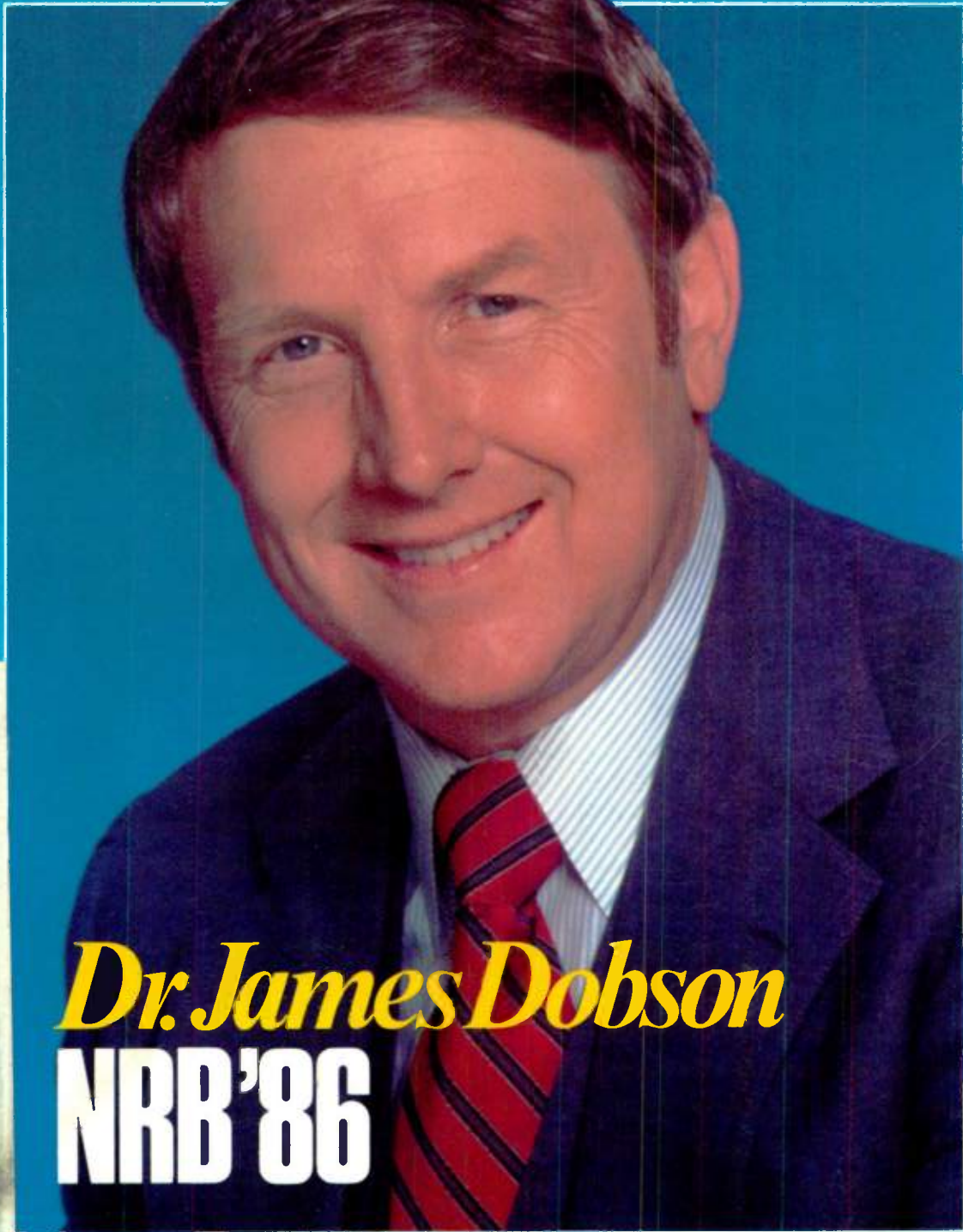


RELIGIOUS BROADCASTING

January 1986



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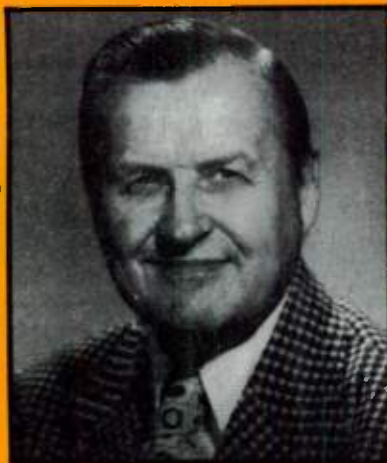
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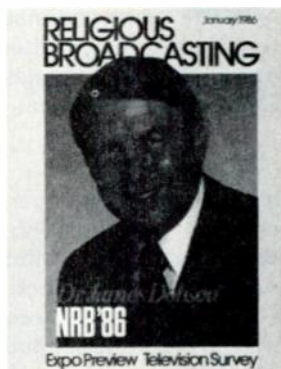
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COVER

ABOUT THE COVER

Dr. James C. Dobson will speak at the Sunday, February 2 evening plenary session of NRB '86 and introduce his new film series to religious broadcasters. In this issue's cover story he discusses his ministry and his concerns for the family (see page 16). (Photograph used courtesy of Focus on the Family, Arcadia, California.)



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“Son, Remember ...”



There is some scriptural evidence to support the idea that you will have your memory intact in eternity.

The rich man in Jesus's story involving the beggar Lazarus was admonished, "Son, remember that thou in thy lifetime receivedst thy good things, and likewise Lazarus evil things."

The song of the redeemed as recorded by the apostle John refers to things in the past, "Unto Him that loved us and loosed us from our sins in His own blood..."

The judgment of believers is going to involve the memory of words and actions in the past. "We must all appear before the judgment seat of Christ; that everyone may receive the things done in his body,

according to that he hath done, whether it be good or bad."

Let's work on creating good memories this coming year! Wouldn't you like to remember, a million years from now, as you walk down the golden streets, that you:

met God in the secret place of prayer every day in 1986,
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 witnessed at every God-given opportunity,
 gave more to God's work than before,
 grew in personal holiness and spiritual power,
 developed a more effective concern for the lost,
 became easier to get along with,
 did more for your fellow workers and subordinates,
 raised the standard of excellence in your work,
 took the lead in fighting the tide of evil,
 encouraged your pastor and took extra work,
 developed one new useful skill,
 became more tender and gentle, less abrasive,
 got better organized while still remaining flexible.

The above is just for starters. You and your Lord can construct a list that is suited just for you. You'll remember 1986 in eternity. Let's work on some good memories to enjoy in, say, 1,001,986 A.D.!

Robert A. Cook
 President
 National Religious Broadcasters

RELIGIOUS BROADCASTING

Vol. 18 No. 1

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WINGS TO JERUSALEM '86



Dr. Ben Armstrong, Exec. Dir., National Religious Broadcasters, with (L to R) ... A. Ari Marshall, Chairman, The Lord's Airline, Inc., Special Assistant Wayne Smith and Reverend Demond Wilson aboard Flagship Jerusalem, soon to commence regularly scheduled service from Miami to the Holy Land.



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Must-carry Unresolved

by Richard E. Wiley

THE mandatory signal carriage rules, otherwise known as the "must-carry" rules, have existed in one form or another since 1965. Under these rules, cable systems have been required to carry certain local television broadcast signals. Almost from the beginning, the must-carry rules were a centerpiece of the Federal Communications Commission's efforts to foster the introduction of cable television while assuring that over-the-air, so-called "free" television's service to the public was not undermined.

In July of last year, the must-carry rules were dealt a potential death blow when the U.S. Court of Appeals for the D.C. Circuit found that their current form violated the First Amendment.¹ In the far-reaching *Quincy* decision, the court concluded that the FCC failed to determine whether the rules corrected a real rather than merely a fanciful threat.² Because the rules protected virtually every broadcaster without regard to the amount of local broadcasting in the community, the court concluded that they were insufficiently tailored to justify their substantial interference with First Amendment rights. However, the court stated that it had not found it necessary to decide whether any version of the must-carry rules would contravene the First Amendment and that the FCC was free to try recrafting its rules to make them more sensitive to First Amendment concerns.

In a statement issued by FCC chairman Mark Fowler and Commissioners Mimi Dawson and Dennis Patrick two weeks later, the commission announced that it would not appeal the circuit court decision or attempt to rewrite the rules. In the face of considerable pressure from Capitol Hill, however, the commission reversed its position and issued a combined Notice of Inquiry and Notice of Proposed Rulemaking,² looking toward possible establishment of new mandatory car-

riage rules. Noting the considerable concern voiced by broadcasters in the wake of the *Quincy* decision, the commission gave interested parties up to December 30 to file initial comments and until January 21 to file reply comments on rule proposals which might meet the constitutional concerns raised by the circuit court.

Specific proposals were submitted by the Association of Independent Television Stations, Inc. (INTV) and the Corporation for Public Broadcasting (CPB). INTV suggested a rule which requires all cable systems, with a basic tier of service regularly provided to all subscribers, to carry the signals of all local television broadcast stations without discrimination or charge. The National Association of Broadcasters, together with several other organizations including the National Religious Broadcasters, did not propose a specific rule; however, they did urge the adoption of a rule requiring cable systems to carry all local signals in their entirety, without charge to the stations. CPB urged the adoption of a rule that would only require cable systems to carry all public television stations that provide Grade B service to the cable system's community.

In addition to seeking comments on these proposals, the commission requested submission of other formulations of a new must-carry rule and other information or studies on the matter which might assist their evaluation. At this stage, it is difficult to predict the outcome of the proceeding.

On the judicial front, there has been substantial activity as well. Although the must-carry rules have been vacated since last September, a *certiorari* petition is currently pending before the Supreme Court. The petition urges the court to overturn the *Quincy* decision or remand the case to the FCC. While predictions vary, the Supreme Court is not likely to act on the petition until early this year since the pleading cycle is not yet complete. If it does not grant *certiorari*, the status of the must-carry rules could remain unresolved for more than a year pending a final decision. It is possible (though unlikely) that the court could decide to stay the effectiveness of the

Quincy decision (and thus, reinstate the rules) until its decision is reached.

If the *certiorari* petition is denied, no further judicial recourse will be available, and cable operators will be required to carry local broadcast signals only if the FCC chooses to issue new rules pursuant to the rulemaking discussed above or if corrective action is taken on Capitol Hill.

Given the uncertainty surrounding the must-carry rules at both the judicial and legislative levels, we caution against any hasty decisions to drop current programming at this time. As the foregoing demonstrates, it is likely to be some time before both the regulatory and judicial situations are resolved. Notably, the broadcast industry has made the reinstatement of some form of broadcast must-carry rules one of its top legislative priorities. The industry has already begun to collect "case studies" where cable companies have hastily dropped must-carry signals in order to reinforce their position on the Hill and at the FCC that elimination of must-carry rules will damage the localized system of broadcasting in the United States.

These efforts may deter some cable systems from precipitously changing current programming because it might play into the hands of those interested in seeking to perpetuate the must-carry rules. In this period of legal and regulatory uncertainty, the National Cable Television Association chairman Ed Allen advised cable systems, "A wise man doesn't insult the alligators until he's across the river."

Although cable systems may heed Ed Allen's advice for now, if a new rule is not adopted, cable systems are likely to begin eliminating must-carry signals from their system. Existing licensees who want to influence the legislative or the FCC proceeding should contact their congressman or file comments in the FCC rulemaking. Now is the time to make your feelings known.

Richard E. Wiley, a partner in the Washington, D.C. law firm of Wiley & Rein, is a former chairman of the Federal Communications Commission.

¹ *Quincy Cable Television, Inc. v. FCC*, 768 F.2d 1434 (D.C. Cir. 1985).

² FCC 85-607, released November 18, 1985 (Docket No. 85-349).

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Evangelicalism's Growth Linked to Television, Says Virginia Sociologist

SAVANNAH, Ga. (NRB) Evangelicalism and the "New Christian Right" will become a major social movement in America in coming years, according to sociologist Jeffrey K. Hadden, past president of the Society for the Scientific Study of Religion.

In a paper titled "Religious Broadcasting and the Mobilization of the New Christian Right" presented to a joint congress of the 1,400-member society Hadden formerly led and the smaller Religious Research Organization, Hadden cited television evangelists as a major factor in evangelicalism's strength.

"Media access is a critical resource in a social movement and the 'televangelists' have greater unrestrained access to media than any other interest group in America," he said.

Hadden cited a recent study by the A. C. Nielsen Company, which reported that more than 61 million homes (40.2 percent of all U.S. households with TV sets) watched one or more of the top 10 syndicated religious shows for at least six minutes during the survey period (February 1984). This audience estimate is much higher than analysts had previously thought. (See *RELIGIOUS BROADCASTING*, November 1985, page 6.)

Hadden said, "At about the same time Billy Graham decided to go on television, two itinerant evangelists from Oklahoma and Arkansas also recognized the potential of television for saving souls. Oral Roberts brought the television cameras into his revival tent; Rex Humbard sold his tent and built a cathedral especially equipped for broadcasting. A new era was born."

Two other reports were presented at the October 25-27 Savannah conference on aspects of Christian broadcasting. Razelle Frankl, assistant professor of management at Glassboro (New Jersey) State College, presented a paper called "The Historical Antecedent of the Electric Church." She said "urban revivalism and its heir, the electric church, are part of America's secular or popular culture. The appeal to the individual, the democratization of salvation and the urban society from which it developed are intertwined with the religious traditions of revivalism.

"This accounts," she said, "for a number of electric church characteristics—popular, inspirational messages; mass audience support; and an emphasis on preaching as the primary religious ritual."

The other report on religious broadcasting was prepared by NRB treasurer David Clark and Paul Virts, both of the Christian Broadcasting Network, on aspects of the Nielsen au-

dience measurements study. (See page 20 this issue and the September 1985 issue, page 28.)

Broadcasts of Liberian Coup Attempt Aired by Radio ELWA

MONROVIA, Liberia (NRB)—Missionary radio station ELWA found itself a part of the action during Liberia's recent abortive coup.

Associated Press and Reuter reported that Liberian leader General Samuel Doe's "statement of victory was broadcast on Radio ELWA, a Christian station that rebels had held earlier in the day." Behind that report lies the important place which Radio ELWA, owned and operated by SIM International, holds in Liberian life. ELWA broadcasts in English, French and 15 other languages spoken in Liberia and neighboring countries.

"Listeners depend upon Radio ELWA for Bible studies, other Christian programs, news and information," commented Stanley Bruning, ELWA broadcasting director. "So when government has an important message to get across to the nation, they make it over ELWA as well as their own radio station."

The rebels occupied ELWA at gunpoint for the same reason—to announce their attempted coup. Within 24 hours the station was occupied again, this time by loyalist troops. SIM Liberia director David Schult reported that no missionary personnel were harmed in the disturbance.

Radio ELWA, which stands for Eternal Love Winning Africa, uses a total of 46 languages and dialects in its broadcasts, which reach west, central and north Africa. Transmitting hours average 35 daily on several transmitters.

FCC Reiterates It Will Not Ban Religious Programs

WASHINGTON, D.C. (NRB)—The Federal Communications Commission released a public notice about religious broadcasting on November 7. It reads:

"In response to a revival of rumors, the FCC has reiterated that it is not considering, nor has it ever considered, a petition by Madalyn Murray O'Hair, or anyone else, to ban religious programming on radio or television.

"The Commission emphasized that it is prohibited by the Communications Act of 1934 from censoring broadcast material and by the First Amendment from interfering with freedom of speech in broadcasting.

"The FCC noted, however, that in 1975 it

unanimously denied a petition by Jeremy D. Lansman and Lorenzo W. Milam asking the agency to, among other things, "freeze" applications by religious institutions for TV or FM channels reserved for educational stations. The Lansman-Milam petition had routinely been assigned the rulemaking number RM-2493.

"Since that time the Commission has received over 16 million pieces of mail and a corresponding number of telephone calls on the mistaken belief that the FCC was considering, in RM-2493, a ban on broadcasting religious programming. Despite all efforts to advise the public of the action on RM-2493, the rumors still persist.

"Thus, once again in a further attempt to stem the rumors, the FCC announces that it is not empowered by any statute to prohibit radio and television stations from presenting religious programming, nor can it direct any broadcaster to present, or refrain from presenting, announcements or programs on religion."

For FCC press information contact (202) 254-7674; for FCC consumer information contact (202) 632-7260.

Graham: "I'm Healthier Than I've Ever Been"

MINNEAPOLIS, Minn. (NRB)—Evangelist Billy Graham, an NRB Board of Directors member who celebrated his 67th birthday on November 7, said that despite his age he has no plans to slow down.

"I don't intend to quit preaching until God retires me," said Graham. "And the doctors tell me I'm healthier than I've ever been. The most surprising concept to me is the brevity of life. I have no fear of death at all. There is no chance that I am wrong about heaven because I believe what Jesus has said in the Bible."

Graham's whirlwind preaching tour to Romania and Hungary in September was the most intensive schedule of his 40-year ministry, and capped a busy year that included record-setting crusades in Fort Lauderdale, Hartford, Anaheim and Sheffield, England.

Graham's 1986 schedule includes a crusade in Washington, D.C., and the International Conference for Itinerant Evangelists next summer in Amsterdam, followed by a national crusade in Paris, France.

Success-N-Life Network Launched in Texas

DALLAS (NRB)—Robert and Marte Tilton of Word of Faith World Outreach Center, Dallas, Texas, launched a 24-hour-a-day Success-N-Life Satellite Network on Novem-

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Beverly Atkins
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Rich Bott

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ber 3 that plans to reach across North America by working with the local "New Testament-style" churches.

"We want to work within the framework of the local churches so people will come out of the homes and into the church," said Al Brice, director of broadcast. "A lot of local churches are growing because the people are supporting the program," he observed. The Word of Faith World Outreach Center, founded in 1976 by the Tiltons, counts 8,000 members.

Prior to the Success-N-Life television service, the Word of Faith Satellite Network provided Bible classes, conferences, pastors' seminars, "Success-N-Life" banquets with speakers such as Zig Ziglar, Art Linkletter and Denis Waitley, youth concerts and other seminars for men and women.

The ministry began three years ago with closed circuit radio into churches that could not afford national speakers. The first broadcast began with 150 churches. Today, 2,000 churches are taking monthly programs on the network. Brice explained, "It's more personable knowing the programming is coming from the church."

Success-N-Life affiliates are located in all 50 states and Canada, Mexico, Trinidad, Grenada, Barbados, St. Martin's, Haiti, Puerto Rico, Belize, Guatemala and the Virgin Islands.

Nonprofit Postal Rates Expected to Increase January 1

WASHINGTON, D.C. (NRB)—Nonprofit mailers will likely face a rate increase of almost 30 percent on January 1, according to Baptist Press News Service and the Nonprofit Mailers Federation.

Senate and House conferees agreed October 30 to a U.S. postal budget that includes \$820 million in federal subsidies to provide reduced mailing rates for nonprofit publications, including fundraising literature and newsletters generated by many religious broadcasters.

The compromise figure falls \$161 million short of what Postal Service officials say they need to maintain the present level of subsidy. The figure dramatically exceeds the \$39 million proposed by the Reagan administration, which advocated terminating the subsidy altogether except for benefits to organizations that send materials to the blind.

Conferees did agree to retain a \$19 million amendment by Senator Ted Stevens of Alaska that delayed the increase in postal rates for nonprofit mailers from October 1 to January 1. The \$820 million figure is said to be four percent above the original Senate-approved figure, but 12 percent below that



Robert Tilton

approved by the House.

The compromise bill was sent to the full House and Senate where, according to the Nonprofit Mailers Federation, it was ratified. President Reagan later vetoed the bill. Congress was expected to prevail over the veto as part of the confused budget process that has been threatening to cripple the federal government since the beginning of fiscal year 86.

For third class nonprofit mailers, the agreement means that rates will jump from 6.0 to 7.4 cents per minimum weight piece, an increase of approximately 23 percent. Nonprofit and other subsidized mailers have been at step 14 of a 16-step plan begun in 1970 to eliminate the postal subsidy. The expected increase would likely move nonprofit mailers to step 16 this month, six months before step 15 was scheduled to take effect.

Robertson Will Decide On Presidential Run After 1986 Elections

CHICAGO (NRB)—Pat Robertson, president of the Christian Broadcasting Network (CBN), said here that while he has not decided whether to run for the Republican presidential nomination in 1988, he sees no conflict between his being an ordained minister and running for political office.

Speaking before a meeting of Chicago business and religious leaders, Robertson said he could bring his code of "personal morality" to public office while respecting church-state separation. He noted that any government is "founded in some value system."

The host of *The 700 Club* television program said that "some people whose opinion I value highly are urging me to be a candidate while others whose opinion I also value highly

are telling me that I can be most effective where I am." He said he would have a clearer picture of what to do after the 1986 Congressional elections in November.

In interviews conducted for Religious News Service at a gathering of more than 300 conservative Christian activists in Washington, D.C., participants expressed high admiration for Robertson who announced earlier this year that he is considering a run for the Republican presidential nomination.

Robertson, who is a graduate of Yale University Law School, has said he is praying for guidance on whether he should become a candidate.

The obstacles facing a Robertson candidacy were evident here when Representative Jack Kemp (R-N.Y.), a conservative 1988 presidential hopeful, addressed the conference, which was organized to encourage Christians to run for political office.

After a speech in which Kemp drew many rounds of applause, Tim LaHaye, chairman of the conference, asked the audience, "Do you get excited when you read in the newspapers and see on television that this congressman may be a candidate in 1988?" The audience responded affirmatively with another enthusiastic round of applause.

A speech to the gathering by Jerry Falwell illustrated another obstacle. The Moral Majority leader acknowledged that conservative Christian activists disagree as to who to support in 1988 and will probably "go down rabbit trails along the way." But in the end the Christian movement will rally around one candidate, he predicted. Falwell has already endorsed Vice President George Bush.

"Pat would make an excellent president. He is intellectually gifted. He's a better economist than most of the Washington politicians. He's charismatic, comfortable before the camera, and projects integrity. That's what people will be looking for in the future," said LaHaye, an author-evangelist and chairman of the American Coalition for Traditional Values, which sponsored the October 15-17 conference on "how to win an election."

But, noting that both Kemp and Robertson are contemplating candidacy, he said, "My concern is that they might divide the Christian Republican vote" and forfeit the nomination to a less conservative person.

Robertson will address NRB's Anniversary Banquet, at the annual convention in Washington next month. Kemp will speak at an auxiliary event, the Fifth Annual Breakfast in Honor of Israel on the same day, February 5. Falwell spoke last year at NRB's Congressional Breakfast debating Senator Edward M. Kennedy of Massachusetts.

(Based on RNS Reports)
(continued on page 38)

THE TIME

"We are approaching a major turning point in the history of civilization. A concentration of world evil, of hatred for humanity is taking place and it is fully determined to destroy our society. The situation in the world is not just dangerous. It isn't just threatening. It is catastrophic.

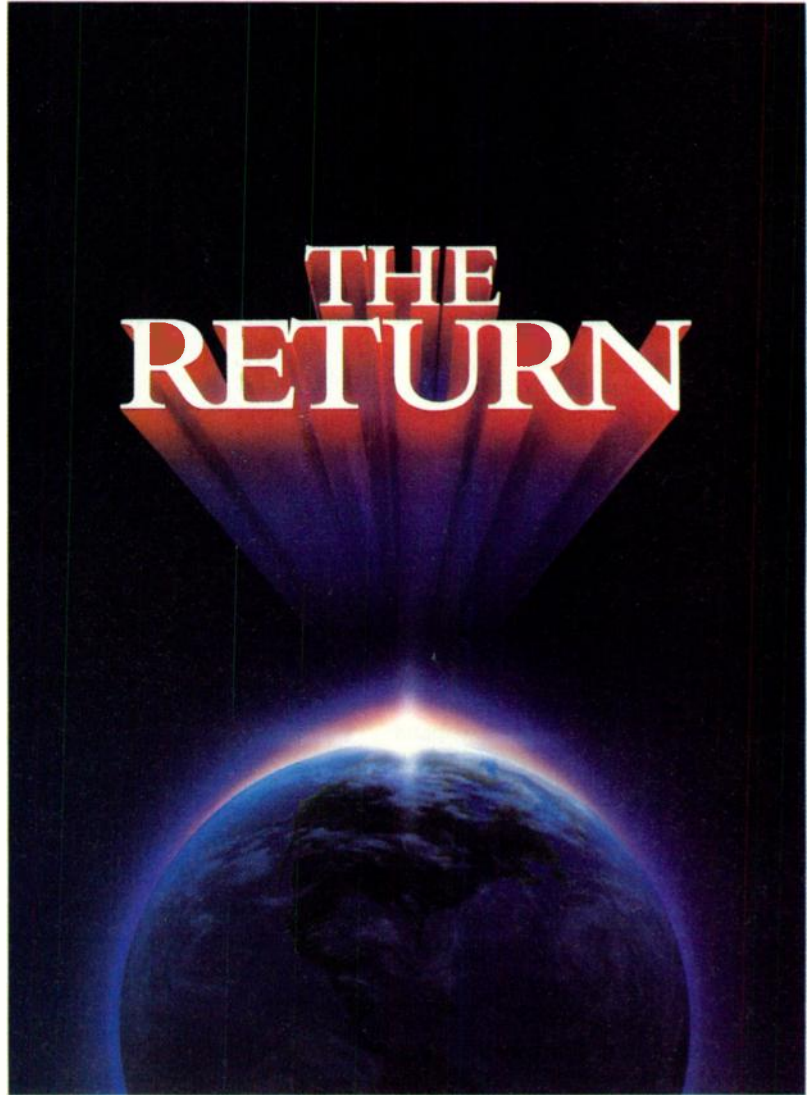
Alexander Solzhenitsyn
Nobel Prize Winner, 1970

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(Circle 185 on the Reader Service Card)

The Return, Media Center, P.O. Box 686, Bedford, TX 76021



Live TV Broadcasts Of NRB Plenaries Planned for NRB '86

WASHINGTON, D.C. (NRB)—For the first time this year, NRB is making the national convention available on satellite to radio and television stations across much of the nation. An unprecedented number of Christian broadcasting listeners and viewers could "attend" an NRB convention next month without leaving home.

The convention has never been carried live on television via satellite for every session and, generally, live radio coverage has been limited to only the best-known speakers, such as President Reagan. A plan has been developed in cooperation with Robert Tilton and his new 24-hour-a-day satellite system, the Success-N-Life Network of Dallas, to uplink a signal from the Sheraton Washington Hotel on Satcom IV. The signal feeds will likely be available instantly to those who can receive Satcom IV (Channel 15). Alternate plans are being explored for stations that cannot receive Satcom IV.

Radio stations that can receive Satcom IV will be allowed to retransmit the convention's live, broadcast-quality signal in its entirety. Other networks are considering carrying the plenary speakers live, which would expand greatly the coverage of NRB '86 by radio. Those details were incomplete at press time. In past years, NRB conventions were available to radio stations live by telephone lines from the hotel. If a station does not have a receiving dish, convention planners recommend renting for the convention week, which is February 2-5.

NRB's satellite TV and radio network is planning to retransmit the NRB speeches overnight (12 midnight to 5 a.m. Eastern time) for recording by stations that choose not to carry the program live.

Tilton's daily TV program, also called *Success-N-Life*, will be aired live from the NRB convention. The one-hour broadcast, at noon each day of the convention except Sunday, will originate from Success-N-Life's booth in the Media Expo hall of the hotel. Several radio broadcasters are expected to originate their talk programs live from the convention, as in previous years.

In addition to these live transmissions, camera crews from around the world are expected to descend on NRB '86. Last year, significant coverage was given by United States telecasters including Turner Broadcasting Network, the Corporation for Public Broadcasting, the capital's own C-SPAN Network, the Voice of America, CBN and others. All the major broadcast television networks dispatched camera crews that recorded selected portions of the convention program.

NRB '86 Convention At a Glance (Partial Schedule)

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. Call Robert Bowen, convention coordinator, at (201) 428-5400 for details or to register.

Sunday, February 2

8:30 am Hispanic Worship

Speaker: Juan Gilli, Spain

10:30 am Worship

Speaker: Dan Betzer

Music: Joni Eareckson Tada

12 noon Registration Opens

3:00 pm Hispanic Broadcasters Concert

3:00 pm Black Broadcasters Concert

7:00 pm Evening Plenary Session

Speaker: James Dobson

Music: New Gaither Vocal Band

Song Leader: Doug Oldham

Music: Communique Singers and Orchestra

Music: Bill Gaither Trio

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

12:30 pm Board of Directors/Chapter

Officers Luncheon

2:00 pm Presidential Plenary Session

Invited Speaker: Ronald Reagan

Invited Speaker: George Bush

New Gaither Vocal Band

7:00 pm Evening Plenary Session

Speaker: Anthony Evans

Tuesday, February 4

7:00 am Registration

7:15 am Congressional Breakfast

Debate: "Church and State"

Music: Communique Singers and Orchestra

9:30 am Workshop Session II

11:00 am NRB Business Meeting I

12:30 pm FCC Luncheon

Speaker: Patrick Buchanan, White House

Host: Mark Fowler, FCC Chairman

Music: Steve Green

6:00 pm International Awards Banquet

Speaker: Luis Palau

8:00 pm Gospel Music Concert

Wednesday, February 5

7:00 am Black Broadcasters Breakfast

Speaker: Jesse Jackson

8:00 am Registration

9:30 am Workshop Session III

11:00 am NRB Business Meeting II

12:30 pm Annual Hispanic Broadcasters

Luncheon

Speaker: Jose Camacho

3:00 pm Workshop Session IV

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.

NRB Cassette Tape Catalog Now Available

MORRISTOWN, N.J. (NRB)—The newly updated NRB cassette tape catalog is now available. The catalog can be purchased for one dollar, which will be credited with the first tape order. NRB '85 convention plenary tapes, both video and audio, have been included in the library.

The catalog is divided by topic for easy accessibility, with the most recent tapes listed first. This year, for the first time, videotapes of an NRB convention (1985) are available—\$44.95 each for 1/2 inch VHS or Beta and \$79.95 each for 3/4 inch professional.

"Christian stations will find that the tapes are a valuable educational source for employee training programs," stated Marjorie Stevens, resource services director. Besides NRB convention plenary events, audio tapes

on over 20 areas of broadcasting are available. Recorded at convention workshops, the topics include cable TV, educational radio, family seminar series, gospel music issues, and "Seminars for Christian Leaders."

Audio cassette tapes may be purchased for \$6 each, five or more for \$5.50 each. More than 500 tapes with world Christian leaders speaking on a multitude of subjects ranging from ministry and station operation to church and state issues are available. Billy Graham, Jerry Falwell, President Reagan, former President Carter, Charles Stanley, Charles Colson and James Robison are a few of the leaders on tape.

"This is a good way to keep your tape library up to date on the latest in technology, programming and issues," said Stevens. To order the NRB tape catalog, send one dollar to Resource Services, NRB, CN 1926, Morristown, New Jersey 07960.

NEW

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SkyLight will provide "live" uplink programming at NRB '86



**SEE YOU AT
NRB BOOTH
NUMBER 252**

(Circle 188 on the Reader Service Card)

William Ward Ayer, NRB's First President, Dies in Florida

ST. PETERSBURG, Fla. (NRB)—The founding president of National Religious Broadcasters, William Ward Ayer, died November 18 at his home in St. Petersburg, Florida. The funeral for Ayer, who was 93, was conducted November 21 at the Fifth Avenue Baptist Church, St. Petersburg, where he was a member. He was recuperating after a September 10 heart attack.

At NRB's constitutional convention on September 21, 1944, the popular radio broadcaster on *God's Truth Marches On*, who pastored Calvary Baptist Church, New York City, was selected as president. The now-historic constitution for radio preachers included a Code of Ethics that was developed by Ayer with assistance from others.

In 1978 Ayer was inducted into the NRB Hall of Fame, the highest recognition presented by NRB. Leaders of NRB expressed appreciation then for Ayer's "outstanding achievements and lasting contributions" to the advancement of Christian media. Similar accolades were given by Christian leaders at a May 1, 1983 "Dr. William Ward Ayer Day" in St. Petersburg. Ayer was appointed to the NRB Senior Board in 1984.

Under Ayer's leadership, the pattern of growth for NRB was established. The organization, which counted just a handful of members during Ayer's tenure as president, was founded as the Radio Commission of the National Association of Evangelicals. Today, NRB represents more than 1,125 organizations and still encourages the "access and excellence" in Christian broadcasting about which Ayer spoke.

Looking back on the early years, Ayer commented that "I was used by God four decades ago to stand up to the opposers of the Gospel by radio. There would probably not be a single evangelical, biblical broadcast of the Gospel on the air in America today if National Religious Broadcasters ... had not won that battle." His reflections, published in *RELIGIOUS BROADCASTING* (February 1983, page 48), referred to the struggle that Christian radio pioneers faced buying air time for their programs.

"Religious broadcasting has grown in recent years," Ayer continued, "to a place I could not have imagined some 40 years ago. Our struggle with those who would thwart Christian broadcasting has taken many forms, but the principles are unchanged. We advocate freedom of religion and speech ... I thank God for having been a part of NRB these many years," he said in the published reflection.



NRB's first president delivers a fiery radio sermon thirty years ago. (At right, far right): Ayer approaches the podium to be honored at St. Petersburg, Florida's "Dr. William Ward Ayer Day" on May 1, 1983.

Ayer was born November 7, 1892 in Shediac, New Brunswick, Canada, the youngest of 10 children of American parents. He lived and attended school in Brooklyn, New York, and lived from 1906 to 1917 near Boston, Massachusetts. After being converted on December 31, 1916, under the preaching of evangelist Billy Sunday, the youthful Ayer "immediately felt God's call to the Gospel ministry." Between 1917 and 1925 he prepared for that life-long task by studying at Moody Bible Institute, Lincoln College and Northern Baptist Seminary.

(continued on page 46)



Photo courtesy of St. Petersburg Times & Evening Independent (1983)

A DUTCH TREAT IN CHRISTIAN BROADCASTING

The E.O. (Evangelische Omroep) of Holland in addition to serving its own people is developing a unique and significant international communications ministry.

Beginning of E.O.

During the turbulent sixties when new trends and diverse groups clamored for attention, God worked in a most unusual way in the Netherlands.

As the Holland government sought to reorganize their broadcast facilities to meet the demands of those seeking social change, a new structure arose. Organizations which represented large enough constituencies would be assigned tax revenue in order to provide broadcast programming. A door was unexpectedly opened for the spread of the Gospel.

From a small, uncertain beginning in April of 1967, a group of evangelical Christians sought a place within this provision of Dutch law. By 1969, the Foundation Evangelische Omroep grew to 15,000 members which allowed it to provide four hours of radio and one hour of TV per week. Through opposition and discouragement, E.O. continued to grow. Within two more years, E.O. had reached the mandatory membership of 100,000 to continue broadcasting. As a C-Category station, E.O. then provided 2½ hours of TV and 13½ hours of radio per week. In 1984, E.O.'s classification was increased to a B-Category. Now five hours of Christian television and 38 hours of Christian radio are being aired weekly to millions of homes in Holland.

Productions that Minister

Always guided by the aim of spreading the Gospel of Jesus Christ in the widest sense—E.O. has been providing Christian television, films, radio programs, books and literature over these past 18 years. This product is used not only in Holland but in other countries as well.



Evangelische
Omroep

Some of the best Christian programs now available in America originated in Holland from E.O. A number of film series are to E.O.'s credit: ORIGINS, HOW THE BIBLE CAME TO BE, WHATEVER HAPPENED TO THE HUMAN RACE, and HOW SHOULD WE THEN LIVE to name a few. E.O. is presently involved in a number of co-productions including the story of C.S. Lewis through THE SHADOWLANDS and NIKOLAI. E.O. Television productions have been used on national television networks throughout Europe.

An International Outreach

E.O. is now expanding its ministry with the appointment of Gateway Films as exclusive North American representative. E.O. and Gateway are currently researching a projected twelve-part documentary series

treating examples of Christian renewal and revival around the world where the presence of the Gospel is making a difference in the society.

Gateway will be responsible to provide E.O. product to other Christian organizations for distribution in North American and will also serve to generate new co-production projects involving various Christian film producers in the United States and Canada with E.O.

As the whole communications industry world-wide has become more complex, E.O. has felt compelled to join forces with other like minded ministries in the media systems not only of Holland but around the world. The top quality programs planned and produced will attract, challenge, and touch a wide audience with the claims of Christ. Programs from a Christian perspective that entertain, inspire and fascinate are needed to compete amidst the present clutter of messages. Through film, radio and TV programs, E.O. is on the forefront of media ministry. The goal of E.O. has always been and will continue to be the presentation of Jesus Christ through the contemporary media.

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Lansdale, PA 19446
(215) 584-1893

Turning Toward Home: The Ministry of James Dobson

“My goal lately has been to get the message of the Gospel out without packing my suitcases or always running to catch a plane. For me, the answer was radio ... and other forms of media.”

by Daniel J. Nicholas

JAMES DOBSON is practical and successful. The radio broadcaster on *Focus on the Family* knows what he wants from life and has developed a lifestyle that is helping him accomplish it. Priority number one for both the public and the private Dobson is “the family.”

When the psychologist and best-selling Christian author makes a rare public appearance, as he will do February 2 as the Sunday night speaker at NRB's 43rd Annual Convention and Exposition in Washington, D.C., he draws considerable attention. Dobson turns down more than 1,000 speaking engagements a year—about 20 a week. “I’m not ready to travel. My family needs me here,” he explained in an exclusive *RELIGIOUS BROADCASTING* interview from his home.

“The continuing problem facing families today is fatigue (caused by) time pressures, the harried lives we live and the exhaustive schedules we try to keep. In fact,” Dobson said, “nothing can tear a family apart faster than success. I

wasn't willing to sacrifice closeness with my wife and children for success helping other families cope with modern stresses.”

Since writing the one million-seller *Dare to Discipline* 15 years ago, Dobson has observed that the attack on families has increased dramatically. Traditional families (working father, housewife mother, two children and a dog) have been forced by economic pressures to adapt to two-income living. Dobson has interviewed or counseled many women who work outside the home not because they want to work but because they have to in order to pay the bills.

Although Dobson never tells a mother not to work outside the home, he said, “There are consequences to choices, and a two-paycheck family is one in which the needs of children are more likely not to be met (completely).” When he surveyed 10,000 women some years ago about the principal sources of depression they experience, half of the respondents said low self-esteem was the main cause of depression. Fatigue and time pressures, absence of romantic love in marriage, loneliness, isolation and boredom also topped the list of causes.

Programming Philosophy

Much of Dobson's programming philosophy revolves in some way around meeting those same psychological needs. The informal interview style that this former clinical professor of pediatrics has developed puts listeners and program guests at ease almost immediately. The subjects examined are as varied as the audience Dobson draws each day. The topics include ageism and Alzheimer's Disease, birth and death of a child, financial planning and credit cards, reading development and public schools, marriage and divorce. Recent guests have included evangelist Leighton Ford, who talked on the death of his son; Peter and Barbara Jenkins on their walk across America; and President Reagan on tax reform.

Dobson said the secret of the *Focus on the Family* broadcast is giving the audience what it hungers for and meeting deeply felt anxieties. “Success usually follows those who are meeting a need, and the needs are very great in the family today,” he said. Success for Dobson seems to be primarily a means to a greater end, which is service to hurting people.

Media Strategy

By most standards, Dobson has been overwhelmingly successful at what he loves to do, and he rarely has to leave his southern California neighborhood to accomplish his cherished goal of rescuing the family. In November, his daily, 30-minute radio interview program, *Focus on the Family*, signed on its 800th affiliate. He will begin marketing a new six-part film series called *Turn Your Heart Toward Home* on January 15. Excerpts from the film series will be presented at the NRB convention.

"My goal lately has been to get the message of the Gospel out without packing my suitcases or always running to catch a plane. For me," Dobson said, "the answer was radio, film, books, tapes and various other media." The new film series, which consists of a series of lectures by Dobson, is designed to give *Focus on the Family's* founder and president the best of two worlds—a national impact without leaving home.

Except for marketing a film called *Where's Dad?* (one part of his first film series) on Christian television stations in 130 cities this fall, Dobson cannot be considered a great admirer of television. "I've found that television exhausts your resources, both emotional and financial. If I did a daily television show, I'd never write another book or (be able to) run an organization like *Focus on the Family*. Even a weekly television program is prohibitive in cost compared with the number of people reached.

"I'm a real believer in radio," Dobson said. "I can go into our studio and record a program that will be heard on 800 stations (and the U.S. Armed Forces Radio Network) with multiple releases. And this is accomplished with very little effort by me. Television, on the other hand, is very difficult. I have no desire whatsoever to have a (regular) television program."

Popular Acceptance

Trained as a child psychologist, Dobson taught pediatrics at the University of Southern California School of Medicine, and for 17 years he was on the attending medical staff at Children's Hospital in Los Angeles. His broadcast started in 1977 with fewer than 60 affiliates. In Novem-



James Dobson speaks with President Reagan about the President's tax proposal, which Dobson calls the strongest pro-family initiative in post-war America.

ber 1984, *James Dobson Family Commentary*, a fast-paced, news-oriented view of modern life, began. The two-minute daily capsule now airs on some 350 U.S. radio outlets, one-third of which are said to be nonreligious stations.

The 49-year-old broadcaster, who received an NRB Award of Merit in 1982, gained wide acceptance in evangelical circles for his best-selling books. They include *Dare to Discipline* (1970), *The Strong-Willed Child* (1978) and his newest title, *Love Must Be Tough* (1983). Dobson said he is starting work on another book about children.

The same popular interest in Dobson's ministry is observed by Christian bookstore managers and by employees opening mail received at *Focus on the Family's* Arcadia, California, office. Dobson believes radio has a considerable impact on the marketplace. He said that many times books discussed on his broadcast are needed by evangelical bookstores 15 minutes after the program airs.

Dobson said he waives book royalties that have been generated through the broadcast and pays some of the program's radio bills personally to compen-

sate for any indirect benefit. Dobson also said he does not receive a salary from *Focus on the Family*.

"We take the mail very seriously at *Focus on the Family* and actually look at it as a dialogue with our listeners. We do the broadcast, and they do the writing." The organization receives approximately 120,000 letters a month (just two in a thousand are criticisms), and many merit a personal response for spiritual or family needs.

Avoids Exclusivity

Under Dobson's leadership, the 320 employees at *Focus on the Family* have been advancing an "aggressive approach to growth" for the radio broadcast. After careful study, Dobson, the ministry's seven-member executive team and leaders of Ambassador Advertising Agency in Fullerton, California, decided that the media goal of *Focus on the Family* is to deliver the message of their broadcasts to as many listeners as possible.

A recent poll of station owners and managers found that 95 percent of respondents supported the concept of multiple releases and opposed market

ISSUES

exclusivity. In addition to the direct mail research, Focus on the Family commissioned a \$10,000 study of their network growth pattern by a statistical analyst. The analyst found that response data over five years determined conclusively that multiple releases on the same station or on alternate outlets did not affect the strength of the first release but rather enhanced their penetration into the market. The study also found that if market

exclusivity were adopted as policy, one-third of their 800 participating stations would be dropped.

Addresses Issues

Dobson said he will speak at NRB '86 about "whatever's on my mind at the time." What's been on his mind recently? Pornography, tax reform and abortion have been.

The effect of pornography on the lives

it bruises is being examined by the Attorney General's Commission on Pornography, which Dobson serves by special appointment. "The commission's work has been an extremely difficult and heavy responsibility that has forced me to look at the sordid side of our society," Dobson said.

The commission members held public hearings in six major cities, most recently in Miami on child pornography and in New York City on the role of organized crime. After a six-month evaluation period, a report will be issued with guidelines and recommendations for legislators.

Another stress on modern families, according to Dobson, is "bracket creep that eats into a family's financial resources in subtle ways." He said that after adjustment for inflation, a family of four pays 223 percent more federal income tax than they did in 1960. Twenty-five years ago, families and individuals paid 59 percent of the total U.S. revenue; today the percentage has jumped to 80 percent. Meanwhile, the portion of total revenues paid by corporations has plummeted from 23 percent to just 8 percent. Dobson, who is co-chairman of Citizens for Tax Reform, believes the burden of taxes has clearly shifted unfairly to families.

Another burden affecting family life, according to Dobson, is public enemy number one—abortion. "When one-and-a-half million babies in our nation are sacrificed every year (and the annual number worldwide is 55 million), pro-life becomes the most significant moral issue of our time." He thinks the "immorality of abortion will someday be as plain to us as the killing of Jews by the Nazis is [clear] today."

A practical and successful evangelical leader, Dobson believes passionately that abortion is an issue that the church has to address. Over the last 15 years, he has learned that Christian media—particularly broadcasting, films and books—are the best ways to educate and motivate people on these and other critical moral concerns. "We should take a stand for morality and for the family wherever and whenever it becomes necessary," he said.

NRB

Daniel J. Nicholas is associate editor of RELIGIOUS BROADCASTING.

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The Great Audience Size Debate

*The CBN/Nielsen study
will probably not settle the debate
on television audience size but it does
provide a foundation for understanding*

by Jeffrey K. Hadden

SINCE 1980, the size of the audience watching religious broadcasting has been hotly debated. The recent study conducted by the A. C. Nielsen Company for the Christian Broadcasting Network represents an important breakthrough in audience measurement. However, it is unlikely that the CBN/Nielsen study will settle the debate about how many people are watching. There are two reasons why this is so.

First, measuring audience size is not as simple as measuring the number of people who pass through a turnstile in a stadium. Calculating any audience figure necessarily involves assumptions and arbitrary decisions about how and what to count. Second, there are a number of interest groups which have a stake in either exaggerating or diminishing any claims that might be made about religious broadcasting's audience size. Combined, these two factors have introduced a great deal of confusion about audience size. No single study, however carefully designed and executed, could possibly clarify all the issues and, as a result, put an end to the debate. But that doesn't mean we can't make progress toward understanding the meaning of audience ratings.

The new CBN study provides the foundation for understanding both why audience size has been a controversial subject as well as how we go about measuring audience size.

Debate's Origins

Religious broadcasters have developed a keen interest in assessing their au-

dience size, but it was the political implications of audience size that initially triggered and now sustains the controversy about how many people are tuned in.

Presidential candidate Ronald Reagan's appearances before the National Affairs Briefing in August 1980 in Dallas and the Eastern Regional meeting of the National Religious Broadcasters in October 1980 in Lynchburg, Virginia, were milestone events in the national media's "discovery" of religious broadcasting. The former was organized by James Robison and featured several other prominent televangelists. The latter took place on the campus of Jerry Falwell's Liberty Baptist College.

The media's discovery of a potentially large voting block which religious broadcasters were attempting to mobilize naturally aroused questions about the size of their viewing audiences. Presumably, the larger televangelists' audiences were, the greater the potential political influence they had.

The first round of the debate was characterized by unsubstantiated claims of very large audiences. One televangelist, whose Arbitron rating was less than 2 million, claimed an audience of 17 million in his public relations promotion packet. *The New York Times*, along with other prominent print and broadcast media, uncritically cited NRB executive director Ben Armstrong's estimate of a weekly audience of 130 million for radio and television broad-

¹ Armstrong's estimate of 130 million was based on an extrapolation of a study conducted by Ronald Johnstone as an attention-getter in the first paragraph of his book, *The Electric Church* (Thomas Nelson, 1979). Armstrong certainly suc-

casting without raising an eyebrow.¹ They clearly didn't read on in Armstrong's *The Electric Church* or they would have learned that he estimated the unduplicated audience for religious television to be 14 million weekly.

After a while, some reporters became skeptical of the audience estimates provided by television ministries, but the doubters seemed content to deal with their misgivings by simply writing "so and so claims XX million viewers," rather than digging around to see if any bona-fide statistics were available.

In the months following the 1980 elections, there were literally scores of articles and broadcast reports attempting to assess the role of the New Christian Right in the outcome of the elections. Audience size was debated, but no one seemed aware of the fact that Arbitron and A. C. Nielsen had been routinely collecting "hard data" on audience size for many years.

Enter Arbitron and Nielsen

The second round of the controversy began in June 1981 when Arbitron and Nielsen data were made public for the first time. That was the month that Charles Swann and I published *Prime Time Preachers*, and William Martin published an article entitled "The Birth of a Media Myth" in *Atlantic*. Swann and I presented data we had collected from Arbitron, and Martin reported Nielsen findings.

The two data sets were not entirely ceded in getting attention. Regrettably, those who cited this figure didn't read further. On page 122 Armstrong cites Nielsen data in estimating the unduplicated average weekly TV audience at 14 million.

comparable. We reported trend data up through February of 1980. The Nielsen data reported by Martin, which had references to changes between February and November, was for November 1980. There were discrepancies in the two data sets, but I interpreted these differences as being small. The important fact was that the order and magnitude of audience size estimates were remarkably similar.

Martin reported an audience of 13.8 million for the top ten programs in the Nielsen ratings for November 1980. Swann and I reported a total of 20.5 million viewers for the 66 syndicated programs included in the Arbitron *Syndicated Program Analysis* for February 1980. We did not report a total audience for the top ten programs, but a table of the top ten programs appeared in the book. Any reader who wished could have compared the Arbitron and Nielsen data by simply adding that column. The Arbitron figure for the top ten was 14.9 million, approximately 8 percent larger than the Nielsen figure.

All things considered, including sampling error and the fact that November ratings typically run lower than the February sweeps, the parallelism and consistency of the two organizations' estimates seemed to be amazingly close. Furthermore, when I examined audience sizes for individual programs from one rating period to another, I found no wild discrepancies which gave me cause to challenge the general reliability and validity of these audience estimates.

The most important conclusion drawn from the two independent surveys was that the audience size for the syndicated religious broadcasters was much smaller than the claims that had been made by many of the ministries.

Little did I recognize that the infusion of some data would fuel rather than end the controversy surrounding audience size and trends. The reason this was so was that many people had vested interests in how many people were watching and how the numbers were interpreted.

Ratings Said to Be Too Small

Religious broadcasters were not hap-

py with those numbers—particularly those broadcasters who had claimed larger audiences for themselves than the total audience measured by Arbitron and Nielsen for all syndicated religious programs.

What I discovered later was that only a few of the larger broadcasts had access to Arbitron and Nielsen data, and hence, most broadcasters really didn't have any solid basis for estimating their audiences. The volume of mail they received and the size of their direct mail lists were crude ways of "guesstimating" audience size. But most broadcasters simply didn't know how many people were "out there." Still, they had an interest in sustaining the belief that their audiences were much larger than the Arbitron and Nielsen estimates.

Some of the electric church's strongest adversaries also challenged the smaller audience estimates. Their reason for doing so was easily understandable. If the number of people watching Jerry Falwell was much smaller than he claimed, then the *raison d'être* of Norman Lear's People for the American Way, for example, was diminished. In short, the greater the audience size of the religious right televangelists was, the greater the perceived threat seemed. Hence, there would have been urgency to support organizations like PAW that had been formed to do battle with the New Christian Right.

Ratings Said to Be Too Large

Another group of adversaries argued that the Arbitron and Nielsen figures overestimated the "real" audience size of the televangelists. Those figures, they argued, didn't take into account the audience duplication when the same person watched more than one religious program. The point was well taken, but the data regularly reported by Arbitron and Nielsen provided no basis for determining what proportion of the measured audience involved duplication. Thus, any attempt to adjust the Arbitron or Nielsen data downward to account for duplicated audience involved the employment of assumptions that could not be verified. In short, we were back in the guessing game.

I had no particular stake in defending those numbers if something better came along. I listened carefully to the arguments of broadcasters who claimed larger audiences and the critics who claimed audiences were smaller. I believed both raised interesting and possibly legitimate arguments in behalf of their case.

In the absence of additional hard data, I concluded that the factors which would result in a larger audience size were probably offset by audience duplication. Hence, I reasoned that the Nielsen and Arbitron figures were probably not too far off the mark.

Since the first publication of Arbitron and Nielsen data for 1980, survey data have entered the picture, but they seemed to add confusion rather than clarity to the debate. Four separate polls conducted by The Gallup Organization between 1980 and 1984 came up with estimates ranging from 40 to 70 million adult viewers in an average month. When George Gallup, Jr., was unable to provide explanations for the wide fluctuations, I concluded that the question of recall of viewing habits for the previous month asked in the polls was not a very reliable question.

Why Minimize Audience Size?

What remained a puzzlement for me was why some adversaries of the electric church, who had earlier bought into the myth of huge audiences, were so persistent in pressing the case for even smaller audiences than those measured by Arbitron and Nielsen.

William Fore, who heads the National Council of Churches Communications Commission, wrote in the July 1980 issue of *TV Guide* that some 47 percent of Americans see at least one religious program a week on TV. When the Annenberg-Gallup study, *Religion and Television* (1984), reported that the weekly "unduplicated" viewing audience for religious programs was 13.3 million, Fore, who headed the coalition of organizations sponsoring the study, whittled the number down to 7.2 million.

Why this great reversal? Perhaps the least kept secret of religious broadcasting is that the liberal Protestant church tradi-

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MARKETPLACE

tions are not well-represented among the syndicated religious broadcasters. The reasons why this is so are complex and beyond the scope of this article. Suffice it to say that they once had a near monopoly over religious broadcasting.

Some people who are responsible for the mass media policies of the National Council of Churches and their member affiliates would like to regain a large share of broadcast time via the route of sustaining (free) time. They reason that their chances of tapping into sustaining time would be enhanced if they could prove that the current syndicated broadcasters are not reaching nearly as many people as they claim. If hardly anyone is watching the current offerings, then stations and networks should give the liberal churches free time so they can produce programs that are more in keeping with the tastes of "mainline Protestants"—which will presumably attract much larger audiences.

The Insignificant Remnant

In pursuit of this strategy, the liberal church leaders have created another myth which is just as exaggerated and misleading as the myth of exaggerated audience size which William Martin debunked. I call this the "myth of the tiny and insignificant remnant." It seeks to create a self-fulfilling prophecy. If nobody believes that anybody is watching, then nobody else will watch.

The liberal church tradition in America has lost every major battle for access to the airwaves, and they really don't have a strategy for getting back into the race. Bankrupt of resources and ideas, the communications experts of the liberal church tradition have tried to create the myth that nobody is watching.

Shattering the Myth

The new CBN/Nielsen data shatters that myth. It is simply no longer possible to claim that "nobody's out there." When I first learned that the Christian Broadcasting Network had commissioned the A. C. Nielsen Company to conduct a cumulative national audience survey using advanced metering technologies, I immediately asked David Clark, CBN's vice-president for marketing, to present the findings of the study at the annual meetings of Society for the Scientific

Study of Religion. SSSR is an international organization of scholars from 35 nations. All the major world religions are represented in our membership. But as a society, our goal is not to be proselytizers of our individual faiths but, rather, to be dispassionate, objective students of religious beliefs, behaviors and organizations.

Such a setting was the appropriate platform to review the findings of this important new study. As president of the Society, I recognized there was some risk of my being criticized for providing a platform for CBN to make self-serving claims. But I had also observed and been a part of the audience size debate long enough to recognize that what CBN was asking Nielsen to do represented an important breakthrough in our understanding of audience size.

By releasing the findings at a meeting of social scientists, I hoped that attention might be focused on the methodological issues of measurement. I also hoped we might avoid another round of claims and counterclaims regarding whose numbers are better. I think we made a good start on the former. The latter could not be completely avoided.

I wasn't surprised to learn that cumulative counting reveals much larger audiences for *The 700 Club* and *PTL* than the average quarter-hour figures currently available from Arbitron and Nielsen. In this sense, the study can be seen as self-serving to CBN. But those who choose to focus on this as a criticism of the study will miss the enormous value it offers for clarifying a number of important issues in audience measurement.

The CBN/Nielsen study provides not a single but multiple measures of audience size. In so doing, it helps clarify the arbitrary nature of all audience measurements while pointing toward a set of conventional measures that we might eventually agree upon. NRB



Jeffrey K. Hadden is professor of sociology at the University of Virginia and immediate past-president of the Society for the Scientific Study of Religion. In 1981 he co-authored *Prime Time Preachers* with Charles E. Swann.

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Religious Broadcasting's Calling Card

Creative religious broadcasters should be willing to change or expand their ministries in order to avoid predictability

by Dan Betzer

A STONECUTTER one day may carve on my tombstone, "He followed C. M. Ward."

For a quarter of a century, Ward was the powerful and anointed voice of *Revivaltime*, the radio outreach of the Assemblies of God. When he decided to retire from the ardors of relentless deadlines, the officials of our denomination were faced with naming his successor. I was producing the broadcast at the time, and I recall clearly the morning I left for the studio—the day I knew Ward's successor would be named. My wife Darlene asked me who I thought the successor would be. I replied, "I don't really know. But whoever he is, he's out of his mind!" It has been over seven years since I took over as speaker.

Begun as a 15-minute broadcast in 1950, *Revivaltime* is now a 30-minute weekly preaching and music program aired on 550 stations worldwide. Therefore, following in Ward's footsteps was like following Babe Ruth in baseball or Iacocca at Chrysler. It was difficult. I am convinced there are three things in life with potential danger: drawing on the Lone Ranger, managing the New York Yankees and following a legend on radio or television.

The wisdom of the world says that following a radio or TV legend is difficult, if not impossible. However, that wisdom must be short-circuited by one overriding concern: Did God call me to this ministry? If He did, did He call me to fail? I cannot believe that the loving Father who designed this universe to function with precision would arbitrarily choose one of His children to fail. So, I accepted the call

to preach on *Revivaltime* beginning in January 1979. Now, 365 sermons later (with no repeats), I have learned that I must never underestimate the creativity of God.

Creativity should be the "calling card" of Christian broadcasters. All too often our predictability is caused by an unwillingness to change or expand. At *Revivaltime*, we have allowed God's creativity to flow.

For instance, a project that you would not ordinarily equate with *Revivaltime* was completed recently. I finished work on a 24-cassette, 101-Bible stories album for children with my puppet friend Louie. Our mail has shown us that we have an extraordinary number of listeners who are children. As a result, the Dan & Louie tapes have blessed thousands and thousands of homes. Parents and grandparents write and call to tell me their children have memorized entire tapes of our stories!

Some say that imitation is an indication of flattery. Perhaps. But unless our imitation is of Christ, it can also cause a quick exit from any meaningful ministry. Had David worn Saul's armor, he never would have seen nightfall. Saul was a 7-footer, a muscle man, a heavyweight. David was a youngster, nimble-footed, clever and quite possibly the best shot with a sling in all of Israel. Give David a spear, and he would wound himself in the foot. Put Saul's heavy helmet on his head, and he probably would fall over backwards. But! Put a sling in his hand, and a giant would fall!

It is a natural thing for us to admire those who appeal to our spirits and minds. The media spawns imitators. We call such programs "spinoffs." But when

God created you and me, He made us from new material. When God created all things, He spoke them into existence. When it came to the creation of mankind, God said, "Now, let us make man." Fashion designers speak of such things as "Dior-originals." But you and I are "God-originals." His divine genius is at work through the ministry He has given us.

Day by day, I am encouraged and surprised by the creativity of God's Spirit who flows through believers. Like Paul, we really can do all things through Christ who strengthens us. In these past eight years, I have learned repeatedly that deadlines, pressures and problems are open doors to creativity. We can allow stress to stop us or expand us! And it really is up to us. No matter what anyone else in similar circumstances may or may not have done, the question is what will God do in and through me by His divine creative power?

Someone once introduced me as the man who replaced C. M. Ward. I kindly corrected the introduction when I began speaking. No one could have replaced Ward. But, because God called me, I could follow him, not by my own strength or power, but by the Spirit of the Lord!

NRB



Dan Betzer is speaker on *Revivaltime*, a radio outreach of the Assemblies of God in Springfield, Missouri. Betzer will be the speaker for the opening worship service at NRB '86.



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Dr. Tetsunao Yamamori, President of Food for the Hungry, and Dr. Larry Ward, President Emeritus, Chairman of the Board, have just been on the scene in Africa, Colombia, and Mexico. Listen to their first-hand update on physical and spiritual needs in our world.

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Calling the Nations to Christ



THE WORLD'S best-known Hispanic evangelist, Luis Palau, draws attention daily to Christianity through radio and television broadcasts, stadium crusades that attract thousands, newspaper columns and books.

Palau will address NRB's International Banquet Tuesday night, February 4, in Washington, D.C. The banquet is part of the NRB 43rd Annual Convention and Exposition.

At age 50, Palau has preached before more than 5 million people in 37 nations through rallies, and additional millions on radio and television programs. The Argentine banker-turned-evangelist, now based in Portland, Oregon, spoke with *RELIGIOUS BROADCASTING* October 4 just before delivering his first major address in New York City.

RB: The media has stated that America's ethnic groups comprise 36 percent of the U.S. population. One article said, "No city in the world except Havana has as many Cubans as Miami. Only San Juan has more Puerto Ricans than New York City. Only Warsaw has more Polish people than Chicago. No Central American country has as many Hispanics as Los Angeles." How should evangelicals respond to this rather startling information?

Palau: Well, first of all, by acknowledging that fact will not be changed. It cannot be wished away, and it cannot be washed away, politically or culturally. It may take three generations for the recent immigrants to become totally immersed in the American culture as an American melting pot. I think this is sad in some ways, because it could fragment Amer-

ica. Evangelistically, however, it has tremendous potential if the church leadership acknowledges cultural differences. It takes humility and brokenness for them to accept that their culture is different from our own. Immigrants will respect the Gospel far more if it's brought in their own cultural terms and images and dress, rather than in the typical "American" way, which essentially is Anglo-Saxon.

RB: Culturally speaking, is America a melting pot or a mosaic?

Palau: It seems to be both. It appears to me that after three generations, the melting pot does take place but that the first two generations live as a mosaic. The groups coming in right now seem to cling to each other more as a distinctive cultural group from the broad mass of America. In the second generation, a

AN INTERVIEW WITH LUIS PALAU

NRB86

NATIONAL RELIGIOUS BROADCASTERS



43RD ANNUAL CONVENTION & EXPOSITION

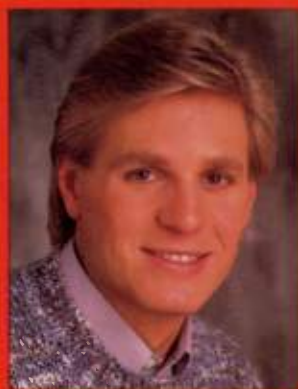
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The Sheraton Washington Hotel in Washington, D.C., is the site of the National Religious Broadcasters 43rd Annual Convention & Exposition. The four-day event is the largest 1986 gathering of religious broadcasting industry professionals in the nation. 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, Cerritos, CA, "How to Get the Most from Your Printing Dollar"
Thomas McCabe, Walvoord, Killion, McCabe, Dallas, TX, "How to Approach Your Donor Base"
Ed Nettland, 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 Aitsinger

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/Ft. 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 Neft, 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 Buxler

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, WCBF/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 Plowman, 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 Inter-collegiate 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

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 _____

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.	

Please charge my: Visa MasterCard
 Card # _____
 Signature _____
 Expires _____

- Please send _____ additional registrations.
- Please send NRB Membership information.
- I'm interested in being considered for NRB membership. Please call me.

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MONTH/DAY/YEAR OF BIRTH

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.

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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.**



National Religious Broadcasters
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small percentage begins to intermarry and truly integrate. By the third generation, the integration takes place. The point is that in America right now there are tens of millions of first and second generation immigrants who haven't been reached evangelistically and need to be reached.

RB: What can Christian media professionals do to better reach ethnics evangelistically?

Palau: Those of us who have an ethnic ministry have to find a way to address ethnic groups as distinct, definitely separate language-cultural groups within the American scene. Born abroad, I still find it hard to realize that there are Americans who do not seem to be Americans. There are Americans who actually speak Spanish all day long and still eat and think and cook and dress as foreigners.

Certainly I think that some of the Anglo-Saxon broadcasters ought to "adopt" ethnic broadcasters to give them a hand. It's a financial battle to reach those ethnic groups. To reach them through the Christian stations would take blocks of time that could be publicized heavily. For instance, Moody Radio in Chicago has a distinctive block of Spanish that is beginning to do the job. Hispanics are tuning in because they know there are Spanish news and Spanish programs. It's a good model. Broadcasters who do not own stations could adopt a program like *Luis Palau Responds* and say, "Luis, put it on in New York City—you've got 4 million people. I know you can't afford it. Let you and me team up. Let me back you." And though it may seem far-fetched, I could see where someone would have the kind of crucifixion view of evangelism that he would be willing to do that.

RB: What do you mean by the "crucifixion view of evangelism?"

Palau: Where you crucify your own name, your own organization, your own movement for the sake of spreading the Gospel. Where an Anglo-Saxon preacher does not feel his message has to be translated into Hungarian or Spanish and it has to say, "This is the program by Dr. Joe Blow, Anglo-Saxon,"—but rather say, "Look, Luis or Peter, you know the Hispanics, you have your radio program, let me give you a subsidy from

our donors so that you can be on the air in New York and reach those millions of New Yorkers. Forget my name, forget my association"—that's a crucifixion view of evangelism.

RB: Do some religious broadcasters try to Americanize rather than evangelize their listeners? Why would they do that?

Palau: I presume it's a sincere effort to preserve the doctrine of purity of the message. Therefore, they believe that translating their message into a foreign language somehow preserves the purity of the message. Certainly, I presume they like to think that they have a special anointing and that God will use that anointing even through translation and a different voice putting out their name. Those are the positive reasons that I can think of why this would be done. Those same brethren could honestly say to their supporting constituency, "Look, let's support so and so. We stand together on basic, solid evangelical doctrine. He preaches the Gospel. We back him."

television broadcasting to your ministry?

Palau: They are an integral part of our ministry. In fact, in Latin America we've come to realize that part of the reason the Lord has honored the ministries given us and opened doors is because of the barrage of radio that's been going on for 20 years. The two programs reach every level of society. More and more mass meetings are hurting. And although you can have a mass rally, prolonged campaigns are very tough. For people who sit at home, radio and television are the way to preach the Gospel.

RB: Do you think that television is an effective medium for evangelism? It's powerful, yet passive?

Palau: Yes, that's why you have to tie in television which is a cool medium, to use McLuhan's phrase, with local church, public meetings like a mass crusade and personalized follow-up. We have worked this way. We believe television is a bridge; it can bring us all to Christ, but the fellowship of the local

"Christian excellence is to operate the equipment and the direction of a program so that the viewer or listener forgets the technicalities and concentrates on Jesus Christ and His impact."

That would save God's money, unnecessary waste and unnecessary miscommunication of the Good News.

RB: What can NRB do to drive home to Hispanics in the United States the message that America is changing through lives changed in revivals and evangelism?

Palau: NRB has done a lot for the Hispanic community. We Hispanics are very grateful. The Hispanic NRB—HNRB—was a big step forward, and all the Hispanics were thrilled to death. There is an electricity in the air now for the Hispanics at NRB. There's a sense of identity, of acceptance, and there's a great sense of gratitude to the NRB leadership. It is evident that HNRB has, perhaps more than anything else, given a sense of confidence and responsibility to the American Hispanics. It's done a lot. It's brought us together.

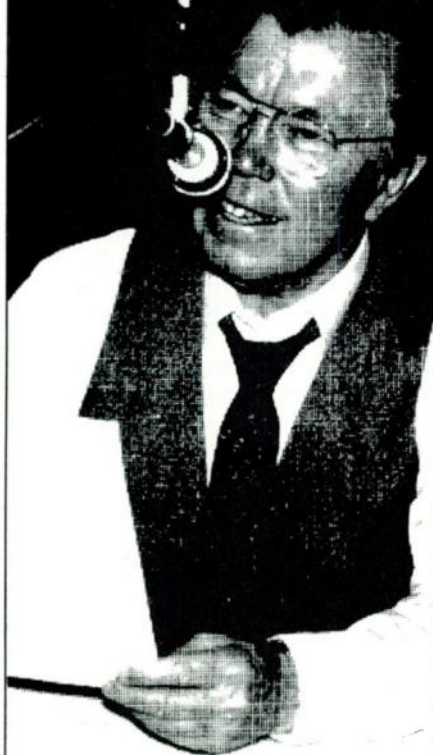
RB: How important is radio and

church is essential. I do believe that the power of the Holy Spirit does convert people through television and radio. But the goal must be the conversion of a person to Christ. I think too many of our programs may be considered ineffective evangelism because they're not evangelism...they are teaching, they are comments, they are instructive, they are cooking, they are sewing, they are all sorts of things. But evangelism is proclaiming the Gospel in order to bring a person to a commitment and a decision at the end somewhere—not pre-evangelism, not post-evangelism, not something-other-than.

RB: What's your philosophy of religious broadcasting?

Palau: My philosophy is hard to capsule...nobody's asked me that question...that's for sure. Christian broadcasting has one purpose in my mind, in my philosophy, and that is to exalt and

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SPECIAL REPORT

make Jesus Christ central to all that is said. The great need in America today, and Christian broadcasters can make the difference, is to put Jesus Christ back at the center of the religious experience.

In America today we decry humanism, and yet we're practicing it. We are now so person-centered that Jesus Christ doesn't rate much time at all in many of our broadcasts, and I feel a part

Palau: Christian television has become as sophisticated and up-to-date equipment-wise and programming-wise as any secular network, especially on talk shows and interview shows. I don't think Johnny Carson or the others who do the interviews have anything over any of the Christian TV interview programs. The quickness of camera work, the professionalism of costume, the backdrops,

"My purpose in media is not to promote myself, but to consistently make Christ the center of all that I do."

of that. I'm not pointing the finger; I'm just confessing what my philosophy is. I really feel Jesus Christ has been pushed to the sidelines. Self-worth, self-esteem, physical health, physical appearance, even family relationships have replaced the central figure—Jesus Christ. So, the philosophy of a Christian broadcaster should be Jesus Christ first, second and always. How he relates to us is fine, but we have reached a point of crises, and we religious broadcasters have a supreme responsibility because we even influence the local church preachers. Many local church preachers model their preaching after us religious broadcasters.

RB: You're often referred to as "the next Billy Graham." How do you respond to that?

Palau: Actually, it's embarrassing now because I don't believe anybody can appoint a "next Billy Graham"...a next anybody. And I don't feel that I qualify for that position. I think Billy Graham is so outstanding and so distinguished that I could never match him, and the danger for me is that people literally expect me to be like Billy Graham, which I can't be. It's very honorable for me to be compared with Billy Graham. Also it does describe in a quick phrase the kind of ministry the Lord has given us. People should never expect from me what they get from Billy.

RB: When you are interviewed on Christian programs in the United States, what's your impression of the professionalism of the radio and television ministries?

are just first-rate. And now so many of the big television programs in America are so informal. There's always a small percentage of programs that are still amateurish.

NRB: How can they sharpen their professionalism, sharpen their broadcast skills?

Palau: Who am I to say? There are obviously some TV and radio programs that have small, local, cable station quality. Evangelical Christian broadcasting is at such a high level when you look at the top-rated programs.

RB: What does "Christian excellence" mean to you?

Palau: Christian excellence begins with Jesus Christ. I cannot underemphasize or overemphasize that, because you can have technical excellence and cultural quality that is absolutely matchless, but you don't have Christian excellence if Jesus Christ isn't cheerfully and truthfully presented on the media. But Christian excellence also means striving for quality in the equipment we use, as far as we can afford it. It also means using the latest techniques so that people can ignore the technical quality, or lack of it and concentrate on the message. Christian excellence is to so operate the equipment and the direction of a program that the viewer forgets the technicalities and concentrates on Jesus Christ and His impact. NRB

Daniel J. Nicholas, associate editor of RELIGIOUS BROADCASTING, conducted the above interview with Luis Palau.



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CONVENTION

1986 NRB Exhibitors

Over 90 percent of available exhibit space at the 1986 Media Expo has already been reserved by manufacturers and distributors of audio and video equipment, publishers, program producers and other broadcast-related services

This list includes a majority of over 200 organizations who will exhibit next month.

- | | | |
|---|--|--|
| Acrodyne Industries, Inc. 442
TV transmitters from 10 watts to 10 kw VHF and UHF | BASF Systems Corporation 400, 402
Audio cassette duplicating tape, audio and video cassette tape, calibration tapes | Bogner Broadcast Equipment Corporation 348
High-power UHF TV broadcast antennas, UHF and VHF low and medium power TV broadcast antennas |
| Alla The Royal Jordanian Airline 342
Services and destinations to the Holy Land | BSM Broadcast Systems, Inc. 486
Audio and video routing switchers, programmable routing switchers, audio distribution amplifiers | Bowman Entertainment Corp. 739
Puppet, TV and evangelistic ministry |
| Allied Film & Video 465
Video duplication, editing and transfer services, film processing, printing and photogarding, video cassettes, film samples | Baptist Sunday School Board 128, 130
Curriculum, books, family magazines, survival kits, Spanish materials | Bradley Broadcast Sales 365
Audio and RF-radio broadcast and production equipment |
| Altronic Research, Inc. 441, 443
Electronic manufacturing, high-power RF coaxial load resistors (dummy loads) | Barker Electronics 468
Broadcast consulting, engineering, installations, turnkey construction | Broadcast Electronics Inc. 722, 724
Audio cart machines, consoles, FM transmitters, exciters, stereo generators |
| American Church Lists 238
Direct mail lists of churches, Christian schools | Barrett Associates, Inc. 115
Distributors of new and guaranteed used radio broadcast equipment | CBN University 401
Master's program in biblical studies, business administration, communications, education |
| American Home Libraries 191 | Basic Education 220
Grades K-12 and college theistic curriculum for churches, missions, parents | CMG Telemarketing 494
Telemarketing, fundraising and membership renewal, inbound and outbound capabilities |
| American Life League 165
Pro-life, pro-family material | B. B. Kirkbride Bible Co. 223
Thompson Chain Reference Bible, Premium Edition | Cablewave Systems, Inc. 459
Coaxial and elliptical waveguide transmission line systems, RF connectors, parabolic antennas, mounting hardware, pressurization equipment |
| American Thermoplastic Co. 705
Custom imprinted loose-leaf binders and related products, software binders and more | Bethany House Publishers 193 | Cambridge University Press 749
Bibles and religious books |
| Anglican Fellowship of Prayer 344 | Bible Pathway Ministries 149
"Bible Pathway," daily devotional guide, through the Bible in one year, and international radio broadcast | Carolina Productions 453 |
| Associated Press 521
National and regional radio and TV news wires, a national radio network, and other news and graphic services | Bibles for the World 426
Literature, pamphlets and Bibles distributed to all countries | Christian Blind Mission 133, 135 |
| Atlantic Video, Inc. 774
Brochures and rate cards illustrating video production capabilities | Black National Religious Broadcasters 490 | Christian Duplications Int'l. Inc. 345, 347, 349
Cassette duplication, cassettes and supplies, open reel tapes |
| Audio-Technica U.S., Inc. 460
Microphones and accessories, mixing recording console, professional cartridges and tone arms | Bob Larson Ministries 428
National radio talk show, "Talk Back with Bob Larson" | Christian Herald 369
"Christian Herald" magazines displayed |
| B. A. C. & Associates 708
Bible accessory items | | |

CONVENTION

Christian Response Int'l. 226 News and informational service about persecuted Christians around the world	Dove Satellite Uplink 422	Friends of the Americas 110, 112 Promotion of humanitarian relief services provided to suffering Nicaraguan refugees in Honduras
Christian Yellow Pages 367 Christian Yellow Pages, a telephone directory for use by the Christian community	Dugan Publishers 478 Bibles, concordances, cassette tapes	Fujinon, Inc. 497 Complete line of broadcast quality color camera lenses
Clear-Com 702 Intercom and telephone interconnect equipment	E-Star/Wold Communications 456 International satellite television service of General Satellite Services Co., Ltd. and Wold Communications, Inc.	Full Gospel Business Men's Fellowship, Int'l. 300
Columbia Bible College 728 Products for syndication produced by the Columbia Bible College Broadcasting Co., biblical education by extension for broadcasters	ECFA 244 Evangelical Council for Financial Accountability	Fulton J. Sheen Communications 153
Continental Electronics 773 Shortwave, AM and FM radiobroadcast transmitters and other related RF equipment	EMCEE Broadcast Products 666 Broadcast equipment for TV transmission of video and data services in the most cost efficient manner	Gibraltar Communications Network 305 Videotape program with emphasis on the local church
Cosmo Holdings, Inc. 132	EMCO, Inc. 500, 501 Broadcast audio/video equipment	Good News Mission Jail and Prison Ministries 498 Display board of scenes from jail ministry; videotape of interviews with ministry personnel; movie about jail chaplaincy
Creative Christian Concepts, Inc. 780	Electro-Voice, Inc. 502, 503 Microphones, studio monitors, mixers and effects devices	Good News Production, Int'l. 467, 469 Culturally oriented materials designed for strategies in evangelism and leadership training
Crosslink Productions 682, 684, 723, 725	Etherium Scientific Corp. 447	Good News Publishers 404 Books dealing with current issues, family, fiction
Crosspoint Latch Corp. 169 Video production and post production switchers and computer controllers for same	F.A.C.E. 429 "The Glory of God" television series, "Let Me Sow Love" radio program and literature	HCJB, FEBC (Far East Broadcasting Co.), TWR (Trans World Radio) 472, 474 International broadcasting stations
Cummings Media 253	Faith for Today Television 789 Display of nationwide weekly television series, "Christian Lifestyle Magazine"	Harvest House Publishers 664 Evangelical Christian books
Custom Business Systems, Inc. (CBSI) 520 Radio traffic, billing, music library, non-profit mailing list	Faith Printing Co. 420	Harvester TV Network 602, 604, 643, 645 "Harvester Hour" and "K-Dimension" programs, books, promotional material
Dataworld 449 Broadcast station data bank with services for LPTV, translator directories	Feed the Children 189 Literature on world hunger, programs to meet the need	Heritage School of Evangelism and Communication 736 Training at PTL TV Network in TV and radio production, audio and video technology, journalism, graphic arts, counseling, evangelism
Daughters of St. Paul 425 Religious books and audiovisuals	Fellowship Tours, Inc. 108 Tour operator to the Holy Land and areas of Christian group travel	Heritage Singers 476 Music ministry to reach TV stations, radio and church-sponsored concerts
Dayspring International 458, 479 Video presentation	First Century Broadcasting 188, 190, 209, 211	HI-NET Communications 285
Dielectric Communications 247 Circular and panel FM antennas, panel TV antennas, co-axial switches and transmission line, rectangular wave guides, diplexers, filters and broadcast systems	First Systems Inc. 732 Complete software system for media based religious organizations	Holman Bible Publishers 455 Bibles, Bible reference books
Direct Mail Lithographers, Inc. 284 Offset printing, sheet-feed printing, lettershop services	Food for the Hungry 382 Education and information program in fighting the problems of worldwide hunger and disasters	Horizon Towerz, Inc. 738 Broadcast microwave towers, antennas and buildings furnished and installed
Domain Communications 510, 511 Programming, marketing services	Forward in Faith 142 Radio and TV program, cassette products	
Dominion Press 200, 202 Religious books	Foundation for Christian Living 151	
	FreeMan Productions, Inc. 493 Audio and video duplication, advertising, marketing, religious program agent	

CONVENTION

Huntington House, Inc. 406, 408 Religious book publisher	Jews for Jesus 322 Variety of materials on witnessing to Jewish people	Mastercraft Jewelry & Design 251 Promotional jewelry
Hyatt Regency 170 Dallas & Ft Worth Representatives from the hotels available to discuss the facilities as future meeting sites	Jim Freeman Associates (JFA) 148 TV broadcast equipment: monitors, cameras, digital TBC's with effects, batteries and power supplies, TV studio lighting	McCarthy Enterprises 134 Desk calendars, address/telephone books, leather covers, time management systems
Ian Communications Group, Inc. 703 Audio and video tape duplication, printing and packaging	Kennedy Sinclair, Inc. 113	MediaSource, Inc. 346 Christian music syndication, commercial production service, broadcast sales, promotion consultancy
Image Media, Inc. 257, 258	Kid's Jamboree 427 "Kid's Jamboree" television and radio programs, materials	Messenger 480 Calendars, promotional items, religious, biblical, inspirational
Image Transform, Inc. 326 Video tape to film transfer, tape dubbing, cassette duplication	LaVerne Tripp Ministries 788 LaVerne Tripp family TV program	Metcalf Communications Corp. 324 Satellite uplinks, television productions, centers, television remote trucks
Inner Connection Video 447 Graphs and visuals demonstrating the potential of education/Christian video tapes to strengthen the church	Lake Systems Corp. 150, 152 La-Kart video cart system for TV station automation	Michael R. Ellison Advertising 421, 423
Innovative Automation 309 Radio station automation equipment: DI TROL Automation System, Transmitter Control System	Last Harvest Ministries, Inc. 243 "Abortion Awareness in Action!" radio program, books, tapes, pamphlets	Moody Broadcasting Network 302, 304 Ministries of Moody Bible Institute, featuring the 100th birthday of the institute and honoring the contributions of D. L. Moody
Intercessors For America 363 Information on the ministry, articles on prayer, intercession, abortion	LeSea Broadcasting, Inc. 182, 184	Motorola 766
Intercristo 254 Information for organizations seeking personnel and Christians seeking employment	Libin & Associates 225 Health equipment	Multnomah Press 662 Company's top-selling premiums, close-outs, reviews, author interviews
International Bible Society 403 Scriptures in many languages for churches, missionaries and individual Christians	Lowell Lundstrom Ministries 519 Weekly TV literature, city-wide crusades	NLC Productions 172 Location video production
International Christian Media 364 National radio talk show, "Point of View"	Luz En El Camino 260	National Public Radio 445 Full-time satellite channels designed to specifications on a short or long-term basis
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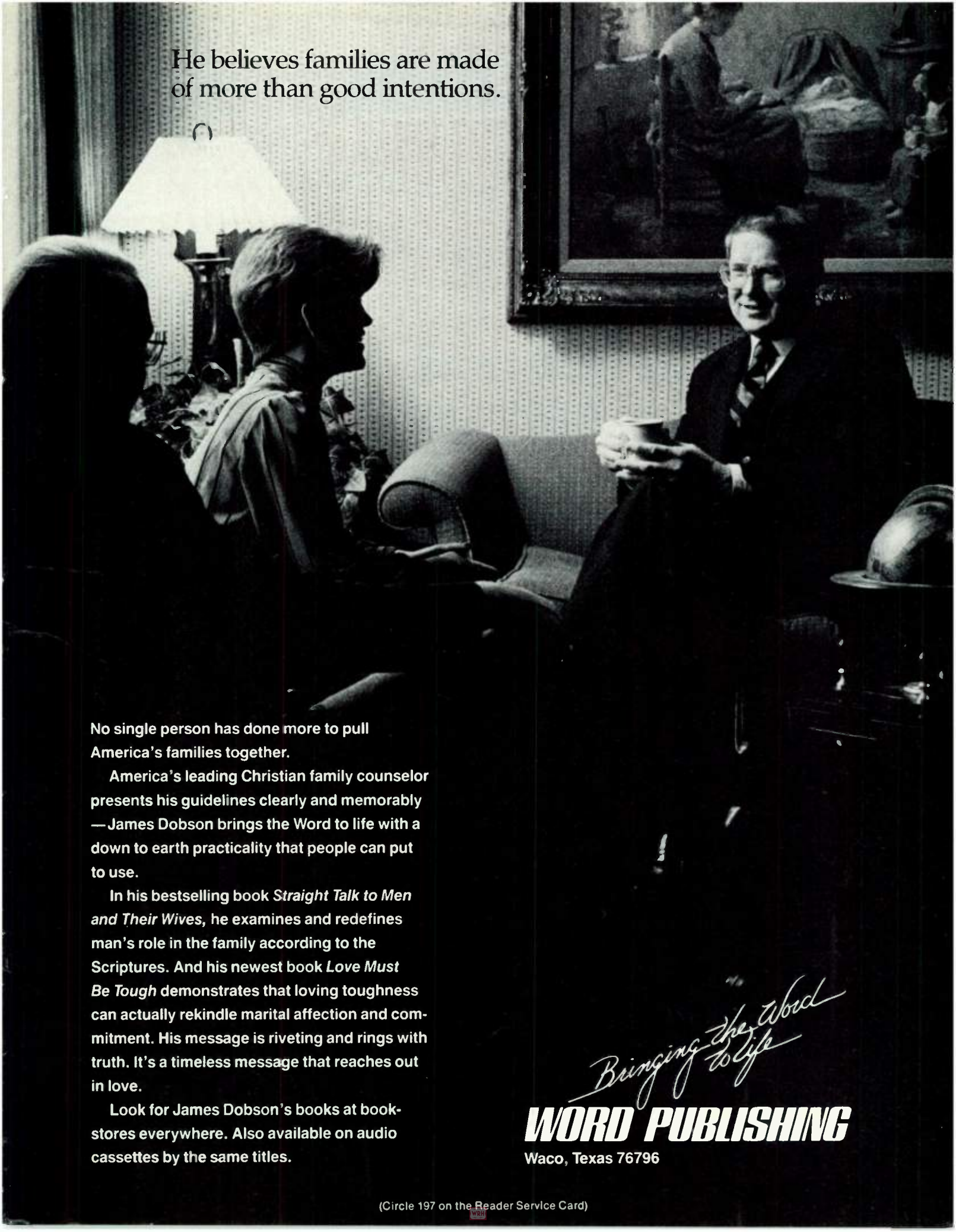
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(continued from page 10)

Nicaragua Station Off Air for a Week, Evangelicals Detained

MANAGUA, Nicaragua (NRB)—The only evangelical radio station in Nicaragua, Ondas de Luz (YNOL), was off the air for less than a week beginning October 31 because of technical problems relating to archaic transmitting equipment, a U.S. government source in communication with the American embassy in Managua confirmed.

The unscheduled blackout, which lasted no more than three days, came the same week officials of Nicaragua's ruling Sandinista party detained and questioned "voluntarily" several evangelical leaders. An early report stated the station was closed by the government.

Reports out of Nicaragua indicate that church leaders were strip-searched and confined naked for as long as 20 hours in a cold room that some said was refrigerated or air conditioned. Two Campus Crusade for Christ staffers were arrested after their offices were raided and materials confiscated, one report said. Campus Crusade leader Jimmy Hassan, Ignacio Hernandez, director of the Nicaraguan Bible Society, and several others were asked to report to officials each morning. A report said sometimes they were not released until midnight.

None of the radio station's employees, including general manager Ted Gutierrez, were known to be among those detained for questioning. It could not be confirmed whether the Christian leaders are still under arrest or whether the questioning continues.

Another report said the government recommended and Ondas De Luz agreed reluctantly to drop certain programs the government found objectionable. The specific list of programs was not immediately available.

Reagan Seeks Support For Pro-family Tax Fairness Proposals

WASHINGTON, D.C. (NRB)—For the second time in two months, President Reagan turned to religious broadcasters for support of his tax restructuring and fairness plan, which most say would have significant positive impact on American families.

James Dobson, of *Focus on the Family*, committed an hour of air time on September 26 and 27 to an exclusive Oval Office interview with Reagan, who said, "As the family goes, so goes the nation." *Focus* senior vice-president Peb Jackson and director of broadcasting Michael Trout also participated in the brief interview on September 24.

Specifically, Dobson considers five "pro-family" elements of Reagan's tax plan crucial to the welfare of families. The broadcaster

urged listeners to write Congress and support an increase in the individual deduction allowed to \$2,000 per dependent and an increase of the Individual Retirement Account allowance for homemakers to \$2,000 per year. Dobson also wants passage of an overall tax rate deduction and urged that Congress retain the full tax deduction for interest on mortgage payments and the charitable contributions deduction.

Noting that some pro-business elements of the Reagan plan may impact negatively on the family, Dobson said, "This tax reform package could be a disaster if people do not write and support (these) elements of it that matter the most."

Reagan spoke of tax reform in a 15-minute speech to religious broadcasters and pastors at the White House on August 1. He described his support and concern for the American family as a driving force behind the tax fairness plan, which he introduced in a televised speech on May 28.

"We were concerned about the family and so we created a tax reform proposal that puts the family first," Reagan said. "Why? Because there is nothing more important to all of us and nothing more important to our society and our nation and our future."

The chief executive, who has spoken at NRB conventions four of five years since taking office, charged that past administrations have been "more interested in finding new ways to spend each family's earnings" than in meeting family needs. "I am tired of that kind of behavior. And I am sick and tired of governments that put the family at the end of the line," Reagan said.

On both occasions, Reagan sought assistance of Christian radio and television ministries in gathering support for his tax proposals. After the Reagan interview, Dobson, who will address the 1986 NRB convention on February 2, criticized public "apathy" that has surrounded the plan since it was introduced.

Dobson has been serving as a family issues advisor to the Reagan administration since being named earlier this year to the attorney general's task force fighting pornography.

Mother Angelica Appears on CBS-TV's "60 Minutes"

NEW YORK (NRB)—Mother Mary Angelica visited New York City on September 6 for a two-hour press briefing that drew attention to the Eternal Word Television Network (EWTN) she manages from a cloistered Franciscan monastery near Birmingham, Alabama.

Mother Angelica, who was featured in an

October 13 report on CBS-TV's *60 Minutes*, started the television network from the garage of Our Lady of the Angels Monastery in suburban Birmingham on August 15, 1981. Four years later the prime-time-only programming of the nation's leading Catholic cable company reaches into almost 9 million homes in 37 states over 267 local cable systems and three TV stations.

Mother Angelica describes her efforts to start up a television network without previous professional media experience as a David and Goliath undertaking. With fewer than two dozen "naive" nuns—"who don't know it can't be done"—Mother Angelica produces 40 percent of religious shows offered on the network and finances the \$360,000 monthly costs strictly by faith. "I don't believe in budgets. I am a simple woman," the founder and chairman explains freely. In 1983 that faith approach netted a total income of \$2.7 million.

Three nights a week Mother Angelica leaves the solitude of her prayer chapel behind and enters the high-tech world of a just-completed TV studio complex adjacent to the monastery for a live via satellite chat with her followers. *Mother Angelica Live*, a talk show that incorporates celebrity interviews, Bible teaching, prayer periods and audience telephone calls, is the network's most innovative program.

When entertainer Pat Boone, a popular personality among conservative evangelical Protestants, visited her, he praised Mother Angelica's warmth and sincerity as being "God's answer to Milton Berle." Others have called the straight-talking broadcaster smart, tough, holy and funny.

Born Rita Francis in Canton, Ohio, in 1923, Mother Angelica entered the religious life at the age of 21. In 1962 she founded the Birmingham monastery she still directs. In 1978 an interview on a Chicago television station was the start of a broadcasting dream for Mother Angelica. "Lord, I've got to have one of these," she prayed afterwards. Then reality set in as she began to think of just what 12 cloistered nuns in the heart of the Baptist Bible belt would be able to accomplish with a TV network. "Unless we are willing to do the ridiculous, God will not do the miraculous," she says to anyone who will listen.

A 30-minute sample videotape, \$1,000 cash and encouragement from a major Protestant telecaster were the beginnings of EWTN. The nuns secured rental space in the only TV station near Birmingham at the time and began producing their first program. When the station was scheduled to broadcast a movie the nuns thought was blasphemous, Mother Angelica pulled out of the studio rental. But rather than retreat from the broadcasting world, she redesigned the monas-

tery's garage into a small studio.

A consistent theme for the Franciscan sister is the responsibility she says Americans must share in developing models for family living. "We have to be committed to challenging our youth to build the nation, the church and the family," Mother Angelica says. That simple, uplifting message, and the vibrant woman who preaches it daily, attract interest beyond the ranks of the 55 million Roman Catholics in the United States. More than two-thirds of EWTN noncloistered employees are Southern Baptists who have responded to her call for "talent and love" that crosses ecclesiastical and denominational barriers. That statistic should not be surprising in a region that is said to be three percent Roman Catholic and overwhelmingly Southern Baptist.

While stating flatly that "I'm not intimidated or inhibited by anything (because) I'm led by the Spirit," Mother Angelica admits that "it's very difficult to be a nun and a woman in cable—in the church, and in television. It's a man's world."

The nun also acknowledges the power of the broadcast media—"Every diocese should have a radio station"—and sees what she thinks are the immoral, anti-family shortcomings of network programs. Unlike other media critics, Mother Angelica does not espouse boycotts of network advertisers, letter-writing campaigns and hostile network takeovers. "I believe that positive, quiet and consistent methods to change TV and the media are the best approach," she said in answer to a question at the press conference.

Mother Angelica believes Catholic leaders in the United States are in need of new methods and new ideals if they are ever to compete for attention in the secular marketplace. "We have to go to the people (with television). We can't wait to have them come to the rectory," she said.

"I didn't know beans about television," she confessed, "but I want to change it."

Lebanese Baptists Begin Radio Work in Beirut

BEIRUT, Lebanon (NRB)—Lebanese Baptists are launching a radio station in Beirut as part of a continuing ministry in the midst of their country's 10-year-old civil war.

The 2,000-watt FM stereo station will provide evangelical programming. There are about three dozen radio stations in the Beirut area, most operated by the government or competing Islamic and Maronite Christian political groups.

The station, to be operated and primarily
(continued on page 47)

BROADCASTERS



Joseph Gray



Lucy Diaz



Bob Larson



John Pierce

The Christian Broadcasting Network appointed two people to its public relations staff on October 1. **Joseph Gray**, former manager of Virginia Public Affairs for the General Electric Company, has joined CBN as vice-president, public relations. **Benton Miller** became manager for media relations and public information.

The radio program of **Kenneth Hagin**, *Faith Seminar of the Air*, will be broadcast for the 5,000th time on January 28, according to **David Payne**, producer and NRB-Southwest vice-president. The program began over 19 years ago in Dallas and is heard on more than 160 stations.

After a two-day visit with **President Ferdinand Marcos** of the Philippines, Moral Majority leader **Jerry Falwell** called the Philippines "one of the best friends the United States has" and urged U.S. government leaders to do "whatever is necessary" to stop the spread of Communism in that country. During his November visit, Falwell stayed at the presidential palace, visited a refugee camp, met with Baptist missionaries and toured a slum area.

Ron Dixon, vice-president of media services of the Southern Baptist Radio and Television Commission, resigned in October to return to Atkins and Associates Advertising, San Antonio, Texas.

Christian musicians **Dana Key** and **Ed DeGarmo** were featured guests on the *Mid-day Show* on WLW-AM/Cincinnati (Ohio), October 18, prior to a concert in that city. Cincinnati mayor **Thomas Lukan** pronounced the day "DeGarmo & Key Day" for the group's contributions to contemporary Christian music.

Lucy Diaz was named children's product/marketing manager for Sparrow Records, Chatsworth, California, according to **Bill Hearn**, senior vice-president of marketing. Diaz previously was marketing manager of Maranatha! Music, Costa Mesa, California.

On January 3, *Talk-Back with Bob Larson* embarked on a fourth successive year of broadcasting. Hosted by **Bob Larson**, the weekly program confronts one of the largest live Christian radio audiences in the nation and has expanded its network in the past year. *Talk-Back* is heard on the International Broadcasting Network and the Satellite Radio Network and deals with controversial, current topics.

NRB Board of Directors member **Mel Johnson** has been reelected chairman of the board of trustees of Northwestern College and Radio, St. Paul, Minnesota. He has been chairman for seven years. Johnson is speaker on *Tips for Teens*, a daily radio program heard nationwide.

George Sweeting, president of Moody Bible Institute, Chicago, spoke at the 108th anniversary rally of the Pacific Garden Mission in Chicago October 20th. Sweeting was a speaker at the NRB national convention in 1984.

NRB member **David H. Clark**, president of Western Indian Ministries, died of a heart attack November 6. He was 65. At that time, Clark was overseeing a diverse ministry including radio stations KHAC-AM/Window Rock (Arizona) and KTBA-AM/Tuba City (Arizona), as well as a church, school, crisis pregnancy center and theological extension training program.

Paragon Advertising of Florence, Kentucky, celebrated its 10th anniversary November 1. Started by **John Pierce**, current president, Paragon represents radio and television clients.

Scott Wesley Brown, a recording artist scheduled to appear at NRB '86, added the division, I Care Records, to his I Care Ministries. His first project was the production of Russian Christian **Valeri Barinov's** rock opera, *The Trumpet Call*. Barinov recorded the opera secretly in the Soviet Union and is presently serving a two-and-a-half-year sentence in a Russian labor camp. Part of the proceeds from Brown's project will go toward gaining Barinov's release.

An issues-oriented commentary, *Abortion Awareness in Action*, began airing over the International Broadcasting Network on August 19. Hosted by **Ken Freeman**, director of Last Harvest Ministries, Dallas, the program offers listeners a nationwide telephone helpline and 24-hour counseling support.

Ronald Godwin, former executive director of Moral Majority, Lynchburg, Virginia, has been named vice-president of *Insight*, a weekly newsmagazine based in Washington, D.C. *The Washington Times* publishes *Insight*.

Praise Him Now, the first solo Word album for **Kelly Nelson Thompson**, was recorded digitally at Woodland Sound Studios in Nashville. Digital recording, as opposed to traditional analog recording, enables the sound to be recorded directly onto tape cleanly and quietly, with virtually no tape noise. The entire album was recorded digitally, according to Word executive **Andy Tolbird**, and was produced by **Ken Harding**.

Morton Hill, 68, died November 4 in New York City. Hill was a leading anti-pornography crusader and founder of *Morality in Media*, an interfaith group working for enforcement of obscenity laws. **President Lyndon Johnson** appointed Hill in 1968 to a national Commission on Obscenity and Pornography. In 1983, Hill organized a meeting with **President Reagan** and community leaders, which was influential in the formation of a White House Working Group on Pornography three months later.

KJTY-FM/Topeka (Kansas) signed on August 31 as the only Christian radio station in Topeka, a city of 115,000. **Warren Wilson**, previously with WTGN-FM/Lima (Ohio), is operations manager. Joy Public Broadcasting Corporation, Washington, D.C., is owner.

John P. Bertolucci, a Catholic television evangelist, addressed the General Assembly of the National Association of Catholic Broadcasters and Allied Communicators (Unda-USA) December 10-13. The annual convention was held in San Antonio, Texas. Bertolucci is host of *The Glory of God*, a television series, and *Let Me Sow Love*, a daily radio program.

In preparation for the November summit meeting with **General Secretary Mikhail Gorbachev** of the Soviet Union, **President Ronald Reagan** lunched for 90 minutes November 8 with 18 religious leaders. The United States president asked prayer for the arms negotiation, for himself and for Gorbachev, reminding that "he is loved too." **Thomas F. Zimmerman**, general superintendent of the Assemblies of God, and **Charles Stanley**, president of the Southern Baptist Convention, were among those in attendance: both are NRB board members.

Clinton and Sarah Utterbach, producers of *The Word Alive* radio program, Nanuet, New York, recently changed the show's name to *Listen to Jesus*, according to **Jane Cahill**, vice-president of Word Alive Ministries, Beachwood, New Jersey. The change was made to avoid confusion with the Word Alive Ministries TV program by the same name.

Word Alive Ministries, Beachwood, New Jersey, received the 1985 C.A.P.E. Award for the best religious series by a New Jersey producer. The Cable Award for Performing Excellence was presented by the Cable Television Network of New Jersey for the 30-minute, weekly TV program, *The Word Alive*.



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(continued from page 39)

financed by the Lebanese Baptist Convention, has a potential for reaching 1.7 million people in the Beirut area, where there are seven Baptist churches.

Its programming, from 6 a.m. to 6 p.m. each day, will include semiclassical music; seven-minute Christian teaching sessions on the hour; two-minute Bible reading segments on the half hour; public service announcements, such as locations where drug abusers or people with physical injuries can receive rehabilitation; and special programs, such as Bible correspondence courses and live broadcasts of worship services.

These worship service broadcasts ultimately may bolster church membership, according to Pete Dunn, Southern Baptist missionary who directs the Baptist Center for Mass Communications in east Beirut. "A lot of people will never go into a Baptist church because they're afraid of it. But if they can and hear and see that it won't 'bite' them, then maybe doors will open for our local churches.

"We're going to try to present what Baptists believe," Dunn added, "but in the context of the Lebanese Baptists."

Five Baptist nationals are being trained as full-time workers, two others as part-time. The station will be housed in the basement of the Arab Baptist Theological Seminary in east Beirut and its antenna will be on top of the building.

Radio Ministry Continues Despite Terrorist Bombing

MARJAYOUN, Lebanon (NRB)—When Communist terrorists bombed the Voice of Hope, a Christian radio station in this southern Lebanon town (see *RELIGIOUS BROADCASTING*, December 1985, page 8), the four transmitters (one shortwave, one FM and two AM) were disabled for just under six hours, recent reports indicate.

The station's chief executive, George Otis, flew to the scene immediately after the bombing and has since been searching for a new and secure location for his stations. In an interview he said, "We're so grateful for what did survive. It's miraculous that we were able to be back on the air as quickly as we were, and that we didn't lose more people." Two Voice of Hope workers were killed during the attack: a guard and a broadcaster/engineer.

The attack began October 18 at 12:08 a.m. when four terrorists with automatic weapons killed the station's guard, cut the gate lock, and began throwing hand grenades at the station's steel door to gain access. Awakened by the shooting, an off-duty guard for the min-



George Otis stands beside High Adventure's Voice of Hope radio station in southern Lebanon that was destroyed in a terrorist attack.

istry fired on the terrorists. Otis suspects that the guard's shooting touched off plastic explosives, which the terrorists were carrying in backpacks. Three of the terrorists were killed; the fourth escaped to a Muslim village where he was later captured.

The body of one of the terrorists was thrown a quarter of a mile from the station, according to Otis. The broadcaster/engineer on duty died in the explosion, which also caused an estimated \$440,000 in damage to the building and equipment. By salvaging equipment from the blast, Voice of Hope staffers were able to resume gospel broadcasting in less than six hours.

Otis said the station's broadcasts reach into Israel, and also fall heavily into Russia. Statements from the terrorists, released after the bombing, identified them as members of the "Marxist Front," and included their greetings to the "Communist Party of Lebanon," Otis said. "There's evidence to indicate that the radio station troubled the Russians, and that this was a KGB-directed operation."

Voice of Hope is a ministry of Otis' High Adventure organization. The ministry broadcasts inspirational music and preaching. The station in Lebanon receives mail from 51 countries and broadcasts in nine languages. The ministry has opened a one million watt shortwave radio station in California, which will be able to reach Central and South America and parts of Africa and Asia.

Otis reports that the ministry is also looking

at the purchase of a 300-foot freighter to house a third one-million watt shortwave station. Otis says the ship would be anchored near Singapore and could reach throughout Asia.

Otis expects the third station to go on the air in December of 1986. "At that moment, Matthew 24:14 ["this gospel ... shall be preached in all the world"] will be fulfilled. That's what drives us. When that station goes on the air there won't be a nation on earth that won't be able to tune in the gospel being preached," he said.

CBN Developing Urban Literacy Program: Top Sales for "The Book"

VIRGINIA BEACH, Va. (NRB)—During the last 12 months, Pat Robertson and his Christian Broadcasting Network have made significant commitment to improving literacy in the United States. They have done this with an innovative school reading program and with a fresh marketing approach for the Holy Bible.

Aimed initially at inner city children, CBN's Heads Up reading program was outlined by CBN president M. G. (Pat) Robertson in a September 9 conference for pastors and educators in Brooklyn, New York. The New York presentation was followed by similar events in Houston, Chicago and Detroit. In some places, such as Perth Amboy, New

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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 World Champion Los Angeles Lakers.

SPORTS FORUM is a Monday through Friday, weekday program and on many stations scheduled weekends. SPORTS FORUM programming is distributed without charge.

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(continued from page 14)

It was during those Calvary Baptist years that Ayer's preaching drew national attention. According to *The St. Petersburg Times* of November 6, 1982, Ayer placed third in a 1947 poll conducted by WOR/New York that identified the city's "most influential citizens." Only Francis Cardinal Spellman and Eleanor Roosevelt were ranked above him; among those trailing were the popular former mayor, Fiorello LaGuardia, and baseball great Babe Ruth.

Ayer authored at least 10 books including *Seven Saved Sinners* (1937) and *Christ's Parables for Today* (1949). He wrote numerous booklets and brochures on doctrinal subjects; a biography, *God's Man in Manhattan*, was written by Mel Larson.

Following retirement from that pastorate in 1950 Ayer preached in pulpits and evangelistic conferences across the nation and overseas. He preached on radio's *Marching Truth*, a weekly program that continued until June 1968.

An outpouring of statements acknowledging the impact of Ayer's radio ministry included the words of NRB's executive director. Ben Armstrong called Ayer "a brilliant jewel in the NRB crown. (We are) indebted to him and his pioneering efforts in religious broadcasting."

Ayer is survived by his wife, Barbara, a half-sister and two nephews.

Hispanic Broadcast Committee Organizes For NRB Convention

WASHINGTON, D.C. (NRB)—More than 350 Hispanic religious broadcasters will gather here for the 43rd Annual NRB Convention and Exposition next month. A full schedule of Spanish-language activities has been planned, according to H. O. Espinoza, chairman of NRB's Hispanic Broadcasters Committee (HNRB).

The highlight for Hispanics each year is the Wednesday Luncheon, scheduled this year for February 5 at 12:30 p.m. A distinguished broadcaster and pastor, Jose Camacho, will deliver the main address. He pastors the largest Baptist church in Puerto Rico, a 3,000-member congregation in San Juan. His sermons are broadcast regularly on radio. Several singers and brief speeches are included in the luncheon program.

On February 1 at 7 p.m., the evening before the four-day convention begins at the Sheraton Washington Hotel, many Hispanic attendees and others from the Washington area will participate in an Hispanic Festival that promises lively singing and Christian

testimonies. Rudy Hernandez, a Southern Baptist Hispanic leader from San Antonio, Texas, will emcee the festival.

A Spanish-language worship service is scheduled for February 2 at 8:30 a.m. All are welcome, Espinoza said, to attend and hear preaching by broadcaster Juan Gilli from Madrid, Spain. Gilli, president of Evangelical Television Association, Madrid, hosts Spain's only evangelical TV program.

A two-hour Spanish-language concert will be held in the Cotillion Ballroom at 3 p.m. Sunday. The singers scheduled include Juan Romero of Miami, who hosts the Spanish PTL Club program; Manuel Bonilla of Phoenix; Teresita LeBlanc of Miami and a trio from Puerto Rico called Tiro Alma Blanca. Two Hispanic performers from greater Los Angeles, Lupita Moran and Frank Gonzales, will also perform at the concert, which is free of charge and open to the public.

Seven workshops will be presented by HNRB on Monday and Tuesday. These are:

"Ministering to the Family through Radio," with Frank Fiorenza of California, and Maria Miranda of Argentina;

"The Use of Scripture in the Electronic Media," with Rudy Hernandez of San Antonio, Texas; Mardy Olivas of Los Angeles; Victor Richards of El Paso, Texas; and John Hash of Murfreesboro, Tennessee;

"Equipment for Churches with Low-Power Television," with Luciano Padilla of New York City; J. B. Salazar of Laredo, Texas; and Carlos Ortiz of San Benito, Texas.

"Establishment and Management of Radio and TV Stations," with Elmer Bueno of Irvine, California; Robert Rodriguez of Puerto Rico; and Adib Eden of Miami;

"Fundraising for Radio/TV Ministries," with Jorge Valentin of San Juan, Puerto Rico; Jose Rivera of Philadelphia; David Greco of New York City; and Vicente Montano of San Diego;

"Children's Program Production," (panel to be announced);

"Music for the Media," with Ray Hendrix of Kansas City; Frank Gonzales of Irvine, California; and Oscar Canales of Chicago.

All of these workshops will be translated simultaneously into English, Espinoza said. He also said that a Spanish interpreter will be assigned to any English-language workshop this year that an Hispanic attendee should want to attend.

Several HNRB awards will be presented to Hispanic broadcasters and others who have assisted the cause of Christian broadcasting in Hispanic communities.

The world's best-known Hispanic evangelist, Luis Palau, will speak to the NRB '86 convention on Tuesday night, February 4, at the 6 p.m. International Banquet.

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(continued from page 44)

The approved 1985-86 budget calls for cash operating revenues of more than \$10 million with funds expected to come primarily from the SBC Cooperative Program, RTVC development efforts, church satellite service fees, advertising messages on the ACTS network and the syndication of some ACTS programs.

Planned priorities for budgeted cash expenditures include reduced operating expenses, the restructured debt service costs and increased production costs for the religious and family programming of the Commission.

Whereas a net cash operating deficit of over \$900,000 was projected for the current fiscal year, a net cash income of \$1.8 million was planned for 1985-86. Commission trustees and management officials said such results are common for organizations starting up new television efforts such as the ACTS network.

Development plans call for capital campaigns to be held in Atlanta, Baton Rouge, Louisiana, and in Birmingham and Mobile, Alabama. In addition, a series of TeleMissions Launch dinners were scheduled to be held in about 50 locations in October.

"We will tell the story of the ACTS missions impact at the TeleMissions dinners," said Allen. "One of the most cost-efficient dollars that Southern Baptists can spend for missions, right now, is by putting ACTS into action in areas where Baptists cannot ordinarily get the time of day."

Weekly Radio Drama Resurrected

BEVERLY HILLS, Calif. (NRB)—An award-winning radio program series, *The Greatest Story Ever Told*, was again heard on radio stations across the country beginning last month when the original five Christmas specials were released to broadcasters. The Christmas specials will be followed up with the original weekly program series on radio stations, starting this month.

The Greatest Story Ever Told, based on the book by Fulton Oursler, religious editor of "The Readers Digest," was broadcast on the ABC Radio Network for nine years.

An interfaith committee of clergy approved each script prior to broadcast. A well-known cast of performers appeared in the series. However, each was sworn to secrecy by the producer so as not to influence the programs in any fashion. This series was the only series to simulate the voice of Jesus Christ as a continuing character.

The series is being distributed by Charles Michelson Inc., a syndicator of famous radio drama series. *The Lone Ranger*, *Dragnet* and several others emanate from the same source.

Each half-hour program has been especially edited to allow for inclusion of local mentions for a total of five minutes.

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LATE NEWS

PAT BUCHANAN AND
JESSE JACKSON WILL
SPEAK AT NRB 86

Patrick Buchanan, director of communications at The White House, and Democratic presidential hopeful Jesse Jackson, a vocal civil rights leader, are the latest speakers to accept speaking invitations for NRB 86. Buchanan will speak February 4 at the NRB FCC Luncheon, after FCC chairman Mark Fowler extends greetings. Jackson will speak February 5 at the NRB Black Broadcasters Breakfast.

HIGH COURT TURNS
DOWN APPEALS OF
FAITH CENTER

The U.S. Supreme Court decided December 2 not to hear two related appeals by a California broadcaster, W. Eugene Scott of Faith Center, Glendale, thus ending a string of legal cases that dates to a September 1977 request by the FCC that Scott submit donor records and video tapes from KHOF-TV/San Bernardino. The commission had received complaints that Scott had raised money over the airwaves which was not used for its stated purposes. Responding to the complaints of two Faith Center employees (who later recanted), the FCC began an investigation to determine if the federal law prohibiting fraudulent solicitation over the air had been violated. When Scott, a nontraditional religious broadcaster, refused to cooperate fully, claiming the FCC order would violate his First Amendment rights and a biblical principle (Matthew 6:1-4), his application for license renewal was denied. In the latest cases, Faith Center attempted unsuccessfully to appeal a U.S. Court of Appeals (D.C. Circuit) decision to cease operation of KHOF-FM/Glendale and KVOF-TV/San Francisco.

NRB'S MEDIA EXPO
NEARS SELLOUT
BEFORE CONVENTION

Despite negative coverage by CBS-TV's 60 Minutes, the NRB Media Expo is thriving. Expo director Michael Glenn reported December 5 that the trade show was 90 percent sold, some 30 days ahead of last year, and that the 357 booth spaces (up 10 percent from 1985) would probably be sold out before the February 2-5 convention begins. (See page 28).

CBN'S TV STATION
IN SO. LEBANON IS
BOMBED, NONE HURT

The second incident in two months of terrorist violence against religious broadcasters in Lebanon occurred November 21 when Muslim terrorists infiltrated the security fence around Middle East Television's transmitter building and exploded three bombs. Damage from the 3 am attack was said to be insignificant and the station signed on the air without delay. No one was injured by the terrorists or the several land mines they placed outside METV to kill employees as they reported for work. One report said a rocket may have been fired at the transmitter site. Based on reports of a local Muslim radio station, the BBC in London reported incorrectly that METV was off the air. Muslim sources who claimed responsibility for the attack also reported incorrectly that some staffers were killed (see page 42). It is believed that a news report in an Arabic-language magazine that pinpointed the transmitter's location was a factor in the attack. CBN owns the Middle East Television station.

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Why a Christian Broadcaster Should Be Involved in American Politics

Each of us active in the world of religious broadcasting has at least two common interests at heart. First, we share a common calling to a cause to spread the Gospel of God's Word. Second, whether for profit or non-profit, we are working hard to make sure our bills are paid.

Because we share these goals and have many other common interests, I would like to tell you why I am involved in politics. Last year I ran for Congress from the 5th District of North Carolina (the Winston-Salem area), and in the near future I will be announcing my intentions to seek this office again. I lost the last election against a ten-year liberal Democrat incumbent by a very small margin (2,000 votes out of over 200,000 cast), and words cannot possibly convey the many things I have learned about our political system here in America.

The most important of these lessons is that if we are not actively involved, others will be, and they, for the most part, do not share our common goals. What has happened in this country is the development of a vacuum in the political process. Those of us who feel strongly about our Judeo-Christian heritage, and who are working hard to make our businesses succeed, have left the political decisions of this country in the hands of people who have allowed America to drift away from this heritage, and who have, at the same time, created regulations, policies and laws that threaten our religious freedom.

Through President Reagan and increased activity on the part of our religious community, the national trend is swinging back on what I believe is the right track. No doubt

religious broadcasters have played a very large part in this trend. The pressure is strong to prohibit abortions and reduce needless regulations that place costly burdens on our businesses. But, despite the strength of this pressure, these goals are not turning into the law of the land. There is much rhetoric but little legislative action.

Why? Congress is an establishment in our nation's capital. I believe they created the problems. Can we expect Congress to be the solution? No. Those of us who care about the moral fabric of America and want religious and economic freedom must go to the people of this country and say, "Send me to Congress and I'll vote for needed constitutional reforms and sensible economic policies to create an opportunity society based on our Judeo-Christian heritage."

As religious broadcasters, we have an important stake in the upcoming elections. For example, we should not have to pay the same music licensing fees that commercial stations pay when we don't use the secular music. Recent attempts have been made to tax contributions to non-profit organizations. We must stop such measures that threaten religious freedom and free enterprise.

The federal government has an impact on nearly every aspect of our personal and professional lives. We must work diligently to control this impact. This is why I am involved and why you need to get involved in politics, too. As President Reagan has said, "If not us, then who? If not now, then when?"

— Stuart Epperson

A resident of Winston-Salem, North Carolina, Stuart Epperson is president and major shareholder of seven radio stations in cities across the United States. He is an NRB board member, Class of 1986.



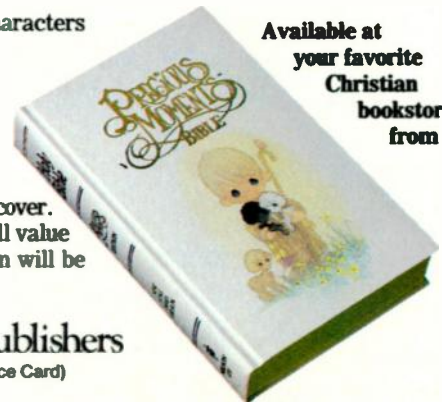
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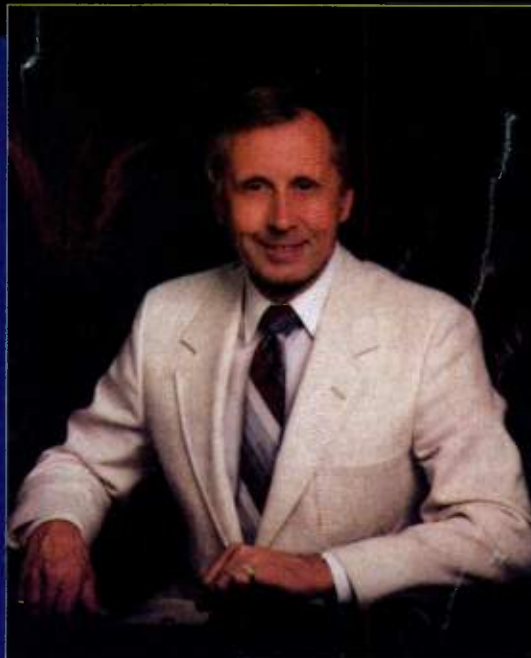
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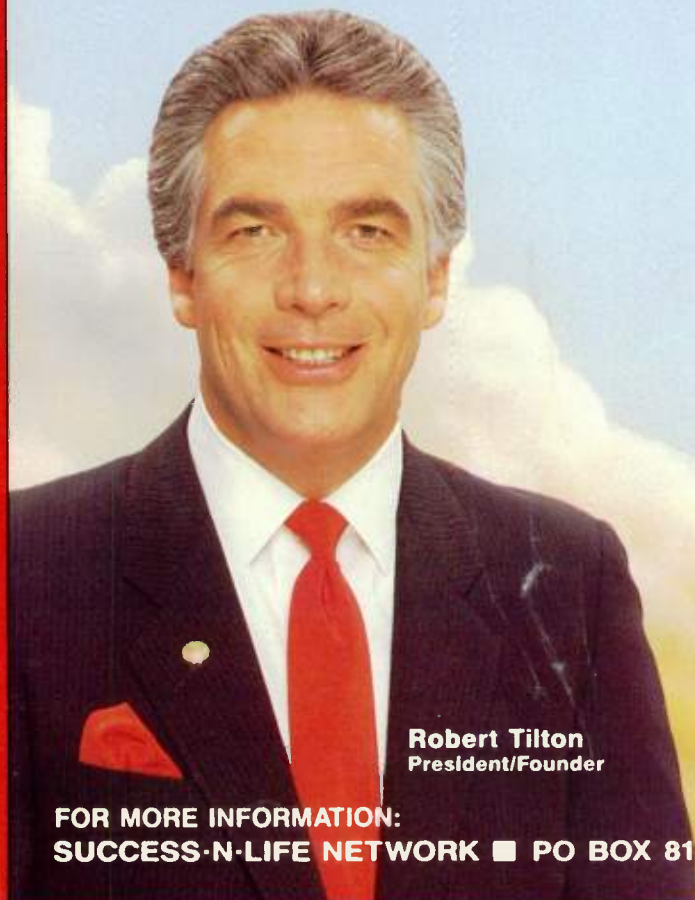
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