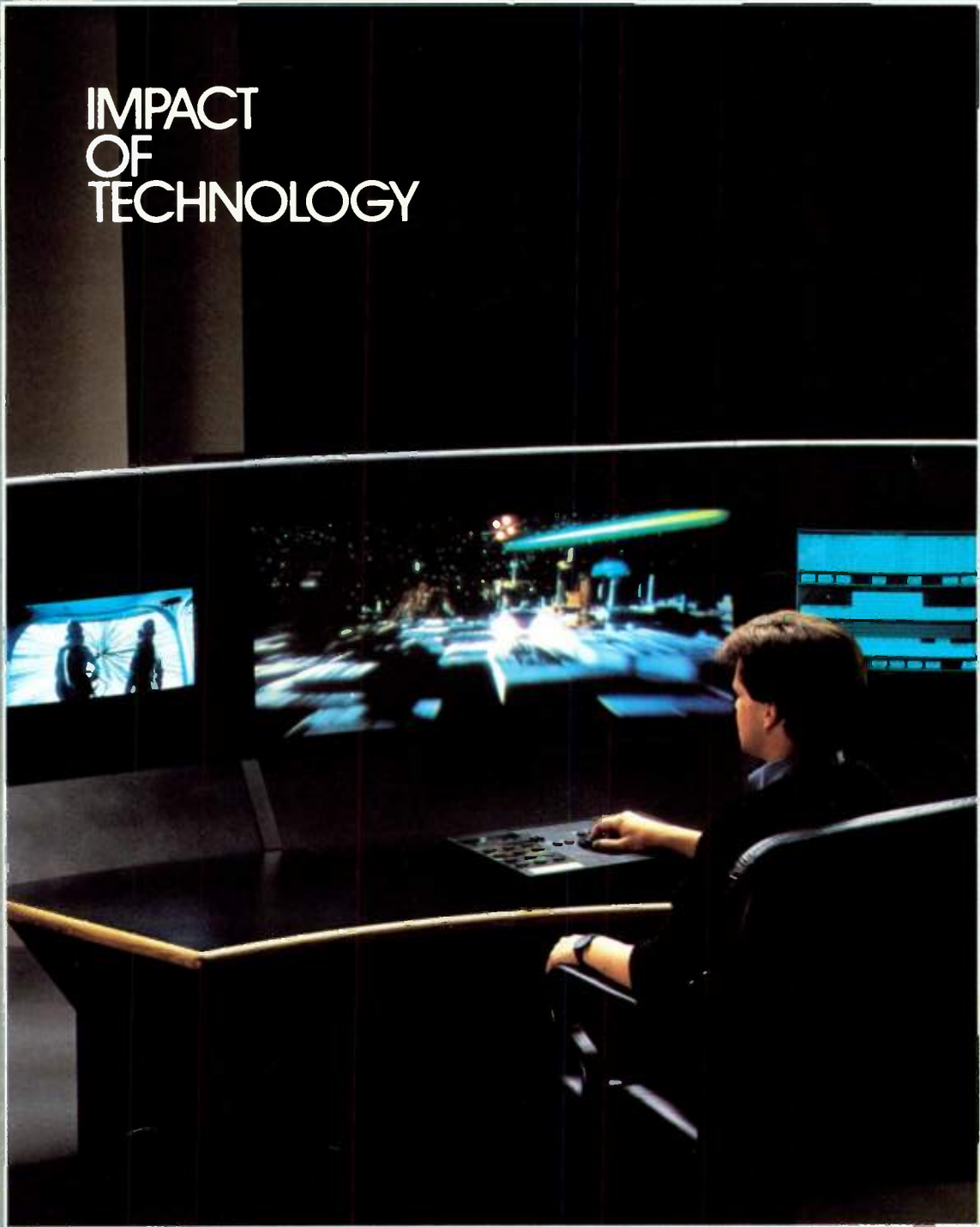


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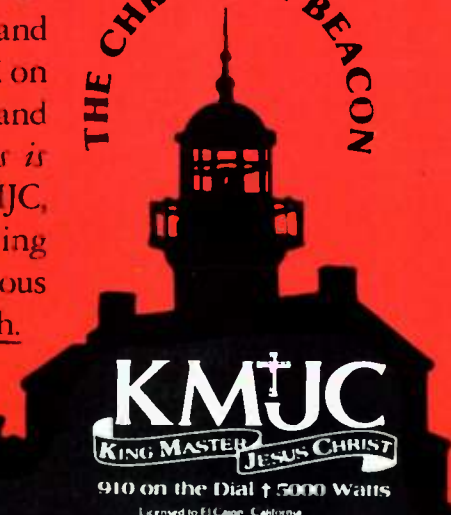
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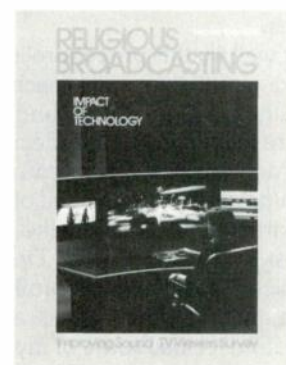
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As this month's cover shows, modern technology is changing behind-the-scenes production techniques for Christian telecasters. Some are already using the new EditDroid™ electronic editing systems from The Droid Works (see story on page 16). A trademark of Lucasfilm Ltd., the EditDroid interfaces directly and interchangeably with several tape formats. (Photograph used courtesy of Charles J. Lipow, Inc., Reseda, California.)



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Where Will Your Decision Lead?



Years ago I saw an article in the Harvard Business Review in which the author discussed what he called "the decision tree." This concept involves facing any decision in terms of weighing the options, then breaking each option down into a series of subordinate decisions, and analyzing each step as to cost and profitability.

In other words, if I take step "A", what will it cost, and what will the margin of profit be? And if "A" is profitable, will it lead to something else, and if so what? However, if "A" is not profitable, what will the results be, and where will the negative decision lead? An interesting concept, don't you agree?

Represented graphically, this idea looks for all the world like a tree, with nodules located every so often in its branches. Each nodule represents a decision, complete with its own analysis, as to cost and profit and consequences.

You might well try this procedure in your own planning. You are faced with decision-making each day, and in each area of decision there are a number of options, each with its own set of costs and its own potential for success. As well, each decision is sure to lead to another decision down the line. Try making your own decision tree, and see how it helps you plan your work. If I increase the power and go to 24-hour programming instead of 16 or 18, what will my fixed costs be; and how much extra personnel will it take, and will there be enough extra income to cover the cost and provide what Dr. Victor Cory used to call a "missionary margin"—a nice phrase meaning profit. Or if I lay off people to cut costs, how will that affect the station's effectiveness, and what effect will that have on the listening audience; and if I lose some of my effectiveness, what steps and how much cost will be involved to catch up?

Most effective use, however, of the decision tree is in analyzing and planning your own personal development—your personality and your ministry.

Try praying and laying out on a sheet of graph paper some of the areas of need in your life and some of the goals and visions that you wish to achieve and make into reality. Now analyze the cost involved in terms of time, effort, re-set priorities, sacrifices. Next, look at where each decision will lead you, and make up your mind as to whether it is worth the cost.

Above all, saturate this process with prayer. God will, in answer to honest prayer, reveal His will to you, and will guide you through the process of making the right decision.

Robert A. Cook

President

National Religious Broadcasters

RELIGIOUS BROADCASTING

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The Future of AM and TV Stereo

Religious broadcasters who own stations or produce programs should evaluate carefully the potential benefits of stereo against the additional costs of converting systems

by Richard E. Wiley

AMONG THE VARIETY of recent technological developments in the broadcasting field, the rise of AM stereo and stereo TV offers broadcasters in either medium a particularly strong combination—higher fidelity broadcasts and the new programming options such improved sound makes possible. Having endured a prolonged and troubled infancy, AM stereo technology may finally be on its way to delivering on at least some of its early promise, thanks to recent developments in the receiver industry.

While the technology for AM stereo has existed since the late 1950's, only the fledgling FM industry received the FCC's approval for stereo broadcasting at that time. As AM broadcasters know all too well, advertising dollars follow listening audiences, and those audiences have turned to FM in dramatic numbers over the past 15 years. Though AM broadcasters may now opt to leave their monaural sound behind, it remains to be seen whether that will be enough to challenge FM's domination of the airwaves.

AM stations that have "gone stereo" often describe the benefits in terms of both reception and perception. The latter refers to the promotional adrenaline generated by projecting one's image as a "state of the art" broadcaster, prepared to compete with the popularly perceived glamour medium of FM. As for reception gains, the ability to broadcast in full bandwidth sound greatly narrows the fidelity gap between AM and FM, thus making more significant the natural advantages of significantly greater range and relative freedom from multipath interference which AM enjoys over FM. The AM stereo sound has, however, encountered other obstacles.

Missing Standards

In 1981, after years of study and field testing, the FCC approved AM stereo technology and tentatively selected the Magnavox system as the industry standard. One year later, unable to determine a clearly superior system and inspired by its anti-regulatory temperament, the FCC decided to leave the selection of an industry standard to the marketplace. The marketplace has in-

deed since thinned out—from five original entrants to two survivors—but not without the din of disgruntled industry voices. Critics charged that the FCC failed to recognize "the marketplace" as the web of interdependent markets that it is, thereby subjecting AM stereo to several years of floundering and a standardization process based more on marketing than on technical merit.

Whether or not these critics are right, AM stereo's progress has been undeniably slow. The four systems to which the FCC granted type acceptance were all mutually incompatible. Thus, a radio designed for one system could not pick up the stereo signal of an AM station using one of the other systems, though it could play those signals monaurally. Converting a transmitter to stereo costs broadcasters between \$10,000 and \$25,000, or anywhere from \$50,000 to \$250,000 if their studios are not already stereo-equipped. Understandably, only a relative handful of broadcasters rushed to convert to stereo given the risk that their chosen system would prove unpopular and, quite possibly, obsolete. Those pioneers who did send out the early AM stereo signals found those signals falling on deaf ears, for the receiver industry proved even more reluctant to install a possible loser in the stereo system derby and thereby lose potential millions.

Multisystem Technology

Before AM stereo came to a complete halt, however, Detroit entered the picture. While the claimed technical superiority of the Kahn and Harris systems had appealed to some AM stereo broadcasters, Motorola targetted what most analysts consider AM stereo's most promising market: car radios. Car listeners are AM's largest audience, and the slightly lower fidelity of AM stereo is barely discernible in a moving automobile. Overcoming the interference of tall buildings or hills and going the full distance on long country roads, AM is at its best in a car. Appearing under the 1985 General Motors and Chrysler dashboards, the Motorola system established itself as the AM stereo frontrunner. This status was confirmed last December when Harris bowed out of the competition and agreed to convert its equipment to Motorola technology.

While Kahn is still battling Motorola, the eagerly awaited development of multisystem receiver technology has diminished the need for a single industry standard. Within the past two years, Sony and Sansui have introduced radio receivers which have overcome the problem of incompatible AM stereo broadcasts.

With multisystem technology in place, AM stereo technology has overcome its greatest hurdle. Other obstacles remain, however. Multisystem receiver developers are working to combine advanced technology and a reasonable price. The car makers have given AM stereo a boost, but with single system receivers rather than the advanced multisystem version. Thus, the waiting game persists, with AM broadcasters awaiting a larger stereo-receiving audience and receiver companies awaiting more widely spread stereo programming. Though not a panacea for sagging AM ratings, AM stereo does provide improved fidelity and thus wider programming options to broadcasters who do convert.

Stereo Television

While the popularity of AM stereo thus remains dubious even as that technology matures, television stereo has already firmly established itself as a childhood star in a field typically enamored with looks more than sound. Indeed, recent technological developments are rapidly making obsolete televisions that produce little more than the color picture introduced over 30 years ago. Today's high-tech transformation of TV offers not just giant screens and satellite dish pickup, but also high-definition TV reception and broadcasting, as well as computerized digital circuitry enabling viewers to freeze frames, erase ghost images, and capture a second smaller picture on their regular picture screen. None of these developments, however, has the TV industry making as many enthusiastic noises as does stereo TV.

TV manufacturers and broadcasters are racing to go stereo at a rate far greater than that in the AM radio field, a difference many attribute to the united front with which the TV industry approached the FCC. The TV networks' medium for transmitting the audio portion of their broadcasts to local stations

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NRB NEWS

Early Registration Advised for National Convention

WASHINGTON, D.C. (NRB)—Even as the first few internationally-known speakers are announced for the 43rd Annual NRB Convention and Media Exposition, “early bird” registrations are being received in the Morristown, New Jersey, offices of National Religious Broadcasters.

Early registration for the NRB convention, which has been called a “summit meeting” of world evangelical leadership, will save the typical attendee from \$10 to \$170. Until September 30, the pre-convention rates will be frozen at last year’s levels for most registrants.

The four-day gathering, scheduled for February 2 - 5 at the Sheraton Washington Hotel, will feature a closing banquet address from CBN founder and president Pat Robertson. He started in Christian broadcasting 26 years ago after purchasing a struggling television station in Virginia. Today Robertson’s Virginia Beach operation, the Christian Broadcasting Network, operates one of the largest cable TV companies in the nation, owns several TV and radio stations, and parents a graduate-level Christian university.

Robertson’s viewpoints can be heard in more than 25 million homes each day on his talk show, *The 700 Club*.

Lloyd John Ogilvie, pastor of First Presbyterian Church, Hollywood, California, will amplify the meeting’s theme, which is “Changing Lives to Change the World.” As keynote speaker on the morning of February 3, Ogilvie will set the tone for the balance of the convention. His weekly television sermons on *Let God Love You* draw attention to the need for evangelical renewal in America and around the world. Ogilvie calls the 1980s “a dynamic decade of spiritual renaissance” and sees a positive role for Christian media, especially television. “I believe we can communicate the gospel in a fresh and impelling way,” he says.

Ogilvie is a best-selling Christian author. His many books include “The Autobiography of God.”

The third plenary speaker announced this summer by NRB officials is Dan Betzer, speaker for the past seven years on *Revivaltime*. The 30-minute weekly radio preaching program, an outreach effort by the General Council of the Assemblies of God, Springfield, Missouri, is heard on 565 U.S. stations and in 100 countries. Betzer was named to replace C. M. Ward as speaker in 1978.

Revivaltime, an award-winning program, was broadcast from the NRB convention in January 1979.

More than 4,000 persons from around the world were registered for the NRB conven-



Pat Robertson



Lloyd Ogilvie



Dan Betzer

tion last February. A larger crowd is anticipated for NRB '86.

Dozens of practical workshops, a Congressional Breakfast, a Gospel music concert, tours of the nation’s capital and a full-service trade exposition with 300 companies represented will be part of the annual gathering. President Reagan and Vice President Bush are being invited as plenary speakers for another year. Both leaders spoke at the last convention.

An NRB member registering before September 30 will be charged \$195; non-members will need to pay \$295. After that date but before January 17, an NRB member will be charged \$205 and a nonmember will need to pay \$315. The “on-site” convention charges, which take effect January 17, are \$255 for an NRB member and \$365 for a nonmember. Similar rate scales apply for spouses, students and faculty members.

For the first time this year, hotel reservations are being organized by the Washington Tourist and Information Bureau. (A yellow form from the NRB office is available for this purpose. Call 201-428-5400.) Room rates at the Sheraton Washington range from \$90 to \$101 nightly for double occupancy. Rates at other hotels can range from \$55 to \$118 for double occupancy. Early reservation is advised.

“It really pays to plan your attendance ahead of time,” convention planners say.

Broadcast Preachers Will Address L.A. Convention

LOS ANGELES (NRB)—The first of five regional conventions this fall is being planned by NRB officials in California. The Western Convention, slated September 15-17 at the Marriott Airport Hotel here, will hear from two popular broadcast preachers, both of whom are best-selling authors.

Pastor John MacArthur of Grace Com-

munity Church in Panorama City, California, will address the closing luncheon on September 17, just prior to election of new officers. His radio program *Grace to You*, was given an award of merit for excellence by National Religious Broadcasters in 1984.

Delegates will also hear from Lloyd John Ogilvie, another Californian, who pastors the First Presbyterian Church, Hollywood. Ogilvie’s banquet address on September 16 will likely preview remarks he will deliver as keynote speaker for the 43rd annual NRB gathering in Washington, D.C., in February.

Other aspects of the Western meeting this year will include music from Norm Sper, Greg Buchanan and Kathie Sullivan, a recording artist who was featured soloist on *The Lawrence Welk Show* from 1976 to 1982. A workshop schedule for the Los Angeles session includes topics like “Introduction to Computers for Your Ministry” and “Sales: Let’s Do It Right!” A luncheon speech by Stephanie Edwards and a reception featuring the best “radio bloopers” are included in the convention’s schedule.

In public statements, John MacArthur has been cautiously optimistic about the \$1 million clergy malpractice case brought against him and three church associates. A Los Angeles judge dismissed the case, ruling there was “no compelling state interest” for court interference in the counseling practices of MacArthur’s church. The case, which stems from an April 1979 suicide, is under appeal again.

MacArthur emphasizes verse-by-verse exposition of the Bible from the pulpit and on his daily radio program. He has taken a similar approach to writing books, with titles such as “The Church: The Body of Christ,” “Keys to Spiritual Growth” and “Why Believe in the Bible.”

Ogilvie says that his 30-minute weekly television ministry, *Let God Love You*, takes a different approach than other broadcasters because he “dares to listen to the deepest

(continued on page 32)

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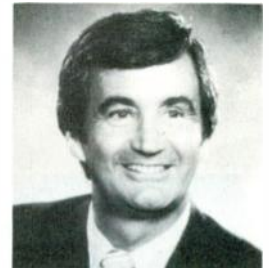
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TV Advances Impact Creativity

Even though you may be satisfied with the present quality of your productions, as a Christian programmer you should be aware of new technology and what it can mean to your television ministry

by Michael C. Nason



Photo courtesy of Nason Media Corp.

The busy control room of Hour of Power has become more efficient because of technological developments.

TECHNOLOGY ADVANCES are rapidly changing Christian television production and are providing new opportunities for creativity ... new chances to spread the gospel of Christ.

The biggest news in technology is that costs are dropping—not necessarily for innovative, state-of-the-art equipment, but for television production as a whole. Because much of the new equipment is easier to use, smaller crews are required. Labor costs make up such a high percentage of a producer's budget that cost savings from the new technology may offset a switch to modern equipment.

Even though you may be satisfied with the present quality of your productions, as a Christian programmer you should be aware of new technology and what it can mean to your television ministry.

One way to evaluate new equipment is to test it in your present set-up. For instance, on the *Hour of Power*, we borrowed a new and exciting 8 x 6 lens for the Memorial Day service. We found that the lens gave us the high quality with no distortion, and that it worked well for location shooting. Such a lens could be used in a stadium or arena, in a crusade setting.

New Cameras

Randy Blim, vice president for engineering at Pacific Video, one of the largest post-production houses in Southern California, reports that Sony, Hitachi, Ikegami, Phillips, and RCA are developing new cameras that are simplifying automation and increasing picture quality.

Lenses are becoming smaller and more light-efficient, Blim says, so they

transmit light faster. F-stop openings are larger, and glass quality is improved.

Because cameras are able to work at a lower light level, you need less light for your subjects and performers in studio productions. It is easier to take cameras out in the field.

For instance, if you work with a Christian relief agency doing a story on famine in Ethiopia, you can take a self-contained Betacam instead of lugging equipment and extra batteries. You can move quickly, getting the action as it happens.

You may find you can go from a two- or three-person crew to a one-person crew, cutting costs significantly.

Editing Changes

At Pacific Video, Blim has installed two off-line editing systems: Montage and EditDroid.TM

"Montage is a videotape-based non-linear editing system designed primarily for editing single camera principal photography," he says.

"The computer and the editing system allow you to arrange scenes and material in any given sequence, and to rearrange the order of your material without ever having to record it on tape."

EditDroid,TM introduced at the 1984 National Association of Broadcasters exhibit and on the market just nine months, was developed jointly by Lucasfilm Ltd. and Convergence Corporation, a videotape editing manufacturer, and is manufactured by The Droid Works. (See front cover illustration.)

This computerized, non-linear editing system keeps track of all changes you make and gives you a clean edit list. It uses multiple copies of source material, so it can provide extremely fast access to any scene or frame.

Interchangeable and flexible, it allows you to shoot in 16mm, 35mm, 1-inch

TELEVISION



Photo courtesy of PTL Network

A sound technician manipulates an audio console during videotaping at PTL Television Network.

*The biggest news
in technology
is that
costs are dropping,
not necessarily for
state-of-the-art
equipment, but for
TV production
as a whole*

tape, 3/4-inch tape, or 1/2-inch broadcast tape, and works with any one of the systems.

EditDroid™ can work with videodiscs or VTRs, and uses all off-the-shelf equipment, interfacing directly without requiring modification.

Because both Montage and EditDroid™ are non-linear, editors and directors have unlimited preview opportunities. Edit decisions can be made quickly, and you can view results immediately in real time, without loss of image quality or having to re-record tape. There is more time for creativity—and less time required for the tedious mechanics of editing.

Computers Help

Sophisticated computers, of course, are at the heart of both editing systems.

These computers can help make television production easier.

For our productions, we use personal computers for script changes. It is easy to store all script materials, to go back a year or two later, bring your material off screen and print hard copy.

Our teleprompter is computerized. We no longer have to retype script changes, tape them together, and put them in front of the screen on the teleprompter. Instead we can program script changes in seconds before we go on the air.

Christian television production is expanding through the creative use of satellites. Robert Johnson, chairman of Dominion Video Satellite Inc., reports that fall 1986 will see an interim service with three to six channels nationwide and 18 to 24 radio channels.

By 1988, Johnson says, he will offer a national multichannel radio and channel television distribution system that is a true alternative, offering programs that appeal to Americans with interest in traditional values and wholesomeness.

Dominion Video Satellite, Inc., is already licensed by the FCC to launch and operate two high-powered DBS satellites now being developed by the Hughes Aircraft Company. Each is capable of transmitting eight channels of television and 24 channels of radio to all 50 states, plus Canada and much of Mexico.

"One channel is called the John 17:21 channel," Johnson says. "Twenty-four of the major religious broadcasters—such as Robert H. Schuller, Kenneth Copeland, Oral Roberts, Charles Stanley, Jerry Falwell, Jim Bakker, and Jim-

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TELEVISION

my Swaggart—have signed affiliation agreements to provide programming on this channel.

"The other channels include two family programming services, a movie channel, a news channel, an educational channel with live university courses transmitted directly to homes, and 22 specialty channels for special programming, using the magazine concept."

Reaching Homes

Johnson says homes previously unable to receive cable can then receive religious programming in prime time by using a 24-inch receiving antenna that can be set on a patio or mounted to a roof.

His market research company predicts a minimum of 13 million homes will connect over the next six or seven years. The limitation, he says, is not audience availability; it is building and installing equipment to meet demand.

"The Dominion Network is time zone sensitive," he says, "so a program producer can identify and target a potential audience. We can discover in advance through market research whether a concept is attractive, thus giving programmers an excellent audience feedback on program conceptualization.

"Pay-per-view is an option, since Dominion can scramble or unscramble the signal into any group of homes, using technology that does the coding at the DBS end, rather than at the viewer's location."

Johnson says that the 15 percent of pay-per-view programming he envisions his network carrying can be researched ahead of time. "A producer can create programs with a high degree of assurance that when the program is premiered, an audience will be there," he explains. "The pay-per-view function will provide the necessary revenue to cover production costs and make a profit."

According to Johnson, the DBS technology will free religious broadcasters from whimsical pricing of air time on local television stations.

The PTL Network, seen on 1,200 cable affiliates throughout the United States and Virgin Islands, serves 12 million subscribers and uses satellite technology for expansion.

Ron Wright, director of research and development at PTL's Heritage USA, reports in the July issue of the PTL Satellite Guide that the recent move to Satellite Valley has provided the space needed for additional transmitters.

"We can now send signals to Galaxy I," Wright says. "This is significant, because anyone who now has a satellite antenna or is attached to any satellite-fed cable system can watch the PTL Television Network.

"Relocating our transmitting facility at Satellite Valley gives our network the opportunity to take advantage of laser fiber optics," Wright explains. "Now we can get signals from any location at Heritage USA, with near transparency. Our signal at master control looks as good as it does in the camera."

Worldwide Coverage

Victory Communications International, founded and headed by Michael K. Clifford, has pioneered closed-circuit satellite television, producing and handling arrangements for CBN with 217 U.S. cities and 11 Canadian cities, with over 170,000 seats.

Clifford credits first-class state-of-the-art equipment with making his work possible. He uses satellites, microwave, wide-screen television projection systems, computers, television cameras, and full production units, emphasizing quality, integrity, excellence and innovation.

In December, he will produce and coordinate Explo '85 for Campus Crusade for Christ in 97 cities spread over 55 countries.

Clifford predicts satellite television, whether offered to broadcast facilities, television stations, or closed-circuit, will become as important to non-profit organizations as are direct mail, telemarketing, or regular television and radio appeals.

NRB



Michael C. Nason, executive producer of Hour of Power, is president of Nason Media Corporation, Anaheim, California.

Combining Clarity and Quality

Almost thirty years after the beginning of the space age, satellite distribution of Christian audio and video signals is commonplace. The next frontier is adding quality to clarity of transmission

by Carl E. Smith

IN THE EARLY DAYS of broadcasting there were few religious-owned stations. Most religious programs were aired over secular stations. There were only standard AM broadcasting stations, and the tendency was, at least with the Plain Dealer stations where I was the chief engineer, to crowd the religious programs into weekends, particularly Sundays.

The American broadcasting system is essentially commercial, with some educational and non-commercial stations. In the 1940's, before World War II, FM and TV broadcasting emerged from the experimental stages. Wartime restrictions retarded the expansion, however, and new techniques, such as circular polarization, developed and patented by the author, were introduced and are in use widely today.

The space age began on October 4, 1957, with the Soviet launching of Sputnik I, the first man-made earth satellite. The first human voice to be returned from space was that of President Eisenhower in 1958. Telstar I was the first true communications satellite launched on July 10, 1962. The Early Bird was the first geostationary communications satellite launched on April 6, 1965.

The technology of satellites developed in power and applications. In the 1970's the capacity of satellite was increased to carry many thousands of phone circuits along with radio and TV programs.

In recent years, Christian radio broadcasters have been able to take advantage of satellites for distribution of audio and video signals. It is now possible to pro-



Photo by PTL Network

The cost of satellite receiver equipment is becoming affordable to any station.

cess a 15 kHz stereo audio signal through one of many orbiting satellites, resulting in a national or international footprint (satellite coverage area).

Leading Christian broadcasters are now establishing national network distribution systems with 24-hour programming of news, music, and call-in programs. Network affiliate stations can receive the network signal using a small satellite receiver dish antenna (8 foot to 12 foot diameter) and an appropriate receiver electronics equipment package. The cost of satellite receiver equipment is becoming affordable to any station.

Sub-audible tone technology is used by network programmers in conjunction with the satellite audio transmission path to enable remote control of affiliate station equipment. Functions of sub-audible tone technology may include: automatic start/stop of cartridge machines, pulsing of computers, start/stop of tape decks, and network alert alarms.

Creative Applications

A creative station owner may use computer technology to control billings, logs, payroll, record libraries, etc. Now an owner may go one step further in interfacing a computer into the satellite sub-audible tone system to provide complete automation of the station's program control. By interfacing the computer into the transmitter chain and building facilities, a station owner can enjoy the realtime benefits of a fully automated operation.

To extend the coverage area of a station, one may choose to take advantage of translator technology. A translator is a device which receives the station on its assigned frequency and then retransmits the signal on another frequency (assigned by the FCC). The retransmitted signal will generally penetrate a three- to 20-mile radius providing coverage, in some cases, to thousands of persons who would otherwise not receive the station. Some operations in the United States have more than 20 translators extending their ministries into outlying areas unserved by Christian radio.

Another mode of extending coverage area is through the use of SCA (Subcarrier Authorization) channels on FM

broadcasting. More FM Christian broadcasters are now offering programming of Christian material, such as special teaching programs or Christian background music. Since the FCC recently deregulated the use of SCA's, broadcasters can now transmit almost anything over their channels. A good source of revenue for the often lean Christian broadcasting operation is leasing of the FM sub-carriers to companies offering paging services, data transmission and other specialized operations. A Christian station operator should be sure he has adequate equipment to properly operate sub-carriers without interference to the main carrier. Many of the older transmitters and exciters in use by low-budget broadcasters simply will not meet the required FCC specifications.

System Upgrading

Regarding the use of older equipment by many small market (and sometimes large market) operators, one should conduct an energy audit to determine if the purchase or lease of a new solid state transmitter would pay off financially. Consider the amount of electricity required to run an old transmitter versus a new one. Many times a newer transmitter requires only half as much power; at the price of electricity in today's market one will realize a great return. Now let us look at maintenance costs in keeping an old transmitter on the air. Tubes are increasing in cost every three months. Some of the older style capacitors, coils and transformers are no longer available; or if they are able to be located, these will be priced at a premium. Add to the complications of older transmitter equipment the need for additional cooling along with poor operating specifications, and one can soon develop a monumental case for replacement.

With every good transmitter comes the requirement for good audio. Since the new transmitter and exciter combinations are capable of excellent separation at very low distortion, we must take extreme care in providing them with equal quality audio. There have been great technological advances in microphone technology. Many Christian broadcasters will buy the cheapest air microphone they can find only to realize an unnatural sound coupled with a lack

of mechanical isolation of the internal microphone element.

For \$100 to \$200, an operator can purchase from a local sound company a good quality microphone that makes a high-paid announcer sound like the professional that he is and not like someone talking on a telephone. Great strides in audio mixing consoles allow the broadcaster to offer tone control of each individual input. In addition, these consoles provide clean audio so important in today's market. Many consoles offer

*Station owners
must run
efficient operations
to remain
competitive in
today's marketplace*

built-in telephone patching and control to facilitate telephone talk shows.

Peak reading light emitting diodes (L.E.D.) on the new consoles allow for better control of audio peaks since they read faster and more accurately than other consoles. A side note on audio technology is a kind reminder to keep your tape decks in good working order paying particular attention to stereo phase relationship. A misaligned tape deck will not only cause distortion of the program material, but also produce a severe loss of high frequencies to the

mono listener. Many Christian radio regulars listen in mono on their small clock or table radios.

Clear Reproduction

To reproduce a music source for broadcast, an operator may desire to research and take advantage of the many compact disc devices now on the market. These units provide exceptionally clean music reproduction and do not require the delicate handling of records. With some of the more elaborate units an operator can program hours of music for his station without cueing up one record or tape.

The Christian television broadcaster should study the technological advances of new solid state cameras that have hit the market. Many cameras offer excellent resolution under low lighting at greatly reduced prices. TV broadcasters should also look hard at their audio chain. So often the video is perfect, but the audio is terrible.

There are several microwave remote feed units available for the TV broadcaster which pass video and audio quite well. With new developments in high gain antennas, an operator can now achieve greater range from remote equipment than ever before.

The intentions of this article are to provide readers with an overview of new technologies available for consideration at their stations. We suggest reading some of the more popular trade publications to keep abreast with the daily changing world of technology. A station owner must run an efficient operation to remain competitive in today's marketplace.

After reading this article and various trade publications, you may want to contact a competent engineer in your area who can provide the missing link between technology and your station requirements.

NRB



Carl E. Smith, who received an NRB Distinguished Service Award in 1984, is president of Smith Electronics, Inc., Cleveland, Ohio.

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FOCUS ON THE FAMILY



Photo by Focus on the Family

Developing Sound Fidelity

Although the fifties and sixties saw a great deal of change in recording technology, progress has stabilized over the past several years, at least in reel-to-reel analog audio. The most appreciable changes have come in tape transports and stretching signal-to-noise ratios to their limits, presumably to compete with the birth of digital audio. Tape speeds of 30 ips have become a standard, two track recorders using 1/2-inch tape and noise reduction, all designed to cover analog's multitude of sins. The broadcast industry has yet to adopt the majority of these refinements.

The broadcast industry is going to great lengths to get closer to that elusive dream called perfect reproduction

by Dave Spiker

IPERIODICALLY FIND myself slipping slightly "behind the times" in knowing about the latest technology. "Lust of the eyes and the pride of life" somehow seem apt when I think about the hours I could spend looking through the many issues of broadcast trade magazines piling up in my garage. I suppose there is also some frustration involved in being reminded of the gap between state-of-the-art and state-of-the-studio. However, with the construction of a new studio and cassette duplication facility

here at *Focus on the Family* within the last 12 months, I have had an opportunity (or should I say an excuse) to become a little more familiar with what the industry has to offer.

The trend in broadcast production technology is in the direction of higher fidelity. From multi-band audio processors to phase fixers and "time aligned" monitor speakers, the industry is going to great lengths to get closer to that elusive dream called perfect reproduction. "Is it live or is it Memorex?" is becoming a harder question to answer.

High Cost

Cost for these "super machines" is prohibitive to most religious broadcasters. One has to ask if the listener will really perceive the difference out of the top of the tower. I do not think the answer is "no," but rather "not yet." Cassettes were developed in the sixties as a convenient, inexpensive means of recording "voice-grade" audio. Speech was intelligible but little more. Yet with research and development dollars invested in this format by nearly every major audio electronics manufacturer over the last 10 years, it is no wonder cassettes now threaten reel-to-reel in becoming the industry standard.

Last June, shortly after our purchase of a Cetec Gauss 2400 cassette duplication system, we offered the *Focus on the Family* broadcast on cassette to our network of stations.

Approximately one-fourth have made the change and a great many more have expressed interest. In a survey of those

RADIO

now receiving the broadcast on cassette, all find it acceptable and 80 percent report no change in audio fidelity over reel. We find it acceptable as it is saving us approximately 50 percent in syndication costs.

Audio Fidelity

Attaining that type of fidelity does not come without effort and initial expense. Our chief engineer often says, "It's no small wonder cassettes even work at all! With a tape speed of 1 7/8 ips, 1/8-inch wide tape and the errors introduced by the cassette shell and pressure pad, it is impressive that the technology of cassette decks has progressed to the point where high fidelity is now being achieved." It is somehow odd that thousands of dollars are often spent on cassette equipment to make up for the flaws in a 99-cent cassette. That is an extension of Murphy's corollary: a \$350 picture tube will protect a 39-cent fuse by blowing first.

Some decks that impress me the most include TASCAM's 122 and 133. The latter is a two-speed, three-track deck with the third track used for SMPTE code or other cueing information, much like a cart deck. Another is Tandberg's 900 series with an over-abundance of features including audible tape cueing (yes, on a cassette!), a 10-point cueing memory which will cue to within 0.5 second accuracy, and infra-red remote control. And then, of course, Studer's A710 deck is arguably the finest broadcast cassette deck made.

Digital Media

The new principal development is digital media. The compact disc is the most promising among digital trends. Soon stations will air all music and syndicated programming from digital disc. Cueing would be almost instantaneous and broadcast fidelity would reach a new high water mark. The chief obstacle is cost-effectiveness.

Consider: The common measurement of thickness is the millimeter or "mil." However, a mil can be divided into another unit of measure called the "angstrom." The average thickness of a record groove is about 760,000 angstroms or about the thickness of a human hair. The compact disc format stores 40

to 50 tracks of information within 760,000 angstroms. With this type of intricacy, mass production must take place in a "clean room" (as with micro chip technology) and tolerances are small. With these requirements, cost becomes a large factor. But, as with every other budding technology, the cost will come down with further innovations and larger volume.

A "read/write" (play/record) version of the compact disc is only about two years down the road. It should have all the outstanding sonic benefits of existing compact disc units. Of course, it could be another couple of years after it hits the market before it would be affordable and suitable for broadcasting (cueing and such things), and possibly another three to five years before it would be genuinely accepted in the broadcast industry.

Most have high hopes for the compact disc. Because units have only two moving parts, one to turn the disc, the other to move the laser, they will be reliable and inexpensive to manufacture. Soon we may see a consumer compact disc playback unit for under \$100.

Microchip Technology

The other major digital innovation which may hold some promise for future radio syndication is the "chip." Last December, Hallmark marketed a Christmas card containing a chip which played a Christmas melody. This was not a typical wheel with perforations or trips to trigger the sound, but an actual microchip which had the melody stored in its memory. Although a number of years away, the technology has been developed which would allow broadcast syndication on a chip.

The future looks exciting for broadcast production technology. We will see more change in the next 10 years than we have in the previous 20. NRB



Dave Spiker is director of recording services for Focus on the Family, Arcadia, California.

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Technology and the Body of Christ

Modern video methods continue to take the gospel to the entire world while these technological changes impact the body of Christ

by Jack R. Hightower

MODERN TECHNOLOGY can mean a dozen different things in the world of industry and science. But what does it mean to those involved in the ministry—to us who put our lives into building the kingdom of God on earth?

Marshall McLuhan, the prophet of communications, said, "The medium is the message." Assuming that I am an average, simple human, that does not make sense. On the other hand, Paul of Tarsus, that great missionary statesman and communicator, emphasized that the simpler the message was, the easier it was to understand. When Paul wrote to the Corinthians, he said he would rather speak five words with understanding than a multitude of words that do not make sense (I Cor. 14:19). In his next thoughts (I Cor. 15:3), Paul uses the five words "Christ died for our sins" to emphasize his point.

Why is this philosophy of communication important when considering how the technology of television affects the distribution of the gospel message? It is because the gospel does not change by the method, or medium, by which it is distributed or received. The receptive instruments may be different depending

on the method of distribution, and the prime focus of methods is on the many options available for television reception.

Great technology does not give a better message. For us, technology gives the old reliable message where it could never be received before now. Technology expands the opportunity for the message to be received.

Exposure Increases

Until the late 1970's the only television seen was broadcast TV. Broadcast television started out on VHF channels exclusively. And for a while almost everyone in television broadcasting thought that was how it would be. But some people felt that the weaker signals and the unaccustomed tune-in higher UHF channels could also yield viewers.

UHF television became important to Christians partly because it did not have proven audience viewership via ratings and shares, and these independent stations did not have the network-produced shows. Because the lower viewership made commercial sales low in volume and cost, UHF stations were willing to accept paid religious programming to increase income.

UHF was a benchmark in getting religious programming out of the Sunday morning "ghetto" and into weekday

viewing. Programs like *The 700 Club* and *The PTL Club* bought two-hour blocks back-to-back and in the same time period for five, six or seven days a week. Christian television finally became an alternative to the network soap operas, game shows and late night television. And if there was no early morning or late night television, these Christian talk-variety shows became sign-on and sign-off viewing.

As stories usually go about money to be made, the network affiliated stations began hearing that religious programmers were willing to pay money equal to the potential viewing audience. And so network affiliates carried these talk-variety and teaching programs.

Network exposure brought the next change to the broadcast syndication of these programs. Time became more expensive, "windows" in network programming schedules became smaller and networks became more insistent on affiliates adhering to the network schedules. Affiliates did not want pre-emptions for other paid programs; they wanted network programs.

This forced syndicators like CBN and PTL to prune back their programs to one hour or 90 minutes.

Growth Patterns

Emerging in the wings during this time was the growth of fulltime Christian broadcast stations. Syndicated programs like *The PTL Club* and *The 700 Club* grew out of the full-time religious stations such as Channel 27 in Virginia Beach and Channel 40 in Orange County, California.

The PTL Club, hosted by Jim Bakker, started as the *Praise The Lord Club* at Channel 40. It was not until it began production and syndication in Charlotte, North Carolina, as an independent entity that *The PTL Club* expanded nationwide. The program that remained on Channel 40 was still called *Praise The Lord Club*, then hosted by Paul and Jan Crouch.

Other great influences in major metropolitan markets were Channel 38 in Chicago and Channel 40 in Pittsburgh. Allied to these full-time stations were "family" stations, such as Channel 69 in Allentown, Pennsylvania, the typical for-

TECHNOLOGY

mat of which was a healthy portion of wholesome viewing of syndicated reruns and a dose of religious programs.

These pockets of full-time Christian and family stations proved the reality of an existing, but underserved, audience. People in significant numbers wanted "on demand" Christian programming and they had the economic resources as a group to support this kind of television.

Satellite Delivery

The greatest media distribution phenomenon since radio has been satellite-delivered television. HBO opened the door by delivering programming directly via satellites rather than from videocassettes to the cable industry. As HBO pursued the cable market, CBN and others opened unused channels on cable systems across America. This satellite distribution began in 1977 to a cable industry that served only about 12 percent of the television households in America. Today the cable industry reaches almost 45 percent of television households.

This nationwide broadcast and cable audience did something that has never before existed: they reached beyond their local communities and helped Christian television expand to many parts of the world. What took decades of growth by other para-church organizations has been accomplished in several years by the users of satellite-delivered programming.

Syndicated and live television delivered by satellite has been the most revolutionary phenomenon in communicating the gospel that the world has ever seen. There are newer forms of message distribution that are in the middle, between the TV set and the satellite relay.

Improved Technology

Low-power TV, multipoint (microwave) distribution service, and individually-owned satellite receiver antennas are additional methods of reaching the television viewing audience. These are most viable in communities not provided with 24-hour Christian programming by a local station or by a community cable television system. These are viable in communities so small or remote that no clear broadcast signal reception is possible and cable television construction is

expensive.

Another distribution development is satellite technology itself. The existing satellite-delivered signals are in a frequency and power arena known as C-band. C-band satellites use transponders with power between five watts and eight-and-a-half watts. The use of this small power requires larger dishes varying in size between five meters and two-and-a-half meters (approximately 15 to five feet in diameter). K-band uses transponders on satellites with power between 40 watts and 200 watts. These more powerful signals allow the use of smaller dishes of about 0.8 meters or two-and-a-half feet.

What is the difference between C-band and K-band technology? The smaller two-and-a-half foot dish will be more affordable at about \$300 than are the larger two-and-a-half to five meter dishes at \$1,300 to \$8,000.

The K-band technology provides satellite reception that is as viable as is the transistor for radio. The question is whether or not developers, who will launch the more expensive K-band satellites, believe that a market will exist which will allow them to recoup their investments through program-user fees and audience donations.

K-band satellites ultimately mean that any individual can receive affordable religious programming even if it is not available from a broadcast station, a cable system, a microwave distribution signal, a low-power TV station or a television translator.

Internationally, this will allow people in countries that do not allow distribution of religious programs to receive such programs apart from government sanction. The enhancement of the visual and graphic reception of the message will bring greater meaning to the message, and will increase the understanding of the viewers.

NRS



Jack R. Hightower is marketing director of PTL Television Network, Charlotte, North Carolina.

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Religious TV Audience Does Measure Up

According to a new Nielsen survey, 34 million U.S. television households, 40 percent of all such homes, viewed one of the top ten Christian telecasters last February

by Paul H. Virts and David W. Clark

THE SIZE of the audience of religious television programs in the United States has been debated publicly for the past decade. Religious broadcasters claimed substantial audiences while their critics countered with charges of exaggeration.

In 1979, Ben Armstrong noted in *The Electric Church* that Oral Roberts' prime time specials had drawn audiences of "up to fifty million viewers."¹ George Gallup conducted three surveys which asked about religious television viewing in the past month. The responses indicated that in 1981, 32 percent or about 52 million adults had watched at least once a week. In 1982, 43 percent or 70 million adults indicated they had watched, and in 1984, 32 percent or 60 million adults had watched at least once a month.² The 1984 Gallup survey was part of the "Religion and Television" study directed by George Gerbner from the Annenberg School of Communication.

In another part of that study the researchers examined Arbitron diaries and estimated the aggregate audience of national religious television programs to be 24.7 million weekly. Adjusting for duplication in viewing and under reporting of

viewing by diaries, the research team estimated that 13.3 million people watched at least one quarter hour of religious programming per week. In an analysis of the study, David W. Clark estimated the television audience to "total about 25 million viewers weekly."³ William Fore, in examining the same study, estimated the number of persons watching an hour or more per week is between 7.2 and 9.2 million.⁴ In 1981, Jeffrey K. Hadden and Charles E. Swann examined the Arbitron ratings for syndicated religious programs in 1980 and estimated "the total number of persons viewing all 66 syndicated religious programs to be 20.5 million."⁵

The broadcasters themselves have based their estimates on letters, phone calls and other forms of audience response, rather than just ratings. Many of these television ministries have experienced enormous growth in responses of all kinds in the past decade. This suggests that audiences are growing regardless of what the ratings may indicate. The difficulty has come when letters or calls are used to try to estimate audience size. Obviously, there is a correlation between responses and audience size, but there is no accurate way to quantify such responses in terms of viewers.

These contradictory estimates of audience may lead some to mumble a version of the old adage about liars and figures and to discount all estimates of audience size. But these discrepancies can be explained by looking at how the estimates were produced.

Diary Ratings

Most estimates of the size of religious television audiences are based on ratings data. Arbitron and Nielsen, the two major rating firms, independently select samples of households in most of the 200-plus television markets nationwide. Each sample consists of approximately 500 households over a one-month period. People in each household keep diaries of which television programs they watch. From these diaries, audience sizes are estimated for each individual market. Both Arbitron and Nielsen then add the numbers for individual markets to arrive at national estimates. These national ratings "sweeps" are conducted four times a year.

But the diary method of audience measurement has some serious drawbacks. It is a fairly well-documented fact that people do not fill out these diaries very accurately. For example, people often forget to fill out the diary throughout the day and then try to

remember what they watched at the end of the day, or even the next day.

Furthermore, people are most likely to be aware of the television stations in the markets which are affiliated with one of the three major networks, and they are more likely to say they watched those stations than the smaller, independent stations which carry most of the religious television programs. When this happens, religious telecasts are credited with having far fewer viewers than they actually have.

Another potential problem is that the ratings in each of the 200-plus markets has a certain amount of sampling error which makes it impossible to calculate precise estimates. This error factor is especially acute in the measurement of small audiences. When the results of these individual market ratings are added together, the inaccuracies of individual samples are multiplied. Thus, the nation-wide estimates may be far too low—or possibly too high.

Measurement Units

Another problem with using estimates from individual markets involves the unit of measurement employed. Ratings data are most frequently reported as quarter-hour averages. That is, the ratings companies estimate the *average* number of people or households watching each quarter hour during a program. This figure says nothing about how many *different* people might be watching. In the broadcasting industry, such a figure is referred to as the reach or circulation of a program. Quarter hour averages also mask differences between weekly and daily programs. A daily program might have a much larger total number of people viewing because the daily program is on the air five times longer each week than the weekly program.

One final weakness of using ratings estimates from local markets is that they do not include estimates for the audiences of cable networks in those markets. A great deal of religious programming is aired over four cable networks—CBN, PTL, Trinity Broadcasting Network and National Christian Network.

Given all these drawbacks, some might wonder why anyone would use estimates based on diary ratings. The answer is simple. They are the standard

of local TV audience measurement. Local stations, advertising agencies, and program syndicators all use these ratings which makes them relatively inexpensive.

In some ways, estimates based on nationwide surveys may more accurately measure the total audience for religious television programs. In these surveys,

say nothing about who is watching. Thus, meter ratings may overestimate or underestimate audience size. However, meter ratings are generally considered to be much more accurate than diary ratings, because the human factor of recording viewing behavior has been largely removed.

For years, CBN executives and pro-

Now we can speak with greater accuracy about the size of the national religious TV audience

people are usually asked whether they have watched a religious broadcast within the last week or month. The estimates obtained from such surveys more accurately define total audience. The one drawback of survey data is that they are based on people's reports of their own viewing behavior. In answering survey questions, people may feel the pressure to overestimate or underestimate how frequently they watch religious programs.

Meter Ratings

For many years, the major television networks and program syndicators have been looking for more accurate ways of measuring audiences. The A.C. Nielsen Company has developed a system of rating national television programs. Nielsen randomly selects 1,700 households nationwide to be in its sample. Every TV set in each home is wired to a device which records what time of the day the set is on and to which channel(s) it is tuned. This recording device is connected by phone line to a computer at Nielsen headquarters which dials each home in the middle of the night and records the viewing data for the previous day. Results are reported weekly or monthly. The data produced are referred to as the Nielsen Television Index (NTI).

The one disadvantage of meter ratings is that they record only when the set is on and which channel it is tuned to. They

ducers of *The 700 Club* have wondered exactly how large an audience they are attracting. Knowing the drawbacks of diary ratings, the research department began looking for a better way to estimate our audience size. We asked Nielsen to provide an estimate of the total *700 Club* audience combining data from local TV stations and our CBN Cable network. This required combining data from the NTI and the NHI (Nielsen Homevideo Index which rates commercial cable networks) for the February 1985 ratings period.

Viewers Estimated

The Nielsen numbers were surprising! They showed that during the average quarter hour 1,445,000 households watched *The 700 Club* in February 1985. On the average day, *The 700 Club* is seen in approximately 2,527,000 homes by 4.42 million persons. The program was seen in an average of 7.24 million homes each week and a total of 16.3 million homes during the month.

That is, 1.7 percent of all TV households tuned in during the average quarter hour, 2.5 percent of households each day, 8.5 percent tuned in each week, and 19 percent of all TV households watched the program during that one month. The Nielsen estimate based on local diary ratings in all markets gave *The 700 Club* an average quarter hour rating of only 0.4 percent or 312,000 TV households!⁶

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



MARKETPLACE

In another analysis, Nielsen combined the audiences for the top 10 U.S. religious broadcasters for February 1985. Nielsen estimates that each week 18,185,000 households, or 27 percent of all TV households, tune in to one or more of these religious shows. Approximately 34 million households (40 percent of all TV households) tuned in to one of the programs during the whole month. These numbers surprised even Nielsen researchers!

And it should be remembered that these figures are only for the ten largest religious broadcasters. Nielsen lists another 50 nationally syndicated religious programs.

Implications Considered

There are now some data which will allow us to speak with much greater accuracy about the size and nature of the national audience for religious television. By using unobtrusive computers connected to every television receiver in 1,700 households, the possibility of inaccurately reporting programs watched has been largely eliminated. These new audience ratings, which show that 40 percent of all TV households watch one of the top 10 religious programs at least once per month, agree with earlier Gallup surveys which found that between 32 and 43 percent of all adults indicated they had watched a religious program in the past month.

If the audiences of the other 50 programs syndicated nationally were added to the audiences of the dozens of locally-produced programs, results would show that a majority of Americans are watching a religious program at least monthly. There are many implications of these startling new audience ratings:

One, these ratings help to explain the dramatic growth of some of the national television ministries. The increase in letters and telephone calls suggested large audiences were watching even though the ratings based on diary data could not confirm these large audiences.

Two, these programs clearly have the potential of influencing the thinking of millions of Americans in various ways. They are bringing the good news of the gospel in new and innovative ways to the public. They are providing information from a Christian frame of reference. And

they are setting the agenda of important issues in our society.

Three, the stations which carry such programs have often assumed that based on diary data the audiences for those programs were marginal. The hundreds of calls and letters which frequently came to a station when a Christian program was cancelled often puzzled station managers. Now we know why. The audience was there all along. These new audience numbers should make it easier to deal with station managers concerned that religious programs will destroy their "audience flow."

Four, the principle that says to whom much is given, much is required, applies. Christian broadcasters have an enormous responsibility to "speak truth in love" to a world desperately looking for reality in the midst of a medium dominated by fantasy. We have been given access to the family rooms and bedrooms of America. Let us use this opportunity to share the gospel wisely.

Finally, these new audience figures need to be taken seriously by those within the church who have been less than enthusiastic about religious television. The issue is no longer whether the church *must* get involved but rather *how* it must get involved in the follow-up of individual needs surfaced by these television ministries. NRB

¹ Ben Armstrong, *The Electric Church*, New York: Thomas Nelson, 1979, P. 87. Dr. Armstrong also stated: "The average weekly audience for religious television is in the neighborhood of fourteen million men, women, teenagers and children. *The Electric Church*, (see page 122).

² As cited in *Religion and Television: The Gallup Report*, 1984, p. 7.

³ David W. Clark, "New Light on Religious Television," *Religious Broadcasting*, June, 1984, p. 21.

⁴ William F. Fore, "Religion and Television: Report on the Research," *The Christian Century*, July 18-25, 1984, p. 711.

⁵ Jeffrey K. Hadden and Charles E. Swann, *Prime Time Preachers: The Rising Power of Televangelism*, (Reading, MA: Addison-Wesley, 1981), p. 50.

⁶ Nielsen Station Index, *Report on Devotional Programs*, February 1985, p. R-7.

Paul H. Virts is manager of Marketing Research Services for the Christian Broadcasting Network. David W. Clark is vice president of marketing for the Christian Broadcasting Network and treasurer of NRB.

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NRB NEWS

(continued from page 14)

needs and most urgent questions of the American people." He comments on spiritual revival in America and the positive role he believes television can play in making it a reality.

Ogilvie has authored more than eight books including "The Autobiography of God."

Wiersbe Will Speak to NRB Members in Atlanta

ATLANTA (NRB)—A three-day conference for religious broadcasters in the Southeastern United States will commence September 25 at the Ritz Carlton Hotel here.

Sponsored and planned by the NRB Southeastern Chapter, the regional session will feature a popular author-pastor, who has recently distinguished himself as a leading radio preacher.

The speaker for three meal functions, Warren W. Wiersbe became general director of the Good News Broadcasting Association, Lincoln, Nebraska, in 1984 and has since been heard regularly on the company's premiere broadcast, *Back to the Bible*.

Wiersbe has pastored churches in Indiana and Kentucky and was later pastor of the famed Moody Memorial Church in Chicago. The convention speaker has written more than 60 books on Christian living and biblical exposition themes. These include *Walking with Giants*, *Be Real*, *Be Joyful* and *Live Like a King*.

A regular conference speaker, Wiersbe preached the morning worship service last

February that preceeded the opening of NRB '85.

The convention will also include several workshops centered around the theme "Co-laboring with God." Broadcasting philosophy and strategies for handling controversial issues on the air are two workshops that will be led by Dick Bott, president of Bott Broadcasting Company. Money management and planning are topics that will be discussed by Larry Birkett, a financial manager and conference speaker.

A chapter business meeting, presentation of a Genesis Award, music by a choral group from Toccoa Falls (Georgia) College and several media exhibits are also scheduled for the Atlanta gathering.

Midwest NRB Centers on Building Relationships

CHICAGO (NRB)—Officers of the NRB Midwestern Chapter have designated Chicago as the "permanent convention site" for their chapter, beginning with their annual meeting next month at Holiday Inn City Center. The decision was made, based on Chicago's central location, to encourage more members to attend.

The October 9 to 11 meeting will help delegates in "Building Relationships." An author and conference speaker, Gary Chapman, will elaborate on that theme with four speeches. His comments for the closing morning's plenary session will center on giving and receiving constructive criticism.

A resident of Winston-Salem, North Carolina, Chapman is associate pastor of Calvary

Plan Today to Attend NRB Regional Conventions

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

Convention	Location	Contact
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) 329-4302
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.	Robert Bowen (201) 428-5400

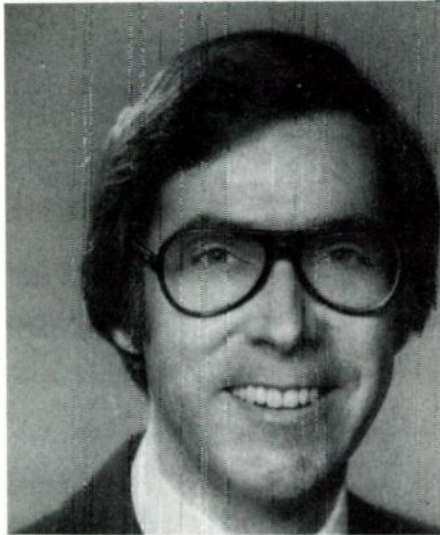
NRB NEWS

Baptist Church. He wrote "Toward a Growing Marriage" and "Hope for the Separated."

George Beverly Shea, a Billy Graham associate since 1947, will help open the conference. His deep bass voice is heard at evangelistic crusades around the world. Shea's renditions of *The Old Rugged Cross* and *I'd Rather Have Jesus* have stirred thousands. Another musician performing at the convention is Kathie Sullivan, a soloist for six years on *The Lawrence Welk Show*. Sullivan was honored in 1982 by Religion In Media as Best Female Vocalist of the Year. Both recording personalities appeared as soloists at the NRB national convention in February.

Other musicians participating in the Chicago session will include Haven of Rest Quartet, and Terri and Barbi Franklin; Sandy Rios, and The Solid Brass.

Other speakers are Paul Evans of *Haven of Rest*, for the closing luncheon; Harry Volkman, a Chicago television weatherman; NRB president Robert A. Cook, who broadcasts daily on *The King's Hour*; and Grace H. Ketterman, medical director of the Crittendon Center in Kansas City and a daily radio broadcaster on *You and Your Child*.



Gary Chapman

An evening at Moody Bible Institute that will include a tour of Moody Broadcasting Network's new radio studio facilities, a tour of WCFC-TV 38/Chicago, a business meeting with election of officers and a "prayer and share" time in small groups are also scheduled. Four workshops, called "Action Labs," are planned for October 10 on management training, television production, audio production and announcer training.

Talk Radio Host Scheduled for NRB Southwestern

DALLAS-FORT WORTH (NRB)—Christian radio and television professionals from several states will gather for a three-day conference next month at the Holiday Inn-Holiday near the Dallas-Fort Worth airport.

The annual convention of NRB's Southwestern Chapter, from October 15 to 17, will feature a popular radio talk show host, Marlin Maddoux of *Point of View*. Based in Dallas, the 90-minute daily program is usually aired live, on more than 100 radio stations.

Point of View has experienced consistent growth in number of affiliates since benefiting from a 30 percent growth during the last three months of 1984. A Maddoux spokesman has said the program draws attention to both "hard and soft news issues, most of which have some political ramifications." Maddoux aired live from the NRB convention in February. *Point of View*, which was started in 1975, has been syndicated via satellite since 1981.

The opening night, October 15, will feature a live telecast from Calvary Temple, Dallas. Broadcast evangelist Phil Arms, NRB president Robert A. Cook and NRB executive

director Ben Armstrong will be breakfast speakers. A chapter business meeting will close the convention on October 17.

An integral part of the convention's practical schedule are the four workshop sessions, including topics such as "Marketing and Creativity," "How to Reach Children" and "Motivation," which will be led by a Dale Carnegie Institute speaker.

Media Conference Scheduled for Historic Philadelphia

PHILADELPHIA (NRB)—Religious media professionals will gather next month in Philadelphia, the City of Brotherly Love, for their annual three-day convention beginning October 24. Four Bible teachers, including Tony Evans, pastor of Oak Cliff Bible Fellowship, Dallas, will speak to attendees from Maine to Maryland.

The other speakers are NRB president Robert A. Cook, who is heard on *The King's Hour*; Dot Worth, speaker on *Women Alive*; and Paul Anderson, a Maryland pastor who preaches regularly on radio.

The meetings, being held at the Marriott Airport Hotel here, will commence with a candlelight tour of historic Philadelphia, complete with tour guides dressed in authentic costumes of the city's earlier days, and an old-fashioned ice cream social. According to chapter president Sue Bahner, the tour on trolley buses will be "like stepping back in time" to a period when Philadelphia was known as "the cradle of liberty." Two foundations of American freedom, Constitution Hall and the Liberty Bell, are located in downtown Philadelphia.

Cook, who was elected to his first term as NRB president in February, is the first speaker at the breakfast, October 25. He recently retired as president of The King's College, Briarcliff Manor, New York, and is now chancellor.

Philadelphia mayor Wilson Goode will extend greetings at the same breakfast.

Evans, who will speak twice during the event, pastors Oak Cliff Bible Fellowship in Dallas. A board member of the National Black Evangelists Association, Evans is a graduate of Carver Bible College and Dallas Theological Seminary.

Music will be provided by The Speer Family and Clinton Utterbach, pastor of Redeeming Love Christian Center.

Four workshop sessions have been scheduled for the media conference, including "Is Overlap Overkill?" which will examine the benefits and problems of having several Christian radio stations serving a market. "The Proliferation of Fund Raising" is another workshop title planned.

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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.

Robert DeVaul

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.

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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

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BROADCASTERS



J. Vernon McGee



Robert A. Cook



Sue Bahner



Luis Palau

Stephen Freed, executive vice president of Trans World Radio, Chatham, New Jersey, resigned his position in June. Acting executive vice president is **William Mial**.

James Dobson, founder and president of *Focus on the Family*, was appointed to a new Commission on Pornography, as announced by attorney general **Edwin Meese III**. The commission is assigned to study the dimensions and effects of pornography and recommend measures to control its production and distribution. Those chosen for the commission, according to the attorney general, are "concerned about the quality of the life of our democracy" and "will approach the issues objectively."

Dobson, author of nine best-selling books, is heard by more than three million listeners daily over 700 radio stations.

Faced with \$250,000 a year in maintenance and parking costs, members of The Church of the Open Door, Los Angeles, California, have sold the building and relocated to Glendora, California. **J. Vernon McGee**, whose *Through the Bible* lecture series became the basis for the popular radio and tape series used by missionaries around the world, was the Open Door's best-known pastor. McGee, 81, returned to the church to deliver the farewell sermon at the closing worship service June 23.

KTRN-AM/Wichita Falls (Texas), formerly an adult contemporary station, has become KLLF-AM with a full-service Gospel music format. General manager of the 5,000-watt station, covering northern Texas and southern Oklahoma, is **Bill Thonton**. Program director is **Eddie French**.

Charles Austin, assistant news director for the Lutheran Church in America, has been named director of LCA's department of

news and information. Austin succeeds **R. Marshall Stross**, who retired April 30.

Anita Bryant, whose outspoken campaign against a homosexual rights ordinance surrounded her in controversy in the 1970's, lost her job after one appearance on WAGA-TV/Atlanta, when the station received numerous negative calls from viewers. Both Bryant and the station's management were surprised that past controversies surrounding her still exist.

NRB president **Robert A. Cook** has retired as president of The King's College, Briarcliff Manor, New York, and is now chancellor of the college.

Cook, who served as college president for 23 years, was honored with a farewell dinner attended by nearly 1,000 guests. Under Cook's guidance, The King's College became fully accredited and tripled in student enrollment. Campus building renovations and additions also occurred during Cook's tenure. Succeeding Cook is **Friedhelm Radant**, president of Northwestern College, Orange City, Iowa, since 1979. Cook's daily radio program, *The King's Hour*, heard on 60 radio stations, is now being taped in Tannersville, Pennsylvania, where he lives. Two recent programs were taped in the Taipei studios of the *China Lutheran Hour*, when Cook was on a Far East assignment in July.

Formerly operations manager of NRB, **Jon Bosworth** has accepted the position of vice president and general manager of WAPE/Jacksonville (Florida). Bosworth replaces **Bruce Maduri**.

Stephen Winzenburg, former director of syndication for Oblate Media, has been named general manager of KNDR in Bismarck, North Dakota. He replaces **Bert Johnson**. Before assuming the position,

Winzenburg received a Commendation Award from American Women in Radio and Television for the best radio spot of the year.

Dennis Patrick has been appointed by U.S. Senate to a full seven-year term on the Federal Communications Commission. Patrick, who described his regulatory philosophy as one "in favor of regulation by competitive market forces where possible," will end his term June 30, 1992.

The Board of Directors of Brandon Radio, Incorporated, which operates WSWG-AM/Rochester (New York), has elected **Sue Bahner** as vice president. Bahner has been general manager of WSWG since September of 1980. She is also a member of the board of directors of NRB and is president of NRB's Eastern Chapter.

Peirce-Phelps, Incorporated, an equipment manufacturer, has opened a new office in Santa Ana, California. The office serves the western United States and is headed by **Phillip L. Gantt**, national sales manager.

Evangelist **Luis Palau** completed a five-week series of evangelistic meetings in England, France and The Netherlands, as well as a three-week crusade in Zurich, Switzerland, in June. The crusades broke new ground for mass evangelistic campaigns in Europe. "There is a great sense of hopelessness here in Europe," Palau told Dutch business people, "far greater than anything I have witnessed in the Third World." Palau said that he believes there is a "crisis of the spirit" in Europe because "the continent has alienated itself from God."

As a result of increased concern and the pressing need for skilled Christian media personnel in the Third World and elsewhere, a new consulting and training agency, Media

Associates International, has been started in Bloomingdale, Illinois. MAI will respond to the growing number of requests for practical on-site training and guidance that produce increased competence in communication, managerial, marketing and research skills, according to MAI president **Robert B. Reekie**. Reekie was executive vice president and director of the David C. Cook Foundation.

In June, WCFC-TV/Chicago began carrying SilentRadio, an electronic "newsboard service," over the vertical blanking interval of its television signals. SilentRadio's parent company, Cybernetic Data Products, has signed a licensing agreement with the station's licensee, Christian Communications of Chicago. The newsboards contain sports, weather, news and advertising messages.

Recognized as one of the oldest gospel radio programs in the East, the *Fraser Gospel Radio Hour* celebrates its 60th anniversary this year. The weekly radio program of "the blind evangelist" and his wife, **Robert and Ella Fraser**, went on the air in March 1925. Since her husband's death in 1957, Mrs. Fraser has been director of Fraser Gospel Ministry, Yeadon, Pennsylvania.

An inside look at the operations of British and European broadcast systems was offered to 12 Wheaton College communications students this summer. **Myrna Grant**, assistant professor of graduate communications, led the group as it visited London and Amsterdam. Among the many guest lecturers were **Norman Stone**, a BBC producer, and **Colin Semper**, provost at Coventry Cathedral.

An Indiana CPA, **Richard F. Capin**, was named chairman of the board of the Evangelical Council for Financial Accountability during its annual meeting in Dallas. He succeeded **George M. Wilson**, executive vice president of the Billy Graham Evangelistic Association.

A three-day conference called "Love Central America" is scheduled to begin September 23 in Guatemala. Sponsored by Open Doors with Brother Andrew, the sessions will be addressed by **Brother Andrew** and evangelists **Hermano Pablo** and **Alberto Mottes**. All three men have religious broadcasts and have been speakers at NRB conventions. Congress coordinator is **Hector Tamez** of Open Doors.

The National Federation of Local Cable Programmers held a special track on religious programming during its summer conference held July 11-13 at the Boston Park Plaza Hotel.



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NEW PRODUCTS

Sharp Unveils HK-20PA Portable Audio System

A new portable cassette recorder and public address system has been introduced by Sharp Electronics Corporation.

The HK-20PA has features such as 20-watt RMS power amplifier combined with a full-range front-mounted speaker system and three-channel mixing capabilities. The

HK-20PA also provides a built-in tape deck with variable tape playback speed, an auto program search system (APSS) and automatic record level control circuits (ALC) with variable sound monitor. The built-in deck can be used to play back previously recorded tapes or to make live recordings.

The system operates on AC, battery or an external 12- to 15-volt DC source, such as a car battery. A permanently attached AC

power cord has a three-prong grounded plug and wrap-around storage brackets. The cassette/sound unit is housed in a heavy-duty vinyl-covered wood enclosure with carrying handle and protective metal corners.

For more information contact the Professional Products Division, Sharp Electronics Corporation, 10 Sharp Plaza, PO Box 588, Paramus, NJ 07652, or call (201) 265-5600.

New EBU-Standard VITC for Cypher

The BTX Corporation has announced availability of EBU-Standard VITC generator and reader options for its Cypher time code system.

This option makes the Cypher capable of generating or reading vertical interval time code in the EBU format, for PAL systems. It conforms to all European Broadcast Union standards for generating and reading vertical interval time code.

Like all Cypher options, the EBU/VITC option is of a modular design which permits it to be retrofitted to existing Cyphers or configured into the unit at the time of purchase. Price for either the generator or the reader is \$995.

For further information contact Paul Matthews, The BTX Corporation, 75 Wiggins Avenue, Bedford, MA 01730, or call (617) 275-1420.

Panasonic Produces Video Dub System

A complete video dubbing system capable of simultaneously controlling up to 40 video tape recorders has been introduced by Panasonic Industrial Company. The basic system, consisting of the AG-A100 controller, AG-DA100 distributor and AG-SW100 switcher, has been designed to offer complete control over virtually every step of the dubbing process.

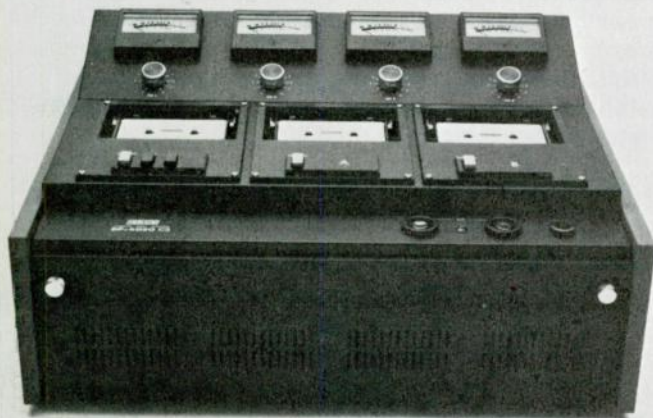
The three devices allow the connection of either one or two master VTRs for dubbing to as many as 10 slave VTRs.

Panasonic's AG-A100 Dubbing Controller features a remote control unit, which adds convenience by controlling the stop and start functions of the master VTRs and several slave unit operations—playback, fast forward, rewind, search (forward and reverse), stop, pause/still and cassette ejection.

The "audio monitor mode" offers the option of audio channel 1, mixed or audio channel 2.

For more information contact Ron Tomczyk at (201) 348-7183, Rich Henning at (201) 392-4322 or John Lissner at (212) 546-1877, or write Panasonic, One Panasonic Way, Secaucus, NJ 07094.

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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.

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Audio Tape Duplicators & Video Tape Loaders

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MEDIA WORLD

(continued from page 12)

Sweden, was seen briefly on MTV. Both groups record with the Benson Company.

The DeGarmo and Key video caused a stir throughout the industry when it was originally rejected by MTV, which claimed the video did not meet their broadcast standards because it contained "senseless violence."

The video is titled "666." Earlier it was given an award by the Gospel Music Association for excellence in the visual song category. It contained a scene in which a man playing the biblical Antichrist is consumed by flames. Benson re-edited the tape and inserted a crystal ball rolling out of a flaming barrel for the body-burn segment.

A contemporary Christian musician, Leslie Phillips, was interviewed on May 7 on NBC-TV's *Today* show. The singer, known for a clear biblical message behind a rock beat, offered testimony about the Christian music industry and the stations that play CCM formats. A brief segment of her latest music video was introduced by cohost Jane Pauley. Phillips records with Word Record and Music Group.

The circumstances behind Phillips' interview are as interesting as was the exposure offered to CCM videos. Last Valentine's Day

Pauley was conducting a remote live interview between New York and Florida when an unknown radio station interfered with the transmission.

"I don't know who that station is but I wish they would change the record," Pauley quipped. The record playing was one by Leslie Phillips. The CCM videos received a rare preview on national network television because, as Pauley later concluded, "The Lord works in mysterious ways."

World Perspective Promised by New TV Shows

WASHINGTON, D.C. (NRB)—International Media Service, an "alternative news" producer for more than 100 Christian radio stations, has branched out into television production with two nationally sponsored news programs.

Forrest Boyd, president of the live-via-satellite news service known simply as IMS, calls *Worldview* a panel discussion that "provides the public with information and viewpoints not normally heard on similar secular programs." Current events are discussed

from an unapologetically evangelical perspective, but a "broad approach" has been attempted to draw the interest of nonevangelicals, Boyd said.

The 30-minute weekly program is hosted by Robert P. Dugan, Jr., director of the Office of Public Affairs of the National Association of Evangelicals, Washington, D.C.

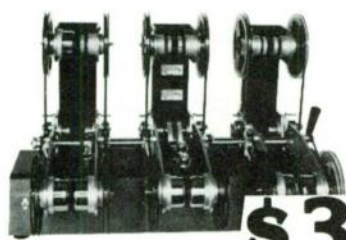
The other 30-minute weekly television series, *Our World*, takes a newsmagazine approach to news about Christian ministries and is aimed mostly at a Christian audience. Each program is divided into four segments: an investigative story that encourages viewers to think, a close-up feature on an individual or organization, a world ministries report hosted by Trans World Radio president Paul Freed and an in-depth interview with a civic, church or political newsmaker.

Both of the programs were started in mid-February and are on some 20 television stations. The shows are carried on National Christian Network and the giant CBN Cable.

Another distinctive feature of the programs, according to Boyd, is that they are being aired on a barter basis with the stations. Instead of exchanging money for air time, six minutes of each show are divided equally between producer and station and is sold.

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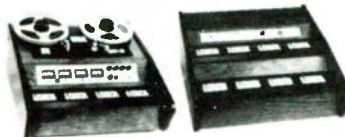
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LATE NEWS

NOTED MUSICIANS WILL PERFORM FOR NRB MEETING

Several noted musicians have signed on for the NRB '86 international convention, being held February 2 to 5 in Washington, D.C. (see convention news story on page 14). The New Gaither Vocal Band, which includes Bill Gaither and Larnelle Harris, will perform. Contemporary artist Steve Green and the Communique Singers and Orchestra of Northwestern College have confirmed their participation in the convention program. A Monday night musical extravaganza featuring some of the best names in Christian music is being coordinated.

GRAHAM REPORTED IN GOOD HEALTH, BROKE THREE RIBS

Billy Graham, the world's best-known evangelist, has maintained a full schedule and says he is in good health despite suffering a fall while in Britain for a major crusade. He broke three ribs. Days after the accident and against doctors' advice, the evangelist spoke to an international gathering in Los Angeles (see photo on page 12) and conducted another stadium crusade in Anaheim, California. The final night there, July 28, saw attendance of 80,600, which broke all previous records for the Anaheim stadium. The Anaheim crusade will be telecast here during the first week of September on 250 TV stations. Graham and associates leave this month for a preaching tour September 7 to 17 in Romania. A visit to Hungary is also scheduled. The British meeting, at Sheffield, was broadcast live via satellite in 51 British cities and in several other countries, including Zambia and Tanzania.

60 MINUTES REPORT ON NRB '85 MEETING DRAWS MUCH MAIL

NRB officials expressed fresh concern recently for the "distorted presentation" given the NRB convention by CBS-TV's 60 Minutes (see Religious Broadcasting, May 1985, page 38). The 15-minute news/opinion segment, which was rerun July 20, has generated more mail than any other 60 Minutes segment this season, CBS said. Citing company policy, a CBS source would not comment on the number of letters received or whether most were positive or negative about the program.

BROADCASTERS IN EUROPE ORGANIZE FOR TV FUTURE

More than 50 delegates representing Christian television in all the countries of Western Europe, as well as Yugoslavia, Canada, Australia and the United States, started a new organization called Alpha Omega as a result of a European media conference held in Switzerland June 27 to 29. The conference, entitled "Television: The Window to Europe," prepared religious leaders to take full advantage of rapidly changing TV distribution methods in Europe. By 1990 it has been estimated that Europeans will be able to receive 25 television channels. Another Christian media conference was held April 16 to 18 in West Germany to seek "more gospel in the media." That session drew 800 persons, including broadcasters and publishers.

WHAT BROADCASTERS ARE SAYING ABOUT ...



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"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."

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CLASSIFIEDS

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WTLR-FM, a listener-supported Christian station (Moody affiliate), is now seeking a general station manager. Responsibilities include personnel management, public relations, fund raising, and development. A real opportunity to be involved in a growing ministry. Send resume, references, and any other material to: Dr. James Martin, WTLR, 315 S. Atherton St., State College, PA 16801. Equal Opportunity Employer.

GENERAL MANAGER: 50,000 watt FM Christian radio station seeks qualified manager. Multiple-staff radio management and on-air experience a must! Send full resume to Dr. Harvey Bostrom, president, Fort Wayne Bible College, Fort Wayne, IN 46807.

MANAGEMENT OPENING for experienced sales-oriented manager for full-time well established 5 kw evangelical Christian station in beautiful Salt Lake City, the 37th market. Only commercial religious station in Utah. Profit sharing deal possible! Send resume, snapshot, salary requirements to Richard Schwartz, KBBX, Box 388, Salt Lake City, Utah 84110.

NEWS DIRECTOR needed for two top-rated 24 hour stations with strong news commitment. WFRN-50,000 watt sacred music and WCMR-5,000 watt country. Broad news experience and strong personable delivery. Stations run on biblical principles with Christian staff. Also need news reporter/announcer with modest experience. News staff comprised of three. Call Marshall Lawrence (219) 875-5166. Resumes to WFRN/WCMR, PO Box 307, Elkhart, IN 46515.

NEEDED: GENERAL MANAGER for a major Christian TV station. Must have experience. Send resume. Contact NRB, Box 9Z, CN 1926, Morristown, NJ 07960.

MANAGEMENT OR PROGRAM DIRECTOR: Individual with over 20 years experience in Christian radio seeks a position as station manager or program director with a Christian radio ministry. Experience in-

cludes all areas of Christian radio including: station and network management; on the air personality with over seven years as producer of call-in talk program; 12 years of sports reporting including seven years of play-by-play in High School and College basketball and football; 13 years as manager of top AM/FM combined operation which included two building programs and frequency and power changes. Also developed increased giving and extensive public and church relations programs. Has served on NRB chapter board and workshop committees. Currently in a related field and wishes to return to the Christian radio ministry. For resume, tape and references please contact Box 9K, NRB, CN 1926, Morristown, NJ 07960.

NEED A MEDIA Professional with a pastor's heart? Available for church, ministry, radio/TV station. Pentecostal/charismatic emphasis. Experience in all fields of media, ministry, and management. Also willing to take pastoral duties. Send for resume and photo: Thomas Harrison, Box 313, Wagoner, OK 74477.

TELEVISION STATION MANAGER for low power station at Happy Church, Inc., Marilyn Hickey Ministries, Denver, CO. Requires experience in TV broadcasting. Contact Personnel, (303) 698-1155.

COMPUTER PROGRAMMER/ANALYST needed at Marilyn Hickey Ministries in Denver,

CO. Requires 3-5 years D/P experience. Prefer experience with IBMS-38. Contact Personnel, (303) 698-1155.

MIDWEST MARKET CCR seeks experienced Sales Manager for spot and brokered time sales. Send resume and track record to Box 9W, Religious Broadcasting, CN 1926, Morristown, NJ 07960. All replies held in the strictest of confidence.

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

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RADIO STATION OWNERS: Interested in selling? I have contact with qualified dedicated Christian broadcasters who may be interested in your facility. Contact: David Eshleman, DME Associates, 1400 College Ave., Harrisburg, VA 22801. Phone: (703) 896-8933, evenings 434-0844.

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601-2 stereo recdr., \$350. 5) Lang console cabinet, \$150. 6) Ampex 601 monaural recdr., \$125. Contact: Bible Study Hour, Rob Dolan, 1716 Spruce St., Philadelphia, PA 19103. (215) 546-3696.

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Photo by Harry Langdon

A Matter of Excellence

FIFTEEN YEARS AGO when I first attended an Eastern Chapter conference of NRB in Washington, I was impressed with an underlying commitment of the men and women participating. Representing a wide spectrum of the many-faceted broadcasting industry, those persons were all committed to something that guided their current programs as well as their future plans. That "something" which drew them together was the quality called "excellence."

Excellence is defined as "surpassing merit; pre-eminence in quality and doing; going beyond, exceeding, surpassing."

Dr. Ben Armstrong, along with the NRB Board of Directors, has reflected the quality built into NRB by its founders: "What is worth doing is worth doing right, and worth doing better than it has ever been done before." It's a matter of excellence!

Leroy Eims, evangelism director for the Navigators, capsulizes what our motivation for excellence in Christian broadcasting is built upon. He states, "We must start with God Himself." *God's name is excellent.* "O Lord our Lord, how excellent is Thy name in all the earth, Who hast set thy glory above the heavens." (Ps. 8:1). *God's loving-kindness is excellent.* "How excellent is Thy loving-kindness, O God! Therefore the children of men put their trust under the shadow of thy wings." (Ps. 36:7). *God's salvation is excellent.* "Behold, God is my salvation; I will trust and not be afraid ... He hath done excellent things: this is known in all the earth." (Isa. 12:2-5).

Rejection by those in the field of secular broadcasting is often not a refusal of the product and message we offer as much as a revulsion at our uncaring, undisciplined sloppiness in presentation. We do our excellent Lord a great disservice.

Mark Twain said, "Why is it there is never enough time to do it right but always enough time to do it over?" We are forever doing things over because we were not committed to excellence.

Excellence for the sake of excellence is a standard that often disappears amidst the mediocrity of today. But occasionally someone will raise the standard and set a new example that inspires us and that reminds us of the reward in doing things well. But our standard is not excellence for ex-

cellence's sake. It is excellence for Christ's sake. Of Jesus it was said, "He has done all things well." How like Him are we in this matter of excellence?

Michelangelo, while working on the Sistine Chapel, was spending much time and effort on a little-seen corner. A friend chided him, saying no one would know if he did the corner well or not. Michelangelo replied, "I will know." A little-seen corner called for as much of his talent and creativity as the dome which would be revered for ages. He was committed to excellence.

In the matter of Christian broadcasting our "little-seen corner" is much more obtrusive. Many know what we're doing and how we're doing it. But even if it were only ourselves and the Lord who knew, using our talents and creativity to do well our "little-seen corner" would be its own reward.

We dare not stand before the Lord and excuse ourselves by saying because it was done in Jesus' name it could be done half-heartedly. Does the Lord's name upon a project or endeavor release us from a commitment to excellence? Quite the contrary. Jesus said, "As my Father has sent Me, even so send I you." (John 20:21). He who "cared enough to send the very best" desires the same quality be reflected in our lives.

We should be reviewing our ministry constantly. From station ownership to program production and all the functions between and beyond, we should look ceaselessly for steps toward improvement and strive to be the best we possibly can.

An Olympics motto states: "Higher—Faster—Farther." Paul expressed it, "... I press toward the mark for the prize of the high calling of God in Christ Jesus." (Phil. 3:14). Such is the determination and discipline called for by the total Christian life. As broadcast communicators we must have no less commitment.

If our goal is to communicate Christ we must ask His Spirit's wisdom and power to do it well. Then he who searches the motives and intents of the heart will say to us, "Well done, good and faithful servant. You have been faithful over a few things: I will make you ruler over many things. Enter into the joy of your Lord." (Matt. 25:21).

It's all a matter of excellence!

— Don Johnson

Don Johnson is producer of Afterglow, Memphis, Tennessee.



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