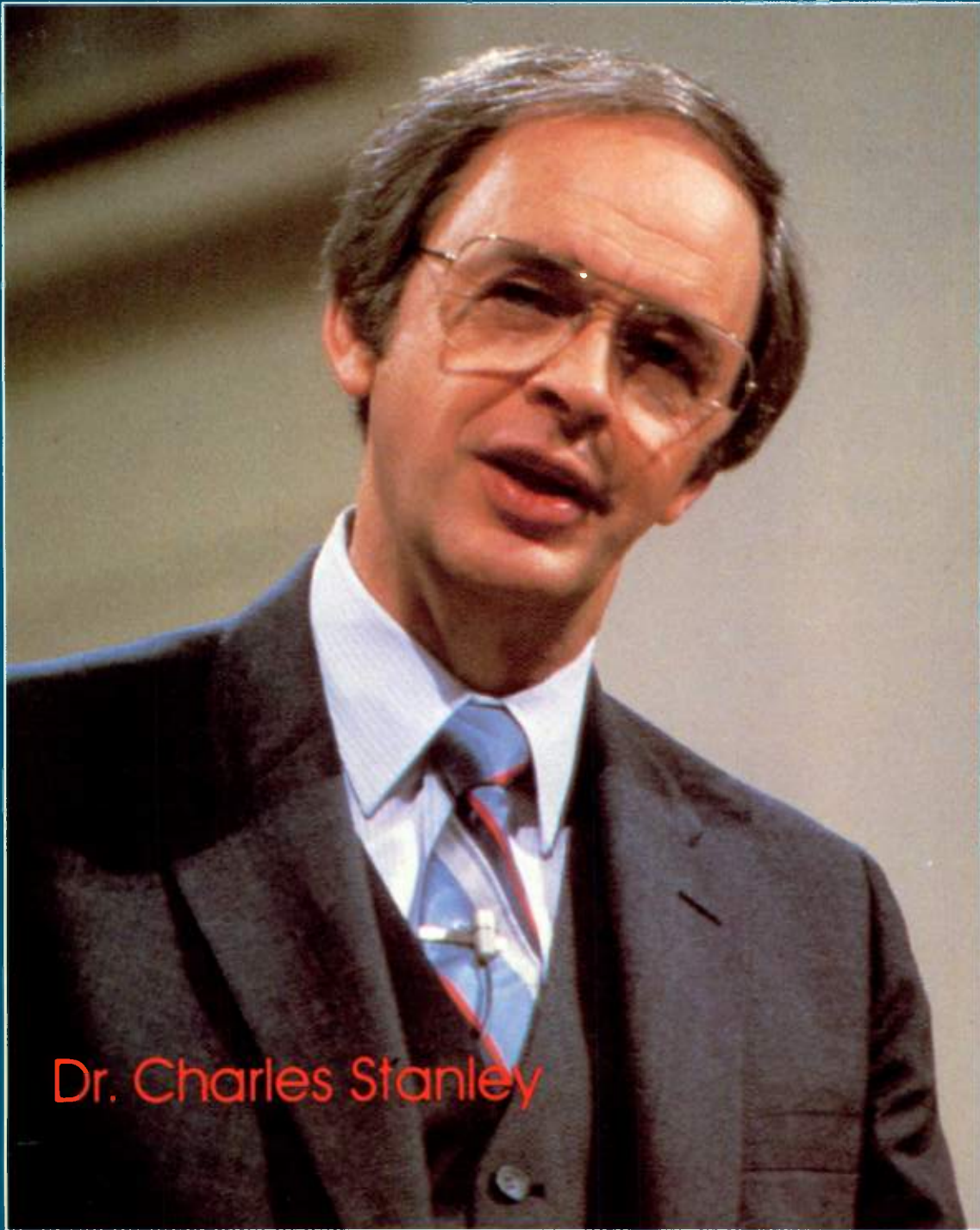


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October 1985



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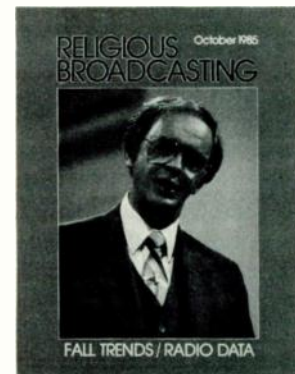
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Dr. Charles F. Stanley is president of the Southern Baptist Convention, pastor of First Baptist Church of Atlanta, and the popular broadcast teacher of "In Touch" which is discussed in this month's cover story (see page 17). (Photograph used courtesy of In Touch Ministries, Atlanta, Ga.)



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SIGN ON

Monitor Your Daydreams!



Human character, decisions and destiny all grow out of thought. What you think determines what you are, and what you will become. "As he thinketh in his heart, so is he," Solomon remarked. Godless character grows out of excluding God from one's thoughts: "God is not in all his thoughts," said the psalmist. Godly character comes from including your Lord and His attributes in your thinking: "Whatever things are true ... honest ... just ... pure ... lovely, *think on these things.*"

All of us have small slices of time when we are free to think about anything we please. It is at these points that particular attention needs to be paid to monitoring and controlling your thoughts ... your daydreams, if

you will. What you think about when you don't *have* to think about anything in particular exerts a powerful influence on your destiny! Let your fantasies proceed unchecked and undisciplined, and they will inevitably produce undisciplined conduct. You are what you think.

Here are some practical suggestions for Christian broadcasters. We deal in words and communication. We, most of all, should be careful what we think, lest we communicate a false or shabby message to the world.

1. Fill the niches and corners of every day with portions of the Word of God. "Thy word have I hid in mine heart," said the psalmist, "that I might not sin against thee." The unconscious mind is like a great computer; and what you program into it will be faithfully cranked out under pressure. Program portions of the Word of God into the computer of your mind.

2. Make the Lord Jesus Christ Lord of your mind. This takes more than a routine "bless me!" kind of prayer. "Bringing into captivity every thought," says Paul, "to the obedience of Christ." This concept demands willingness to engage in a life-long surrender of the thought process to your Lord ... moment by moment. You and I know when we think an unworthy thought. In that very instant, we must bring it to Christ for forgiveness and cleansing: "Every thought ... into captivity to Christ!"

3. Pray about everything in your schedule so that God can make you think about things as your should. "Commit thy works unto the Lord, and thy thoughts shall be established." (Prov. 16:3) We are accustomed to praying about things as a way to achieve peace: "In every thing by prayer and supplication ... let your requests be made known unto God. And the peace of God ... shall keep your hearts and minds." We also consider prayer as a way through difficulties: "Prayer was made without ceasing of the church unto God for him (Peter)." The apostle was in prison, his execution date had been set, and the church went to prayer. Result: an angel opened the prison doors, let Peter out, and he soon was knocking at Mary's door, where the prayer meeting was in progress! Now, let us learn to pray about daily tasks as a means of bringing our thoughts into line with God's.

4. Dare to daydream *with God!* What could God do with and through you if He were given complete control of your life? What great needs do you see around you, which could be met if God were to work mightily in you? What areas of your life and personality could blossom and bear fruit if the Holy Spirit were allowed to work freely through you? Think and pray about possibilities, and then see God working in your life. Our Savior is still saying to those who believe Him, "According to your faith be it unto you."

Robert A. Cook
President
National Religious Broadcasters

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Court Overturns FCC's "Must-Carry" Rules

by Richard E. Wiley

IN A much-awaited decision, the D.C. Circuit Court of Appeals has struck down the FCC's "must-carry" rules in their current form as violating the First Amendment. In a unanimous opinion, a three-member panel of the court rejected arguments presented by the Commission and numerous intervenors in holding that the "must-carry" rules are grossly overbroad and, as drafted, insufficiently tailored to justify their substantial interference with First Amendment rights.¹

The court did not rule on "whether any version of the mandatory carriage rules would contravene the First Amendment." Consequently, there is the possibility that a more narrow set of rules could pass constitutional muster.

I. Court Analogizes Cable to Traditional New Media and Not Television

In striking down the rules, the court debunked a variety of regulatory theories which equated cable with broadcast television for First Amendment considerations. The court concluded that "[T]he 'scarcity rationale' has no place in evaluating government regulation of cable television," since cable does not use the airwaves and may accommodate 200 or more channels.

¹ The constitutional concerns addressed by the court arose in two separate actions. In one, Turner Broadcasting System appealed the Commission's 1984 decision refusing to initiate a rulemaking looking toward the elimination of the "must-carry" rules. In a separate action, Quincy Cable Television, Inc., the operator of a cable system in Quincy, Washington, petitioned for review of an FCC order requiring it to carry the signals of several local broadcast stations and imposing a \$5,000 "forfeiture" for its failure to do so. Because TBS and Quincy mounted "virtually identical First Amendment challenges," the court consolidated the petitions on its own motion in order to address the constitutionality of the "must-carry" rules in the same opinion. *Quincy Cable TV, Inc. v. FCC*, No. 83-1283, slip. op. (D.C. Cir. July 19, 1985).

The panel in turn rejected arguments that other attributes of cable television justify a standard of review analogous to the "more forgiving First Amendment analysis traditionally applied to the broadcast media." The use of public rights of way does not justify lessened First Amendment scrutiny, the court held. Nor could regulation of cable be justified under a "natural monopoly" or "economic scarcity" theory.

II. "Must-Carry" Rules, As Currently Drafted, Are Overbroad

The court, moreover, found that the FCC had not only failed to carry its burden of establishing a substantial governmental interest, but had also failed to draft the rules so as to limit their intrusion of the First Amendment. Specifically, the Commission had failed to demonstrate "that an unregulated cable industry poses a serious threat to local broadcasting and, more particularly, that the must-carry rules in fact serve to alleviate that threat."

Arguments raised by the FCC and several intervenors that the rules were an integral part of the federal copyright scheme and thus served another important governmental interest were rejected. "Neither the Commission nor the intervenors direct our attention to any suggestions in the Act or elsewhere that the must-carry rules serve as anything other than a convenient reference point for determining where a local signal ends and a distant signal begins," said the court. Accordingly, the court indicated that its decision would not have any impact on current copyright law.

Even had the Commission proved a substantial interest, the court found that the must-carry rules, as currently drafted, represent a "grossly" overinclusive response to the perceived fear that cable will displace free, local television. According to the court, in order to justify some set of rules, the FCC must establish some specific criterion based on the number of local stations or the amount of local programming needed to achieve its goal of

preserving free, community-oriented programming.

In a statement issued by FCC chairman Mark Fowler and the commissioners Mimi Dawson and Dennis Patrick, the Commission said it would not appeal the decision since it could not "conceive of a new set of rules which would accomplish the Commission's policy goals and would meet the constitutional test outlined in the *Quincy* decision."

In its statement, however, the majority supported the repeal of the cable copyright compulsory license. "The mass media marketplace will not be set entirely right until cable's copyright immunity is replaced with a scheme of full copyright liability," the commissioners said.

III. Conclusion

If *Quincy* is not overturned, it could have a significant effect on stations not yet on the air and licensees with specialized formats. Cable operators are likely to continue to carry both network and independent stations with significant market shares. However, there will be little incentive for cable companies to allocate channel space to new entrants, and existing licensees with specialized formats or low ratings who stand to benefit the most from cable carriage.

On August 19, 1985, the NAB, National Religious Broadcasters and other intervenors moved for a stay of the Circuit Court decision pending an appeal to the Supreme Court. At least until the D.C. Circuit acts, the "must-carry" rules will remain in effect. During such time, the FCC has announced that cable systems may not delete local signals currently carried under the "must-carry" rules, although cable systems will not be required to carry new signals.

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

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Christian Leaders Challenge Immoral Network Shows

TUPELO, Miss. (NRB)—Nearly 1,000 Christian leaders, representing 98 denominations and including the heads of 67 denominations, have pledged themselves to help promote a boycott of offending sponsors unless the networks change the moral content of their programming beginning this fall.

The group also includes nearly 200 Christian broadcasters, more than a hundred bishops of the United Methodist, Catholic, Greek Orthodox, Lutheran Church in America, Episcopal, and American Lutheran churches, and the executive directors of 16 Southern Baptist state conventions.

The networks, advertisers and producers have been notified of the group's concern. Members of the group have signed the "Statement of Concern Regarding Network Television." "We are thrilled that so many Christian leaders have decided that it is time for collective action concerning network television," said Donald E. Wildmon, a United Methodist minister who heads the National Federation for Decency and who serves as the statement coordinator. Wildmon has worked for the past two years to organize the statement group.

The statement expresses concern with the immoral sex, gratuitous violence and profanity of network programs and the anti-Christian bias in many of the programs. "We call upon those responsible to hear our valid and visible concerns, and to react positively," the statement says. It asks those responsible to show evidence of hearing their concern by "changing the moral content of programs to visibly reflect the pluralistic and realistic nature of our society, including an accurate portrayal of the Judeo-Christian moral value system, beginning with the fall 1985 schedule."

If the networks refuse, the group says it is prepared "to use our collective and individual influence to promote a well organized boycott of advertisers' products supporting the offending programs."

Wildmon sent a copy of the statement to the networks; thus far the networks have not responded to the leaders' concern. "This is what we expected. The networks have indicated, by their programming and their attitude, a contempt for the concerns of the Christian community," Wildmon stated.

Tower Sabotaged in Puerto Rico

SAN JUAN, Puerto Rico (NRB)—The tower of WIVV missionary radio station, located on Vieques Island off the south-

eastern shores of Puerto Rico, was sabotaged on June 26. According to the FBI and local police, the key connectors holding three upper-portion guy lines were sawed, causing extensive damage as the tower fell.

Don Luttrell, WIVV's director, reports that 100 feet of the 220-foot tower were salvaged and a temporary top-loaded antenna was erected, enabling WIVV to resume transmissions with approximately 95 percent power efficiency. Dave Luttrell supervised the salvaging operation which was done with the help of the Puerto Rico National Guard, the U.S. Navy Seabees and staff personnel.

Don Luttrell is "especially appreciative of the help given by these military units" in this emergency.

Don Luttrell knows of "no special reason" why this type of action would be taken against their missionary radio operation, except that WIVV is "effectively teaching the Word of God and discipling workers for the Lord through extensive follow-up ministries." WIVV reaches into the Lesser Antilles Islands.

WIVV is applying for higher power through a directional antenna system, and moving its towers to a more secure site.

Steady Growth Detailed for Christian Radio

NEW YORK (NRB)—According to a recently-released survey, the religious radio format is continuing on a steady growth pattern in terms of market share and number of listeners.

This spring for the first time, Christian radio received a 2.0 share of listeners nationally, up from a 1.82 share in fall 1984. The share data mean that, on the average, two of every one hundred radio listeners across the nation were tuned to a religious station when the survey, or listeners' "sweep," was conducted in early spring.

The survey by Arbitron Ratings Company of New York City also revealed that the number of religious radio listeners grew by 16.2 percent in the last year. Between the fall 1984 and the spring 1985 report, which was released in July, the total audience of Christian radio grew by 71,600 listeners.

The number of Christian stations measured by Arbitron listener diaries also grew during the same period from 164 to 227 stations. To be measured by Arbitron, a station must garner at least a 0.1 share in its market.

A listing of the top religious radio stations by market share, irrespective of audience size, includes: KCIJ-AM/Shreveport, with 16.1 share; WOAD-AM/Jackson (Mississippi), with 10.0 share; WKZK-AM/North Augusta

(South Carolina), with 8.3 share; WDAC-FM/Lancaster (Pennsylvania), with 7.6 share; WKQE-AM/Tallahassee (Florida), with 6.7 share; WEMM-FM/Huntington (West Virginia), with 5.2 share; WAGG-AM/Birmingham (Alabama), also with 5.2 share; WPCE-AM/Portsmouth (Virginia), with 4.6 share; KURL-AM/Billings (Montana), with 4.5 share; and WMOB-AM/Mobile (Alabama), with 4.3 share.

Robertson Ponders Presidential Run

VIRGINIA BEACH, Va. (NRB)—M. G. (Pat) Robertson, founder and president of the Christian Broadcasting Network, is said to be "prayerfully considering" a run for the presidency of the United States in 1988. Contrary to some published reports, *The 700 Club* host has not made a public announcement of his intentions.

A 1955 Yale Law School graduate, Robertson is son of the late U.S. senator from Virginia, A. Willis Robertson, and a descendant of William Henry Harrison and Benjamin Harrison, the ninth and twenty-third presidents.

A lifelong Democrat, Robertson recently registered as a Republican because "the principles of the Democratic party were no longer compatible with Robertson's own principles," said CBN public affairs director Earl Weirich.

Robertson will be the banquet speaker on February 5 at the 43rd Annual NRB Convention and Exposition in Washington, D.C.

Falwell Attracts Media Blitz with South Africa Tour

LYNCHBURG, Va. (NRB)—When he returned from a five-and-a-half-day "fact-finding mission" to South Africa on August 20, Jerry Falwell and his delegation of U.S. Christian leaders flew into the eye of a political hurricane. The subsequent media blitz was unprecedented in his 30-year ministry, a Falwell spokesman said.

In a single week, the media preacher for the *Old Time Gospel Hour* was the subject of no less than 150 interviews, including coverage on all the major TV networks, Cable News Network, C-Span, *The New York Times*, and the cover of *Time* magazine.

On August 28 Falwell was the focus of a one-hour video press conference from Springfield, Missouri. Reporters and cameras of 100 local TV stations from across the country were asking the questions, and the subject again was South Africa. Falwell, who was in Springfield to preach a three-day

(continued on page 11)



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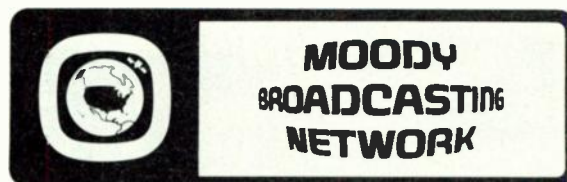
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MEDIA WORLD

(continued from page 8)

church revival, also found time that week for interviews and press conferences in New York, Washington and Dallas.

Falwell squared off on ABC-TV against Jesse Jackson, the preacher-turned-political activist who ran for President in 1984. The first occasion was a morning interview on *Good Morning America*, and the second, scheduled for September 4, a one-hour televised debate on *Nightline* (ABC).

As leader of Moral Majority, a conservative lobbying group in Washington, D.C., Falwell has committed \$1 million to a media campaign to educate the American people about the economic and political dangers he sees in sanctions against South Africa. Falwell and the fact-finding group with him in the visit are asking that senators vote against economic sanctions. Much of that money has been going to pay for three one-hour TV programs, *South Africa: The Untold Story*. The Sunday night live-via-satellite broadcasts were carried by Ted Turner's superstation WTBS to a potential audience of 31 million homes on another regular Falwell telecast.

Falwell's visit with government officials and some black leaders in South Africa, and the broadcasts, came shortly before the congressional debate expected last month on economic sanctions for South Africa as a policy to end apartheid. The TV programs featured taped interviews with several of the leaders there, including Soweto mayor Edward Kunene, who said economic sanctions against his country would be "crippling" to the black poor.

The Moral Majority leader reaffirmed his opposition to the present policies of racial segregation, but said state president Pieter W. Botha, with whom he met, is committed to a steady and orderly change that does not open the country to "the red river of Communism." Falwell encouraged Botha to move expeditiously toward integration.

"However, disinvestment now would produce catastrophe for the very blacks Americans who back it say they are trying to help," Falwell said.

DIA Training Convention Held

QUITO, Ecuador (NRB)—Difusiones Inter-Americanas (DIA), Latin America's equivalent of NRB, is convening Spanish Christian Broadcasters for a convention in Quito, Ecuador, October 20-26.

DIA, which is based in San Jose, Costa Rica, has been filling the needs of radio producers and stations in Latin America since 1952. It serves evangelicals using the broadcast media to the Spanish-speaking world.

The Ecuador educational convention is expected to draw participants from every nation of the continent. Emphasis will be placed on practical training presented in seminars and workshops conducted by specialists.

Training sessions will be available in the areas of Radio Programming Techniques, Drama Production, Radio Journalism, Management and Administration, and Television Production. Outstanding Latin broadcasters, such as Juan Boonstra and Paul Finkenbinder, will also present seminars on the Theology of Communications, the Psychology of Communications, and the Relationship Between the Mass Media and the Local Church.

Taiwanese Promote Own Local Programs

TAIPEI, Taiwan (NRB)—Under the leadership of Henry Go H. J. Wu, manager of *The China Lutheran Hour* radio broadcast, a new association has been formed in the Republic of China to promote and develop indigenous Christian broadcasts.

The "One Minute Fellowship" takes its name from the fund-raising campaign that hopes to attract 1,000 sponsors to donate \$500 each month (US \$12.50) to cover broadcasting costs. The "One Minute Broadcast—One Billion Souls" effort has already raised more than \$1 million (US \$25,000) toward the monthly expenses.

Two new Mandarin-language programs are being produced. *Good News Meditations*, a 10-minute devotional program, is being aired twice weekly on a shortwave station, and *Faith, Hope, Love*, a 30-minute weekly, is heard over a medium-wave facility. Producer for both shows is Ingrid Wang of *The China Lutheran Hour* staff.

Plans Advance for Hispanic Congress on Evangelization

ANAHEIM, Calif. (NRB)—Evangelist Alberto Mottesi has announced plans for what promises to be the largest Hispanic Congress on Evangelization ever held in the United States.

Mottesi, speaking during Billy Graham's Southern California Crusade on July 26, revealed that the Congress will take place at the Crystal Cathedral, Garden Grove, California, October 14-18.

Speakers will include Billy Graham, Luis Palau, Bill Bright, Robert Schuller, Ralph Winter and the former president of Guate-

(continued on page 32)

Clinic

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FRANK B. MINIRTH, M.D.
A graduate of the University of Arkansas Medical Center and also of Dallas Theological Seminary, he now is a professor of pastoral counseling at Dallas Seminary. He has authored and co-authored over 20 books. Dr. Minirth is a member of the American Psychiatric Association, American Medical Association, Christian Medical Society and Dallas County Medical Society.



PAUL D. MEIER, M.D.
Dr. Meier also holds an M.D. degree from University of Arkansas Medical Center and completed his psychiatry residency at Duke University. His educational training also includes a seminary degree from Trinity Evangelical Divinity School and presently serves along with Dr. Minirth as professor at Dallas Seminary. He is also a prolific author having written or coauthored some 20 books. Dr. Meier holds membership in the American Medical Association and the Christian Medical Society.



RICHARD T. CASE, M.B.A., M.A.
Mr. Case is a graduate of the University of Southern California with an M.B.A. degree in Business Economics along with an M.A. degree in theology with an emphasis in counseling. He has served as the CEO/President of manufacturing, investment, and consulting firms, and as the Vice President for a Fortune 500 Company. He is also the host of the daily radio program *THE CASE REPORT* which deals with financial and business relationship principles.



W. LESLIE CARTER, Ph.D.
Dr. Carter holds a Ph.D. degree from North Texas State University. Specially trained in personality theory, he works primarily with emotional dysfunctions such as depression, loneliness, anxiety and anger. He is a clinical member of the American Association for Marriage and Family Therapists and a member of the American Psychological Association.

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Dobson Accepts NRB '86 Invitation for February 2

WASHINGTON, D.C. (NRB)—A popular radio broadcaster, James Dobson of *Focus on the Family*, has accepted an invitation to participate in the plenary program at the 43rd Annual NRB Convention and Exposition, which will be held February 2-5 at the Sheraton Washington Hotel, Washington, D.C.

Dobson, a psychologist and best-selling Christian author on family and parenting issues, joins several other plenary speakers announced earlier. They are M. G. (Pat) Robertson, president of the Christian Broadcasting Network, speaker for the annual banquet on February 5; pastor Lloyd John Ogilvie of First Presbyterian Church, Hollywood, California, the NRB '86 keynote speaker on February 3; and Dan Betzer, radio speaker on *Revivaltime*, an Assemblies of God production, preacher for the Sunday morning annual worship service on February 2.

Some convention-goers will remember Dobson's appearance at NRB in 1982, the year broadcasters drew attention to the plight of modern families. His daily broadcast, *Focus on the Family*, was one of two religious programs honored by NRB with an Award of Merit for excellence.

The 30-minute daily interview and discussion format, which was started in 1977 with fewer than 60 stations, is now heard over 700 stations across North America and overseas via the U.S. Armed Forces Radio Network. Another daily radio program, the two-minute *James Dobson Family Commentary*, a "fast-paced, news-oriented" view of family life, was started in November 1984. It airs on 350 U.S. radio stations, one-third of which are non-religious-owned.

The NRB '86 speech is scheduled for the convention's opening night. Dobson's part in the NRB program will include an excerpt from a new five-part film series, *Turn Your Heart Toward Home*, and a speech on current family concerns. The film series will be "premiered for religious broadcasters" at NRB '86.

In March 1982, at its annual meeting, National Association of Evangelicals named Dobson 1982 NAE Layman of the Year for his efforts toward saving the family. Since then he has advised national leaders on family issues and traditional values.

The 49-year-old leader delivers the same message to anyone who will listen. "The solution to the instability of the family will be seen only when people fall on their knees before God and repent of their sins. Without that spiritual renewal, the rest of the relationships in the family of man, both inside the formal



James Dobson

family and outside it, are going to be wrong," he says.

"The ingredient in stable family life," Dobson adds, "can be found in traditional values handed down from generation to generation." These include "the permanence of marriage, the value of bearing and raising children, the worth of the individual without regard to circumstances, including the unborn child, and finally, the spiritual commitment on which all other traditional values rest."

And when Dobson talks about stability in home life, he practices what he preaches. He accepts only a handful of the 1,000 speaking invitations that come his way each year because priority has been placed on his own family, which includes his wife of 25 years, Shirley, and two children. In 1985 alone he has been turning down 20 invitations a week to speak.

Focus on the Family, Inc., Arcadia, California, is Dobson's fulltime occupation these days. Trained as a child psychologist, he was for 14 years an associate clinical professor of pediatrics at the University of Southern California School of Medicine and, for 17 years, he was on the attending staff of Children's Hospital in Los Angeles.

Dobson gained wide acceptance in evangelical circles after his first of nine books, *Dare to Discipline*, was published in 1970, a child-rearing manual that has now sold more than one million copies. Other books by Dobson include *The Strong-Willed Child* (1978), *What Wives Wish Their Husbands Knew About Women* (1975) and his newest title, *Love Must Be Tough* (1983).

The broadcaster is also known for a seven-part *Focus on the Family* film series that has been viewed by more than 40 million persons since its release in 1979.

Directory Shows Continued Growth for Religious Broadcasting

MORRISTOWN, N.J. (NRB)—Current indications show that religious broadcasting continues to expand. *The 1986 Directory of Religious Broadcasting*, a resource guide, documents this growth. It will be available in January.

At least 100 newly-listed religious radio stations and another 100 television stations will appear in the annual directory, based on early results of the questionnaire mailing. The 1985 directory listed a total of 1,043 religious radio stations and 92 religious television stations in the United States.

Published yearly by National Religious Broadcasters, the directory is the only comprehensive resource guide listing religious radio and television stations. The 420-page reference book also details cable television, radio and television program producers, suppliers, consultants, agencies, booking agencies, print publishers, satellite program services, schools, music publishers, record companies, audio/video production facilities and more.

Because the religious broadcasting field changes so rapidly, the directory must be updated annually. Every year questionnaires are mailed to every known religious broadcasting station and organization. This year 800 questionnaires were mailed to those radio and television stations not previously listed in the directory. Managing editor Marjorie Stevens says that the 1986 directory will be 40 percent newly-updated.

The directory will be available in January and can be purchased for a pre-publication price of \$19.95, a savings of \$30 over the retail price.

Musicians Announced for NRB Convention

WASHINGTON, D.C. (NRB)—Several noted recording artists, representing the best of contemporary and traditional Christian music styles, have accepted invitations to perform here at the 43rd Annual NRB Convention and Exposition.

Steve Green, the Gospel Music Association's (GMA) 1985 Male Vocalist of the Year, and Grammy Award winner Sandi Patti will be among the contemporary sounds for the four-day convention, which commences February 2. Since Patti captured attention at NRB's annual banquet in 1983 she has won 10 GMA Dove Awards and the Grammy Award in 1984 from National Academy of Recording Arts and Sciences.

Traditional Christian sounds will be heard

NRB NEWS

from Doug Oldham, who is returning to the convention as music leader; The New Gaither Vocal Band, for two days; and The Communique Singers of Northwestern College.

Many of the NRB '86 musicians will participate in a musical extravaganza being planned for Monday night, February 3.

Membership Recruitment Drive Under Way

MORRISTOWN, N.J. (NRB)—An aggressive membership recruitment drive by National Religious Broadcasters that staffers anticipate will add dozens of new members to NRB ranks before the 43rd Annual Convention and Exposition in February, continues this month.

NRB currently lists 1,125 member organizations from Texas to Taiwan, two-thirds of whom are radio and television program producers. Another 30 percent are religious station owners and operators; the remainder are advertising agencies, equipment manufacturers and other companies associated with the growing religious broadcast industry.

A mass mailing in June to 1,000 radio stations that program some religion and a follow-up mailing to some 3,000 organizations, which was scheduled for last month, demonstrate NRB's interest in expanding its membership base, according to R. Scott Middleton, a staffer of NRB's membership services department. Fifty of the 1,000 companies in the June mailing asked for further membership information, which is a mailing response of five percent.

One of the new membership services developed to better serve current members and attract prospective applicants is the self-funded Comprehensive Benefits Plan started June 1 for members and their employees. Currently, 65 member organizations with 1,000 employees are represented by the health care plan; and several companies have expressed interest in membership because of this new benefit.

Membership benefits include a four-page monthly *Inside NRB* newsletter, a copy of *RELIGIOUS BROADCASTING*, reduced rates for

the national and regional conventions, representation in Washington, D.C. on issues of importance to religious broadcasters, discounts on advertising and on *The Directory of Religious Broadcasting*, and a new computerized employment registry. Another membership benefit being explored is reduced rates on automobile rentals.

Religious Broadcasting Magazine Names Editor

MORRISTOWN, N.J. (NRB)—Astrid B. Seeburg is the newly-appointed managing editor of *RELIGIOUS BROADCASTING* magazine and director of publications.

Seeburg began her duties July 25.

Seeburg brings to NRB years of experience in public relations and marketing. She has been director of public relations and subsidiary rights for Fleming H. Revell Company, serving on their editorial and marketing committees, and was communications director for the American Tract Society, responsible for editing and production of 35 million Christian leaflets per year, as well as managing worldwide operations. She also worked with Art De Moss' National Liberty Corporation and was involved in marketing and publicity for such major magazines as *McCall's* and *Seventeen*.

Having established Astrid B. Seeburg Associates in 1981, a marketing and public relations concern, Seeburg has worked with such clients as Word Publishing, *Reader's Digest*, William Morrow and Company, C. R. Gibson Company, and Oxford University Press.

NRB executive director Ben Armstrong said, "It's a great pleasure to have Astrid Seeburg join us, and we look forward to utilizing her expertise at NRB."

In June, Sally L. Parker joined NRB as an editorial assistant as part of the internship program. She has writing and editing experience. A graduate of Houghton College in Houghton, New York, she had a major concentration in writing and a minor in political science. Parker's work experience has included duties as an editorial intern with Publishing Directions in Washington, D.C., public relations

Three Regionals This Month

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 24-26	Marriott Airport Philadelphia	Sue Bahner 716-461-9212

Note: Previously some of the regional convention dates were listed incorrectly. Above are the official dates.

*Minirth-Meier
Clinic*

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FAMILY FOUNDATIONS—

A weekly half hour program also hosted by Doctors Minirth & Meier or members of their clinical staff. In this day when successful family functioning is difficult, *FAMILY FOUNDATIONS* has been developed to enable husbands, and wives, parents and children to function effectively as family members in these stress-filled days. Available by satellite and tape.

THE CASE REPORT—

Whether it's handling personal finances successfully or functioning effectively on the job, income related problems affect people from all walks of life. *THE CASE REPORT* is designed to provide practical insights on topics ranging from personal finance to investments to a host of job related topics and problems in this 3 minute, weekday radio feature all from a biblical perspective. Available by satellite and tape.



assistant at Houghton College and managing editor of the *Houghton Star*.

Survey Reveals 8,700 Attended NRB '85 Convention

MORRISTOWN, N.J. (NRB)—More than one-third of those attending the 42nd Annual NRB Convention and Exposition last February were engineers or "technical" personnel. Only about half that number were radio or television station managers.

In all, 8,700 persons were present for some part of the national meeting at the Sheraton Washington Hotel, Washington, D.C.

A total of 4,923 media professionals registered for the convention. Of that number 1,830 (37.2 percent) registered for the convention, workshops, banquets and the media exposition. Another 3,093 (62.8 percent), many of whom were exposition staffers, had "limited registration" for selected events. The Media Expo '85 featured 250 exhibitors.

Another 3,800 persons attended plenary sessions or one of the two ethnic broadcasters' concerts on the convention's opening afternoon. Most of those sessions were opened without cost to evangelicals in the capital area.

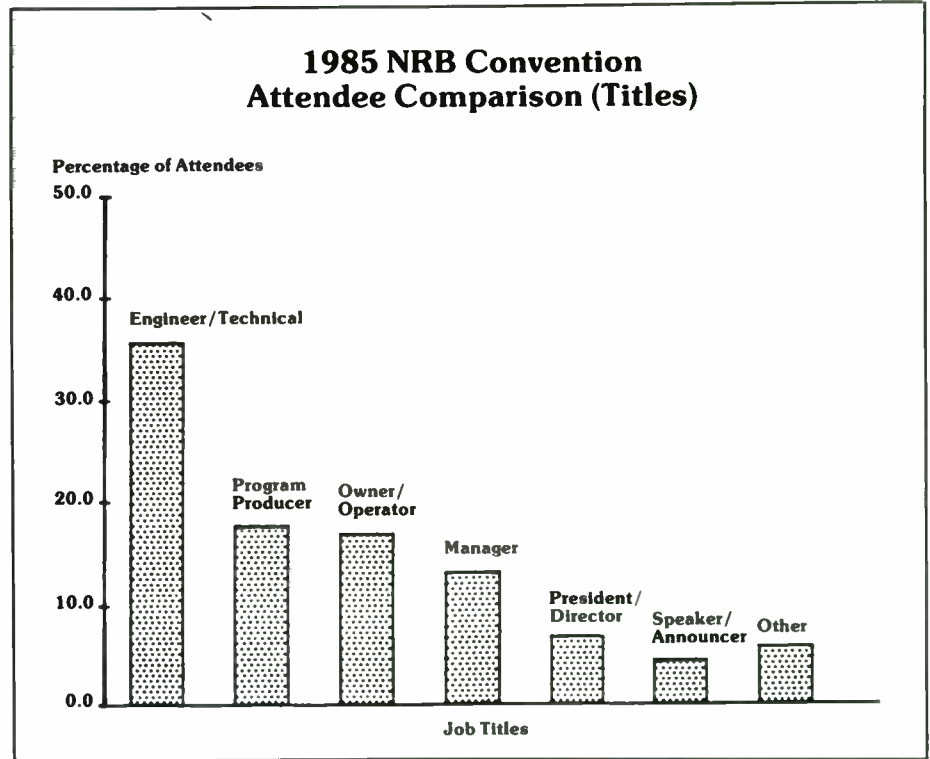
These facts are part of an attendees survey completed recently by the NRB Convention Services Department, the first comprehensive study conducted of convention attendees.

Almost 35 percent said they were engineers or "technical" personnel, which is the largest group of convention-goers in part because of the trade show (see graph). About 18 percent described their work as program production and a nearly equal number listed themselves as station owners and operators.

Approximately 15 out of one hundred said they were station managers and about half that number said they were presidents or directors of companies. Program speakers comprised another four percent and small groups said they were pastors, viewers/listeners, publishers, editors or musicians. Many of the persons who listed themselves as program producer, for example, have overlapping duties as pastor or musician or editor, a factor that was not isolated in the study.

Results reveal that six in ten convention-goers (61.5 percent) listed their "primary medium" as radio. Almost one-third (29.9 percent) said they worked with broadcast or cable television. The balance included publishers (3.4 percent) and producers of records and cassettes (1.2 percent).

More than one-third (37.9 percent) said the convention was the first they attended and an equal number (37.3 percent) indicated that they had been present for two to five con-



ventions. Another segment of the convention population, 19 percent, said they had attended NRB national gatherings for six to 14 years. A small but stable group (6 percent) has been present for 15 or more years.

When age of a convention-goer is examined, the greatest number of persons fall between 40 and 49 years. Five percent of attendees listed their ages as being in the 20's and a nearly equal number said they were in their 70's.

Plans Advance for Texas Meeting

DALLAS-FORT WORTH (NRB)—Several well-known speakers were added in August to the convention program schedule of the NRB Southwestern Chapter, which meets here October 13-15.

David F. Webber, speaker on *Southwest Radio Church*, Oklahoma City, will address those attending a breakfast session October 14 on "Signs in the Heavens and Signs in the Earth." Webber, who serves NRB as a board of directors member, class of 1988, directs the 30-minute daily Bible teaching and counseling program that was started in 1933. He is heard on some 150 stations.

Robert Tilton, pastor of the 8,000-member Word of Faith World Outreach Center in Farmers Branch, Texas, a Dallas suburb, will speak to convention-goers attending a ban-



David Webber

quet the same night. As president of Word of Faith Satellite Network, Tilton preaches each week to another half million persons at more than 1,600 churches. He and his wife, Marte, can be seen on a daily 30-minute talk program called *Success-N-Life*.

Another popular broadcaster, evangelist Jack Van Impe of Royal Oak, Michigan, will speak at the Southwestern Convention at a breakfast meeting on October 15. A stirring Bible expositor, Van Impe is best known for scripture memory. Broadcasters will remember Van Impe's keynote address at NRB '84.

The Power of Christian Radio

by Gary Crossland

OCCASIONALLY we run across some extraordinary facts about the Christian radio medium that are both surprising and unexpected. Such was the case when we set out to determine how well Christian radio performed against mediums which are designed to reach highly specialized vertical target markets.

A vertical market medium is one designed to reach a special segment of society. For example, *Modern Photography* does not try to reach a broad horizontal base of readers. Its thrust is a vertical, narrow column of society known as photographers. *Life* magazine, on the other hand, is one which attempts to reach across the breadth of America, into every demo-

graphic. Hence, it has a horizontal approach to marketing.

Most magazines, many television programs, and most newspaper sections are vertical in their approach. That is, they try to appeal to special interests. If, as an advertiser, you wanted to sell computers, you would place your ad in *Popular Computing*. If you wanted to sell sports cars, you would advertise on the Superbowl. These mediums would adequately reach your vertical target market.

Now, here is the question: How well does Christian radio perform in delivering special interest groups—groups which otherwise may be reached by more specialized mediums? For example, how well does Christian radio reach photographers compared to *Modern Photography*? Or how well does it compete against ESPN to reach the sports

Statistics show that Christian radio performs extremely well against vertical market mediums such as television and print

buff? At first, you might say that Christian radio can't compete against specialized mediums in reaching specialized groups. In fact, that belief is no longer true. For example, over the last 12 months, Christian radio listeners bought more cameras (2.4 million) than readers of *Modern Photography* (2.3 million). And, believe it or not, more Christian radio listeners, per capita, own a home than the subscribers to *Architectural Digest* or *Metropolitan Home*.

If I have successfully secured your attention, let me reveal to you some of the most fascinating data we have recently uncovered ... *

* Mediamark Research, Inc., 341 Madison Ave., New York, New York 10017 (212) 599-0444. Spring, 1985. All rights reserved. Used by permission.

BUYING POWER

• A Christian radio listener is more likely to own a car (75.4% of this audience owns a car) than a reader of *Car and Driver* (74.8%) or *Road and Track* (73.4%).

• A Christian radio listener is more likely to own a dirt/street bike (2.7%) than a reader of *Cycle World* (2.4%). The same is true for mopeds and three-wheelers.

• Per capita, Christian radio audiences purchase more inboard/outboard power boats than readers of *Field and Stream*.

• Per capita, Christian audiences use more motor homes and folding campers than readers of *Outdoor Life* and *Sports Afield*.

• Last year Christian radio listeners took more domestic vacations (17.4 million) than readers of *Travel & Leisure* (16.2 million).

What's more, Christian listeners flew more domestic scheduled flights than readers of *TWA Ambassador*. They also took more business trips (340,000) than readers of *Nation's Business* (212,000).

• Last year Christian radio audiences took more personal trips overseas than all the readers of *Travel/Holiday*, *Travel and Leisure* and *TWA Ambassador* combined.

• Last year Christian radio listeners bought over ten times more cross country ski boots than readers of *Ski* magazine.

• Per capita, Christian radio listeners swim more (29.3%) than readers of *Sports Illustrated* (24.9%). The same is true for soccer, roller skating, bicycling and water skiing.

• Christian radio listeners are more likely to participate in downhill skiing, hunting, ice-

skating and motorcycling, than viewers of ESPN. The same is true for purchasing bowling and racquetball shoes, rifles and shotguns, fishing tackle, ice skates and camping and exercise equipment.

• Per capita, Christian radio listeners own more diamond rings (17.8%) than readers of *The Wall Street Journal* (16.5%), *Business Week* (16.5%) or *Money* magazine (15.4%).

• Per capita, Christian radio listeners buy more cassette recorder/players and turntables than viewers of MTV.

• Christian radio listeners are five percent more likely to buy a video cassette recorder than those who subscribe to *On Cable* magazine.

• Christian radio listeners did more home

MARKETPLACE

remodeling last year than readers of *The Homeowner*.

- Per capita, Christian radio listeners buy more hand tools than readers of *Family Handyman*, *Popular Mechanics*, or *Home Mechanix*.
- Christian radio reaches a greater concentration of homemakers than *Better Homes and Gardens*, *Good Housekeeping*, *McCall's* or *Redbook*.
- Christian radio families are larger (five persons or more) than those who read *Family Circle*, *Ladies Home Journal* or *Woman's Day*.
- Christian radio reaches a greater percentage of married couples (65.5%) than *Family Weekly* (63.2%).
- Per capita, Christian radio listeners buy more electronic games and trains than readers of *Parent's Magazine*.
- Christian radio listeners eat more often at family restaurants and steak houses than listeners to any other type of radio format.

• Christian radio women are more likely to sew from a *McCall's* pattern (15.3%) than readers of *McCall's* (12.3%).

• Christian radio listeners are six percent more likely to bake than readers of *Food and Wine*.

• Christian radio women, per capita, purchase more hair care products (80.4%) than do the readers of *Cosmopolitan* (77.8%). They buy more home permanents (22.6%) than readers of *Glamour* (21%). The same is true for face powders.

FINANCIAL

• Per capita, the Christian radio audience has more college graduates than viewers of *60 Minutes*, *CBS News* or *ABC World News Tonight*.

• Christian radio reaches a higher percentage of female college graduates (15.1%) than does *Working Mother* (13.9%) or almost any woman's magazine, for that matter.

• Christian radio reaches a higher concentration of persons job-classified as "professionals" than any national television news program.

• Christian radio listeners are more likely to have fulltime jobs than viewers of either the Financial News Network or C-SPAN.

• Christian radio men are more likely to have fulltime jobs than those who read *Time*, *Newsweek* or *U.S. News and World Report*.

• Overall, Christian radio beats daily newspapers for reaching households earning over \$50,000 per year. For that matter, it beats Cable News Network, ABC, NBC and Mutual radio news.

• Individuals who listen to Christian radio are generally wealthier than those who listen to adult contemporary, country, jazz and even oldies formats.

• Christian radio reaches a higher percentage of women who earn over \$35,000 than does *Cosmopolitan*.

• Per capita, there are as many investors in corporate bonds who listen to Christian radio as there are who read *The Wall Street Journal*.

• Christian listeners are more likely to invest in money market funds (2.3%) and mutual funds (1.6%) than readers of *Barron's* (2.1/1.5%). By the same token, the Christian radio audience also beat the averages

ascribed to America's entire "professional" working class.

• Per capita, Christian audiences have more long-term savings certificates than readers of *Fortune*, *Forbes* and *Money*.

• Per capita, there are as many families who carry life insurance within the Christian radio audience as there are among all families with incomes over \$50,000 per year.

• Christian radio listeners are more likely to use banking services (78.7%) than readers of *Nation's Business* (78.2%) or viewers of Financial News Network (73.1%).

• Christian radio listeners are more likely to get a car loan (15.8%) than one who regularly reads the newspapers (12.8%). Furthermore, they are more likely to get an education loan (5.5%) than one who reads *The Wall Street Journal* (3.4%).

• Per capita, there are as many men who collect rare books, antiques, art and stamps who listen to Christian radio as there are who read *Money*.

• Religious radio listeners own more investment property (182,000) than viewers of the real estate-oriented Financial News Network (144,000).

We can see that the Christian radio audience is quite able to hold its own against vertical market mediums. Although we cannot necessarily conclude that Christian radio beats TV, newspapers or magazines at their own game, it should not be dismissed as an adequate source from which an advertiser can procure such business. In fact, since radio is considered the best support medium for any campaign, many advertisers now using other mediums should consider Christian radio as an effective tool to augment the success of their entire campaign.

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Gary Crossland is president of Soma Communications, Inc., a full-service agency for ministries in Dallas, Texas.

“In Touch” With Dr. Charles Stanley

by Jim Daley



Photo courtesy of In Touch Ministries

In Touch Ministries produces a weekly television program featuring the worship service at First Baptist Church, Atlanta.

EACH WORKDAY morning, business executives at a downtown Chicago office arrive at work a half-hour early and gather around a portable radio for the next 30 minutes.

Every Sunday afternoon in Kansas City, a family regularly blocks out a one-hour time slot to watch television while a New Jersey pastor encourages his congregation to return home and join him in listening to the same program following the evening service at his church.

In Monrovia, Liberia, a missionary places a cassette tape of the program in a battered tape player while 20 members

of his weekly Bible study group press in to listen to the latest message.

Divergent in interest and profession, these individuals represent a growing number of people across America and the world whose spiritual appetites have been stimulated by the incisive, insightful preaching of Dr. Charles Stanley.

As the popular broadcast teacher on *In Touch*, president of the Southern Baptist Convention (SBC), and pastor of First Baptist Church of Atlanta, Dr. Stanley has become one of America's best-known and most listened-to evangelical ministers.

Although his second year as president of the 14 million member SBC has

“I was convinced that God wanted to use this church and this city to reach out to America and the world.”

— C. F. Stanley

gained much media spotlight, it is the ever-widening broadcast ministry of *In Touch* that serves as Dr. Stanley's most endearing and effective platform.

Taped during the worship service at First Baptist Church, the hour-long television program can be seen in more than 75 percent of U.S. television households via three cable/satellite networks (CBN, PTL, TBN) and 61 UHF/VHF outlets. When the 160 daily stations that carry the daily, half-hour *In Touch* radio program are added, a ripe harvest of 65 million potential viewers and listeners has access to the gospel as shared by Dr. Stanley.

And, according to John Roos, vice-president of advertising and marketing for CBN, the Lord has graciously enabled *In Touch* to turn much of that potential into reality. “I don't know of any other weekly religious program that is

"With the 6120 I have control over my quality"

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

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

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

For over twenty years now, Telex has been the choice of those who, like Dameon Higgins, are fussy about the quality of their duplicate tapes. To learn more about what the 6120 can do for you, write to Telex Communications, Inc., 9600 Aldrich Avenue South, Minneapolis, MN 55420. We'll send you complete specifications and production capabilities.

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more influential, at least in terms of people listening," he says. "For the past several years *In Touch* has been the number one rated religious program on CBN Cable and is regularly rated in the top ten of all CBN programming. It is consistent year in and year out."

Walter Warren, director of sales and programming for PTL Satellite Network, makes similar comments. "Although we don't have a rating service, I do know that *In Touch* is one of PTL Cable's favorite programs. We get a lot of mail from viewers attesting to its popularity."

Small Start

Such notoriety and numbers are a far cry from the infant stages of *In Touch*, which began airing in the early 1970s in one city—Atlanta—with an audience of just 16,000 Georgians. It wasn't until 1978 when CBN added *In Touch* to its national satellite network that many years of faith, fervent prayer and Christ-centered vision of a nationwide ministry began to bear visible fruit.

The few dozen letters that arrived each week requesting biblical counseling or information soon grew to hundreds and then thousands. Demand for cassette tapes with Dr. Stanley's messages mushroomed quickly as spiritually thirsty individuals looked to the truth of God's word to meet their innermost needs. In 1984, more than 467,000 cassette tapes of Dr. Stanley's sermons were produced.

But the saga of God's purposes unfolding through *In Touch* has never been in the mere accumulation of statistics and accolades. They are merely tangible evidence of unswerving application of potent scriptural principles that Dr. Stanley and *In Touch* staff staked their existence on.

"The primary reason for the growth of *In Touch* is that we are expounding the Word of God in simple fashion that is helpful to people where they're living and hurting," explains Stanley. "They're able to listen and apply God's principles to their difficulty."

"Each week, we seek to clearly explain one more principle, one more precept, one more truth. As our audience immediately implements them, they are established and strengthened for service in

their local church. It is then that *In Touch's* purpose is realized—the equipping and encouraging of the believer for fruitful ministry in his local church.”

No scriptural axiom is more pervasive than faith.

“*In Touch* was begun by faith, it grew by faith and it continues by faith,” Stanley says. “Soon after I came to First Baptist in Atlanta in 1971, we broadcast the one-hour worship service in the metropolitan area and then started a half-hour teaching program called *The Chapel Hour*.”

“There were many people who wondered at the necessity of a local church engaging in that much broadcasting, but I was convinced that God wanted to use this church and this city to reach out to America and the world with the liberating good news of the unconditional love of God.

“But since God had given us the why of what we were accomplishing in using the media to obey the great commission, we didn’t have to worry with the how. The latter is His responsibility to provide.”

Practical Faith

The test of that faith came in 1978 when *In Touch* desperately needed an additional color camera. The cost—\$88,000. Funds on hand—\$0.00.

“We made a commitment early on that we would trust God for every penny of operating funds, both at *In Touch* and in the ministry of the local church,” Stanley comments. “We weren’t going to borrow any money so we asked the congregation to believe God for the amount we needed. In three weeks we had the purchase price in hand but more importantly we had learned an invaluable lesson of faith. The wonderful thing about it is that numerous churches and ministries have written me relating how they were motivated to trust God instead of going into debt.”

Since then, additional equipment, property and facilities at *In Touch* and First Baptist Church worth many millions of dollars have all been obtained by faith in God’s ability to provide.

Such trust and dependence upon the leadership of the Holy Spirit continue to

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be the hallmark of *In Touch*.

"We do not ask for funds on the air," executive director Norman Plunkett says. "It is sometimes difficult because many people think we are financially supported by First Baptist which isn't the case. We rely strictly upon the gifts of listeners as they are prompted by the Holy Spirit.

"Even when we first began to syndicate the television program and move into weekly radio in the early 1980s, we did so not necessarily based upon experience but in response to our sense of God's direction," Plunkett continues. "The circumstances were less than ideal, but these were giant steps of faith which have since proved also to be the better part of wisdom.

"Even at the risk of being misunderstood, we attribute the effectiveness of *In Touch* programming to the definitive leadership of God in its development. If that sounds simplistic, I assure you it's not.

"As long as proven techniques do not run counter to the objectives and philosophy of *In Touch*, we implement them. But situations have arisen and still do when some techniques are set aside because of what we perceived as the Lord's leading."

To air a worship service format that includes a 42-minute sermon, considered anachronistic by many broadcasters, also required a large dose of confidence in God's guidance. "When we first began contacting local stations," reveals Plunkett, "their comment often was, 'We don't need another worship service.' But we knew God had called Dr. Stanley to preach the Word of God with power, conviction and clarity."

An undiluted, practical exposition of scripture is the best explanation for the salient ministry of Dr. Stanley and *In Touch*.

"I recently spoke with a seminary professor concerning the impact of revival in our country," Dr. Stanley says. "He commented that the center of any future awakening had to be the establishment of God's word in the hearts of people.

"Well, that excited me because that's what *In Touch* is all about. We want all experience to be tested by God's Word. When scripture is inseparably linked with

experience, then revival, be it personal or national, can achieve lasting results in families, businesses and governments," Stanley believes.

"The Bible is the infallible, inerrant truth from God revealed to man by the Holy Spirit and kept perfectly safe for us throughout all these centuries. Every promise in His word is sure and certain and it is a mysterious, indescribable but unalterable truth that reading and hearing it will transform your life."

Supporting the Local Church

At the core of Dr. Stanley's exhortations is the freedom that stems from an obedient response to scripture.

"The apostle John said that when we 'know the truth...the truth will make us free,' " the 28-year veteran of pastoral ministry says. "The liberty and freedom in Christ is available to everyone who is willing to be transparent before God and make the commitment to be totally obedient to Him. When we do 'trust and obey' it's amazing how the power of God will flow through your life. I don't know of anyone listening to a religious broadcast or sitting in a pew that doesn't long for that kind of joyful liberty and power in Christ."

The content of *In Touch* along with its format is viewed by most pastors as supportive of the local church. One minister in Florida wrote: "A few weeks ago a lady walked the aisle of our church making public her profession of faith. She had prayed to receive Christ at the end of your televised worship service. She said, 'Dr. Stanley said the Bible taught we should unite with a church, so here I am.'"

"God has placed *In Touch* Ministries not just to share His truth with individual believers but to pastors and their congregations," explains Stanley. "There's nothing on our program that makes pastors feel we are competing for their people's allegiance, loyalty or money. One of the most heartening signs is to hear from pastors who encourage their congregations to watch our program. It's a delight to know that *In Touch* has made a contribution to their local fellowship regarding prayer, study of the word and tithing.

"We are also informed by pastors in

certain sections of the country, where Bible-believing churches are a minority, that *In Touch* is a powerful evangelistic tool drawing thousands to first time involvement in a local church."

Excitingly, *In Touch* is reaching ministers and laymen from a diverse denominational spectrum. At a recent pastor's luncheon in Raleigh, North Carolina, more than a dozen denominations were represented.

"There is a foundational truth that crosses every denominational line and this is: only as we understand the message of the cross will the Christian life become the thrilling, exciting adventure God intended it to be," Dr. Stanley says. "When we understand that Jesus Christ took all our sin at the cross, that through the Holy Spirit He is alive in me, and that I have Christ's life as my life, it makes no difference as to our denominational preferences.

"When I speak to a radio or television audience, I visualize multitudes of people who face a multiplicity of problems. Some of them are hurting with their families, their finances, their self-image, their relationships to others. Many are lonely, discouraged, despairing and disillusioned.

"Church affiliation doesn't matter at that point. It is my prayer that God will continue to use *In Touch* to speak His truth through us and let the Holy Spirit interpret in every heart to meet the specific need of each listener. It's our goal to see that happening through *In Touch* every day, every week, in every town, village and city in America, and someday across the globe."

That objective keeps in mind seeking individuals.

"Your ministry, sir," wrote one, "has seemed to be a personal godsend, an answer to each dilemma on a timely basis. When I wasn't sure of God's will you said, 'Be still and listen' and taught on the subject. When a family crisis loomed you taught prayers of intercession. When I needed to reevaluate my life you taught goal setting. Thank you for all that you're providing in your ministry." NRS

Jim Daley is director of public relations for In Touch Ministries, Atlanta, Georgia.

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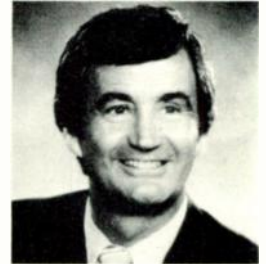
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Is the Media Antireligious?

More and more Americans, especially Christians, are tired of what they see in print and on TV

by Ben Armstrong

I DISAGREE with the smut they shove down your throat," said an Ohio man participating in a *US News & World Report* opinion poll. Published in the May 13 issue, the poll asked TV viewers their opinion regarding the quality of today's TV entertainment and news. Interviewers discovered that 45 percent were only "moderately satisfied," and "nearly half reflected some degree of disappointment" in network entertainment programming.

That portion of the poll represents a growing dissatisfaction among Americans with regard to television programs. Christians, in particular, have been throwing up their hands in despair over an anti-religious slant evident in entertainment and news.

According to Cal Thomas in *Book Burning*, television is the primary source of entertainment for many Americans, the average daily viewing time being six hours and 49 minutes. If programming is too liberal, and if it does present an anti-religious view, many Americans are affected. Who is responsible?

The Media Elite

Public Opinion magazine reported in its October/November 1981 issue the results of a survey of 240 members of the "media elite"—the influential decision-makers in television, print and radio journalism. These people ultimately decide what is and is not presented to the public in entertainment and news.

Cited by conservatives such as Representative Philip Crane, Senator Jesse Helms and Cal Thomas, the study

showed that 86 percent of those decision-makers seldom or never attend church; half the respondents do not align themselves with any religion at all. Ninety percent favor abortion on demand, and an astounding 54 percent think adultery is *not* morally wrong.

Their liberal beliefs often are reflected in TV programming disproportionately to the lifestyles and beliefs of a majority of television viewers. Program producers

St. Louis University, said that secular humanism "encourages people to choose or create their own values and to resist those 'imposed' on them by others, including religion." This lifestyle accommodates a liberal world view. Unfortunately, instead of being tolerant of others' beliefs, such as religious ones, the secular humanist dismisses them as irrelevant or, worse, truly believes that others' beliefs are being 'imposed' on him. But, as Christians, "we do not intend to force our beliefs or convictions on anyone," wrote Jerry Falwell in *Fundamentalist Journal*, July/August 1983.

Representative Philip Crane, spokesman for Fairness in Media, has seen a liberal attitude reflected in the network news arena. Fairness in Media is a campaign by conservative Americans to end the liberal bias at CBS News and to encourage the network to be more balanced in its news presentation. In a May 13 interview with *US News & World Report* ("Does Television News Tilt to Left?"), Crane said, "Any number of independent studies that go back for better than a decade show a liberal bias, especially with regard to CBS." He added, "My concern is guaranteeing that there is more supervision of what is defined as news and avoiding the kind of imbalanced reporting I have referred to (at CBS)."

Referring in part to conservative lobby group complaints, Don Hewitt, executive producer of the CBS News "60 Minutes" program, agreed that CBS "needs to do something about making time and facilities available for counterattacks."

**Networks need
to make
their facilities
available for
counterattacks**

often cry "censorship" when morally conservative lobby groups speak up. However, the same producers, according to Thomas, allow gay rights lobby groups to edit television scripts so homosexuals are presented in a fair light.

Given this information, many Christians express concern over what they see as a rising tide of secular humanism in America. Cited in *Book Burning*, Dr. James Hitchcock, professor of history at



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Two Sides of a Story

Most broadcasters agree. In the June 22, 1985 *TV Guide*, Neil Hickey's "TV Must Create Rebuttal Time" exhorted television producers to "seek out contrary viewpoints rather than wait to be challenged." Hickey stated that many

**"We don't want
our ideas banned
from popular culture.
We want to have
a real influence."
— Cal Thomas**

broadcasters agree networks need to provide rebuttal time for people who feel they've been personally wronged or who want to express views opposing what they see.

Hickey cited correspondent Mike Wallace, a defendant in the \$120-million libel suit brought by General William C. Westmoreland against CBS. Wallace said, "There has to be a better, more reasonable way [than court action] for public figures ... to respond to criticism that they feel is unfair ... We [CBS News] cannot complain about libel trials, and preach the necessity of free and full discussion of issues of public controversy, and then fail to make our facilities available for that discussion."

Hickey also cited Dr. Everett C. Parker, a leader of the citizens' reform movement in broadcasting and former chairman of the office of communication for the United Church of Christ. Parker is cited as saying that the right of reply is "inherent in the First Amendment—which does not just guarantee the free speech of broadcasters but of the public as well, especially vis-a-vis the electronic media, which have monopoly custodianship of the public's own airwaves."

Providing the public with the chance to challenge television broadcasts could prevent aggrieved parties from resorting to Fairness Doctrine complaints (which, Hickey says, can be "prolonged, frustrating, and expensive"), or to court trials, which can be even more frustrating and expensive.

It is possible that the networks owe their viewers a chance to express grievances. As Hickey points out, broadcasters, after all, "have monopoly usage of a limited natural resource—namely, publicly owned airwaves—from which they derive enormous profits."

Among those who have felt powerless to counter broadcast allegations are Christians—individuals and organizations. Some of these people detect an anti-religious fervor in the networks, along with a liberal bias.

Senator Jesse Helms heads Fairness in Media. I interviewed Helms who commented on what he considers an open hostility toward Christian values, in particular, on the part of media elite.

"I've been told that CBS will not allow religious broadcasters like Billy Graham or others to buy time on the network," Helms revealed. "Yet CBS has just bought the distributorship for the cable service that puts out pornography on the Playboy Channel ... The media elite are simply hostile, I think, to conservative values."

As a result of receiving little air time on secular stations, Christians have developed their own radio and television stations. According to NRB, one new Christian radio station signs on the air each week; one television station airs for the first time each month. Such stations make available to the public millions of hours of Christian broadcasting each year, a basic American right that most networks and local stations are reluctant to exercise.

Primarily because Christians are viewed as having their "own" stations, then, broadcasters continue to deny air time for religious purposes in a large number of cases, a kind of "separate but equal" approach. This type of thinking, said Thomas, "assures that we are kept on the fringes. We don't want our ideas banned from 'popular' culture; we want

to have a real influence on that culture."

Unfortunately, the coverage religious groups do receive on network television is not considered favorable by many religious organizations.

False Impressions

A strong case for claims of anti-religious broadcasting can be made by the National Council of Churches. On January 23, 1983, CBS ran a "60 Minutes" segment on NCCC (National Council of Churches of Christ in the USA), the World Council of Churches (WCC), and a number of major Protestant denominations. The program gave viewers a number of false impressions. Either directly or by implication, CBS charged all the church groups represented with involvement in political activity around the world, including support of armed revolution. CBS painted a picture of church organizations deeply (and inappropriately) involved in politics with Marxist leanings. The program also insinuated that church leaders are dishonest and that large sums of offering money in local churches go to the NCCC.

In its published response, the NCCC refuted step-by-step the claims made on the show. "Top officials of the NCCC denounced the segment as distorted, sensational and biased, and denied the allegations," the response read.

Bishop James Armstrong, then the NCCC president, said, "A democracy is dependent upon integrity and fairness. The CBS segment on the WCC and NCCC reflected neither."

The NCCC segment is not an isolated case. National Religious Broadcasters received a similar "60 Minutes" thrashing on March 31, 1985. Broadcaster Morley Safer took the TV audience to the floor of the Media Expo in the 1985 National Convention in Washington, D.C., and termed the expo "a kind of trade show for God." Safer, indicating that financial benefits are the primary motivators for religious broadcasters, said, "If this convention of the converted is about anything, it's about money."

An April 1985 NRB news release addressed CBS' coverage of the convention. "The '60 Minutes' crew avoided interviews with regularly available NRB

ISSUES

leaders," said the release. This occurred despite CBS' own printed "Program Standards." Under "Accuracy and Misapprehension," the policy statement reads, in part, "Consultation with qualified advisers is encouraged."

NRB officials were further annoyed when CBS promptly ignored a telegram sent the next day in response to the NRB segment.

Dr. Robert A. Cook, NRB president, called the coverage an example of "slanted and irresponsible reporting." Indeed, the NCCC agreed, stating in their own response to CBS, "Other thoughtful observers have noticed a pattern on '60 Minutes' in which all religious groups—Catholic, Protestant, evangelical—have been treated with doubt and mistrust."

It is evident from these cases alone that Christians are misrepresented in the media. The media elites, proponents of a secular humanistic lifestyle, either ignore Christians with conservative moral views or make them look like fanatics.

Persistence Pays

What can Christians in the media—radio, television, print—do to stop the unfair bias against religion? Christian

How long will it be before more than a few Christian broadcasters speak out against unfair treatment by the media?

broadcasters can make their presence known unmistakably to the media elite. Program producers in Hollywood give in to homosexual demands for fairness in part because that lobby group is persistent and very vocal. Homosexuals have had an effect on the media because they

were fed up with what they considered unfair treatment. Falwell writes, "We must reenter the mainstream of life and rise to the challenge of providing moral and spiritual influence for the soul of America through the free exercise of the democratic process."

Falwell was among nearly 1,000 Christian broadcasters, leaders and educators who signed *A Statement of Concern Regarding Network Television*, published this spring.

The document was addressed to secular advertisers, networks and production companies. "We are concerned because of the anti-Christian bias in many network programs," the statement read. "We are concerned because those who control television are using this public medium to impose their anti-Christian, secular views on society under the guise of entertainment ... By their own admission, those who control network entertainment programs seek to remove Christian influence from our society."

The letter warned networks and advertisers of a "well-organized boycott of advertisers' products supporting the offending programs" should requests for cleaner programming be ignored.

How long will it be before more than just a handful of Christian leaders and broadcasters speaks out against unfair treatment by the press and media? "The reason they do it to Christians," said Thomas, "is because they never have to pay a price for it." Indeed, networks rarely provide air time for counterattacks because few who've been wronged insist on it. According to Senator Helms, "Fairness in Media is the first group to take direct action to end the bias in favor of liberals and against Christians." Broadcasters not directly involved with this group can support it with prayer, financial contributions and news coverage on their stations. Arousing the interest and support of thousands of conservative Christians is an arduous task, but it is essential. The networks' liberal bias against Christians will not end until more Christians decide they have had enough. NRB

Ben Armstrong is executive director of National Religious Broadcasters, Morristown, New Jersey.

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Radio Producers Expand Goals for 1985-86

by Tamara N. Browning

Religious radio program producers are striving to bring listeners the best this season — whether it's by offering something new or improved



The "give-and-take" of radio talk shows makes the medium an effective way of explaining Christianity to millions of listeners each year.

TO MINISTER the Word and to pay all the bills!" are the goals of Good News Unlimited of Auburn, California.

Many religious radio program producers are doing just that for the 1985-86 programming season—broadcasting the Word of God in the most efficient and effective way possible, whether they do it by introducing new programming or enhancing what is already on schedule.

RELIGIOUS BROADCASTING magazine sent questionnaires to 283 NRB member radio program producers during the summer to find out exactly what they had in store for the new programming season. With about a 21 percent response, we noticed that more than half are retaining and improving programs already in production. Those adding new programs are not gearing toward a universal format. An assortment of outstanding new programming is in store for listeners this season.

Variety in Programming

Formats focusing on news, relationships, inspiration, education, interviews, and foreign missions form the medley of programming listeners can choose from. Plus, organizations producing the programs seem to be making every effort to bring listeners the best.

"Our prime purpose has become to inform Christians of the biblical significance of major issues and events in our day," said David M. Virkler, director and speaker of The Word and the World in Towaco, New Jersey. The organization's main objectives when their first radio program *The Word and the World* started in 1964 were evangelism, Christian growth, and follow-up on crusade meetings. Now, with their goals expanding, they have added a new radio outreach—*Christian Perspectives on the News*.

The new program is a one-minute commentary on top news stories, targeting the general audience and played during or immediately following newscasts. Presently aired daily on WFME/Newark (New Jersey) and WAWZ/Zarephath (New Jersey), the program is

Photo courtesy of Luis Palau Evangelistic Team

PROGRAMMING

scheduled for wider distribution.

"News is the most listened-to media thing today, and Christian views in this area are therefore very attractive," said Virkler.

International Christian Media of Dallas, Texas, also works to "bring news information to America that the 'nightly news' refused to," and as such, they plan to add a network news service via satellite.

"We will—with God's help—produce a new network that will replace too liberal secular media," said Joel Barnes of the public relations department at International Christian Media.

In keeping with their objective to produce quality Christian radio programs with an emphasis on evangelistic Bible teaching and missions outreach, Heaven & Home Hour, Inc. in Glendale, California, has added a new outreach for singles. A part of *The Heaven & Home Hour, Serving Singles* is aired once a month for a three-day series. It is a 15-minute broadcast featuring a female speaker and male interviewer and is for singles of all ages and situations. Discussion topics include "Restoration," "Single Parenting," "Faith and Encouragement," and "Dating."

Teen Scene, the new 15-minute weekly youth program produced by Back to the Bible Broadcast of Lincoln, Nebraska, will focus on topics concerning the "variety of problems teens face in day-to-day living." With host Tom Johnson, the program will use drama, teen discussion and biblical application.

In order to meet the needs of their listening audience, Focus on the Family of Arcadia, California, may add a one-hour weekly broadcast. According to administrative director Mike Trout, the program would be a magazine format geared to all ages.

Medley of Good Programming

Afterglow Productions of Memphis, Tennessee, plans two programs for the adult audience. *LoveSongs* and *Afterglow Accents* are the newest program additions to their 1985-86 line-up. A sacred music service especially designed for secular radio stations, *LoveSongs* features an uninterrupted music series.



Christian radio stations across the U.S. frequently carry evangelistic meetings on their airwaves, such as this crusade with Dr. James Dobson of Focus on the Family.

Photo courtesy of Focus on the Family

"This is offering a lighter, more contemporary music approach to traditional sacred music," Don Johnson, producer and host, said of *LoveSongs*. Also scheduled is *Afterglow Accents*, a weekly 30-minute program featuring music and historical vignettes of songs.

"I am convinced that though the message remains constant and unchanging, our approaches must ever be fresh and updated," said Johnson.

"We feel that religious radio has the best marketplace for our particular ministry," said Steven R. Robinson, media director of Precept Ministries of Reach Out in Chattanooga, Tennessee. Precept Ministries plans a one-on-one teaching program for the season. Though a name for the program has not been determined, the program will be a 15-minute daily targeted toward a Christian audience of 21 to 39-year-olds.

Young adults will be the target au-

dience when radio station WNYK of Nyack College in Nyack, New York, puts *A Visit with Tozer* into production this year. The 30-minute weekly program will feature actual recordings of sermons by Dr. A. W. Tozer. WNYK also plans production of *Sunday Classics*, a two-hour weekly featuring classical music and "light-hearted commentary."

Pastor Thomas P. Murphy, director of *Your Worship Hour* (South Bend, Indiana), will seek to help people find Christ as their Savior and strengthen Christians to be faithful disciples through the new program *Ask the Pastor*. Letters have been sent to area listeners to get their questions for the program. Listeners are to ask the questions as if they were asking them "behind closed doors."

Other programs for the year will be tailored to foreign ministry. On a High Mountain Ministries, Inc., of Ocean Grove, New Jersey, may add a five-

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minute weekly program for the unsaved of China and Russia. The Christian Brotherhood Hour (Anderson, Indiana) will produce *Christian Brotherhood Hour* in Arabic. The program will be a 5-minute broadcast aired weekly to 17 Arabic-speaking countries.

Plans for the Future

While there are radio program producers scheduling new programs for the 1985-86 season, those who do not plan to add new programs won't be idle.

Ministries such as Bellevue Baptist Church in Memphis, Tennessee; Lutheran Gospel Hour, Pasadena, California; Adventure Club, Toms River, New Jersey; Juventud Evangelica, Inc., Hudson, Florida; New York Christian Outreach, New York, New York; Hermano Pablo Ministries, Costa Mesa, California; Love Gospel Assembly, Bronx, New York; Rudy Hernandez Evangelism International, Catariha, Texas; and *Hour of Freedom Broadcast*, Oberlin, Ohio, intend to expand their markets.

"Radio is a tremendous potential to-

day to reach people for Christ right where they are; radio can go into areas where television programs can't penetrate," said Howard O. Jones, director and speaker of *Hour of Freedom*.

Others are updating their ministries. Watchman on the Wall, a ministry of Southwest Radio Church in Oklahoma City, Oklahoma, is "striving to be a source that Christians can turn to for news of prophetic interest and of general interest that will motivate as well as inform Christians."

"It is our desire to follow up news stories or information given on a particular segment or program so that we don't leave our listeners with 'half the story,'" said program director Jim Baker. Baker said that they plan news segments on location from such places as Nicaragua, El Salvador, Cuba, Guatemala, Lebanon, Ethiopia, South Africa, and Eastern Europe, plus interviews with noted politicians.

Even so, Elmbrook Church in Waukesha, Wisconsin, will update sound and recording equipment plus re-

organize their ministry; LeSea Broadcasting in South Bend, Indiana, will broadcast in shortwave this year.

Still others have "master plans." Luis Palau Evangelistic Team of Portland, Oregon, will use their international network of partnerships to reach entire language groups with the gospel. The team has already undertaken this type of outreach through Commonwealth '84, reaching more than 50 English-speaking countries and Contiente '85, reaching 22 Spanish-speaking countries.

Jerry Falwell has been reaching listeners via radio daily for 29 years, and *Old Time Gospel Hour* director of radio Steven S. Snyder said that the ministry is in the process of gradually and selectively expanding the radio network. Produced in Lynchburg, Virginia, the program is on several hundred stations nationally. Snyder said that they plan to expand the use of news, covering and analyzing issues and events.

Perseverance in Action

Whether religious radio program producers are adding new programs or improving their established ones, the basic message they will be giving us in 1985-86 is noteworthy—they will keep doing what they are doing to the best of their abilities.

Howard Rusthoi, president and program speaker for the *Voice of Radio Evangelism*, an outreach of Radio Evangelism, Inc. in Alameda, California, is a good example of perseverance in action. At 78 years of age, he handles everything himself—preparation of the program script and literature, recording, duplication and distribution of tapes, and handling of the mail.

Said Rusthoi, "By the Lord's help, I am still going strong." NRB



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Tamara Browning is editor of "Inside NRB," a monthly newsletter exclusively for NRB members.

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BROADCASTERS



Pat Boone

Singer **Pat Boone**, who said some songs presented during the July 13 "Live Aid" concert "were obviously hymns to the devil," nevertheless applauded the results of the Philadelphia and London simultaneous broadcast. Held to raise funds to help alleviate world starvation, the concert generated pledges estimated between \$50 and \$70 million. In an August 6 interview on NBC-TV's *Today*, Boone called the international event "a high-point in human history" and "one of the greatest things that's happened in our day."

WCTN-AM, Potomac (Maryland) has been sold to a group of Christian businessmen in the Washington, D.C., area. The station, which operates closely with Christ Church, will retain its Christian format. **John Vogt**, who has worked as the station's program director for seven years, is now a co-owner and general manager of WCTN. He replaced **David Reeder** who accepted a position as sales manager at WINX-AM/Rockville (Maryland).

Graham Kerr, once television's "Gallop-ing Gourmet," has agreed to host a special presenting the case of the "Athens Three," who were sentenced to prison in Greece for proselytism. Two of the men, **Don Stephens** and **Alan Williams**, are directors of Youth With a Mission mercy ships. The third is **Costas Macris**, founder and director of Hellenic Missionary Union of Athens. Sentenced to three-and-a-half years for giving a boy a New Testament and the address of an evangelical youth meeting, the men are free pending an appeal trial expected this fall. The special has been airing since July on television stations across the U.S. and was produced by Creative Communications Associates of Orange, California. Stephens held a press conference at NRB '85.



James Christensen

Featuring **Margie Kelley** and **James Christensen**, a radio program geared toward singles began in May on *Heaven and Home Hour*. Called *Specialty for Singles*, the monthly, three-day series focuses on contemporary issues, such as careers, ending unfavorable relationships and single parenting. Kelley has experience relating to singles through her radio outreach, *Shine with the Son*. Christensen is associate director for *Heaven and Home Hour* and NRB Western Chapter president.

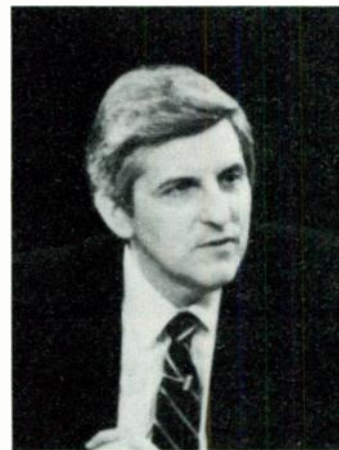
A new company, Christian Productions, Inc., of Orlando, Florida, has been formed. According to **R. B. "Jack" Turney**, president of Christian Duplications International, the company will be involved in the production of videos.

With FCC approval, **WHLO-AM/Akron** (Ohio), boosted its watts from 1,000 to 5,000 in August. The increase extended the station's range to include 66 counties covering the markets of Akron/Canton, Cleveland, Columbus, Youngstown and Pittsburgh. The station also upped its broadcasting hours from 18 to 24 per day, making WHLO northeast Ohio's only 24-hour contemporary Christian radio station.

A joint announcement of the sale of WIVE-AM/Ashland (Virginia) to Blue Ridge Broadcasting, Inc., was made August 1 by **James N. Birkitt, Sr.**, president of Christian Enterprises, Inc., and **Alan J. Carter**, president and owner of Blue Ridge Broadcasting. WIVE, operated for the past 20 years by Christian Enterprises, was the first Christian radio station to air in central Virginia. **Edna Edwards**, NRB executive secretary, has been general manager of Blue Ridge Broadcasting since 1973.



Jack Turney



Joseph L. Bridges

Joseph L. Bridges, associate professor of telecommunications at Wheaton College Graduate School, will host a public affairs program on WCFC-TV 38/Chicago. He replaces **Jerry Rose**, TV 38 president and NRB first vice-president, on *Week in Review*.

Jerry Rose, president of WCFC-TV 38/Chicago, has begun hosting a weekly radio program on WYCA-FM/Hammond (Indiana). The two-hour show, called *Let's Talk About It*, focuses on current events, the Bible, and listener response. Rose, who in July underwent successful colon cancer surgery, was said to "be doing very well" following several weeks of rest.

Integrity Communications established a new music label called *Hosanna!*, "dedicated solely to praise and worship." *The Hosanna!* tapes, recorded in stereo on state-of-the-art equipment, are the first Integrity tapes devoted solely to music. **Charles Simpson**, Integrity chairman of the board, stated, "It's our hope that *Hosanna!* music tapes will bring a rich harvest of praise and worship to Christians all over the country."

A transcript of remarks made by **Donald Wildmon**, executive director of the National Federation for Decency at the 1985 NRB national convention, is being examined by the Anti Defamation League of B'nai Brith in New York City. In his remarks, Wildmon referred to a study that found that 59 percent of network television shows are headed by people "raised in Jewish homes." He also claimed the networks display "anti-Christian views." The ADL says that some of Wildmon's comments carry an anti-Semitic tone, but are asking Christian friends for their interpretations. Wildmon refutes the ADL's claim of being anti-Semitic.

BROADCASTERS

Under the direction of president **Stephen F. Olford**, Encounter Ministries, a film and television program producer, has moved from its Wheaton, Illinois, location to the Central Church, Memphis, Tennessee.

Encounter Ministries was broadcast since May, 1964.

From the late 1940's through 1984, attendance at the crusades of **Billy Graham** totaled 104,390,133, making the evangelist the first person to preach face-to-face to more than 100 million people. The figures, obtained from the Billy Graham Evangelistic Association, are based on official counts by police and stadium officials.

Sparrow Records has opened an eastern regional office in Nashville, Tennessee, according to **Bill Hearn**, senior vice-president. **Barbara Catanzaro**, previously national marketing manager for Refuge Records, will oversee the new facility as manager of special projects.

Hearn hopes that Sparrow's new presence in Nashville will "greatly enhance our corporate visibility in the East."

Hans W. Florin, general secretary of the World Association for Christian Communication, London, announced his resignation, which will take effect mid-1986. He is accepting a position in the German Lutheran Church after serving 10 years with WACC.

The North American Broadcast Section-World Association of Christian Communication will meet December 2-6 at the Fort Lauderdale (Florida) Hilton Inn. The convention theme will be: "Making All Things New."

After more than 30 years of employing others to broadcast its worship services, the First United Methodist Church, Dallas, Texas, has purchased and installed a complete TV control room. In addition, **Walker Railey**, senior pastor, moderates *Faith Focus*, an interview talk show produced at KXAS-TV 5.

Keith A. Muhleman has become director of the television and telecommunications effort of United Methodist Communications. Muhleman, director of communications ministries for the Wisconsin Annual Conference, assumed the position in Nashville on June 1.

Since January, *The 700 Club* has been airing in Buenos Aires, Argentina. **Bob Turnbull**, CBN's director of international ministries, opened a ministry center there which receives more than 4,000 calls a month. In addition, *The 700 Club* has been available to 80 percent of Argentina's people since May, and Turnbull has opened 10 more centers.

United Methodist Newsbreak, an informational radio program, has been airing since April over KFAB-AM/Omaha (Nebraska), a news and pop music station. Hosted by **Elizabeth Beams** and written by **Dan Gangler**, the weekly program features three general church items, one interview and three Nebraska Methodist stories in five minutes.

Jerry Falwell has signed a contract with American Portrait Films to duplicate 50,000 video cassettes of *The Silent Scream*, an internationally-noted film featuring on-camera ultrasound imaging of a 12-week-old unborn infant being aborted. Falwell called the film "the instrument that (will) break the back of the abortion industry. All we have to do is get the information to the people."

Rolfe Auerbach, general manager of the Video Program Network, announced that **Mark Mallicoat** has accepted the position of sales manager. In addition, VPN TV 31/Spokane (Washington) planned to join other Christian television stations within the Video Program Network, effective September 1.

WHLO-AM/Akron (Ohio) hired **William D. Snow** as general manager. Snow held positions with WGCL and WERE/Cleveland, where he served as vice-president for sales.

Victory Communications International announced the appointment of **Robert Andersson** as assistant to the president. Prior to accepting the position, Andersson was director of radio and satellite operations for Michael R. Ellison Advertising, Phoenix, Arizona.

Harv Hendrickson, manager of KNWC-AM-FM/Sioux Falls (South Dakota), has been named director of network operations for Northwestern College Radio. His successor is **David Martin**, promoted from assistant manager. Hendrickson served for 21 years with KNWC which is one of 10 radio stations owned and operated by the Roseville, Minnesota, college.

WABS-AM/Arlington (Virginia) has increased its power from 1,000 to 5,000 watts, according to general manager **Steven R. Cross**. New broadcasting equipment installed during the station's recent move will augment the power increase.

WEMI-FM/Menasha (Wisconsin) has acquired a staff meteorologist. The station says **Tom Churchill**, of Northern Data Group based in Iowa, has a 90 percent accuracy rate in his forecasts over WEMI.

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BROADCAST BOOKS

Guide Written to Prepare for TV Interview

Communicating Effectively on Television, by Evan Blythin and Larry A. Samovar. Wadsworth Publishing Company, 1985.

The Wadsworth Publishing Company has added another specialized text to an impressive list of books on general media, telecommunications and journalism. This work deals not with what television does to us, but what we do with it.

Without a doubt, if one is engaged in any one of a large variety of business careers and professions, the chances are good that person will face a TV camera, whether broadcast media or the many nonbroadcast forms that are on the increase. Knowing what happens between you and viewer, and the unique characteristics and dimensions of this communication tool of video will help readers—and potential video subjects—make the best of those inevitable communication transactions.

This is not a technical journal, nor is it aimed at management or programming concerns. It is more of a video-oriented text of ef-

fective speech preparation and delivery, although little is said about speechmaking on television. The only technical principles relate to developing clear and concise communication objectives, as well as a couple of chapters that explain what goes on in a TV studio and, in particular, how one is perceived by the camera and mike.

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

Commitment, Design and Execution of TV Production

Making Television Programs: A Professional Approach, by Richard Breyer and Peter Moller. Longman Publishers, 1984, 188 pages.

This book does a masterful job of describing the numerous ways a television production can be handled. Breyer and Moller target three audiences for this information: the TV production teacher, the television student

and the video professional. Difficult as this goal is, *Making Television Programs* easily hits the mark.

This is a practical book that is organized unlike other books devoted to TV production. The authors begin by molding the reader's conceptions about the types of television by discussing commercial, public, institutional and pay TV. It is against this expanded definition of TV that the book then explains the language of television.

The remainder of the book follows the production process according to three stages—commitment, design and execution. The reader is rewarded not only with facts but also examples and helpful models of technical scripts, sheets, model releases and more. *Making Television Programs* treats TV production with the visual richness needed for understanding. Hardly a page goes by without an illustration.

The book imparts a sense of program content as well as production. For instance, the authors explain the nuances of sound and picture in a drama versus nonfiction program.

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

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LATE NEWS

TELECASTERS PLAN MAJOR RESPONSE TO MUST-CARRY LOSS


Christian telecasters are deciding on a comprehensive strategy to win back the cable must-carry regulations that were thrown out July 19 by the United States Court of Appeals (see page 6). The 17 persons attending the Washington meeting August 28 discussed the idea of forming an NRB TV Advisory Committee to fight the court's decision and the deregulation-minded FCC's concurrence, with a campaign of public awareness and action. The new committee would be an outgrowth of the NRB Television Committee, which is chaired by David Clark of CBN. Aimed simultaneously at Congress and local cable systems, the action plan's success will secure the future of religious and educational TV stations. NRB joined forces with the NAB, PBS stations and others in an appeal to the Supreme Court. Jerry Rose, NRB first vice-president, was appointed chairman of the must-carry committee by NRB president Robert A. Cook, an ex-officio committee member. Rose was one of the leaders of the successful congressional effort (H.R. 5949) in 1983 to hold on to must-carry laws.

NRB SOUTHCENTRAL ELECTS OFFICERS, HAS 20 MEMBERS

Forty Christian broadcasters attended the organizational convention of the NRB Southcentral Chapter August 22 to 23 in Memphis. They elected officers: president, Buck Jones, director of communications at Bellevue Baptist Church, Memphis; vice-president, Don Johnson, media director, Central Church, Memphis, and producer for Afterglow; secretary, Glenda Columbo of Mid-South Bible College, president of the Memphis chapter of American Women in Radio and Television; and treasurer, Jack Parnell, co-producer with Johnson of Love Song, a music service. Board members-at-large are: Buddy Morgan, marketing director of Motion Picture Lab; Harold Penn, station manager of KSUD-AM/Memphis; and Charles Lewallen, station manager of KWAM-AM/Memphis. The meeting featured keynote speaker Adrian P. Rogers, pastor of Bellevue Baptist Church, and seminars on using advertising agencies and on new technology. NRB Southcentral now has 20 of the 30 members it needs to be approved as a permanent chapter.

TWO CHRISTIAN NEWSCASTS SET FOR OCTOBER 7

October 7 will be a banner day for news reporting from a Christian perspective as two news programs commence. CBN Cable, now carried to 30 million homes, will begin airing a nightly 30-minute newscast that day. CBN News Tonight promises a "balanced review and analysis" of national and international trends from a biblical perspective. Based in Washington, D.C., the program's executive producer will be Mark Aldren, former senior news producer of WXIA-TV/Atlanta. Anchors had not been named at press time. The second news alternative, USA Radio Network, promises "in-depth, hard news coverage with a conservative slant." Marlin Maddoux, talk show host of Point of View, Dallas, is putting together that hourly package of news reports for radio, beginning on more than 80 stations.



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