while churches were favorably inclined toward local religious output, many were seemingly uninformed and uninterested in its potential. A survey encompassing some 50 local stations indicated that half thought that local church awareness of the opportunities presented by local radio, was at best "poor" and at worst "appalling." That result was one of many showing a patchy picture, with some churches keenly interested, others seemingly unaware that the electronic age is part of all our lives. Local radio output of Christian programming may go out on Sunday evenings (when most people are watching television) or at breakfast time, with occasional special interest features (e.g., spotlight on local churches) in the early afternoon.

Community radio, though, can be a low-cost, realistic involvement for any local church eager to assume the role of Good Samaritan. In some ways, the medium might seem more attractive than, say, cable television. Lay workers and professionals are linked through the Association of Christians in Local Broadcasting, which publishes a newsletter and ideas exchange, while also arranging an annual conference plus some regional events.

## Hopeful Signs

Today an increasing number of skilled, competent and often vision-gifted people are establishing independent Christian video production facilities. Anyone who looks at some of their work must be impressed, for these initiatives are often created by people who have worked in television or education. Some have to take on secular contracts, e.g., for business-related video materials, in order to keep going, but through that they have acquired useful insights in working within industry and business.

At the present time some superb television production is coming from reli-

gious broadcasting departments. *Encounter*, a series of documentaries focusing on life and witness of Christians, has just concluded its third series. Made by commercial television, Central TV of Birmingham, *Encounter* tells the gospel story through the lives, witness and, above all, service, of Christians. *Songs of Praise* on BBC television is so familiar an institution in Britain that it may escape comment, but this Sunday evening program offers testimony and insight from ordinary people around the nation as they choose hymns sung by local church choirs. This program has been so popular that BBC Video Enterprises has just released a video compilation of some of the best material. Meanwhile, on radio a new BBC Saturday night documentary series, *Soundings*, has reported revival and live issues in churches throughout the world, with high-quality production standards.

At a time of widespread cynicism and confusion, it is as if a new and wonderful work is being given to people in the electronic media. If there is an increasing transatlantic exchange of material, as I think will be the case, Americans may soon have the opportunity to see some of the best of Christian TV from Britain, and be blessed thereby.

Will the electronic church come to Britain—in the shape of satellite television? The answer is almost certainly yes, and in Britain we may be surprised at how much at home we seem with some U.S. preachers. After all, Billy Graham sometimes seems at least 50 percent an adopted Briton, especially when he wears sturdy winterwear of the overcoat and cap variety, as he wisely did at Roker Park Mission in Sunderland, Tyne and Wear.

But it will not be just a matter of the New World coming to the rescue of the Old. It will be, in some respects, a mutual rejoicing in a technology that is destined to praise the Lord and encourage the nation. Yes, despite the uncertainty at CAST 85, in terms of the arrival of real DBS services in Britain, there is a growing air of expectancy. And churches are awakening to the new broadcast opportunities that seem a gift for our time. NRR

*David Lazell, formerly a writer for various papers in Britain, is currently working a series of talks for the BBC on the development of tape recording.*

New!

## Pro-Life Perspective

a five-minute daily commentary featuring one of America's pioneering pro-life leaders

John C. Willke, MD



Finally.

An authoritative daily commentary examining today's most challenging and controversial human life issues.

PRO-LIFE PERSPECTIVE® features Dr. John C. Willke, President of the National Right to Life Committee in Washington, D.C. For the past 20 years Dr. Willke and his wife Barbara, have led the fight to restore the right to life for unborn children.



Since January 7, 1985 PRO-LIFE PERSPECTIVE® has started airing on scores of stations nationwide, offering listeners timely information and insights which will educate and effectively help them deal with today's troubling issues such as abortion, infanticide and euthanasia.

Act now to find out how your station can air this free public service commentary.

Take a listen to what your listeners have been missing.

For a free audition tape contact:

Ambassador Advertising Agency  
515 East Commonwealth Avenue  
Fullerton, California 92632  
(714) 738-1501/(213) 694-3187



"We believe in what you're doing! God Bless you."

Dr. James C. Dobson  
FOCUS ON THE FAMILY

(continued from page 15)

a.m. with a staff meeting to receive our assignments. Sometimes I was tremendously blessed to gather research in a short period and thus was able to attend some of the other events at the convention. I and three other students were given tickets to the Black Broadcasters Committee's breakfast one morning. This one gesture made my day. At-



Tolbert



Totheroh

tending this one facet of the conference and meeting its members also helped to enlarge my vision of reaching out to black communities and sharing Christ via the media.

The conference was a learning experience. I was pleased to have been selected to attend.

## Gailon Totheroh

Experienced writers compare book authors to long-distance runners. These runners must concentrate on maintaining a solid pace, not thinking ahead to breaking the tape. But newspaper reporters run to the beat of a different drummer. These journalists compete in the dashes and run for their lives. The lack of time affords them little opportunity to evaluate their strides or check the swing of their arms.

For the journalism students who worked on the NRB '85 *ConventionNews*, our race began early one Saturday morning in February. From that time until we left Thursday morning, controlled chaos reigned in our lives. Memories of listening to speakers, gathering facts and sitting at a humming typewriter mix in my mind.

I discovered that my perfectionist tendencies confronted me with the first story assigned. Even a brief biography on an award winner took a frustrating turn when I had insufficient information—by my unrealistic standards. Finally, I decided that I had to make the best of the available information and meet the deadline. I was learning the elements of journalism and developing speed.

Not all the learning came from on-the-job training. Dan Wooding, a journalist for Brother Andrew, gave us his two keys to good journalism: listening and contacts. If he were interviewing the world's foremost stamp collector, he would ask, "When did you begin collecting stamps?" A good listener would pick up cues on his responding, "Right after I secretly killed my first wife," would be ready to abandon his agenda, and would pursue the real story—the murder.

Secondly, a journalist must have contacts. A journalist needs reliable, truthful sources in order for his stories to be accurate and his methods principled. To gain the contacts, the source must have faith in the integrity of the journalist. For the Christian journalist, the standard is the highest. We are commended to "speak the truth in love" (Ephesians 4:5), not spreading "false reports" (Exodus 23:1).

Did I still want to be a journalist? The hard work, the frustrations and the recognition of my own human limitations could have dissuaded me. But my experiences at NRB '85 confirmed the call of the Lord on my life into journalism. The graciousness and encouragement of the NRB editors were a vital confirmation.

## Third edition NRB CASSETTE CATALOG

For your **LATEST, COMPLETE** catalog of NRB audio cassettes, send this coupon with your name and address and \$1.00 to cover cost of postage & handling to: NRB/CN 1926/Morristown, NJ/07960.

*\$1.00 will be credited to your first tape order.*

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

**Billy Graham, Francis Schaeffer, Carl Henry, Malcolm Muggeridge, President Reagan, and other famous speakers from NRB conventions are among the names in the NRB audio tape library. PLUS, workshops designed for radio and TV broadcasters in management, programming, engineering, cable, low power TV, and satellite. Special events, press conferences, regional meetings to keep you informed, share with your staff, your church; it's a convenient way to build your own tape library.**

**Send for your catalog today to:  
NRB/CN 1926/Morristown,  
NJ/07960/(201)428-5400.**

ROBERTSON/BAKKER/WILDMON/EPP/  
HOFFMANN/KILLMAN/LAHAYE/PALAU/  
VANIMPE/WILSON/HART/MAINS/WILEY/FOWLER/LOCKRIDGE/  
HUMBARDE/DEHAAN/SCHULLER/MCGEE/COOK/VANDERPUY/OLFORD/DUNN/COLSON/FALWELL/  
ROBERTS/ROBISON/BRIGHT/DRAPER/CONLAN/HILL/STANLEY/

# Changing Lives to Change the World



NRB President Dr. Robert A. Cook and President Ronald Reagan at NRB '85. President Reagan will be invited to appear at his fifth NRB convention in 1986.

On February 2, 1986, National Religious Broadcasters will convene for the 43rd Annual Convention & Exposition in Washington, D.C. For four days we will discuss and debate many of our industry concerns, and educate and challenge you with the vast array of opportunities open to religious broadcasters.

In the past our more than 60 workshops have confronted the specific questions of television, radio, program producers and owner & operators. Our commitment is unchanged.

NRB has respectfully presented differing points of view on social, moral, economic as well as broadcasting issues. We wouldn't have it any other way.

The Exposition provides 100,000 square feet of state-of-the-art technology and services. Over 300 exhibitors cater to your organization's every need. It is unparalleled in our industry.

As we complete our plans for NRB '86, we want you to plan on joining us. Block out February 2-5, 1986, on your calendar. Then write or call us for travel, hotel and convention information. We'll send out your NRB '86 Information Packet within 24 hours.

By the way, did we mention that you and your spouse can save up to \$125 on your registration if you register before September 30? For all the details call or write: NRB '86, CN 1926, Morristown, NJ 07960. 201/428-5400.

## NRB 86

© Robert DeVaul

# "PEOPLE ARE TALKING"

Add interest to your program schedule by including America's longest running, national, multiple station, religious two way talk show, on the list of outstanding programs which you already carry.



- Now heard on more than 30 stations.
- 1 1/2 hours nightly, Monday through Friday:  
7:00 to 8:30 P.M. PST  
9:00 to 10:30 P.M. CST  
10:00 to 11:30 P.M. EST
- It's INTERESTING...new fully produced format.
- It's PROVOCATIVE...sometimes controversial but with sensitivity and courtesy.
- It's SPONTANEOUS...no calls screened.
- TOLL FREE TELEPHONE LINES are utilized for convenient listener access.
- It services the LARGEST COVERAGE AREA of any talk show in America.

More than three billion persons now have the technical potential to hear OPEN FORUM, throughout the world. Now heard in five languages...on five continents.

Available Via Satellite on a Public Service, Sustaining, Barter or Commercial basis

**THERE IS A PLAN FOR YOUR STATION...ASK FOR IT TODAY**

Detach and mail to:

## OPEN FORUM

Creative Communications Associates Inc.  
876 N. Batavia, Orange, CA 92668  
(714) 997-8450

NAME \_\_\_\_\_

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

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

PHONE \_\_\_\_\_

(check) I am interested in knowing more about OPEN FORUM.

(Circle 168 on the Reader Service Card)

## NEW PRODUCTS



MC-78DV Microphone from Sharp Electronics

### Sharp Introduces New Microphone

A high-performance dynamic microphone for both recording and public address applications has been introduced by Sharp Electronics Corporation. This unidirectional, moving coil unit is a low-cost vocal microphone designed to keep feedback to a minimum.

The MC-78DV has switchable high or low impedance. Features include a detachable 20-ft. cable with a standard 1/4-inch phone connector, an adapter to use the microphone with mini-type recorder inputs, and an on/off switch conveniently built into the microphone for easy user control.

The MC-78DV has a suggested list price of under \$40. For more information contact the Professional Products Division, Sharp Electronics, Corporation, 10 Sharp Plaza, Paramus, NJ 07652, or call (201) 265-5548.

### Level and Angle Indicator Released

A combination level and angle indicator offered by Peirce-Phelps, Inc., is especially useful for speaker alignment and rigging.

Designed to set angles and/or measure them, the Inogon level and angle indicator provides direct numerical readings of angles with a precision of 0.2°. Pitch rise can be quickly converted to angles by a conversion table provided with the unit.

The Inogon level and angle indicator is available in lengths of 10, 24 and 48 inches, magnetic or nonmagnetic. The Inogon levels are available from Peirce-Phelps, Inc., "Audio Systems Division."

### EV Mic Features High Gain Before Feedback

Electro-Voice, Inc., has introduced a new cardioid condenser microphone. The PL78 is the latest model in EV's line of music performance microphones.

The PL78 can be powered with an internal 4 1/2-volt alkaline battery or any 24- to 48-volt phantom power source. The PL78 features an on/off switch to mute the microphone and conserve battery life and a built-in Acoustifoam pop filter to keep sound clean.

Weighing less than 11 ounces, the microphone features a no-dent Memraflex grill and a rugged zinc diecast case with a nonreflecting epoxy finish.

### Newsmixer Introduced by Pacific Recorders

Pacific Recorders & Engineering has introduced the Newsmixer. The Newsmixer is compact, and may be rack mounted or operated on a desktop.

Up to eight plug-in input modules can be handled in the seven-inch high mainframe, and additional mainframes may be cascaded for more inputs. Newsmixer may also be used as an on-air console as it features muting and warning tally lights for this type of operation. The unit has a monitor, headphone and talkback system for a voice booth, voice and tone slating facilities, equalizer/filter modules, and remote line switcher modules. The output is adjustable for +4 and +8 dBu operation and the two independent mixing buses also have patch points for the insertion of external processors.

For more information contact the factory at (619) 438-3911.

### Heitz's Compact Microphone Fishpole

The new lightweight (1 1/2 pounds), compact Gitzo 564LM fishpole, in charcoal finish, with four black anodized extensions and two soft grips, has a folded length of one and one-half feet, yet extends to seven feet. It is very solid for minimal motion and noise, and fits into a briefcase.

For additional information contact Karl Heitz, Inc., PO Box 427, Woodside, NY 11377, or call (212) 565-0004.

# NEW! EMPLOYMENT REGISTRY

---

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

The new NRB Employment Registry will:

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

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

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

For further information write:

NRB Employment Registry

CN 1926

Morristown, NJ 07960

or call (201)228-9522

---

# NRB

# LATE NEWS

## NORTHWESTERN RADIO MOVES TO SATELLITE WITH "SKYLIGHT"

The Northwestern College Radio Network will begin satellite transmission on July 1. Paul Ramseyer, the network's executive director, said the "Skylight" uplink project will better serve the network's six radio stations by allowing an increase of live interviews and concerts, sharing costs and personnel and improving sound quality. Most of the programming will originate at KTIS-AM and FM/Minneapolis and serve the other stations, which are located in Minnesota, Wisconsin, Iowa and North and South Dakota. A trial linkage of the stations on May 9 was successful, according to satellite program manager Wayne Pederson, who will continue as general manager at KTIS.

## MALPRACTICE CASE DISMISSED AGAINST MACARTHUR, CHURCH

A \$1 million clergy malpractice suit brought against four California pastors by the parents of a 24-year-old man who committed suicide in April 1979 was dismissed in the fourth week of the trial when the judge said a ruling for the plaintiffs would have a "chilling effect on the exercise of freedom of religion." Los Angeles Superior Court Judge Joseph Kalin ruled that there was no "compelling state interest" for the court to interfere in the pastoral counseling of Grace Community Church and four of its pastors, including John MacArthur, Jr., an NRB award-winning radio broadcaster on Grace to You. The judge also found "no evidence of wrongdoing" by the four defendants. The plaintiffs announced May 28 that they intend to appeal again.

## USIA-SPONSORED RADIO FOR CUBA AIRS RELIGION

The U.S. Information Agency is now in the religious broadcasting business. Since May 20 the Voice of America, a division of USIA, has been airing its "accurate, objective and comprehensive" news and information to the people of Cuba from a 50,000-watt transmitter in the Florida Keys and studios in Washington, D.C. The Spanish-language radio service airs 1 1/2 hours a day. A little-known fact about Radio Marti, as the new service is being called, is that it includes VOA-produced religious programming. Starting Memorial Day weekend Marti personnel have been producing and airing a 30-minute weekly ecumenical news/discussion program called in English The World of Religion. President Reagan proposed the international radio service four years ago.

## CONGRESS ACTS ON NONPROFIT MAIL RATE INCREASE

Direct mail fund-raising efforts of nonprofit organizations, including religious broadcasters, will face sharp postal rate increases on October 1 if the "revenue foregone" subsidy for second- and third-class mailings is reduced significantly. On May 23 the House of Representatives approved an \$871 million federal budget amendment for revenue foregone that differs sharply from the \$100 million subsidy proposed May 9 by the Senate. To maintain mail rates at 1985 levels \$981 million is needed. President Reagan's original budget request called for elimination of the revenue foregone subsidies. A House-Senate conference committee has the next move.



# WHAT BROADCASTERS ARE SAYING ABOUT ...



THE PRICE IS A LOW \$24.95 to NRB  
members  
\$39.95 to non-members

**Send for your copy TODAY**

"This is just a brief note to let you know how much our office has benefited from the Directory of Religious Broadcasting. It is a virtual goldmine of useful information and has been very helpful to us in updating our mailing lists."

**Don Beehler**  
Assistant Director of Communications  
Campus Crusade for Christ

"This is a magnificent book and I congratulate you and your staff on bringing out another fine compilation of important data which will be a tremendous help and blessing to those engaged in religious broadcasting."

**Thomas Zimmerman**  
General Superintendent  
General Council of the Assemblies  
of God

"We have just received the Directory of Religious Broadcasting and anticipate using it extensively, as we have in past years, as a welcome research vehicle in our office."

**Loren W. Mathre, President**  
Mathre Communications, Inc.

OVER 1200 COPIES ALREADY IN THE STATIONS, OFFICES, COLLEGES, LIBRARIES ACROSS THE UNITED STATES AND INTERNATIONALLY. IT'S STILL THE FASTEST WAY TO LOCATE:

Radio Stations  
TV Stations  
Cable TV  
Program Producers  
Films  
Agencies

Broadcast Equipment  
Studio Facilities  
Donor Relations  
Publishers  
Broadcast Schools  
Satellite Program  
Services

Enclosed is my check for \_\_\_\_\_ (Add \$4 for first class mail, Foreign \$12 additional postage.)

Please charge my  VISA  MasterCard

Account No. \_\_\_\_\_

Expires (date) \_\_\_\_\_

Signed \_\_\_\_\_

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_

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

# MEDIA WORLD

(continued from page 10)

## New Firms Producing Christian Records

MINNEAPOLIS (NRB)—Several new Christian record companies have been formed in recent weeks.

Marock, Inc., of Minneapolis became the fifth-largest Gospel record and distribution company when it released 19 "products" in late March and announced plans for another 30 releases by the end of the year. A lower-budget label, Arroyo Records, has been

established as a division of Marock Records.

"We have entered the Gospel music market because of our background with mass merchants where we feel there is a major untapped potential. The demand for Gospel music is growing tremendously while the number of retail outlets carrying the product isn't," said Mark Margolis. He and Leo Bullock, both former executives with K-Tel International, formed Marock, Inc.

Communications Records was formed in April as a division of the Ariose Music Group by entertainer Bill Gaither and Gary McSpad-

den. The new recording company, which is based in Nashville, is being headed by Ariose general manager Ron W. Griffin, who has signed two artists and is negotiating with others.

With offices in Kirbyville, Texas, two new record publishing companies were formed in late March. The new labels, which are related to the South Wind Music Group, are Rushwin Publishing, a BMI affiliate, and Gibson David-song Publishing, which is linked with ASCAP. James Gibson is general manager of the companies.

# CLASSIFIEDS

## EMPLOYMENT

**Associate Director.** The Christian Broadcasting Network, Inc., an evangelical Christian ministry, has an immediate opening for an associate director in the Production Services Dept. 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 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.

**Engineer.** KTIS AM/FM is seeking an experienced broadcast engineer. Must be knowledgeable and experienced in studio and transmitter operation and maintenance, automation, digital and microwave. Previous broadcast technical experience a must. Send resume to: Wayne Pederson, KTIS Radio, 3003 N. Snelling, St. Paul, MN 55113. Equal Opportunity Employer.

**Radio Station Manager.** Radio and TV talk show host, 26 years

experience, desires employment with or heading up larger Christian group. Will also consider options. Have completed Master and Doctor of Ministry Degrees. Write Box 7S, NRB, CN 1926, Morristown, NJ 07960.

## FOR SALE

**Tape Duplicator-Magnafax 1/4"** Model TM-79-FT. Full track 5 place, 60 ips. Mint condition. \$8,000. Call (914) 268-3000, Gordon.

**Christian radio station** located near resort area, Southeast U.S. \$280,000. Terms negotiable to qualified buyer. Excellent history and potential. Con-

tact: H. M. Morton, Freedom Broadcasting Corp., 100 E. Lake, Greensboro, NC 27403, (919) 273-7700.

**Cameras.** 5 PE 350 G. E. broadcast cameras, 850' cable, 5 encoders, enhancers, monitors, reel-to-reel machine, much more. \$12,500 firm. Send for list. Rex Nichols, Cross Broadcasting Corp., Box 429, Tafton, PA 18464; (717) 226-9481.

## SERVICES

**RADIO STATIONS!** Increase billing with two bright, low-cost Domain sales builders: PHOTO TIPS—sponsorable, 90-second feature, and DOMAIN JINGLE

**PACKAGE—**custom religious radio IDs. Call DOMAIN COMMUNICATIONS for details (312) 668-5300. Ask for Dan Balow.

**Television:** Television systems design, facility layout, equipment selection, installation and training. Contact Frank Anderl at ATS Associates, Box 29555, Minneapolis, MN 55429. (612) 561-0018.



**Employment Registry**  
c/o Frederick Lange & Co.  
CN 1926  
Morristown, NJ 07960  
201-228-9522

## ADVERTISERS

Pat Boone.....	35
Bott Broadcasting.....	9
Domain Communications.....	31
Family Radio/Open Forum.....	28
KMJC.....	1
Knudson-Benson Associates.....	20
Bob Larson Ministries.....	Ifc
Mission Service Supply.....	11
Nason Media.....	bc
National Right to Life.....	25
Nonprofit Mailers Association.....	10
NRB Convention Attendees.....	23
NRB Convention Registration.....	27
NRB Convention Tapes.....	26
NRB Directory.....	33
NRB Employment.....	29
NRB Midwestern Reg. Conv.....	30
Otari.....	15
Point of View.....	ibc
Polyline.....	20
Religious News Service.....	20
Sparrow Records.....	5
Sports Forum Radio.....	21
State of the Art Productions.....	14
Telex Communications.....	7
Universal Broadcasting.....	13
WGPR.....	31
Wold Communications.....	2

## How to Place a Classified Ad

1. All classifieds must be prepaid.
2. Type all copy.
3. Indicate category: Employment, For Sale, Services
4. Employment ads are \$20.00 per column inch.
5. All other ads are \$40.00 per column inch.
6. 20% frequency discount on 6 ads or more if payment of all ads is made in advance.
7. Box Numbers are available for an additional \$15.00. Please supply complete forwarding instructions.
8. Send copy, instructions, and check to:

**Classified Ads**  
**Religious Broadcasting**  
**CN 1926**  
**Morristown, NJ 07960**

# The Pat Boone Show



# #1 in America!

When you need to reach Christian demographics, you can't make a better media buy than The Pat Boone Show... An estimated one million listeners are waiting to hear your message every week... **RADIO WORKS!**

...For advertising rates call Ed Lubin  
213-553-9854

**NRB**  
MEMBER

Photo by Harry Langdon

(Circle 134 on the Reader Service Card)

WRB

# Nonseparation of Church and State

**T**HERE IS NO LAW in the United States declaring that government and religion are to be completely separated from each other. In recent years such a principle has been presumed to exist—"a wall of separation of church and state." Yet many people (including government leaders) are beginning to realize that the principle is a fallacy. Religious broadcasters have been among those pressing for the emerging principle of "accommodation of religion in public life"—or what we might call "nonseparation of church and state."

We have all seen the problems inherent in the separation principle. Over the past two decades the pressures for separation have unraveled the fabric of American society that had been fashioned from an intermingling of Judeo-Christian philosophy with democratic government. The result:

1. By disassociating itself from religion, the government began to act as god, displacing all other gods from public life. This was especially apparent in the schools. Where once the schools acknowledged the influence of religion as a benefit, they were forced by the Supreme Court decision outlawing school prayer to regard religion as a threat to civil rights. No longer were God, the Bible and public prayer a source of strength; the power belonged to the government, and to government they turned for moral as well as legal and professional guidance. But there they found an astonishing lack of moral direction. "Soft core" pornography became protected as a form of free speech. Abortion became a woman's right to do what she wanted with her own body. And flagrant homosexuality began to appear as just another form of civil rights.

2. By making religion, in effect, an enemy, the government set the stage for open hostility toward those who sought to exercise their faith in public. Giving in to pressures from atheists and others who had no secure faith in God, government at various levels began trying to push religion out of the public arena and sequester it behind the closed doors of the churches. "Freedom of religion" was construed as the freedom to believe in private but to feign religious ignorance

in public. It encouraged people to lose respect for religion and even be hostile to it to the point of persecution.

3. In moving away from religion, the government did not grow stronger but actually lost power, becoming indecisive and lacking courage. The war in Vietnam became a political chess game. Environmental concerns became struggles among power groups. And in social and economic developments the cry became "What's in it for me?"

We have not yet emerged from the dark forest of separation, but light is beginning to trickle in among the leaves. In the schools we have seen a measure of relief through "equal access" legislation, which allows religious groups to have the same standing in secondary schools as other groups that want to meet after school. Public religious displays no longer need be banned from government property. And government leaders, including the President, are more and more acknowledging their dependence on the Almighty God.

If America is to survive as a great nation, this *rapproachment* between government and religion will have to continue until we recover the complete freedom of religion guaranteed in the Constitution. No one need fear that this will foster an "establishment of religion," which the Constitution prohibits. After all, religions other than Christianity must be given their freedoms too. But by acknowledging the God the majority of Americans depend on, our government will find its proper place in His will and perhaps establish an atmosphere to promote religious revival in our country.

Religious broadcasters are to be commended for the role they have played in bringing about the beginnings of *rapproachment*. Through their presence in Washington (including the annual NRB convention) they have fostered good relations with government. Through their broadcasts and station operation they have demonstrated the relevance of the gospel to American life. And through their pronouncements on political subjects they have helped to nudge the wayward ship of state back to its proper course.

The challenge now is to maintain momentum, to continue to pray for God's intervention in our affairs and to work for a fair accommodation of religion for all.

—Harold Hostetler



# *“Point of View is number one on all four Bott Broadcasting stations.”*

*Dick Bott*

*Dick Bott, Bott Broadcasting Co.*

“As pioneers in Christian news programming, we know what our listeners want. *Point of View* has broadened our audience tremendously. Not only do the listeners love it, but our sales people love it. The program has considerably increased our revenue. Sponsorship and adjacent spots are more easily sold on *Point of View* than any similar program we've ever aired.”

You can build your audience and increase your revenue, too. Call today for a free audition kit.

**‘Point of View’**

Call Collect  
214-394-0852  
Soma Communications, Inc.

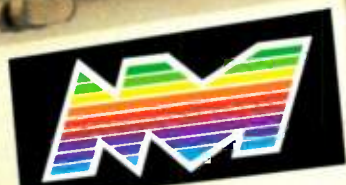
(Circle 113 on the Reader Service Card)



# Lights, Camera, Action!

When selecting a television production company, consider NASON MEDIA.  
We can provide all of the necessary elements in television production that will make  
your program a success.

Call us today.



NASON MEDIA CORPORATION  
2040 S. Santa Cruz, Suite 115  
Anaheim, CA 92805  
(714) 978-8112

(Circle 107 on the Reader Service Card)