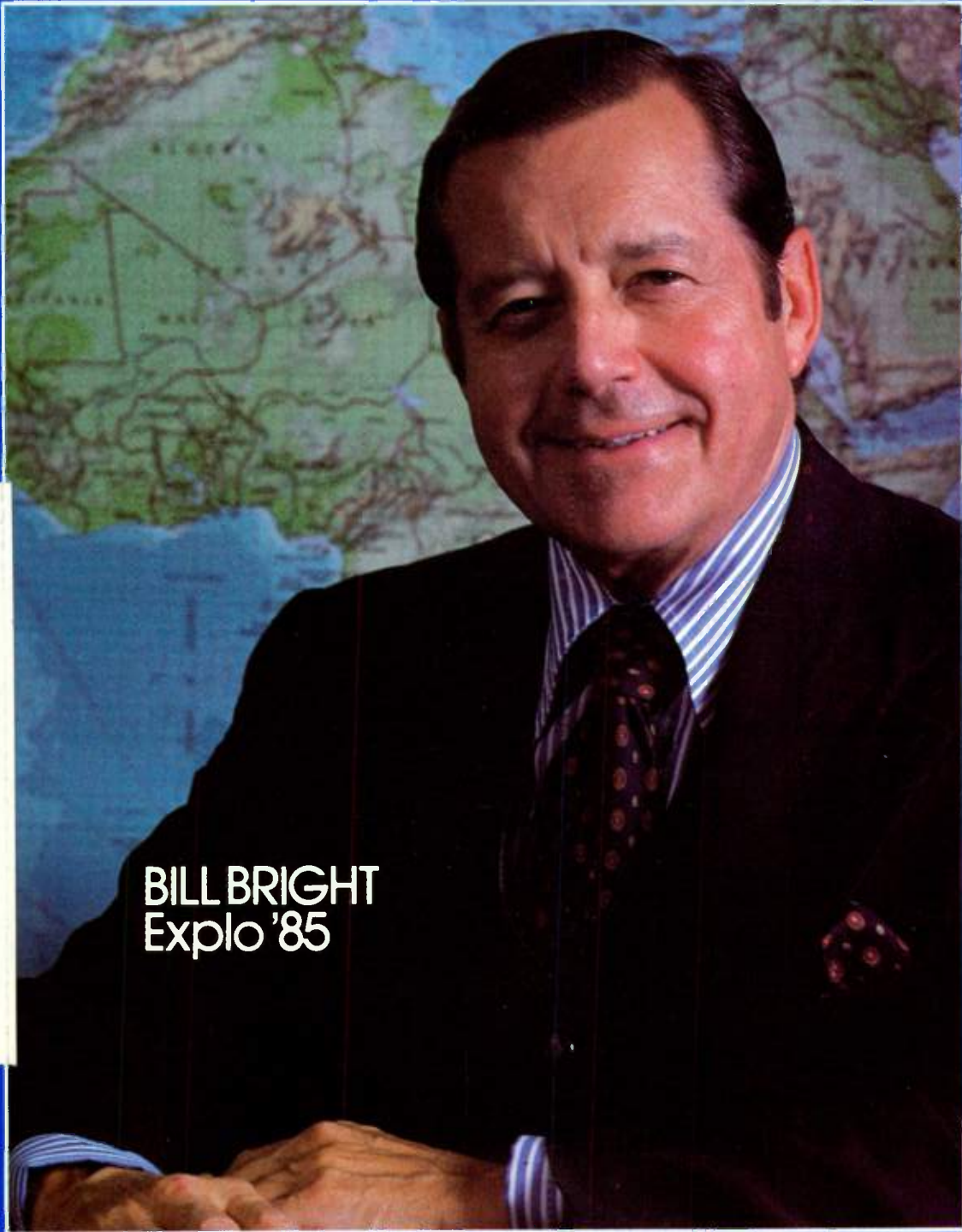


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November 1985



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WHO IS THIS MAN? You've heard of Michael K. Clifford. But have you really *heard* him? Here, the much-talked-about president of Victory Communications speaks for himself... and for the ministries he is helping to serve.

ON MAKING MONEY:

Fundraising without God's anointing is simply donor theft. Money always follows ministry. Not that ministry doesn't take faith—but when God leads the ministry. He will make it happen.

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This film is known as the pro-life movement's most powerful tool. It's the flagship of a campaign we're doing for Crusade for Life, one of the first pro-life groups in America with special access to the film.

We launched the campaign literally from scratch, raising the money to produce the TV special...co-venturing a prospecting direct mail program with another firm who caught the vision to mail 6 to 10 million pieces in 1986... building a strong donor base... setting up interviews with, and mailing news releases to, secular media to increase publicity and public awareness...co-venturing a telemarketing program... and more.

We have committed to taking this on with no start-up money and making known the matter of abortion—because we believe in this cause.

ON BEING BIG:

May I give you an example?

Nearly 2 years ago, we began working on Explo '85, the vision of Dr. Bill Bright and orchestrated by Bailey Marks. I have watched in awe as these 2 men have courageously followed God's leading, combining faith with vision to reach the world for Christ.

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We utilize every available medium to help our clients fulfill their calling. We are the servants who help get the ox out of the ditch! Not every project costs millions and millions, but if we prayerfully accept an assignment, it becomes very big...and very important.

ON RIVALRY:

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ON MINISTRY AS A BUSINESS:

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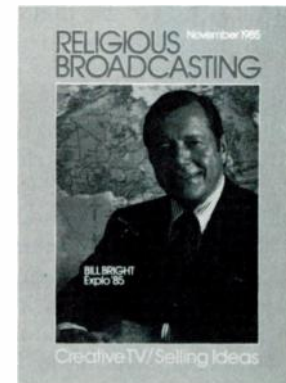
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ABOUT THE COVER

Bill Bright is founder and president of Campus Crusade for Christ International, an interdenominational Christian organization emphasizing discipleship and evangelism. Next month, Campus Crusade will use satellite technology in EXPO '85, which is discussed in this month's cover story (see page 14). (Photograph by Tom Mills, Campus Crusade for Christ, San Bernardino, California.)



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Trade Show or Spiritual Renewal?



With what seemed to many of us a clearly biased and patently unfair approach, Mr. Safer and company in *Sixty Minutes* set out to prove that the February 1985 convention of National Religious Broadcasters was nothing more than a huge trade show, with money as its basic motivation. These "objective" reporters chose to ignore all the responsible leaders of the organization, and focused instead on anything they could find that seemed unusual, or bizarre, or commercialized. For the most part, they portrayed activities and people who could not possibly claim to represent the great body of religious broadcasters.

Be that as it may, we must face the fact that what *seems* to be so for an individual *is indeed so* for him or her; and if Mr. Safer missed the point in 1985, we must see to it that the mistake—if indeed it was a mistake—does not happen again. We must present a convention in 1986 that lives up to our theme: "Changing Lives to Change the World." We must provide for every delegate the opportunity to have a deep and lasting experience with our blessed Lord.

In our opinion, the convention need not be *either* a gigantic trade show, or a revival meeting. The 1986 convention may well contain some of both elements! The fact is that, in Christian broadcasting, spiritual power and Christian commitment go hand in hand with good business practice and a high standard of ethics.

Look again at the founding documents of NRB, and remind yourself that for over 40 years we have stood firmly for freedom for the Gospel in the field of broadcasting, along with excellence of programming and genuine Christian commitment.

Let's keep it that way! And let's have a convention that while it displays the latest in equipment and techniques, also stirs the heart and moves people closer to God. Your prayers in the months that precede the convention, along with your presence there, will go a long way towards achieving that goal.

Robert A. Cook

President

National Religious Broadcasters

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Executive Editor Ben Armstrong
Managing Editor Astrid Seeburg
Associate Editor Daniel J. Nicholas
Assistant Editor Tamara N. Browning
Art Director Brad Scherr
Advertising Director Dolph Hintze
Advertising Assistant Edda Stefanic
Technical Editor Mike Glenn
Editorial Assistants Sally Parker,
 Susan Kubick, Anne Dunlap, Lorraine
 Nevers
Contributing Editor Richard E. Wiley
Circulation Assistant Robert E.
 Bowen

National Religious Broadcasters

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

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

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New Nielsen Study Documents Large TV Audiences

NEW YORK (NRB)—A. C. Nielsen Company, the television audience rating firm, recently released a "benchmark" study of the religious TV audience that documents for the first time the claims that a significant percentage of Americans tune into religious programs each month.

The Nielsen study, which was based on meter reports from a cross section of the 84.9 million TV households in the nation, showed that, during a four week period last winter (January 28 - February 24), four of 10 TV households (40.2 percent or 34.13 million homes) watched some Christian television.

The data found that CBN's *The 700 Club*, with cohost M. G. (Pat) Robertson, was the most-watched religious TV program of the 10 most popular programs for which data was gathered. A total of 19.1 percent of TV households (16.25 million persons) watched a portion of that program at least once during those four weeks, Nielsen found. CBN paid for the entire study, which was released by Nielsen on August 1.

The television ministries of Robertson (*The*

700 Club), Jimmy Swaggart (listed separately for weekly and daily programs), Robert Schuller, Jim Bakker (PTL), Oral Roberts, Jerry Falwell, Kenneth Copeland, Richard DeHaan (*Day of Discovery*), and Rex Humbard comprised the "top 10" religious television broadcasters (see net monthly come chart).

Information was also compiled for the quarter hour average, the daily come, the net weekly come and the total number of viewers by gender and age group.

Results of the 1985 Nielsen study differ significantly with the April 1984 findings of the Annenberg School of Communications' "Religion and Television" report, which concluded that 6.2 percent of viewers (13.3 million persons) watch religious TV.

In a separate study released in conjunction with the Annenberg report, The Gallup Organization determined that 32 percent of those surveyed had watched a religious TV program in the last 30 days. Of that number, 18 percent had watched in the last week and another 14 percent tuned in during the last month but not the last week (see *RELIGIOUS BROADCASTING*, June 1984).

A press conference was scheduled on October 25 in Savannah, Georgia. Details will be reported in the December issue.

Two TV Stations Already Impacted by Must-Carry Ruling

LIMA, Ohio (NRB)—As the stories of a Christian television station here and another station in Florida demonstrate, the July 19 appeals court decision dismissing the must-carry laws for cable operators can have a devastating effect for the stations' futures if not reversed immediately by legislation or FCC action.

The Lima station, WTLW-TV 44, is a spiritually-powerful TV station in Allen County, Ohio, in the northwestern quadrant of the state. Its gospel programming is received by residents of some 25 communities, almost 60 percent of whom subscribe to cable television. The station, which has been carried by law on 18 area systems since its founding in 1981, was dropped temporarily by the cable service in two towns just east of their location.

That occurred on a Monday last summer; it was July 22, the first business day after the Washington, D.C. court's ruling. General manager Ron Mighell, an NRB Board of Directors member, immediately called station supporters to action, which prompted "hundreds of calls" to Norseman Cablevision, Inc. The company had dropped channel 44's signal without notice from their system, which serves the towns of Ada and Alger, and replaced it with the Christian Broadcasting Network.

By Friday of the same week, thanks in part to action by the Ada mayor and city council, local programming was restored. Because the court said the ruling could not be implemented for 45 days, Norseman was not entitled to drop channel 44 when it did. Community support for the station and recognition of its quality program, Mighell said, were the reasons why his station was restored to those towns so rapidly. He has not had problems with the other systems that carry WTLW's signal.

Robert D'Andrea and the station his company operates in Orlando, Florida, has not been so fortunate. WTGL-TV 52/Orlando is still carried on the four cable systems in that central Florida market. Three of the cable companies split 150,000 households, D'Andrea said. The fourth, Evans Cablevision, Inc., reaches into 15,000 homes.

On September 16, officials of Evans Cablevision called the station and said they would charge \$12,000 a year to continue retransmitting channel 52. D'Andrea had no immediate response except to seek a written contract and approach his board members with the dilemma. As of September 26, the station was still being carried by Evans. Ac-

Net Monthly Come for Major TV Ministries

Program	Net Monthly Come	
	Rating %	TV Households (in millions)
The 700 Club (daily)	19.1	16.250
Jimmy Swaggart (weekly)	10.9	9.254
Robert Schuller (weekly)	9.0	7.641
Jim Bakker (daily)	6.8	5.773
Oral Roberts (weekly)	6.8	5.773
Jerry Falwell (weekly)	6.6	5.603
Kenneth Copeland (weekly)	5.8	4.924
Jimmy Swaggart (daily)	5.4	4.585
Day of Discovery (weekly)	4.8	4.075
Rex Humbard	4.4	3.736
TOTAL (top 10 combined)	40.2	34.130

(Source: A. C. Nielsen Co., 1985. Used with permission.)

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

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

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

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

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

Love in Christ,

Beverly Atkins

Beverly Atkins
Wellston, Missouri



Rich Bott



Dick Bott

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

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cording to D'Andrea, the Orlando market is 54 percent cabled, about 10 percent higher than the average nationally.

D'Andrea, who operates two other Florida TV stations and is constructing a fourth, expects future trouble of a similar nature. "This is just the tip of the iceberg," he said of the problems with channel 52's carriage. The cable companies, he believes, "are only in business for money."

Mighell, the Lima, Ohio, manager, called his station's near cable loss and the public's reaction to his situation "an enlightening case and it really lifted our spirits."

"We're going to make cable systems want to carry us—not just have to," he said, speaking generally for Christian telecasters. "With the demise of must-carry rules, we *must* strive for the finest product we can deliver, both nationally and with local material," Mighell also observed. "We no longer have protection of the law unless the court's decision is reversed. We're operating under free enterprise and it is survival of the fittest." (See related stories on pages 28 and 34.)

Zimmerman Ending Quarter Century at AOG Helm

SAN ANTONIO, Tex. (NRB)—G. Raymond Carlson, assistant general superintendent of the Assemblies of God since 1969, was elected general superintendent of the denomination during the 41st General Council of the Assemblies of God (AOG) meeting here August 8-13. Carlson was elected on the seventh ballot.

Thomas F. Zimmerman, general superintendent since 1960, withdrew his name from the election during the meeting. "I believe the General Council has reached the time when, in the providence of God, we should look for leadership from another direction," he told an estimated 12,000 delegates and visitors.

Carlson, who assumes his new position January 1, said, "Whoever you choose to follow Thomas F. Zimmerman is following one of the great leaders of our generation." Superintendent-elect Carlson was previously a pastor and district superintendent in Minnesota and served for several years as president of North Central Bible College in Minneapolis.

A long time-member of the National Religious Broadcasters Executive Committee, and the current finance committee chairman, Zimmerman has been a significant driving force for the advancement of religious radio and television since their earliest days. "In today's spiritual warfare for the souls of men, I like to think of these media as the 'air force'



Thomas F. Zimmerman

which goes ahead of the ground troops, the church, to penetrate the world with the Gospel," he said when asked some years ago to reflect on the challenge of the 1980s to Christian media professionals.

Dr. Thomas F. Zimmerman was an NRB founder and served on the executive committee and also a term as NRB president.

The denomination's General Council will honor Dr. and Mrs. Zimmerman with a special banquet on December 6.

Churches across America viewed a two-hour live program from the San Antonio convention site on August 11. Zimmerman participated in leading the telecast, as did Lee G. Shultz, the AOG communication's director. Guests for the program included Dan Betzer, host of the denomination's radio ministry, *Revivaltime*; Bernard Johnson, a missionary evangelist to Brazil; and singer Doug Oldham.

Everett R. Stenhouse, superintendent of the Southern California District, was elected assistant general superintendent, the church's second highest post. Joseph R. Flower was re-elected to the office of general secretary, which he has held since 1976. Raymond H. Hudson was re-elected general treasurer, a position he has filled since 1973. Philip Hogan was elected executive director of the division of Foreign Missions, a post he has held since 1959. All were elected to two-year terms.

New Chicago Record Label Releases Album

CHICAGO (NRB)—A new Christian recording label. City Alive, owned and operated by Chicago's WCFC-TV 38, released its debut album. The LP, "Terry and Barbi Franklin," was produced by Chuck Thomas

of MasterSource Productions.

"Our project emphasizes our commitment to Chicago," stated TV 38's executive director George Puia. "We used all Chicago resources including producer, studio, songwriters and local performers."

The husband and wife, singer/songwriter duo, Terry and Barbi Franklin, sang at the NRB convention's worship service last February and are frequent guests of TV 38 programs. Recently, they were the subjects of an hour-long TV 38-produced special, *A Time for Joy*, a program being syndicated to other Christian stations.

The album will be available as a premium gift during the station's telethons and sold through local Christian record retail outlets.

Major Radio Broadcasters Announce Cooperative Strategy

MORRISTOWN, NJ (NRB)—A milestone in world missions was marked when presidents of the three largest, international Christian radio organizations, FEBC, HCJB, and TWR, agreed September 10 on a plan of cooperation to make the Gospel available and accessible to all people.

Adopting the slogan "The World by 2000," they issued the following resolution: "We are committed to provide every man, woman and child on earth the opportunity to turn on his radio and hear the Gospel of Jesus Christ in a language he can understand so that he can become a follower of Christ and a responsible member of His church. We plan to complete this task by the year 2000."

The presidents, Robert H. Bowman of Far East Broadcasting Company (FEBC), Ron Cline of World Radio Missionary Fellowship (HCJB), and Paul E. Freed of Trans World Radio (TWR) believe that their three organizations are uniquely prepared to accomplish this goal by working cooperatively.

"In a language he can understand" does not mean broadcasting in all the dialects and minor languages of the world, stressed the leaders, but rather in the trade languages understood by almost everyone. The aim is not simply to *inform* people about Christianity, but to persuade them to become followers of Christ. Presently the three missions air programs in over 100 languages.

A research committee comprised of one member from each of the three missionary organizations, will be appointed to work on the project. They will determine those areas of the world and languages which are not hearing the Gospel and then decide which of the three missions is best suited to transmit to those areas. By January 1987 the work of the research committee should be completed and

the final decisions on strategy determined.

Even though the missions share this goal, the presidents confirmed that each will keep its own identity, raise its own funds, and recruit its own personnel.

"The World By 2000" will be featured at the National Religious Broadcasters convention in February. Bowman, Cline and Freed will speak on "Why international radio is so important," "How we plan to reach the world by the year 2000," and "How others can join in this worldwide missionary endeavor."

Reagan Urges Americans to Read the Bible

WASHINGTON, D.C. (NRB)—"The Bible has not lost its appeal, because the principles it contains are of timeless relevance and its beauty is forever discovered anew by millions of Americans," President Ronald Reagan said in his message for National Bible Week 1985. The President added that the Bible, "has formed not only our moral habits but even our language. Even now, with many other books available, the Bible remains far

and away the most popular of all books."

National Bible Week will be observed November 24 to December 1. It marks the 45th annual nonsectarian educational observance to increase Bible reading and study throughout America.

Of the annual interfaith celebration, Reagan said, "National Bible Week gives all Americans an opportunity to give special attention to the book which has formed not only American culture but also the cultures of many other nations around the world. I urge my fellow citizens to observe this week with appropriate ceremonies or simply by reading the Bible in private as so many Americans have done before them."

National Bible Week is sponsored by the Laymen's National Bible Committee, an interfaith, laity organization. Since Bible Week began in 1941, each President has issued a National Bible Week message.

Church TV Alerts Residents of Approaching Hurricane

KATY, Texas (NRB)—When Hurricane Danny threatened the Houston area in the

middle of August, an ACTS network affiliate placed a new emergency notification plan into action. KCCF-TV 7/Katy, in an area just west of Houston, was the only notification medium exclusively for the west Houston area.

According to Katy police chief Pat Adams, the new system was vital to the area. "The service provided by Channel 7 was an instant link to the people of west Houston. We saw this system can work and will use it in the future." Channel 7 is on the Harte-Hanks Cable System in west Houston.

The plan of notification was designed by Joe Dillon, minister of media at First Baptist Church in Katy and station manager for Channel 7. First Baptist Church is the sponsoring church for Channel 7. Dillon designed the plan a year ago on paper, but Hurricane Danny provided the real test.

At 4:30 p.m. on August 14, Channel 7 pulled its network programming off the air and inserted local computer generated information concerning the storm, but more importantly, evacuation and relocation information specifically for west Houston residents.

Officials from the Katy area school district are now working with Dillon to iron out details on a notification system for students of school closings in bad weather.

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and South America. The population of the potential coverage area is over 1.3 billion immortal souls.

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Joni Returns to NRB Convention as Singer, Speaker

WASHINGTON, D.C. (NRB)—Joni Eareckson Tada, the popular radio broadcaster, author and conference speaker, will participate in the NRB '86 convention program as a singer for the Sunday morning worship service and as a workshop speaker.

Christian broadcasters will remember the stirring and personal speech Joni, as she prefers to be called, delivered at the NRB's Congressional Breakfast on January 31, 1984. Coming at the beginning of the International Decade of the Disabled, her remarks were among the most spiritually stirring of recent NRB gatherings.

Joni, who was crippled in a diving accident and is confined to a wheelchair, "is one of the most remarkable persons I have ever met," said evangelist Billy Graham. In 1979, she started an organization called Joni and Friends that encourages churches to involve themselves with the handicapped.

Her daily five-minute radio broadcast, heard on more than 200 stations, is designed to help the disabled and the able-bodied develop a "higher view of God" and suffering for the believer. "We are all part of the universal fellowship of suffering," she says. "I'd rather be in this chair knowing God, than on my feet without Him."

A recording artist whose albums include "Joni's Song" and "Spirit Wings," Joni will sing at the annual NRB worship service, a pre-convention activity, on February 2 at the Sheraton Washington Hotel. She will also lead some of the "The Christian Woman" workshops, along with author Karen B. Mains.

Joni's life story is now well known by Christians because of two best-selling books and several film series. The books are *Joni* and *A Step Further*. She portrayed herself in a World Wide Pictures filmed autobiography and also has been the focus of *Reflections of His Love* and *Blessings Out of Brokenness*.

In June 1967, at age 17, she took a reckless dive into the Chesapeake Bay that left her paralyzed from the shoulders down without the use of her hands and legs. Hospitalized for the next two years, Joni began developing a latent artistic ability by sketching with a pen held between her teeth.

Her Woodland Hills, California, organization sponsors workshops and seminars, distributes handicapped awareness materials and curriculum and helps Christians sharpen their response to disability. A frequent interview guest on Christian radio and television, she compiles information about financial aid, government assistance for the handicapped



Joni Eareckson Tada

Photo courtesy of Ake Lundberg

and rehabilitation centers and schools.

"Through information and education, the attitudinal barriers which exist in society can be changed," Joni believes.

NRB '86 Developing Into Excellent National Convention

WASHINGTON, D.C. (NRB)—The 43rd Annual Convention and Exposition of National Religious Broadcasters, just three months away, is shaping up into what organizers say will be "the finest conference of its kind ever held for Christian leaders."

More than 4,000 people from every continent are expected to register for the four-day gathering February 2-5 at the Sheraton Washington Hotel in Washington, D.C. As early as last summer, Christian broadcasters were making plans to attend NRB '86, making preregistration figures as of mid-September jump this year by approximately 50 percent over statistics for the same week a year ago.

The convention schedule includes at least eight plenary sessions with internationally-known evangelical leaders, four workshop sessions with a dozen seminar choices each time, performances by some of the best Christian musicians, and a full-service Media Expo trade show that will include exhibits of almost 300 companies.

Among the many functions included this year will be the Congressional Breakfast; an FCC Luncheon; the NRB Anniversary Banquet, which will feature CBN president M. G. (Pat) Robertson and singers Sandi Patti and Larnelle Harris; an opening convention worship by Dan Betzer, radio speaker on *Revival-time*, and singer Joni Eareckson Tada; an Hispanic Broadcasters Luncheon; a Black Broadcasters Luncheon; the International

Banquet and dozens of special interest receptions.

Adding to Robertson, Betzer, Tada and Patti, program personalities will include James Dobson, speaker of *Focus on the Family*; Lloyd John Ogilvie, pastor of First Presbyterian Church of Hollywood, California, the keynote speaker; and a speech by NRB president Robert A. Cook, who broadcasts daily on *The King's Hour*. Music will also be provided by Steve Green, Doug Oldham, the New Gaither Vocal Band and the Communicate Singers and Orchestra of Northwestern College.

In addition, governmental leaders, including President Ronald Reagan, Vice-President George Bush, members of Congress and the leaders of the Federal Communications Commission, are being invited again to attend and, in some cases, address the delegates.

The "typical" religious broadcaster will be asked by plenary speakers to help interpret the convention's theme of "Changing Lives to Change the World." Convention leaders say such an encompassing goal cannot be achieved by the few successful broadcasters alone. Having a significant world impact, they say, involves each believer establishing a "vital, vertical relationship with God" before an "effective, horizontal relationship with men" can yield positive impact for the growth of Christianity worldwide.

An NRB Milestone Award, presented to religious broadcasters for excellence over a period of many years, will be given to Norman Vincent Peale on Sunday night. Many traditional NRB awards, including the Distinguished Service Award and Awards of Merit, will be announced and presented during the convention.

One of Peale's editorial assistants, Eric J. Fellman, editor-in-chief of *Foundation for Christian Living*, Pawling, New York, will direct the public and press relations activities for NRB '86. Fellman was editorial director for *Moody Monthly* until last year.

Fifty Special Interest Workshops Part of NRB '86

WASHINGTON, D.C. (NRB)—Convention organizers are piecing together 50 small-group educational sessions as part of the program for the annual NRB convention February 2-5.

The workshops for NRB '86 are under the leadership of Executive Committee member Al Sanders, president of Ambassador Advertising Agency, Fullerton, California. They have been coordinated and divided into four general sessions. Each session will feature



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NRB NEWS

specialized workshops in 12 categories of interest (see convener list).

Seminars will be held for program producers on "How Jesus Would Have Used the Media" and "Everything You Wanted to Tell a Broadcaster." Trends in broadcasting and working together with media specialists will also be explored during workshops in this category.

Station owners and operators can plan to attend one of two workshop tracks, one for commercial stations, the other for their non-commercial counterparts. Topics being planned for the commercial operators include sales, music licensing, station promotion and solving difficult station management problems.

The noncommercial operators can look forward to seminars that focus on their particular management concerns. Some of the workshops in this section are entitled "How to Solve Critical Problems" and "Fundraising Alternatives for 1986." Another workshop for noncommercial managers will examine the relative merits of developing local programming instead of relying solely on network planning.

With 15 specialized seminars already planned, television will again be a major part of the workshop schedule for the NRB convention. Sessions are focused on developing magazine news programs, children's programming, specialized interests of black programmers, new technology and video teaching tapes.

Other TV workshops will examine marketing syndication, computer data management as it relates to TV broadcasting, effective sales techniques, music video, post production issues, film financing and management of broadcast engineering. Still other TV seminars are entitled "Television in 1995," "Legal Questions and Answers" and "Cable TV for Beginners."

"Contemporary Technology" is the name given to another series of workshops that will teach techniques on expanding outreach through FM and TV translators and the relative values of tape duplication on cassettes and on reel-to-reel. The other two workshops in this track will present ideas on "Communicating with Engineering Personnel: It's a Two-Way Street" and provide an update on satellite communications systems.

Another workshop category is being called "The Christian Woman." Those sessions will be "designed to help 20th century women make the Old Testament concept" of serving God come alive in everyday circumstances.

Broadcasters wanting to spread their ministry to other parts of the world face some unique problems, which will be addressed in three international broadcasting workshops

Workshop Conveners Named for NRB '86

For more details about specific workshops contact the persons listed below. For information about NRB '86, call convention coordinator Robert Bowen at (201) 428-5400.

Workshop Track	Convenor	Telephone
Program Producers	Al Sanders	(714) 738-1501
Commercial Stations	Fletcher Anderson	(805) 987-0400
Noncommercial Stations	Mike Maddex	(513) 399-7837
Television	Ron Mighell	(419) 339-4444
International Broadcasting	Al Byrne	(213) 947-4651
Contemporary Technology	Ron Bartlebaugh	(216) 526-1111
Hispanic Broadcasters	H. O. Espinoza	(512) 824-3322
Black Broadcasters	B. Sam Hart	(215) 242-5550
Gospel Music	Robert Bowen	(201) 428-5400
The Christian Woman	Karen B. Mains	(312) 668-7292
Broadcast Education	Hugh Smith	(704) 542-6000
Public Relations	Julene Turnage	(417) 862-2781

this year. One seminar will ask the question, "So you are thinking of going into international broadcasting—what now?" Another will challenge participants to "share some ideas" and a third will explore what programmers and international stations "need from each other."

Public relations specialists will be able to choose from any of four seminars being designed to meet their needs. Those work-

shops include ideas on handling controversy, staffing the Christian public relations office and "servicing" the electronic media. Another media workshop is entitled "Beyond the News Release: Conducting the News Event."

Additional workshop tracks are still being planned for broadcasting students and faculty, black broadcasters, Hispanic broadcasters and gospel music professionals.

(continued on page 28)

NRB '86 Convention At a Glance

Theme: "Changing Lives to Change the World"

The following is a current listing and schedule of major events at the 43rd Annual Convention and Exposition. It will be updated in subsequent issues. Call Robert Bowen, convention coordinator, at (201) 428-5400 for details or to register.

Sunday, February 2

10:30 am Worship Service
 Speaker: Dan Betzer
 Music: Joni Eareckson Tada
 12 noon Registration Opens
 7:00 pm Opening Plenary Session
 Speaker: James Dobson
 Song Leader: Doug Oldham
 Music: New Gaither Vocal Band
 9:30 pm NRB TV Committee Reception

Monday, February 3

8:00 am Registration Opens
 8:45 am Media Expo Grand Opening
 9:00 am Keynote Plenary Session
 Address: NRB President Robert A. Cook
 Music: New Gaither Vocal Band
 Keynote Speaker: Lloyd John Ogilvie
 11:00 am Workshop Session I
 2:00 pm Presidential Plenary Session
 Invited Speaker: Ronald Reagan
 3:45 pm Workshop Session II

7:00 pm Plenary Session
 Music: Communique Singers and Orchestra
 Northwestern College, St. Paul, Minn.

Tuesday, February 4

7:00 am Registration
 7:15 am Congressional Breakfast
 Music: Communique Singers and Orchestra
 9:30 am Workshop Session III
 11:00 am NRB Business Meeting I
 12:30 pm FCC Luncheon
 Music: Steve Green
 7:00 pm International Banquet

Wednesday, February 5

8:00 am Registration
 9:30 am Workshop Session IV
 11:00 am NRB Business Meeting II
 7:00 pm 43rd Anniversary Banquet
 Speaker: M. G. (Pat) Robertson
 Music: Sandi Patti

Note: Media Expo '86 will be open on the following schedule: Monday 9 am to 6 pm, Tuesday 9 am to 7 pm, Wednesday 9 am to 3 pm. Free time in the plenary schedule will allow more time for visiting the trade show than at previous conventions. Call Michael Glenn, Media Expo '86 director, at (201) 428-5400 for details. A prayer time is scheduled before the start of each convention day.

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EXPLO '85—A Global Event

The world will be called to a spiritual revolution through satellite technology and thousands will be trained to relay the love of God

by Bill Bright



Photo courtesy of Campus Crusade Int'l.

The first EXPLO drew 80,000 students to Cotton Bowl Stadium in Dallas for a week of intensive biblical training.

ENVISION more than 600,000 people gathered at simultaneous conferences around the world in 95 cities and towns from Nairobi to Mexico City, West Berlin to Manila, listening simultaneously in their own languages to messages of Jesus Christ by Billy Graham, Luis Palau, and other international Christian leaders.

Imagine hearing 600,000 voices around the world raised to God in a majestic hymn of praise and hearts humbled before God in simultaneous prayer for heaven-sent repentance and revival.

Picture millions of North American Christians—linked to that global chain of vibrant assemblies through the technological miracle of international television satellites.

Telecast Conferences

Those scenes will come to life December 27-31 in an unprecedented network of conferences called EXPLO '85. Sponsored by Campus Crusade for Christ, EXPLO '85 is a worldwide call to spiritual revolution: equipping, motivating, and inspiring hundreds of thousands of people to take the love and forgiveness of God through Jesus Christ

to every person in every community in every country on the globe.

A pioneering event at the time, Campus Crusade's first EXPLO in 1972 brought more than 80,000 university students and others to Dallas for an intense week of training. Training was given in the Bible, principles of Christian living, methods of reaching others for Christ, and rallies at Dallas' Cotton Bowl Stadium.

Two years later Dr. Joon Gon Kim, director of our Korea ministry and now the director of our work in all of East Asia, headed EXPLO '74. More than 300,000 Koreans and others gathered for a week

of discipleship and evangelism training coupled with huge evangelistic rallies at Seoul's Yoido Plaza, a onetime airfield. EXPLO '85 stands in this same tradition, but there are striking differences.

The EXPLO network is expected to include 95 to 100 conferences in some 55 countries and territories, with participants representing three times that number of nationalities. Each conference will hear the telecasts in an appropriate local language. Since most conferences will receive the telecasts as they happen, some conferees, such as those in Arrowhead Springs, California, will see the broadcasts at 7 a.m. Others will receive the telecasts in the late morning, the afternoon, or midnight as in the Far East.

At each conference site, participants will be trained in the basics of the Christian life and motivated and inspired as they hear special live or videotaped messages by outstanding local and international Christian leaders. They will sing and pray together and see video reports from various countries and continents about what God is doing through Campus Crusade and thousands of churches and other Christian ministries.

EXPLO '85 was born several years ago. As a ministry, we were being prompted by the Holy Spirit to take a step that would increase the effectiveness of this worldwide movement more than anything else we had ever undertaken. Originally, our idea was to hold a worldwide student conference to help light a spark of spiritual revolution on every continent.

But there were obstacles—serious ones. We wrestled primarily with questions of logistics and cost. Would it be wiser to hold a series of conferences on various continents?

When Bailey Marks, Campus Crusade vice-president for international ministries, suggested to our international leadership and me that we hold many individual meetings and link them by satellite broadcasts, our hearts told us immediately that we had found our answer. But how could we do it?

Not long thereafter, the Lord brought me to Michael Clifford, president of Victory Communications International and a leading pioneer in this fast developing area of communications. Clifford's spirit



Campus Crusade has produced translated versions of the film Jesus in more than 90 languages. The documentary will now be translated into 270 major languages and a thousand dialects to reach millions of people per night in Third World areas through 5,000 field teams.

Photo courtesy of Campus Crusade Int'l

was one with ours, and he soon became the project's technical coordinator.

Clifford moved quickly to assemble a first-rate team of workers around the world, headed by internationally recognized satellite networking specialist Louis Falcigno, president of Momentum Enterprises in New York City. Falcigno lined up the technical facilities, satellite time and elaborate clearances required for what was fast becoming an international teleconference of unprecedented scope.

Churches, Cable to Participate

Though global in scope, EXPLO is designed to be highly accessible through satellite television. One of the most exciting aspects of EXPLO is that churches who own a satellite dish or can obtain access to one (perhaps through a local hotel or other convention facility) will be able to pull in telecasts from what surely will be *history's largest missions conference so far* and weave them into congregational missions activities of their own design. We are in touch with numerous churches concerning this possibility. In addition, many local cable television systems have expressed interest in receiving the telecasts with their own satellite equipment and broadcasting them in their areas as a public service.

Apart from participants and staff, more than 20,000 people are expected to be involved in the technical aspects of the telecast alone.

Six of the conferences—in Nairobi, Kenya; West Berlin; Mexico City;

Manila, Philippines; Seoul, South Korea and another North American site—will be “up-links,” equipped with transmitters, making it possible for them to “feed” the global satellite broadcasts. In addition, an “anchor room” and a control room for the telecasts will be based in London, although there will be no conference there. The London studio will also be an up-link site, transmitting onto the global network the commentary of an anchor room host and an international group of Campus Crusade leaders, including my wife, Vonette. Also fed to the telecasts from London will be pre-taped segments, including daily videotaped reports filed by Viznews correspondents located at 20 sites that are *not* up-links.

Each of the 95 to 100 conferences will have its own satellite receiver, which will bring the telecast signal onto large on-site screens. The signal will travel tens of thousands of miles from its point of origination to each down-link site—all in less than two seconds.

According to Clifford, EXPLO '85 will be the largest closed-circuit satellite teleconference in history, with more countries involved, more languages used and more technicians assisting than ever before. He noted that the teleconference will be more technically complex than the telecast of the 1984 Olympic Games.

Use of satellite technology has also slashed the cost of the conference dramatically. Earlier, when we were considering a centralized location for a conference of 50,000 people, it was estimated that the cost-per-person would be

Dr. Bill Bright is founder and president of Campus Crusade for Christ International in San Bernardino, California. A longtime National Religious Broadcasters (NRB) member and chairman of the NRB Employment Registry, Dr. Bright says, "Making available to Christian people a new vehicle for finding the appropriate place for them to serve is another valuable way in which NRB is being used by God to help fulfill the Great Commission. I was honored to have been asked to serve as chairman of the the new Employment Registry of NRB, especially since I believe there are millions of Christians who are eager to serve God beyond what they are now doing but who, frankly, do not know what to do or how to do it."

Presently an NRB board member, Dr. Bright says of NRB, "It is the most strategically significant organization in the world. I am among Christian broadcasting's, and particularly NRB's, enthusiastic advocates. We are, after all, conveying the most important truth the world can hear: the love of God communicated to man through his only begotten son."



\$2,000. In such a case, many of the Third World attendees would require financial assistance. The decision to have numerous conferences linked by satellite has, however, reduced the Third World conference costs in most cases to no more than \$40 per person—and often much less than that. That is a change which has greatly assisted our ability to provide "scholarship" assistance to potential attendees who have very limited financial means.

Right 'Tool' at Right Time

Never before has Campus Crusade for Christ been directly involved in a project calling for technology so sophisticated or so sweeping in its capabilities. Yet I have been struck by the way the Lord has, over the years, provided the methodology and technology appropriate for particular ministry needs. I am convinced that He gives us tools as we require them for the advancement of His kingdom. In our case, the need has often been for better tools for training.

Our strong emphasis on discipleship training—the kind of training that will be featured at the EXPLO conferences next month—has prodded us over the years to be particularly alert to ways we can better communicate.

An important benchmark came in the 1960s and 1970s, when Campus Crusade's lay training was put on film and videotape, and we began to make heavy use of then-new "mediated" training techniques for the presentation of material. The training films and tapes were used extensively in the Here's Life, America Campaign ("I found it!") of 1975-77, along with the best available tools of mass communication. Even-

tually, several million Christians in the United States and around the world were trained through the mediated materials.

The 1960s and 1970s also saw the production of several major television specials and the development of a regular radio feature distributed for several years. Ministry training material, translated into other languages, is broadcast by Trans World Radio and the Far East Broadcasting Company into areas where it is difficult or impossible for Christian workers to circulate freely.

A major development in ministry use of television came in the late 1970s when Athletes in Action, the athletics ministry of Campus Crusade, developed a magazine-style series that featured the Christian lifestyles of leading sports figures.

Now, EXPLO '85 is stretching Campus Crusade technologically in ways never stretched before. The frontiers of religious broadcasting are stretching as well. Yet, technological advances are racing forward at such a pace that it is hard even to imagine where those frontiers will be within the next five years. The borders will certainly be far beyond where we see them now.

Hope for Future

For several years I have felt strongly that God is giving his worldwide church a spiritual harvest, unlike those of any other period since the first century. Numerous others all over the world report the same conviction based on what they are seeing. Many of you, I am sure, are in positions to observe this yourselves.

I have no doubt that EXPLO has, by His grace, been given a role to play in that harvest, along with the thousands of

churches of many denominations, and the many other Christian organizations with whom we have the privilege of working. Indeed, we are trusting that the Lord will use EXPLO '85 to literally "help change the world," through greatly accelerating outreach for Christ on every continent and through many churches, ministries and individuals.

Specifically, we are praying and believing that, out of the millions of men and women affected by EXPLO '85, there will come at least 100,000 people who will volunteer to devote their time to the Lord's work.

Harmony Needed

The opportunity that Christians have today is so unusual, so far-reaching, and, perhaps, so fleeting, that I think those of us who love Christ must do our best to harmonize our efforts where possible to let the good news of Christ be heard clearly and lovingly by all people everywhere. I am humbled to realize that advances in satellite technology are making EXPLO '85 possible. We need and want the ideas, help and prayers of our friends in Christian broadcasting as we seek to maximize EXPLO's impact.

And yet, I get excited even beyond EXPLO and all the prayers and hopes we have for it. I think about what breakthroughs the Lord will reveal to Christian broadcasters within the next few years as we seek to use the best tools He gives us to tell His story to the world.

Editor's Note: Persons interested in EXPLO '85 broadcasts should call 714-886-5224, extension 8585, or write EXPLO '85/U.S., Campus Crusade for Christ, Arrowhead Springs, San Bernardino, CA 92414.

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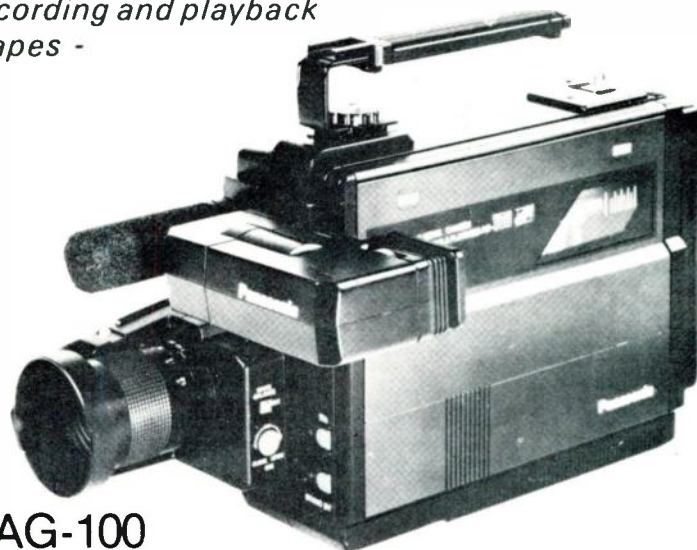
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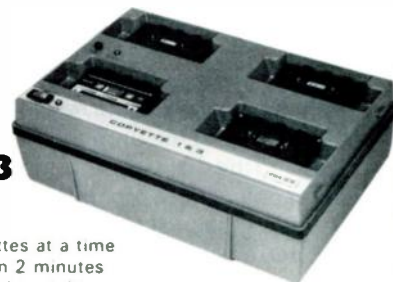
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Programming With Style

The style of programming a Christian telecaster decides to offer depends, in large measure, on the theology, philosophy, statement of purpose and target audience he adopts

by Daniel J. Nicholas

THE MORE things change, the more they stay the same," said 19th century French novelist and journalist Alphonse Karr in 1849. Without intending cynicism, Karr's thought describes well the collection of new programs being offered by Christian telecasters around the country this fall.

Christian television network producers have been cranking out a fresh batch of dramas, comedies, talk, interview, variety and music shows for the 1985-86 season that, viewed as a whole, resemble a morally-upgraded copy of existing secular programs. And, why not? If you stumble onto a successful format, why not emulate its best qualities?

There are more speakers for the new season relying exclusively on biblical exposition to attract a larger audience. Preaching has not gone out of style; that will never happen. Increasingly there is also a fresh awareness among religious TV broadcasters that the unregenerate viewer, flipping the dial at an enormous speed and zapping those programs that do not instantly appeal to his sensualities, will be captured by stimulating new issue-oriented TV presentations on the topics of the day. Religious television is facing the challenge of reaching the unreached.

A Television Philosophy

If the new crop of religious TV programs reveals anything, it is a preference for an implicit, rather than explicit, ap-

proach to unveiling the Gospel and reaching the spiritually "lost" viewer. What's your television evangelism philosophy?

Could we apply the apostle Paul's guidance about methods for reaching the unsaved when we develop a strategy for soul-winning television productions? To explain his views on Christian liberty, Paul said, "I have become all things to all men, that I may by all means save some" (1 Corinthians 9:22). If a talk show or a drama will attract viewers that a worship service could never hold, shouldn't we use "all means (to) save some" in our communities to reach those who might not otherwise be reached by a church or a Christian broadcast?

Creativity is the key.

With that in mind, let's examine some of the more creative strategies and programs being developed for the first time this year by religious television producers.

Sports Evangelism

Basketball superstar Julius ("Dr. J") Irving of the Philadelphia 76ers has been hosting a weekly magazine-format program called *Sports Focus* since April 2. The show, which is carried into 36.5 million households via 10,000 cable systems on the ESPN network every Tuesday night, is described as "upbeat and inspirational, stressing the many positive role models in sports today."

"Basically, our program is designed to examine winning lifestyles," said pro-

ducer Ralph Drollinger, the 7-foot-2-inch former center for UCLA and the Dallas Mavericks, who left professional sports in 1980 because of a knee injury. "It's a program with moral fiber." All of the programs being produced or considered by Drollinger's company, New Focus, Inc., of San Bernardino, California, feature Christian athletes who are inspiring examples for youth today. Athletes such as Roger Staubach, Rosalyn Sumners, Walter Payton, Terry Cummings, Gene Mayer and John Denny have been interviewed for the program.

"Christians don't really understand what we're trying to do with *Sports Focus*," Drollinger observed. The program, which will add an international audience when it is translated into Spanish beginning next year, seeks to build bridges of common understanding with viewers before bringing them to the Gospel. Said Drollinger, "It is designed to inform a person what it means to be a Christian."

To avoid this misunderstanding, New Focus is developing a second program for Christian TV stations, scheduled tentatively for release this month. Drollinger will host the explicitly evangelistic magazine show, which has a working title of *Sports Faith*.

Family-minded Approach

The Christian Broadcasting Network (CBN), which has been positioning itself in recent years as a family entertainer

NRB86

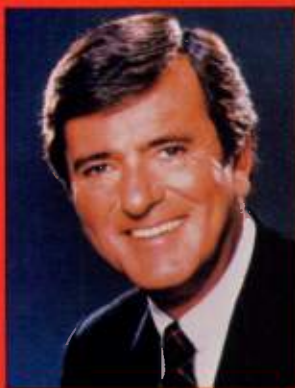
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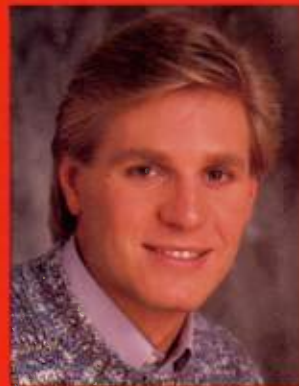
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JAMES DOBSON
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The Sheraton Washington Hotel in Washington, D.C., is the site of the National Religious Broadcasters 43rd Annual Convention & Exposition. The four-day event is the largest 1986 gathering of religious broadcasting industry professionals in the nation. You will join more than 4,000 attendees from across the United States and 50 foreign countries for a program designed to meet the needs of your growing organization. The plenaries provide motivation, the workshops educate and share common experiences and solutions, the exposition gives you access to the equipment and services that will set the trends for 1986 and beyond.

More than 1,500 exhibit personnel representing over 500 organizations will be present to provide information, answer questions and demonstrate their products. This hands-on face-to-face interaction is invaluable if you're serious about the products and services on which your organization depends.

The three-hall, 100,000-square-foot exposition is designed for easy access during the convention on the lower level of the Sheraton Washington. The halls will allow an anticipated 6,000 expo attendees to move around freely while accommodating one-on-one discussion with the vendors, all without feeling rushed.



NATIONAL RELIGIOUS BROADCASTERS has been the voice of religious broadcasting since 1944, providing an effective means of communication between broadcasters themselves and a direct line to the government agencies that directly affect their work. Through our annual convention, regional conventions, Religious Broadcasting magazine, the Directory of Religious Broadcasting and an unsurpassed tape library on Christian media, NRB keeps its members current on developments in technology, programming and legislation. Over 1,100 organizations benefit from the personal concern and service of National Religious Broadcasters.



The 1986 workshop sessions will feature 60 workshops with more than 140 professionals leading in presentations and panel discussions. Sessions are held for program producers, commercial and non-commercial owners and operators, television, public relations and six other areas of expertise. Topics will include sales, music licensing, station management, music video and satellite communications systems. And a series of workshops is included especially for the spouses of broadcasters.

Convention Schedule

Sunday, February 2

- 10:30 am Opening Worship Service
Music: Joni Eareckson Tada
Speaker: Dan Betzer
- 12:00 pm Registration Opens
- 2:00 pm Hispanic Concert
- 3:00 pm Black Broadcasters Concert
- 7:00 pm Evening Plenary Session
Song Leader: Doug Oldham
Music: New Gaither Vocal Band
Speaker: James Dobson
- 9:30 pm NRB Television Committee Reception

Monday, February 3

- 8:00 am Prayer Time
- 8:00 am Registration
- 8:45 am Media Expo Grand Opening
- 9:00 am Keynote Plenary Session
Address: Robert A. Cook,
President of NRB
Music: New Gaither Vocal Band
Keynote Speaker: Lloyd John Ogilvie
- 11:00 am Workshop Session I
- 12:30 pm Board of Directors/Chapter Officers Luncheon
- 2:00 pm Presidential Plenary Session
- 3:45 pm Workshop Session II
- 7:00 pm Evening Plenary
Music: Communique Singers and Orchestra
of Northwestern College, St. Paul, Minn.

Tuesday, February 4

- 6:30 am Prayer Time
- 7:00 am Registration
- 7:15 am Annual Congressional Breakfast
Music: Communique Singers and Orchestra
of Northwestern College, St. Paul, Minn.
Annual Debate: "Church and State"
- 9:00 am Media Expo
- 9:30 am Workshop Session III
- 11:00 am NRB Business Meeting I
- 12:30 pm FCC Luncheon
Music: Steve Green
- 6:00 pm International Banquet
- 8:00 pm Concert: Sparrow 10th Anniversary Celebration

Wednesday, February 5

- 8:00 am Prayer Time
- 8:00 am Registration
- 9:00 am Media Expo
- 9:30 am Workshop Session IV
- 11:00 am NRB Business Meeting II
- 7:00 pm Anniversary Banquet
Music: Sandi Patti
Address: Dr. M. G. "Pat" Robertson

NRB 1986 Workshops

Program Producers

Convenor: Al Sanders, Ambassador Advertising Agency

I. How Would Jesus Have Used the Media?

Bill Butterworth, "Insight for Living"
Paul Evans, "Haven of Rest"
David Mains, "Chapel of the Air"
Paul Van Gorder, "Radio Bible Class"/"Day of Discovery"

II. Formats & Features Trends in Broadcasting

David Jeremiah, "Turning Point" (Radio/TV), Scott Memorial Baptist Church, San Diego, CA
Jon Campbell, Ambassador Advertising Agency
Anthony Evans, "The Urban Alternative," Oakcliff Bible Fellowship, Dallas, TX
John C. Willke, "Pro-Life Perspective," National Right to Life

III. Synergizing with Strategic Specialists

Bruce Dunn, "The Grace Worship Hour," Grace Presbyterian Church, Peoria, IL
Donald Bishop, Penn Lithographics, Certitos, CA, "How to Get the Most from Your Printing Dollar"
Thomas McCabe, Walvoord Killion, McCabe, Dallas, TX, "How to Approach Your Donor Base"
Ed Netland, Nelson Resource Management, Nashville, TN, "How to Use Premiums"
Robert Straton, Walter F. Bennett Agency, Philadelphia, PA, "How to Relate to Your Agency"

IV. Let's Address the Issues!

Non-Duplication/Exclusivity, The Dangerous Path of Rate Hikes, New Methods of Distribution, Integrity and Fiscal Responsibilities (How you pay your bills)
Al Sanders, Ambassador Advertising Agency
David Breese, "Christian Destiny"
Brian Erickson, "Back to the Bible Broadcast"

Commercial Station Owners & Operators

Convenor: Fletcher Anderson, Salem Broadcasting

I. Sales

Hiring, Training, Motivation, Collection
Frank Franciosi

II. Music Licensing

Current Negotiations, "Blanket" Licensing, "Per Program" Basis
Ed Atsinger

Christian Radio Station Managers' Survey

Special report on marketing analysis conducted by Dr. Paul Virts, Manager of Research Marketing Department, CBN
Programming format mix
Perceived listener needs
Future planning and development

III. Program and Station Promotion

Stations, programmers, agencies, economics and joint efforts
Jack Davis

IV. Solutions for Station Problems

Non-duplication, Format (Contemporary vs. Traditional), Government Regulations
Bill Blount

Non-commercial Owners & Operators

Convenor: Mike Maddex, WEEC/Springfield, OH

I. Fund-Raising Alternatives for 1986

John Walvoord, Walvoord, Killion, McCabe, Dallas, TX

II. Managing a Non-commercial Station

Wayne Pederson, KTIS/Minneapolis, MN

III. Local vs. Network Programming

Joe Emert, WAKW/Cincinnati, OH
Char Binkley, WBCL/FL, Wayne, IN
Johanna Fisher, KCBI/Dallas, TX
John Maddex, Moody Bible Institute
Ray Turkington

IV. How to Solve Critical Problems (Open Forum)

Mike Maddex, WEEC/Springfield, OH
Arnold Bracy, WMPC/Lapeer, MI
Tom Hesse, KNIS/Carson City, NV
Robert Neff, Moody Bible Institute

Television

Convenor: Ron Mighell, WTLW/Lima, OH

II. Video Teaching Tapes

William Hull
Magazine/News
Glenn Plummer
Broadcast Engineering/Management
William Thompson
Children's Program
Ray Wilson

III. New Technology

Ted Baehr
Marketing/Syndication
Elmer Bueno
Computer/Data Management
Jack Hightower
Post Production
Heather Sholl

Tuesday, 3:00-4:15 pm

Music Video

Ted Baehr
Legal Questions and Answers
Russ Bixler

Black National Program

Glenn Plummer and William Thompson
Cable TV for Beginners
Ray Wilson

IV. Television in 1995

David Clark
Film Financing
Paul Kurtz
Sales Techniques for Broadcasting
Thomas Smith

Contemporary Technology

Convenor: Ron Bartlebaugh, WCRF/Cleveland

I. Expanding Your FM Broadcast Via Translator

Locating and organizing groups to purchase and operate translators, FCC licensing requirements, equipment requirements, predicting coverage areas, multiple translator operations, keeping the translator operating

II. Efficient Tape Duplication and Distribution

How good does the master tape have to be?, reel-to-reel vs. cassette, locating a good advertising agency, duplicating tapes for best results, using the computer as a distribution tool

III. Satellite Technology Update

What's the best satellite system for my budget? Who isn't using satellite technology? How do I receive more than one satellite signal? Do I need to license my receive dish with the FCC? What about the upcoming Direct Broadcast Satellite? How can I keep up with the ever-changing field of satellite communications?

IV. Selecting and Communicating with Engineers

Locating the competent engineer, how to determine competency levels, salary structures for engineering personnel, understanding the engineer's language, making the engineer understand your language, how to keep a good engineer, should you use a contract engineer?

International Broadcasting

Convenor: Al Byrne, Far East Broadcasting Company

I. Program Producers—Let's Share Some Ideas!

II. So You Are Thinking of Going Into International Broadcasting—What Now?

III. What Program Producers and International Stations Need from Each Other

Black Broadcasters

Convenor: B. Sam Hart, "Grand Old Gospel Hour"

I. How to Put Together a Quality Broadcast

Howard O. Jones, "Hour of Freedom," Oberlin, OH

II. Joint Ventures in Purchasing Broadcast Facilities

Amir Khan, President, Universal Communications, Inc., Marlton, NJ

III. So You Want to Get into Broadcasting? (All the Questions You Have and Didn't Know Who to Ask)

B. Sam Hart, Director, Grand Old Gospel Hour, Philadelphia, PA
Tom Harvey Moffit, president, Tom Harvey Agency/WVCH, WTLN

IV. Music—A Source of Ministry (Determining Your Audience)

Clay Evans, What a Fellowship Hour, Chicago, IL

Public Relations

Convenor: Juleen Turnage, The Assemblies of God

I. Handling Controversy

The session will explore how Christian groups and institutions can handle crises and controversies with the press
Ed Plozman, freelance journalist

II. Staffing the Christian Public Relations Office

Discusses selecting and training public relations staff for the Christian organization. Looks at needs and responsibilities of the office
Leon Ferraez, Director of National Communications, Salvation Army

III. Beyond the News Release: Conducting the News Event

Focuses on how, when, and why to schedule news conferences and other special events to gain exposure
James Jewell, Director of Public Relations, Prison Fellowship

IV. Public Relations Servicing the Electronic Media

Explores ways for public relations practitioners to provide news and services to radio and television. Expectations and needs of these media will be presented
Jonathan Peterson, Religion News Editor, United Press International Radio Network

The Christian Woman

Four practical workshops designed to help 20th century women make the Old Testament concept of becoming a handmaiden of the Lord work in their homes and in their lives.

Leading the workshops will be author, recording artist and the founder of *Joni and Friends*, *Joni Eareckson Tada*. Also moderating this series will be best-selling author *Karen Mains*, who is heard regularly on the radio program "Chapel of the Air."

Intercollegiate Religious Broadcasters

Convenor: Hugh Smith, Heritage School of Evangelism and Communication

Saturday, 1:30-3:00 pm

Teaching the New Technologies

Saturday, 3:30-5:00 pm

Marketing Research: Its Impact on Broadcast Education

Sunday, 2:30-4:00 pm

Station Manager Panel: What Employers Are Looking For
I. Creative Approaches to Radio Ministry

Hispanic Broadcasters

Convenor: H. O. Espinoza
Ministry to the Family through Radio/TV

Use of Scripture by Media

Equipment for Churches and Low Power Television

Establishment and Management of Ministry Stations

Fundraising for Radio/TV Ministries

Producing Better Programs
Best Approaches to Radio/TV Programming

CONVENTION REGISTRATION

Instructions:

1. Use a separate registration form for each person. (Please use a separate form for your spouse.)
2. Please fill out the form completely. All information is vital for expediting your registration.
3. Registration fees are listed below. Member rates apply only to members whose dues are current.
4. Organizations with five full registrations may use the corresponding spouse rate on the sixth and succeeding full registrations.
5. Make checks payable to National Religious Broadcasters. Mail completed form with your check to NRB, CN 1926, Morristown, NJ 07960.

Registration fee includes reserved seating at the Congressional Breakfast, FCC Luncheon, and Anniversary Banquet, plus admission to all workshops and 1986 Media Exposition. Meal function seating is assigned in the order registrations are received.

*Faculty/Student rates are only available to members of the Intercollegiate Religious Broadcasters whose dues are current. The \$55 registration fee does not include tickets to the Congressional Breakfast, FCC Luncheon and Anniversary Banquet.

Advance registration must be paid in full in U.S. dollars to qualify for reduced rates. No refund requests will be accepted after Jan. 17, 1986. No refunds will be issued before Feb. 10.

Name _____
 Dr. Mr. Rev. Miss Mrs. Ms.

Nickname _____

Organization _____

Address _____

City/State/Zip _____

Telephone (Area Code/Number) _____

Number of years attending NRB convention (including 1986) _____

	deadline Jan. 17	On-site
NRB Member	___ @\$205	___ @\$255
Member Spouse	___ @\$125	___ @\$175
Non-Member	___ @\$315	___ @\$365
Non-Member Spouse	___ @\$205	___ @\$255
*Faculty/Student	___ @\$120	___ @\$120
*Faculty/Student	___ @\$ 55	___ @\$ 55
Total Amount Enclosed:	\$ _____	

Check appropriate box(es): NRB Member
 Non-member Exhibitor

Please charge my: Visa MasterCard

Card # _____

Signature _____

Expires _____

Title/Job Function: (Please check only one.)

- | | |
|---|---|
| <input type="checkbox"/> Engineer/Technical | <input type="checkbox"/> President/Director |
| <input type="checkbox"/> Speaker/Announcer | <input type="checkbox"/> Owner/Operator |
| <input type="checkbox"/> Manager | <input type="checkbox"/> Program Producer |
| <input type="checkbox"/> Faculty/Student | <input type="checkbox"/> Other _____ |

Please send _____ additional registrations.

Please send NRB Membership information.

I'm interested in being considered for NRB membership. Please call me.

For Presidential Security Clearance

SOCIAL SECURITY NUMBER

MONTH/DAY/YEAR OF BIRTH

Primary Medium: (Please check only one.)

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> Radio | <input type="checkbox"/> Video |
| <input type="checkbox"/> TV/Cable | <input type="checkbox"/> Print |
| <input type="checkbox"/> Film | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Records/Audio Cass. | |

NATIONAL RELIGIOUS BROADCASTERS CN 1926, Morristown, NJ 07960 201/428-5400

HOTEL/TRAVEL INFORMATION

HOTELS

The NRB time-honored tradition of outstanding convention facilities and hotel accommodations will continue in 1986. The Sheraton Washington Hotel will again serve as headquarters for our National Convention & Exposition. The Sheraton's three-hall 100,000 square-foot exposition area is one of the largest hotel facilities on the east coast. Its 33 meeting rooms allow for a full array of workshops, press conferences and meetings as well as private functions. In addition, four critically acclaimed hotels, conveniently located to the Sheraton, will serve NRB '86 attendees in their own unique style. Reservations for each should be made using the form provided on page seven.

Sheraton Washington Hotel

The award-winning Sheraton Washington, situated in north west Washington, D.C., is just 20 minutes from Washington National Airport and Union Station, 45 minutes from Dulles International Airport. The 1,505 room hotel, with 125 suites, sits on a 16-acre campus which includes five restaurants, newsstand, drugstore, beauty salon, barber shop, post office, notary public, concierge and indoor parking (\$6 a day). The Metro subway station directly outside provides quick and affordable transportation to most of city as well as National Airport and Union Station. All major credit cards are accepted.

Connecticut Avenue Days Inn

A few minutes up Connecticut Avenue the Connecticut Avenue Days Inn gives travelers what they're looking for—value. Without compromising service and comfort a guest can relax in one of 155 designer decorated rooms. Even the little things like free parking and a complimentary continental breakfast are included. The Metro and taxis connect you with the Sheraton Washington and the rest of the city anytime of the day or night. All major credit cards are accepted.

Connecticut Avenue Club

Quietly nestled across Connecticut Avenue, the Connecticut Avenue Club is for attendees that enjoy a European-style full service hotel and appreciate its 19th Century style tradition. Even the most demanding travelers will approve of the hardwood furniture that surrounds them and the complimentary morning paper, oversized towels and terry cloth robes that are standard. The restaurant features Mandarin Chinese cuisine and can accommodate small dinner parties in private dining rooms. Free parking is included. All major credit cards are accepted.

Normandy Inn

Old world ambiance a few blocks from the Sheraton Washington. The quiet luxury of a small European hotel with the convenience of being minutes from Washington's finest restaurants and other landmarks. Underground parking and limousine and car rental are available. All major credit cards are accepted.

The Shoreham

A few steps from the Sheraton Washington, the Shoreham's 11-acre campus is in Washington's Rock Creek Park. The traditional 8-story hotel, with 770 guest rooms including 41 suites, provides four restaurants and lounges for the convenience of their guests. A newsstand, florist and gift shop are also on the premises. All major credit cards are accepted.

TRAVEL

Make all your travel plans with one toll-free call to MTS Travel, the official travel agency of the 1986 NRB Convention & Exposition. With three offices designated to handle NRB '86, MTS can meet your specific travel needs and save you 30-40 percent off your coach round-trip air ticket. Call MTS Travel and ask the convention desk for their lowest fares to NRB '86.

MTS Travel/Wheaton, IL

Tel. No. 312/690-7320

Toll Free 800/323-9402 (outside IL)

MTS/Bloomfield, NJ

Tel. No. 201/338-4000

Toll Free 800/526-6278 (Outside NJ)

MTS Travel/Claremont, CA

Tel. No. 714/621-0947

Toll Free 800/854-7979 (outside CA)

Toll Free 800/472-4235 (CA only)

APPLICATION FOR HOTEL RESERVATIONS

Hotel Rates

	single	double	triple	quad	suites
Sheraton	\$75, \$82 \$86	\$90, \$97, \$101	\$105, \$112, \$116	\$120, \$127, \$131	call NRB
Days Inn	\$50	\$55	\$58	\$61	
Normandy	\$53	\$63	\$73		\$125
Connecticut Avenue Club	\$65	\$80	\$110, \$120	\$110, \$120	\$100-\$120
Shoreham	\$88, \$98	\$108, \$118	\$128, \$138	\$148, \$158	\$275-\$800

PLEASE RESERVE THE FOLLOWING ACCOMMODATIONS:

Individual Requesting Reservations:

Name _____
 Address _____

 City _____ State ____ Zip _____

- _____ Single room (1 bed) 1 person
 _____ Double room (1 bed) 2 people
 _____ Twin room (2 beds) 2 people
 _____ Triple room 3 people
 _____ Quad room 4 people
 _____ Parlor + 1 bedroom 2 people
 _____ Parlor + 2 bedrooms 4 people

1st choice Hotel _____ 2nd choice Hotel _____ 3rd choice Hotel _____

ARRIVAL DATE _____ Hour (A.M.) _____ (P.M.) _____
 DEPARTURE DATE _____ Hour (A.M.) _____ (P.M.) _____

NAMES AND ADDRESSES OF ALL OCCUPANTS OF ROOMS: Incomplete information will delay assignment of space.

Name _____
 Address _____
 City _____ State ____ Zip _____

Name _____
 Address _____
 City _____ State ____ Zip _____

Name _____
 Address _____
 City _____ State ____ Zip _____

Name _____
 Address _____
 City _____ State ____ Zip _____

MAIL TO:

NRB Housing Bureau
 1575 Eye St., N.W., Suite 250
 Washington, D.C. 20005

RESERVATIONS MUST BE RECEIVED
 NO LATER THAN JANUARY 5, 1986.
 NO CALLS TO HOUSING BUREAU PLEASE.

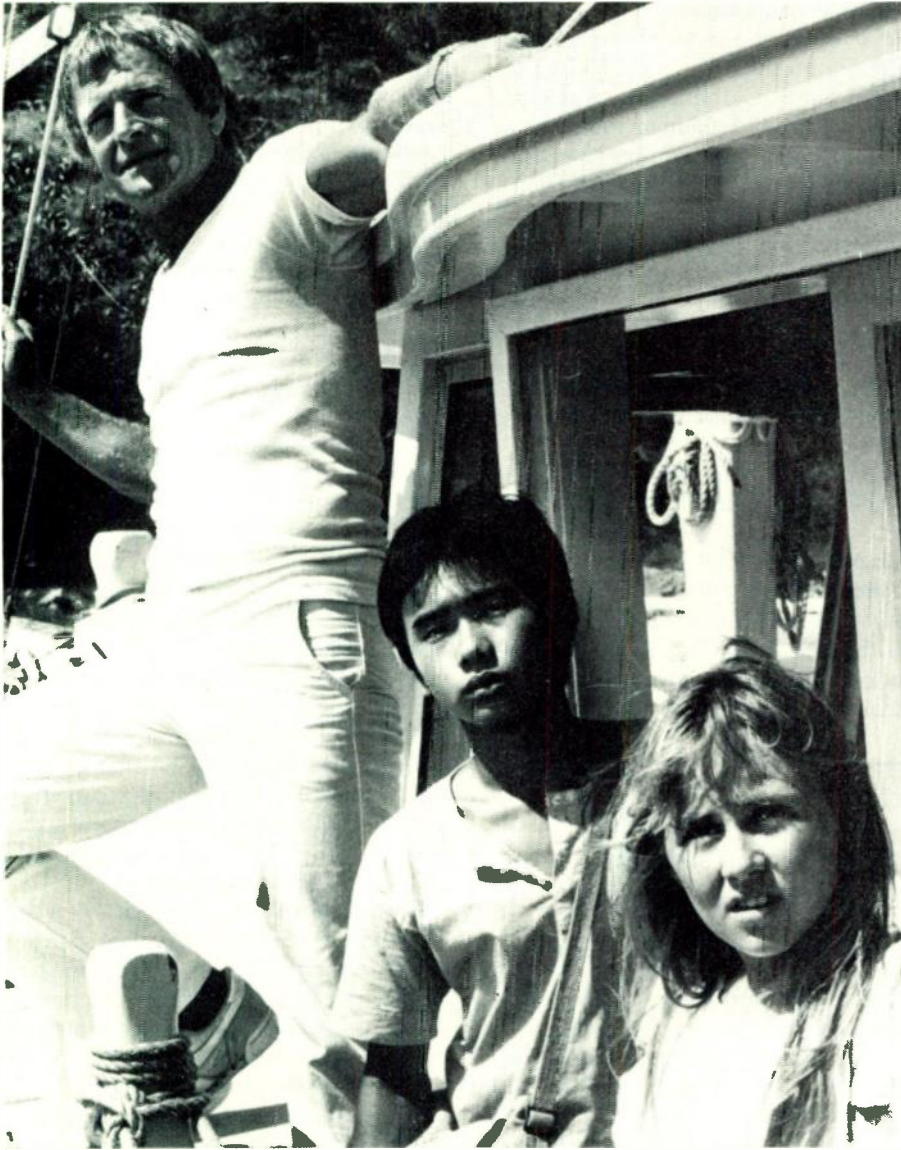
INSTRUCTIONS

1. Reservation requests must be sent to the NRB HOUSING BUREAU, 1575 Eye St., N.W., Suite 250, Washington, D.C.
2. Please make all changes and cancellations through Housing Bureau.
3. Indicate 1st, 2nd, and 3rd choices. Room assignments will be made in order received. If hotels of your choice are filled, the Housing Bureau will make the best possible arrangements elsewhere.
4. Single rooms are very limited. Your chances of securing accommodations at the hotel of your choice will be much better if your request calls for rooms to be occupied by two or more persons.
5. Be sure to list definite arrival and departure date and time.
6. Be sure to list **all** names and addresses of occupants of rooms. Assignment is delayed until complete information is received.
7. Hotel reservation will be held **only until 4:00 P.M.** unless otherwise specified.
8. No telephone calls to Housing Bureau—please.
9. **Do not send checks to Housing Bureau—Bureau will notify if deposit is required.**



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Butterfly Island is an eight-part miniseries filmed for CBN off the Great Barrier Reef of Australia.

rather than a Christian telecaster, has been originating two new sports series since the summer. The *Prudential/Bache Securities Grand Championship Tennis Tour*, hosted by former player Barry McKay, will continue airing irregularly in a two-hour time slot on Sunday nights. The program started May 5. The other sports series, *Grand Prix Horse Jumping Classics*, hosted by Bob Wolff, started July 6 on Saturday nights.

In the 1982-83 season, CBN Cable aired some college basketball rivalries.

The idea lasted just 17 games because, as executive vice-president Timothy Robertson said in a *Washington Post* interview. "Everybody has college basketball. If something isn't a major event, then we're not interested in it unless it has a unique quality that appeals to our audience."

CBN is considering other sporting events such as youth soccer. But they draw the line at boxing, even though three decades ago Robertson's father, CBN founder and president Pat Robertson, was a Golden Gloves boxer in the

U.S. Marines and an intramural heavy-weight wrestler in college.

CBN transmits programs that reflect the family-oriented, traditional and moral values that many say are again sweeping the nation. Old western dramas such as *Wagon Train* remain popular commodities of CBN Cable, even though major networks left them in the dust years ago. None other than Lassie rescuing an injured seagull in the desert, *Please Don't Eat the Daisies*, *Carole Burnett and Friends* and *The Man from U.N.C.L.E.* joined the CBN line-up for the first time in September. Beginning in January, Matt Dillon and *Gunsmoke* will be coming to CBN.

Original Programming

"Our big challenge right now," said the younger Robertson, "is the creation of original programming." His network, which now reaches 30 million homes via 6,000 cable systems, has developed several noteworthy shows this season, starting with *CBN News Tonight*, a 30-minute daily report on world events from a conservative, biblical perspective.

In response to the "growing demand" by American viewers for family fare on TV, CBN Cable has been airing since October 6 *Doris Day's Best Friends*, a 30-minute weekly feature that captures the "quality of animals that endears them to millions." It is being filmed by CBN at Ms. Day's 20-acre home in Carmel Village, California.

An exclusive eight-part miniseries, *Butterfly Island*, filmed for CBN off the Great Barrier Reef of Australia, can be viewed beginning December 8. The "exotic aura of a tropical paradise" forms the backdrop for a "fast-paced" story that pits the island's owner, Charlie Wilson, against a crooked island real estate developer. The Wilson children and their 12-year-old Vietnamese friend, who is searching for his parents, are drawn into "the drama and danger" on *Butterfly Island*.

Production is underway near Toronto, in Canada, on 22 half-hour dramas of *The Campbells*, the story of a medical doctor and his children after they emigrate from Scotland in 1835. Together, the family battles Canadian weather, Indians, animals and other "rugged in-

dividuals" who have been attracted to the new land. Dr. Campbell, a Daniel Boone type, might be at home on *Little House on the Prairie*, after which *The*

*Can moral dramas with
born-again characters
speak subtly for themselves?*

Campbells seems patterned. Broadcast date is set for January 4.

A weekly parade of Christian musical talent has been marching onto the set of yet another CBN original this season. *Pat Boone's Gospel Gold* has been blending contemporary Christian music with traditional gospel music favorites, music videos and interviews. True to the show's name, Pat Boone hosts each program. In all, CBN Cable has added 22 programs to its 1985-86 schedule.

Live Telecasting

The PTL Television Network has been airing five new variety and entertainment shows since September. Most of the programs are live-via-satellite on its cable network, which can be seen in 14 million homes on 1,300 cable systems. This represents a major commitment to live telecasting by the Charlotte, North Carolina-based, "inspirational" network. One reason for this is that the live programs have a ready-made studio audience in the more than four million persons who visit PTL's Heritage Village retreat complex each year.

Neil Eskelin, PTL vice-president for public relations since April, started hosting a 30-minute nightly current events program on September 2. *Hello America* adds a Christian perspective (without being overtly evangelistic) to controversial issues, such as South African apartheid, the role of conservative women, the creation vs. evolution debate and child abduction.

The format, which presently includes one in-studio guest expert and telephoned questions, will be expanded to include split-screen remotes from around the nation.

A Christian musical legend, Doug

Oldham, began hosting in August a one-hour, live PTL program every Saturday night. Featuring PTL musicians and musical guests, Oldham's show is called *Gospel Music USA*. Oldham took on the presidency of PTL Enterprises, the company's record, tapes and books division, this summer.

Tammy Faye Bakker, wife of PTL founder and president Jim Bakker, began production in July for her own daily one-hour program. *Tammy's House Party*, which airs at 4 p.m. Eastern, promises "impelling interviews," humor, music, as well as health and beauty tips.

Every Saturday morning viewers can tune into a one-hour talk and variety program transmitted live from PTL's Heritage Grand Hotel. Bob Gass, pastor of Atlanta Alive ministry, flies north every weekend with his wife, Heather, to host the *Breakfast Club*. The program also includes audience participation, which started on the network in August.

*Our big challenge right
now is the creation of
original programming*

Park Road Productions, a PTL subsidiary, has been producing and broadcasting a 30-minute early morning stretch program, geared primarily to women viewers. *Beverly Exercise*, hosted by local fitness enthusiast Beverly Chesser, began airing September 2.

Strengthening Faith

A batch of television series is being produced this season on the west coast by Trinity Broadcasting Network (TBN). Each Friday night Jim McClellan now hosts *Family One-Way Game*, a 30-minute game show patterned after one of their other popular programs. Contestants answer challenging Scripture-based questions in this video Bible game for adults. The questions, designed to strengthen faith, are anything but a trivial pursuit.

Dale Evans, who sang her way to fame as Roy Rogers' wife and sidekick in

early television, returns to the discipline of a regular TV series on TBN's newest interview-variety program. *A Date with Dale*, which first aired September 25, features interviews with well-known Christian leaders such as Lloyd John Ogilvie and Jack Hayford, and Dale's singing.

Rich in Wisdom, the only new Bible teaching program mentioned by the major Christian networks, and *Lulu Roman*, a music and comedy series with the former *Hee Haw* co-star, are two other programs being offered this season by TBN.

A spokeswoman for TBN said of the new programs, "We had to make an effort to depart from (the network's primary format) gospel teaching." She said the experiment with "variety" programs is being made this year to better reach all segments of the Christian community with "light time" series.

Some 18 million households around the nation can now view TBN and 5.8 million of those homes are carried on 500 cable systems. The balance of the potential audience comes from the Tustin, California-based company's affiliation with 28 TV stations, seven of which they own and operate.

The way a religious network—or any other broadcaster—decides what style of programming to offer (family entertainment, inspirational, gospel teaching) depends in large measure on the theology, philosophy, statement of purpose and target audience it adopts.

Is it better to develop shows with an overtly religious message or those with an implied, God-honoring underpinning? Can moral dramas with born-again characters speak, subtly, for themselves? Though there aren't any simple answers to these positioning questions, the newest Christian TV programs seem to give an experimental direction.



Daniel J. Nicholas is associate editor of *Religious Broadcasting*.

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 GREATER SAN FRANCISCO-OAKLAND **KEST-AM** SAN FRANCISCO CALIFORNIA • GREATER LOS ANGELES **KMAX-FM** ARCADIA CALIFORNIA
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 GREATER HOUSTON **KTEK-AM** ALVIN TEXAS • GREATER MINNEAPOLIS-ST. PAUL **KUXL-AM** GOLDEN VALLEY MINNESOTA
 GREATER WASHINGTON, D.C. **WBCT-AM** FAIRFAX VIRGINIA • GREATER ST. LOUIS **WCBW-FM** COLUMBIA ILLINOIS
 GREATER INDIANAPOLIS **WGRT-AM** INDIANAPOLIS INDIANA

Entertainment, Evangelism and Edification



Photo courtesy of WPCB/Wall (Pa.)

Channel 40 tells how they produce a quality Christian variety television program

by R. Russell Bixler

Offering music your audience enjoys is crucial to the success of your program.

AS WE PREPARED to go on the air in 1979, WPCB-TV, Channel 40 had no goals. Oleen Eagle, now our vice-president and general manager, studied the daily variety programs produced by the big national ministries to find out what they were doing and what they were avoiding. We needed a live program to be an “anchor” for everything else we would be presenting during our 24-hour-a-day schedule of Christian programming.

One day in direct answer to prayer the Lord gave Oleen what we call our “three E’s”—entertainment, evangelism and edification. We saw that entertainment could attract both Christian and non-Christian viewers, which could lead to programs that evangelize the one and edify the other. These elements seemed right for us and have served as a general guide ever since.

Finding the Right Mix

A variety program has to be developed around the personnel available—hosts, co-hosts, guests and talent—and

done within a budget the ministry can afford. Because of financial limitations, a local Christian variety program is a “talk show.” However, a local ministry can have occasional programs that are fast-paced, with multiple co-hosts on adjacent talk-sets, to give a magazine-style feel.

To avoid a deadening predictability, plan into the format varying amounts of music, teaching, preaching, interviews and question-and-answer. One program may be nearly all music, while another may be teaching, interviews, or a mixture of elements. If the budget allows, brief video clips can be used as roll-ins.

Occasionally, we mix in a few controversial issues to enhance variety and provide a helpful service. Topics such as incest, child abuse, sexual perversion, though difficult to talk about, add viewer interest. If the issues are over-used, response may not be positive, but the right amount makes a tremendous difference.

The key to selecting program host and co-hosts is that they be called and anointed by God for the task. The host is the program’s focal point, becoming a

recognizable personality and trusted friend to viewers. The effective interview, in fact, has viewers so engrossed that they become part of it. No longer aware of the screen barrier, the viewers join the conversation in mental assent.

Guests, for their part, must be articulate and down to earth and have something to contribute. The guest’s spoken ideas are a gift to the viewers. As the host of our own 90-minute *Getting Together* program, I’ve had to learn several difficult lessons in working with guests. I am as opinionated as anyone else and have had to discipline myself to listen to what they have to say. This isn’t always easy. I may get “preachy” in spite of all my resolutions, or I may find my mind wandering and miss something important.

A personal weakness is a quickness to correct guests who, in their nervousness, make erroneous statements. This can be harsh and disconcerting.

I’ve learned to be gracious about stopping them when the clock says it’s time to quit and they haven’t finished! Warn your guests beforehand that “television time” goes very quickly. Nervous guests

(continued on page 24)

WHAT DO KEVIN MCHALE, ROSEY GRIER, DON SUTTON, KATHY BAKER, TOM LANDRY, ANDY BEAN, AND BETSY KING HAVE IN COMMON?

A lot of things, but the single most important thing these professional athletes have in common is Jesus Christ. They each have a personal relationship with Him.

Nationally, Sports Forum interviews hundreds of sports personalities. They share their personal testimonies and talk about their sport.

Sports Forum is hosted by Keith Erickson, former Olympian and NBA standout. Keith was a member of two John Wooden NCAA championship basketball teams at UCLA, and a starting forward with the NBA Phoenix Suns and the Los Angeles Lakers. For the past five years he has been part of the television and radio broadcast team for the 1985 NBA World Champion, Los Angeles Lakers.

Sports Forum is a Monday through Friday, weekday, program and on many stations

scheduled on weekends. Check your local listings for Sports Forum times and scheduling. If you don't have Sports Forum available for listening where you live, contact your Christian radio station and suggest that they schedule Sports Forum.

Tommy John, Jo Jo Starbuck, Roger Staubach, Todd Blackledge, Meadowlark Lemon, Mychal Thompson, Terry Bradshaw, Julius Erving, all "Super Stars" — and all believers. Hear their testimonies and hundreds more on Sports Forum, an exciting new sports program.

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Keith Erickson, the host of Sports Forum, interviewing Kevin McHale, Boston Celtics "Super Star."



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A large and growing library of teaching cassettes now available. Subjects include: Nehemiah, The Lord's Prayer and Keys to Abiding Faith. Available in VHS, BETA or ¾ inch. Issue related and varying lengths.

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Phone () _____

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



PROGRAMMING

repeat themselves and talk about insignificant matters, taking up time without getting to the main ministry points. Encourage your guests to be specific—very specific.

A Local Flavor

Our flagship program, *Getting Together*, is produced live five days a week and aired four times daily. We broadcast simultaneously on WPCB-TV 40 in the Pittsburgh area and on WKBS-TV 47, our new satellite station in Altoona. Our best *Getting Together* of the week is then rebroadcast on Saturday evening. What can we provide that the big national ministries cannot? A strong local flavor!

Telephone prayer partners—volunteers—are vital to the ministry. Even if we have a particularly thrilling program, something is lost if we have no two-way communication with some of our viewers. A viewer must always be able to pray for salvation over the telephone. To allow for two-way communication, prayer partners are in the studio for all programs except those in the late night hours, and a telephone diverter system forwards calls to volunteer prayer partners in their homes. This has developed into a remarkable ministry of suicide prevention.

It is important for a local ministry like ours to include area pastors by making referrals. Some congregations have discovered a way to help by following up on phone calls. We urge them to make hospital visits and personal calls, especially for new Christians. Once, on our referral, two visitors from a Presbyterian church called on a woman just in time to stop her from shooting herself. Many others have come to the Lord through these personal visits.

Today I see God leading large numbers of people nurtured on "churchianity" into accepting Jesus Christ and becoming committed Christians. For this reason we have instructed telephone prayer partners to clarify with each caller whether he or she has accepted the Lord. Surprisingly, we occasionally experience non-Christians making pledges during telethons and, in the course of the phone conversations, accepting Jesus Christ as Lord of their lives.

The Lord has been directing us along an unusual path recently.

Frightening Instructions

The usual Christian TV station asks for gifts until it reaches its goal. But God said to me several years ago, "No more two-week telethons! I want you to ask for contributions only one day a month!" Finally, after 18 months of my procrastination, the Lord said, "I will not bless you in your disobedience any longer!"

Reluctantly, we tried one day of telethon—and bombed. My entire staff opposed me: "Are you sure that was from God?" But I dug in my heels. The next three months' telethons were only nominal, and we suffered a severe financial crisis. Then the dam began to break. Within the next six months God so blessed the one-day telethons that we were able to build a new TV station in Altoona while operating the Pittsburgh station.

God has thrilled our hearts during the past two years as well-traveled guests and musicians have appeared on *Getting Together*. Repeatedly, we hear comments like, "I've been on Christian and secular TV programs across the United States, and I've never seen so gentle a flow of the Spirit combined with such quiet dedication and professionalism among the production staff!" For these plaudits we can only praise God. A continuing effort should be made to improve. Good planning is vital to the effort, along with lots of prayer and the freedom to vary as the Holy Spirit leads. The number of phone calls, letters and donations received, however, should never be considered the measures of a program's success. Ultimately its success rests upon the anointing of God, whose Spirit gives life. When we run our organizations as God directs, He will bless our work. NRB



Russell Bixler is president of WPCB-TV, Channel 40, Wall, Pennsylvania and host of *Getting Together*.

THE ART of selling Christian radio is replete with elements that distinguish it from any other type of sales situation. However, the fact remains that 80 percent of selling Christian radio embraces the general science of *selling*. Therefore, in any discourse on selling Christian radio, we cannot underemphasize the need for one to sharpen his skills in the discipline of selling intangible merchandise.

However, this article is not written to teach you how to sell radio. There are already quite a number of fine books and periodicals written on this subject. This article will give you some of the best ideas that Soma has used over the years in selling *Christian* radio, including a few procedures that have been used in our experience with secular radio as it relates to Christian radio.

Know Your Audience

A very common mistake that new Christian radio representatives (reps) make is that they talk to prospective clients more about their *station* than they do about their *audience*. To be honest, the *only* product that radio has to sell is its audience. It is the only thing that prospective clients are interested in. Everything else is secondary. Your on-air promotions, your sound, your ratings, your personalities, your rates, and even your desire to *minister* on the air are secondary to your prospect. Your audience is primary. Another station in your market may be able to beat you on sound. They may have more professional disc jockeys. They may have a lower cost-per-thousand. They may have you beat in the ratings. When you get right down to it, your only *real* advantage that cannot be equaled is your distinctly Christian audience. Therefore, the first thing that you should learn is "product knowledge"; that is, demographics (age and gender), the socio/economic status of the audience, their buying habits, and so on.

Christian radio audiences are loyal to their station, upscale, family-oriented, conservative, educated and exclusive. Too many Christian radio salespeople hit the streets with the "Holy Ghost killer instinct," armed with an arsenal of tech-

Innovative Ideas to Increase Radio Sales

There are methods you can use to achieve success in selling Christian radio

by Gary Crossland

niques that they may have brought over from a secular sales experience. With any other intangible sale, the product may be the company, services, or whatever. With radio, the product is none of these. Yet, all too often, clients are called on with a suitcase full of data on coverage, personalities, promotions, format, rates, and little or nothing about audience.

Sell Qualidata

When we asked some of the most prestigious secular radio sales organizations to advise us on selling Christian radio, their response was, "According to *Simmons Market Research*, the Christian audience spends a whale of a lot of money! Therefore, the way that Christian radio stations will make it is with 'qualidata.' "

This brings us to another mistake often made by inexperienced reps: if they talk about the audience at all, they concentrate on size and coverage only. However, some Christian stations are beaten when it comes to audience size. In most cases, the only virtue out there is the audience quality. Qualidata, whether from Birch, Simmons or Mediamark, can tell you more than the age and gender of your audience. You must remember that Christian radio cannot be all things to all people. It sells some products well, other

products poorly. For Christian radio broadcasters, *RELIGIOUS BROADCASTING* magazine is the best source for this type of quality data. Over the last six months, Soma has collected over 3,000 statistical facts regarding demographics and buying habits of the Christian radio audience.

Match Clients and Audience

The first question that you should ask a prospective client is: "Who are your customers?" If you do not hear the client begin to describe the type of audience that listens to your station, you are flirting with trouble. Accepting the wrong kind of business can be worse than accepting no business at all. Your job is to match your station with the right type of client. As a general rule, Christian radio plays to an audience of 63.7 percent women (Spring 1985 Arbitron). The average listener is 41, although the largest single dominating group is 25 to 34-year-olds (23.9 percent). Whatever else you know about your audience would help. Your client will find only as much success in advertising with you as you can deliver customers, not listeners (potential customers).

Unless you know that your prospective client is a match for your audience, you will be caught in an uphill advertising battle to create a need in your audience

RADIO

that they do not possess at the onset. Although this is done quite frequently, it is not the easiest way to advertise and generally takes a lot of money. The simplest route is to attempt to make a direct hit with the right advertisers.

Use Numbers

It may be wise for you to use data from *RELIGIOUS BROADCASTING* in your media kits. Most of the magazine's articles are designed to be included just as they are as a part of your own promotions. (Remember to secure reprinting permission from National Religious Broadcasters.) Furthermore, you would do well to invest in any research that gives you an authoritative description of your audience from a qualitative viewpoint. You may need to generate your own survey. We have seen a number of Christian stations use rather complete in-house surveys that work well. This is a way for you to sell with numbers when

Rep from radio station WINN. Some rather interesting data just crossed my desk regarding Lincoln/Mercury sales in America that I thought you would be interested in.

He: *Oh, what is it?*

You: *Well, since you advertise quite heavily on radio, I thought you would be interested in knowing that, according to the national average, listeners to Christian-formatted radio stations, per capita, rank number one in purchasing Lincoln Continentals. (This is a true statement.)*

He: *Really?*

You: *Yes, in fact, I have quite a few other materials along this same line that I thought you would like to see . . .*

Another way to get the appointment is to ask for small commitments in succession that are both quick and easy to say yes to. The commitments grow until you have a full-size appointment.

You: *I have some materials that I*

viously to sell. This is why, as a rep, I never made sales calls. I made money just "dropping off materials."

If you do not have research to back up your initial phone call, do the next best thing. If you know the simple basics of your audience, let your prospect know that your phone call is not to find out if you can get an appointment. It is to find out if an appointment is necessary. Once your prospect knows that this has been objectively and honestly established, you will be closer to an appointment with a client whose confidence you have already begun to establish.

The Halo Effect

When an advertiser airs his spots on Christian radio, there is a "halo," so to speak, that is transferred from the station to the advertiser in the eyes of the audience. Although Christian radio listeners shop the best deals like any other audience, their decision on where to shop is influenced by a healthy belt of endorsement from their favorite Christian station. I call Christian radio the "Christian Yellow Pages of the Air." No other format elicits such deep emotional affinities. Christian radio has a following only because Jesus himself has a following. If Jesus had ridden into Jerusalem on Palm Sunday wearing a placard that said, "Eat at Joe's Diner," Joe probably would have had a very good week (that is, perhaps, until Friday). Although this example seems rather absurd, it stresses the point regarding the power of associating one's business with Christian radio.

Develop Partnerships

Develop a family-like partnership with your clients. Incorporate into your campaigns all of the perks that make advertising with you unique. You can draw clients into the heartbeat of the station through participation in concert promotions, remotes, rally co-sponsorships, and special programming features. You may even wish to give away complimentary spots (but only during your late evenings, overnights or extended daytime hours).

Try not to give away what you otherwise intended to sell. If you have to give away something to close a deal, there are many other methods. The rule is: "Give lots, but not spots." Why should a client

Christian radio is the "Christian Yellow Pages of the Air." No other format elicits such deep emotional affinities.

you either are not rated or you cannot legally use the ratings that are available.

The Appointment

The old rule is: "If you don't see them, you don't sell them." In direct sales this is true 99 percent of the time. Do not sell your product over the phone. Sell the appointment. Let us share with you two ideas that rarely fail in helping to get the appointment.

First, prepare yourself with a little bit of research before you phone your client. It may set you back a week, but it may also mean the difference between a large contract and no contract. Determine in your mind that John Q. Prospect is actually prime for your station. Give him figures right over the phone. Nothing is as senseless as offering to take up an hour of a manager's time without giving a qualified reason for it. Second, build his curiosity. The best way to build curiosity is to put a question mark in his mind—a question that can be answered only with a visit from you. Here's how:

You: *Hello, Mr. Prospect? I'm Joe*

would like to drop off to you (note how casual this sounds). There is a good possibility you may want to consider us in your future advertising plans (again casual, but confident). Will there be someone there whom I could give this material to next week?

He: *Sure, someone will be here. (commitment -1)*

You: *Good. I'll do that. Let me ask you this—would you yourself be there, say Wednesday morning? If you were, I could come by then. Maybe I could get a chance to meet you. (casual again)*

He: *Fine. (commitment -2)*

You: *Say about 10 o'clock?*

He: *Ten is OK. (the appointment)*

You: *Great. I'll see you next Wednesday morning at 10 o'clock sharp.*

In the above example, before you settled on a time, your prospect said yes to two non-threatening proposals. Now, after you have completed these two steps, scheduling an appointment does not seem so insurmountable. Too many radio reps fail to schedule the appointment simply because their purpose is ob-

buy the cow when he can get the milk for free? Furthermore, keep a stiff-armed policy regarding your spot rate card. It is often tempting to negotiate on price, but the more you bend, the more caught you get in an endless tailspin of dickering with clients. Again, the solution may be to offer the client a more precious commodity than spots—that is, a total partnership with the station. If you stand firmly on these matters, you will gain both the respect of your clients and, ultimately, the business that accompanies it.

One of your best tools is a well-memorized, two-minute pitch on the superlatives of your station. After your prospective client talks about himself, he is not terribly interested in hearing about you. Rather, he is interested in hearing about what you can do for *him*. Be that as it may, you still need to give him a quick "tour" through the station. That is why a fast pitch on the distinctive qualities of your station would be in order. You should memorize this speech to relay the important data in the smallest amount of time possible. Plus, you don't want to forget any important elements.

Develop the very best promotional material that you can afford. Remember that your media kit is your salesman in your absence. You should put as much excellence into it as you put into your pitch. At Soma we collect media kits from all over America. The best kits make their stations look like they are worth what they charge. Remember that a media kit is not an expense. It is an *investment* that, when completed properly, will yield much more than its cost.

The principles outlined have worked well in most situations. They should put you much closer to your billing goals. If you can incorporate most of them into your own sales situation, we are sure that you will be well on your way to maintaining success in your profession. **NRE**



Gary Crossland is president of Soma Communications, Inc. in Dallas, Texas.

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Executive Committee Ratifies NRB's Must-Carry Strategy

MADISON, N.J. (NRB)—The NRB Executive Committee, meeting here in regular session on September 11, took a strong stand in support of the cable must-carry laws that were abandoned July 19 by a decision of a three-judge federal panel.

A pro-station resolution (see below) calling for corrective legislation and legal action was passed, and a Television Access Committee was formed as a subcommittee of the NRB Television Committee that is chaired by CBN marketing vice-president David Clark.

The executive action follows an August 28 meeting in the Washington offices of Richard Wiley, NRB's attorney and a former FCC chairman. Seventeen people discussed plans for the access subcommittee, which is chaired by NRB first vice-president Jerry Rose, who is also president of WCFC-TV 38/Chicago.

Committee members include Ronn Haus, president of KFCB-TV 42/San Francisco; John Norris, president of WGCB-TV 49/Red Lion (Pennsylvania); Robert D'Andrea, president of WCLF-TV 22/Tampa (Florida); David Lewis, general manager of KYFC-TV 50/Kansas City (Missouri); David F. Kelton, executive vice-president of WPCB-TV 40/Pittsburgh; and Terry Hickey, administrative assistant at Trinity Broadcasting Network, Tustin, California. NRB president Robert A. Cook and executive director Ben Armstrong are *ex officio* members of the subcommittee.

"We are in need of financial contributions to defray the legal costs for fighting to reinstate must-carry regulations," said Armstrong.

NRB, along with the National Association of Broadcasters, the Corporation for Public Broadcasting and others, sought a "stay" of the July decision from the U.S. Supreme Court. That stay was denied by the high court in September. Citing their free market philosophy, the FCC commissioners refused to delay implementation of the court's ruling. (See related stories on pages 6 and 34.)

Magazine Names Assistant Editor and Art Director

MORRISTOWN, N.J. (NRB)—National Religious Broadcasters promoted two staffers in October to positions on the magazine staff and named a public relations intern in September.

Tamara N. Browning, who will continue as editor of NRB's membership newsletter, *In-*

Resolution on TV Access Committee

WHEREAS the NRB recognizes the importance of the must-carry rule for certain of its member television stations and program producers, and recognizes the serious implications of the loss of must-carry as a result of recent court decisions; and

WHEREAS the NRB desires to represent these member television stations and program producers in the most effective manner possible;

BE IT THEREFORE RESOLVED that the NRB recognize a committee consisting of representative member television stations and program producers, which shall be named the **Television Access Committee** and shall be an adjunct committee to the Television Committee.

BE IT FURTHER RESOLVED that the NRB and its legal counsel will represent the committee, and the television stations and program producers the committee represents, with assistance in the passage of legislation, use of its legal counsel, and any other way deemed effective.

side NRB, became assistant editor for *RELIGIOUS BROADCASTING*, as of this issue. She replaced Dan Nicholas, who was promoted to associate editor in February.

Browning, formerly an NRB editorial researcher, is a 1981 graduate of Culver-Stockton College, Canton, Missouri, from which she received the Bachelor of Arts in English and journalism. Browning joined the NRB staff four years ago and has two years of newspaper reporting experience. Her principal assignment on the magazine is acquisition and editing of feature articles.

Graphics assistant Brad Scherr was promoted to art director of NRB's publications department, which is responsible for design and layout of the magazine pages, the annual *Directory of Religious Broadcasting*, the convention and advertising brochures, and a host of special graphics projects. He is assisted by typesetter Susan Kubick and designer Lorraine Nevers.

A two-year NRB veteran, Scherr is a 1983 graduate of Florida State University in Tallahassee. He received the Bachelor of Fine Arts degree in visual communications and participated in an on-campus internship program.

September 9 was the first day of NRB employment for Barbara M. Sharp, who is a public relations assistant in the internship program. She will write press releases and assist the media before and during the 43rd Annual Convention and Exposition in February.

A 1985 political science and broadcasting graduate of Liberty University, Lynchburg, Virginia, Sharp wants to specialize in writing and performing for television. Last summer the 22-year-old Sandusky, Ohio, native served full-time as a summer intern in the liaison office of the U.S. Department of Education in Washington, D.C. During those months, she volunteered part-time for International Media Service (IMS), also in Washington.

The magazine staff has expanded since the summer to include managing editor Astrid Seeburg, who replaced Harold Hostetler, and editorial assistant Sally L. Parker, another intern.

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(See page 36 of this issue for nomination form.)

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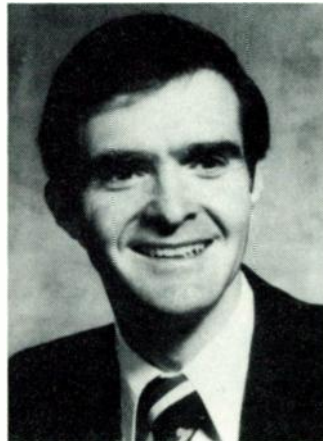
BROADCASTERS



Lee Holthaus



Camille M. Kolcz



Rex Bullock



Debby Boone

Lee Holthaus resigned after four years as executive director of the Union Rescue Mission in Los Angeles to become executive director of Chicago Christian Industrial League. **George Caywood** replaces Holthaus in an interim capacity. Holthaus, 1978 NRB convention coordinator, was executive producer of *Lifeline*, Union Rescue Mission's daily talk program aired in the Los Angeles area. The mission, the largest in the U.S., is an NRB member and was awarded NRB's milestone award in 1984.

United Methodist Communications named **Alicia Nails** to the new position of director of marketing in July.

For two days in July, over 1,000 listeners crowded the facilities of WCIE-FM/Lakeland (Florida) to sign a get-well card for **President Reagan**. News director **Lynn Miller** came up with the idea for the card, which measured five feet square and was covered with over 500 signatures. After U.S. representative **Andy Ireland** delivered the message to the White House, the WCIE staff received a note of thanks from the president, who was recovering from cancer surgery.

Fran Malphus, operations and sales manager of WHYD-AM/Columbus (Georgia) has been named general manager of the station. Malphus is the sole woman general manager in Columbus, Georgia, and is one of only a small number of women general managers at Christian radio stations nationwide.

The station manager of WUGN-FM/Midland (Michigan), **Darrow Parker**, resigned in April to head up the radio and television division of Radio Bible Class, Grand Rapids. **Greg Wheatley**, the assistant manager, has taken Parker's place at the Family Life Radio station.

Jordan Advertising announced the promotion of **Camille M. Kolcz** to vice-president of the full-service agency in August. Kolcz was media director for eight years, coming to the agency from a radio representative background. Jordan Advertising, Wheaton, Illinois, specializes in religious broadcast services.

Donald W. Lee has been named general manager of WCXN-AM and WPAR-FM/Claremont (North Carolina). Lee was a general sales manager with CLW Communications.

Ron Hallaian, 58, advertising executive and producer of the KGER-AM/Long Beach (California) "Listener's Guide," died of cardiac arrest May 17 in Long Beach. He was owner of Hallaian and Associates Advertising Agency of Los Alamitos. His wife, Sharon, has assumed leadership of the company.

Alfred E. Rathert was named director of development for the International Lutheran Laymen's League. Prior to his appointment, Rathert served as pastoral assistant at Trinity Lutheran Church in Roselle, Illinois. The International LLL sponsors the worldwide radio ministry, *The Lutheran Hour*, a weekly syndicated television program, *This Is The Life*, and other media and service ministries.

After 10 years with Daniel J. Edelman, Inc., **Thomas Harrison** joined The Russ Reid Company, Pasadena, California. Harrison was named vice-president of public relations, and member of the board of directors and executive committee of the company in September.

Newsfront, a news program covering U.S. religions, began airing on a number of public television stations the first week of September, according to executive producer

Richmond Egan. The program, produced by National Catholic Broadcast News, Washington, D.C., will be seen throughout the United States.

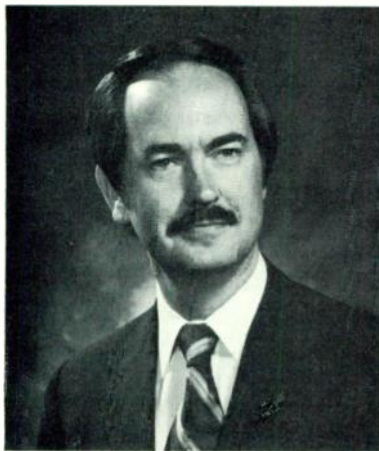
Domain Communications, Wheaton, Illinois, now represents Dayspring Ministries, Dallas, Texas, according to **Rex Bullock**, Dayspring's executive director. Dayspring produces two radio programs heard in North America and on overseas stations.

Grammy award-winner **Debby Boone** will portray Mary in the opening week of the nativity pageant at Crystal Cathedral, Garden Grove, California. The pageant, which will run from November 29 to December 21, will include a cast of 400 and feature live animals. Broadcasters recognize the Crystal Cathedral as the home of the nationally televised *Hour of Power*, hosted by the church's pastor, **Robert Schuller**.

D. Reginald Thomas, a Welsh Presbyterian preacher best known for his NBC radio program, *Bible Study Hour*, died at home on June 18. He was 70. Thomas succeeded **Donald Grey Barnhouse** as speaker on the *Bible Study Hour* in 1960. The program became so popular, sources say, that Thomas was once interviewed on NBC television by **Chet Huntley**. The program's name first changed to *The Bible With Dr. Thomas* and then, in the late 1960's, to *The Layman's Hour*.

Hello Jerusalem opened its fourth consecutive season in September with an expanded communications base that will take the program into millions of additional homes. Jerusalem Communications, Inc. produces the show, which is hosted this year by **Michael Dak**, an Israeli journalist, and **Susan Hoffman**, an attorney who recently emigrated to Israel from the United States.

BROADCASTERS



Cal Thomas

Cal Thomas has resigned as communications vice-president for the Moral Majority. NRB members will recall Thomas introduced the Falwell-Kennedy debate at NRB '85. The author of a syndicated opinion column that appears in 37 newspapers nationwide, Thomas will provide commentary for a new CBN nightly news program.

WMBI-AM and FM/Chicago announced the appointment of **Jim Shedd**, former Spanish programming coordinator, to assistant station manager. He succeeds **Warren Wetherbee** who resigned in April to become assistant pastor of Christ Community Church, St. Charles, Illinois.

Mary Martin, public affairs director of WCFC-TV 38/Chicago, has been elected president of the Chicago Area Broadcast Public Affairs Association for the 1985-86 broadcast year.

As part of a two-week promotion keyed to the release of the "Do Something Now" single, WWDJ-AM/Hackensack (New Jersey) raised \$3,645 for Compassion International. The station's music director **George Flores** presented the check. More than 50 top Christian artists gathered in Nashville last spring to record "Do Something Now." Written by **Steve Camp** and **Phil Madeira**, the song is being sold to generate funds to feed starving children in Africa.

The Redeeming Love Christian Center (RLCC) of Hackensack, New Jersey, has moved to a new facility in Nanuet, New York. Pastors **Clinton** and **Sarah Utterbach** announced that the dedication of the 52,000-square-foot, 3,000-seat facility was to take place in conjunction with the fifth anniversary of RLCC September 8 - 15. RLCC produces two radio programs called *The Word Alive*.



Leighton Ford

Leighton Ford, longtime associate and vice-president of the Billy Graham Evangelistic Association, announced his plans to resign in the near future and "begin a new chapter in my ministry." He will continue preaching at crusades around the world, including meetings this month at a university in Massachusetts and a trip to India early next year. He also plans to increase time given to leadership of the Lausanne Committee for World Evangelization and related training conferences.

Frequently heard on *The Hour of Decision* broadcast carried by nearly 650 radio stations around the world, **Leighton Ford** has been named Clergyman of the Year by Religious Heritage of America. Ford is associate evangelist and vice-president of the Billy Graham Evangelistic Association. Honored with the Faith and Freedom Awards by the same organization are **Martin J. Neeb**, executive director of university communications at Pacific Lutheran University, Tacoma, Washington, and **E. Raymond Parker**, owner and president of Gaffney Broadcasting, Inc., Gaffney, South Carolina.

NBC Television Network, in association with the Southern Baptist Radio and Television Commission, spotlighted Southern Baptist work in Haiti on August 4. The hour-long special, called *Living in Hope*, was hosted by veteran newsman **Edwin Newman**. It featured Baptist schools fighting illiteracy among 14,000 children and providing them with food, a medical clinic and missionaries working on agricultural projects with island residents.

Greg Warner, news coordinator for the Southern Baptist Radio and Television Commission, resigned in September to become associate editor of the *Florida Baptist Witness*, in Jacksonville.

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LATE NEWS

SHORTWAVE STATION LINKS FAMILIES IN MEXICO EARTHQUAKE

When the devastating earthquake struck Mexico City on September 19, killing more than 4,000 persons, the Far East Broadcasting Company's San Francisco shortwave station helped many distraught listeners in the U. S. make contact with the surviving relatives there. With 50,000 watts boosting its signal into every corner of the Mexican capital, KGEI suspended much of its regular programming and broadcast long lists of names of potential victims. Jack Brooks, KGEI's general manager, said the gospel station received 1,500 quake-related telephone calls in four days.

FCC CHAIRMAN CONSIDERS NEW MUST-CARRY RULES

As a result of recent lobbying efforts on behalf of Christian and other TV stations, influential members of Congress have persuaded FCC chairman Mark Fowler to conduct a proceeding which will "carefully consider" developing a revised package of must-carry rules (see related stories on pages 6 and 28). Following Fowler's initial refusal to conduct a must-carry proceeding, and as a result of an educational campaign conducted by religious broadcasters and others, key members of the Senate and House of Representatives strongly urged the commission's chairman to reconsider the matter. Furthermore, Senator Ted Stevens of Alaska told Fowler that, if a must-carry proceeding were not initiated voluntarily by the agency, the Senator would introduce an amendment to the FCC's appropriations bill which would require such action. As a result of these congressional communications, Fowler reversed his earlier position. It is hoped a rule-making proceeding will encourage the cable industry to negotiate and result in the reinstatement of must-carry protection for Christian TV stations, NRB sources said.

ILLINOIS STATION LOSES TRANSMITTER IN FIERY BLAZE

On September 5, WBGL-FM/Champaign (Illinois) sustained heavy fire damage that totally destroyed its transmitter building, which housed the transmitter, microwave receivers, processing equipment, tools and spare parts. Loss was estimated at more than \$60,000 by general manager Gary Babb. Officials speculate the fire's cause was an overheating transformer. Arson has been ruled out, Babb said. The station, which is owned and operated by Illinois Bible Institute, resumed transmission of its 20,000-watt signal on September 17 after supporters donated extra money.

THEODORE EPP SUFFERS SERIOUS HEART CONDITION

Theodore Epp, founder and director emeritus of the Good News Broadcasting Association, Lincoln, Nebraska, suffered a serious heart condition on October 3. Warren Wiersbe, who became Epp's replacement several years ago as host of Back to the Bible Broadcast, said Epp's heart lost 90 percent of its capacity. He was hospitalized at Bryan Hospital in Lincoln. Because of the seriousness of his condition Epp's doctors recommended that surgery be suspended. An NRB founder and longtime Board of Directors member, Epp received the NRB Distinguished Service Award in 1983. Wiersbe urges prayer for the 79-year old Christian leader.



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