

RELIGIOUS BROADCASTING

The Official Publication of National Religious Broadcasters

February 1986



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THE COVER

Featured are some of the many leaders invited to participate in the NRB Convention February 2-5 in Washington, D.C. From left to right: Patrick Buchanan, Joni Eareckson Tada, Luis Palau, President Reagan, Lloyd Ogilvie, Bill Gaither, Jesse Jackson, Pat Robertson, Vice-President Bush, Sandi Patti, Anthony Evans, Jeane Kirkpatrick, Jerry Falwell, James Dobson and Steve Allen.

SIGN ON



Starting with that first religious broadcast from Pittsburgh in 1921 and growing steadily until today, religious broadcasters originate thousands of programs beamed throughout the world. In January 1986, NRB membership stands at 1,125 and is increasing constantly ... you might say the National Religious Broadcasters is a great fellowship.

How great is it?

Maybe we ought to look at what the Bible says about greatness. For one thing, we have our prime example in our Lord, Jesus Christ. The angel said of Him, "He shall be great, and shall be called the Son of the Highest." Yet this great Saviour was heard to say one day, "Whosoever will be great among you,

let him be your minister; and whosoever will be chief among you, let him be your servant (our word *slave*): Even as the Son of man came not to be ministered unto, but to minister, and to give His life a ransom for many." (Matt. 20:26-28)

"As my Father hath sent me, so send I you," He said to His disciples. "As He is, so are we in this world," the Scriptures affirm.

He came to serve. Can we do any less?

What a pity, if among all the good qualities NRB people have, we miss being great! We have excellence, high quality production, strict ethical standards, technical "know-how" and the latest in state-of-the-art equipment. And we have influence (not to say "clout") with the general public—so much so that some politicians are now sending out direct-mail warnings that Christians are about to take over the country! (Small thought: Uncle Sam could do worse than to have a praying president and a God-fearing Congress!)

What a pity, if with all we have and all we can become, we miss God's brand of greatness. His greatness is based on love and service. "Brethren," said the apostle Paul, "ye have been called unto liberty; only use not liberty for an occasion to the flesh (in other words, to get what you want), but by love serve one another."

We are called, not to strive or to survive, but to serve. If NRB ever passes from the scene, it will not be because of our critics and our enemies. It will be because we ceased to meet the needs of people ... ceased to serve.

You want to be great? Don't ask "How are my ratings ... how is my direct mail response ... how am I doing?" Instead, ask, "What do people need, and how am I meeting those needs in love and in the power of the Holy Spirit of God?"

In years to come, when history with its cold eye evaluates the NRB of 1986, pray God it may not have to say, "They just missed being great!"

Robert A. Cook
President
National Religious Broadcasters

This issue introduces a completely new graphics design. All the interior editorial pages and the cover feature an entirely new look that was implemented by art director, Brad Scherr. The editorial staff has put together a diversification of articles for this convention issue as well as introducing new music and book sections that will become regular features of the magazine as approved at the fall meeting of the NRB executive committee. With features on radio, television and other broadcasting interests, *RELIGIOUS BROADCASTING* will be addressing news-worthy issues on a continuing basis combined with an exciting, up-to-date new design format.

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Religious Broadcasting

Vol. 18 No. 2

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MEDIA WORLD

Christian TV Station Signs On Christmas Eve For Baltimore-D.C.

BALTIMORE, Maryland (NRB)—A Christian station, WKJL-TV 24/Baltimore, went on the air in the Baltimore-Washington corridor on Christmas Eve. Another TV station, serving Orlando, Florida, will expand its coverage area this month to include all of central Florida.

The Baltimore station, which carries family and religious programming to viewers as distant as Virginia, increased its schedule to 24 hours a day on January 1. When a studio is completed, locally-produced programs will be produced. A local "Donahue-style" Christian talk program is on the drawing boards, a station official said.

In its first week, the official said she found an "excellent response" to WKJL's format, a network alternative which includes western dramas and classic television series such as *My Three Sons*. The program log also lists preaching programs and a game show called *Bible Baffle*. The station also planned to air CBN's new nightly news program. WKJL (We Know Jesus Lives) received a 1.3 rating on its first night.

The station was purchased by Sam Moore, president of Thomas Nelson Publishers, Nashville, on November 8. Kenneth Buschman was named general manager; Don May, Sr., was named station manager; Jim Vast is chief engineer. WKJL is known as Family Media, Inc.

A Christian television station serving the Orlando, Florida, market plans to make its signal available to the entire central portion of the state this month over Florida's first Telecommunications Port.

Claud Bowers, president and general manager of WIYE-TV 55/Leesburg, said he will "flip the switch" February 18 at noon that will begin gospel telecasting from atop the tallest tower in Florida. The signal, which will become stereo the same day, will reach beyond greater Orlando into 13 counties with some 4 million persons.

WIYE, calling itself a "superchannel," airs a mixture of national television ministries and some programming from CBN Cable, PTL Television Network and Trinity Broadcasting Network.

The telecommunications port president, Ron Crider, said WIYE will have the farthest reaching signal of any TV station in Florida when it transmits from the Orange City facility. Groundbreaking for the trans-

mission center, one of only three video communications ports in the United States, was begun on November 21.

Dedication for the superchannel is scheduled for February 22, with CBN president M. G. (Pat) Robertson as principal speaker.

Methodists Unveil TV Magazine Show, New Satellite Plan

NASHVILLE, Tenn. (NRB)—Two public media professionals will co-host *Catch the Spirit*, United Methodism's nationally-syndicated, weekly television show, which began January 5.

In another television project, United Methodists are using communication satellite technology regularly to transmit a four-hour block of television programming each Sunday. The programs are uplinked to satellite from the studio and earth station of Alternate View Network (AVN), owned and operated by First United Methodist Church, Shreveport, Louisiana.

from the School of Theology at Claremont (Calif.) where he previously received a master's degree. Before coming to UMC he was a writer for a UMC video project. As an actor, he has had feature roles in films and television productions, including *Roots* and *Friendly Fire*.

Simer is a graduate of United Methodist-related DePauw University in Greencastle, Indiana, and of Rutgers University in New Brunswick, New Jersey, and has served as adjunct therapist at the Institute of Religion and Health in New York. Her work as a psychiatric social worker has included on-the-air counseling on radio and television. As an actor, she has had regular roles on two daytime dramas—*Love of Life* and *Days of Our Lives*.

Both Hicks and Simer will occasionally write and produce for *Catch the Spirit*.

Asked why professionals in the public sector would leave more visible roles for work on a church-related program, both performers agreed that television can and should be a ministry.

"Just like home visits in therapy, this show will go where the people are and pre-



Hilly Hicks (left) and Emily Simer co-host *Catch the Spirit*, a 30-minute weekly talk show that United Methodist Communications started on cable systems across the country last month.

Hilly Hicks, an actor from Los Angeles who recently was named associate producer for United Methodist Communications (UMCom), and Emily Simer, also an actor and a psychiatric social worker, will be seen weekly on *Catch the Spirit*, the half-hour, magazine-style, cable television program produced by UMC.

Besides being a television and movie actor, Hicks also is an ordained minister. Last spring he earned a doctor of ministry degree

sent a less intimidating picture of the church," said Simer. "We'll be talking with real people who have authentic stories to tell about their faith as it relates to everyday life. The results will be very positive."

Hicks said his new role is the perfect marriage of his work in Hollywood and his growth as a clergyman. "Everything I've done up to now in media has been an attempt at ministry," he said, referring to his fre-

(continued on page 10)

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Beverly Atkins

Beverly Atkins
Wellston, Missouri



Rich Bott

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Inset photo — extreme left:
KCHF-TV transmitter, located on top
of 'La Voz de Cristo Rey' (the Voice
of Christ the King), a peak in the
Sangre de Cristo mountain range,
midway between Albuquerque and
Santa Fe.

Architect's rendering of the new
studio facilities which will soon be
built south of Santa Fe to house
both KCHF-TV and KDAZ Radio.

"Kiva at Dusk" - by Dick Kent. Taken at Coronado Monument near the KCHF-TV transmitter site, this photo symbolizes the struggle that has taken place over the past four centuries between native religions and Christianity. The large structure at center right is a restored Indian kiva, used for various native worship practices. Surrounding it are ruins from the Spanish conquistador era. Because of its unique tri-cultural heritage, New Mexico is tremendously fertile ground for the Gospel of the Lord Jesus Christ.

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(continued from page 6)

quent portrayals as a good man who goes astray, but is redeemed. "In Hollywood, those roles are so rare that I've been somewhat frustrated.

"*Catch the Spirit* will allow me and other Christians to carry a message people need to hear in a way that's not preachy." Ben Logan and Bruno Caliandro, both of UM-Com's New York office, are executive producer and director, respectively.

Regarding the communication satellite which AVN has contracted to use, *Galaxy I*, the one-year contract began October 6. Programs are scheduled each Sunday from 10:45 am to 2:45 pm Eastern.

Announcement of the satellite program plans was made by Curtis A. Chambers, AVN general manager, and by D. L. Dykes, founding director of AVN. They stated that a variety of programming was being developed with the expectation that many cable systems around the country would elect to carry the AVN television programs for their cable subscribers. In various stages of planning or production are programs of religious news, special musical presentations, educational shows, worship experiences, panels on questions of faith and interviews with outstanding religious leaders.

HCJB World Radio Begins Chinese Broadcasts To The Americas

QUITO, Ecuador (NRB)—On Christmas Day, HCJB World Radio began daily Chinese broadcasts to North, South and Central America, reaching a potential audience of 3 million with the Gospel.

Charles Chan, a Canadian originally from Hong Kong who came to HCJB in 1982 to work as a photographer, is director of the new Chinese Language Service. He says the broadcasts will fill a large void, as many of the Chinese-speaking people in the Americas now have little or no opportunity to hear the message of salvation in their own language.

Chinese immigrants have been coming to the western hemisphere for more than a century, but their numbers are rapidly increasing as a new wave of immigrants come from Taiwan, Hong Kong and even mainland China thanks to a softening in the Communist government's policy which allows a growing number of its people to join relatives overseas. The fear of Hong Kong coming under the control of the People's Republic of China in 1997 also motivates many to leave the country. In addition, large numbers of students from China come to the U.S. to study. From 1979 to 1985, the country sent 33,000 students to U.S. colleges.

Chan says he became interested in reaching the Chinese people with radio after noticing a marked increase in the Chinese

population of Quito, Ecuador. Many of these immigrants do not speak Spanish and with the little money they brought or borrowed, rent a house, buy some tables and chairs and open a Chinese family restaurant. In the last 12 years, the Chinese population in Ecuador has increased from 700 to more than 10,000.

"God spoke to me one night to use the radio to reach these people," Chan says. Soon he contacted Roger Stubbe, director of HCJB's Broadcasting Division. After much prayer and consideration, Stubbe also sensed God's leading to begin Chinese broadcasts.

Daily, 30-minute programs, initially, will be aimed at a general audience with plenty of cultural information presented from a Christian viewpoint.

"Gradually we will have more preaching and Bible teaching as our listening audience increases," Chan says.

This is not the first time Chinese have gone on the air from HCJB. For a short trial period in 1973, the service was attempted. But due to a lack of staff, promotion and listener follow-up, it was discontinued.

Chinese brings to 13 the number of major languages in which HCJB now broadcasts the Gospel around the world by shortwave. The new service began exactly 54 years after HCJB first went on the air on December 25, 1931.

Special QSL cards will be sent to anyone who hears the Chinese programs and sends in a report. Chan says he will not require specific details about the programs from those who do not understand Chinese.

ACTS Network Gets New Operating Officer, Staff Is Reorganized

FORT WORTH, Texas (NRB)—A reorganization plan has been adopted by the Southern Baptist Radio and Television Commission, under which current financial vice-president James Edwards will be promoted to senior vice-president and chief operating officer.

RTVC President Jimmy R. Allen, an NRB board member, will remain the chief executive officer under the plan, which was adopted during a two-day retreat at Lake Texoma, Oklahoma, attended by administrators of the agency as well as representatives of the administrative sub-committee of the trustees.

"The reorganization has been in the works for several months," said Fred Roach, of Dallas, an RTVC trustee. "It was brought to a head by our efforts to restructure our finances." Allen said: "The reorganization now approved by the trustees will complement the process authorized by the Executive Committee of the Southern Baptist Convention."

In addition to restructuring the top of the

organization, the plan eliminates 13 more employees, leaving the commission with a total of 97 personnel, including 90 full time and seven part time workers. The 97 employee total is down from a peak of 176 in May of 1984, when ACTS was launched. It first was cut to 146 and then to the current figure of 110.

"The total reorganization has cut more than a million dollars out of the budget," Roach said. "In some early projections, we figured the minimum number of employees was 80. I think it is more realistic at 90. You simply cannot run a network without at least 90 people." He added the cuts were necessary because "we couldn't afford all of the people we had."

Under the reorganization, Edwards, as chief operating officer, "will have responsibility for the day-to-day control," Roach said. "The bank made a specific recommendation about the importance of having a day-to-day operations officer on site all of the time. I think it is smart (to appoint a chief operating officer) because Jimmy (Allen)



Jimmy Allen remains in charge of the Southern Baptist Radio and Television Commission after corporate reorganization. An executive management group was formed.

will be away 80 percent of the time raising money. It is hard for him to sign every policy memo and every personnel action."

Roach, however, specified Allen continues "as the chief policy maker; Jim Edwards' job is to see they get done." Under the plan, Edwards will assume some of the responsibilities of Luke Williams, executive vice-president, who has announced his early retirement September 30, 1986.

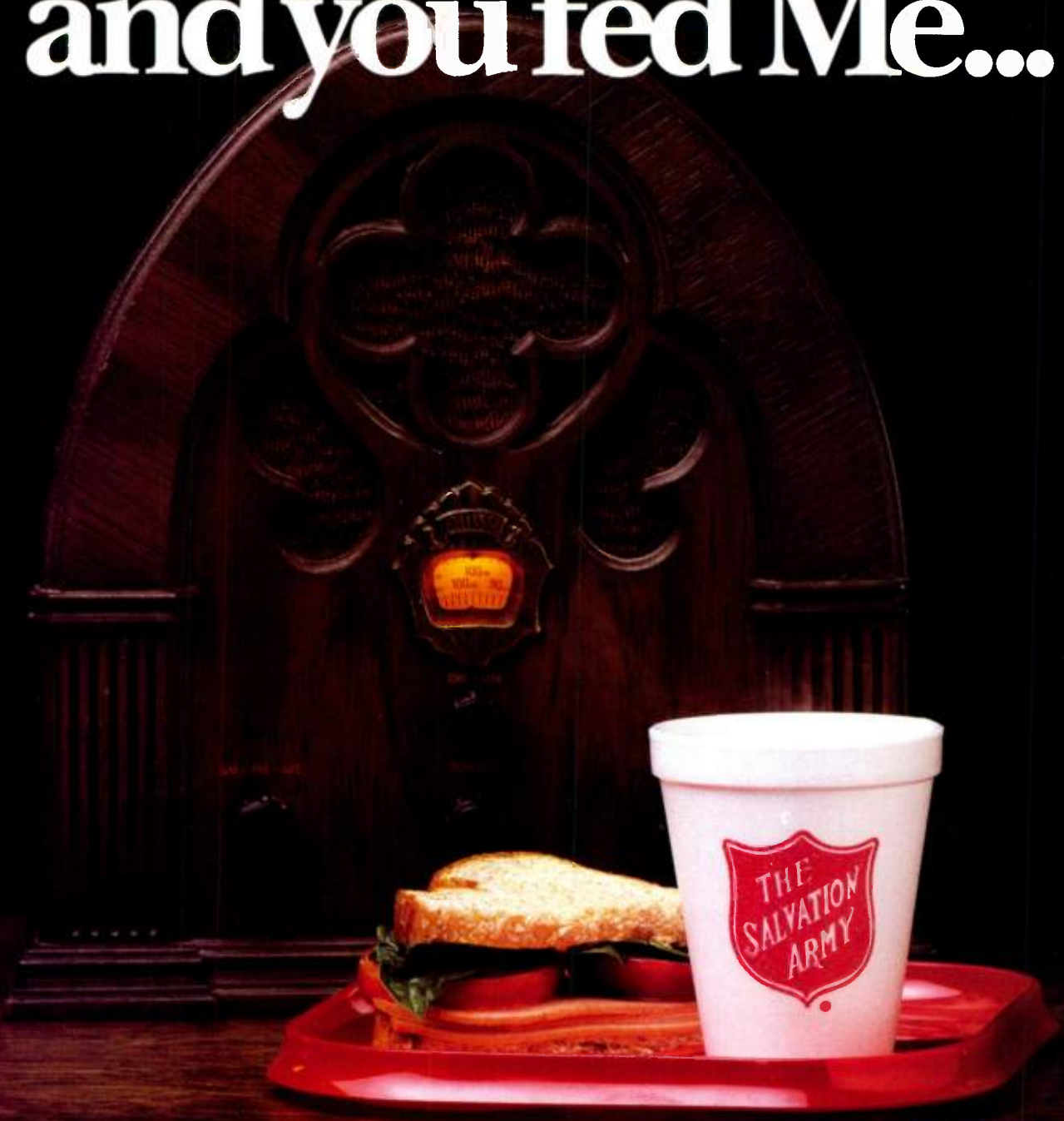
Williams told Baptist Press his proposed retirement "has been discussed for some time but has just now been announced." In the meantime, he said, he will be turning many of his day-to-day duties over to Edwards in preparation for his retirement.

He also will devote more time to the commission's \$10 million fundraising effort.

In addition to promoting Edwards, the reorganization plan creates an executive management group formed of Allen, Edwards, Williams and two current vice-presidents who will be promoted to senior

(continued on page 13)

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(continued from page 10)
vice-presidents.

The new senior vice-presidents are William Nichols, who was promoted from director of broadcast services to senior vice-president of affiliate relations, and Robert Taylor, vice-president of programming services, who was named senior vice-president of programming services.

The plan also calls for opening fourth ACTS regional office in Los Angeles on January 1. Ken Hunsberger of Memphis, who had been working on a contract basis with the ACTS network, will be director of that office. The other regional offices are in Atlanta, Fort Worth and New York. Dennis Parrish and Bruce Grinstead, two television producers who have been working on a contract basis with the network, also have been added to the permanent staff.

According to Roach, the reorganization is part of a four-pronged effort to make ACTS viable. The other parts are negotiation of a 10-year payout loan which would reduce cash flow, and the success of the fundraising campaign and the new syndication effort.

Icelandic Christians Respond to New Broadcasting Law

REYKJAVIK, Iceland (NRB)—Effective January 1, a new broadcasting law in Iceland allowed for private ownership of radio and television stations. Already, Icelandic Christians have responded to the new opportunity.

"We propose to run an independent Christian broadcasting station based on biblical principles and to broadcast Christian material in words, pictures and music," says Eirikur R. Sigurbjornsson, spokesman for Myndsja, in his broadcasting license application.

Myndsja was founded on March 1, 1982. Since its inception, the company has had the aim of bringing the Christian message to the Icelandic people. The firm has already produced material for Christian organizations, including the Seventh Day Adventist Church, and for the publishing division of Skalholt, the established church of Iceland.

The 240,000 Icelanders are, for the most part, Lutherans. Markus Antonsson, director general for radio and television at the State Broadcasting Company, Ríkisutvarpid (RUV), says that the "Lutheran church is also considering a station under the framework of this new law." He adds, "Any specific religious group may apply to the commission for a broadcasting license, minding certain regulations."

The new broadcasting act (Law 68) was approved by the Icelandic Parliament June 13. According to Peter Thorsteinsson, United Nations Consul for Iceland, the principal change the law enacts is that it "dissolves the state monopoly on broad-

casting." The functions and responsibilities of RUV, he said, are not abrogated. The State Broadcasting Company will still provide two separate daily schedules for radio and a daily television schedule.

A Regulatory Commission on Broadcasting has been created with members appointed by Parliament for four years. This commission will issue licenses based on applications for a specific period, up to three years. The act will then be reviewed within three years from date of passage.

Each approved station must work to promote cultural development and strengthen the Icelandic language. In addition, they must insure freedom of expression and fairness in controversial issues of public concern.

Myndsja plans to finance its ministry to approximately 70 percent of the population through donations and advertising. These advertising rates must be approved by the Regulatory Commission and 10 percent of all receipts channeled into a cultural fund pooled by the commission.

The conditions placed upon potential broadcasters are thought to be relatively few in comparison to the opportunity that is now within reach for Christian communicators. "Law 68 ushers in a great era of flexibility and opportunity in the area of broadcasting," says Antonsson. "It is a great campaign for increased freedom of expression in Iceland." Under the new provisions, only Icelanders are eligible for station licenses.

CBN University Given Law School by Oral Roberts University

VIRGINIA BEACH, Va. (NRB)—CBN University will be adding a school of law to its existing graduate level programs in the near future.

The law school, valued at \$10 million and donated unconditionally to CBN University by Oral Roberts University in October, holds provisional accreditation by the American Bar Association. Precedent exists for the transfer of the law school, and the initial application for transfer was filed with the American Bar Association.

"A gift of this magnitude bears eloquent witness to the harmony which exists among the various branches of Christian ministry and education in this country," said M. G. (Pat) Robertson, chancellor of CBN University. Robertson, a graduate of Yale Law School, also is founder and president of The Christian Broadcasting Network, which shares a 685-acre campus with the university.

CBN University president Bob Slosser said that approximately 75 transfer students from Oral Roberts University, along with an

(continued on page 15)

Clinic

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FRANK B. MINIRTH, M.D.

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



PAUL D. MEIER, M.D.

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



RICHARD T. CASE, M.B.A., M.A.

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



W. LESLIE CARTER, Ph.D.

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

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Desk — or (depending on space) at the door of the Cotillion Ballroom
prior to the Breakfast.

(Circle 194 on the Reader Service Card)

(continued from page 13)

additional 100 first-time students, are expected to comprise the law school student body when it opens in the fall of 1986. Construction of a classroom facility which will be able to house the law school has already begun and is scheduled for completion in the fall of 1986 as well.

"The initial response has been tremendous. After announcing this major addition on *The 700 Club* on November 5, our admissions office experienced an immediate rush of over 100 telephone inquiries regarding the law school," Slosser said.

The master schedule for CBN University's expansion had long included plans for a Christian law school, and the CBNU Board of Regents had officially voted to pursue the development of a law school at their spring meeting in 1985. This was done without the knowledge of anyone associated with Oral Roberts University. The CBNU law school was still in the planning stages, however, due to the absence of funds to appropriate the large number of law and reference books necessary to provide a quality law library.

The CBN University Board of Regents will determine a name for the new law school at a later date, but the school will be known in the interim as the CBN School of Law and Public Policy.

Back to God Hour Minister Keynotes DIA '85 Convention

QUITO, Ecuador (NRB)—Juan Boonstra, Spanish language broadcast minister of *The Back to God Hour*, was the keynote speaker at DIA '85, the 12th International Convention of Spanish-Language Religious Broadcasters. The conference, held October 20-26 in Quito, Ecuador, drew 170 representatives from 55 religious broadcast organizations throughout Latin America.

Invited by DIA's board of directors, Boonstra spoke about "The Theology of Communication." According to the minister, "Each lecture focused on one of the five 'musts' within that theology of communication.



Photo by Ron Mills

Larry Buckman (right), interim director of HCJB World Radio's Television Department, shows two members of the recent DIA convention how to direct the filming of a live TV program using three cameras at one time.

The unexpected gift of the O. W. Coburn School of Law provides a legal library of over 190,000 hardbound volumes along with microfilmed reference material as well. This is thought to be one of the finest collections of law and legal reference material in the nation. Because the long range master plan for university advancement called for development of a law school, preliminary interviewing of prospective faculty and staff has been ongoing. Active student recruitment has begun.

CBN University is a fully accredited graduate university which offers masters degree programs through its schools of Communication, Business Administration, Education, Biblical Studies, Public Policy and Institute of Journalism. The advent of the law school marks entrance by CBN University into the offering of a doctorate level degree.

"In speaking to a group of my peers, I emphasized that as religious broadcasters, we must first know God in order to tell others about Him. Second, we must know the people we're reaching. Through scriptural analysis, I focused on who man is and what he is, examining the very nature of man. Third, as communicators of the Gospel, we must clearly preach the message of salvation in Jesus Christ which we bring."

Boonstra continued, "Then we must use the means—radios, TVs, microphones, tapes, the instruments the Lord has given us today to preach His Word. Finally, religious broadcasters must have hope. We must be buoyed by the encouragement which Scripture gives—God's Word *will* be heard."

DIA '85 offered four seminars (Techniques of Programming, Radio Journalism,

*Minirth-Meier
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TV Production and Administration), each featuring an intensive "hands-on" practical experience workshop. a first for this annual convention. Participants registered for two seminars and one of their two chosen seminar's workshops.

Don Strong of *The Back to God Hour*, who helped organize DIA '85 and was elected vice-president of DIA's board of directors during the convention, said, "Our days were filled." Following Boonstra's morning lecture at the U.N.-funded International Center of Graduate Studies in Communications for Latin America, participants attended a three-hour seminar in the morning and a three-hour seminar in the afternoon.

"In the evenings, HCJB (where the workshops were held) was a beehive of activity. By the end of the conference, everyone was tired, but happy to have taken part," Strong added.

Boonstra said, "It was an exhausting week for participants, who were put through difficult courses by very demanding teachers. Although tired by week's end, they were grateful for a rigorous conference where they gained both the intellectual knowledge and the practical ability of how to effectively use the tools of the media."

At the end of the week, cassette recordings of Boonstra's lectures and each of the four seminars were available, providing participants access to the entire conference for further learning, future reference, and/or to share with their coworkers back home.

The only Brazilian representative at DIA '85 asked Boonstra for permission to have the minister's lectures translated into Portuguese, the primary language of Brazil, with a view to having them published in his country next year.

Federal Court Says Reduced Recordkeeping Hurts Public Interest

NEW YORK CITY (NRB)—The Federal Communications Commission's plan to deregulate radio has collided with the courts. In a unanimous decision December 20, the U.S. Court of Appeals for the District of Columbia ruled that the FCC's regulation reducing recordkeeping fails to protect the public.

The court acted on a petition brought by the Office of Communication of the United Church of Christ. The church agency successfully argued that the FCC's elimination of daily logs by stations in favor of a quarterly list of five or more community-related issues was inadequate to serve the public.

"This is an important victory for local communities and individuals across the nation because it restores our freedom of

choice," said Beverly J. Chain, director of the Office of Communication.

At issue is the right to have a stake in how well a station serves its community by challenging it at license renewal time for failure to serve the public interest. Key to the procedure is the public's right to examine station logs detailing all programming.

"If the Commission's goal is public participation in the license renewal process, the least it can do is assure that public files contain the minimum amount of information required to begin the process" the court concludes. Judge J. Skelly Wright further stated that a petition before the FCC [from a citizens' group to deny a license renewal] "plays a crucial role" in the regulatory scheme. "Moreover, we believe that an adequate public file is essential to proper functioning of the procedure governing the petition to deny," he wrote.

FEBC Reports Increased Chinese Listener Response

LA MIRADA, California (NRB)—In the first ten months of 1985, letters from listeners responding to Far East Broadcasting Company Chinese programs increased 110 percent over the previous year.

For 30 years, from 1949 through 1978, very few letters came out of China to FEBC. The Gospel message was transmitted by faith that the Lord would use it. Then, when official relations were established between the United States and China in 1979, the letters overwhelmed the FEBC-Hong Kong staff. Chinese Christians wanted FEBC to know how much those broadcasts had meant to them all those years. There were over 10,000 letters in 1979, with a high of 13,000 in 1981. After that there was a drastic drop, as restrictions in China were tightened again.

Letters leveled off at around 1,000 to 2,000 a year until 1985 when the number again rose to 4,035 by the end of October.

FEBC, which began in 1945 with a vision of reaching China with the Gospel, now has 30 shortwave and medium wave stations with a total power of 1,500,000 watts. Chinese broadcasts in several dialects are aired from FEBC stations in the Philippines, Saipan and Korea. In over 100 languages, the FEBC radio ministry reaches an area containing two-thirds of the world's population.

Managua Station Requests Christmas Special

MANAGUA, Nicaragua (NRB)—Radio Estero Revolucion (Revolution Stereo

Radio) was one of three Nicaraguan radio stations requesting the Lutheran Laymen's League's special Christmas Spanish radio program.

The 30-minute drama, prepared under the supervision of Eugene F. Gruell of Miami, Florida, tells the story of a couple who divorce after 15 years of marriage; but the power of the Christmas message overcomes past hurts and reunites the family. The English title is *Bethlehem Rebuilds the Home*.

Radio Estero Revolucion, with 100,000 regular listeners, is part of the Sandinista Television System of Managua.

By mid-November, the Spanish special program was scheduled for broadcast in Argentina, Bolivia, Chile, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Korea, Mexico, Panama, Paraguay, Peru, Puerto Rico, Uruguay, Venezuela, and Hispanic areas of the United States.

Some stations, like HCJB/Quito (Ecuador) aired the program on several shortwave bands as well as on AM and FM frequencies. In some countries like Mexico the program was heard on a nationwide network. All radio time was donated.

European Broadcasting Network Garner Additional Viewers

OSLO, Norway (NRB)—Since the broadcast signal of European Broadcasting Network (EBN) was unscrambled November 15, network officials have experienced "a tremendous increase in viewers and in response" to their religious TV programs, particularly in Great Britain where citizens were given permission recently to own satellite downlink dishes. The signal was unscrambled after negotiations were completed with the PTT, the Federal Communications Commission of France.

October 1 was the first anniversary of the European Broadcasting Network, founded by Hans Bratterud in Oslo. As the only Christian network to operate from Western Europe, EBN is having "a significant impact" on broadcasting opportunities on the continent.

Operating under the name New World Channel, EBN began with six hours of programming per week on Eutelsat ECS1-F1. Today they air 18 hours per day, seven days a week.

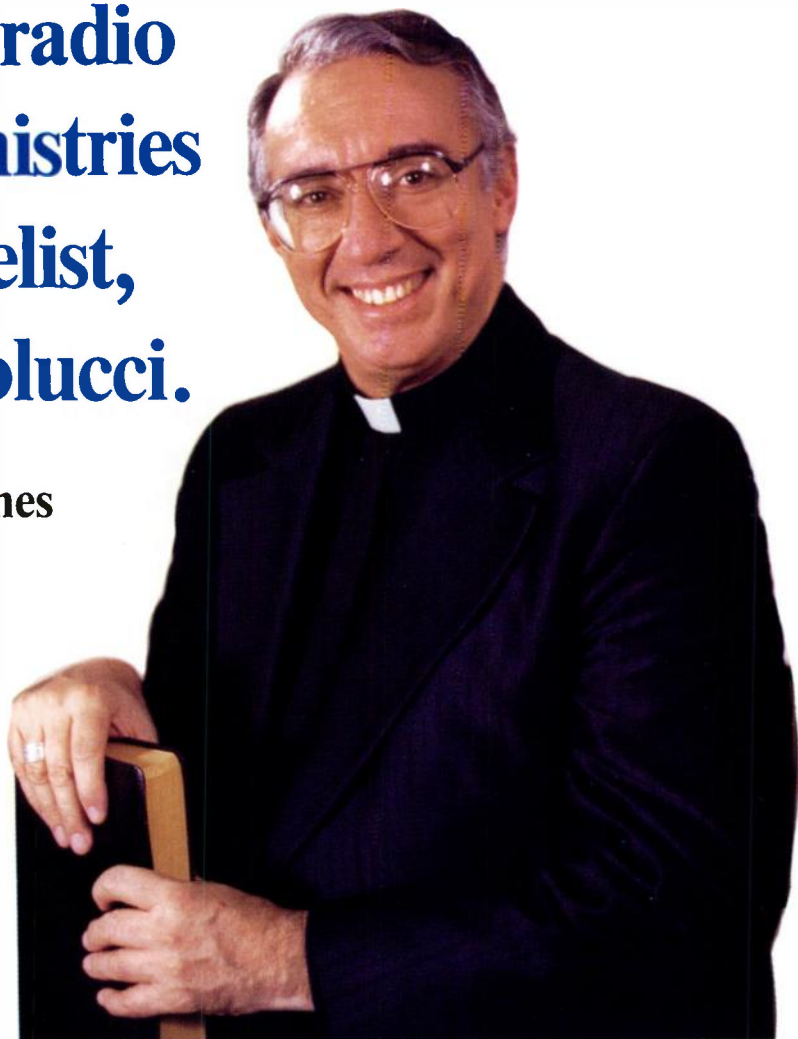
The goal of New World Channel is to make it Europe's "most attractive satellite television" channel, and to do so by providing the highest quality information, entertainment and spiritual programming available.

Present programming is aired in nine
(continued on page 18)

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languages, including Chinese. Formats run the gamut from talk shows to well-known American broadcasters like Jimmy Swagart, Robert Schuller and Kenneth Copeland.

Response from viewers has come to EBN headquarters in Oslo from every corner of Western Europe. "Its very existence has given new hope to the many Christian leaders and broadcasters who have worked long and hard for the right to be heard through the medium of television," an EBN source said.

In an effort to better serve their growing broadcast audience, EBN and Wilson Advertising of Los Angeles opened an office in Basel, Switzerland. Wilson Advertising represents interests in the United States and Canada.

Bratterud and his staff have not limited their vision to Western Europe. Aggressive efforts are under way to penetrate Eastern Europe through television. A continuing report and negotiations with several nations show signs of real progress toward limited Christian programming, Bratterud said.

Christian Movement Concerned About TV Continues Steady Growth

TUPELO, Mississippi (NRB)—The number of Christian leaders joining the Statement of Concern Regarding Network Television continues to grow with the total now approaching 1,500. This group includes the heads of more than 70 denominations. It began a few months ago with 10 Christian leaders issuing the Statement and urging other Christian leaders to participate. (See *RELIGIOUS BROADCASTING*, October 1985, page 8.)

The group includes 83 Catholic bishops, 13 Episcopal bishops, 18 United Methodist bishops, 4 Greek Orthodox bishops, 16 bishops from the Lutheran Church in America and the American Lutheran Church, more than 20 executive directors of state Southern Baptist Conventions, and more than 200 Christian broadcasters.

A small strategy planning group of approximately 30 members of the Statement Group, including Jerry Rose, first vice-president of NRB, scheduled a meeting in Chicago for December 16. That group made recommendations for the entire group to act on at a meeting at NRB '86 in Washington on February 3. The group has promised a boycott of the offending sponsors of programs of sex, violence, profanity and anti-Christian stereotyping.

NFD Journal, a publication of National Federation for Decency, Tupelo, Mississippi, recently published an updated list of those who support the Statement of Con-

cern. These Christian broadcasters were listed: E. William George, Radio Station KGER, Long Beach, CA; Eddie Hash, Radio Station KVIP, Redding, CA; Ken Andrews, Radio Station KJOL, Grand Junction, CO; Richard Florence, Radio Station WRMB, Boynton Beach, FL; Mrs. Mickey Segars, Radio Station WGUN, Decatur, GA; Bea Godbee, Radio Station WTJH, East Point, GA; Linda Tiernan, Radio Station WCBW, Columbia, IL; Janet Short, Radio Station WMTC, Vancleve, KY; J. Thomas Bisset, Radio Station WRBS, Baltimore, MD; Barbara Burrell, Radio Station KLFJ, Springfield, MO; Robin H. Mathis, Radio Station WCPC, Houston, MS; Glenn Mace, Radio Station WGAS, Gastonia, NC; Gloria Jennings, Radio Station WNNN, Salem, NJ; Clair D. Miller, Radio Station WFCJ, Dayton, OH; Ray Penny, Radio Station KYTT, Coos Bay, OR; John Thomas, Radio Station WGCB, Red Lion, PA; Rev. Bob Rodriguez, Radio Station WERR, Rio Piedras, PR; Dean Tollefson, Radio Station KCGN, Milbank, SD; Frank Scales, Radio Station KTFA, Bridge City, TX; William F. Blake, Radio Station KKKK, Midland, TX; C. Brooks Russell, Radio Station WESR, Onley, VA; Greg A. Walters, Radio Station, WNWC, Madison, WI. (See page 104.)

Canadian Ministry Applying to CRTC For Radio License

CALGARY, Alberta (NRB)—In a major effort to establish a 24-hour continuous gospel music radio station in Canada, Heritage Christian Ministries (HCM) was preparing to submit its application for a broadcast license to the Canadian Radio, Television, Telecommunications Commission (CRTC) in late December.

The Calgary, Alberta-based organization has proposed balanced and diversified programming which would include complete news, weather, sports, informative talk shows and lifestyle programs. The music format would be easy-listening, "beautiful" gospel music—different from what is currently offered by other radio stations in Canada, every day of the week.

"I feel confident that what we're proposing fits clearly within the regulations for broadcasting in Canada," said HCM president, Allan L. Hunsperger.

"If the CRTC denies us a license, it would be purely on the basis of religion," Hunsperger added, indicating that it would be a breach of the Charter of Rights and Freedoms guaranteeing all Canadians the freedom of expression, religion and media communication.

Working with Hunsperger in preparing the application is Gordon Colledge, a radio

consultant and 25-year veteran of the Canadian broadcasting industry. When this station is established, HCM officials said it will "break a 50-year padlock imposed on religious broadcasting by the federal communications agency, and will set an example of the free enterprise system at work in this nation."

The ministries' thrust toward a gospel music radio station was spearheaded in 1983 when HCM was incorporated, with the purpose of "advancing the Gospel of Jesus Christ by helping people apply the Word of God to everyday living."

Missions Programming Among Most Popular On Baptist Television

NASHVILLE, Tenn. (NRB)—Church leaders in the nation's largest Protestant denomination are discovering that televising missions conferences and related news about their work in more than 100 nations is popular in the pews.

Joe Denny, manager of telecommunications for the Southern Baptist Sunday School Board, parent organization of Baptist Telecommunications Network (BTN), said the church-based educational network found in two recent surveys that a missions teleconference was videotaped for later use by half of the churches and two-thirds of the local Baptist associations that receive BTN.

The SBC Foreign Mission Board, Richmond, Virginia, produced the teleconference that was available to some 5,500 churches in the 15-million member denomination.

The missions programs are among the most popular subjects telecast by BTN, Denny reported in *Missions USA*, a Baptist publication. Recent research also revealed that a regular production on missions called *Missions Hour* ranked with Sunday School teacher preparation programming as the programs taped for later viewing by the largest percentage of church and associational subscribers. BTN became operational in June 1984.

Moody Radio Opens New Studio, Production Facilities

CHICAGO (NRB)—One of Chicago's oldest radio stations, WMBI, began broadcasting from new facilities in late September. WMBI signed on the air in 1926, just three years after the first commercial broadcast station began operations.

Owned and operated by the Moody Bible Institute (MBI), WMBI is the flagship station for the Moody Broadcasting Network

(continued on page 20)

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Gerald Derstine	James Robison	Bob Tilton	Marvin Gorman
Zola Levitt	Jewish Voice	Kenneth Copeland	Sound of the Spirit
Search	John Osteen	Jimmy Snow	Ken Green
Jack Van Impe	Forward in Faith	Today, The Bible	Christian Lifestyle
Daily Christian	What Makes You	& You	Magazine
Living	Tick	Turning Point	God's News Behind
Church Triumphant	Irene Huston	Bishop John Sheriff	the News
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	VPN TV 10	CHICO	42,000 Viewers
OREGON:	VPN TV 22	PORTLAND	800,000 Viewers
WASHINGTON:	VPN TV 3 & 32	SEATTLE	556,000 Viewers
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(MBN). New facilities became a necessity with the recent expansion of MBN into satellite-fed networking.

According to Robert Neff, manager of MBI's Division of Broadcasting, "Things had become somewhat cramped. Along with WMBI AM and FM, we were involved in taped program production and distribution. These three operations were already working in shared quarters. The expansion of the network into satellite programming meant the need for more staff and facilities to provide the program offerings we are making available. Adding a fourth operation made additional facilities absolutely necessary."

To deal with the problem of insufficient space, a new studio complex was constructed on the eighth floor of MBI's administration building. According to Neff, the new facilities provided approximately one-third more studio space. Conveniently designed for use by both WMBI and MBN, the new facilities include a main studio, smaller studio and production area, master control points for both WMBI and MBN and much-needed office space. State-of-the-art equipment has been installed for both operations, and the vacated studios will be redesigned and outfitted for the production of taped programming.

"One of the amazing aspects of this entire project," said Neff, "was the financial end. All eleven of our owned-and-operated stations, including WMBI, are non-commercial—they are supported solely by the gifts of our listeners. The new facilities were paid for in the same manner, by the gifts of interested friends, without any loss of contributions to other MBI ministries. In keeping with MBI's century-old policy, all funds were in hand before construction began."

American Hispanics Mobilize for Evangelism At California Conference

GARDEN GROVE, Calif. (NRB)—More than 2,000 Hispanic evangelical leaders met here at the Crystal Cathedral October 14-18 for the Hispanic Congress on Evangelization. Eighty percent of the delegates were pastors.

In opening the congress, Alberto Mottes, the Argentine-born evangelist who was president of the gathering, challenged participants to enlarge their vision. "It is time for us, the Hispanics, to stop being a mission field and become missionaries ourselves," he urged. He preaches on a five-minute daily radio program.

Mottes pointed out it is estimated that, by the year 2000, more than 40 million Hispanics will be living in the United States. In other words, America's Hispanic population will exceed the population of any other

North American nation, except Mexico.

Evangelist Luis Palau, another daily radio preacher, challenged the Hispanic church in the United States to focus on evangelism. He was sharply critical of "that part of a church which is only concerned with social service." He maintained, "Many are preoccupied with helping the needy, but they don't want to preach the Gospel. I believe that evangelization is the greatest social service in the world, because a conversion to Jesus Christ changes a life and makes people more loving toward each other."

Christian Broadcasting Network president Pat Robertson told the conference, "The church cannot wait for corrupt officials, drug dealers or guerrillas to bring regeneration of entire nations."

Other main speakers at the conference included Ted Engstrom, president of World Vision; Bill Bright, founder and president of Campus Crusade for Christ International; and Efrain Rios Montt, former president of Guatemala.

Mottes also announced plans for what will be the first World Congress on Hispanic Evangelization to be held in North America in 1988. He declared, "Never before has the Hispanic world seen a mobilization of evangelical leaders such as we have experienced in this Congress. I believe that this is ample evidence of a coming spiritual revival among the Hispanic people, the likes of which we've never seen before."

Palau and Robertson will speak at NRB's annual convention this month.

Baptist Camera Crew Films Documentary in China

NANJING, China (NRB)—A Southern Baptist film crew is producing a documentary on the Christian church in China which is expected to premiere in June at the 1986 Southern Baptist Convention meeting in Atlanta.

The seven-person crew interviewed Christians and documented church life in the cities of Shanghai, Hangzhou and Nanjing during its trip to eastern China, which began in mid-October and ended in November.

Sent by the Southern Baptist Foreign Mission Board, the team interviewed both older Christian leaders who were trained before the Communist era began in 1949 and younger believers who represent the new generation of Chinese Christians.

The interviews will serve as background for "extensive visual coverage of the day-to-day life of Chinese Christians," said film producer Van Payne. The documentary will emphasize the diversity of Christian worship, ranging from church services in cities to rural home meetings, with added coverage of the Christian seminary in Nanjing

and the work of the China Christian Council. The council encourages religious education for church leaders and publication of Christian materials.

As much as possible, Payne said, narration and information in the film "will be relayed to the audience directly by the persons involved." That approach reflects the philosophy of the project, according to William O'Brien, Foreign Mission Board executive vice-president.

O'Brien described the documentary as "an attempt to gain insight on the church through the eyes of Chinese Christians, both older and younger ... an effort to help raise the level of understanding of Christians outside China about what the Chinese church is, where it is, how it sees the future."

The documentary idea developed through a series of contacts between Southern Baptists and leaders of the China Christian Council. Besides communicating with Christians overseas, Chinese Christian leaders may use a Chinese-language version of the film to educate Christians in widely separated parts of China about the church as a whole.

The producers anticipate the completed documentary will run 30 to 40 minutes. Production will be completed by spring. The film, or portions of it, likely will be shown at the June Southern Baptist Convention meeting in Atlanta and later at the annual Foreign Missions Conferences at Ridgecrest, North Carolina, and Glorieta, New Mexico. It will be available for screening by local churches and other groups through Southern Baptist Film Centers. The 16-millimeter film may also be transferred to videotape for television distribution.

O'Brien hopes the documentary will attract the interest of the "larger Christian community" in the United States. "We view a 30-minute documentary as a window through which we can glimpse a bit of reality in the church in China today," he said. "Hopefully enough light will come through that window for real rejoicing because of what's happening, a better understanding and a renewed commitment to pray for our brothers and sisters in China."

Station Leadership Reorganized, New TV Programs Developed

CHICAGO (NRB)—The management team at WCFC-TV 38/Chicago was reorganized last fall, a week after the station started its new broadcast season and unveiled several new local productions.

Company president Jerry Rose said the staff and operational changes would "be a good and positive direction for the station." Sales and programming departments, for in-

(continued on page 89)

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NRB NEWS



NRB's FCC Luncheon will be the location for a speech by Patrick Buchanan.



Civil rights activist Jesse Jackson will speak at the NRB Black Broadcasters Breakfast, February 5.

Pat Buchanan and Jesse Jackson Will Speak at NRB '86

WASHINGTON, D.C. (NRB)—A leading conservative spokesman for the Reagan administration and the nation's best-known black civil rights advocate have accepted invitations to speak at the NRB convention this month.

The White House director of communications, Patrick Buchanan, will address the FCC Luncheon on Tuesday, February 4. The FCC Luncheon promises to be one of the most important functions at NRB's 43rd Annual Convention and Exposition. The following morning, Democratic presidential hopeful Jesse Jackson will speak to a breakfast crowd organized by NRB's Black Broadcasters Committee, under the direction of NRB second vice-president B. Sam Hart.

President Reagan appointed Buchanan director of communications and assistant to the president a year ago. A journalist by profession, Buchanan has for 10 years written a three-times-weekly column of political and social commentary that was distributed to 125 newspapers in the United States. For almost three years before his appointment, Buchanan was cohost of *Crossfire*, a nightly interview-debate program on the Cable News Network, and a weekly TV panelist on *The McLaughlin Group*, distributed nationally by PBS.

From 1978 to 1984, Buchanan cohosted a three-hour daily radio show, *Buchanan-Braden Program*, on WRC and delivered daily commentaries on the NBC radio network.

In January of 1969, Buchanan was named special assistant to President Richard Nixon; he wrote speeches for the President and

Vice-President, developed political strategy, published the President's daily news summary and prepared briefing books for presidential press conferences. He resigned that post in November 1974 during President Gerald Ford's tenure.

In addition to his syndicated newspaper column, Buchanan, a Roman Catholic, has authored books, including *The New Majority* and *Conservative Votes, Liberal Victories*.

The speeches and activities of Jesse L. Jackson have received repeated international media attention and scrutiny, beginning with his August 1967 appointment as national director of Operation Breadbasket, the economic arm of the Southern Christian Leadership Conference. The appointment was made by the late Martin Luther King, Jr. Jackson continued in that post until December 1971 when he founded Operation PUSH (People United to Serve Humanity).

Jackson has devoted all his adult life to the human rights movement, improving the

quality of life for the underprivileged and minorities of America, and later, the world. An unswerving commitment to what he calls a "rainbow coalition" has given Jackson, a Chicago-based Baptist preacher originally from Greenville, South Carolina, a world forum.

In recent months, Jackson has visited Geneva for a summit-week meeting on nuclear disarmament policies with the Soviet leader and the Lynchburg, Virginia, campus of Jerry Falwell's Liberty University, in search of Christian unity.

On July 17, 1984, Jackson delivered an historic speech to the Democratic National Convention in San Francisco. The first major-party black candidate for President, Jackson captured 3.5 million votes.

As Jackson speaks, Jeane Kirkpatrick, former U.S. chief delegate to the United Nations and others are scheduled to speak at the fifth annual National Prayer Breakfast in Honor of Israel. The event, which is sponsored this year by The Religious Roundtable and The Lord's Airline, was moved from the Shoreham Hotel to the Sheraton Washington Hotel, site of NRB '86.

The event will also feature remarks from Representative Mark Siljander (R.-Mich.), former Southern Baptist Convention president Adrian Rogers, actor Demond Wilson, and Israel's ambassador to the United Nations, Benjamin Netanyahu.

The four-day convention begins on Sunday, February 2, with speeches by James Dobson of *Focus on the Family* and Dan Betzer of *Revivaltime*. The next morning Lloyd John Ogilvie of *Let God Love You* and NRB president Robert A. Cook, who broadcasts on *The King's Hour*, will address the 4,000-plus delegates in Washington. President Reagan and Vice-President Bush are being invited to speak Monday after-



A crowd of more than 4,000 religious media professionals will gather for NRB's Annual Convention and Exposition. This photo from last year's convention gives a sense of the excitement that will be seen at the Sheraton Washington Hotel this month.

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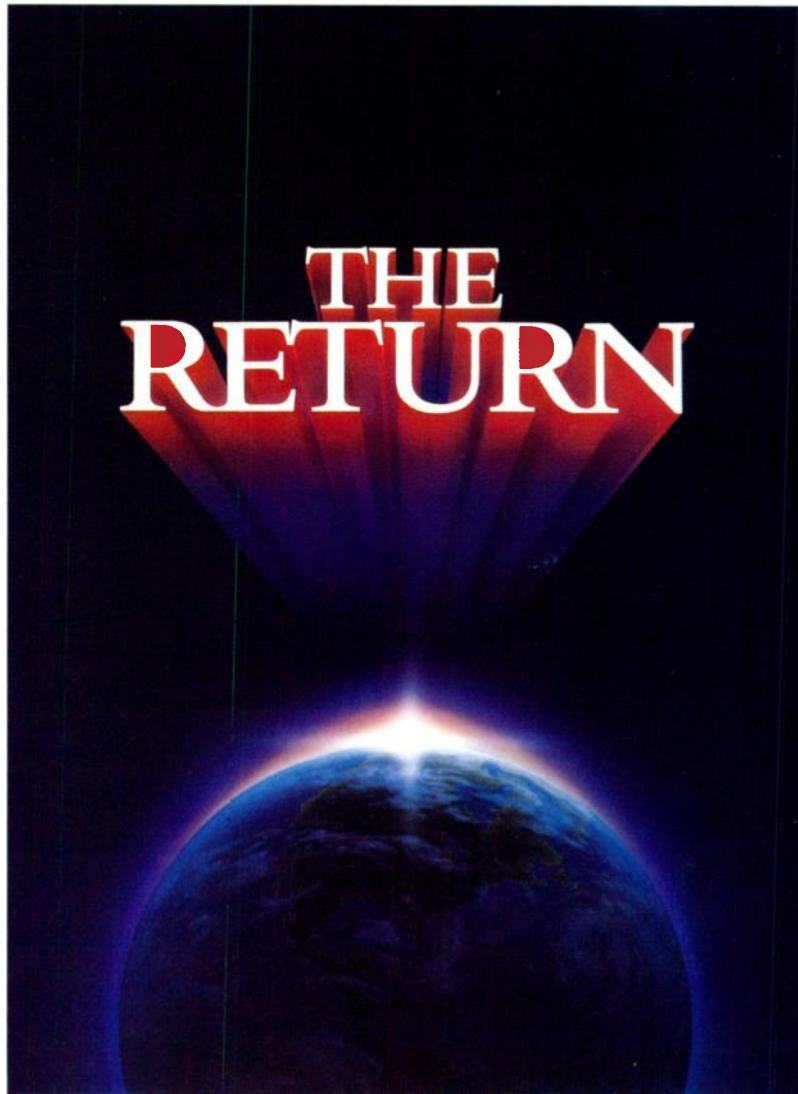
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Jeane Kirkpatrick will speak February 5 at the National Prayer Breakfast in Honor of Israel.

noon, as they did a year ago. Anthony Evans, a Dallas pastor who preaches on *The Biblical Alternative*, will speak on Monday night.

The second half of NRB '86 begins early Tuesday morning with a lively debate at NRB's Congressional Breakfast. The world's best-known Hispanic evangelist, Luis Palau, will address a crowd at the International Banquet on Tuesday night, just prior to a gospel music concert honoring the 10th anniversary of Sparrow Records.

The highlight of Wednesday's program will be the 43rd Anniversary Banquet with guest speaker M. G. (Pat) Robertson of the Christian Broadcasting Network. The Hispanic Broadcasters Committee will conduct their annual luncheon earlier that day with guest speaker Jose Camacho, a popular Baptist pastor and broadcaster from San Juan, Puerto Rico.

Music for NRB '86 (see report on page 3) will be provided by Sandi Patti, The New Gaither Vocal Band, Joni Eareckson Tada, Doug Oldham, Steve Green, Michael Card, Scott Wesley Brown, Jessy Dixon, The Communique Singers and Orchestra of Northwestern College, and others.

Jewish-Christian Debate Announced For Annual Convention

WASHINGTON, D.C. (NRB)—Evangelicals and Jews will be reminded of their common biblical heritage and of some current disagreements about Israel during a

one-hour debate this month. The latest addition to the NRB '86 program is designed to build better understanding between the two camps.

The February 5 match up between Moral Majority founder Jerry Falwell and Joshua O. Haberman, senior rabbi of Washington Hebrew Congregation, is planned as a 2 p.m. workshop on international broadcasting. Al Byrne of Far East Broadcasting Co. is coordinator of the four international broadcasting workshops.

Falwell and Haberman will examine their perceptions about Israel today in the light of the biblical model for Israel, and Jewish and Christian traditions. The debaters may also discuss the missionary evangelism of the Jews by Christians and any number of current topics on which Jews and evangelicals differ.

The basis for evangelical support of Israel today, many believe, comes from the twelfth chapter of Genesis (verse 31), where God says to Abraham, "I will bless those who bless you, and the one who curses you, I will curse."

Some of the dialogue between Falwell and Haberman may center on the concerns expressed by Jewish leaders that they believe evangelicals and some religious radio and television programs show disrespect for their faith by openly proselytizing their congregations, urging Jews to convert to Christianity.

A broadcaster on *The Old Time Gospel Hour*, Falwell is no stranger to an NRB podium. His debate with Senator Edward M. Kennedy at NRB a year ago on church and state was televised live and widely reported. An NRB Board of Directors member, Falwell received NRB's highest honor last year, the Hall of Fame Award.

In 1984, *U. S. News and World Report* named Falwell the sixth most influential American not in government service. In January of the same year, Falwell spoke to an NRB convention audience on developing positive alternatives to abortion such as the

network of Save-a-Baby centers his organization has started across the nation.

Falwell's views on Jews and Judaism are detailed in a 1984 book by Merrill Simon, a political writer for *Israel Today*. According to the publisher, the book questions the suspicions with which some Jews view Falwell. The book is called *Jerry Falwell and the Jews*.

Haberman is senior rabbi of the Washington Hebrew Congregation, the oldest and largest Jewish congregation in Washington, D.C. Immediate past president of the Washington Board of Rabbis, Haberman is recognized as a leader in developing dialogue between evangelical and Jewish communities.

The rabbi served on the Executive Board of the Year of the Bible in 1983, addressed several national prayer and Thanksgiving convocations in Washington under the auspices of evangelical Christian groups and has advocated closer relationships between Jews and evangelicals from the pulpit and in numerous publications.

In 1978 Haberman received the Brotherhood Award from the National Conference of Christians and Jews, an organization which he serves as a board member of the Washington regional chapter. Haberman coauthored "Guidelines for Interreligious Dialogue," a report which was issued jointly by the Union of American Hebrew Congregations and the Presbyterian Church in America.

The issue of Christian-Jewish differences surfaced at the NRB convention last year in a workshop called "The Challenge of Israel and Jewish-Christian Dialogue." The seminar was led by NRB's first vice-president Jerry Rose, president of WCFC-TV 38/Chicago, and Rabbi Yechiel Eckstein, author of *What Christians Should Know About Jews and Judaism* and founder of The Holyland Fellowship of Christians and Jews, Chicago.

Rose and Eckstein opened discussion about the evangelical's "insensitivity" to Jewish perspectives on evangelism and the common heritage shared by both groups. In introductory remarks, Rose said, "If evangelicals are going to be supporting Israel and talking about Israel, they should at least know more about each other."

Eckstein said, "We seek not to homogenize or destroy the barriers but to see if we can build a moral society, to pray and act for the peace of Jerusalem, to be a source of blessing for one another and for the whole world."

Earlier in the same convention, a live transmission from Israel featured comments by then-President of Israel Chaim Herzog and Jerusalem mayor Teddy Kolleck. An auxiliary event, the annual National Prayer Breakfast in Honor of Israel, was well attended.

(continued on page 28)



Jerry Falwell (left) and Joshua Haberman will debate Christian-Jewish relations at an NRB plenary session on February 5.

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Michael Glenn
Administrative Assistant to the Executive Director
NRB Morristown, N.J.

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NRB NEWS

(continued from page 26)

Dates Announced for Future NRB Conventions

Regional Meetings	Contact
NRB Eastern October 23-25, 1986 Marriott Airport Hotel Philadelphia, Pennsylvania	Sue Bahner WWWG Radio 1500 1850 Winton Road South Rochester, New York 14618 (716) 461-9212
NRB Southeastern September 10-12, 1986 Heritage Village USA Charlotte, North Carolina	Edward O. Temple, Jr. WORD-TV (CCTV) Lynchburg General-Marshall Lodge Hospitals Tate Springs Road Lynchburg, Virginia 24506, (804) 528-2000
NRB Midwestern October 8-10, 1986 Billy Graham Center Wheaton College Wheaton, Illinois	Herb Roszhart KROA-FM Box K, Doniphan, Grand Island Nebraska 68832, (402) 845-6595
NRB Southwestern October 20-22, 1986 Holiday Inn Holidome Irving, Texas	Jack Rabito KWJS 1705 West 7th Street Fort Worth, Texas 76102, (817) 335-1360
NRB Western September 14-16, 1986 Marriott Hotel Los Angeles, California	Ray Wilson Wilson Advertising Associates 1540 West Glenoaks Glendale, California 91201, (818) 246-2200
NRB Southcentral to be announced	Buck Jones Bellevue Baptist Church 70 North Bellevue Boulevard Memphis, Tennessee 38115 (901) 725-9512

National Meetings, Washington, D.C.

- NRB 1987 • February 1 - 4
- NRB 1988 • January 31 - February 3
- NRB 1989 • January 29 - February 1
- NRB 1990 • January 28 - 31

Contact Ben Armstrong, National Religious Broadcasters, CN 1926
Morristown, New Jersey 07960, (201) 428-5400.

**Steve Allen, Two
Producers Will
Lead NRB TV Workshop**

WASHINGTON, D.C. (NRB)—
Television personality Steve Allen and two well-known Hollywood producers will speak February 3 at an 11 a.m. workshop for TV executives at NRB's 43rd annual convention and exposition. Their topic will be "How to Capture an Audience."

In addition to Allen, the speakers are Michael Warren, co-producer of *The Love Boat* and *Happy Days*, and John B.

Heyman, producer of more than 100 films including *A Passage to India* and *Yentl*. The workshop, one of dozens planned by NRB, will be moderated by Theodore Baehr, chairman and chief executive officer of Good News Communications, Atlanta.

Although best known as a TV comedian, Steve Allen's primary gift is the composition of music. For more than 35 years he has enjoyed a career as a composer, lyricist, conductor, singer and pianist.

He is honored in the 1984 edition of the Guinness Book of World Records as the most prolific composer of modern times. To date, he has written more than 4,000 songs.



the list growing weekly. Yet he considers himself a musical illiterate since he doesn't read music.

In 1985, Allen wrote the words and music for Irwin Allen's CBS-TV all-star production of the Lewis Carroll classic, *Alice in Wonderland*.

Allen's concert engagements with symphony and pop orchestras consist entirely of his own compositions. A one-time radio vocalist, he sings better than most composers (critics describe his voice as "infectious" and "fun"), featuring in his performances such ballads and blues originals as "Convince Me" and "Until I Left Chicago," among others.



LATE NEWS: Steve Allen was diagnosed with cancer of the colon on January 7. He cannot attend NRB '86. (See page 138 for details.)

Tape recorder ever in hand. Allen continues to produce an outpouring of novels, plays, musical comedies, poems, magazine and newspaper articles, as well as comedy material. His published books, to date, number 27. His articles, verse and stories have appeared in magazines, newspapers and syndicates such as *Life*, *Look*, *Saturday Review*, *Television Quarterly*, *The New York Times* and *National Review*.

Allen, a member of First Presbyterian Church of Hollywood, is often asked where he gets ideas, but he has no ready answer. "Creativity, of just about any sort, is a mysterious process," he says. "Nobody knows how the world's poets and writers get ideas. You're brushing your teeth and suddenly you think, 'Hey, there's an idea for a book.' Obviously it wasn't brushing your teeth that gave you the idea."

Allen blames an insatiable curiosity for his prolificacy. He transcribes thoughts as they come to mind, and, in time, the accumulated materials take the form of jokes, sketches, poems, essays, songs, magazine articles, or additions to one of his several books "in progress."

Allen married Jayne Meadows, a daughter of missionaries.

Michael Warren went to California in 1966 as a graduate student at the University of Southern California department of



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cinema. While there he received a Cinema Circulus Scholarship and became a member of the Universal Studios Educational Production Unit.

He produced short films for KCET and was a member of the faculty for an O.E.O. project called "New Communicators," which was designed to help minorities gain entry to the television and film industry.

Warren became an associate producer with World Wide Pictures and it was during this time that he married his wife, Rita.

In 1973, he became the associate producer for the ABC television show *The Partridge Family*. This was the beginning of his association with William Bickley, the show's co-producer.

A new show, *Happy Days*, went on the air in 1974. Warren went to Paramount Television as the associate producer during the second season.

In 1975, Warren and Bickley began writing as a team. Their efforts included scripts for television shows such as *Happy Days*, *Welcome Back Kotter* and *LaVerne and Shirley*.

Warren was asked to come back to *Happy Days* in 1976 as executive story consultant. It was during this season that *Happy Days* became the number one television show in America.

In 1985, Warren and Bickley produced the ninth season of *The Love Boat* and are presently writing a one-hour comedy pilot for ABC and Aaron Spelling Productions.

From the day he left Oxford University, John B. Heyman has been deeply involved in the television and motion picture industry on both sides of the Atlantic. His diverse skills cover many aspects of the profession and include script-writing, editing, publicity, promotion, management, as well as financing and distribution, directing and producing.



Michael Warren (left) and John Heyman (photo not available) will conduct an NRB workshop on attracting an audience. Theodore Baehr (right) will moderate the session.

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Heyman started his career 30 years ago as head of public relations for Associated Television, the first London commercial television station, and wrote and produced programs for that company, including five series which made the top 10. In 1959, he entered the personal management and agency business; artists under his management included Elizabeth Taylor, Richard Burton, Richard Harris, Burt Bacharach and Trevor Howard.

In 1965, he co-produced the Richard Burton *Hamlet* on Broadway, and the following year, entered the motion picture industry as a producer. Since then, pictures that he has been involved with as packager, co-financer or co-producer have collected 119 Academy Award nominations, 14 Oscars and two Grand Prix at the Cannes Film Festival.

Among over 100 pictures are *The Go-Between*, *The Hireling*, *Chinatown*, *The Dresser*, *Saturday Night Fever*, *Yentl*, *Jesus*, *The Longest Yard*, *The Man Who Would Be King* and, most recently, *Passage to India* and *D.A.R.Y.L.*

In 1976, Heyman commenced The Genesis Project to translate the Bible onto film; 33 films have so far been completed.

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Each day in America, over 4,000 babies are killed by abortion. On May 1, 1986, the National Day of Prayer, thousands of Americans from across the land will stand together before God and man on behalf of these innocent children. As a Christian broadcaster, you can help share God's heart, and take part in this historic event.

NRB Reception

Come catch the vision at a special reception hosted by Melody Green, National Director of Americans Against Abortion, and Pastors Norman Stone and Jerry Horn of Walk America For Life. Tuesday, February 4, 2:30 p.m. in the Richmond Room at the Sheraton Washington Hotel.

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Funds Being Sought For Legal Battle Over Must-carry Rules

CHICAGO (NRB)—NRB first vice-president Jerry Rose, who chairs the committee that has been defending must-carry rules for religious TV stations (see *RELIGIOUS BROADCASTING*, January 1986, page 6, for related report), issued a statement on January 3 that urges NRB members to contribute to a legal fund.



Jerry Rose heads the NRB committee that is defending must-carry rules.

Rose, president of WCFC-TV 38/Chicago, called the still-unresolved carriage issue "probably the most crucial battle for survival" in the history of Christian telecasting. Following is the text of his statement:

"A recent court decision will have a serious impact on NRB members who are television owners and operators and you, a Christian television programmer.

"It was the court decision against 'must-carry,' a long-standing FCC rule that has always assured a local station the opportunity to be carried on cable stations in its viewing area.

"Without must-carry the local stations are left to the mercy of the cable station. As cable penetration increases, there will be fewer antennas and the local station will become increasingly dependent on cable carriage. Loss of cable carriage will be devastating, especially for local Christian stations.

"Obviously, the problem is too serious to ignore. A committee of owners and operators has been formed under the auspices of NRB to work with other broadcast groups that are working to restore some form of revised must-carry. Included are the National Association of Broadcasters (NAB), the Public Broadcasting System (PBS), and Independent Television (ITV). Together, we have made excellent progress. Our NRB attorneys are doing an exceptional job of representing us and we are farther along than we thought possible at this point.

"But now we are at a crucial point in our progress. We are seriously stretched financially and the NRB attorneys need all bills caught up before they can proceed. All of the owners and operators are willing to stretch farther, but they still need help. If we back out of the broadcasting group effort, we will simply be left out of any kind of settlement that is made on must-carry. It is an urgent problem.

"As a Christian TV programmer, you are also affected in your ministry. This letter is to urge you to stand together with the must-carry committee at this crisis point. It is their desire to keep their stations strong and to assist new stations signing on the air so they can serve you. But to do so, they need you to stand together with them.

"Please, consider a one-time contribution to assist in this effort. Each owner and operator pledged a first amount of \$5,000 and is prepared to do more. If possible, this size gift is needed. If not, whatever amount you decide on prayerfully will help tremendously.

"Thank you in advance for standing together with Christian television on what is probably the most crucial battle for survival in its history.

"Due to the immediacy of the problem, we need as much of your pledged amount as possible immediately. The remainder can be sent within 60 to 90 days.

"Again, thank you very much. If you have any questions, please contact me at 312-977-3838.

Sincerely, Jerry Rose, Committee Chairman."

IRB Enthusiasm Mounts As Convention Nears

MORRISTOWN, N.J. (NRB)—Intercollegiate Religious Broadcasters (IRB), the student and faculty membership of NRB, is planning "the biggest convention year ever" with more opportunities available than previous years for IRB members.

"There have been more inquiries this year than ever before concerning IRB," said Bob Bowen, convention coordinator. "Membership is well ahead of this time last year," he added.

A convention program has been designed especially for IRB members to encourage group exposure and awareness. "In the past, people have not been aware of our presence. We are excited about the continued and renewed interest in promoting the group," said Hugh Smith, IRB chairman and dean of the Heritage School of Evangelism and Communication at PTL near Charlotte, North Carolina.

NRB '86 begins on February 1 for the IRB faculty with two workshops entitled "Teaching the New Technologies" and

"Marketing Research." Later that night, a faculty and spouse banquet is scheduled. Students will be able to hear "What Employers are Looking For" in a station manager panel on Sunday. "Creative Approaches to Radio Ministry" is offered on Monday as part of the regular convention program. The annual IRB business meeting winds up activities on Tuesday.

For the first time, a student/faculty reception will be held Sunday afternoon at the Sheraton Washington Hotel. "A lot of college students attend the convention but never cross paths," Smith said. The reception, designed to get members acquainted, will feature the award-winning video and audio taped entries in the Sixth Annual IRB Awards Competition, submitted to NRB prior to the convention.

Five groups are sponsoring the reception: Moody Bible Institute, Bott Broadcasting, SESAC, ASCAP and BMI.

IRB officers were elected last year at the IRB business meeting in February. Smith was elected chairman; James Owens, communications professor at Asbury College, Wilmore, Kentucky, vice-chairman; Judith Saxton, professor of communication at Baylor University, Waco, Texas, secretary; and Carl Windsor, professor of communications at Liberty University, advisor to the committee.

Students interested in attending NRB '86 may call (201) 428-5400. Once students arrive at the convention, an IRB information table will be available in the lobby. This service will seek to better orient students and make them feel welcome while attending the convention.

"Our students are tomorrow's communications leaders and future NRB board members," Smith said. "We want to encourage the value of being involved with NRB."

New Christian Group In Argentina Seeks Affiliation with WEF

BUENOS AIRES, Argentina (NRB)—An unprecedented spirit of unity among Christians of many denominations throughout Argentina has led to the forming of the "Alianza Cristiana de Iglesias Evangelicas de la Republica Argentina," also known by its initials "ACIERA" (similar to the National Association of Evangelicals in the United States). This organization has been established as a channel for service and fellowship between Christians of many different churches and denominational backgrounds, both within Argentina and with believers throughout the world. It is in this spirit that ACIERA is formalizing its relationship with the world evangelical fellowship as a full-fledged member.

The unity among Christians in Argentina has been accompanied by signs of spiritual renewal and revival within the church, as well as unparalleled opportunities for evangelism and Christian ministry. For example, more than 700 pastors and 3,500 youths attended the latest pastors and lay workers conference and youth festival in the province of Cordoba.

In Buenos Aires, one of the most prestigious radio stations has opened a nightly, six-hour block for Christian programming; and some 40,000 to 60,000 people are attending nightly neighborhood evangelistic campaigns being held for up to five or six months in different parts of Argentina by the recently-converted Argentine industrialist, Carlos Anacondia.

ACIERA also had a major role in such national events as a prayer meeting three days before the presidential elections of 1983, with the participation of 18,000 Christians asking for God's blessings as Argentina embarked on a path of democratic government.

In the future, ACIERA will continue to host and organize the pastors and lay leaders conferences every year, develop the accompanying youth festivals, improve hands-on workshops, and challenge the church with outstanding Christian speakers so that Argentina can become a more significant missionary-sending country.

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at that single point."*

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Baby Boomers experienced long exposure to shared media-made images that resulted in their thinking and feeling in extremely similar ways. Television gave the Baby Boomers a national culture. Rituals like the Kennedy funeral, "one small step for man, one giant leap for mankind," the mourning for Martin Luther King, Jr., Woodstock and Watergate gave the generation common experiences that cut across regions and races.

A positive plan is needed for use of the media to reach the Baby Boom Generation and their children with the Gospel. This is a call for active participation by religious broadcasters—a call to seize the initiative to communicate to the 130 million Americans under 40 years old.

In American homes today, most families have two TV sets; many have three or four, and they are turned on over seven hours a day. Furthermore, high tech has hit television sets. The Digital Age is here and the changes that will occur from here on are going to be fast and furious. Within a few years, half of all American households will be wired for cable, offering

viewers a choice of 20 to 30 programs at any one time.

What an opportunity for Christians in the performing and fine arts and in the business of producing programming to reach out and address the needs of the diverse publics of our society. If commercial television stations, producers, record companies and filmmakers, with their vast stable of artists, can form a consortium to develop new programming and help relieve a shortage that has plagued the television industry over the past several years, why can't Christians in the arts and media do likewise? Success in any endeavor requires commitment.

This hour requires men and women of God who are progressive and innovative thinkers. They must be willing to take non-traditional steps to meet the needs and solve problems in communicating the Gospel to the under-40-year-old population. They should be individuals intensely interested in evangelism, individuals who are more interested in presenting the fundamental Gospel of the the Lord Jesus Christ than in pumping cultural Christianity.

Somehow, we have managed the incredible. We have made Jesus seem dull. What hundreds of Galileans walked ten miles and missed their lunch to hear, we have turned into something the average Baby

BY TERRY SHEPPARD

Are you afraid of the telephone? You should be



Robert Pittenger, Chairman of the Board
James McKinney, President

Fund raising over the telephone should scare you. It often allows an imperfect stranger to perfectly ruin your message and offend your donor.

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"Mark 1 Communications has done a remarkable job in assisting Senator Helms in his efforts to end the liberal programming and news bias of CBS through their telemarketing program. We highly recommend their service."

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Boomer and his children would walk ten miles and miss their lunch to escape. In their commendable eagerness to share the Good News, Christians too often have become guilty of "cultural insensitivity."

Jack Sims, Baby Boom specialist and church growth consultant, says, "Many under-40-year-olds would like to say 'yes' to God without having to say 'yes' to a church denomination, a political party, a TV or radio evangelist or a lifestyle that just doesn't fit their generation. The world is more complicated, confusing and dangerous now than ever before. Our problems and struggles are bigger, not smaller." Gallup research points out that the under-40-year-olds know that there is a spiritual dimension to life. Sims agrees. "Most of the Boomers have never had a way to grow spiritually. They believe that God has answers to their questions. But they know that the church doesn't speak

to achieve the best possible results.

The Salt of Society

Considering the present state of spiritual and moral decay in our society, we need all of the Christian influence, salt and light, that we can muster. We must be aggressive. We must work twice as hard as non-Christians, around the clock if necessary, because there are fewer of us. In his book *Addicted to Mediocrity*, Franky Schaefer says, "Any group that willingly or unconsciously sidesteps creativity and human expression gives up their effective role in the society in which they live. In Christian terms, their ability to be salt of that society is greatly diminished."

Daily, the world of the performing and fine arts leaves its mark on all of our lives. Art, creativity and communications are so integrated into our modern world that it is impossible to separate them. Art carries a

directing and encouraging contemporary Christian artists to maximize their potential?

There are many Christian artists looking for ways to integrate their talents with organizations and ministries. Ministry sponsorship helps give focus and direction to the abilities and dreams of artists. It has the potential of putting the creative power of gifted young Christian artists to work to change the world. A ministry sponsorship of an artist can provide an opportunity to reach a group of individuals or community of people, such as the Baby Boomers, that could not be reached by more traditional forms of communication.

A Winning Team

Creating a winning team requires patience, hard work and experienced direction in all phases of activity. Christian businessmen, organizations and ministries must join together to support Christian artists. Without question, all of the arts and media which incorporate them are powerful. Combined they can play a decisive role in reaching the Baby Boom Generation for Christ. A local, national or international ministry can enable a gifted person to use his talents much more effectively for the Lord. Many young Christian artists are physically struggling to manifest the talents and gifts God has given them because of lack of encouragement, opportunity and financial support. Christian artists must be encouraged and integrated into the world of religious media. History is full of those who, but for the support of one other individual, would have failed in their creative endeavors. It is our Christian responsibility and obligation to pray for one another and to join together in Christ for the sake of the Gospel and the glory of God.

We must be willing to take non-traditional steps to communicate the Gospel to the under-40-year-old population

their language, play their music, wear their clothes, or understand their world." Sims takes it one step further: "The Boom generation does not respond favorably to the image of Christianity that is presently seen and heard on the media.

"When describing the media religion, they might say things like, 'I don't like the music—it sounds old-fashioned and strange; the preaching is too dogmatic; the preaching seems like it is too politically one-sided; that man seems to be yelling too much.'"

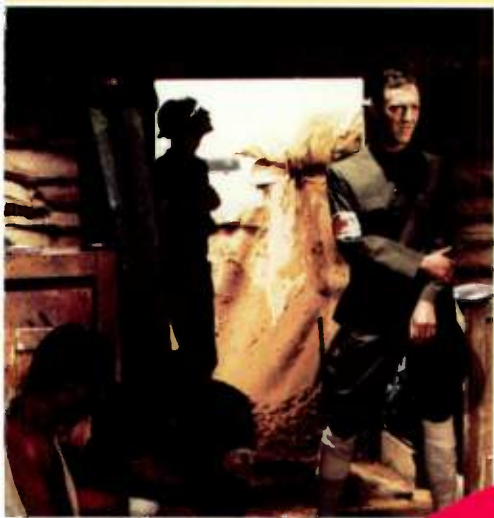
The arts and media automatically attract the young and enthusiastic, the aggressive and talented. The energy of youth is vital to any community or organization. Energy gone haywire is a disaster, and talent without direction is an incredible waste. Good stewardship and management require the harnessing of energy and talent

message. The commercial world sponsors artists of *all types* because this helps to develop new talent to maintain growth and profitability. Ministry sponsorship fits into the world of the arts and it can help our ability as Christians to communicate dynamically. Ministry sponsorship of artists is not a new concept. In an age gone by, the church supported the talents and projects of Michelangelo, Bach, Handel, Shakespeare and many others. Most of these artists were creating within the structure of the church or the church's support. Why should it be any different today?

Christian activity in the arts and media depends on the development of an understanding and a sharing/teaching attitude among the old pros and the raw recruits. Where are the teachers? Who is willing to provide the opportunity and to take the time to help new talent by sharing wisdom,



Terry Sheppard is communications consultant and TV/film/animation director for Sheppard & Associates of New York and Los Angeles.



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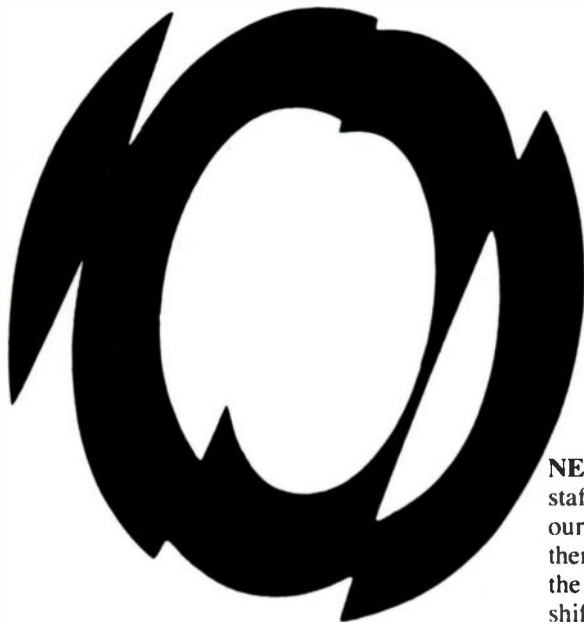
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Don't PANIC



When you urgently need a replacement announcer, "shift instructions" will guide your novice through a professional broadcast

BY ROBERT SUTHERLAND

ONE NIGHT our entire staff had planned to be at our annual banquet. But there was no one to go on the air to do the regular shift and the engineering

for the *live* remote broadcast of the banquet speaker, Jack Odell of *Unshackled!*

We had trained Kevin Tubbs for stand-by work. Although he had experience at another station, he had never been on the air at WMHR. He went on the air with only a few hours' notice, followed the written shift instructions, and sounded as natural and professional as the regular announcer. Now the announcers know they can do an unfamiliar shift and not sound alien. That makes them more willing to work odd hours on short notice.

If you are responsible for finding emergency replacements for board operators at your radio station, it may be only a matter of time when you have to put a different

announcer on the air—perhaps to fill a shift he has never worked before.

I suggest that for each shift of your broadcast day you compile "shift instructions" to augment the program log. Now that they are for internal use only, program logs are much simpler and briefer. Logs give program times, news times and a general "window" for commercials to be played. However, they normally don't explain the intricacies of the various announcers shifts. Hence, the need for detailed shift instructions.

Composing Shift Instructions

Christian radio is often used as a training ground for novice announcers. When a new announcer is trained, he is expected to retain an enormous amount of information. Most do not have the practical knowledge it takes to really understand what they are being told. They need hands-on experience.

That is where the problem comes in. You don't want to place a novice announcer on certain shifts until he obtains experience. Yet, he will never get that experience until he has actually done the work. Once shift instructions are completed properly, you can rest assured that your staff can be used for any shift. These instructions can be as long or short as is warranted by the shift itself. Yet, even if a shift is comprised of programs, there are many details involved. Proverbs 13:10 says: "Through presumption comes nothing but strife, but with those who receive counsel is wisdom." When you presume everyone knows everyone else's job, you are asking for trouble.

Anticipating Questions

Shift instructions should be given to the announcer/board operator and be written with the announcer's questions in mind. The idea is to answer as many questions as possible, before they become problems. This extra planning will cut down the number of mistakes people make on unfamiliar shifts and reduce the anxiety level of those responsible for their work.

Try to anticipate the following questions:

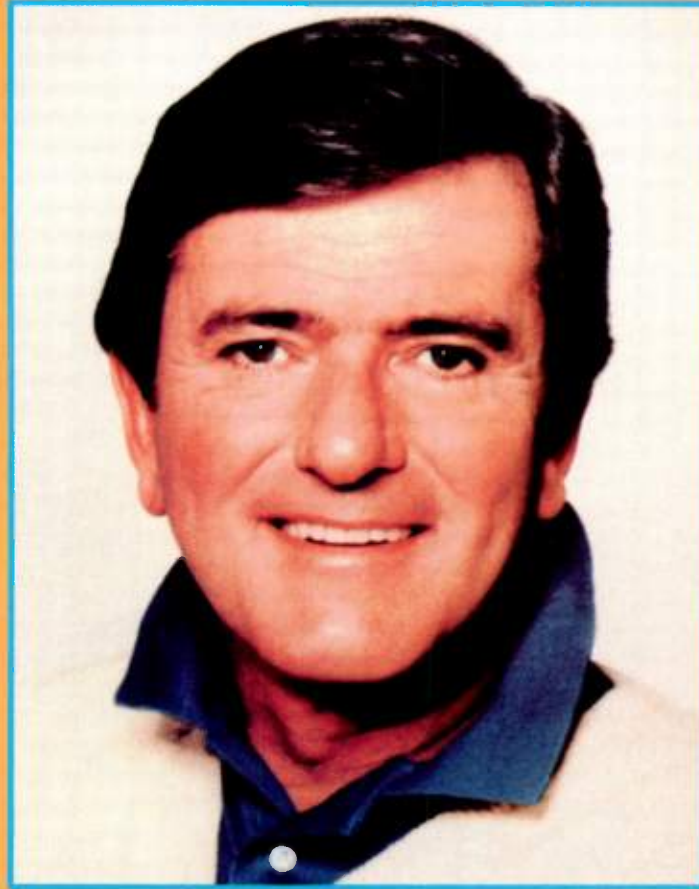
If the tape is defective, is there a back-up tape? Where?

If a program tape is missing, where might it be?

If someone isn't on time for a live program, who should be called? At what number?

Lloyd Ogilvie

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Dr. Ogilvie is a noted author and speaker and is Television and Radio pastor to a nationwide audience on the LET GOD LOVE YOU program. He speaks each week from the pulpit of the First Presbyterian Church in Hollywood, California, where he is Senior Pastor.



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

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

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

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TELEX

MANAGEMENT

Do network feeds have to be recorded during the shift? Which ones? When?

Should a particular tape be played only on a particular machine?

What time should the weather be updated?

Are all the newscasts the same?

Are some programs sponsored one day and not another?

Is there a special music format for the shift?

Are there adjacent spots for some programs? Is it clear which programs have "billboards"?

Are there instructions for special recordings that may be needed? Studio recording? Telephone recording?

Are there special themes or background carts to use?

Are there special cues to listen for during programs or news?

Are there any special engineering requirements? Tower lights? SCA readings?

What if an EBS test is received? Or sent?

Should local agencies be called for news? Who? When? What number?

What time is sign off? How is it done? How can you be sure?

Who do you call if you lose power?

Is there a special order for the different parts of your newscasts?

Should some music receive extra airplay?

How many PSA's or "bulletin board" items should be used? When?

What about meter readings?

Is there anything unusual about engineering logs during the shift? Where are logs kept for the next day? Where do the previous day's logs go?

When should an announcer talk or not talk? Is there a limit on the amount of "sharing" he should do?

Who should cue up subsequent programs?

Where do the tapes go after they are played? Those played the same day, the next day, and the next week?

Which tapes are played on dates not explicitly labeled on the box?

Which tapes need to be "tagged" for the next airing? Where?

Which programs run overtime? Which programs end early?

Where should "used" news be put?

What about special instructions for Sunday? Sports? News? Music? Church feeds?

Seeking the Expert

Each shift has one expert. Ask that person to make notes of all that is required of him during each shift. Have him do this for each day, not repeating information, but confirming that nothing is omitted. Remember, different days have different challenges; anticipate the potential problems. Then, arrange the instructions in chronological order and label the sheets clearly, showing which shift is covered. Make separate instructions for each shift, put them in plastic covers and place them in a notebook in the control room. Plan to devote some time to them at your next staff meeting, and be sure to update them every six months.

In addition to compiling shift instructions, you may want to make a notebook for the control room of all the station's programs, including addresses and program times—listeners often ask for this information. Keep a list of staff addresses and phone numbers, as well as emergency numbers and details. Ask the staff what they need help with. Get their input. Involve them in solving problems.

A radio station cannot depend on any one person, so tell your operator/announcer why shift instructions are necessary. We need to realize that we are expendable, but if we weren't needed and wanted, we wouldn't have our jobs. Emphasis must be placed on a smoother operation and its needs.

Now WMHR has expanded the shift instructions to include an operations manual which details almost every aspect of station operation. If you can read and work, you can learn about almost every job at our station. That makes life easier for us all. We can work together effectively.

I have the confidence that if an employee of our station were to call with an hour's notice saying that he couldn't make it to work, I would have someone to replace him and that the shift would be conducted properly. The responsibility that I have been given is not only mine but instead is shared with those doing the work. I never hear the words, "Nobody told me," because shift instructions enable us to communicate and cooperate as a successful team.



Robert J. Sutherland is operations manager for WMHR-FM in Syracuse, New York.

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SURPRISING Findings In Christian Radio

by Paul H. Virts

IN RECENT years, the number of full-time and part-time religious radio stations in the United States has been estimated at between 1,200 and 1,400, depending on how one defines a religious station.

However, more important than pinpointing the actual number of religious radio stations in operation is surveying the types of stations employed, the amount of religious programs aired, the types of programming used, and the amount of programming produced locally. Other important considerations are the use of satellites and programming needs for the future. A recent study conducted for Christian Broadcasting Network by an independent marketing research firm sought to provide information in each of the above areas.

The survey was limited to those stations that broadcast 20 hours or more per week of religious programming. Using *The 1985 Directory of Religious Broadcasting*, the firm isolated 687 stations that broadcast 20 or more hours of religious programming in the 48 contiguous states and Alaska. A random sample of 250 of these stations was selected and telephone interviews were conducted with station managers and program directors.

Paul H. Virts, Ph.D., is manager of Marketing Research Services at the Christian Broadcasting Network, Inc., in Virginia Beach, Virginia.

Religious Radio Saturation

The survey found that of all religious radio stations 12 percent are located in the New England and mid-Atlantic region, 34 percent in the South Atlantic, 19 percent in the South Central, 20 percent in the North Central and 15 percent in the Mountain/Pacific regions. The northeastern and western sections of the country are the least saturated with religious radio.

Furthermore, half (50 percent) of the managers operate AM-only stations, while one-third (37 percent) manage FM-only stations, and the remainder (13 percent) operate AM/FM combination stations.

On the average, "full-time" religious stations are on the air 121 hours a week or about 17 hours a day. As one might expect, FM stations are on the air significantly longer each week (average of 143 hours) than are AM stations (average of 103 hours). Part of the difference between broadcast hours of the station types is accounted for by the fact that many AM stations are day-timers.

Religious stations broadcast an average of 89 hours of religious programming each week, or 13 hours a day. Only 14 percent (most of which are FM) are on the air 168 hours a week. Again, FM stations air more religious programming (average of 115 hours) than AM stations (72.5 hours).

Programming Favorites

Station managers were also asked what percentage of their religious programming is devoted to each of several categories.

CHART 1

	All Stations %	AM %	FM %
Music	42	39	45
Preaching/teaching	37	42	32
News/Public affairs	7	7	7
Talk Shows	5	6	5
Other	5	5	6

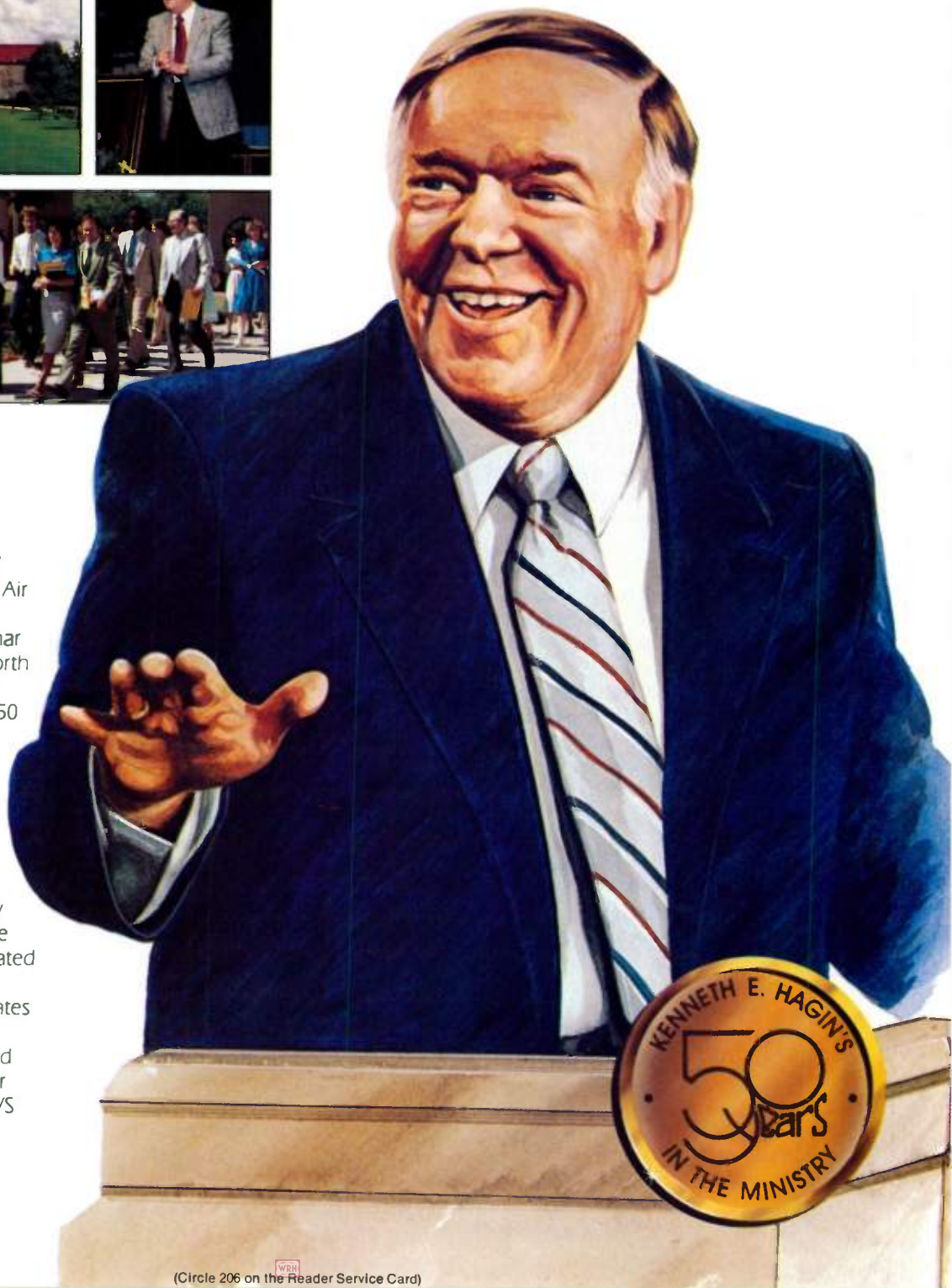
Contrary to what some might have thought, there is more music than preaching/teaching on religious radio stations. The amounts of preaching/teaching and music on AM stations are nearly equal, but there is significantly more music than preaching/teaching on FM stations.

Nearly all AM stations (94 percent) carry commercials while slightly more than half of FM stations (58 percent) carry

Faith Seminar of the Air

Kenneth E. Hagin

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The ministry of Kenneth E. Hagin also includes the annual distribution of more than 400,000 cassette teaching tapes and nearly 4,000,000 books; Regional Faith Crusades; the annual Campmeeting which hosts nearly 25,000 believers; and Rhema Bible Training Center which has graduated thousands into full-time ministry.

Faith Seminar of the Air celebrates the anniversary of Kenneth E. Hagin's ministry and looks forward to many continued years together . . . Proclaiming the 'GOOD NEWS OF JESUS CHRIST'.

commercials. This difference is partly accounted for by the fact that many FM stations have non-commercial, educational licenses.

Managers were also asked which types of programming they believed they needed more of. For each type, they indicated whether they needed "a lot," "a little" or "not at all." The results are expressed on a scale of 1 ("not at all") to 3 ("a lot").

CHART 2

	(Averages)		
	All Stations	AM	FM
Music	2.62	2.57	2.63
Preaching/teaching	2.35	2.36	2.34
Gospel spots/PSAs	2.21	2.20	2.20
General news	2.20	2.16	2.22
Religious news	2.14	2.07	2.20
Music request	2.02	2.11	1.88
Features	1.95	1.84	2.01
Children's programming	1.93	1.86	2.03
Talk Shows	1.89	1.84	1.93
Documentaries	1.71	1.50	1.80

Managers believe they need more music. Preaching/teaching, gospel spots, general news and religious news follow in rank behind music. Managers are least likely to want drama, documentaries, talk shows and children's programming. There are few striking differences between AM and FM managers' perceptions of programming needs. FM managers were more likely than their AM counterparts to say they need documentaries and drama, but they still don't express a strong need for these types.

Respondents were also asked what style of music they were most interested in. The following were the most common answers: Contemporary Christian, 43 percent; Country Gospel, 26 percent; Middle of the Road, 15 percent; Southern Gospel, 11 percent; Traditional, 8 percent; Black Gospel, 4 percent; Conservative Hymns, 3 percent; Easy Listening, 1 percent; and Spanish Gospel, 1 percent.

A small number of station managers (5 percent) said they don't broadcast any news, while one-third (32 percent) devote up to 5 percent of their programming to news and almost half (45 percent) devote 5 percent to 10 percent of their programming to news. The remainder reserves more than 10 percent of air time for news. AM stations give slightly more time to news than do FM stations.

Nearly one-third of the stations (30 per-

cent) rely totally on syndicated news, while 14 percent produce all their own. Half (50 percent) use some combination of locally produced and syndicated news. The most popular news services used are UPI (20 percent), AP (12 percent), International Media Service (12 percent), Mutual (11 percent), ABC/CBS/NBC (7 percent), National Black Network (3 percent), CNN (2 percent) and state news networks (2 percent). Of the 64 percent of stations that produce local newscasts, 44 percent use only regular air personalities to read the news, while 20 percent has hired someone specifically for the news. Those who hire newscasters normally hire only one full-time or one part-time person.

Station managers were also asked what percentage of their religious programming is locally produced. For all stations, the average amount of locally produced religious programming was 46 percent. However, AM stations devote 52 percent of their fare to local programming, while FM stations reserve only 33 percent of their programming for local productions.

Satellite Links

Religious stations are relying increasingly on satellite networks to deliver programming. One-third of the sample (34 percent) use satellite-delivered programming. Those types of stations most likely to use satellites include those with longer broadcast schedules and more religious programming, those in the Mountain/Pacific region, those who carry commercials and those who broadcast less local programming.

The satellite networks used include Satellite Radio Network (20 percent), Moody Broadcasting Network (8 percent), International Broadcasting Network (3 percent), and news networks (3 percent). Of those using satellite delivered programming, 13 percent take less than 10 percent of their programming off the satellite, 16 percent take up to half their programming while another 4 percent take more than half their programming off the satellite.

Interestingly, more than one-quarter (29 percent) of all religious stations have the capacity to receive satellite programming but do not take advantage of this option. Of

this group, 24 percent have definite plans to begin using satellites. That is, *more than half of all religious broadcasters (58 percent) either currently use or have definite plans to begin using satellites for program delivery.*

Implications

These data carry some interesting implications for religious radio stations. First, the data note that music is the most common element heard on Christian radio stations and that it is the element that radio station managers are most likely to say they need more of. Perhaps, then the music industry needs to work more closely with religious stations to get more music on the air.

These data may also indicate that the field is open for music syndicators to package music for local stations. Religious radio programmers may need more help in learning how to package music for their audiences. However, several words of caution are in order. Music is probably the most divisive element in Christian radio. Those with one music taste (traditional or contemporary) have typically had little tolerance for those who have different tastes. Therefore, would-be syndicators may want to do a good deal of research before putting together music packages. Another drawback of producing music packages is finances. Although station managers expressed a lot of interest in music, particularly Contemporary Christian music, they indicated they would not be able to pay much for packages of such music.

Syndicators particularly will want to note that an increasing number of stations are either currently using satellites or making definite plans to do so. The survey data imply that there is still significant potential for satellite delivery of programming in religious radio.

Given the increasing use of satellite-delivered programming, one would expect the amount of local radio production to decrease in the future. Unfortunately, there are not data to indicate whether the percentage of local production is increasing or decreasing. However, local radio production, like all of religious radio, is alive and well.



Chaplain Ray and Leola, International Prison Ministry in Dallas, Texas. Radio ministers and publishers of millions of LifeChanging Books for prisoners.

THE NATIONAL SIMULTANEOUS PRISON REVIVAL 1986

"By strengthening Prison Ministries through the use of dedicated and trained volunteers and chaplains, we can significantly improve our nation's correctional systems."

Norman Carlson, Director
Federal Bureau of Prisons



Jeri and Paul Carlin, directors of Prisoners Bible Institute in Houston, Texas. He is the author of *From Pulpit to Prison* and compiler of a manual for lay witnessing in prisons.

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- Dr. Paul Carlin, Prisoners Bible Institute
- Frank Costantino, Christian Prison Ministries
- And other Christian organizations who have volunteered and will offer to help underwrite the budget, including:
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- PTL Television Network
- Kenneth Copeland Ministries

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Pastors, Prison Ministries and Volunteers who wish to receive more information about the National Prison Invasion may request this by using the coupon below.

Radio and TV stations interested in receiving news releases or TV clips or scheduling interviews of those involved may send a letter or use the reply form below.



Bunny Costantino, author of *Lady in the Shadow*. Frank Costantino, author of *Holes In Time* and director of Christian Prison Ministries in Orlando, Florida.

Mail to: National Prison Invasion
Box 2940 Dallas, Texas 75221
(214) 494-2303 or (409) 544-4953

Please send more information.

We are interested in participating.

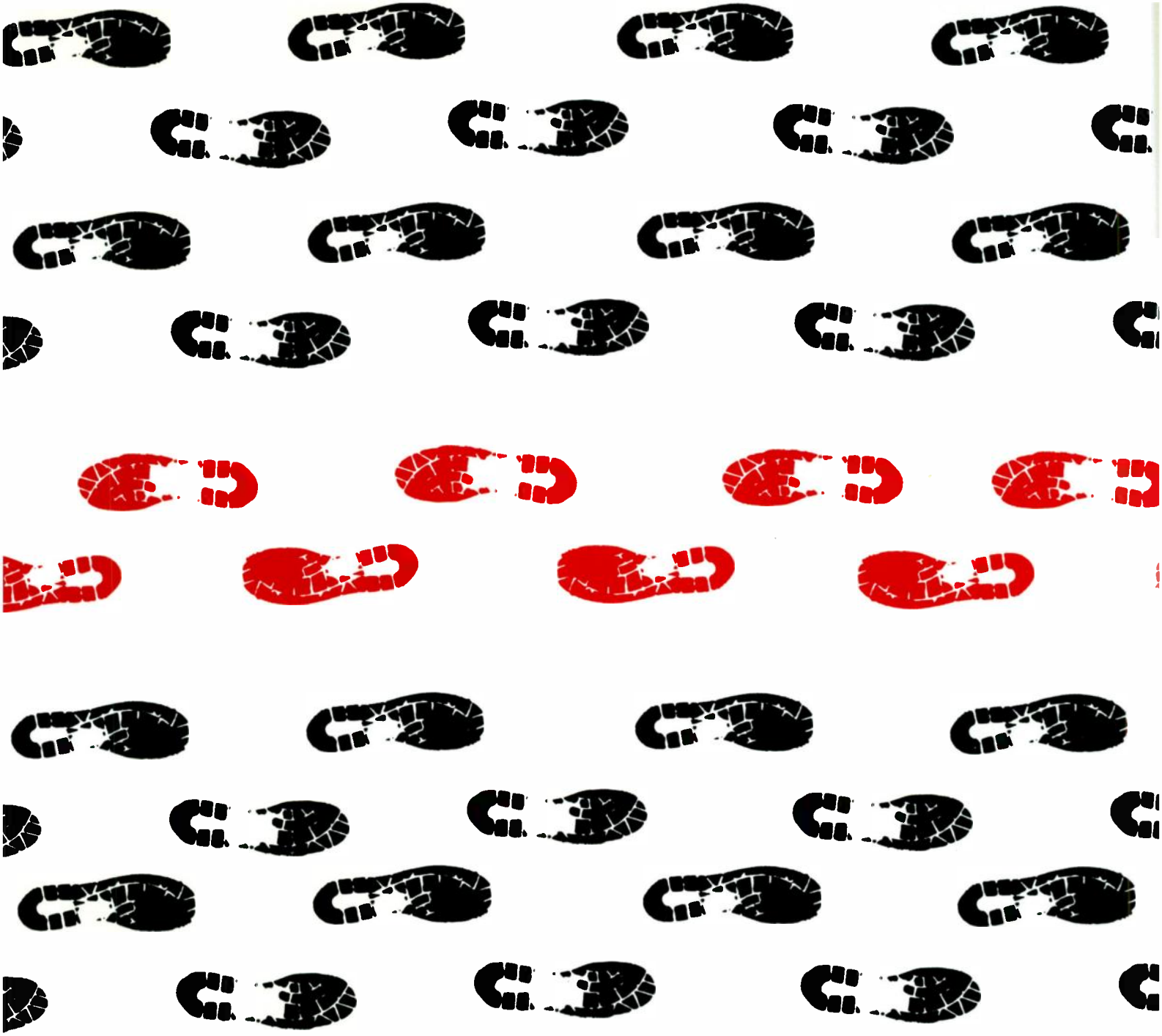
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Are the major news networks

Public opinion polls show that America continues to shift to the right. Why is it, then, that the people who control the news and entertainment industries in this country are still found on the far left of the political spectrum?

While 90% of the general public claim a religious preference and 80% say religion is important in their lives, only half of the leading news executives claim any religion at all, and fewer than one in

five ever attend church or synagogue.*

A solid majority (almost 60%) of Americans believe abortion should be banned except in the case of rape, incest or threat to the mother's life. But 97% of the media elite support abortion on demand.

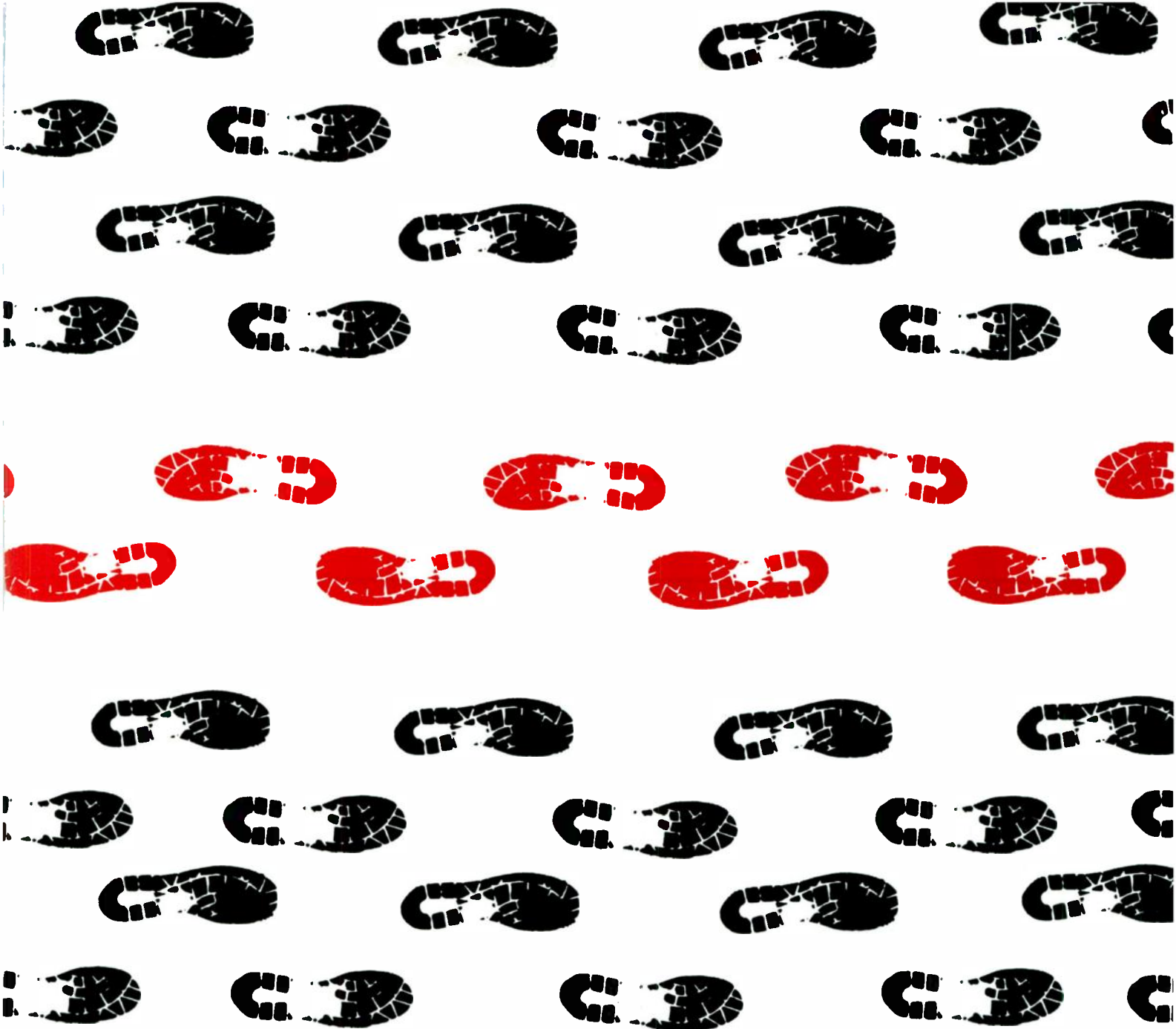
While John Q. Public is twice as likely to call himself conservative as liberal, the vast majority of news and entertainment execu-

tives describe themselves as liberal.

The average American still believes adultery and homosexuality are wrong, thinks there's too much sex and violence on TV, prays at least once a week and feels his children should be able to pray at school, too. Will you find these opinions shared by those who write, edit and broadcast the evening news? Not likely.

We believe the major news net-

*We have prepared a fact sheet which documents in greater detail how the opinions of the media elite differ from the general public. Pick up your free copy at our exhibit booth.



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The *USA Radio Network News* made its debut in October 1984, and our news features are now heard on over 170 radio stations. More and more station managers are turning to the professional news broadcasters at the USA Radio Network for a viable alternative to the liberal bias of other top-of-the-hour general market news feeds.

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Capturing THE SOUL of AMERICA



Peter and Barbara Jenkins

by Dan Nicholas

LIKE Abraham some 4,000 years before, Peter and Barbara Jenkins might well have heard the call of the Lord: "Arise, walk about the land through its length and breadth; for I will give it to you."

The three-year walk west from a Baptist seminary in New Orleans to a beach in Oregon began shortly after Peter Jenkins and Barbara Jo Pennell were married, 10 years ago this month. Peter had already walked from upstate New York to New Orleans to find himself and the nation, to discover values he questioned during those closing years of the Vietnam War.

Peter found the nation alive with beautiful scenery, rugged individuals and breath-taking adventure. On March 21, 1975, Peter, a "Connecticut Yankee," found God waiting for him in Mobile, Alabama, at a Christian revival meeting where James Robison was preaching.

"Like a wavering compass needle that points at last to north," Peter says simply, "that weather vane soul of mine had found the direction it would point to from now on. Now I knew what folks meant when they talked of amazin' grace."

Before their courtship and marriage, Barbara says, she had a "normal, small town, midwestern" life (she emphasizes *normal*). Barbara had already walked with God for several years before she met Peter. After realizing she couldn't "save the world" as a social worker, the Missouri native enrolled in seminary and started on a Master of Religious Education degree in 1975.

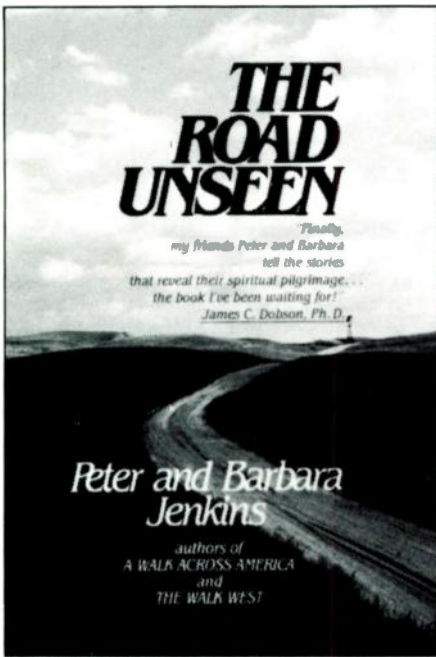
Because *A Walk Across America, The Walk West* and two earlier reports in *National Geographic* have received so much positive attention, many details of the couple's lives are now well-known. The authors have been interviewed on dozens of Christian radio and television programs since the publication of the first book. Their lifestyle continues to attract considerable media scrutiny because of the couple's simplicity and spirituality.

The newest book, *The Road Unseen*, is enjoying even more response from Christian radio and television programmers.

James Dobson, for example, devoted three days of his popular *Focus on the Family* radio broadcast to the spiritual pilgrimage of the couple who reside in

Spring Hill, Tennessee. Dobson, now a family friend, is credited with challenging the Jenkins to write their latest book.

The soul of a nation is captured by Peter and Barbara Jenkins in their stirring, real-life stories and colorful, dramatic photographs.



*That weathervane
soul of mine
had found the
direction it
would point to
from now on*

Excerpt: The Fruit Inspector

Milo did escort us across those mountains. The weather was so frigidly brutal that the elk came down from higher elevations to the valleys of the humans. Barbara was pregnant and sick and didn't want to talk much, but as we trudged along, Milo creeping beside us in his Chevrolet pickup, I couldn't ask him enough questions.

Plus, being with Milo, no matter where we were, was like being at a perpetual party, except that Milo wasn't high on drugs or booze but on the Holy Spirit. I marveled at all he'd been through and seen. I prayed that I would be as vital and pumped up as he was after being a Christian for so many decades.

As the temperature dropped way below zero and the snowflakes got as big as pine cones, Milo told us stories, hoping to keep us inspired. As usual he had on his black cowboy hat and black western jacket. I'd ask him a question, he'd answer, and I would ask another. He always cut through the "jive of life" with his parable-like answers.

One thing I wanted to know more about was TV preachers. I had a great curiosity about these personalities on TV who had big ministries, who took in all that money. Were they all doing pure good, as some folks thought? Or were they all bad, as others said? I was confused, and I wondered if Milo could clear this up for me. Many times I found myself feeling something other than purity and light coming from the big-time preachers, but I felt guilty for thinking anything but the best about their million-dollar ministries. I was bothered by people who said, "I love the Lord," and who presented an image of perfection but still didn't ring true in what they said and did.

Milo responded to my questions with another of his Scripture-inspired stories. "Peter," he said, "I'm nothing but a fruit inspector."

"A fruit inspector! Come on, Milo," I said, my breath puffing small clouds as I laughed. Milo was known for his joking. "What do you mean?"

"Peter, seriously, you must learn to be a fruit inspector, as I've had to. Don't just listen to what they say or notice how good they look. Don't rely solely on who's got the biggest church, shiniest car, or fastest computer." Milo glanced up into a snow-covered ponderosa pine. "I've been with some of the most 'famous' preachers and evangelists in America, and I've been with some of the least known people, too. Some people can say all the right things, quote all the right Scriptures, and appear just 'perfect.' But they may be bearing the most rotten fruit. Or they may be bearing abundant fruit, their tree hanging heavy."

Barbara came alive when she overheard this story. "Peter, honey," she said, "this whole thing is inspired by the Book of Matthew. I love those particular Scriptures so much." Her steps through the deep snow quickened. "I'm not sure we've ever read them together."

Milo jumped out of his truck, stood in the foot-deep snow with us, and quoted from memory from the Book of Matthew.

(Used by permission of Thomas Nelson Publishers)

Review: Every Day Heroes

In simple, direct and vivid language, Peter and Barbara Jenkins make the splendor that is America come alive once more in their newest book, *The Road Unseen* (Thomas Nelson, 1985). A new dimension is added to this third eyewitness account of the people and places that make this land great—the spiritual accounts of the now-famous walk across the nation.

In a style similar to *A Walk Across America* and *The Walk West*, the Jenkins' retell in fascinating detail the struggles of depending on God while trapping alligators, herding cattle, camping in desolate fields, climbing snow-capped mountain roads and visiting the everyday heroes along any back road. The reader almost feels the weight on Barbara's back as she struggles to develop physical and spiritual stamina, especially in the first weeks on the trek from New Orleans to Oregon.

Unlike the previous books and the two earlier reports in *National Geographic*, *The Road Unseen* tells faith-building stories of events since the walk ended in 1979. New travels have taken Peter to China (the story in chapter one), the subject of another book he is writing. Joys and crises that any family can understand are retold in this latest volume, along with reports of their lives as newlyweds, cattle farmers, best-selling authors and church members.

The spiritual journey related by Peter and Barbara Jenkins in *The Road Unseen* will challenge the faith of each reader as will few writings outside the Book of Acts.

—Dan Nicholas

Dan Nicholas is associate editor of *Religious Broadcasting*.

BOOK REVIEWS

Air to the Kingdom

by J. Orville Iversen. WORDSmith Publishers. 350 pages.

Iversen's *Air to the Kingdom* explains in full detail how to "get on the air and stay there." He covers all the bases: radio, television, cable TV, satellites and video.

The author calls this book "A Handbook for the Users of the Religious Broadcast Media." *Air to the Kingdom* includes sections on radio and TV program production, demographics, interviewing and speaking techniques, marketing (packaging and advertising the program), budgeting the broadcast and funding the organization. The book also offers 75 pages of supplemental charts, tables and a glossary. Iversen's suggestions can be used in low-budget operations and are accompanied by examples.

The author's writing style is natural and conversational—something you might expect from a seasoned broadcaster. He avoids as much as possible the difficult technical jargon of the trade. Iversen began as a local broadcaster in 1940 in KGFW/Kearney (Nebraska). Since then he has been a speaker, communication director, denominational world director for radio and television and director of audio visual ministries. Iversen also has been a member of the broadcast film commission of the National Council of Churches. He has written nine books, including *So You're Going on the Air*, and is a broadcast consultant, lecturer and seminar instructor.

Air to the Kingdom is a valuable source of information written by a broadcaster who knows what he's talking about. Few handbooks detail the "how-tos" of the industry as thoroughly as this; newcomers to broadcasting should benefit from Iversen's suggestions. Broadcasting "veterans" may do well to brush up on some of the basics and implement the more advanced techniques that Iversen proposes.

Who Speaks for God?

by Charles Colson. Crossway Books, 1985. 192 pages.

Colson confronts today's evangelicals with a collection of essays on social issues. He uses a sharp, non-nonsense style to discuss prison reform, the church's involvement with politics, abortion, and the church's strengths and failures.

Who Speaks for God? calls evangelicals away from "sloppy" traditions (which, Colson says, are often based on a Christianized version of American culture) and urges Christians to act on what they believe. In the title essay, "Who Speaks for God?," he tells the story of Christy, a Prison Fellowship staffer who visited AIDS victims on her evenings and weekends. She explained why she visited them: "They are socially unacceptable because of their

lifestyle and medically unacceptable because of their diseases. They are scared. They are dying. They are unsaved."

Says Colson: "Christy reminds us of a great truth: the quiet, often unnoticed actions of 'ordinary' Christians who believe and obey speak far more loudly than all the bombast of so-called religious leaders."

Colson doesn't mince words. His style is direct and uncompromising, yet readable; each essay is about three pages long, a convenient length for "heavy" topics. He sprinkles each essay with interesting stories that bring his point home while helping to soften the blow at the same time. *Who Speaks for God?* presents some arguments well worth a closer look by Christians.

Disguised

by Pat Moore with Charles Paul Conn. Word Publishing, 1985. 174 pages.

When a 26-year-old city woman decided to disguise herself as an 80-year-old, she learned not only how it feels to be one of America's senior citizens but how her younger contemporaries treat the elderly.

Disguised is a revealing account of Pat Moore's journey into the future. It grew from a feeling of frustration as an industrial designer employed in a prestigious New York firm. Through her work, Moore discovered a sharp lack of products designed for the convenience of the elderly, from medicine bottles to buttons.

After meeting a makeup artist who specialized in making actors look older, Moore started spending her days off from work and graduate school shopping and sitting in the park dressed as an elderly woman. One example of discrimination was finding store personnel impatient and rude to her older self: upon visiting these stores as her younger self, she found the same salespeople to be courteous and helpful.

Moore's experiment lasted three years. At the same time, she was working and attending graduate school. As her life became increasingly hectic and her emotions suffered as a result of the things she was learning as an "old" person, Moore nearly suffered a nervous breakdown. Yet, she says, her experience helped her immensely in understanding the elderly—their physical impairments and emotional problems. Her faith in God sustained her during the times she felt particularly frustrated and alone.

Disguised is a thoroughly fascinating story. The lessons are wrapped up in Moore's experiences; she doesn't lecture her readers. The end of the book includes a straightforward section on the needs of the elderly, which is helpful.

Disguised is entertaining reading for anyone looking for a good book. And it's a piercing story for those concerned about the elderly who live in a society that says it's wrong to grow old.

Best-Selling Christian Books

HARDCOVER

- | | |
|-----|--|
| (1) | 1. <i>Come Before Winter</i> , by Charles Swindoll (Multnomah Press) |
| (3) | 2. <i>Growing Strong in the Seasons of Life</i> , by Charles Swindoll (Multnomah Press) |
| (2) | 3. <i>Living on the Ragged Edge</i> , by Charles Swindoll (Word) |
| | 4. <i>The Be-Happy Attitudes</i> , by Robert Schuller (Word) |
| | 5. <i>The Road Unseen</i> , by Peter and Barbara Jenkins (Thomas Nelson) |
| (5) | 6. <i>Answers to 200 of Life's Most Probing Questions</i> , by Pat Robertson (Thomas Nelson) |
| (4) | 7. <i>Love Must Be Tough</i> , by James Dobson (Word) |
| (6) | 8. <i>Plain Bread</i> , by Ben Kinchlow (Word) |
| (7) | 9. <i>Loving God</i> , by Charles Colson (Zondervan) |
| (8) | 10. <i>Rekindled</i> , by Pat and Jill Williams (Revell) |

PAPERBACK

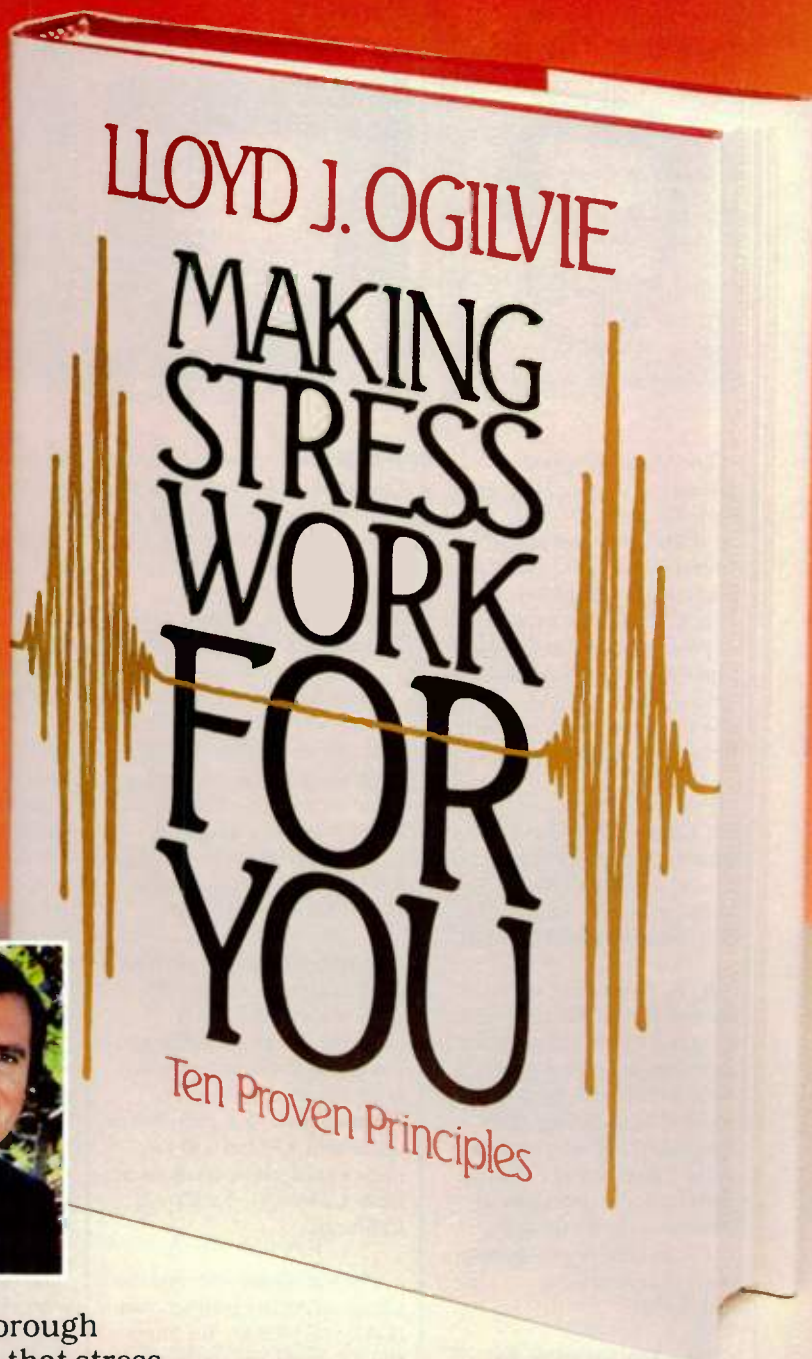
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|------|---|
| (2) | 1. <i>Seduction of Christianity</i> , by Dave Hunt (Harvest House) |
| (1) | 2. <i>Set the Trumpet to Thy Mouth</i> , by David Wilkerson (World Challenge) |
| (4) | 3. <i>Ordering Your Private World</i> , by Gordon MacDonald (Thomas Nelson) |
| (3) | 4. <i>When Comes the Spring</i> , by Janette Oke (Bethany House) |
| (7) | 5. <i>Free to Be Thin</i> , by Neva Coyle and Marie Chapian (Bethany House) |
| | 6. <i>Let's Make a Memory</i> , by Shirley Dobson and Gloria Gaither (Word) |
| (8) | 7. <i>Who Speaks for God?</i> , by Charles Colson (Good News/Crossway Books) |
| (10) | 8. <i>The Strong Willed Child</i> , by James Dobson (Tyndale House) |
| (7) | 9. <i>The Act of Marriage</i> , by Tim and Beverly LaHaye (Zondervan/Bantam) |
| (9) | 10. <i>Love Life for Every Married Couple</i> , by Ed Wheat (Zondervan) |

(* last month's position)

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PUT STRESS TO THE TEST.

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DR. LLOYD JOHN OGILVIE is Senior Pastor of the First Presbyterian Church in Hollywood, California, and is the speaker on the nationwide television program “Let God Love You.” The author of several bestsellers, he is also General Editor of Word’s COMMUNICATOR’S COMMENTARY and author of the volume on ACTS in that series.

WORD BOOKS

Available at bookstores everywhere.

BROADCASTERS



John Eby

The Moody Institute of Science, a division of Moody Bible Institute, Chicago, received top honors at the Columbus Film Festival, the oldest film festival in the United States. The M.I.S. production, *Journey of Life*, captured the Chris Statuette Award and the special President's Award. It also took top honors in the Religion and Ethics category.

Previously executive director, **Charles Judd** has been named vice-president and executive director of Moral Majority in Lynchburg, Virginia. He replaces **Ronald Godwin**.

R. K. Fraser has recorded his first album, *Heroes*, on the Kerygma label. The musician expresses belief that America must return to the principles on which it was founded. The American Coalition for Traditional Values asked Fraser to perform for its 1985 annual convention in Washington, D.C., and has begun sponsoring Fraser's message nationwide.

John Eby has been promoted to station manager of WDAC-FM/Lancaster (Pennsylvania). Prior to his appointment, Eby was program director.

Don Stephens, director of the Christian maritime relief organization Mercy Ships, a ministry of Youth With a Mission, was sentenced in Athens to 3½ years imprisonment. Stephens, coworker **Alan**



Nathan Csakany

Williams and Greek evangelist **Costas Macris** were charged with proselytism for giving a Bible to a Greek teenager. The three are free pending an appeal trial set for May 21. Stephens plans to attend NRB '86 in Washington, D.C.

Keith Muhleman is now director of the television and telecommunications (TV-T) program of United Methodist Communications. Muhleman was director of communications ministries for the Wisconsin Annual Conference of the United Methodist Church.

Evelyn Gibson has been appointed director of ministry support services for Ambassador Advertising Agency, Fullerton, California. The announcement was made by **Thomas Box**, vice-president of operations. Gibson was vice-president of public relations at Biola University, La Mirada, California.

Chalace Music, Inc. and Christian Artists International (CAI) will promote the ministries of artists and songwriters in the United States. The agreement, signed November 14, should increase each organization's effectiveness. Chalace is an independent record label distributed by The Benson Company. CAI is a training and resource organization for Christian musicians. According to Chalace president **Lewis Andrews** and **Nathan Csakany**, executive director of CAI, the organizations are



Tommy Greer

focused on "reviving the body of Christ through music."

Tommy Greer has been named manager of copyright development and special projects for the Nashville office of Sparrow Records. Greer was radio promotion coordinator for Refuge Records.

The National Organization for the Advancement of Hispanics (NOAH) cited **M. G. "Pat" Robertson** for "dedication to the advancement of the Hispanic people." **John Gimenez**, founder and president of NOAH, and **Daniel Sosa, Jr.**, senior justice of the New Mexico Supreme Court and a NOAH director, presented the award to Robertson on the November 6 segment of *The 700 Club*. Robertson, president of the Christian Broadcasting Network, sponsors a large private relief organization, Operation Blessing.

David Haywood, photo-journalist in the Southern Baptist Sunday School Board's office of communication since 1980, has been promoted to *NewScene* design editor. *SBC NewScene* is a weekly denominational news program on the Baptist Telecommunication Network.

HCJB World Radio will work closely with KCBI-FM/Dallas (Texas) to bring improved Spanish gospel broadcasts to Mexico and Central America. HCJB will erect



Sue Bahner

an antenna and supply KCBI with six hours of daily Spanish programming, according to **Roger Stubbe**, director of broadcasting for HCJB.

Peter Golz was named director of development for the Canadian Focus on the Family Association in Vancouver, British Columbia. **Paul Nelson** was promoted to executive vice-president of Focus's American office.

Joni Eareckson Tada received the Courage Award presented by The Courage Center. The award honors individuals who have made a national impact in providing services for and awareness of physically disabled persons. Tada will participate in NRB '86.

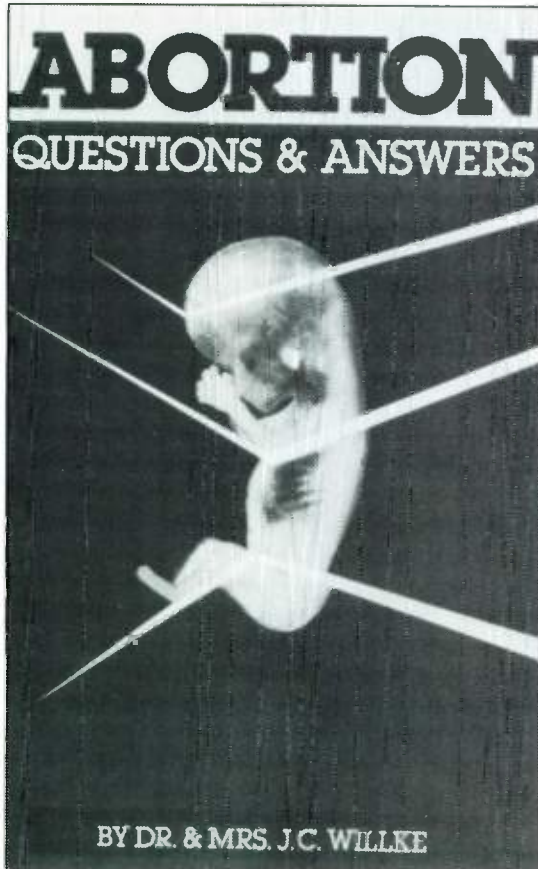
A new Christian music products and services company, Stronghold, Inc., has been formed in Nashville, Tennessee. The staff, all formerly of The Benson Company, include **Wayne Erickson**, president; **Phil Johnson**, vice-president, artist and songwriter development; **Allen Brown**, vice-president, marketing and product development; and **Kimberly Williams**, operations manager.

Benson recording artist **Jessy Dixon**, who will perform at NRB '86, has released a new album, *Silent Partner*. Dixon has joined DeGarmo & Key on a 90-city national concert tour.

(continued on page 114)

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Los Angeles Times

"Talented ... Slick ...
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Joe Micheals,
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GRANT MEETS GIBSON — Amy
Grant shares a moment
with Jon Gibson backstage
at her Greek Theatre con-
cert in Los Angeles. Both
are pop singers who also
happen to be gospel artists
although they primarily
perform for secular
audiences.

CASHBOX
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Phil Elwood,
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"A surefire musical invest-
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KUTE Los Angeles

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San Francisco Chronicle

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The Beat DEBATE

by Don Wyrzten and Dave Wyrzten

A composer and a
pastor look at contemporary
Christian music

AN ENGLISH teenager came home bored from church. "Dad, I'm tired of singing only the Psalms to outdated tunes," he complained. "Don't you think God might enjoy hearing something new from His children?" Instead of chiding his son for lack of piety, the wise father challenged his boy to compose his own, different songs. Thus Isaac Watts began to write, and 300 years later we sing "When I Survey the Wondrous Cross" to the complaints of modern teens.

Few discussion topics leave Christians ringing in the ears as loudly as contemporary Christian music.

Why is it that music—which can bring so much peace to our hearts—brings so much heat into a discussion among sincere believers? Is there such a thing as a Christian or a non-Christian style of music? How should we decide what music to listen to and perform?

The Source of the Heat

Why are we so uptight about music? We are because our first response to it is emotional, not rational. By nature music unlocks our feelings. A few chords of a hit tune from our teenage years rummages in the attic of our memories and dusts off our high school yearbooks. A college band playing the Star Spangled Banner before the kickoff gives us goose bumps of anticipation. This same emotional response, however, can cause us to react negatively to a new sound in music or to become heated when discussing the style of music the choir should sing in Sunday worship.

Perhaps some of the hostility and mis-

understanding in the Christian music debate flows from a hesitancy to deal with the emotional side of our personalities. Rational, depersonalized discussions of doctrine place us on firmer, more understandable turf. But does God relate to us only in systematic, rational ways? How does He feel about the emotional element in human existence?

Contrary to what some abstract, speculative theologians may tell us, the God revealed in Scripture is not devoid of feelings. He is not the impersonal force of Star Wars or the Super Computer in the sky. God the Father is personal—having intellect, emotion, and will.

Therefore, theology should never be just a rational exercise like filling out a crossword puzzle—everything fitting into neat horizontal and vertical boxes. The true study of God must be a relationship that responds to the poetry of the Psalms and the romance of the Song of Solomon, as well as the rational discourse of Romans.

The sad conflict between preacher and choir director is often fueled by the choir director's lack of theological understanding and the pastor's lack of emotional sensitivity. Allowing God to speak to us personally in every word of Scripture will unite the rational and intuitive sides of our personalities and enable us to worship with our hearts as well as our minds.

We shouldn't be surprised by music's ability to bring in a well of emotion. If we expose and accept the power of our emotional response to music, we will free ourselves from confusing what is right with what I like, and what I like with what is merely traditional and familiar.

It is regrettable that brilliant musicians in Hollywood know how to move people emotionally but so often have nothing to say, or worse they powerfully communicate a message diametrically opposed to God's revelation.

On the other hand, how many times do those of us who are committed to Him bore people with the otherwise unsearchable riches of Jesus Christ because of the lack of creative skill in our means of communicating the message? It is a delicate matter to enhance the beauty of truth with the right emotional feel.

A Christian Style?

Is there a distinctive sound of music that God has anointed to be used to adore Him?

To answer this question, we need to distinguish *form* from *content*. The content is the message. The form is the method used to communicate the message. Content is what you say. Form is how you say it. The key in art, especially in music, is to choose a form that enhances the message you desire to share. It would be ridiculous to depict a thunderclap by using a piccolo solo or to sculpt a summer sunset in marble. You need cymbals for thunderstorms and water colors for sunsets. This is not to say that piccolos and marble are morally evil. They would merely be inappropriate means to communicate the desired message.

In many cases we have for so long associated a tune with Christian content that the form is "Christianized." Sing whatever words you like to "The Old Rugged Cross;" the Christian listener will hear the gospel message. Actually this tune, apart from the lyrics, is simply a melody. It is a neutral form. Only our powerful association of these notes with a Christian lyric causes us to label it sacred.

We need to learn to separate the form and the content in our thinking about music. Not to do so is to get ourselves into arguments over which chord or note is more spiritual than another, which is exactly what occurred in the Middle Ages.

At that time an augmented fourth (or diminished fifth) was called "the devil in music." So this chord was not used by church musicians. Since that time tri-tones have been used extensively in the church.

The history of some of our favorite hymns and choruses can give us a surprising perspective on the distinction of form and content.

No tune could be more sacred to us than "Amazing Grace," but the first listeners

to this melody would not have agreed. It was a plantation love song. Not until the moving lyrics of a converted slave trader, John Newton, were wedded to this tune did it become spiritual.

In early America, the tune of the hymn "Revive Us Again" (or "Hallelujah, Thine the Glory") was a drinking song. Its title then: "Hallelujah, I'm a Bum." (You can well imagine that the last line—"revive us again"—was not a prayer for spiritual renewal!)

When evangelist Billy Sunday introduced the innovative "Brighten the Corner Where You Are," much of the Christian community rose up in arms. Their concern? Syncopation. Its long-short-long beat was the hallmark of the ragtime era. That meter is also the distinctive characteristic of the old favorite "Since Jesus Came Into My Heart." When this song was introduced, many believers were shocked at singing the name of Jesus to a syncopated beat.

About the Beat

Rhythm has received a lot of bad press in Christian circles. Actually it is the fundamental building block of music. We have rhythm built into our bodies. Breathing, walking, a beating heart—it's all done in duple rhythm. Like everything else physical, rhythm is not evil in itself, but its power needs to be used with care.

In his book *The Psychology of Music*, Dr. Seashore states that as the rhythm in music increases, the ability to concentrate intellectually decreases. This does not mean that beat should be abolished, but it should be controlled so it does not overpower and erase the content of the lyrics.

Paul counseled the Corinthians not to separate the heart from the mind in their worship: "So what shall I do? I will pray with my spirit, but I will also pray with my mind; I will sing with my spirit, but I will also sing with my mind" (I Cor. 14:15 NIV).

Rhythm should serve the message, not overwhelm it. Our music should balance the rational and emotive elements in our personalities, not fragment them.

While God's Word remains changeless, cultural forms will continue to change. But does God condone the use of contemporary cultural forms to communicate His message?

When Moses wrote the constitution of Israel under the inspiration of the Holy Spirit, he used a treaty form familiar throughout the ancient Near East. When

Solomon was moved to gather principles for skillful living, he used typical Egyptian proverb and discipline forms to teach his people wisdom.

The prophet Hosea used the vocabulary and structural form of Baal worship to confront his people with their unfaithfulness to Yahweh. By making Yahweh the husband in place of Baal, and Israel the wife instead of the goddess Astarte, Hosea used the erotic language of the immoral Baal cult to expose Israel's lewd unfaithfulness to Yahweh, its true husband.

In 1604 Dr. John Rainolds, the leader of the Puritans, called for a new translation of the Bible into English. Traditionalists vehemently opposed this "contemporizing," but in 1611 the King James Version was completed. Compared with Jerome's Latin translation, what to us is traditional was to 17th century England avant-garde. The fact that God chose to reveal Himself in everyday Hebrew and Greek and in the form of a human baby should caution those who want to make all Christian music sound like the style of the '40s and '50s. Instead we need to motivate our creative young people to put the message of the Bible into the forms of the computer generation.

Satanic Sounds?

It would be much simpler if some musical sounds were evil in themselves. Just eliminate the evil sounds and the entire moral problem in music would be solved. In reality, however, things are far more subtle. The apostle Paul writes, "I know and am convinced by the Lord Jesus that there is nothing unclean of itself; but to him who considers anything to be unclean, to him it is unclean" (Romans 14:14; see also Mark 7:15-23).

Commenting on this verse, John Murray writes, "This principle is the refutation of all prohibitionism which lays the responsibility for wrong at the door of things rather than at man's heart." The morality or immorality of the sounds needs to be located in the hearts of the composer, the performer and the listener, not in the music itself.

Music is neutral, like language, mathematics or painting. But in the hands of an individual, the way it is used becomes right or wrong. The same English words that produced the King James Version were also used to write *Lady Chatterly's Lover*. Einstein's $E = mc^2$ has been used to produce the nuclear bomb and radiation therapy. Rembrandt used a brush to lift

man's spirit toward God; Marcel Duchamp used paint in his "Nude Descending a Staircase" to cause people to self-destruct morally.

Music, likewise, can be used by a musician to lift our eyes toward heaven or to lose our lives in hell. If music is neutral with the morality rooted in the message the artist intends to convey rather than the form itself, there is no such thing as a particular satanic sound.

But there is a snake in the grass, shouting—and whispering—his deceitful message.

When the rock star Ozzy Osborne bites a bat's head off and throws puppies into an audience demanding that it kill them, Satan is blatantly performing his crude violence. But when Debby Boone sang the beautiful love ballad "You Light Up My Life," most Christians loved it, and few stopped to think about the ethical content of the line "How could it be wrong when it feels so right."

What could be more innocent than a march? Yet Hitler used them to inspire the German young people to devote themselves to the Third Reich.

So how should a church board decide what kind of music they should endorse and sponsor for a youth group? How should we evaluate what we listen to on our radios, stereos and Walkmans?

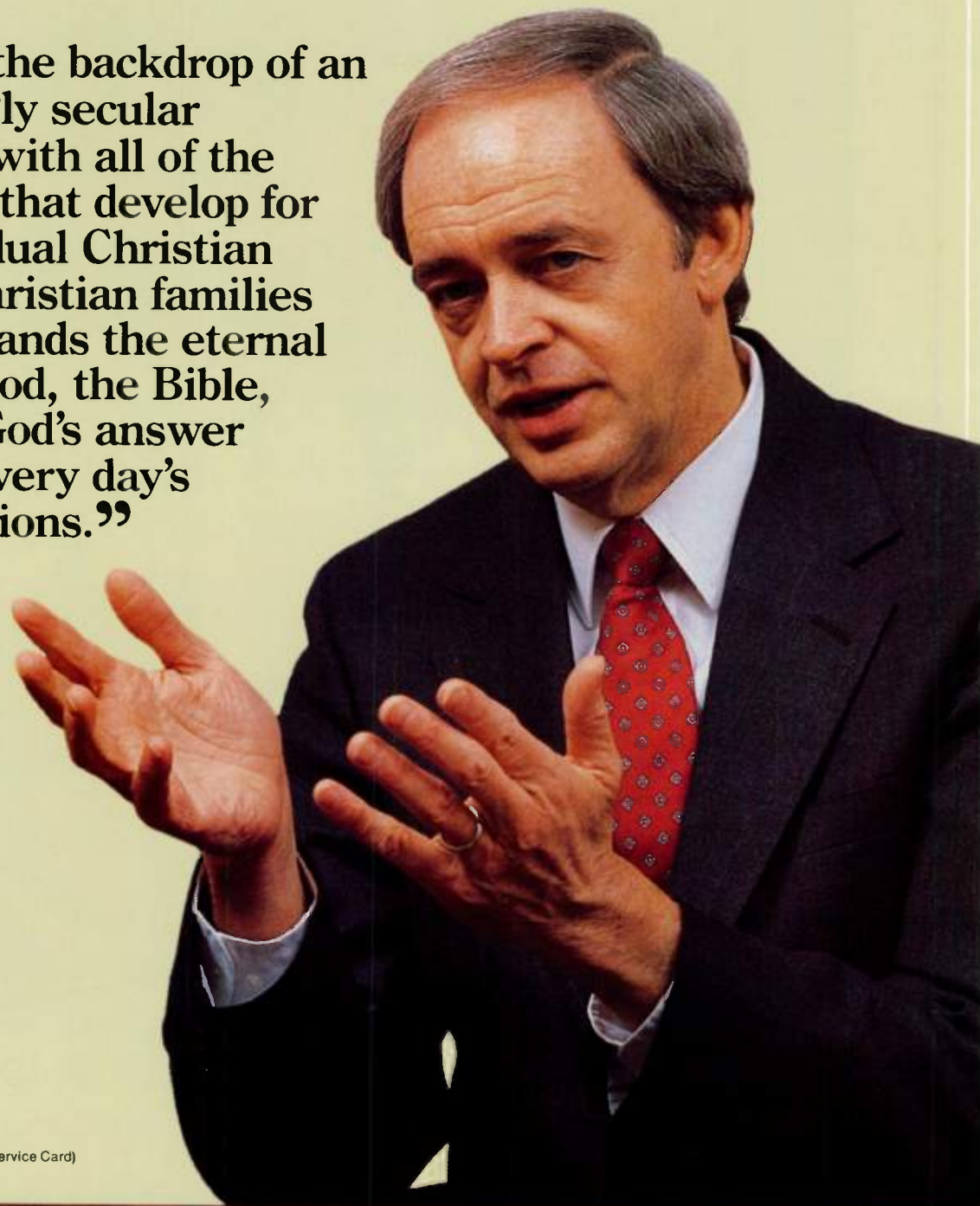
Six adjectives from Philippians 4:8 give us a biblical standard for evaluation. Is this music true? Is it noble and right? Is the lyric morally pure? Is the music lovely and admirable? Only what is excellent and worthy of praise should pervade the thoughts and feelings of God's children. Whether it's Fleetwood Mac, Kenny Rogers, Amy Grant or George Beverly Shea—these adjectives of excellence should control the performing and listening habits of those who love Christ.

Of course they will mean little to those who do not personally love the Savior. But after all, is not a biblical love relationship with Christ the answer to the music debate? Intimacy with the indwelling Christ can produce music morality that rules never can.

This article first appeared in *Moody Monthly*, September 1985 and is reprinted with permission of *Moody Monthly* and the authors.

Don Wyrzten is director of music publications, Singspiration Music, Grand Rapids, Michigan. His brother Dave is pastor of Middletown Bible Church, Middletown, Texas.

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THE MUSIC Communicators

BY SALLY PARKER

CHRISTIAN music is more diversified today than ever before. Listeners with tastes ranging from traditional gospel to contemporary are discovering gold mines of talent in the record stores. There are so many new faces in the Christian music scene that it's hard to keep up with the changes.

But some performers have been an integral part of the industry long enough to become household names, and several have been invited to participate in the NRB convention this month. Their music is the medium through which they communicate the most important part of their lives—their identification with Christ—to Christians for encouragement, to non-Christians for new direction.

Offering the Best

At least three vocalists scheduled to appear at the convention changed career plans in order to perform music for the Lord. Sandi Patti, vocalist for the Anniversary Banquet on February 5, planned to teach high school music after she graduated from Anderson College (Indiana) in 1979. Her life up to that point had been full of music; her parents are talented musicians. Sandi grew up singing and playing piano, and her family often sang together in churches.

Sandi worked her way through Anderson by singing in commercials for Juicy Fruit gum, a fast-food restaurant chain and the Ohio State Fair. With encouragement from classmate John Helvering, now her husband, Sandi cut a custom album.

"A record company executive called and said he had heard my custom album and wanted to talk to me," Sandi explains. "Everything started to mushroom from that point on. We hadn't planned on a music career, but it felt right."

Today, Sandi is one of the most recognized Christian recording artists. She won a Grammy in 1984 and 12 Dove Awards from the Gospel Music Association. She has produced seven albums since 1979, her latest being a collection of sacred selections titled *Hymns Just For You* (Benson, 1985). Sandi makes about 125 concert appearances a year and has toured with performers Larnelle Harris, The Imperials, Doug Oldham, Dino Kartsonakis, The Bill Gaither Trio and The New Gaither Vocal Band.

Steve Green also was once a part of The New Gaither Vocal Band; he will be featured at the FCC Luncheon on February 4. Like Sandi, Steve wasn't anticipating a concert career—he majored in prelaw for a while at Grand Canyon College in Phoenix, Arizona—but through a series of unusual events, his performing career was launched.

The son of missionaries, Steve grew up in Argentina. "Our family was always singing together," Steve says. "My brothers and I would provide the music for my father's Sunday services. Often when he would visit a new area to preach, my father would have us play first to attract a crowd."

Steve returned to the United States for

college. At Grand Canyon, he took a pre-law major and changed it to voice in his sophomore year at the encouragement of the music department chairman. His entrance into a performing career came after a concert by the Christian group, Truth. When he approached Roger Breland, the band's director, to compliment him on Truth's performance, the two discovered they shared many ideas regarding music. Subsequently, Roger asked Steve to join the group on the road.

Following that experience, Steve and his wife, Merijean, sang back-up for the Gaither Trio for two years. After touring with The New Gaither Vocal Band (Steve was one of the four original members) and singing with Whiteheart, Steve produced his debut solo album, *Steve Green*, which won him a Dove Award in 1985 for Gospel Music Album of the Year.

NRB '86, she will sing during the worship service on February 2.

The black and Hispanic broadcasters concerts are scheduled for Sunday, February 2. Last year was a first for the Black Broadcasters Concert. Among the crowd of 2,000 were close to 100 Washington, D.C., area churches in addition to convention delegates. A half dozen radio stations, which were not otherwise involved in NRB, covered this event. Appearing in this year's program will be Jon Gibson, whose album *Standing On the One* is being released to Christian radio stations nationwide; the Faith for Living Television Choir of Newport News, Virginia; and Jessie Dixon, who will headline the event.

Jessy has performed music ranging from gospel and jazz to rock and rhythm and blues. Born in San Antonio, Texas, he attended St. Mary's College where he

Sanctuary (Benson, 1984).

Beyond the recognition and fame, however, Jessy is known to be a humble person seeking to give God the credit for his success. "I used to think it was talent, or a suit, or the way I walked on stage, or how I hit a high note that brought them to their feet at a concert," he says. "Now I don't even try to make the audience relate to me. I just keep pointing to Jesus."

The Hispanic Broadcasters Concert, scheduled for three o'clock the same day, will feature two hours of high energy music coming from a number of well-known sources. Performers include Juan Romero, host of the Spanish *PTL Club* in Miami; Lupita Moran and Frank Gonzales of greater Los Angeles; the Puerto Rican trio Tiro Alma Blanca; Teresita LeBlanc of Miami; and Manuel Bonilla from Phoenix.



Joni Eareckson Tada

Joni Eareckson Tada has gained international attention as a Christian speaker, writer and singer. Almost fully paralyzed since a 1967 diving accident, Joni has grown to become an inspiration to people everywhere. In September she was presented with the Courage Award by the Courage Center for calling attention to issues affecting disabled people. She is an accomplished artist, has written two books (*Joni* and *A Step Further*), and produced a number of film series. Joni founded Joni & Friends in 1979 to enlighten the public to characteristics of various disabilities. The organization produces five-minute radio programs for this purpose. Joni also has two Christian music albums to her credit, *Joni's Song* and *Spirit Wings*. At

caught the ear of music great James Cleveland of the Chicago-based Gospel Chimes Singers. Jessy joined Cleveland's group and then organized his own, The Jessy Dixon Singers, who performed nationwide and signed a multi-album contract with the Savoy label. In 1972, Jessy joined ballad singer Paul Simon's world tour and has been a part of every major Simon tour since.

Since his conversion to Christianity in 1972, Jessy has held concerts in many well-known places such as Carnegie Hall and Madison Square Garden, and he has been interviewed on various national television programs. Jessy has produced three gold albums and six Grammy nominations, the most recent being in 1985 for

Group Participation

The music at NRB '86 will come not only in single packages; several shining examples of group efforts will be present.

The New Gaither Vocal Band, formed in 1981, will perform at keynote plenary sessions on February 2 and 3 and at the Presidential Address on the third. The group blends tight, four-part harmony reminiscent of the past with a current, upbeat style that often brings audiences to their feet. Members Bill Gaither, Gary McSpadden, Larnelle Harris and newcomer Mike English have traveled primarily with the Bill Gaither Trio in the last four years and have been making more appearances on their own lately. As a group, The New Gaither Vocal Band has recorded four albums. Individually, Gary McSpadden and Larnelle Harris conduct solo singing careers. Mike English was most recently lead singer with The Singing Americans, and Bill Gaither works with several Christian music-related companies in Alexandria, Indiana.

Performing at the February 3 evening plenary session and the Congressional Breakfast on February 4 will be the Northwestern College Communique Singers and Orchestra. The ensemble from St. Paul, Minnesota, features approximately 24 instrumentalists, 16 singers and four technicians. This will be the group's sec-



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Jessy Dixon

ond NRB convention appearance.

The musicians at NRB '86 will come from a host of towns and countries and they'll offer different styles, ranges and languages. But they'll all carry the same message: Jesus Christ is Lord of their lives.

Sally Parker is editorial assistant for RELIGIOUS BROADCASTING.

BEST-SELLING CHRISTIAN RECORDINGS

- (2) 1. **Unguarded**, by Amy Grant (Myrrh/Word)
- (1) 2. **Hymns Just for You**, by Sandi Patti (Hilvering Productions/Benson)
- (8) 3. **Age to Age**, by Amy Grant (Myrrh/Word)
- (3) 4. **Medals**, by Russ Taff (Myrrh/Word)
- (6) 5. **Straight Ahead**, by Amy Grant (Myrrh/Word)
- (4) 6. **Black and White in a Grey World**, by Leslie Phillips (Myrrh L.A./Word)
- (5) 7. **Beat the System**, by Petra (StarSong/Word)
- (9) 8. **Songs From the Heart**, by Sandi Patti (Impact/Benson)
- (16) 9. **The Michael W. Smith Project**, by Michael W. Smith (Reunion/Word)
- (17) 10. **Soldiers Under Command**, by Stryper (Enigma/Lexicon)
- (11) 11. **Let the Wind Blow**, by The Imperials (Dayspring/Word)
- (20) 12. **More Than Wonderful**, by Sandi Patti (Impact/Benson)
- (7) 13. **Kingdom Seekers**, by Twila Paris (StarSong/Word)
- (12) 14. **Michael W. Smith Vol. 2**, by Michael W. Smith (Reunion/Word)
- (10) 15. **Commander Sozo & the Charge of the Light Brigade**, by DeGarmo & Key (Power Discs/Benson)
- (13) 16. **He Holds the Keys**, by Steve Green (Sparrow Records)
- (15) 17. **The Kids' Praise Album V**, by Maranatha (Maranatha/Word)
- (15) 18. **Seven**, by David Meece (Myrrh/Word)
- (15) 19. **Life**, by The Gaither Trio (Dayspring/Word)
- (15) 20. **Benny From Here**, by Benny Hester (Myrrh L.A./Word)

(* last month's position)

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with Don Johnson

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29 And he saith unto them, **But whom say ye that I am?** And Pe'ter answereth and saith unto him, 'Thou art the Christ.
30 And "he charged them that they should tell no man of him.
31 And "he began to teach them, that the Son of man must suffer many things, and be rejected of the elders, and of the chief priests, and

2 Tim. 1:8
2 Tim. 2:12
1 John 2:23

Chapter 9
*Matt. 16:28
Luke 9:27
*Matt. 24:30
Matt. 25:31
Luke 22:18
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29 And he saith unto them, **But whom say ye that I am?** And Pe'ter answereth and saith unto him, 'Thou art the Christ.
30 And he charged them that they should tell no man of him.
31 And he began to teach them, that the Son of man must suffer many things, and be rejected of the elders, and of the chief priests, and scribes, and be killed, and after three days rise again.
32 And he spake that saying openly. And Pe'ter took him, and began to rebuke him.

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30 And *He 'warned them to tell no one about Him.
31 *And He began to teach them that 'the Son of Man must suffer many things and be rejected by the elders and the chief priests and the

Luke 9:21
31 *Mark 8:31-9:1; Matt. 16:21-28; Luke 9:22-27
*Matt. 16:21
32 *John 10:24; 11:14; 16:25, 29; 18:20
33 'Lit., the things of God
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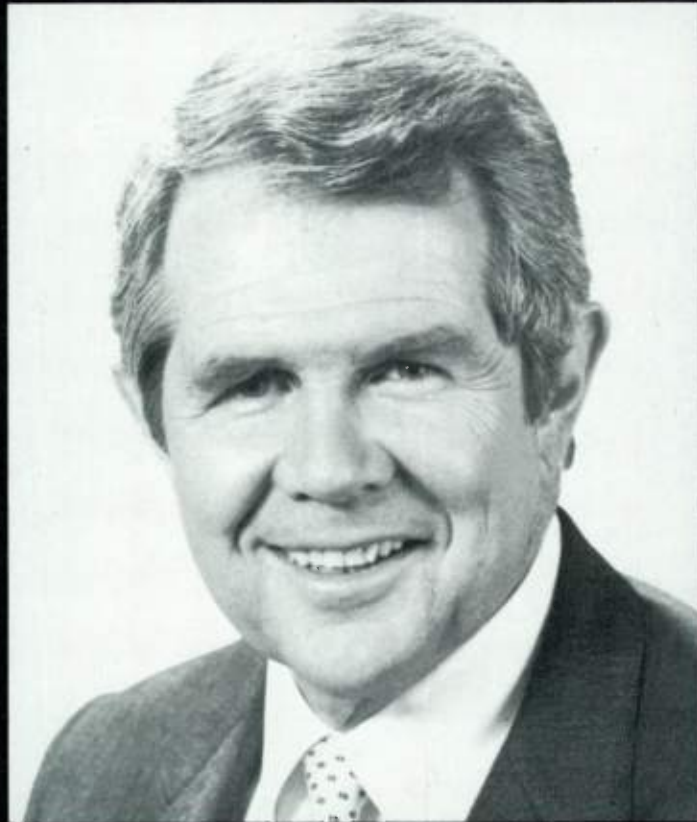
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PAT ROBERTSON



LEADING A MORAL REFORMATION

A PROFILE

IN 1961, just six years after finishing a law degree at Yale University, Marion Gordon (Pat) Robertson invested \$70 in a dream of a Christian broadcasting network. He bought a defunct TV station in Portsmouth, Virginia, and built it into a major international broadcasting corporation that today does God's business in more than 60 nations.

Last year CBN netted \$233 million from all sources, which include the CBN Cable Network (in more than 30 million U.S. households via 6,000 cable systems); a daily talk program, *The 700 Club*, which airs across America and much of the free world; a fully accredited graduate university; ownership of three TV stations and 67 telephone counseling centers, and a nightly newscast.

Robertson, an NRB Board of Directors member who will deliver the NRB '86 closing banquet address this month, is a descendant of the Harrison family of Virginia, which produced one signer of the Declaration of Independence and two United States presidents. His father, the late Senator A. Willis Robertson of Virginia, served both houses of Congress during a distinguished 34-year career in Washington. Also a distant descendant of Britain's Winston Churchill, Robertson, 55, says he is "prayerfully considering" running for President of the United States in 1988.

To find out what motivates this Christian leader, *RELIGIOUS BROADCASTING* sent associate editor Daniel J. Nicholas to Brooklyn on September 9 to acquire this exclusive interview.

RB: Your programming is now available to more than 30 million U.S. homes. What

accounts for the rapid growth of CBN Cable, especially in the last few years?

ROBERTSON: Well, two things. I believe there is a return to "family television," and, you know, the cable is not just a religious network but it is family-oriented, and it has been very well-received. The surveys that cable systems have taken indicated that our type of programming is high on the list, and paradoxically it's an alternative to Playboy and some of the R-rated movies on HBO. So they like to say, "Well, we have a community balance; put us on." But the viewer response is so high. We have something like 14 million households that tune into us each week, which is enormous. And I think it's the wholesome family programs that people want to see.

RB: Why is this family entertainment format more attractive than worship services and Bible teaching to the average viewer?

ROBERTSON: Well, we have, as you know, a specialty of religious programs in our prime time. For example, we have our *700 Club* program, and we have a very heavy group of religious programs on Sunday evening, and also Sunday morning, and at other times during the day. So we have religious programs. But we feel it's like dining on steak. People might enjoy steak, but they don't want to eat it 24 hours a day. There has to be certain variety and activity and pace, and even the most devout I don't think want to watch hard religious programs hour after hour.

At least all the surveys, all the information we have, seem to be that the audience falls off dramatically when that happens. We schedule a balance with some sports, some movies, and some of the old comedies, programs that are especially

Interview by Daniel J. Nicholas

wholesome. Then we place into prime time a really wonderful religious program that brings the people to the Lord. Of course, the secular people will begin to watch the secular programs, whether it's news, whether it's sports, or whatever ... to find the Gospel, to find the Lord.

This year we expect that we will have 150,000 people accept the Lord through the ministry. We will have 4 million telephone calls for help during the year. It's an interesting sidelight that, at this point, CBN is the largest user of the 800-WATTS service in all the United States of America. We passed American Airlines some time in May as the largest customer of AT&T's 800 service in America! Now that shows the effectiveness of this type of programming.

RB: Well, by any standard then, you can be considered a model of success. What is the model of success that you use as a religious broadcaster?

ROBERTSON: Well, in the religious programs, we must recognize that we're dealing with a shifting audience with particular tastes. Our staff has gone away, prayerfully and carefully, on a couple of major retreats over the past several years. We've analyzed the Gallup study of the tastes of Christians in America. We've analyzed studies of the viewing patterns of the American public. We have done focus groups on our programs. We have all types of surveys about the viewing habits of every quarter hour, and with all that information, we can then make some intelligent decisions. The primary thing was that over 50 percent of the adults in America preferred news as number one in their program viewing mix. So we began our program with news and current events. The Gospel is called "good news," and what would be a better companion for good news than the news from a Christian perspective? So we call our program "journalism with a different spirit," and people understand what that is.

RB: What advice might you share with a smaller Christian telecaster, say, in the NRB speech that you'll be giving, for example?

ROBERTSON: The Bible says, "He that

increases knowledge increases power," or increases strength, whichever you read that as. I believe that we make the dreadful mistake in gospel broadcasting of programming to *ourselves* and programming for ourselves. What we need to do is to program to the huge community that is there who hurt. But they don't necessarily hurt where we're trying to heal them. They may hurt in a different fashion. And if we can speak to their hurt, and we can do it in a fashion that is appealing to them, then they will respond to the Gospel.



We have found that program length elements that go much over five minutes tend to drag, even the best produced program. Long discourses without breaks have the tendency to turn the audience off. So there are format concepts in a program sense, and then there are techniques of broadcasting within that.

I would say, in summary, get as much information as you can about your audience, about the tastes of your audience, about the needs of your audience. Secondly, get as much information as you can about yourself and how they perceive you, and try your best to overcome the negatives. And the third thing is to provide excellence in program quality. Whether it's the lighting, the sets, the music, or whatever, do it in the best possible way you can for the Lord Jesus. Don't put out second-rate programming for Him, because if you do, people won't watch.

RB: Pat, you have been prayerfully considering running for President of the United States. What qualities could you bring to the nation's highest elected office?

ROBERTSON: Well, as you know, I'm a person who is conversant with interna-

tional affairs. I attended the University of London; I have interviewed the heads of state of a number of countries. We run a television station, as a matter of fact, in the Middle East—in Lebanon—and we'd be considered experts on the Middle East. I am relatively conversant about economic affairs. Over the past several years I've done a good deal of study on what was called "microeconomic theory," and I was trained as a tax lawyer in law school. So in those two fields I have some skill to bring. I've been an administrator over the last 25 years of a relatively large enterprise that is dealing in all the 50 states in America, plus about 60 foreign countries. But more than all of that, in the book of Proverbs it says, "Where there is no vision, the people run amuck;" the people break through the law; the people are not careful to observe God's commandments. Now, the vision means a clear understanding of God.

In our country, the thing that we need more than anything else is self-restraint among our citizens, because there is no way that a free republic such as ours, self-governed, can continue unless the citizens are self-restrained. Once they become selfish, hedonistic, lawless, then we will revert to tyranny and dictatorship in order to control them. What will control them, according to the Bible, is a vision of God. And I think our present President, Ronald Reagan, has a vision of God. And he enunciates it clearly. Not that he imposes his views on others, but he just says, "I believe in God, and I have, in a sense, a vision of the Bible, of God; I understand God." And I think that perhaps the greatest thing that a leader of this nation can bring is a moral quality, which implies an understanding of the existence of the relevance of God almighty in human affairs.

RB: When will you decide about entering the 1988 primaries?

ROBERTSON: Well, it's at least a couple years down the road, but I think after the elections of 1986 people will have a clearer view. Right now I am in the second phase of my seeking God's mind which is to talk to godly people. I'm speaking to many people around the country to find out their opinions, especially religious

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leaders, but also political leaders, to see what they think. I'm doing a great deal of personal prayer. I'm asking thousands of people to do the same thing, and I'm approaching it in a very cautious way, because the cost is enormous. And the abuse a person like me would take in that arena is beyond calculation.

So I feel somewhat like Esther who had a wonderful position in her country and didn't want to give it up for something else. I feel that way; I don't want to do this. I don't want to get involved in politics, and I don't want to be the President of the United States. But if it's God's will that I do it, I will, but only on that basis.

RB: You don't want to be a candidate in any regard?

ROBERTSON: I don't want to be a candidate personally, and I don't want to be elected if I were a candidate. But I will stand for this thing if God says to do it. But I would prefer to stay where I am now, which is so wonderfully rewarding, satisfying and gives me the ability to help untold millions of people in this country and overseas.

RB: What factors caused you to become a Republican after so many years as a Democrat? Your father was a senator—a Democratic senator—from Virginia ...

ROBERTSON: I don't like to sound political in this magazine; I'm sure this will sound that way. I passed through this day on Staten Island where I was the head of the Stevenson for President committee in 1956. I went to my first Democratic National Convention in 1952. I gave a speech at the Democratic convention for senator in the late 1970s. But it is my feeling that the Democratic Party, at this point in time, has given itself over to pressure groups which advocate causes and initiatives which are contrary to the Bible and contrary to the Christian faith.

The most obvious, of course, are the so-called homosexual rights. But their views on the family, their views on women, their views on Communism, their views on the nature and role of government, and government deficits, etcetera, are just not in accordance, in my view, with the Bible. I think I'm joined by many, many other pas-

sors who suddenly have said, "We just cannot abide any longer in the tents of Jefferson and Jackson, where we were for many years!"

RB: Following up on your last comment, what do you think about the recent emergence of politics and religion in America?

ROBERTSON: I was with Billy Graham, (who I have felt was avoiding any type of political involvement), and not only to me privately, but on tape for our entire *700 Club* audience, Billy Graham said, "I think that evangelical Christians should stand for office, they should run for office, they should win, and that they should take the government over." And I was astounded to hear those words come from this great man whom I admire so much. But the reason he said it is because of his understanding of the world situation, the critical moral choices we have in our land, the critical economic choices and the military choices. All of these things cry out for moral reformation, for moral decisions, and for the wisdom from almighty God. And I believe that God himself is stirring independently in a number of groups, and independent of one another, they are beginning to say, "Something must be done lest we find ourselves in the same condition as the church in the Soviet Union, the church in Romania, the church in Cuba, the church in red China. We'll either be a useless appendage in an all-encompassing state, or we will be leaders of a moral reformation that could come about."

Now in this I personally *do not think* we should have a "Christian country" where one group imposes will on another. I don't think that the church as a body should try to influence the government as a body. I certainly don't think the government should be manipulating and dominating the church. But I *do* think moral, principled men and women of integrity should get involved in the process of government. The apostle Paul said, as you know, in the 13th chapter of Romans that rulers are ministers of God. I believe that the temple rule is a form of ministry, just like the spiritual ministry is, and that those who love God, and that those whose lives are honest, honorable and moral, should make

an effort to be involved in the process.

RB: Your ministry is international, and your schedule is very busy. You speak everywhere in the world from Kansas to Korea, where I know you were recently. What do you do on a typical day off? Do you participate in a local church? What's your family time like?

ROBERTSON: Well, I have a great deal of time with my wife whom I love very dearly, and who has been a marvelous help to me over the years. We started, as you know, in New York, and it was her decision to follow me into a ministry in Bedford-Stuyvesant, New York, that in truth launched CBN. But the thing that I don't have much time for is "social life." I'm too exhausted for that. I have to spend time reading; I'm a voracious reader and have a great deal of material that I have to assimilate. I like to spend a good deal of time in the morning praying and studying the Bible. If I don't have an hour, an hour-and-a-half or more in the morning with the Lord, my day is ruined. If I have that time, I find I'm strengthened, that I can take the pressures that are upon me.

The other thing is that I have become more and more aware of the true meaning of the Sabbath. It isn't a time when we just go to church for an hour, but it should be a day that's devoted to the Lord, either for rest, pure and simple, or for reading the Bible and praying and meditating and meeting with God. So I really spend the whole of Sunday without working, without getting involved in pleasure—even watching television in the morning and afternoon. I try to spend my time talking to the Lord or just lying around sleeping. I find it has given me enormous physical and mental strength that I didn't have before. So if anyone wants the secret, I recommend the day of rest that God put here for everybody as a wonderful alternative to the pressures of modern-day life.



Dan Nicholas is associate editor of RELIGIOUS BROADCASTING.

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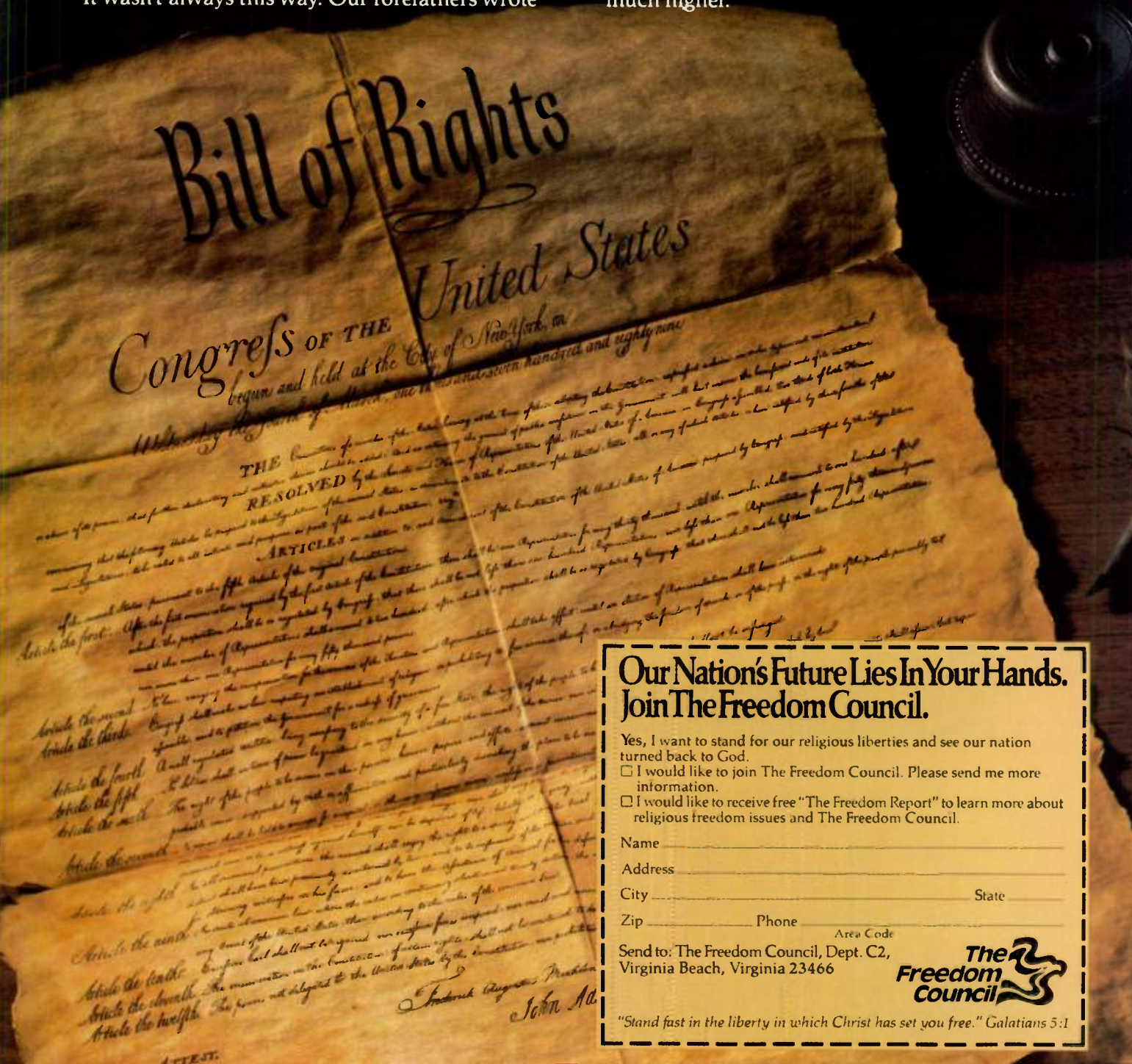
In Florida, senior citizens were prohibited from singing a hymn before lunch because the food was purchased with federal funds. The list goes on.

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NRB members have asked several questions concerning the plan. We have answered the ten most-asked questions for your information:

BY MAURICE PRINDIVILLE



Maurice Prindiville is president of the Continental Benefit Company and plan administrator of the NRB trust.

Will this plan cover my hospital bills?

Yes. The program will cover 100 percent of the first \$4,000 of covered hospital charges with the balance paid at 80 percent of covered charges after the deductible until a \$1,500 out-of-pocket limit has been reached. Thereafter, the program will pay 100 percent up to \$1,000,000 per calendar year.

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Is there other coverage besides physician and hospital care?

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Who backs the Trust?

The Trust is overseen by the Trustees, which are the NRB Executive Board members. Reinsurance for the Trust is provided by the Hartford Group.

Does this program cover pregnancy?

Yes. Pregnancy is covered in this plan and is treated as an illness.

Does this program cover psychiatric disorders, alcoholism and substance abuse?

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All NRB members are invited to consider joining this plan as it is provided as a specific membership benefit. Other stations and related organizations are most welcome to apply for coverage in this plan as long as they are also applying for membership to NRB.

Please direct all inquiries to: Continental Benefit Company, 11 East 44th Street, Suite 1405, New York, New York 10017 or call us on our toll free number 1-800-438-5566.

The Continental Benefit Company is the Plan Administrator designated by the Trustees of NRB, and they will be pleased to provide all additional information and answer any questions you may have on this important member service.

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He is the chairman of the Committee for International Goodwill which has selected annually a "Man of the Year," who depicts the qualities of courageous, Godly leadership.

He is the founder of "Project Timothy," a program designed to teach young men the attributes of manhood.

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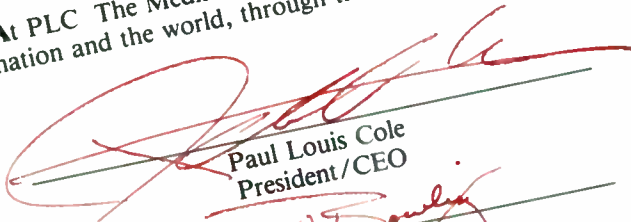
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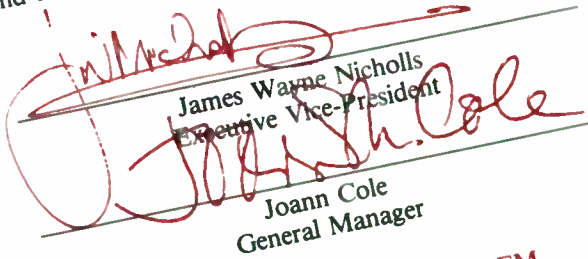
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The ELECTRIC CHURCH

at



by Ben Armstrong

IF THE "electric church" were a person, it would have been eligible for medicare last month. But, instead of retirement, religious programming is proving more robust than ever.

In fact, the predicted funeral may not take place soon.

January 2 was an historic day for Christian broadcasting. On that day 65 years ago in 1921, the first religious program was transmitted from Calvary Episcopal Church in Pittsburgh, Pennsylvania. Radio was in infancy. The program was aired over KDKA/Pittsburgh, that had been on the air only two months and is the oldest licensed radio station in the United States.

Since that date the growth of religious broadcasting on radio and, later, by television, cable and satellite has exploded.

January also marked the fifteenth year since Christian radio programs were first broadcast live by satellite. That first satellite broadcast, the closing plenary session of the 28th convention of National Religious Broadcasters was sponsored by

Trans World Radio. It was transmitted live internationally by Intelsat on January 27, 1971. The broadcast, a pioneering effort in live transmission, featured well-known Bible preachers Billy Graham, M. G. (Pat) Robertson and Rex Humbard.

The next day the front page of *The New York Times* called the live program "the most dramatic event in a quiet explosion taking place on the nation's radio airwaves." The same article quoted me on the electric church, saying, "Broadcast religion has become the growing edge of religion." Today it is not uncommon for a local pastor such as Robert Tilton, of Word of Faith World Outreach Center in suburban Dallas, Texas, to preach a sermon in his pulpit and have church members in distant congregations "participate" live by satellite.

For the first time this month, people in dozens of communities across the nation will view each of the NRB plenary sessions from the Sheraton Washington Hotel, Washington, D.C., without tape delay. A live satellite television and radio network has been planned especially for NRB '86 by Tilton's Success-N-Life Network (TV) and National Public Radio in Washington, D.C.

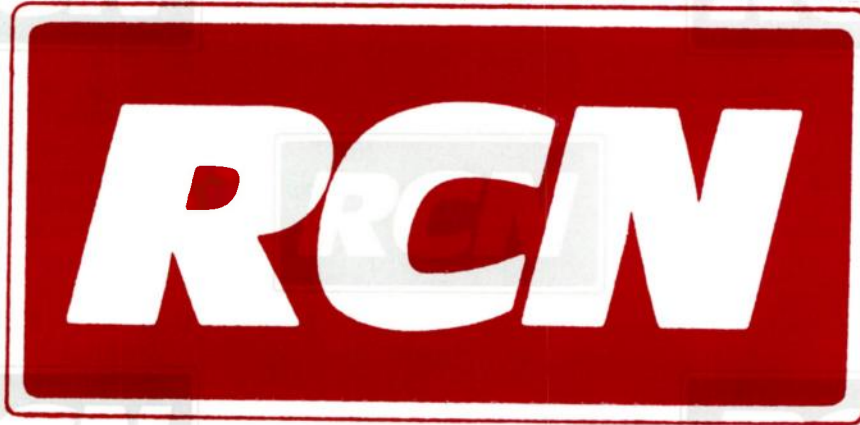
Historians have said the 1921 broadcast was successful despite Calvary Episcopal's doubting pastor, who evidently had more faith in God than in radio. He asked his associate pastor, Lewis B. Whittemore, to conduct the first evening service of the new year. The evening was a normal service of vespers, except for the assistance of two KDKA engineers, one Roman Catholic and the other Jewish. The engineers donned choir robes so their presence would not distract worshippers. The rest, as they say, is history.

A 1971 *New York Times* article also observed that "the growth of religious television is as marked as that in radio." The growth of Christian telecasts has continued unabated because of satellites and cable television. A December 2 report in *Broadcasting* indicates that cable religion services grew from May 1984 to November 1985 by an average rate of 36 percent.

The largest growth in subscribers was listed by The Christian Broadcasting Network (CBN) which is now the fifth largest cable company in America, behind ESPN, WTBS, CNN and USA Network. According to the report, CBN Cable was available in November to 30.065 million (up from 23 million) subscribers to 6,288 cable

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systems. That reflects a 30.7 percent growth in 18 months.

Trinity Broadcasting Network (TBN) was listed as having the highest percentage of growth among Protestant religious cablecasters during the same period, 45.3 percent. The PTL Television Network (PTL) grew by 30 percent according to Jim Bakker, president.

Eternal Word Television (EWTN), a Catholic programmer based in Birmingham, Alabama, grew 66.7 percent last year. National Christian Network (NCN) stabilized with 6.7 percent growth.

during the month.

Television evangelist M. G. (Pat) Robertson appeared last month on NBC's *Meet the Press*, an indication of the interest of the American people regarding his ministry. Robertson said "The American people want somebody who is standing tall on moral issues." Robertson said he considers abortion to be murder and at the same time, disclaimed any plans for running for President.

A more recent research study done by Arbitron on U.S.A. syndicated programs in July of 1985 showed that Jimmy Swag-

gart has a total of 1,060,000 television homes. Schuller was in second place with a total of 1,150,000 television households. Roberts was in first place with 1,910,000 television homes. Thus, since 1978, Schuller has maintained second place in audience ratings in the U.S.A., while Swaggart has replaced Roberts for the top spot in quarter-hour television ratings. Roberts' son, Richard, has his own program which is not included in these ratings.

Religious broadcasting, which began 65 years ago, grew rather modestly until the 1980s, although critics have predicted that the "electric church" is leveling off in its growth. Our statistics show that there is no end in sight. The 1986 *Directory of Religious Broadcasting*, published last month, shows that there are 1134 religious radio stations in the United States—an increase of almost 100 stations compared to the listings the 1985 edition (1,043). Religious television stations number 200, as listed in the 86 edition, compared with 92 one year ago. U.S. religious radio programs number 755, as compared with 687 in the 1985 edition, and religious television programs and films number 1,047, as compared with 1,010, as listed in the 1985 edition of the *Directory of Religious Broadcasting*.

NRB membership statistics tell a similar story. When I became executive director of National Religious Broadcasters in 1966, NRB had a total of 104 members. As of this month, National Religious Broadcasters has a total of 1,050 organizational members, with approximately 40 new applications to come before our Executive Committee at this annual meeting. In fact, there were more new members of NRB in calendar 1985 than were in the entire membership of NRB in 1966!

Although the rate of growth for AM-FM radio and U.S. television stations has been phenomenal, the most dramatic growth has occurred in Christian cable network services, as listed in the chart above. For the five Christian cable services listed, you will note an average increase of 35 percent during the last 18 months since May of 1984.

Growth Continues for Christian Cable Services

Basic Cable Programming

Service	Subscribers Nov. 85	Percent Change from May 84	Number of Systems
CBN Cable Network Virginia Beach, VA 804-424-7777	30,065,000	+30.7	6,288
PTL Television Network Charlotte, NC 704-542-6000	13,000,000	+30.0	1,304
Trinity Broadcasting Network Santa Ana, CA 714-832-2950	5,896,000	+45.3	410
ACTS Satellite Network Fort Worth, TX 817-737-3241	3,500,000	N/A	200
National Christian Network Cocoa, FL 302-632-1410	1,280,000	+6.7	90
Eternal Word TV Network Birmingham, AL 205-956-9537	4,000,000	+66.7	275

(adapted from BROADCASTING magazine, December 2, 1985, p. 38)

Growth of the ACTS Satellite Network, now on 200 cable systems, was not listed because the Southern Baptist Network did not exist until June 1984. (See chart for details.)

Last February, Christian Broadcasting Network commissioned a study of viewers of religious television with the A. C. Nielsen Company. The research method was the same methodology used for the national ratings of prime time television programs. Surprisingly this study, unveiled by Paul Virts and David Clark in the September issue of *RELIGIOUS BROADCASTING*, showed that 34 million U.S. television households viewed one of the top ten Christian broadcasters during that month, the largest estimate made by a major research organization. Pat Robertson of *The 700 Club* ranked first in the monthly cumulative (cume) television audience with a total of 16.3 million homes

gart heads the list of television viewers on a quarter-hour basis, with a total of 2,085,000 television homes or 3,080,000 persons. These figures are up 11.1 percent, as compared with February 1985. Swaggart has a total of 190 markets representing 288 stations. In second place is Robert Schuller of the *Hour of Power*, with a total number of television homes of 1,643,000, or an increase of 2.6 percent, representing 2,234,000 persons in the audience. He has 163 markets, and his program is heard on 192 stations. Oral Roberts is in third place with a total of 1,046,000 television homes for a total of 1,509,000 persons. His program is televised in 183 markets over 201 stations.

Looking at a graphic history of the three top television ministries, it is interesting to see the development of the three top televangelists since November 1978. At that time, Swaggart placed third with

Ben Armstrong is executive director of National Religious Broadcasters in Morristown, 1 Jersey.

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THE STRUGGLE

Women in Religious Broadcasting



BY EDNA EDWARDS

Women are entering careers now that even five years ago they would have thought twice about trying. They have even broken the traditional sex barriers in broadcasting.

WOMEN across the United States have been involved in a human rights struggle. It has been vigorous, noisy and haphazard at times. But most will agree that it has been stimulating. It has forced women all across the country to look seriously at their gifts and to seek untouched ways of using them.

The use of God-given abilities has been a hallmark of womanhood. Why else have there been so many working as nurses? They have a desire to serve! Why else have there been so many women going into education? They like the thought of teaching! Why else are there so many secretaries? They enjoy typing? Or is it the kind of vocation that has been traditionally expected?

Women now have many areas of involvement open to them, and many are looking into traditionally masculine areas of work. They are entering careers now that even five years ago they would have thought twice about before trying.

Women have even broken the traditional sex barriers in broadcasting. Broadcast news has always seemed to find a place for women who are exceptional. However, from the beginning the broadcasting industry has been customarily masculine in nature. Women have not been readily granted a spot in the broadcasting profession, which has been reported to be more "rational" than many. All of this has been difficult for some to swallow. However, some have broken those barriers as far back as 1941.

The Pioneers

It was Marty Gable who, in 1941, produced a physical fitness program on TV. She was also the producer of the first telecast on instructional TV in 1950. In 1958, Donna Lee Davenport was the first woman station manager in public broadcasting. Gloria "Abby" Kendrick was the first black woman to anchor a major network newscast on Mutual Broadcasting in 1970. Mary Bitterman, in 1980, became the first woman to head the Voice of America, and the first woman UN correspondent was Pauline Frederick. The list is longer!

All of this is happening in the secular world, so can religious broadcasters be far behind? NO! In many of our religious radio and TV ministries across the coun-



Arla Bott is a sales manager with Bott Broadcasting Company, Independence, Missouri.

try, there are women occupying responsible positions, women who have the distinction of being the "first" woman in that organization to hold a particular post. They are doing commendable jobs, too! No concrete statistics have been collected regarding women in religious broadcasting. Yet, women are involved. But how? How many?

In our offices we decided to do a little research and discovered the approximate number of women working in certain areas of the industry, their feelings about where they are, how they got there and why.

Gauging Involvement

Using the 1985 *Directory of Religious Broadcasting*, we ascertained an approximation of the following:

In 471 full-time, religiously formatted radio stations in the United States (with a possible 1,520 people in top management positions), 98 are women (6.5 percent); in 42 full-format religious television stations with a possible 110 top management positions, 7 are women (6 percent); in radio program productions with a possible 983 top management positions, 142 are women (14.5 percent); in television and film program productions with a possible 633 top management positions, 77 are women (12 percent).

Such statistics may seem uneven and might cause hesitation in women who want to work in religious broadcasting. We have talked personally to 18 women in top management positions in radio and television. They were asked about their years in

broadcasting and how easy it was for them to get their jobs. They all commented on the advantages and disadvantages of being female in a religious broadcasting career. Thirteen of these women are managers of radio stations. The other five are supervisors in the areas of sales, programming, news and administration. They have been in their current positions from one to 15 years.

When asked about the ease with which they acquired their present status, most said that they advanced through the ranks. That method worked for Joan Richman, a vice-president at CBS who began more than 20 years ago clipping newspapers for their records. She worked her way up to researcher, associate producer and finally, vice-president. Evidently, women in religious broadcasting are finding that patience works in finding the special "niche" God has for them. It hasn't always been easy, but it has been worth it.

There were seven women who, like Donna Hofer of KRDU in Dinuba, California, "just grew up in the business." When it came time for a change in management, her father and president of the company, David Hofer, saw the advantage of making Donna general manager of the dynamic ministry in the Fresno area. Arla Bott is another who began with a teen program on her father, Dick Bott's, radio station. She moved from there to secretary and now is a sales manager with Bott Broadcasting Company in Independence, Missouri.

The Good and Bad

Almost all of the women mentioned that they felt being female offered them an advantage: "It's an opportunity to share your outlook on the ministry;" "Women's lib helps;" "A woman can be the 'heart' of the station;" "Being a mother, I can answer a bit more wisely questions from listeners;" "You automatically stand out in a meeting;" "Being in Christian broadcasting broadens my horizons;" "Great to work in a Christian ministry."

Disadvantages were named by most of the respondents: "Christian men don't want to deal with a woman;" "My salary is not as high as men in the same category;" "Traditional expectations are limiting;" "Women need to know more than men to stay on top;" "I need to walk softly;" "Men think I'm invading their turf."

Only two said they would not encourage

Breaking the Barrier

"General Manager, WWWG Radio." That's how the envelope was addressed. The letter inside that greeted me with "Dear sir" was from a broadcaster in the religious broadcasting industry. The letter was sent in 1985.

You see, it is still unique for women to be in top jobs in broadcasting and more rare to find them in the field of religious broadcasting. It is regrettable that the Federal Communications Commission's mandate regarding the hiring of minorities and women was the wedge used to open the door—but the door has been opened. Those of us who have crossed the threshold have found ourselves in an exciting arena. It is no longer a "Halley's comet event" to have a woman's name appear next to "vice-president/general manager." However, we don't deserve titles because we are women; rather, we deserve them because we can bring integrity, punctuality, hard work, skills and a team spirit to any job. Those attributes know no gender, but they are what makes a good employee—a good receptionist, on-air personality, janitor, bookkeeper, secretary, engineer, salesperson, copywriter, station manager, general manager, president. Some women may seem to exhibit more sensitivity in reacting to a situation. Some men may accomplish more at a business lunch. But overall leadership qualities are neither masculine nor feminine.

When I am asked by young women faced with career choices how best to "get ahead" in the field of religious broadcasting, I am quick to answer, "By reading, observing, asking questions and doing the job you are assigned to the best of your ability." The willingness to work hard for the good of the organization in one's job, whether or not that same job has glory, or a title, is what I believe will help anyone succeed. It is to our shame that we have allowed the notion to circulate that *because we are women we should be hired for jobs, or promoted*. It would be most disconcerting for me to think that my progress over the past 12 years in the religious broadcasting industry has been based on the fact that my birth certificate denotes me as "female." I much prefer to think that my progress in my career has been attained through my job performance. That progress has brought me from receptionist, traffic manager, sales, general manager to vice-president of WWWG. Consider the fact that the majority of leadership positions are held by men. To place women in those same positions means the decisions to do so are being made primarily by men. Since we women are only beginning to produce a "track record," we must be prepared to work harder to prove ourselves worthy of assuming positions of responsibility. As we succeed, the door opens wider. We need to respond to that opportunity by performing well in the jobs that have been entrusted to us. I am honored to hold positions of high responsibility in the religious broadcasting industry, and intend to be worthy of that trust. That statement has no gender.

by Sue Bahner

women to go after religious broadcasting jobs. The rest were affirmative, giving the following advice: "Make sure you are in God's will;" "You must like people;" "Be patient—it takes time;" "It means long hours of hard work;" "Don't expect perfection;" "This is no place for a woman who is high-handed;" "Trust God to help you cope with those who still think a woman should walk two steps behind a man;" "Go for it."

Bringing in the Talent

Even though there is not a large percentage of women involved in top management positions in religious broadcasting, we have gleaned certain insights from this bit of research. When women have not heeded the established traditions of male dominance in religious broadcasting, nothing revolutionary, cataclysmic or catastrophic has happened! Instead we have benefited in most cases from the expertise and gifts that these women have brought to their jobs. KAAY in Little Rock, Arkansas, under Dianne McArthur's leadership for the last three years



Donna Hofer is general manager of KRDU-AM/Dinuba, California.

is a case in point. McArthur said, "I am aware that when I dig in and do it, for whatever the pay, God blesses. I'd encourage other women to do the same."

Management styles are as varied as the persons we interviewed. However, some women tend to overlook the *team effort*. Perhaps it's because at home some of us have not always had the help we needed, and we developed "the little red hen complex." That's the attitude that says "I'll do

it myself." The sad part is that it has become a habit in many cases. I was one of those in the beginning! The burden was horrendous. With God's help, however, I have discovered that when I implemented the *team* effect, the work was noticed. The job got done, usually more expeditiously. If we don't care who gets the credit, it's astounding what can be accomplished.

Instructions for us all are found in Colossians 3:23-24 (NIV): "Whatever you do, work at it with all your heart, as working for the Lord, not for men ... It is the Lord Christ you are serving."



Edna Edwards is general manager of Blue Ridge Broadcasting Corporation in Black Mountain, North Carolina. She is NRB secretary and serves on the NRB Executive Committee.



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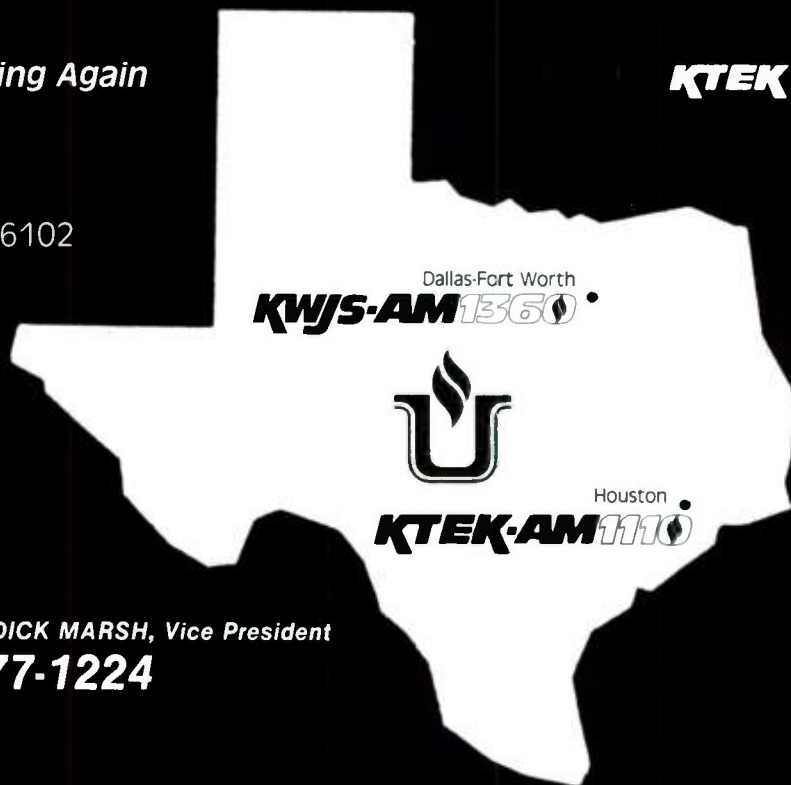
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5

AUDIENCE research has been an integral part of the decision-making process at secular radio stations for many years. Until recently, however, this was not the case at religious radio stations. The situation is beginning to change. Religious stations across the country are venturing into the realm of numbers, surveys and focus groups in an effort to better understand who it is they serve. *They are using numbers to judge the effectiveness of their ministries.*

Such efforts are underway by at least five radio stations who are coming to grips with the need for further information upon which to base programming decisions.

1 2

Seattle, Washington

KCIS and KCMS are sister commercial radio stations serving the Seattle, Washington, metropolitan area. KCIS-AM programs news, information and easy-listening Christian music. KCMS-FM is formatted as a contemporary Christian music station.

KCIS and KCMS have been involved in a broad range of research activities. The stations meet with music survey groups of 150 people to test familiarity and preferences in music. The stations have conducted a mail survey, sending questionnaires to 450 listeners drawn from the stations' mailing list. In addition, the stations subscribe to the Birch Report.

Recently, the stations commissioned a telephone survey conducted by the Her-

MODELS IN CHRISTIAN RADIO

by Judith E. Saxton

bert Research Company of Bellevue, Washington. Herbert contacted 700 respondents in the Seattle area, 500 of whom were Christians who did not listen to Christian radio. The remaining 200 were station listeners, drawn from the stations' mailing list. Questions asked included those about demographic characteristics, church affiliation, favorite stations, hours of listening per week and the importance of a variety of programming elements (i.e., local news).

Bob Powers, general manager of the stations, said that the research has been "very valuable" to the stations and that it is seen as a "worthwhile investment." The results of the survey have brought about changes in the programming efforts of the

stations. For example, the survey found that listeners wanted more spacing between programs because blocking them back-to-back left too little time to reflect on what had been presented. Programs are now more scattered throughout the schedule.

Powers sees the stations as a ministry with the goal of reaching the maximum number of people. According to Powers, the way to do this is to survey people to find out their needs. *"The number of people you reach is as important as the quality of the ministry in the programs you air," Powers said.* "Most Christian stations need research to help them become more responsive to the needs of their communities."

3

Bakersfield, California

KERI-AM is a 24-hour, 10,000-watt station serving the Bakersfield, California, market. It airs a format that is 60 percent teaching programs and 40 percent adult contemporary Christian music.

The station's most recent research undertaking was an extensive mail survey of its audience. Respondents were drawn from on-air announcements which solicited participation and offered a station listener's guide. In addition, the questionnaires were placed in area churches to reach both listeners and non-listeners in the Christian community, the primary target audience of the station. The 14-item questionnaire collected information on demographics and listener preferences and styles.

According to general manager Fred Brakeman, the survey was "helpful because it totally changed our thinking about who the audience for the station was age-wise." *The station discovered that it has a sizeable young audience.*

The survey brought about two programming changes. First, the station hired a newsmen and increased its news coverage because it discovered that its audience was tuning away for news. Second, the station adopted a more adult contemporary sound, since the survey helped them better understand who was listening to the music programming on the station.

Brakeman is a firm believer in the importance of audience research. He pointed out that audience research is an absolute necessity for them. "We are finding that a greater percentage of our income is coming from spot sales. We need numbers when we approach a media buyer from, say, a McDonald's," Brakeman said. He added, "If you don't know your audience, you don't know what to program."

4

Lakeland, Florida

WCIE-FM is a 24-hour, non-commercial, listener-supported station in Lakeland-Clearwater, Florida. The station programs 90 percent adult contemporary Christian music and 5 percent news and 5 percent teaching programs.

The station is involved in two main types of research. Each year, the station undertakes an in-house listener survey, sending questionnaires to all of the approximately 17,000 people on its mailing list. The questionnaire collects information on demographics, time of listening, favorite artist and program, number in household who listen, community problems, how the station can best address those problems and station likes and dislikes.

The station uses focus groups as well to gather more in-depth information from its listening audience. The groups, run by staff personnel, usually consist of from 10 to 15 listeners who have approached the station regarding likes or dislikes. The station also conducts focus groups in-house with staff members. According to John Hull, operations manager, the focus groups allow them to take "a pulse of what's going on with the public."

The results of the research, according to Hull, are used in program decision-

making. All comments are read, and if there is a preponderance of comments in one area, changes are considered. For example, three years ago there was an overwhelming number of requests for the station to carry *Focus on the Family*. *The station added the program to its schedule and within six months it was the most talked about program the station carried.* "It was the buzz word. It became number one, unseating a very popular local program," Hull said.

Does he think research is necessary for a Christian radio station? "Definitely. I think if a station isn't doing research, there is a tremendous tendency for the station to become ingrown. Unless you're doing some type of research, you're missing the boat in terms of ministry potential."

5

New York City

WWDJ is a 24-hour, commercial AM station serving the metropolitan New York City market. The station broadcasts a mix of 70 percent programs and 30 percent adult contemporary Christian music.

Last summer the station undertook an extensive, year-long research project in an effort to better define its audience. The research program falls into four broad areas. Questionnaires are being distributed at Christian concerts throughout the New York City area. The questionnaire includes items on favorite radio stations, WWDJ programs, artists and songs as well as demographics. A slightly more complicated questionnaire is being distributed to a cross-section of churches in the metroplex. These surveys are designed to identify listeners and non-listeners and to discover why members of the station's primary target audience, the Christian community, may not be tuning in.

The station is also using focus groups held in geographically dispersed locations. Participants are recruited using on-air announcements. The sessions examine reasons for listening to radio in general and WWDJ specifically and are led by station personnel.

Finally, an extensive questionnaire was developed that covered listening habits, attitudes and consumer behavior in addition to demographics. These questionnaires were used in a telephone survey with listeners drawn from the station mailing list and are used with participants in the

focus groups. With slight variation, they are also being used as a mail survey sent to identified concert and church survey responders.

According to general manager Joe Battaglia, the results of the research will be used to *fine-tune the programming effort of the station. The results will be used with potential advertisers.*

When asked why the station had undertaken such an extensive project, Battaglia responded: "A complex demographic area such as the New York metropolitan region requires a good deal of thought and consideration in formatting a station to adequately meet many complex needs. For years we tried to determine how to meet those needs from our own gut feelings, from one-on-one encounters with pastors and businessmen about what they felt the station should carry and by other cursory methods.

It became obvious that there was a much deeper need for a more scientific and thorough approach to validate the direction in which WWDJ was going and plans to go in the future. We are excited about the program which will continue throughout the year and its implication in designing a format uniquely suited for the New York metropolitan Christian audience."

TYPE OF RESEARCH	STATION			
	KCIS/KCMS	KERI	WCIE	WWDJ
Concert Surveys				X
Church Surveys		X		X
Focus Groups			X	X
Mail Surveys	X	X	X	X
Telephone Surveys	X			X
In-House	X	X	X	X
Outside Consultant	X			X

The five stations mentioned represent a cross-section of religious radio stations in the United States. They are as diverse as the markets they serve, but are alike in their mission—spreading the Gospel—and in their recognition that audience research is necessary if they are to fulfill that mission.



Judith E. Saxton, Ph.D., is an assistant professor at Baylor University in Waco, Texas, and an independent consultant to Christian organizations in the area of survey research.

GETTING TO THE BOTTOM OF THE AUDIENCE SIZE DEBATE

Second in a series of two articles on the subject of audience size

by Jeffrey K. Hadden

THE question of how many people are watching the Electric Church has become highly politicized (See "The Great Audience Size Debate," *RELIGIOUS BROADCASTING*, January 1986, pp. 20-22). The CBN/Nielsen study of religious broadcasting has provided a foundation for a clearer understanding of audience size. If this foundation is built upon, the bitter controversy and debate about audience size can eventually be put to rest.

The controversy will eventually dissipate if and only if two conditions are obtained. First, it is essential that the sophisticated techniques employed in the CBN/Nielsen Study be standardized and repeated regularly. Second, those who have reason to be consumers of these statistics must understand the essentially ambiguous nature of every measure of television audiences. This ambiguity is not the result of imprecision or sloppiness. Rather, it results from the fact that there are a number of perfectly legitimate ways to conceive of and measure an audience. But if we fail to specify which measure we are talking about, then we are not communicating effectively. We are mixing apples, oranges and kumquats.

This article will identify the basic types of measures which might be employed. It may help us better understand the apparent wide discrepancies in previous studies. But more importantly, it will help us build a vocabulary for understanding different ways of perceiving an audience.

How to Count

The CBN/Nielsen Study indicates that there simply is no direct analogy between counting the number of people sitting in pews in a church and counting the number of people listening to religious programming on television.

Even in a large congregation, it is not particularly difficult to get a very accurate count. The number of people attending a church service may be counted as they enter the sanctuary. Or someone standing where the entire congregation can be seen can count during the church service. A photo or photographs might be taken during the service. Any of these methods should yield highly accurate counts. Thus, when the bulletin board announces that there were 237 people attending church services on a particular Sunday, we can be fairly confident that the number is, to a degree, correct to the precise number present.

Counting the number of persons viewing the Electric Church is an entirely different matter. The problem is not that the numbers are so much larger and that there are more opportunities for error. Rather, the problem is deciding how and what to count. Most people don't watch television the way they attend a church service or a concert. They tune in late and leave early. They switch channels, and they leave the room. They are at greater liberty to talk with one another or accept an incoming phone call. Yet, no one would contend that the only legitimate audience count for the Electric Church would be those who arrive on time, listen attentively and stay until the program is over. Even if someone did want to apply this standard, it is impossible to do so.

A. C. Nielsen Company and the Arbitron Company are the two major organizations in this country that monitor television viewing habits. Over the past several years, the Gallup Organization has periodically included questions of religious

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stance, are responsible directly to Rose now, since the station manager's position was eliminated and an operations manager was named.

Rose, who is NRB's first vice-president, made the changes after station manager Harold Wheat resigned to become manager of KFCB-TV 42 in greater San Francisco. Phillip Mowbray, TV 38's chief engineer, was named operations manager.

Other staffing changes included James Tillery, the assistant chief engineer, who became director of technical operations; producer Daniel Wheeler, who was promoted to senior producer; and account executive Kevin San Hamel, who was named sales manager.

Two new locally-produced shows were unveiled at the start of WCFC's broadcast season September 19. *Young at Heart*, with host Hilton Griswald, is described as a light-hearted humor and drama series for senior adults. A Bible teaching series with station founder Owen Carr, *Faith and Focus*, is the other new 30-minute weekly program.

For the first time in September, WCFC started airing *CNN Headline News*. The 30-minute version of Turner Broadcasting's Cable News Network production is aired three times a day. *Monday Night at the Movies*, a collection of old-time favorites, has been airing weekly since September.

Two locally-produced, one-night specials bear noting. A program on September 12 examined the growth of Chicago street gangs and attempted to "get past the faceless paranoia... and allow the public to experience life on the streets through the eyes of the gang members themselves." According to a Chicago police report, there are at least 110 street gangs in that city.

Winner by Decision, a September 10 WCFC-TV 38 special, explored the life of former heavyweight boxing champion George Foreman, who changed from "puncher to preacher." Now pastor of a Houston church, Foreman's turning point in life came in March 1977 after losing a 12-round match in Puerto Rico.

Movie Entrepreneur Developing Film Center Near Holy Land

NEVE ILAN, Israel (NRB)—Jewish movie mogul Menachem Golan is building a \$24 million film studio here, featuring a sound-proof stage the size of a football field. His goal: to turn Jerusalem into the new capital of the film world.

Golan says that when the first part of the project is completed next summer, it will provide facilities unrivaled in the Mediterranean region, including five stages, a 20,000-seat amphitheater, recording studios

and state-of-the-art communications technology—including a satellite channel.

Golan calls the project "Bibleland" and says it makes economic sense. "Every day someone, somewhere is producing a religion-oriented film. It is a huge industry. So why shouldn't they do it here, where the Bible happened? We can create permanent sets with Bible scenes and Bible characters. The project is based on the Disneyland idea, but it will be bigger and better."

With land that ranges from desert to mountains and guaranteed sun nine to 10 months each year, Israel has good potential as a movie-making center, says Golan. "When you want to make a major feature, American-style, you need world-class five-star hotels," he adds. "Israel has those too."

FCC, Networks Blasted for Lack of Children's Programming

WASHINGTON, D.C. (NRB)—Through satellite transmission, Catholics in more than 40 cities heard a famous television personality and a U.S. senator blast the Federal Communications Commission for abandoning rules on children's television and call for legislation directing TV networks to devote at least an hour a day to children's programming.

The appeals by Bob Keeshan, television's *Captain Kangaroo*, and Senator Albert Gore (D-Tenn.) came during a live television conference sponsored by three national Catholic media organizations.

Observing the annual "World Communications Day" proclaimed by the Vatican, the teleconference was aired on local affiliates of the Catholic Telecommunications Network of America, which reaches a predominantly Catholic audience.

"It's a national shame," declared Gore, referring to the fact that there is no network children's television program aired regularly during weekdays. *Captain Kangaroo*, cancelled by CBS in 1980 to increase adult daytime programming, was the last one.

The worldwide Catholic observance addressed the theme, "Social Communications for a Christian Formation of Youth," echoing the United Nations' designation of 1985 as International Year of Youth.

In the United States, the Catholic Church devoted the annual observance to children's television, which has become a subject of growing debate across the country. For the second time, the church agencies televised the conference, allowing for sometimes angry telephone calls from parents in places such as Austin, Texas, and Newark, New Jersey. Last year, the first teleconference in observance of the annual event addressed the

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topic of media coverage of war and peace issues.

This year's observance resembled a television program more than a conference, taped in a room in the National Press Building set up as a studio. Hosted by ABC-TV news correspondent Carole Simpson, the fast-moving, three-hour program included a videotape segment on 38 years of children's television, narrated by pioneering NBC children's programming producer George Heineman, and panel discussions involving television industry and advertising representatives.

Keeshan, who was listed in advanced program material as offering "personal reflections" on past programming, departed from his assigned topic to level strong criticism against federal regulators, the TV industry and parents for the current state of children's television.

Today, said Keeshan, programs specifically designed for children constitute only 10 percent of television viewed by young people. Over 90 percent of what they watch is "adult programming, which may or may not be good programming for them. It should cause us concern," he said, remarking that the program most watched by children is the *A-Team*, often criticized for containing excessive violence.

"The FCC has drastically changed the rules of the game," he continued. "Many of the excellent programs (of the past) were created at a time when broadcasters clearly had a responsibility to young audiences." Back then, television stations feared losing their licenses if they failed to comply with FCC directives to air programs designed for children's audiences, he said, adding, "The FCC now says, 'You have no responsibility.'"

Keeshan, who has become a prominent advocate for children's concerns, contended that his program went off the air because of "lack of stipulations by government," not because of low TV ratings. He said Captain Kangaroo's replacement, *CBS Morning News*, has lower ratings but is preferred by the network because it reaches older audiences "who attract more TV advertising dollars.

In a separate segment of the September 17 program, Senator Gore called on parents and families to demand that their congressional representative support proposed legislation requiring networks to air, each day, a minimum of one hour of programming designed specifically for different age groups of children.

The bill, sponsored principally by Senator Frank Lautenberg (D-N.J.), would also direct the FCC to study whether the increasing numbers of "program-length" commercials—children's programs such as *Strawberry Shortcake* which are designed to sell

products—violate broadcasters' legal responsibility to serve the public interest.

Gore said the structure of the television industry makes it impossible for broadcasters to air children's programming without prompting the government. He said, for instance, that if one television station decides to air quality children's programs, it would "get killed in the market" by other stations.

Australian Films on Early Church Life Being Completed

SYDNEY, Australia (NRB)—A camera crew returned recently to Sydney after three months in Europe to record two new television documentaries for Wesley Film Productions.

Filming of *Discovering Paul* and *Discovering the Young Church* took the camera crew to Italy, Malta, Greece, Cyprus, Turkey and Israel. When editing is completed the productions will consist of two 12-part series, each episode being 30 minutes in length. The same group filmed the now-popular *Discovering Jesus* series for television and video release.

The video trilogy is presented by on-camera host Gordon Moyes, an Australian minister who directs the Wesley Central Mission in Sydney. Founded in 1812, the multi-faceted worship center serves the community with nearly 40 "caring centers" for children, teenagers, alcoholics, homeless persons, the aged, refugees and others. To minister to each of its groups, the church conducts 50 worship services each week and manages four telephone counseling centers. Moyes supervises a church with 850 staff members, one of the largest churches in the world.

Wesley Central Mission formed the film company in early 1984 to produce high quality films for distribution around the world.

The biblical facts are presented in the series by Moyes, who authored books by the same names. Apart from their religious value, the films are said to be drawing interest from several camps because of their historical and tourist appeal. *Discovering Jesus* has "met with tremendous success," said a Wesley film source. The series was recently re-run on TV stations across Australia and video cassette sales have been soaring.

The first series was recently released on cassette in the United States and television distribution has been in negotiation. Release in the United Kingdom and Europe is being studied while response in places like Latin America and Japan has "aroused tremendous enthusiasm."

One of Australia's top cinematographers,

(continued on page 93)

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(continued from page 91)

Robert Draper, is responsible for filming the religious series. Martin Johnson, director of *Turn Round Australia*, Wesley Central Mission's weekly television program, directed the series. Stan Manning, general manager of the mission, is executive producer. Garrison Media, Dallas, Texas, is representing Wesley Film Productions in the United States.

Planning Continues For Second Evangelists' Conference in Amsterdam

AMSTERDAM, The Netherlands (NRB)—Evangelist Billy Graham's second International Conference for Itinerant Evangelists, July 12-21, is expected to bring together some 8,000 of these evangelists from nearly 150 countries—the largest gathering of its kind in the history of the church, according to Graham.

It is an outgrowth of an earlier Graham-sponsored conference, Amsterdam 83, which attracted more than 4,000 evangelists. The majority were from underdeveloped countries where evangelical Christianity is spreading rapidly. Like its predecessor, Amsterdam 86 will be devoted mainly to training, updating and equipping itinerant evangelists to do their job better, Graham explained. Wide radio and television coverage of the conference will enable believers throughout the world to keep abreast of the proceedings, as during Amsterdam 83, he noted.

The conference will provide opportunities for people engaged in the same work to meet each other—most for the first time—and to exchange ideas and information about methods of evangelism and discipleship that God is using in various parts of the world, explained Graham.

There will be practical training sessions for younger evangelists, he added, along with study of the theology of evangelism, "especially in light of growing confusion about evangelists' nature and necessity."

In underscoring how strongly he feels about the potential importance of Amsterdam 86, Graham, an NRB board member, recalled a remark by a church leader who was an observer at the 1983 conference. The leader said that if the conference had been held in the first century, it would have been described in the book of Acts. "He felt it was that significant," said Graham.

Attendance at the conference will be by invitation only, according to conference chairman Walter H. Smyth. Organizers are attempting to make the roster of participants as broadly representative as possible, he said, and recommendations are being received from all over the world. Smyth, of Boynton Beach, Florida, is vice-president in charge

of international ministries for the Minneapolis-based Graham organization.

George Wilson, executive vice president of the Billy Graham Evangelistic Association, was named finance chairman. Another Graham associate, evangelist Leighton Ford of Charlotte, North Carolina is chairman of the program committee. Both held similar posts for the 1983 conference.

An office has been opened in Amsterdam, near the huge RAI convention complex where the conference will be held. The complex includes a hall that can seat 10,000—much larger than the one used in 1983 for the main conference sessions.

Poll Reveals Divergent Church-State Opinions

NEW YORK, N.Y.—Separation of church and state is a bad idea, according to 25 percent of Americans. That was one finding of a recent survey of 1,412 people, conducted by Media General-Associated Press.

Prayer in the schools does not violate the principle of church-state separation, according to 74 percent of those surveyed. Twenty percent said school prayer would violate that principle; six percent were uncertain.

In response to the question, "Do you think the separation of church and state is a good idea, or not?" two-thirds of those surveyed said it was a good idea, while one-fourth said it was not; others were uncertain.

The phrase "separation of church and state" actually appears nowhere in the U.S. Constitution, but is a principle that has been presented in Supreme Court decisions.

Criswell College Gains Accreditation

DALLAS (NRB)—The Southern Association of Colleges and Schools has extended full accreditation to Criswell College, the degree-granting educational arm of the Criswell Center for Biblical Studies in Dallas.

Criswell College, named for W. A. Criswell, pastor of Dallas' First Baptist Church and former president of the Southern Baptist Convention, is an undergraduate and graduate level institution specializing in the training of men and women for the various ministries of the church. Both the bachelor of arts and master of arts degrees currently are offered. Baccalaureate degrees are granted in biblical studies and counseling. Masters degrees are granted in biblical studies.

Educational activities of the school include the operation of major radio stations in Weatherford, Texas, and Dallas (KCNI-FM). Also KCBI International, a shortwave facility broadcasting the gospel to eastern

(continued on page 95)



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

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NRB

See us at our
booth near
convention registration

(continued from page 93)

and western Europe and the Soviet Union and to Cuba and South America, commenced operation recently.

President Paige Patterson said a major emphasis of the institution is in the teaching of biblical languages, Greek, Hebrew and Aramaic. In addition, he said the school offers studies in cognate semitic languages, and Akkadian, Eblite, Moabite, Northwest Semitic Inscriptions, Phoenician, Sumerian, Syriac and Ugaritic.

The present enrollment in the Dallas-based school is 400, about 50 of whom are in the graduate program. Twenty-seven full-time professors are employed. 90 percent of whom hold earned doctorates in their teaching fields.

Of the nearly 400 graduates in the school's 14-year history, a large portion of them are involved in church planting ministries in the United States and internationally in places such as Brazil and Mexico.

Patterson said application for accreditation with the Southern Association was made nearly three years ago. During the period of candidacy, extensive self appraisal and the contribution of two SACs visiting teams were a part of the process leading to final accreditation.

Criswell College is a school initiated by First Baptist Church of Dallas. Patterson explained it is a Southern Baptist school in terms of its commitment and doctrine, but not an official Southern Baptist school in terms of Southern Baptist Convention or Baptist General Convention of Texas institutional financial support.

The chancellor of the school is W. A. Criswell, a religious broadcaster. Patterson has been president of the school since January of 1975.

National Committee Sponsors Bible Week

NEW YORK (NRB)—The Laymen's National Bible Committee (LNBC) sponsored the 45th annual National Bible Week November 24 to December 1 with a broadcast advertising campaign featuring actress Patricia Neal and a theme that encouraged Americans to "Bring Your Heart as Well as Your Mind to the Bible."

The ad plan included 30-second spots on radio and TV stations and 60-second spots for radio. As of November 27, a total of 85 TV and 59 radio stations, many of them secular outlets, indicated they were running the spots.

Interviews were conducted by LNBC officials with Moody Broadcasting Network, UPI Radio Network, Ecumedia News and others. NBC-TV, ABC-TV and ABC radio networks "accepted the spots for airing" at an undetermined date, an LNBC source

said. The spots are "generic enough" to be used after the Bible Week.

Proclamations by President Reagan, and at least 31 states and 330 cities were received at LNBC offices in New York City.

More than 425 persons attended a kick-off banquet in New York for National Bible Week. Entertainer Pearl Bailey and pollster George Gallup were among the speakers.

Latin Evangelist Urges Government Involvement

SANTO DOMINGO (NRB)—An Argentine-born radio broadcaster has urged Latin American evangelical leaders to "get out of your churches and into government."

This controversial call was made by evangelist Alberto Mottesi during a seminar for 900 evangelical pastors and evangelists in Santo Domingo, the capital city of the Dominican Republic.



Mottesi: No revival until the influence of God is felt at all levels of society.

"You have to get out of your churches and go to the government offices and occupy the positions of leadership there," he told leaders from all the major denominations on the island. "You have to not only be leaders of the church but also become leaders of the nation ... God has sent you to take the country for Him."

Mottesi led a three-day seminar in the Caribbean nation along with a TV preacher, John Gimenez, pastor of Rock Church in Virginia Beach, Virginia, at the request of the Dominican Evangelical Fraternity (CONEDO).

"Even if the people are converted and the churches have joy, there will be no revival until in the whole country the influence of God is felt at all levels of society," Mottesi continued.

"It is about time that you become senators, deputies, secretaries of state, and even president of the country. This country, as

(continued on page 97)

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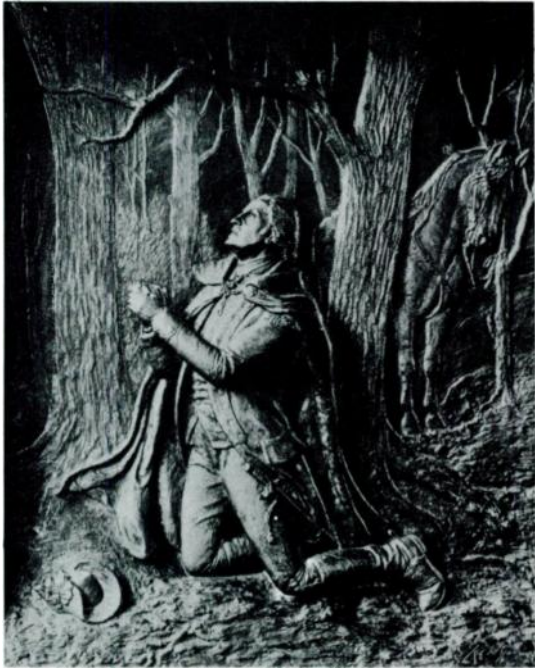
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MAY 1, 1986



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The National Day of Prayer Task Force already has plans underway to coordinate nationwide participation in the Day of Prayer.

As Christian broadcasters, you have both the opportunity and a unique ability to inform your broad audience—estimated at more than 100 million people weekly—concerning the National Day of Prayer and its related activities.

Begin now to develop ways to inform your listeners or viewers about this important occasion. A media packet for promoting the Day of Prayer is available to help you reach the greatest number of listeners and viewers with the call to prayer.

In addition, of course, you are encouraged to develop plans of your own appropriate to your local area and your special opportunities.

Please do all that you can to help draw America together on May 1 in a spirit of united prayer!

For more information or the media packet, contact:

**National Day of Prayer 38-00
P.O. Box 6826
San Bernardino, CA 92412
or call 714/882-9932**

(continued from page 95)

any other, needs the testimony and presence of holy men and women of God willing to serve."

The preacher, who last year held crusades in both Nicaragua and El Salvador, urged the Latin Christian leaders to totally surrender their lives to God and stop the interdenominational disputing that pervades much of the evangelical scene in Latin America.

"We can perform wonders in the church, but if there is no manifestation of the love, power and service to others in the name of God, what we do makes no sense."

Alberto Mottesi's stay in the Dominican Republic, August 1-4, ended with his being invited by leaders of all the main Protestant denominations, including Baptists, Mennonites, Methodists, Nazarenes and Pentecostals, to conduct a country-wide crusade in April 1986.

The Dominican evangelicals also alerted Mottesi to the fact that on May 16, 1986, the presidential elections will be held in their country. The evangelist proposed that when the crusade ends, there should be a day of national reconciliation. Plans now include extending an invitation to leaders of all the political parties to take part in this day of prayer and fasting. It is hoped that Christian and political leaders from the United States will also be in attendance.

"We want to draw attention to the fact that the only person who can heal the Latin American situation is Jesus Christ," said Mottesi. "And we believe this can be the spark to ignite a tremendous revival in Latin America."

Government of Guatemala Approves Mam Station

HUEHUETENANGO, Guatemala (NRB)—The government of Guatemala has approved an application from a group of Mam Indians to develop a Christian radio station in this western corner of the country, near the border of Mexico.

Government officials also approved corporation status for the applicants, who are waiting assignment of a medium wave frequency. Organizers expect to be on the air sometime in 1986.

According to Don Rutledge, vice-president for home ministries at CAM International, Dallas, Texas, the Mams have had "a growing desire to have a station of their own." A CAM-owned station in nearby Barillas, Radio Maya (TGBA), has been reaching Mam-language people with a daily, 90-minute Gospel broadcast. Rutledge managed TGNA-AM/Guatemala City before moving to his present position in Dallas.

When approved, the new radio outlet will

be located in the town of San Sebastian, a Mam-dominated suburb of Huehuetenango, where CAM International operates a recording studio. Rutledge did not know the wage that the Mams were seeking but he did confirm that the signal would reach easily to refugee camps in southern Mexico. Mam believers among the refugees report that the programming from Barillas has been their "main source of Bible teaching."

Already more than \$8,500 has been donated, much of it through CAM International, for start-up costs of the station. A Guatemalan church, Iglesia Luz y Verdad, provided a \$500 gift and pledged their support for the Mam station.

Bright Announces Explo '90, Cites Strong '85 Response

LONDON (NRB)—Explo '85 climaxed December 31 with a ringing call to Christian commitment by Campus Crusade for Christ founder and president Bill Bright, and the surprise announcement that Campus Crusade would sponsor a similar but expanded event in 1990.

Speaking live from the Explo site in Mexico City on the final day of the global Christian training conference, Bright said the "overwhelming" positive response to Explo '85 around the world had convinced Campus Crusade leaders to schedule a 1990 conference.

"There is a great worldwide excitement and confidence that Explo '85 will greatly accelerate the fulfillment of the great commission," he stated. "Because of this overwhelming response, the leadership of our movement on each continent and I have decided to announce to you, the delegates of Explo '85, our plans for a greatly expanded Explo '90."

Hundreds of thousands of Christians at more than 90 sites in 54 countries and territories took part in the network of simultaneous conferences. The December 27-31 meetings focused on motivating and training Christians of an estimated 150 nationalities to "come help change the world" by becoming more effective in their witness for Christ.

Explo '85 leaders were also "thrilled" with the success of a worldwide Explo videoconference that linked almost all of the sites simultaneously on each of four days.

The telecasts were the largest international closed circuit satellite videoconference in communications history, according to event producer Michael K. Clifford, president of Victory Communications International of Scottsdale, Arizona.

In the few situations in which serious
(continued on page 99)

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growth (groth) n. 1. a growing or developing 2. increase in size 3. to expand 4. add more affiliated radio stations 5. increase satellite channel capacity 6. to add new programming, daily and weekly features 7. two news services

The **FACT** is, Satellite Radio Network is continuing to experience dramatic growth. Satellite Radio Network was the first and remains the largest radio network designed for delivering religious programs to religious radio stations. Now serving more than 200 stations across the country, SRN is continuing to add new affiliates to its' network. The **FACT** is, in the last 45 days alone SRN has shipped satellite terminals to 21 new affiliates. They are:

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KIRV/Fresno, CA
KTKL/Casper, WY
KWJS/Ft. Worth, TX
WPAR/Hickory, NC

WVIJ/Warner-Robbins-Macon, GA
WBCE/Paducah, Wickliffe, KY
WSML/Burlington-Graham, NC
KVOJ/Edna-Victoria, TX
WEAB/Greenville-Spartanburg, SC
KTXO/Sherman-Dennison, TX
WMIN/Minneapolis-St. Paul, MN

SRN's expanded client list includes: (alphabetically)

- Believer's Voice Of Victory - Kenneth Copeland
- Bible Answer Man - Dr. Walter Martin
- Faith Seminar Of The Air - Kenneth Hagin
- Gospel Truth - Andrew Wommack
- Open Forum - Harold Camping
- Point Of View - Marlin Maddoux
- Songtime - John DeBrine
- Talk-Back With Bob Larson
- Thru The Bible - J. Vernon McGee
- Voice Of Prophecy - H.M.S. Richards, Jr.

... and many others. The **FACT** is, SRN now provides satellite distribution service for more than 40 national ministries. This distribution service includes "live" and taped programs. SRN's network of satellite uplinks allows "live" programs to originate from almost anywhere in the U.S. Tape distribution originates from SRN's state-of-the-art studios in Charlotte, North Carolina.

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(continued from page 97)

technical difficulties did occur, back-up arrangements were quickly implemented while Clifford, Falcigno, and representatives of Worldwide Telecommunications manager British Telecom International concentrated on resolving the problems.

In Colombo, Sri Lanka, for instance, a technical problem developed with the satellite receiving dish prior to the first telecast, and the loss of the dish made it impossible for the Colombo conference to receive the telecast live, as planned.

intensive efforts by telephone and Telex from London, confirmed attendance figures were still not available from about 30 conferences. Continuing efforts to obtain the figures are being made, he said.

Confirmed reports received so far, he added, indicate that attendance at some sites was substantially higher than expected while at others it was substantially lower than expected.

In Kampala, Uganda, local Explo leaders had expected 1,200 participants. Instead, some 2,300 registered. Since the meeting



In Seoul, Korea, the EXPLO '85 conference met in the Olympic Gymnasium. Bill Bright, president of Campus Crusade for Christ, addressed the worldwide satellite videoconference live from Seoul on the opening day, December 28. Attendance was estimated at more than 30,000. There were five other EXPLO conferences in other Korean cities.

Instead, noted scientist and author Arthur Clarke recorded the telecast on his personal receiving equipment for immediate playback at the conference site. Clarke, a satellite technology expert and the widely known author of *2001: A Space Odyssey*, has been serving as a technical adviser to the Explo conference in Sri Lanka, where he lives.

By the second hour of the second day's telecast, the Colombo site was back in the worldwide network live.

While Explo '85 used 18 communications satellites and technical arrangements, which in several cases had never been attempted previously, conference leaders made it clear that the emphasis was not on the technology itself but on using it to accelerate the fulfillment of the "great commission" of Christ.

Most of each conference's schedule was devoted to instruction in how Christians interested in reaching others for Christ could more effectively share their faith and help new believers grow spiritually, to become "spiritual multipliers" themselves.

At the control center in London, headquarters for the telecasts and for international coordinator Jerry Sharpless, staff struggled, with some frustration, to reach local conference officials for confirmed reports on registration and results of the Day of Witnessing outreach.

Sharpless said that, despite three days of

hall—St. Francis Chapel at Makerere University—could not hold that heavy an overflow. Explo leaders placed television monitors in the windows for those standing outside.

In Cairo, where the conference also met in a church, 1,500 participants had been expected, but some 2,000 actually registered, including 300 standees. Local coordinator Moudnir Faragalla said he had to turn away more than 1,000 others.

The four two-hour telecasts, coordinated from East London's Limehouse Studios under the overall direction of Sharpless, were also beamed to more than 9,000 U.S. cable systems, 30 to 35 U.S. broadcast television stations, and national television stations in several other nations, as well as a number of local missions conferences in U.S. churches.

Local arrangements varied, with some systems and stations carrying all of the telecasts, others some of them. Some used the telecasts live, others tape-delayed a few hours or days. Total potential audience was estimated at 60 million U.S. households and millions of other viewers in Latin America and Europe.


Special videotaped addresses were given by international evangelists Billy Graham and Luis Palau, well-known West African

(continued on page 101)

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Presenting the Bible as God's standard for living

- In depth Bible studies with author and pastor Dr. Gil Rugh
- Expository, verse-by-verse approach to the Scriptures
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(continued from page 99)

pastor Kassoum Keita, a Campus Crusade regional director, and Joon Gon Kim, noted Korean pastor and Campus Crusade director of affairs for East Asia.

Each telecast included live segments from some of the seven satellite uplink sites, including London, where an international anchor room panel of Campus Crusade leaders, including Vonette Bright, provided commentary and additional perspectives on the Explo themes. Paul A. Eshleman, director of the *Jesus* film project for Campus Crusade and director of the first Explo conference in Dallas in 1972, served as anchor room host.

Simultaneous translation was provided either locally or from London in more than 30 languages.

George Beverly Shea Weds at Montreat

MONTREAT, North Carolina (NRB)—Gospel singer George Beverly Shea was married in December to Karlene Aceto of Montreat, North Carolina, after a long friendship.

A double-ring candlelight ceremony took place at the home of Billy and Ruth Graham in Montreat. The service was conducted by Calvin Thielman, pastor of the Montreat Presbyterian Church, and was attended only by the immediate family.

Shea, well-known vocalist for the Billy Graham Crusades, is called "America's beloved gospel singer." He has been singing the Gospel around the world for more than 40 years. Shea, who recorded 54 sacred music albums and is the author of two books, sang at NRB's Anniversary Banquet last February, just before Dr. Graham delivered the 42nd Anniversary address.



George Beverly Shea sings at NRB '85.

CBN Executive Staff Reorganized; Kinchlow, T. Robertson Promoted

VIRGINIA BEACH, Va. (NRB)—Ben Kinchlow, popular co-host of *The 700 Club* TV news and information show, and Timothy B. Robertson, a group vice-president of The Christian Broadcasting Network, Inc., have been named executive vice-presidents of CBN.

In making the announcement, M. G. (Pat) Robertson, president and founder of CBN, said this realignment of existing functions is designed to "increase CBN's productivity in the ministry and broadcasting areas due to our current and projected rapid growth."

Kinchlow, 48, will be responsible for all CBN ministry and development functions as executive vice-president for ministry and development. Since 1982 he has been vice-president of domestic ministries, with responsibility for such areas as CBN counseling centers and "Operation Blessing," CBN's humanitarian outreach that distributed an estimated \$45 million in aid in 1985. New responsibilities will include Christian Financial Planning, Resource Development and information systems.

Robertson, 31, a CBN group vice-president since 1982, will assume responsibility for all CBN broadcasting and video enterprises. Previously, he headed entertainment program development, the CBN Cable Network and Middle East Television operations.

As executive vice-president for broadcasting and video enterprises, Robertson will be responsible for all ministry-related programming including *The 700 Club*, operations including broadcast production functions, technical services including satellite communications, and marketing.

He also will be responsible for CBN Continental Broadcasting Network, the subsidiary that operates CBN's commercial broadcast subsidiaries in Boston, Dallas, and the Hampton Roads area market.

Allen Rundle continues as executive vice-president for administration and finance.

The organizational changes do not diminish the responsibilities of any existing vice-presidents, but reduce the number of CBN officers who report directly to Robertson. This more efficient management structure will free Robertson to focus on his various roles as president of CBN, host of *The 700 Club*, and chancellor of CBN University and enable him to represent CBN throughout the world.

"The miraculous growth that CBN has experienced in the last five years presents new demands and new opportunities for ministry both in this country and around the world," said Robertson. "With the realignment, we

(continued on page 102)

V A VISIT WITH MRS. G.

Delight children around the world with Bible Stories Alive

- Help the children in your community develop a better knowledge of the Bible
- Build your audience — bring children and adults together for these fascinating stories
- MRS. G. (Kitty Anna Griffiths) is a recognized master of the fine art of storytelling
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- Bible characters and events come alive, blending narration, voices and sound effects

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MEDIA WORLD

(continued from page 101)

will be able to increase our efficiency as an arm of the body of Christ, ministering to people and proclaiming the gospel of our Lord."

Kinchlow, author of the autobiographical *Plain Bread*, joined CBN as Dallas, Texas, area director in charge of the counseling center there; he became *The 700 Club* co-host in 1975. He is a graduate of Southwest Texas Junior College where he was a member of Phi Theta Kappa, president of the senior class and listed in "Who's Who in American Small Colleges."

The son of a Methodist minister, Kinchlow was born in Uvalde, Texas. He spent 13 years in the Air Force and was a staff sergeant at his discharge. Kinchlow today is among the highest-ranking black corporate officers in America.

Timothy Robertson, who has had extensive experience in the broadcasting industry, joined CBN full-time in 1976. He was vice-president and general manager of WXNE-TV 25/Boston, before moving to corporate headquarters in Virginia to head CBN's Middle East Television.

Robertson, the oldest son of Pat Robertson, grew up in the television industry. By age 16 he was working at an Atlanta TV station then owned by CBN where he performed a variety of jobs, from sweeping the floor to directing. After college, he joined CBN as field producer for *The 700 Club*. In 1977, he joined WXNE as assistant operations manager. He became vice-president and general manager in 1981.

Robertson received his B.A. degree in English from the University of Virginia and a Master of Divinity from Gordon-Conwell Theological Seminary.

Under his direction, CBN Cable Network has emerged as one of the nation's largest, doubling subscribers from 15 million in 1982 to 30 million today.

Documentary On Religious Community For Handicapped Wins Award

WASHINGTON, D.C. (NRB)—A videotape documentary about a Christian community for the mentally handicapped has won the annual Gabriel Award for the best nationally-released religious program.

Produced by Journey Communications, a small religious filmmaking group in Mt. Vernon, Virginia, *The Heart Has Its Reasons*, which profiles the L'Arche community in France, was cited for its "creativity, sensitivity and effectiveness."

The Gabriels are sponsored by UNDA-U.S.A., a national association of Catholic broadcasters.

The award honored a one-hour documentary about a community, founded by French-

Canadian Jean Vanier, where mentally handicapped and non-handicapped people live together. The community has inspired many other L'Arche communities around the world.

The Gabriel judges called the documentary, broadcast on British networks as well as the Christian Broadcasting Network here, a "thought-provoking telling of a real story about real people who are unloved and forgotten by the rest of society."

The Heart Has Its Reasons is the first in a series entitled *Signs of Hope*, in which Journey Communications documents outstanding Christian communities around the world. *Taize: That Little Springtime*, which features the ecumenical community of Taize in France, was the second and latest in the series.

Martin Doblmeier, founder and director of Journey, said the documentaries have had much more success in Europe than in the United States, but that "viewers here at home are beginning to welcome our programming."

He said the three-year-old Journey's style "has always been to take the camera on location so that viewers feel they are part of the communities we document. I think that what the Gabriel represents to us is that there is a place for this approach in broadcasting."

Christian Communications Center in Quito Enters Second Year

QUITO, Ecuador (NRB)—Veteran HCJB World Radio missionary Tom Fulghum sees a lot of potential in the young Ecuadorian Christians who frequent the station in Quito, Ecuador these days.

They are talented students, eager to learn more about the Bible and how to communicate the gospel as they have enrolled in one of the mission's newest ministries, the Centro Cristiano de Comunicaciones (Christian Communications Center).

The CCC began its second year of classes October 14 with a total enrollment of 24, including 12 freshmen and an equal number of second-year students. A three-year course is being offered.

Fulghum, recently appointed as the HCJB associate field director, says the new school term is off to an excellent start.

"There is high enthusiasm about the course in the country and a growing sense of appreciation on the part of the churches and pastors."

The CCC is "a unique educational facility in Latin America in that it combines training in the electronic media with a spiritual emphasis," Fulghum says.

(continued on page 132)

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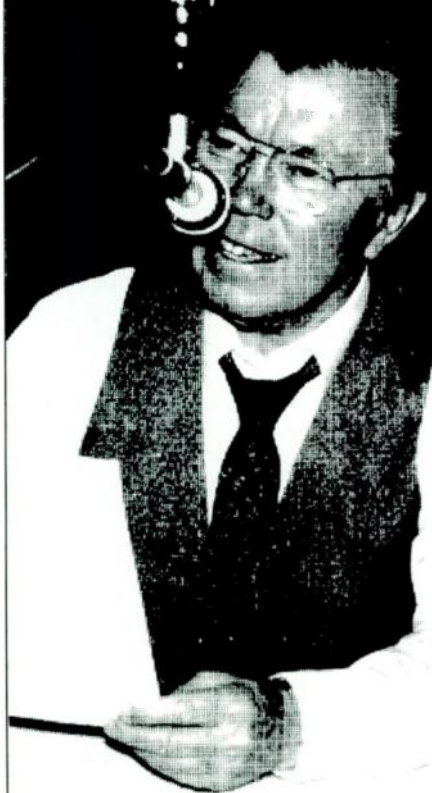
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MEDIA WORLD

Report of the Strategy Planning Committee of the Statement of Concern Group

On Monday, December 16, 25 Christian leaders, representing one of the most diverse Christian leadership groups to assemble to address a common concern in the history of our nation, met at Chicago's O'Hare Airport. The strategy group was composed of those participating in the Statement of Concern Regarding Network Television.

The group made plans to proceed with efforts to stop the anti-Christian bias of network television programming, and to reduce the amount of immoral sex and the excessive and gratuitous violence and profanity which pervade network television. There was an excellent spirit of cooperation and commitment among the group.

The group, selected from more than 1,500 Christian leaders who are participating in the Statement of Concern, devised preliminary plans and appointed a small ad hoc committee to polish the plans and make recommendations concerning structure and officials to the Statement Group when it meets in Washington on February 3. All actions of the Chicago meeting will be presented to the Washington meeting for approval or change.

The meeting suggested a name for the group—Christian Leaders for Responsible Television. It also suggested a five step program to be polished by the ad hoc committee and presented to the Washington meeting.

The initial five step proposal adopted by the group included: (1) Ask for a meeting with the chairmen of all three networks to express the group's concern; (2) Meet with the chairmen of several network advertisers to express the group's concern; (3) Begin a campaign to educate and involve Christians at the grassroots level in areas where members of the group have influence, including a letter-writing effort by the grassroots; (4) Plan the most effective method of executing a boycott of the leading advertisers who disregard their concern; and (5) Make plans for steps to follow after the boycott.

There was a consensus that an organized product boycott of offending sponsor or sponsors would be necessary, and that the

boycott must be successful in order to prove our strength. It was suggested that we select the five advertisers who, in our opinion, most ignored our request during the Fall 1985 season and request a meeting with them to discuss our concerns. Should one of these be uncooperative, that action would be an indication that they do not desire our business and we would begin a boycott of their products. Regardless, it was suggested that we definitely select one or more of the offending sponsors following the Fall 1986 season and boycott their products in order to prove our strength and seriousness.

The ad hoc committee is to suggest how the organization should be structured and nominate officials: executive board, advisory board, chairman, etc.

Serving on the ad hoc committee are Bishop Louis W. Schowengerdt, The United Methodist Church, Albuquerque, New Mexico; Norman S. Marshall, National Commander, The Salvation Army, Verona, New Jersey; Rt. Rev. William C. Wantland, Episcopal Bishop of Eau Claire, Eau Claire, Wisconsin; Dr. Billy Melvin, Executive Director, National Association of Evangelicals, Wheaton, Illinois; Bishop Nevin W. Hayes, Catholic Auxiliary Bishop of Chicago; and NFD Executive Director Donald E. Wildmon. Mark Taylor, editor of *The Lookout*, Cincinnati, Ohio, will serve as a back-up member of the ad hoc committee.

The recommendations of the ad hoc committee will be mailed to each Statement of Concern participant immediately following their meeting and in time for participants to study the recommendations prior to the Washington meeting on February 3 during NRB '86.

The group also pledged to use their influence to bring more Christian leaders toward involvement, and urged other members to do the same.

NRB first vice-president Jerry Rose, who is president of WCFC-TV 38/Chicago, attended the December 16 meeting. (See Media World story on page 18 of this issue.)



HUNGER — ITS CAUSES AND EFFECTS — IS A WORLDWIDE PROBLEM!

Famine in Africa... Volcanic disaster in Colombia...
Earthquakes in Mexico... the list is growing.

“There will be great earthquakes, famines and pestilence in various places, and fearful events and great signs from heaven.”

Luke 21:11 (NIV)

WHAT IS THE ANSWER?

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THE INTERNATIONAL HUNGER CORPS. Volunteers are ministering in all parts of our world. They assist in such areas as agriculture, small animal husbandry, health care, nutrition, technical specialties, teaching of foreign languages where needed and more.

SYMBIOSIS. When we provide food or when we organize projects, Food for the Hungry seeks to satisfy both hungers — physical and spiritual.

EVERYCHILD. In the Everychild program, through sponsors, we minister to both the physical and spiritual needs of children and their families. As we minister to one child, that child can change the life of the family. That family can change the community. A community can change a country.

RELIEF. When volcanic disaster struck in Colombia... when the earthquake hit Mexico... or when the great famine nearly destroyed Ethiopia, Food for the Hungry was there providing much-needed food for the body as well as the soul.

DEVELOPMENT. Irrigation canals are being dug! Water wells are being drilled! Hope houses are being built! Long-range solutions are being implemented!

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.

Tetsunao Yamamori and Larry Ward will be available to speak with you and give you a world hunger update at the Food for the Hungry hospitality suite and at the Food for the Hungry Booth, #382.

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NEW PRODUCTS



Panasonic Retail "VHS" Color Video Camera

Panasonic Industrial Company has introduced the WV-2170/8AF Professional VHS color video camera. The new camera features a 5 MHz $\frac{3}{8}$ -inch Newvicon tube, Time/Date, Stop Watch character generator and ultrasonic autofocus capability for reliable low light shooting.

The new video camera weighs 4.8 pounds and is equipped with an 8X (10.5-84mm) F1.4 power zoom lens. The lens incorporates an ultrasonic autofocus capability that achieves accurate, stable focusing even in difficult low-light, low-contrast conditions. Distance between the camera and subject is calculated by ultrasonic waves for quick and reliable automatic focusing. Suggested retail price is \$1,095.

For further information contact: Panasonic Industrial Company, One Panasonic Way, Secaucus, New Jersey 07094. Telephone (201) 348-7183.

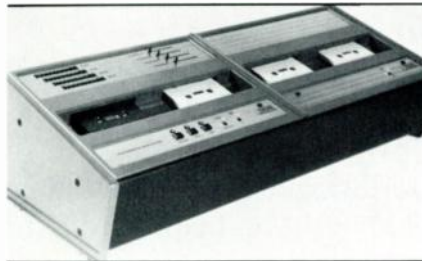
Clear-Com Offers New IFB System

Intercom manufacturer Clear-Com introduces a new *Program Interrupt (IFB) System* that provides on-air talent with audio program monitoring and director/producer cueing. The System's convenient size, ease of operation, and expandability are ideal for all types of portable and fixed television production set-ups, from mobile vans to large studios.

Configured in "building block" modules (four channels each), the IFB System permits up to 96 talent people to monitor program and to be accessed from up to 50 locations. The IFB System includes noise-cancelling gooseneck microphones, tally lights to indicate which talent is being cued, and an ALL IFB function that simultaneously accesses all talent. The System's interrupt capability insures that fast-breaking stories are communicated immediately to the talent.

The IFB System is also available with optional split-feed operation to allow use of binaural headsets for news and sportscasting applications.

Flexible and powerful, the IFB System is also extremely cost-effective. A basic four-channel system with one control position, one program controller, four talent receivers, a power supply, and all necessary cables has a list price of under \$2,000. For more information contact Mike Goddard, Clear-Com, 1111 17th St., San Francisco, California 94107. Telephone: (415) 861-6666.



Telex Introduces New Cassette Duplicator

Telex Communications has announced the introduction of a new series of professional high speed (30 ips) cassette to cassette duplicators. Termed the CD Series, these audio-cassette duplicators are available in both mono and stereo versions. There are also two-cassette "slave" units available that allow expansion of the single copy basic unit by up to five slave units for a maximum of 11 copy positions.

The basic unit includes a function control panel, audio level indicators with slide control, an original cassette position and a copy cassette position. An automatic/manual mode switch allows the user to select one-button automatic operation or the more selective manual mode.

All cassette positions have end-of-tape motion sensing and each position is independent. If a copy cassette jams or finishes before the original, its tape drive disengages, leaving all other positions unaffected. An LED warns the user when a copy cassette has stopped prematurely, thereby preventing inadvertent delivery of incomplete copies.

The Telex CD takes little more than one square foot of counter space (14 $\frac{1}{2}$ " x 12") and weighs only 21 pounds. The working surface of the unit is tilted toward the user

for easy viewing and to facilitate quicker, easier cassette changes.

For more information contact Telex Communications, Inc., 9600 Aldrich Ave., So., Minneapolis, Minnesota 55420. Telephone (612) 884-4051.

Shure Introduces Condenser Microphone

Shure Brothers has introduced the first condenser model in its line of economy-priced Prologue microphones. The Prologue 16L-LC is a low-impedance, unidirectional, battery-powered electret condenser.

The Prologue 16L-LC features a balanced 600-ohm low-impedance output for interfacing with professional-grade or less sophisticated equipment. Other features include a recessed on/off switch with indicator and a standard 3-pin XLR connector.

The Prologue 16L-LC is supplied with a swivel stand adapter and storage bag. List price on this model is \$98. For further information contact Shure Brothers, Inc., Customer Services Department, 222 Hartrey Avenue, Evanston, Illinois 60204.



New Unit Introduced For MTS Broadcasting

Studio Technologies, Inc. recently announced the introduction of its RCU-1 Recognition Control Unit. The RCU-1 is designed for use in conjunction with MTS television broadcast operations. The unit precisely determines and displays the mono/stereo status of broadcast audio programming and automatically switches a stereo simulator into the on-air broadcast chain upon recognition of mono.

The RCU-1 employs VCA, based cross-fading circuitry so that the transition from true to simulated stereo is smooth and inconspicuous to listeners. Extensive circuitry is used to allow ± 45 degrees of phase error (at 1kHz) and channel level difference of

The inside story on *Flexwell* is performance

Flexwell Transmission lines offer low RF loss, smooth impedance coefficient, and conservatively rated power handling capability.

Flexwell utilizes a copper corrugated outer conductor, solid or corrugated inner conductor (depending on size), and a tough, durable, corrosion resistant polyethylene jacket suitable for burial and prolonged life. A low loss foam version called Cellflex is also available in 1/2", 7/8", 1 1/4" and 1 5/8" sizes.

Air dielectric Flexwell in smaller diameters (1/2" and 7/8") offer a field proven, fixed helix design called Spirafil II, a single, continuous extrusion which locks the center conductor coaxially within the outer conductor, resulting in a linear impedance coefficient throughout the entire length of line.

Larger diameter air dielectric Flexwell Cables, (1 5/8", 3", 3 1/2" and 4 1/2") feature a unique vertebra helix design to achieve optimum crush and tensile strength. Its "pillar

effect", using less volume of dielectric, provides lower loss and higher average power handling capability due to the more rapid dissipation of heat from the center conductor.

Flexwell has it all: low loss, low VSWR, high power handling, smooth impedance coefficient, and rugged, long dependable life. Cablewave System's Flexwell is type accepted for sampling systems in accordance with FCC Part 73.68.

For complete details contact Cablewave Systems.

In Canada: LeBlanc & Royle Communications, Inc.

514 Chartwell Road
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NEW PRODUCTS

10dB to still be recognized correctly.

The RCU-1 can also be used as a dedicated mono/stereo recognition device in a television broadcast or production facility. Prior to broadcast, videotapes can be monitored to determine the actual status of the audio channels present.

The RCU-1 is designed as a companion device for the Studio Technologies AN-2 Stereo Simulator. The RCU-1 is, however, compatible with stereo simulators built by other manufacturers. List price for the RCU-1 is \$1,200. The AN-2 is priced at \$650.

For further information contact Carolyn Cashel, Director of Marketing, Studio Technologies, Inc., 7250 N. Cicero Avenue, Lincolnwood, Illinois 60466. Telephone (312) 676-9177.

Prime Image Announces Time Base Corrector

The TBC + from Prime Image is an affordable time base corrector with digital effects. Special effects include posterization, sepia and mosaic. This high-performance unit, which corrects signals from V-locked nonsegmented machines, provides advanced videotape production capabilities and is compatible with dynamic tracking VTRs.

It features a full 8-bit, 16-line TBC with corrected output conforming to EIA-RS-170A, which may be referenced to an external genlock source. Output is direct interlaced color. The 19-inch rack-mountable unit is only 15 inches deep and 1 3/4 inches high.



Ampex Introduces Digital Video Processor

A new video processing system integrating newly developed time base correction technologies with advanced video processing and variable motion capabilities has been unveiled by Ampex Corporation.

Compatible with the entire family of Ampex Type C videotape recorders, the ZEUS 1 system is specifically designed to

meet the needs of the mid- and high-end broadcaster and post-production facility.

The ZEUS 1 system combines the following features into a single compact unit: slow motion and program compression, bad color frame edit processing, full frame store capability, enhanced dropout replacement, improved signal to noise, elimination of long time-constant velocity errors, full digital controls, reliability, diagnostics and switchable formats.

For further information contact Ampex Corporation, 401 Broadway, Redwood City, California 94063.

Mycomp's Distribution Amplifier Available

Mycomp's DA-108 can feed eight VCRs with video and stereo audio from a one-rack-high unit. It has two isolated power supplies and separate audio and video power supply indicators. The tracking voltage regulators provide improved DC stability. The isolated audio, video and chassis grounds have three separate grounding terminals providing maximum flexibility in system grounding. The differential (floating ground) video input reduces ground loop hum problems. All heat sinks are rigidly attached to the PC board for mechanical stability.

(continued on page 130)

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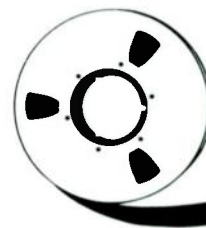


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The PR99 MKII is a fully professional, balanced in/out ATR that's priced perfectly for broadcasters on a budget. Although compact in size, the PR99 MKII scores big on production features, audio performance, and long-term reliability.

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Count on It The Swiss-engineered PR99 MKII has earned its reputation for reliability. From the massive die-cast chassis to the servo capstan motor, every part is milled and drilled

to fit right and stay put. For a long time. Modular electronics simplify maintenance and servicing.

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Purity of sound reproduction has long been a hallmark of Studer Revox recorders, and the PR99 MKII is no exception. Noise, distortion, and frequency response specs rival those of recorders costing far more.

All This for Not Much Competitively priced, the PR99 MKII carries the lowest suggested list price in the under-\$2500 class. For more information, contact your Revox Professional Products Dealer. Find out how easily you can fit the PR99 MKII's balanced performance into your station's budget.

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WASHINGTON WATCH

BY RICHARD E. WILEY

N THE early part of this year (in the so-called "80-90" proceeding), the Federal Communications Commission made provision for the establishment of 689 new AM radio stations in communities scattered across the United States.¹ More recently, in response to numerous requests for reconsideration of specific channel allotments, the Commission issued an *Order*² addressing all of the petitions jointly. Although most of the petitions were denied, some significant changes were made. For example, allocations to seven cities in New Jersey, Florida, North Carolina, South Carolina and Puerto Rico had to be changed (or the transmitter sites modified) because the only available sites would have been in the ocean.

In addition, on its own motion, the FCC allocated Class A channels to five major markets: Tucson, Arizona; Indianapolis, Indiana; Omaha, Nebraska; Albuquerque, New Mexico; and Columbus, Ohio. Initially, the Commission had refused to assign Class A facilities to those communities because they could not put an adequate signal (*i.e.*, a "city grade" or 70 dBu signal) over the entire city of license. However, due to the large number of petitions expressing interest in those cities, the FCC adopted a more lenient approach. Under the revision, a Class A channel can be assigned where the station is able to put an adequate signal over a majority (at least 80 percent) of the proposed city of license. (A new channel was also assigned to Mount Vernon, Kentucky, because the FCC simply overlooked an expression of interest in that community and it was technically possible to add a channel.)

The Commission also deleted assignments to the communities of Trion, Georgia; Patterson, North Carolina; Crab Orchard, Tennessee and South Boston, Virginia. It was determined that the public interest would be

better served if those channels were assigned to another city. For example, Channel 264A had been assigned to Patterson, North Carolina. However, the only published population figures indicated that Patterson has a population of 400 people. Banner Elk, North Carolina, which did not receive an assignment, has a recorded population of over 1,087. In all other respects, the two cities were equal under the FCC guidelines for channel allotments. Therefore, Channel 264A was reassigned to Banner Elk based on its larger population.

Listed at the end of this article are all of the recently adopted additions, deletions or modifications to the Docket 80-90 channel assignments. Individuals currently planning to file applications should examine this list to ensure that the new changes do not affect their plans.

Beginning in September 1985, the FCC began issuing public notices announcing a 30-day filing period during which applications for particular channels listed in the notice must be filed. During each filing period, the Commission accepts applications for two channels (or approximately 18 cities). The order in which the channels were listed in the notices was determined by a lottery. Those who are interested in applying should consult with their communications legal counsel to assure that they are correctly apprised of filing deadlines and are given an appropriate period of time to prepare an application.

Religious broadcasters who now operate daytime only AM stations in any of the 80-90 markets should give especially careful consideration to the possibility of filing applications for the new FM allotments. As I explained in my May 1985 column, a substantial preference will be awarded to owners of daytime stations who file an application for an FM channel in the same community, provided they meet certain criteria. The purpose of the preference is to give daytimers the first chance at the new channels in their communities.

New Channels

Tucson, Arizona, Channel 281A
Site restriction: 6.8 km north
Lottery number 20

Indianapolis, Indiana, Channel 242A
Lottery number 30

Omaha, Nebraska, Channel 290A
Lottery number 22

Albuquerque, New Mexico, Channel 267A
Site restriction: 6.7 km southwest
Lottery number 22

Columbus, Ohio, Channel 298A
Lottery number 21

Trion, Georgia, Channel 239A
Lottery number 34

Mt. Vernon, Kentucky, Channel 275A
Site restriction: 9 km northwest
Lottery number 13

East Prairie, Missouri, Channel 287A
Lottery number 64

Banner Elk, North Carolina, Channel 264A
Lottery number 7

Graysville, Tennessee, Channel 239A
Site restriction: 3.4 km north
Lottery number 34

Semora, North Carolina, Channel 294A
Site restriction: 9.75 km northeast
Lottery number 15

Century, Florida (Escambia County)
Channel 286A, Lottery number 8

Cameron, Missouri, Channel 222A
Site restriction: 7.7 km northwest
Lottery number 58

Communities Deleted
Patterson, North Carolina
Channel 264A

Century Village, Florida, Channel 296A
Ft. Oglethorpe, Georgia, Channel 239A
Yuma, Arizona, Channel 250A
South Boston, Virginia, Channel 294A

Changes in Channel Assignment and/or Site Restrictions
Earlimart, California
Original assignment: Channel 265A
New assignment: Channel 228A

East Hemet, California
Original assignment: Channel 277A
New assignment: Channel 225A
New site restriction: 4.1 km south

Edgewater, Florida, Channel 226A
Deleted site restriction of 1.2 km northeast

Pensacola, Florida
Original assignment: Channel 291A
New assignment: Channel 254A

Casey, Illinois
Original assignment: Channel 286A
New assignment: Channel 282B1

Royal Center, Indiana
Original assignment: Channel 241A
with site restriction
New assignment: Channel 279A
No site restriction

Nicholasville, Kentucky
Original assignment: Channel 264A
New assignment: Channel 273A
with site restriction of 5.1 km southeast

Alexandria, Louisiana
Original assignment: Channel 289A
New assignment: Channel 230A

¹ *First Report and Order*, 50 Fed. Reg. 3514, published January 25, 1985; see also *Second Report and Order*, 50 Fed. Reg. 15558, published April 19, 1985 (Implementation of BC Docket 80-90) (announcing preference for daytime-only AM licenses in the same community under certain conditions).

² *Memorandum Opinion and Order*, FCC 85-575, released November 8, 1985 (Implementation of BC Docket 80-90).

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Dear Gary:

I want you to know how much I appreciate the efforts made by the InfoCision Management team and your management staff in behalf of the Rex Humbarnd Ministry over this past year of 1985. Your efforts have been admirable and the results have been more than we could possibly have expected. Not only are we thrilled about the amounts raised in behalf of our ministry but, more than that, the spiritual work which has been done by your wonderful staff.

Our love and prayers go with this letter, as well as our best wishes for the continued success of InfoCision and the ministry that it is doing, not only to help raise funds for worthy causes, but also for the spiritual work that is being done through your communicators and your staff.

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Wildwood Crest, New Jersey

Original assignment: Channel 222A
New assignment: Channel 266A

Wrightsville Beach, North Carolina

Channel 229A
Eliminated site restriction of 0.8 km northeast

Everett, Pennsylvania

Original assignment: Channel 298A
New assignment: Channel 282A

Georgetown, South Carolina, Channel 229A

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

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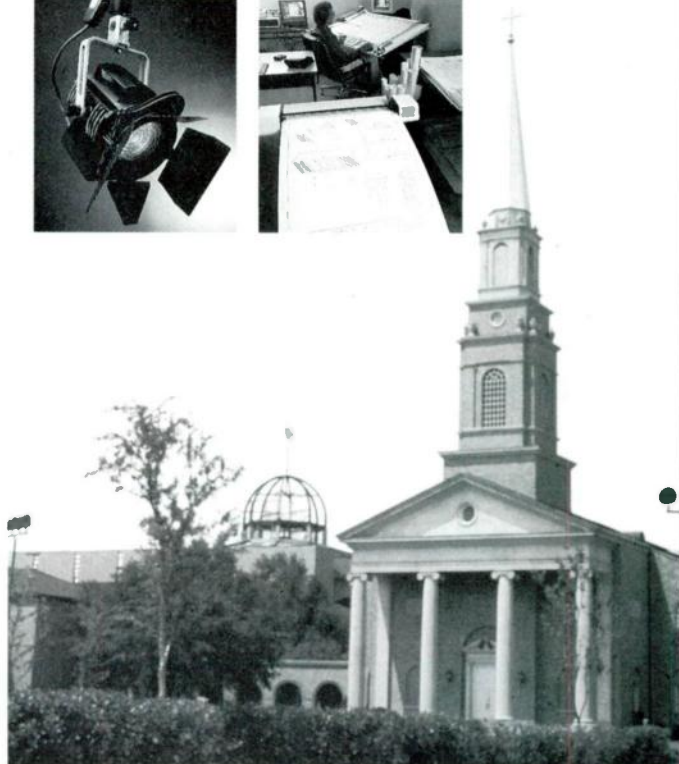
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BROADCASTERS

Universal Broadcasting Corporation purchased radio station KXOL-AM/Fort Worth (Texas) from TETCO, Inc. **Jack Rabito**, NRB Southwestern chapter president, has been appointed general manager; the station's call letters have been changed to KWJS.

Sue Bahner, general manager of WWVG-AM/Rochester (New York) and NRB Eastern chapter president, traveled to Ireland in September to cover the Irish American Cultural Institute in a public affairs feature. Bahner interviewed **Garrett Fitzgerald**, prime minister of Ireland.

Word Records and Music Group has a new label called Rejoice Records. The label was created for Word's black gospel artists with distribution through Word and an A&M Records distribution agreement.

To raise funds for Campus Crusade for Christ's *Jesus* film, Continental Ministries is presenting a 58-city tour by the Continental Singers & Orchestra this year. The motion picture has been seen by more than 200 million people in 110 countries, and 170 more translations are planned.

Broadcasts of **Fulton J. Sheen**, the Roman Catholic archbishop who died in 1979 after decades of broadcasting on radio and television, are returning on video. **Edward Weston**, Fulton J. Sheen Communications chairman, is executive producer of the tapes. The programs are being offered through videocassette distribution, direct mail and TV advertising to all markets and media.

Tutu Sukendro, head of the production department of the Indonesian office of the Far East Broadcasting Company, and **Farida Gandi**, secretary to the director of the same office, were married September 21, 1985.

Trumpeter **Phil Driscoll** signed a long-term distribution

agreement with The Benson Company, according to **William Traylor**, executive vice-president and general manager of Benson. Driscoll's debut release was scheduled for completion in January.

Members of the Christian music group, Stryper, were interviewed October 27 on WHLO-AM/Akron (Ohio) prior to a concert performance in Cleveland. The group's latest release, *Soldiers Under Command*, ranked 86th in Billboard's top 200 pop album sales after nine weeks on the charts. The WHLO interview highlighted Stryper's crossover appeal to the secular music market.

Jay Kesler, former president of Youth for Christ/USA and now president of Taylor University, Upland, Indiana, will continue as spokesman on *Family Forum*. The five-minute, question-and-answer radio program produced by YFC is heard daily in the U.S. and in ten foreign countries.

The Bill Gaither Trio recorded *Then He Said Sing!* this fall with four musicians who have toured with the trio: **Don Francisco**, **Sandi Patti**, **Larnelle Harris** and **Amy Grant**. The New Gaither Vocal Band's newest member, **Mike English**, completed his first tour with that group in October. The vocal band will perform at NRB '86.

After 27 years as director of Heaven and Home Hour (Glen Dale, California), **J. Russell Killman** will become pastor-at-large in March. Replacing him will be **James Christensen**, associate director and NRB western chapter president. The change will enable Killman to maintain an extensive travel schedule of speaking engagements on behalf of the radio ministry.

Trans World Radio began a new *Seminary of the Air* program in the Mandarin language on September 1. The Bible teaching radio show is produced by the Chinese Church Research Center in Hong Kong and coordinated through the

TWR Mandarin programming department.

Farrell and Farrell performed before an estimated 50,000 people during their 1985 European tour. The Christian band held five concerts in Poland and toured Holland and West Germany. Band member **Bob Farrell** said that the European audience was 50 percent non-Christian.

Rick Cua, a Sparrow recording artist, has been named host of *In Tune*, a family-oriented, music video television show produced by National Christian Network, Cocoa, Florida. Available for syndicated programming, *In Tune* carries a positive and supportive message to viewers, according to senior producer **John Cummings**.

The Benson Company, Nashville, has announced that *More Than Wonderful*, by **Sandi Patti**, has been certified a gold record. More than 500,000 tapes and records of the album have been sold.

The Pacific Broadcasting Association sponsored a 22-hour announcing course. **Mikihiro Motegi**, a veteran announcer and communications expert, taught the course. Motegi can be heard on PBA's *Sunday Cafe Terrace*, a music and talk show aired over Trans World Radio in Guam.

Christian music artists **Brent Lamb**, **Angie Lewis**, **Steve Camp** and **Geoff Moore** performed last fall to help raise over \$57,000 for WNAZ-FM/Nashville (Tennessee). The concert was part of the station's second annual, six-day fundraiser.

Philadelphia College of the Bible named **Harry Bollback** 1985 alumnus of the year. Bollback is co-director of Word of Life Fellowship, Schroon Lake, New York, which operates a number of ministries including two radio programs.

Light Song Music Video started airing nationally in September via satellite over the Catholic Telecommunications

Network of America. Billed as an alternative to MTV, *Light Song MV* is produced by **Tam Fraser** and was created by **Ann Callahan**, executive producer of the program and president of The Light Distributors, Mt. View, California.

The Marvin Norcross Award, given annually to the individual who has made the most outstanding contributions to gospel music, was presented to **W. B. Nowlin**, a gospel music promoter. The presentation took place October 11 during the Singing News Awards show in Nashville.

Inter-Varsity Christian Fellowship/USA, Madison, Wisconsin, experienced a decline from 1984 in numbers of students and campuses served during 1985. The number of students involved dropped by 4,000 and the number of campuses declined by 160, according to **Gordon MacDonald**, Inter-Varsity president.

The Assemblies of God, now the largest evangelical denomination in Italy with 942 congregations, owns 46 FM radio stations in that country.

Larry King, senior director of WCFC-TV 38/Chicago, has been promoted to production manager. King succeeded **Don Hancock** who is now employed as a producer with Domain Communications, Carol Stream, Illinois. Other promotions within the station's production department include **Deborah DeV Vaughn**, guest coordinator of *Windy City Alive*; **Anna Bastounes** as producer of that program; and **Darryl Newman** as producer.

In cooperation with WPPC-AM/Ponce (Puerto Rico), WWDJ-AM/Hackensack (New Jersey) raised \$750 for victims of the Puerto Rico mudslide that claimed 500 lives last year. WWDJ aired a 60-second spot daily for 10 days inviting listeners to assist financially, according to general manager **Joe Battaglia**. WPPC distributed the funds to area churches that were aiding survivors. **Sarrail Salva** is general manager of WPPC.

Parents' Rights

John W. Whitehead

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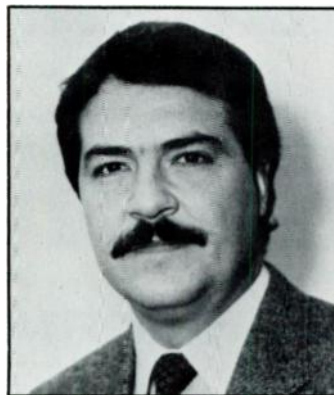
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John W. Whitehead is recognized as a specialist in constitutional law. He founded the Rutherford Institute to educate the general public about the legal implications of the Constitution. He has successfully litigated numerous important cases concerning free speech and free exercise. Other books by Whitehead include: *The Second American Revolution*, *The Stealing of America*, *The Freedom of Religious Expression in the Public High Schools*, *Home Education and Constitutional Liberties*, *The Right to Picket and the Freedom of Public Discourse*, *Arresting Abortion* (editor), and *The End of Man* (to be released in 1986).

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(continued from page 88)

television viewing habits of the American public. Gallup questions are not yet standardized with respect to the time of the year they are asked or the wording of the questions. For all intents and purposes, Nielsen, Arbitron and Gallup are the only three organizations with national data on audiences. Of these, Arbitron and Nielsen have gathered far more data than Gallup.

There are five basic ways to obtain data about television viewing behavior. Three are direct self-report. The fourth is an indirect measure, and the fifth involves combining data from self-report and the indirect technique.

The first method is to ask people while they are watching. This is done by telephoning a household and asking (a) whether they are watching television at that moment and, if so, (b) what they are watching. This method may query whether others in the household are watching. In this sense, it is an indirect report, but still highly reliable.

This is the most precise way of gauging audience viewing, but it is also very expensive. Normally, only Nielsen and Arbitron conduct surveys of this type at the initiative of a client. Thus, they are known as Industry Sponsored Ratings or, more commonly, *telephone coincidental surveys*. A few of the larger television ministries have conducted this type of survey, but none has been made public to date.

A second method also involves the direct survey method but asks people to recall whether they viewed some particular program or type of programming at a particular time or for some specified period of time. The *recall method* is employed in Gallup surveys. To date, the Gallup surveys have asked respondents if they have watched religious programming during the past week or the past month.

Theoretically, one could specify any time period, and one could specify religious programs in general or some specific program. The longer the time period specified, the greater should be the proportion of respondents who report watching. But it is also important to recognize that the longer the time period which has lapsed, the greater the likelihood for recall error. The occasional

(continued on page 12.2)

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viewer is more likely to correctly recall whether he or she has seen a program during the past week than during the last month. This method can be judged as useful for some purposes, but because recall error can be large, it is not the most desirable measure when other options are available.

The third method of audience measurement, which is the bread-and-butter technique of both Nielsen and Arbitron, is the *diary*. This method involves sampling households and asking their cooperation in logging television behavior into a diary for a period of one week. Diaries are pre-printed with fairly simple instructions for logging viewing behavior for every quarter hour of the day for each member of the household.

Errors can creep in, because heavy television viewers are more likely than light viewers to agree to cooperate with the study. Also, diaries are kept more con-

scientiously at the beginning of the week than toward the end. Programs appearing on the major network channels are more likely to be reported than those on cable channels. People of lower educational levels tend not to keep diaries as accurately as those of higher educational attainment. Nielsen and Arbitron go to great lengths to understand all the different ways that error can occur. When they are certain that they understand a certain systematic error, they attempt to use various statistical procedures to adjust or correct the error. Thus, the errors resulting from the diary method are not to be taken lightly, but they do not add up to sufficient justification for dismissing the technique.

A fourth technique has been devised to compensate for human error. Rather than asking people, Nielsen and Arbitron have developed electronic monitoring devices which can be attached to television sets. These meters record whether or not a set is on and to which channel it is tuned. It can read continuously and feed the information via telephone wire to a central location which electronically stores and tabulates information. What the meter cannot do is tell who, if anyone at all, is watching. Now in the experimental stage are hand-held devices—like remote control channel selectors—which can be used to feed into the system information about who is watching.

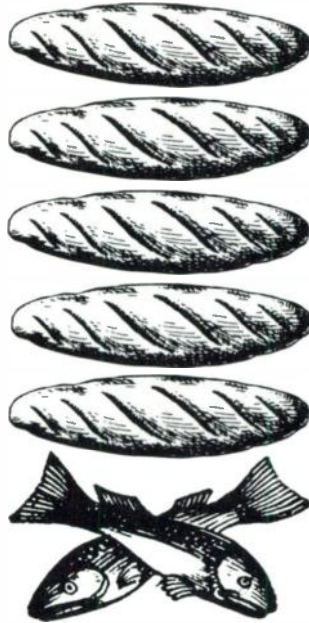
By combining meter readings with diaries, it is possible to estimate information about the number of people watching particular programs as well as their demographic characteristics. This fifth method of measurement has been available for selected larger markets for several years, but it has only recently been developed for national studies.

With these five methods for measuring audiences in mind, we will focus attention on the *temporal unit of analysis*.

The *telephone coincidental* method provides information on what the respondent is watching at a given moment. Information might be ascertained about what the respondent was watching, if anything, at some specified earlier time(s). But it is basically a slice of time. What are you watching now?

The *recall method*, as noted, implies a temporal dimension. Have you watched in

(continued on page 124)



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(continued from page 122)
the last week, month, six months, year, etc? Each possible time period implies a different measure of audience. Failure to specify the time unit can result in misleading information. For example, it would be inappropriate to claim that a program with 7 million viewers is larger than a program with 5 million viewers if the data for the former is for a month while the latter is for a week. Over the course of a month, the latter would likely exceed the former.

The diary method provides information on how long a person watches a program. Again the temporal dimension poses problems for standardizing measurement. Should a person who watches a program for 15 minutes be counted the same as one who watches for an hour?

The meter method accentuates the problem, for it provides a continuous reading. The technology makes it possible to provide minute-by-minute ratings. It is difficult to imagine that anyone would be interested in this information, but it does punctuate the necessity of specifying the temporal unit of analysis.

Whereas the coincidental telephone survey provides a time bound unit of analysis,

all of the other measures are capable of providing multiple measures of audience depending on the temporal unit which is selected. In order to intelligently address the question of audience size, we need to introduce standardized conventions for measuring and talking about audience size.

Putting the Numbers Together

The building blocks for Arbitron and Nielsen analysis are quarter hour units. Unless otherwise specified, the Nielsen television ratings that appear regularly in the entertainment section of the newspaper are average quarter hour figures. This is the figure which Charles Swann and I used in *Prime Time Preachers* and which William Martin used in his *Atlantic Monthly* article ("The Birth of a Media Myth," June 1981).

What this figure provides is a standardized unit of analysis. All other things being equal, it should be immediately obvious that an hour-long program is likely to have more total viewers than a 30-minute program. Similarly, *The 700 Club* and *PTL Club* should have larger audiences because they broadcast daily. But the "all other things being equal" assumption does not hold. For the most part, these two programs are aired during the daytime when most of the labor force is at work. Therefore, one would not expect their average quarter hour audiences to be as large.

Hence, comparison of the average quarter hour audience of *The 700 Club* with *Jimmy Swaggart* is not likely to be very useful. But it is a very useful figure for comparing programs which air for the same unit of time. It also can be used as a summary measure of the total audience size. And since it is the only measure which is available over a considerable time span, it is the only measure available to estimate trends or change-over time.

Clearly, this figure doesn't provide all the information we might wish to have about the audiences of religious broadcasters. It is perfectly legitimate to ask what is the cumulative audience (cume) for a single episode of a program? If broadcast daily, what is the cume for a week? If broadcast weekly, what is the cume for a month, or some larger unit of

(continued on page 126)



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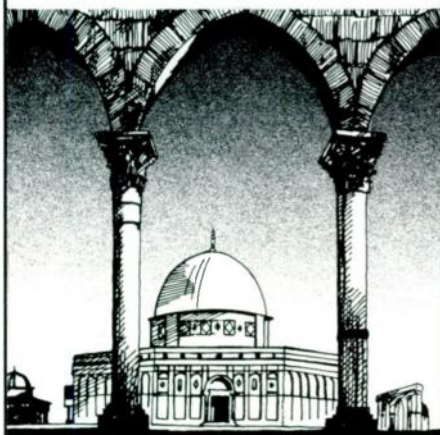
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time?

Both diaries and meters are capable of yielding cumulative audience data, but this information is not routinely published. Why? In the process of gathering the information they do routinely publish, both Nielsen and Arbitron accumulate vast quantities of information that is not published. But lots of data can be pulled out and analyzed if a client comes along and asks for the information. This what CBN did.

The importance of the CBN/Nielsen study is that it provides, for the first time, cumulative audience data for the top ten syndicated religious programs. The monthly cumes were published in *RELIGIOUS BROADCASTING* in September 1985. Daily and weekly cumes were released at the annual meetings of the Society for the Scientific Study of Religion last October and were widely reported in the press.

Another important contribution of the CBN/Nielsen study is that it provides, again for the first time, *unduplicated* audience figures. We've known all along that the summary figures based on average quarter hour ratings involved duplication of viewers, but we've not known the magnitude of this factor.

But the CBN/Nielsen study goes further in ferreting out other problems in audience measurement. Most importantly, CBN asked Nielsen to use more sophisticated technology for computing average quarter hour audiences. In simplest terms, the quarter hour averages which Nielsen and Arbitron routinely publish are generated from surveys of the 200 market areas into which they divide the country. The sample sizes of these individual market surveys vary from 200 to 2,000.

Deriving a national quarter hour average requires a complex process which can't be detailed here. In my own study of how this is done, I reached the conclusion that the combination of, relatively speaking, small audiences plus the small sample sizes in some markets resulted in an underestimation of the audience size of syndicated religious programs. CBN marketing personnel reached the same conclusion.

To test the validity of this hypothesis, CBN asked Nielsen to create a quarter

hour average based on their national meter sample. Comparison of this quarter hour average with the conventional method of deriving average quarter hour estimates revealed that the latter consistently underestimated audience size. For nine of the 10 top programs for which data were obtained, the conventional method underestimated audience size by 82 percent!

To be sure, this is a very significant underestimation. However, we need to take seriously the problem of audience duplication. Some people watch more than one program, but until now, we've had no basis for estimating this.

The CBN/Nielsen study provides us the first glimpse at this factor, and it is obvious that duplication is significant. The monthly duplicated cume for the ten top religious programs is 67.7 million households. The unduplicated cume is 34.1 million households. Thus, on a monthly basis, the duplicated cume is 98 percent larger.

But we need to be cautious here in comparing this figure with the 82 percent mentioned above. One figure is the sum of a cume for a month. The other is the sum of the average quarter hour estimates. All we

**If the foundation
provided by the
CBN/Nielsen study
of religious broadcasting
is built upon, the bitter
controversy and debate
about audience size can
eventually be put to rest**

can really say at this point, and even this should be said with caution, is that the overestimating of audience size due to duplication would appear to be offset by the underestimating which results as a statistical artifact of the estimating process. Further analysis of the Nielsen data

(continued on page 128)

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can answer this question precisely. What I'm offering is an intelligent guess based on the data that have been released to date.

The Foundation

What have we learned from the CBN/Nielsen study which constitutes a foundation for better understanding and communication about audience size?

First, the study has sensitized us to the fact that there are many ways to measure a television audience. This helps us understand why there have been so many contradictory claims.

Second, in sensitizing us to this fact, it heightens our need to be precise in identifying which measure we are referring to when we talk about an audience size. Some measures are more useful for some purposes than others. But to fail to specify is to obscure communication and to perpetuate unproductive debates.

Third, developing the national quarter hour estimates confirms long-held suspicions that the summary data derived from averaging the 200 markets underestimates audience size.

Fourth, the cumulative weekly and monthly data obtained by the meter method yields a higher quality of data to that obtained by the recall method of survey research.

Fifth, we have our first serious look at unduplicated numbers. The duplication factor is considerable. Taken in combination with the newly acquired knowledge about the average quarter hour underestimations, however, it would not appear that previously published reports of average quarter hour estimates were significantly overestimating audience size.

There is yet much more which can be mined from this first CBN/Nielsen study, but already we have learned a great deal. If CBN follows up and conducts this study on an annual basis, we can look forward to the day when, for once, good data will drive bad data from the marketplace.



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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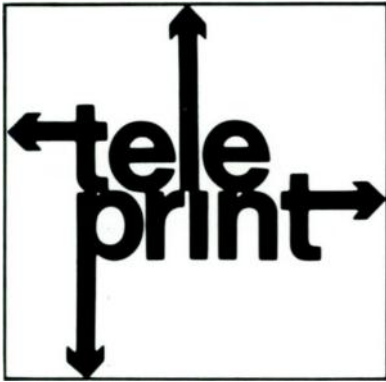
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NEW PRODUCTS

(continued from page 108)

Panasonic Retails "VHS" Color Video Camera

Panasonic Industrial Company has introduced the WV-2170/8AF Professional VHS color video camera. The new camera features a 5 MHz 3/8-inch Newvicon tube, Time/Date, Stop Watch character generator and ultrasonic autofocus capability for reliable low light shooting.

The new video camera weighs 4.8 pounds and is equipped with an 8X (10.5-84mm) F1.4 power zoom lens. The lens incorporates an ultrasonic autofocus capability that achieves accurate, stable focusing even in difficult low-light, low-contrast conditions. Distance between the camera and subject is calculated by ultrasonic waves for quick and reliable automatic focusing. Suggested retail price is \$1,095.

For further information contact: Panasonic Industrial Company, One Panasonic Way, Secaucus, New Jersey 07094. Telephone (201) 348-7183.

Clear-Com Offers New IFB System

Intercom manufacturer Clear-Com introduces a new *Program Interrupt (IFB) System* that provides on-air talent with audio program monitoring and director/producer cueing. The System's convenient size, ease of operation, and expandability are ideal for all types of portable and fixed television production set-ups, from mobile vans to large studios.

Configured in "building block" modules (four channels each), the IFB System permits up to 96 talent people to monitor program and to be accessed from up to 50 locations. The IFB System includes noise-cancelling gooseneck microphones, tally lights to indicate which talent is being cued, and an ALL IFB function that simultaneously accesses all talent. The System's interrupt capability insures that fast-breaking stories are communicated immediately to the talent. The IFB System is also available with optional split-feed operation to allow use of binaural headsets for news and sportscasting applications.

Flexible and powerful, the IFB System is also extremely cost-effective. A basic four-channel system with one control position, one program controller, four talent receivers, a power supply, and all necessary cables has a list price of under \$2,000. For more information contact Mike Goddard, Clear-Com, 1111 17th St., San Francisco, California 94107. Telephone: (415) 861-6666.

Sony MXP-3000 Widens Market

A new recording/remix console is being offered by the Sony Professional Audio Division.

The MXP-3000 is available with the optional ADS-3000 automation system which consists of a processor/disk drive, a CRT monitor/terminal and a wireless remote control. It features a 10 MB fixed hard disk drive and a high density 1 MB floppy disk system. On-line control of the automation system is performed exclusively from the 14-key wireless remote.

The MXP-3036 (36 inputs) will be available at prices ranging from \$55,000 to \$85,000. The MXP-3020 (20 inputs) will be available this month, price to be announced. For more information contact Sony Communications Products Company, Sony Drive, Park Ridge, New Jersey 07656. Telephone Corporate Communications Department (201) 930-6432.

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BASF Studio Master 911 is being introduced to the U.S. market.

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For more information contact BASF Systems Corporation, Crosby Drive, Bedford, Massachusetts 01730. Telephone (617) 271-4000.

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The Mini-Q is Swintek's smallest wireless microphone receiver made for use with a camera. Its light weight allows the Mini-Q to be mounted and phantom-powered from many popular cameras.

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(continued from page 102)

School administrator Elsi Penaranda says the program consists of about one-quarter Bible courses and three-quarters communications. Some of the subjects taught include mass communications, photography, voice production, radio documentaries, music and the theology of communication.

"These students will be able to produce quality radio and TV programs," Penaranda insists. "And the course is also oriented to our culture."

Students have already shown their potential in the school's work-scholarship program by practicing what they've learned each afternoon in HCJB's radio and television studios. Last term, the students made a "tremendous impact" on the success of a 13-part TV series known as PRISMA. The series won an Ecuadorian broadcasting award comparable to an Emmy in the United States.

Penaranda says the institute is fulfilling its purpose—teaching students how to present the Christian message in a relevant way through the mass media.

"The CCC is dedicated to developing young Christians in the areas of communications and Bible with the goal of supporting the Ecuadorian and Latin American church in the task of evangelization and discipleship."

While the institute was founded in 1984, its history goes back much further than that.

"The Latin personnel at HCJB had dreamed of some sort of training center, but for years it never came to reality," Penaranda says. "But Tom Fulghum shared our vision and he did all he could to initiate some kind of training."

The vision began in the 1970s when Wheaton College offered a master's program to people at HCJB. In 1981, Fulghum submitted his first proposal for ASOMA (Association of Andean Ministries). His dream was that this would be a self-sufficient, independent Ecuadorian organization which would operate the future Christian Communications Center and other Spanish ministries at HCJB.

In July, 1985, ASOMA was legally registered as an Ecuadorian association, but it has yet to take over the CCC and most of the other Spanish ministries.

However, this should only be a matter of time, he says. "I think the CCC is the future of ASOMA."

The next step is to obtain some type of accreditation for the institute, Fulghum says.

"We are beginning to talk to the Ecuadorian government to find out what kind of recognition we can get."

There are also many who would like to see the school obtain the same level of accreditation as North American colleges so credits could be transferred.

"I believe because of the need and demand for training qualified Christian leaders and workers in communications, the pressure will be that it becomes an institution of higher learning such as a university or technical college."

"But we don't plan to send a majority of our students to the United States for further training," Fulghum explains. "We believe in the long run they're better off here. For students who, in our opinion, have exceptional ability, we'll look for opportunities for them to study in the U.S.—those who also have a commitment to HCJB's Spanish Ministries Division and ASOMA."

Of last year's students, one has gone on to John Brown University and another couple is studying English in Tennessee in preparation for additional courses at Wheaton Graduate School.

Fulghum sees North American missionaries taking more of a "supportive" role at HCJB in the future while he expects qualified nationals to move into key leadership positions.

"We realized that if we ever wanted to 'Latinize' any of HCJB's ministries, we had to make a major effort to disciple and train nationals—that's why the CCC and ASOMA were established."

"If we can help these sharp young people to become theologically grounded and give them communication skills, we have imparted the best we can give them."

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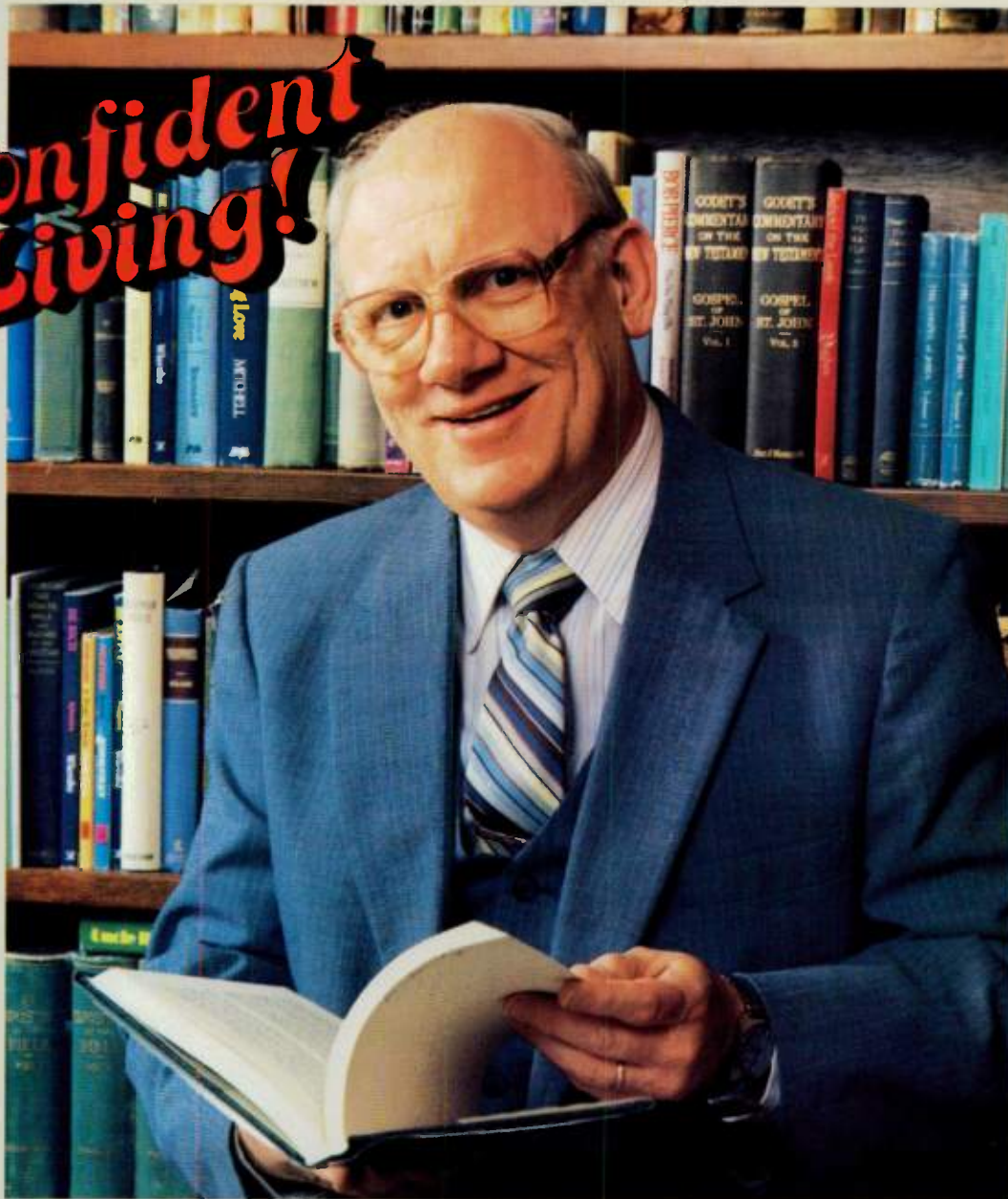
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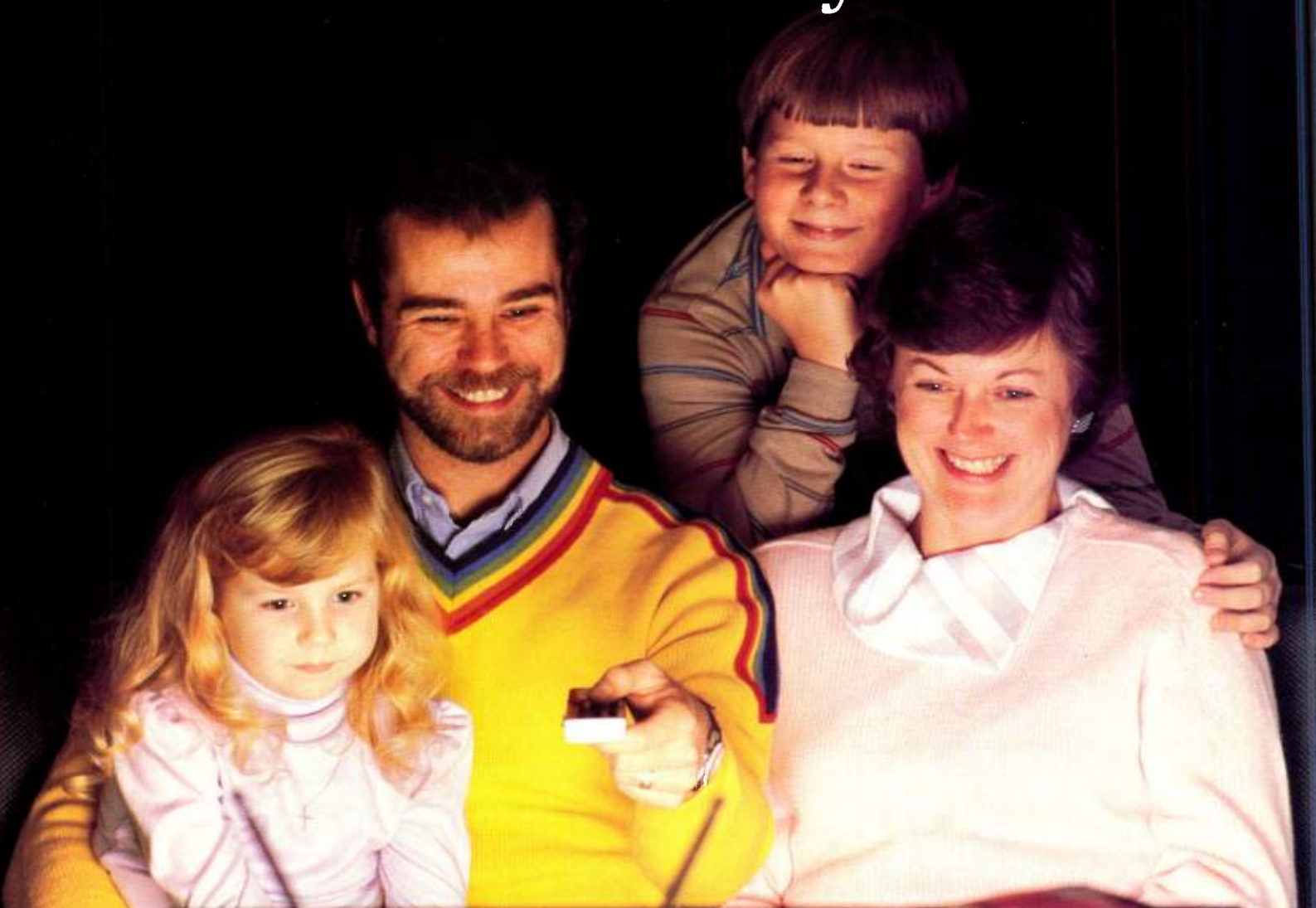
As we move into the future, we believe the consistent teaching of the Scriptures will continue to lead people into confident living through competence in the Word.

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We are proud to be serving the Baltimore-Washington religious community with quality religious programming including: Jerry Falwell, In Touch Ministries, and The 700 Club.

Stop by our booth or hospitality suite at the NRB Convention this month in Washington, DC., and see why we have been named "The Official Television Station of the NRB Convention 1986."



Getting the Gospel TO ALL PEOPLE



SEVERAL years ago, I was invited to speak to a fine, respected church of white believers. I was asked to bring some of my congregation, for the host church wanted to demonstrate to each other how much they loved Negroes. About 35 of my congregation decided to come along. Our arrival caused much consternation. They were expecting about five blacks, but we were even-numbered, which obviously concerned them. Instead of a genuine demonstration of their love, we saw them separate themselves from us "different-looking" people. However, they still reached out to shake hands with us.

I do not mean to be harsh, but when we realize that the last and strongest bastion of segregation in America is the Church, with the evangelical, fundamental and Bible-believing churches in the forefront, it should make us all want to pray! The fact that the most segregated hour in America is 11:00 a.m. on Sundays indicates that we are failing to reach those "not like us," while factories, schools, jobs, communities and society as a whole are opening opportunities to all. In many churches there is some integration, but God's church should be *leading* society in the way of the Lord instead of following. This is part of the reason the world rejects our message; we have not stood as *the* church of God, tall and straight, as their best example.

This applies to many religious broadcasters who have determined they shall program to a specific segment of the population—usually the one to which they belong. Unfortunately, this must be done to the exclusion of others in that society, except for the few whose background allows them to cross cultural lines.

We must convince ourselves that the exclusion of those "not like us" is done on holy grounds. Words like "sound," "quality," and "conservative" get used in terms of righteous sanctity and doctrinal purity. Which is more important to the Lord—that we get the Gospel to all people or that we reach those who would be able to pay their way, to the exclusion of others for whom Christ died? As believers who are missionary-minded, we should exhort each other to let financial consideration and cultural preferences take second place to the Great Commission and make every effort we can to preach Christ to every segment of our population.

As the National Religious Broadcasters, we seek to keep the airwaves free for the spread of this Gospel to all. This is commendable, just and good. Thank God for raising up NRB and for its areas of accomplishments. But this should spur us on toward total fulfillment of our mission and a sincere dissatisfaction with any area in which we have failed to carry out the commission.

That phrase "...to every creature" presents the biggest challenge of all ... "To every creature" tells us that we can never, ever preach the Gospel for only the rich, the poor, the high, the low, the well, the sick, the educated, the illiterate, the black, the white, the foreigner, the neighbor, but to *every man*. Academically we accept and recognize this, but practically, to put our knowledge into shoe leather and let the wheels of our creed bite the rough of the road, it becomes a real problem and a stumbling block to many of us.

The outcome of our actions demonstrates too often that we are prepared to preach the Gospel, or encourage it to be preached, to every creature who thinks like me (nationality), or acts like me (culture), or buys like me (education), or looks like me (race), or talks like me (economics), or believes as I do (creed). This is the problem. Everybody around us is doing it as the accepted thing, and to do otherwise could be disastrous to our emotions, popularity, prestige and even our pocketbooks; so we continue as we are, failing to fulfill our Lord's greatest desire for us, thereby letting our society prevent God's will to be done in our lives.

As evangelicals, we have a divine mission and commission. In our profession we accept the mission; in our teaching we preach the recognition of it. Intellectually, we admit the necessity of accomplishing our mission; but in reality we seem paralyzed to face the challenge of ensuring victory. In fact, while we profess, preach, intellectualize and even strategize, we beat around our mission, discuss the problems of it and talk it to death, going over, under and circling it. In action we do very little to guarantee the performance of it; where it counts we are sadly wanting. As broadcasters, our mission is to "go into *all* the world, preach the Gospel to *every* creature ... baptizing them ... teaching them to observe all things ... demonstrating love to one another ... in the unity of the Spirit ..."

by B. Sam Hart

Dr. Hart is Director, Grand Old Gospel Hour, Philadelphia; 2nd VP, NRB; Chairman, BNRB.



THE MINISTRY OF HELPS

So Joshua and his men went out to fight the army at Amalek. Meanwhile, Moses, Aaron, and Hur went to the top of the hill. As long as Moses held up the rod in his hands, Israel was winning; but whenever he rested his arms at his sides, the soldiers of Amalek were winning. Moses' arms finally became too tired to hold up the rod any longer; so Aaron and Hur rolled a stone for him to sit on, and they stood on each side, holding up his hands until sunset. As a result, Joshua and his troops crushed the army of Amalek, putting them to the sword.

(Exodus 17:10-13, TLB)

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LATE NEWS

"JAWS" WILL REPLACE
ALLEN AT WORKSHOP,
NRB TOURS ANNOUNCED

"Jaws," the giant, steel-teethed villain of James Bond movies, whose off-screen name is Richard Kiel, will replace comedian Steve Allen in an NRB workshop this month (see page 28). The 7-foot 2-inch actor, best known for The Spy Who Loved Me, will discuss methods of attracting an audience. Allen cancelled his NRB participation after learning January 7 that he has colon cancer. In other NRB 86 developments, a series of tours of Washington, D.C., highlights has been scheduled for convention goers. The tours, which Kenneth Beachboard is coordinating for \$12 each, will likely include The White House, the "Treasures of Britain" exhibit at the Smithsonian, a tour of Georgetown homes, a double-decker bus tour of Washington and a reception at the Embassy of Israel.

FALWELL BUYS TV
NETWORK, ORGANIZES
LIBERTY FEDERATION

Jerry Falwell purchased a television network, the National Christian Network (NCN) of Cocoa, Florida, in late December. He plans to produce 8 hours of new programming in March or April including an as-yet-unnamed 90-minute, daily talk show that will be the "flagship" for what will likely be called the Liberty Broadcasting System (LBS). Falwell said the network reaches five million potential viewers. On January 3, the Lynchburg, Virginia, pastor announced the start of Liberty Federation, the new parent organization for Moral Majority and a new "lobbying" group, Liberty Alliance.

GRAHAM WILL
ADDRESS NRB 86,
AWARDEES NAMED

Billy Graham will speak to NRB 86 attendees on February 3 just after receiving an Award of Merit for a TV special on his latest preaching tour of Russia. Other NRB awardees will include: Pat Boone, Bill Bright, Luis Palau, Patrick Buchanan, the late Theodore Epp, Norman Vincent Peale, Pat Robertson, Marlin Maddoux, Paul Finkenbinder, John Norris, Ron Haus, Bill Schafer, and Samuel Green.

GUSTAVSON NAMED V.P.
AT TRANS WORLD RADIO,
WILL LEAVE MOODY

NRB's immediate past president, E. Brandt Gustavson, will be leaving the vice presidency of Moody Bible Institute on May 1 to become executive vice president of Trans World Radio in Chatham, New Jersey. Gustavson will complete 25 years with the Chicago school on the same day. The appointment was announced January 9 by Trans World Radio founder and president Paul Freed.



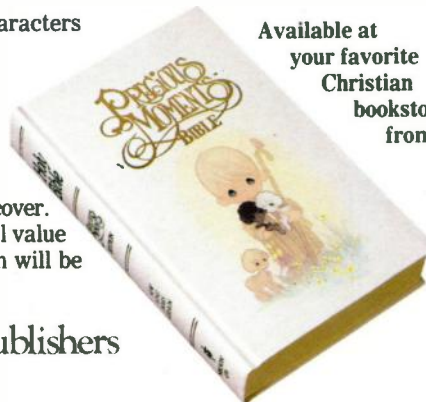
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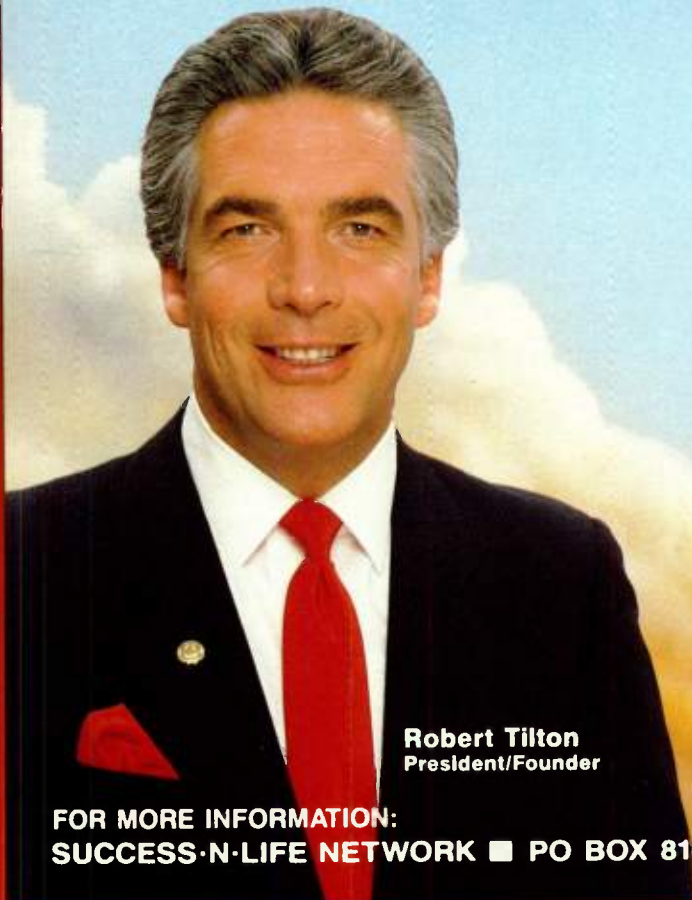
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OR SEE BOOTH AT N.R.B. CONVENTION



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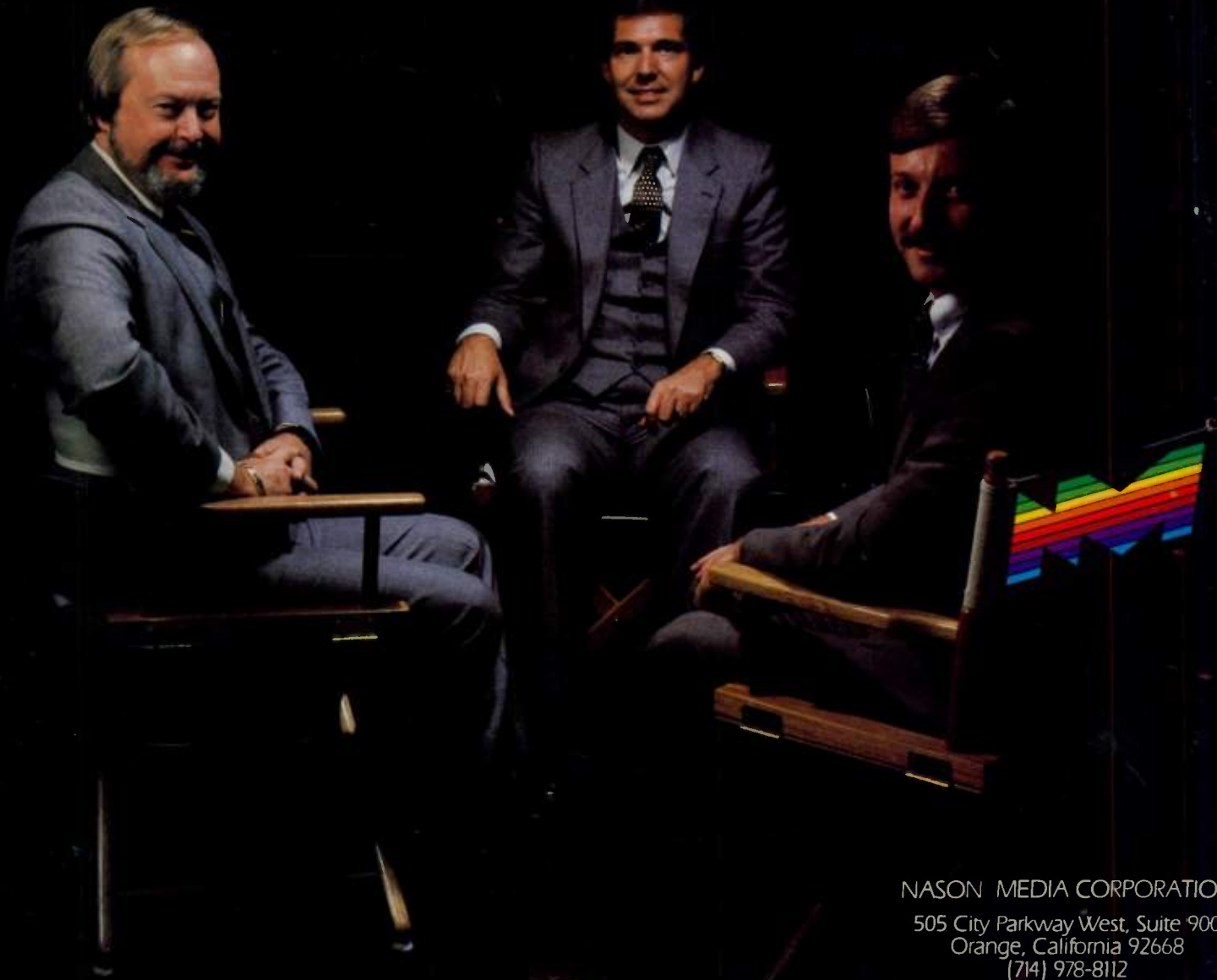
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On the right is KEVIN CARTWRIGHT, Vice President, Creative Development, who is able to develop your ideas into a successful and creative production as he has done for over 10 years.

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