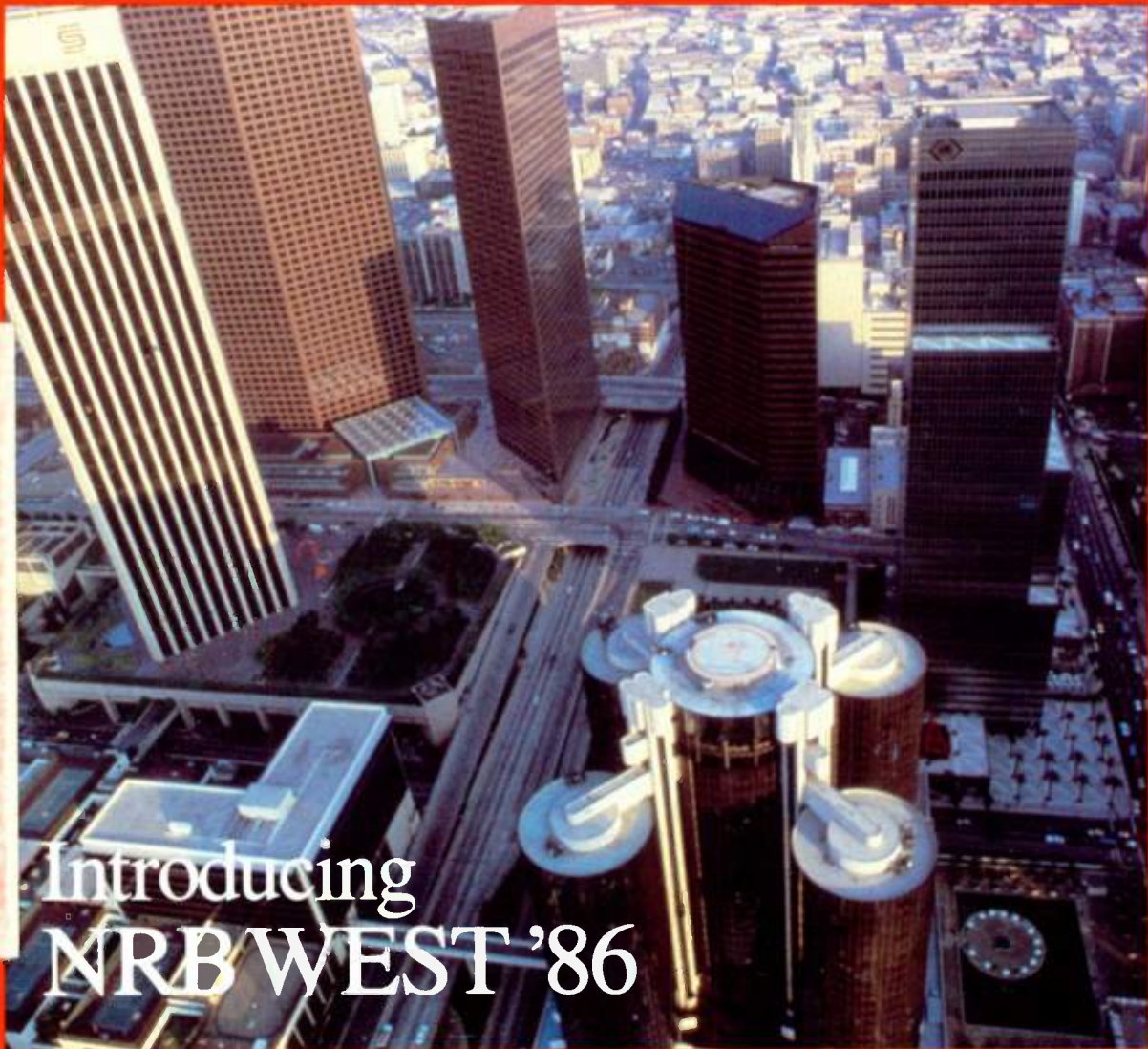


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The Official Publication of National Religious Broadcasters

May 1986



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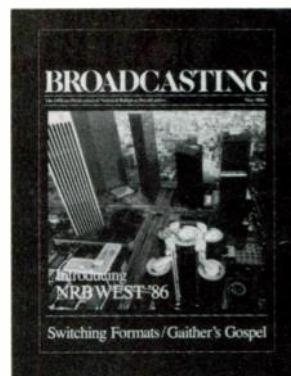
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This month's cover photo is an aerial view of Los Angeles, the location of the NRB WEST '86 Convention and Exposition to be held September 14-16, 1986. See story on page 18. (Cover photo courtesy of Greater Los Angeles Visitors and Convention Bureau.)



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SIGN ON

In the Long Run, You Become Like That to Which You Are Most Deeply Committed



Among psychologists, Viktor Frankl is probably the leading proponent of what he calls logotherapy, an approach that includes the search for and achievement of meaning in human life.

Frankl claims that self-actualization is not the goal, not an end in itself, but that like happiness, it is an effect—the effect of true meaning fulfilled in the life and personality.

Centuries ago the wise man said, “Keep thy heart with all diligence, for out of it are the issues of life.” And the Saviour said, “Where your treasure is, there will your heart be also.”

All of us are familiar with the sad case of the highly gifted person who cannot seem to settle upon one career. Dabbling in many lines, he succeeds in failing at all of them, and ends his life wistfully saying, “If I only had ...”

So, here is the question: To what are you most deeply committed? With Paul, it was the love of Christ (“The love of Christ constraineth us ...”), the mandate of the Gospel (“Woe is me if I preach not the Gospel!”) and the winning of the lost (“... that I might by all means save some.”).

Fulfillment grows out of meaning, and meaning follows commitment. If you are aware of a vague, uneasy feeling about your job and your fellow workers, about your family, about life itself, *check your priorities!*

I used to tell my students at The King’s College, “Make a list of all the things for which you are willing to be shot dead at five o’clock tomorrow morning.” Generally, it will be a very short list; but when you have completed it, you will find in that list the things for which you ought to live—things that will produce the ultimate satisfaction in life.

Jesus said, “Where your treasure is ...”

Where’s yours?

Robert A. Cook
President
National Religious Broadcasters

RELIGIOUS BROADCASTING

Vol. 18 No. 5

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201/428-5400

RELIGIOUS BROADCASTING (ISSN 0034-4079) is published monthly, 11 times a year (July and August are combined). To receive a subscription fill out the form enclosed in this issue and send it with a check to RELIGIOUS BROADCASTING, Box 1174, Dover, NJ 07801. You may also be billed later.

Second class permit at Parsippany, N.J., with additional postage paid and entry at Midland, MI.

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RELIGIOUS BROADCASTING is indexed in the Christian Periodical Index.

Advertising in RELIGIOUS BROADCASTING does not necessarily imply editorial endorsement or approval by National Religious Broadcasters. Authors’ views are not necessarily those of National Religious Broadcasters, its officers, board or membership.

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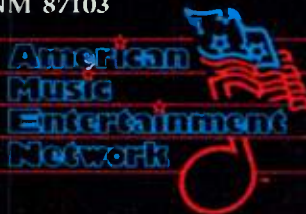
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NRB NEWS

Summer Institute of Religious Broadcasting Slated This Month

NYACK, N. Y. (NRB)—National Religious Broadcasters and Nyack College are co-sponsoring a Summer Institute of Religious Broadcasting for one week this month.

The May 19-23 seminar, which will be held at the 65-acre Nyack College campus just 19 miles north of New York City on the Hudson River, is being planned for all interested persons, not just professional broadcasters and students. NRB executive director Ben Armstrong will head the institute's

faculty.

Guest lecturers, all leaders in Christian radio or television, will include NRB president Robert A. Cook, LL.D., a radio broadcaster on *The King's Hour*; Paul Freed, Ph.D., founder and president of Trans World Radio; and E. Brandt Gustavson, LL.D., the former president of NRB who begins this month as executive vice president of Trans World Radio after 25 years with Moody Bible Institute.

Other lecturers that week will include Thomas Durfey, Ph.D., chairman of the Communication Arts Department of Oral Roberts University; and David Virkler, president of Dedication Evangelism, Inc.,

Towaco, New Jersey, and a radio broadcaster on the commentary program *The Word and the World*.

Several other general session and workshop speakers will round out a program that includes small group discussion time, individualized projects, hands-on training at the campus radio station, WNYK-FM/Nyack; and at least two evening community sessions open to those who are not taking the course for college credit.

Topics planned under an institute theme of "New Directions in Christian Media" will include ideas about starting a radio station, producing a weekly broadcast, audio techniques and script writing. The intensive course is designed for those seeking one or two college credits or for interested persons on a non-credit basis. The cost not including a small registration and course fee is \$140 per credit and \$84.50 for room and board.

NRB has been conducting summer institutes since 1971. (Interested persons are asked to call NRB for a brochure at 201-428-5400.)

Chairmen Ratified for NRB Black and Hispanic Committees

MORRISTOWN, N.J. (NRB)—The newly-elected chairmen of NRB's two ethnic broadcasters committees, Jose A. Reyes of Cleveland, Tennessee, and Clay Evans of Chicago, outlined their plans for the coming year as each spoke briefly to the NRB Executive Committee at its March meeting at the Madison Hotel near here. Both leaders and members of their committees were ratified by the board.

A native of Canovanas, Puerto Rico, Reyes heads the Hispanic Broadcasters Committee of National Religious Broadcasters (HNRB). He was elected to succeed H.O. Espinoza of San Antonio at the national Convention and Exposition last February. Reyes is ordained as a bishop for the Church of God of Prophecy in Cleveland, Tennessee. He coordinates the United States Hispanic ministries for the church and speaks on a weekly radio program called *La Voz de Salvacion*.

The preaching program is heard throughout North and South America and in parts of Europe via 171 radio outlets. Reyes, who wrote a book about Hispanics in the

(continued on page 12)



Thomas Durfey



E. Brandt Gustavson



Paul Freed



Ben Armstrong

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MEDIA WORLD

CBN Cable Drops Nightly News Report After Two Months

WASHINGTON, D.C. (NRB)—*CBN News Tonight*, CBN Cable Network's venture into a full-fledged news program, has been cancelled.

Lack of interest on the part of advertisers was cited by CBN officials as the reason for discontinuing the show.

The final newscast aired Friday night, March 28.

"The staff we assembled are some of the best in the electronic news gathering industry," according to Michael Little, CBN's group vice-president of programming.

"We're proud of the team we assembled and its fine professional performance."

However, he added, the program was not able to support itself financially and therefore had to be dropped.

"As we looked at the upcoming second quarter, advertising support was running at 20 percent or less and not projected to increase in the third quarter," Little said. "It is difficult to financially support a broadcast endeavor with that level of revenue."

The half-hour news show debuted January 27 and was aired weeknights at 10 p.m., a time when CBN officials thought it would provide viewers with later-breaking news than was available earlier on broadcast networks and yet early enough for those who do not stay up for the 11 o'clock news.

CBN's news department will continue to function in support of *The 700 Club's* news segments as well as for the *CBN News Update* that presently airs six times each weekday evening. The studios from which the news show originated in Washington will be retained by the Virginia Beach, Virginia-based network as a news bureau.

Missionary Radio Will Build 500-kw Transmitter for Quito

QUITO, Ecuador (NRB)—HCJB World Radio has undertaken an ambitious series of projects which will increase the broadcasting power at the mission's international shortwave transmitting site in Ecuador by nearly two-thirds within the next three years.

Plans approved by the mission's board of trustees in February include building a sec-

ond 500,000-watt (500-kw) transmitter and buying another 100-kw unit.

Meanwhile, a previously acquired 100-kw transmitter, expected to go into service by June, will replace an outdated 100-kw unit. The new transmitters will boost HCJB's shortwave broadcasting output to about 1.6 million watts, up from the present figure of 1 million watts.

HCJB missionary Dave Pasechnik, who will supervise construction of the new 500-kw transmitter, said the powerful equipment will help the station cut through interference on the crowded shortwave bands.

"This will give us a stronger signal into present target areas," he said. "I'm excited about what the Lord is going to do in all this to help us reach the world with the Gospel of Jesus Christ." HCJB broadcasts in 13 major languages to North and South America, Europe, central Africa and the South Pacific.

A production facility needed to build the new 500-kw transmitter will be provided by Crown International in Elkhart, Indiana. A similar center established in the mid-1970s was used to build HCJB's first 500-kw transmitter.

Pasechnik said the new unit, one of the world's largest shortwave broadcast transmitters, will be patterned after the first one designed by HCJB's engineers.

"We feel it's a fantastic transmitter," he said. "The few problems we have had with the present 500-kw transmitter can be easily rectified in the new one."

By building rather than buying the transmitter, HCJB will save up to \$500,000, but the project will still cost about \$1 million and require the full-time services of at least four HCJB missionaries plus many volunteers for two years.

"We're in the process of looking for people to help us in this project," Pasechnik said. "We especially need a full-time machinist who can dedicate six months to a year of his time."

When the project is completed sometime in 1988, the production center will still continue to operate.

"We plan on using the center to build more high-power transmitters, possibly for future sites where HCJB may be working, or for other Christian broadcasters. The center could also be used to design and build low-power AM and FM transmitters as well as related equipment specifically for mis-

sionary radio use."

In addition to transmitters, HCJB will invest more than \$165,000 to upgrade antennas at the Pifo, Ecuador, transmitting site. Another \$22,000 will go toward purchase of new land at the same site for future antennas.

"We feel these projects are essential to reach our goal of making the gospel radio accessible to everyone in the world by the year 2000," Pasechnik concluded.

Best Religious Media Productions Honored by RIM

LOS ANGELES, Calif. (NRB)—Religion in Media (RIM) honored the best among the 1985 crop of Christian media productions at their ninth annual Angel Awards program at the Ambassador Hotel in Los Angeles.

The televised awards ceremony dinner, held February 20, recognized "excellence in moral quality media," according to producer Mary Dorr. The highest award RIM offers, the Gold Angel, was given to several religious, business, entertainment and civic leaders. Among the religious broadcasters, Jess C. Moody was named as RIM International Clergyman of the Year and George E. Vandeman was recognized with the RIM International Distinguished Achievement Award.

Moody, pastor of First Baptist Church of Van Nuys, California, has been consultant to several TV series, most notably *The Waltons* and *Webster*. The Southern Baptist clergyman, who maintains a theater as part of his church, has also been script consultant for a Broadway musical and a Hollywood movie. Moody's worship services are broadcast each week.

Vandeman, author of 33 books, is speaker and director of the television program *It Is Written*, which is said to be the first religious program aired in color. Now in its 30th year, the program has been honored with six Angel Awards before winning the Gold Angel this year. Vandeman has conducted numerous evangelistic seminars around the world.

Among the 150 multimedia productions winning Angel recognitions this year are:

MOTION PICTURES

- *Fury to Freedom*—Calvary Chapel.

(continued on page 8)

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(continued from page 6)

Los Angeles, CA

- *C. S. Lewis ... Through the Shadow Lands*—Gateway Films, Lansdale, PA
- *Celebration of Change*—Lutheran Church, Missouri Synod
- *Nikolai*—Gateway Films, Lansdale, PA

INTERNATIONAL TV

- *History Speaks ... Will America Listen?*—CBN, Virginia Beach, VA

NATIONAL TV

- *My Children Are Dying*—Wilson Advertising Associates, Glendale, CA
- *Africa—the Bleeding Continent*—Feed The Children, Larry Jones International Ministries, Oklahoma City, OK
- *Calling Dr. Whittaker*—Trinity Broadcasting Network, Santa Ana, CA
- *The Answer*—Trinity Broadcasting Network, Santa Ana, CA
- *The Heritage Singers—Richard Hogue Sunday Night*—Trinity Broadcasting Network
- *Interview With Oral Roberts & Dr. Pat Robertson*—Trinity Broadcasting Co.
- *Love Them While We Can*—PTL Network, Charlotte, NC
- *Joni Interview*—PTL Network, Charlotte, NC

- *Gospel Music USA*—PTL Network, Charlotte, NC
- *Garbage Can Spot*—PTL Network, Charlotte, NC
- *Easter Book*—CBN, Virginia Beach, VA
- *Exclusive: Laura Walker Snyder Interview*—CBN, Virginia Beach, VA
- *Thanking God for Liberty*—CBN, Virginia Beach, VA
- *16th Annual Gospel Music Dove Awards*—CBN, Virginia Beach, VA
- *Joy Junction, # 245*—Christian Television Network, Clearwater, FL
- *Ethiopia: the Nightmare Continues*—World Vision, Pasadena, CA
- *Turning Point*—Full Gospel Business Men's Fellowship International, Costa Mesa, CA
- *Robert Schuller With Hour of Power: "How to Make your Dreams Come True"*—Nason Media Corp., Anaheim, CA

LOCAL TELEVISION (USA)

- *A Closer Look, # 305*—WCFC-TV, Chicago, IL
- *Windy City Alive*—WCFC-TV, Chicago, IL
- *Young at Heart*—WCFC-TV, Chicago, IL
- *Gangs! The Struggle to Survive*—WCFC-TV, Chicago, IL

- *KXTX-TV Family Month*—KXTX-TV, Dallas, TX
- *The Turning Point*—WTLW-TV 44, Lima, OH
- *Christmas in the Streets*—Dove Broadcasting Inc., Greenville, SC

INTERNATIONAL RADIO

- *Telephone Time*—The Bible Speaks World Outreach, Lenox, MA
- *Good Morning Sunday with Roger Royle*—BBC, London, England

NATIONAL RADIO

- *Protestant Hour: "Here Comes the Judge"*—Protestant Radio & TV Center, Atlanta, GA
- *Talk Back with Bob Larson*—Communications Consultants, Denver, CO
- *It's Kinda Nice When You're Friends*—Bonneville Media Communications, Salt Lake City, UT

Far East Broadcasting Conducts Program Strategy Review

MANILA, The Philippines (NRB)—Far East Broadcasting Company program direc-
(continued on page 34)

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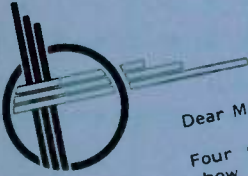
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March, 1986

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Dear Manager:

Four months ago the MINIRTH-MEIER CLINIC--a daily, live call-in show was launched dealing with the special mental health problems such as burnout and depression that affect so many people today. Audience response indicating changed lives to this new program has been phenomenal. Listener letter response has grown from 838 in October to 1235 in December with an increase to 2023 in January! Our staff informs me that February will easily top last month's total. We live in a stress-filled world in need of answers that only God can give through His Word. That is what the MINIRTH-MEIER CLINIC is all about.

Being a live call-in program has allowed us to deal with issues affecting people almost as soon as they happen. We were on the air "live" with eye-witnesses along with psychiatric and theological experts dealing with grief--within an hour of the Space Shuttle disaster. Also, we talked live with the head guidance counselor of Bryan High School in Omaha about the rash of teenage suicides shortly after they happened. Doctors Minirth and Meier, while being practicing physicians, are professors at Dallas Theological Seminary and are able to provide a biblical integration of God's Word to today's problems.

One item that I read time and time again in the mail that has been a major factor in the CLINIC's growing popularity is the doctor's compassion which comes through during the program. One of our station manager's wrote us recently and said that:

"Your program is fast becoming the most popular one we carry--and I think the reason is people sense that the doctors really care."

As a former station manager in a major market, I know that you are concerned about increasing your audience while maintaining a God-honoring program schedule. One of our stations--WLBF--in Montgomery, Alabama, which has only been on the air for 22 months, has experienced what we're all looking for. The November-December Birch Report*, North America's leading supplier of monthly radio audience estimates that WLBF in a 17-station market received:

1. A tripling through midnight, from .7 in September/October to a 2.6 in November/December!
 2. A move from 17th overall in this same category to 10th in two months!
 3. A jump from last place among the four religious stations in the market to first!
 4. A 950% increase in the women 35+ AQH from .8 to 7.6!
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NRB NEWS

Summer Institute of Religious Broadcasting Slated This Month

NYACK, N. Y. (NRB)—National Religious Broadcasters and Nyack College are co-sponsoring a Summer Institute of Religious Broadcasting for one week this month.

The May 19-23 seminar, which will be held at the 65-acre Nyack College campus just 19 miles north of New York City on the Hudson River, is being planned for all interested persons, not just professional broadcasters and students. NRB executive director Ben Armstrong will head the institute's

faculty.

Guest lecturers, all leaders in Christian radio or television, will include NRB president Robert A. Cook, LL.D., a radio broadcaster on *The King's Hour*; Paul Freed, Ph.D., founder and president of Trans World Radio; and E. Brandt Gustavson, LL.D., the former president of NRB who begins this month as executive vice president of Trans World Radio after 25 years with Moody Bible Institute.

Other lecturers that week will include Thomas Durfey, Ph.D., chairman of the Communication Arts Department of Oral Roberts University; and David Virkler, president of Dedication Evangelism, Inc.,

Towaco, New Jersey, and a radio broadcaster on the commentary program *The Word and the World*.

Several other general session and workshop speakers will round out a program that includes small group discussion time, individualized projects, hands-on training at the campus radio station, WNYK-FM/Nyack; and at least two evening community sessions open to those who are not taking the course for college credit.

Topics planned under an institute theme of "New Directions in Christian Media" will include ideas about starting a radio station, producing a weekly broadcast, audio techniques and script writing. The intensive course is designed for those seeking one or two college credits or for interested persons on a non-credit basis. The cost not including a small registration and course fee is \$140 per credit and \$84.50 for room and board.

NRB has been conducting summer institutes since 1971. (Interested persons are asked to call NRB for a brochure at 201-428-5400.)

Chairmen Ratified for NRB Black and Hispanic Committees

MORRISTOWN, N.J. (NRB)—The newly-elected chairmen of NRB's two ethnic broadcasters committees, Jose A. Reyes of Cleveland, Tennessee, and Clay Evans of Chicago, outlined their plans for the coming year as each spoke briefly to the NRB Executive Committee at its March meeting at the Madison Hotel near here. Both leaders and members of their committees were ratified by the board.

A native of Canovanas, Puerto Rico, Reyes heads the Hispanic Broadcasters Committee of National Religious Broadcasters (HNRB). He was elected to succeed H.O. Espinoza of San Antonio at the national Convention and Exposition last February. Reyes is ordained as a bishop for the Church of God of Prophecy in Cleveland, Tennessee. He coordinates the United States Hispanic ministries for the church and speaks on a weekly radio program called *La Voz de Salvacion*.

The preaching program is heard throughout North and South America and in parts of Europe via 171 radio outlets. Reyes, who wrote a book about Hispanics in the

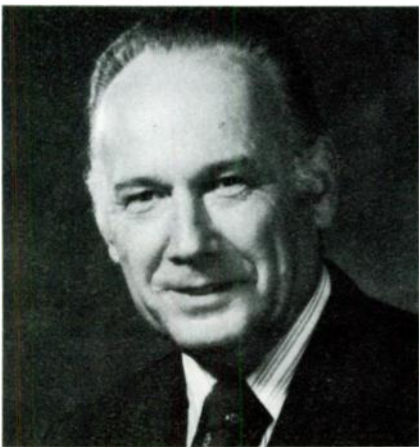
(continued on page 12)



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NRB president Robert A. Cook greets Jose A. Reyes (left), chairman of the Hispanic Broadcasters Committee, and Clay Evans (right), chairman of the Black Broadcasters Committee, during a break in Executive Committee meetings in March. Both Reyes and Evans were appointed as a result of elections in February at the national convention.

(continued from page 10)

United States, is also speaker on a television program called *Compartiendo el Pan de Vida*. (Sharing the Bread of Life). He produces a third program, *Estudiando la Biblia*, for the Trinity Broadcasting Network.

At a luncheon meeting, Reyes told the Executive Committee that the United States is the fifth largest Spanish-speaking nation, that "a great challenge to evangelize" Hispanics exists and that radio and television programs are "central" to evangelism among the Hispanics in North America.

He said, for example, that just one percent of Hispanics in greater Los Angeles are evangelized as compared to Guatemala where church growth experts have estimated that one-fourth of the population has responded positively to the Gospel.

The Executive Committee approved the election of these other HNRB leaders: chairman Reyes; vice chairman Mike Protasovicki of Los Angeles; secretary Benjamin Perez de Gracia of Washington, D.C.; treasurer Cleofe Vargas of Bronx, New York; and committee members Oscar Canales, H.O. Espinoza (the immediate past chairman), Adib Eden, Hector Tamez, Bob Rodriguez, Burton Katzelnik and German Menezes.

Clay Evans was ratified as chairman of the

Black Broadcasters Committee of National Religious Broadcasters (BNRB), replacing NRB second vice president B. Sam Hart of Philadelphia. Evans has preached the Gospel on radio for 33 years and on television for almost 10 years. His program, *What a Fellowship Hour*, is the broadcast ministry of Fellowship Missionary Baptist Church of Chicago, where he is pastor.

NRB can provide "a great opportunity" for blacks, Evans told the Executive Committee members at an NRB board luncheon. He said more black broadcasters should be equipped by NRB to preach the Gospel in black communities. "We've got to minister to our people" more effectively, Evans said. He added that Christian radio and television provide "the greatest power" for evangelism and social change, including "politics and jobs, and not just pie in the sky." Evans said he believes in Gospel broadcasting that "is both man-edified and God-glorified."

The Executive Committee ratified the following BNRB leaders: Evans as chairman; Samuel Green as vice chairman; Amir Khan as treasurer; Carletta Harriell as secretary; and committee members Lou Barnes, Martha Addison, Howard O. Jones, J. Morgan Hodges, Harold Benjamin, Benjamin Smith, D. Dwight Green, Glen Plummer and William Thompson.

NRB Welcomes 47 Members Approved Since January

MORRISTOWN, N. J. (NRB)—The NRB Executive Committee approved 47 new members so far this year. Each applicant was screened carefully before being approved at the Annual Convention and Exposition in Washington, D.C., or at the Executive Committee meeting in March in Madison, New Jersey.

"It is a pleasure to welcome each member into the NRB ranks," said executive director Ben Armstrong, adding, "We're delighted as always to serve these ministries and help each of them do their work more efficiently." Armstrong noted that the total number of members stands now at approximately 1,175.

Approved membership applicants fell into three categories: 17 are program producers, 14 are station owners and operators, and 16 are associate members. The newest members are:

Program Producers: John A. Booher, Fairlane Assembly of God, Dearborn Heights, MI; John F. Cahill, Word Alive Ministries, Bayville, NJ; Glenn A. Foster, Sweetwater Church of the Valley, Glendale, AZ; Jess Gibson, Cornerstone World Outreach Center, Springfield, MO; Ronald Philip Lambros, Rehoboth Baptist Church, Tucker, GA; Richard Lee, Rehoboth Baptist Church, Tucker, GA; Edward L. Montgomery, Abundant Life Cathedral National Center, Houston, TX; Bebe H. Patten, Christian Evangelical Churches of America, Inc., Oakland, CA.

Dan Sampson, Discovery Broadcasting Network, Dallas, TX; Louis P. Sheldon, Traditional Values, Anaheim, CA; Douglas J. Bol, Institute of Family Living, Tucson, AZ; C. Milton Grannum, Wisdom from the Word, Philadelphia, PA; Joseph Harr, Heath Christian Union Church, Heath, OH; June Hunt, Cornerstone Christian Outreach, Dallas, TX; Jeffrey Wayne Smith, The Word for Today, Santa Ana, CA; Tommy L. Smith, WOAK, LaGrange, GA; Anthony T. Evans, The Urban Alternative, Dallas, TX.

Owners and Operators: Barry Armstrong, WQFL, Rockford, IL; Joy Blowers, WLBF-FM, Montgomery, AL; Wendell Borrick, WVCV, Inc., Tallahassee, FL; Gary S. Fallon, Global Evangelism Television, San Antonio, TX; Joe Macione, Jr., Media, Inc.; Traverse City, MI; David Roddick, Agape Ministries, Inc.; High Point,

(continued on page 13)

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Associate Members: Larry Burkett, Christian Financial Concepts, Dahlonega, GA; Rick Greenlee, Vision Productions, Margate, FL; William L. Simmer, Good News Mission, Arlington, VA; George Smock, The Campus Ministry, Lexington, KY; Paul S. Webb, Hollywood Pacific Studios, Hollywood, CA; Rod Pruitt, Ernest Philip Agency, Washingtonville, NY; Alastair Geddes, Christ for the Nations, Stonybrook, NY; Harold Gore, H.B. Larue, Media Broker, Atlanta, GA.

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Executive Director Reports on NRB's Increasing Visibility

MORRISTOWN, N.J. (NRB)—The first quarter of 1986 for National Religious Broadcasters has been a time of moving "toward greater recognition, communication and visibility," according to a report by executive director Ben Armstrong.

This report was submitted by Armstrong to the Executive Committee at its March 16-17 meeting in Madison, New Jersey:

"Demonstrating the active association that it is, National Religious Broadcasters continues to develop in response to the perceived wants and needs of its constituency, a constituency that continues to broaden and deepen year by year. The first few months of 1986 clearly indicate a continuing move toward greater recognition, communication and visibility for the organization both within our evangelical constituency base and the general public.

"NRB '86 combined proven ingredients for capturing widespread, favorable attention—respected and famous broadcasters such as Billy Graham, Jerry Falwell,

Lloyd Ogilvie, James Dobson, a special message from President Reagan, participation by leading achievers in many fields, updates on major issues facing the nation at home and around the world, the largest exposition in its history ... From the opening Sunday morning worship service with Joni Tada and Dan Betzer ministering to some 800 persons, through two outstanding debates, a plethora of inspirational messages by such as Tony Evans, Billy Graham and Lloyd Ogilvie, an exciting Sparrow concert, to the handsomely mounted anniversary banquet and its flag tribute to missions, the 1986 convention was well-orchestrated and well-received.

"Previously, such excellent speakers and musicians had ministered almost exclusively to the leaders and professionals attending the convention. This year, through live-by-satellite coverage of major events, Christians across the nation had an opportunity to be part of the convention. In addition, the satellite capability opened new levels of coverage by secular broadcasters, and an unprecedented cover story in *Time* magazine brought the convention to the attention of millions who generally are not part of the religious broadcasting audience. News

coverage of this year's convention, with two exceptions, was favorable, extensive and supportive of NRB.

"The transition from a closed-circuit atmosphere to a new openness lent its own energy to the convention, in my observation. Exhibitors, for example, were genuinely pleased with the positive environment created by the program and a notably higher traffic flow in the expo hall. In all, 260 companies represented by 355 booths contributed total gross sales of \$251,805 for NRB—an all-time high. This year's exposition offered not only the usual display of products and services, but also the intangible element of the most professional atmosphere ever. Presently we have over 60 contracts representing more than \$70,000 in revenue already signed up for 1987.

"Likewise, the new graphics format of *RELIGIOUS BROADCASTING* magazine introduced at NRB '86 topped all previous issues in advertising dollars and total pages and earned much favorable reaction. Music and book sections introduced in this issue will receive regular coverage and should noticeably increase advertising revenue from these related industries. Regular cir-

(continued on page 36)

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BOOK REVIEWS

Oral Roberts: An American Life

by David Edwin Harrell, Jr., Indiana University Press, 621 pages.

Oral Roberts: An American Life is the first book, written by an "outsider" to the charismatic movement, that recognizes the impact Oral Roberts' life and ministry have had on American religion.

Harrell, university scholar and chairman of the History Department at the University of Alabama in Birmingham, calls Roberts one of the top two or three religious figures in modern history for his impact on American society. "He was the architect, really, of the (Charismatic Pentecostal) movement," says Harrell, "the most demographically important religious movement in this century."

The story he tells is actually two stories: one about the man, and the other about his ministry. A brilliant historian, Harrell outlines Roberts' life against the backdrop of the Pentecostal revival of the early 1900s and the later charismatic renewal. He tells of Roberts' poor beginnings, his early days as an evangelist and pastor, and his rise to prominence in the late 1940s as a healing evangelist and radio and television celebrity. During the sixties and seventies, Roberts became better-known and left the Pentecostal Holiness Church to become mainline United Methodist.

Harrell believes Roberts has been mislabeled as an "Okie Holy Roller" whose accomplishments merit little, if any, recognition. In truth, Roberts has reached millions around the world with his preaching and has founded a major university, hospital and medical school, something only one other American, Johns Hopkins, accomplished. Roberts also has an international ministry in Tulsa, Oklahoma.

In addition to following the career of this highly-criticized individual, Harrell spells out the supportive relationship Roberts has with his wife and the tragedies of the Roberts family.

Harrell is a master at keeping Roberts in perspective, of citing the criticisms *and* the praise. The result is a fascinating, balanced treatment of the man and his impact on America.

Spirit Aflame: Luis Palau's Mission to London

by Susan Holton and David L. Jones, Baker Book House, 226 pages.

"Throughout British history," writes evangelist Luis Palau in the foreword to this

book, "Christians have recorded God's victories, those from times of John Wesley to those of George Whitefield, Dwight L. Moody and Billy Graham ... if God could move so tremendously in Britain years ago, He can do it today as He works through us."

Thus this account of the 1984 Mission to London was born. Written by two Luis Palau Evangelistic Team staffers, *Spirit Aflame* outlines the backdrop of the mission, analyzes some of the forces that have shaped London today, and then explains what has been accomplished through this united evangelistic outreach and broadcast.

The book is divided into four parts, each detailing a stage of the outreach. Part one provides background as it describes Britain's decline from a nation that once produced many missionaries to one that today is in desperate need of hearing the Gospel.

The next section describes the years of preparation, the prayer groups, the volunteers, and the generation of media interest that were

needed for an effective mission.

Part three introduces readers to Phase One of the crusade—the London area missions. It also includes information on small group sessions, the family care center and follow-up programs.

Phase Two of Mission to London is presented in part four. Commonwealth 84 was created by broadcasting the Queen's Park Rangers stadium meetings via satellite to the British Commonwealth, the United States and the rest of the English-speaking world. It was described by one broadcasting executive as "perhaps the single most important Christian effort in the world" during 1984. Part four also includes one of Palau's Commonwealth 84 messages.

The results of Palau's evangelistic crusade to London—transformed lives and growing churches—are covered in interesting detail, and photographs of various aspects of Mission to London are included in the book's center.

This is a thoroughly documented and well-written account of how God worked through mass evangelism in Europe.

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- (3) 2. Come Before Winter, by Charles Swindoll (Multnomah Press)
- (2) 3. Living on the Ragged Edge, by Charles Swindoll (Word)
- (5) 4. Love Must Be Tough, by James Dobson (Word)
- (4) 5. The Be-Happy Attitudes, by Robert Schuller (Word)
- (6) 6. The Road Unseen, by Peter and Barbara Jenkins (Thomas Nelson)
- (7) 7. Answers to 200 of Life's Most Probing Questions, by Pat Robertson (Thomas Nelson)
8. Kingdom of the Cults, by Walter Martin (Bethany House)
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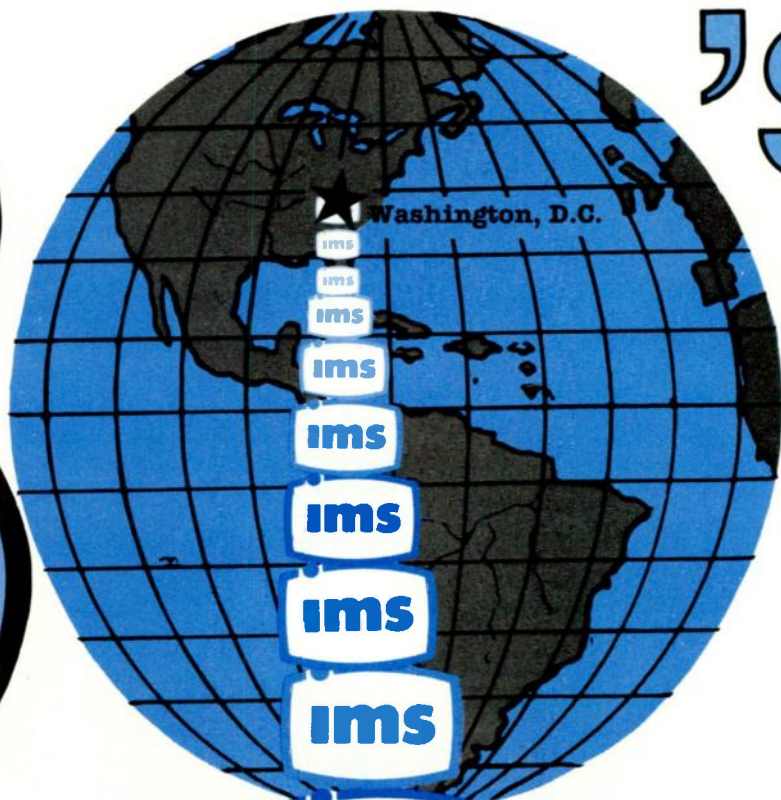
- (1) 1. Seduction of Christianity, by Dave Hunt (Harvest House)
- (2) 2. Ordering Your Private World, by Gordon MacDonald (Thomas Nelson)
- (3) 3. Set the Trumpet to Thy Mouth, by David Wilkerson (World Challenge)
- (8) 4. The Pursuit of Holiness, by Jerry Bridges (NavPress)
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- (5) 6. Free to Be Thin, by Neva Coyle and Marie Chapian (Bethany House)
- (6) 7. Love Life for Every Married Couple, by Ed Wheat (Zondervan)
8. Act of Marriage, by Tim and Beverly LaHaye (Zondervan)
- (7) 9. The Strong Willed Child, by James Dobson (Tyndale House)
- (10) 10. Hind's Feet on High Places, by Hannah Humard (Tyndale House)

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by Dale Hanson Bourke

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A ministry publication can effectively show the background and philosophy of the organization.

REV. Jones has a nationally-broadcast television ministry which reaches more than a million people each week. His books sell well; he is a popular speaker at Christian conferences. His home church has expanded its facility twice and is at capacity again. He'd like to find a way to bring the various aspects of his ministry together.

John Smith isn't a minister, but his advice program airs on several Christian radio stations across the country, and at least one network has talked to him about picking it up. He needs to find a way to broaden his base of support and build an organization.

Pastor Brown's radio program has been very popular and now he's considering making the jump to television. But he worries about trying to do too many things at once and wants to find ways to have others share in the ministry.

What do these three men have in common? Besides a growing electronic min-

istry, they all should consider taking their message into print in the form of an organizational publication.

From James Dobson's *Focus on the Family* to Robert Schuller's *Hour of Power*, electronic ministries are discovering the importance of publications which support and enhance their primary medium. The benefits include: fundraising; expanding the ministry to print-oriented individuals; explaining the ministry; staying in touch and building continuity; and ministering to donors.

Fundraising

Anyone who has ever raised money on the air knows the difficulty of moving viewers or listeners to action. Not only must the organization's address be clearly and constantly stated, but also a compelling enough reason must be given in order to motivate the person to find an envelope, write out a check and mail it. Those steps take a great deal of time and effort.

With a donor publication you offer a

message and the means to reply to that message all in one package. Donor publications carry a reply envelope, which saves the reader several steps in the donation process. The donor simply uses the envelope to mail his or her check to the organization. This eliminates jotting down addresses or searching for envelopes and stamps.

Premiums are often used in publication fundraising as well, and many organizations use a stepped premium ("For your gift of \$50 you receive a tape series. For \$25 you receive a book.") Stepped premiums are very effective and especially helpful for upgrading donors. But the complicated nature of the offer means that it wouldn't work on the air.

Generally, gifts to ministries through direct mail or publications are larger, on the average, than gifts sent as a result of on-air appeals. For many ministries, building up a large donor base with an average gift of \$20 rather than \$10 can be the key to long-term survival.

Publications can also more effectively



solicit money for capital campaigns, longer term fund drives, or related ministry projects. The key to raising funds on the air is being simple, direct and urgent. Publication appeals can be more complex. Pictures can illustrate the need on the mission field, charts can show the progress of the campaign and testimonials can emphasize the effectiveness of the work.

Expanding the Ministry

The nature of electronic ministry means that the message is available at a particular time, on a designated channel, in a chosen market. Anyone who isn't available at that time misses the broadcast, and the ministry misses the chance to reach the person.



This poster centerspread in *Possibilities* magazine is a way of giving something back to donors.

But a print message is available at the convenience of the person. The publication can be picked up whenever there is time; it can be read in segments; it can lie on the coffee table to serve as a reminder of the ministry.

Print has longevity that a broadcast can never have. The message can be read and reread, passed along to a friend, saved for future reference. Used in conjunction with a broadcast message, it can reemphasize points made on the air.

A magazine can also be sent to a nursing home, left in a doctor's waiting room, or placed in any number of spots a broadcast may never reach.

Billy Graham's televised crusades are viewed by most of us two or three times a year. Yet his *Decision* magazine makes its way into millions of homes each month—some of which don't even have a television.

Explaining the Ministry

A broadcast ministry is most effective when it is targeted and simple in its ap-

proach. When varying elements begin to be introduced they complicate the primary message and soften its impact.

If James Dobson not only focused on the family, but also began to make appeals for new Bible translations and help for the homeless, he would run the risk of losing his primary audience. Yet his ministry, like many, is more complex than his broadcast message.

Robert Schuller is televised each week in the Crystal Cathedral preaching a positive, upbeat message. Yet the church itself is a complex organization that operates a 24-hour crisis hotline, works with prisoners, and has helped establish and support a hospital in Mexico. If Rev. Schuller tried to explain all of those ministries on the air he'd begin to lose people who depend on him for a weekly message of hope. So through the magazine, *Possibilities*, he shows the diversity of the ministry in depth, not only highlighting programs, but also introducing people who are being helped.

A publication is also helpful for explaining and reemphasizing the basic tenets of a ministry. It isn't possible or desirable to include a review of the organization's purpose and stand on every broadcast. Yet a publication can easily contain a statement of purpose which appears in every issue. It serves as an effective reminder to donors and friends—and frees air time to be used for other purposes.

Question and answer columns are also very effective in organizational publications and can be used to further explain the ministry, dispel rumors and introduce new programs.

Building Continuity

One of the greatest challenges to any broadcast ministry is building continuity with supporters. It is crucial to get a person to tune in to every broadcast as well as support the ministry regularly. A publication can help achieve this by including a schedule of broadcast times, arriving on a regular basis, and offering a means by which to respond.

Studies show that when used properly, ministry publications increase the regularity of the listening (or viewing) audience as well as the giving patterns.

Ministering to Donors

Organizations often forget that they have a responsibility to minister back to donors, too. One of the most effective ways to do so is through a publication.

Many donor magazines actually are premiums—"give-aways" to donors that encourage giving. Some contain poster pages for donors to tear out and use for inspiration and decoration. Others offer helpful articles, inspirational poetry or stories.

Many ministries use their magazine to take the listener one step further than they can go during a broadcast. Robert Schuller may talk about the Beatitudes on the air, but through his magazine he can explore them in greater depth. James Dobson can talk about child abuse, but his publication can show statistics or offer helpful points for those who are concerned about the problem.

A publication is helpful for explaining and reemphasizing the basic tenets of a ministry

"Read through the Bible in a year" lists, slogans, helpful charts and practical articles are all elements of ministry publications that actually minister back to the donor.

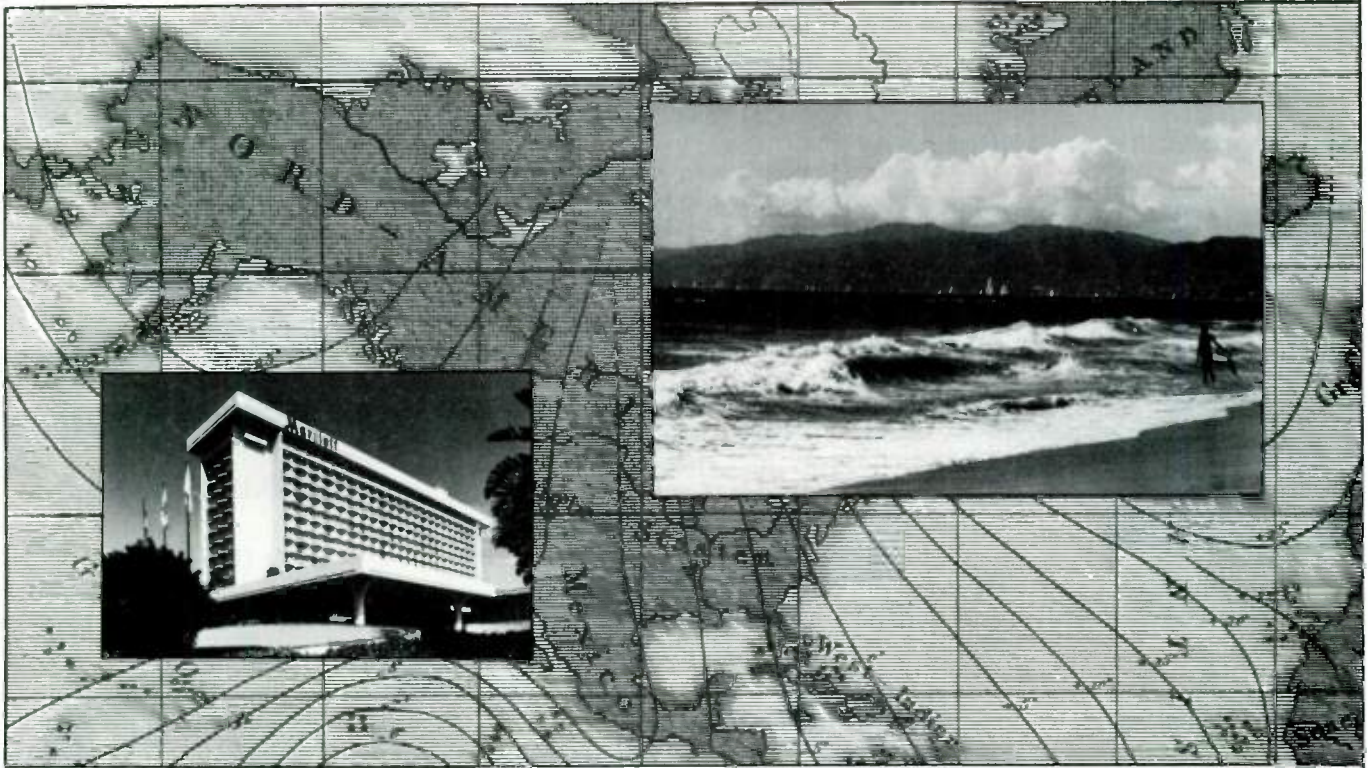
Ministry publications are vital tools for accomplishing many things that can't be done on the air. For many broadcasters, taking their message to print is an important step in effective ministry.



Dale Hanson Bourke is president of Publishing Directions, Inc., a publications consulting, editing and design firm in Washington, D.C.

Introducing NRB WEST '86: A Convention With International Ramifications

by Dan Nicholas



HUNDREDS of American pioneers in the mid-1850s were challenged by Horace Greeley's editorial advice in the *New York Tribune* one morning. "Go West, young man," the journalist told a Congregational clergyman who had lost his voice and had to abandon his ministry.¹ In response, rugged individuals packed their wagons, set their sights toward the Great Pacific and journeyed to the new frontier of California.

California is a new frontier for National Religious Broadcasters only in the sense that the West Coast is becoming what many believe to be a "leading edge" of international growth for Christian broadcast media. Recognizing that fact, NRB leaders approved a plan to establish a sec-

ond national exposition in conjunction with NRB in the United States next fall.

The site is Los Angeles; the dates are September 14-16, 1986. Organizers chose the phrase "Gospel Media Expo '86" as the theme around which to circle their wagons.

Is the Los Angeles gathering, called NRB WEST '86, a new event or a timely expansion of the NRB Western Chapter's annual meeting? The answer: both.

Regional Exposure

The L.A. Convention and Exposition grew from a desire by NRB chapter leaders around the nation to hold another Convention and Exposition during a time of the year other than the late January-early February period reserved for the international gathering, and a location distant from the Washington, D.C. hotel

where Christian broadcasters from every continent will gather next in February.

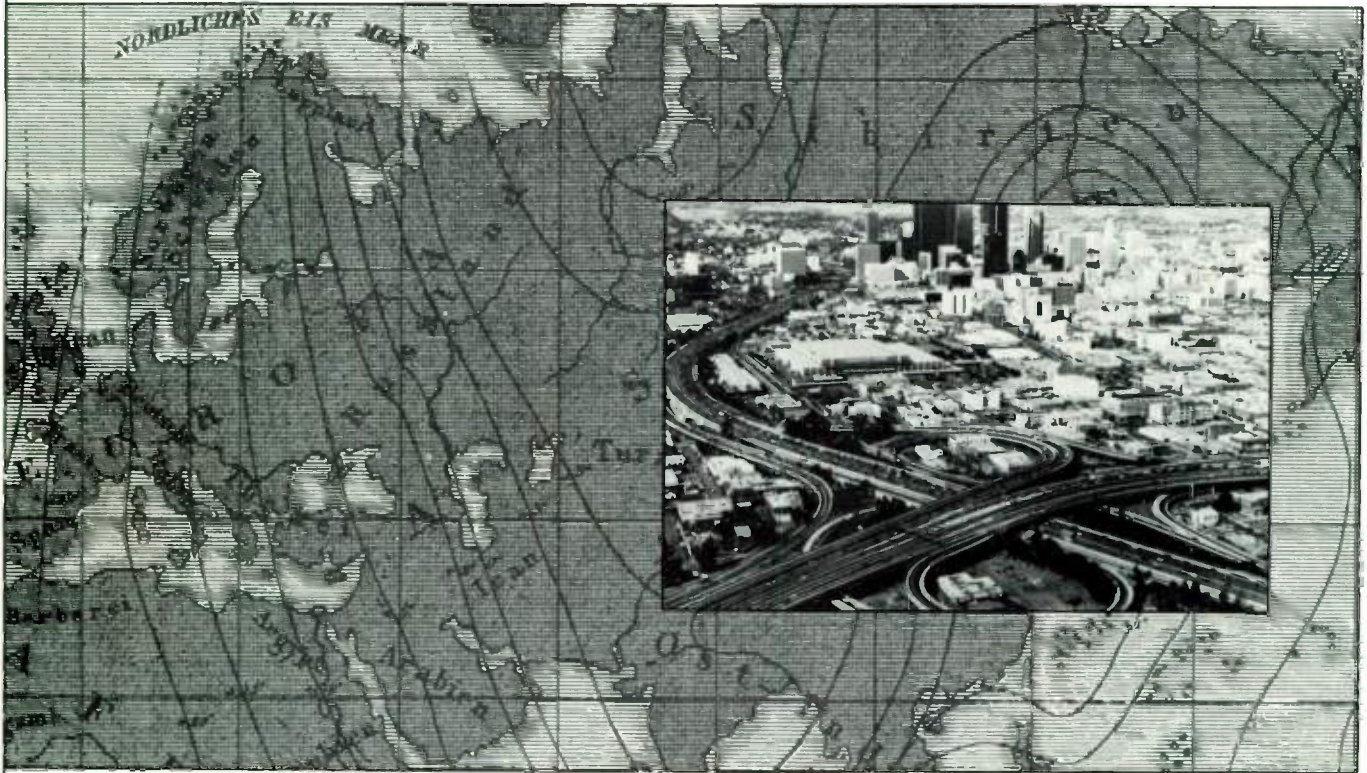
NRB has six regional chapters in the United States and is represented by loosely-structured Christian broadcasting groups in Brazil, South Korea, Latin America, Africa, the Republic of China and now Europe. These overseas committees are independent organizations that choose to coordinate with NRB.

In the United States, these meetings have been scheduled:

- Southeastern Chapter in Charlotte, September 10-12
- Southcentral Chapter in Memphis, September 25-27
- Midwestern Chapter in Wheaton, Illinois, October 8-10
- Southwestern Chapter near Dallas-Fort Worth, October 20-22 (these dates were just changed from October 12-14)

¹ Greeley was quoting John B. L. Soule of Indiana.

*Hundreds of American pioneers were challenged to "Go West, young man!"
In cooperation with its Western Chapter, NRB is developing a Convention and Exposition
in Los Angeles that could be the first of many around the world.*



- Eastern Chapter in Philadelphia, October 23-25
- 44th Annual Convention and Exposition in Washington, D.C., February 1-4, 1987.

International Prominence

The Brazilian broadcasters planned to meet for their first convention April 11-12 in Sao Paulo, and the European group is contemplating a gathering in Brussels later this year. The Taiwanese evangelicals, members of the Chinese-American Christian Friendship Alliance (CACFA), have close ties to NRB and meet during the NRB national convention and annually in Taipei.

A Latin American religious broadcasting group based in Costa Rica, Difusiones InterAmericanas (DIA), is an NRB relative; and preliminary discussions were

held recently for a new organization in Mexico.

The development of National Religious Broadcasters into an organization with international prominence is due in part to the growth and development of radio and television in general. It is also seen as a distinct blessing from God. Some individuals, like a recent telephone caller, said the organization's moniker should be "IRB" to better reflect the "international" flavor of the conventions and the broadcast ministries represented.

Eventually, NRB leaders say, the circumstances may be right for an NRB chapter or affiliate meeting other than the one in Los Angeles to develop into a full-scale Convention and Exposition. In the meantime, Los Angeles in September at the Marriott Airport Hotel seemed like the perfect place to start.

Historical Perspective

It is difficult for some to realize as we approach the close of the second Christian millenium that the first Christian broadcast aired just 65 years ago (on January 2, 1921), when radio was an infant; that NRB was founded just 43 years ago or that the oldest NRB regional group, the Western Chapter, was formed less than 25 years ago by T. Myron Webb, Eugene R. Bertermann and others.

A paradox: NRB WEST is both the newest national Convention and Exposition and the oldest regional chapter meeting. It is also the name for the largest and one of the best organized of the NRB chapters.

Los Angeles is *the* place for religious broadcasters to be in mid-September, of-

(continued on page 37)

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Bill Gaither's impact on gospel music in his 25-year career is tremendous: 400 published songs, two Grammys, 13 Doves, a gold album, The Bill Gaither Trio and The New Gaither Vocal Band.

Gaither's songs, which are sung around the world in many languages, have been recorded by Elvis Presley, Kate Smith and Lawrence Welk. Yet, he has had significant influence in current church music style as well.

In his own words, Bill Gaither talks about his craft, Christian convictions and communication options.

Communicating the Reality of the GOSPEL

by Bill Gaither

The Need to Write Music

As a teenager on a farm in Alexandria, Indiana, I had a passion to communicate to people that the Christ I knew made sense and was a relevant and very attractive force in my life. There had to be a way to communicate what I felt and what Christ had done for my life in a way that could reach as many people as possible.

The life-changing reality of Christ motivated me to write my first song in 1960, "Lovest Thou Me?" That same reality still motivates me today. From a philosophical, theological and lyrical perspective, I'm doing today what I did 25 years ago and probably what I will continue to do in the future.

In the early days of my songwriting, I focused on my life as a new Christian. From there, I addressed topics like the unity of believers, the family of God and the importance of the body of Christ. My wife, Gloria, who has been the principal

lyricist behind our songs, and I write songs about values, especially as they relate to the family.

Both Gloria and I are former schoolteachers, and so we find ourselves using our songwriting and our concert ministry through The Bill Gaither Trio and The New Gaither Vocal Band to teach values. A song that developed from that desire is "We Have This Moment Today." The song points out that it is so important for us to continually take advantage of the quality of time that is available to us and our children right now, not tomorrow or the next day.

Among the many songs that are personal highlights for me are "He Touched Me," "I Am Loved," "Because He Lives," and now "I've Just Seen Jesus." Some songs were written in a matter of days or minutes. The idea for "I've Just Seen Jesus" took 20 years to mature. The idea came from the movie, *Ben Hur*, which focused on the faces of those who had just seen Jesus and the change that occurred in their lives. It was that emotion that took 20 years to be conveyed through song.



Gloria and Bill Gaither are former schoolteachers who have used their 25-year songwriting and concert ministry to teach values. "Addressing relevant issues is a daily challenge ..."

fosters positive nurturing for children when both parents are in the work force and not getting home until 8 or 9 each evening? These are hard issues with which people struggle.

suffered the trauma of divorce, and it challenges married couples to hang in there for the long haul.

Addressing relevant issues is a daily challenge, but also there is a constant challenge to package the message correctly. Is the package in which we have wrapped our product—the message of Christ—limiting us in sharing the message or helping us get the message out to as many people as possible? Am I staying current? Am I staying relevant?

Preachers have had an advantage over gospel singers from day one. The spoken word has translated better over the years, especially if it is well done, than gospel music. The vast cultural and musical style preferences in one case can be limiting and in another case broadening.

Music On Radio

Stylistically, I think my music is suited for Christian radio and in some cases "uptown country" formats. Songs like "We Have This Moment Today" would fit nicely on an uptown country station. Just as there are ways to integrate Christian music with the messages preached on Christian radio, there are some gospel artists who have songs

The Importance of Relevancy

People are struggling with hard issues, and it's important for us songwriters to be tuned in to those concerns. "I Walked Today Where Jesus Walks" is a song Gloria and I wrote after asking, "What are we going to do about the homeless in our cities?" Another issue which we feel especially pressed to deal with is the home environment. Is there a home environment which

We songwriters and musicians have a responsibility to minister to the body of Christ in a redemptive and healing way. Take the issue of divorce, for example. We wrote a song "We'll Be There" about commitment, and we sing it in concert each time we perform. This song says in a positive way that divorce's price tag may be entirely too high. However, it does not make second class citizens of those who've

which will fit on pop stations because their music style matches a pop radio format. Our goal should be communicating the reality of the gospel to Christians and non-Christians in ways that make sense and are a true representation of what the Christian life is all about.

I think carefully selected music helps radio communicate better. For instance, if
(continued on page 24)

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- (5) 7. Songs From the Heart, by Sandi Patti (Impact/Benson)
- (6) 8. Straight Ahead, by Amy Grant (Myrrh/Word)
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- (16) 12. Kingdom Seekers, by Twila Paris (StarSong/Word)
- (12) 13. More Than Wonderful, by Sandi Patti (Impact/Benson)
- (13) 14. Commander Sozo & the Charge of the Light Brigade, by DeGarmo and Key (Power Discs/Benson)
- (14) 15. The Michael W. Smith Project, by Michael W. Smith (Reunion/Word)
16. Change the World, by Dallas Holm (DaySpring/Word)
- (10) 17. Black and White in a Grey World, by Leslie Phillips (Myrrh L.A./Word)
- (17) 18. The Kids' Praise Album V, by Maranatha! (Maranatha/Word)
- (15) 19. Power of Praise, by Phil Driscoll (Sparrow Records)
20. Getting Closer, by Phil Keaggy (Nissi Records/Lexicon)

(parentheses indicate last month's position)

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(continued from page 23)

a speaker preaches on Philippians 3:13-14 where the apostle Paul said to press on toward the goal, the minister emphasizes that the person should forget his past because God has forgiven the past. A person who is hurting badly because he cannot forgive himself of his past might be best reached by a song.

Gloria and I have a song that could help drive home the Philippians 3:13-14 message. The song says, "I will repent for moments I have spent recalling all the pain and failures of the past. And I repent for dwelling on the things beyond my power to change, the chains that held me fast. And I will go on, my past I leave behind me. I gladly take His mercy and His love. He is joy and He is peace; He is strength and sweet release. I know He is and I am His; I will go on." To me, our purpose is to communicate the healing good news of the Gospel.

God Knows Our Motives

Honesty with ourselves about the ways in which we communicate with others is just as important as the motives from which we operate. I realize that in the long run only God knows our motives in any given situation. When I leave Alexandria on a weekend to sing somewhere, all I can do is pray, "God, I need to do this for the very best reasons there are to do it." And when I come home, I pray, "God, I hope I have lived up to that ideal."

It's very tough in any ministry, whether it's singing, songwriting or broadcasting, to keep the organizational structure serving the original purposes of the ministry, to not cross that line where the ministry and artistry serve the demanding needs of the organization. I think all of us—musicians and broadcasters—have to do that with fear and trembling and keep asking ourselves very hard questions. There are no easy answers for those hard questions. That is the challenge.



Bill Gaither, a recording artist with Spring House Records, Alexandria, Indiana, is one of the most popular traditional Christian musicians today.

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

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MAKING THE SWITCH

by Thomas Durfey

A town and country radio station successfully changes its format from pop/country music to Christian music and programs

MOST radio station managers would be quick to predict a dramatic loss in listenership if they changed formats to include Bible programs and middle - of - the - road Christian music. The station would have to start over and slowly build a small, but loyal, audience.

That's *not* what happened when a suburban AM station made a similar change.

My family purchased KTCR in August 1983 when it was literally a 500-watt storefront operation. Within a year, we had moved to a small farmhouse eight and a half miles nearer to Tulsa. We also applied for and received permission to increase our power to 1,000 watts. This gave us a strong signal into Broken Arrow, South

Tulsa and Muskogee.

KTCR is now a 1 kilowatt AM-daytimer in Wagoner, Oklahoma, a suburb of Tulsa.

Next, we began to look at our programming. Was country music the best way to serve our community? Tuning up and down the dial, listeners could pick up three country stations from Tulsa, plus others from surrounding towns.

Why should listeners choose us?

My son, Kendall, took over as program director and decided on a "hybrid" format, mixing country and pop music. At the time, this seemed the best way to keep our regular listeners and attract a new, younger audience.

This format *did* work ... for awhile. As a matter of fact, a nearby station changed its format to match ours. Again we found ourselves in competition for the same listeners, so we added a Gospel Music Countdown show and two gospel songs per hour to the format.

However, we were still struggling for advertising dollars. The sponsors were out there, but our general manager, Mark Fitzgerald, said, "Wagoner County relies heavily upon agriculture for its economy. And since farmers are hurting, everyone else is hurting, too." Sponsors on the Gospel Countdown were getting the best results. A tour through Wagoner and Coweta yielded a large number of churches. It appeared that church attendance was the chief activity of the Wagoner County residents.

The temptation was always there to fill time with teaching programs, and I was certain we would have a good response from South Tulsa, the home of Oral Roberts University, Rhema Bible Training Center and some of the largest churches in the area.

But would we still be adequately serving our primary audience, the people in Wagoner and Coweta?

This is when I turned to one of our telecommunications instructors at ORU, Jeff Dunn, for help.

Finding the Right Mix

As a result of the survey conducted by Dunn's advanced radio class (see sidebar), we immediately began implementation of a Christian format. Our target date for complete change-over was originally January 1986. But when Fitzgerald began calling agencies with the survey results,

we had people anxious to get on as soon as possible. In October we started playing all Christian music (a mix of gospel and contemporary) and featured Christian programs. Such programs as *Ever Increasing Faith* with Frederick Price, *Focus on the Family* with James Dobson and *Insight for Living* with Chuck Swindoll are now aired on a regular basis.

Kendall said, "During the first five weeks after the change, we received a lot of phone calls. Amazingly, and this is the truth, *all* of the calls were positive!"

My wife, Ellen, who is KTCR's president and afternoon announcer, also was surprised at the reaction to the change. "People were always commenting about how happy they were that we had begun playing their favorite ministers. I've never seen such a response to a format change."

I had always suspected the format would work, but Dunn's survey was just what I needed to convince me that a Christian format would serve our community better than country music.

We're sure there are other stations in small, medium and large markets who would like to try a similar format but are afraid of losing their audiences. Why not survey the audience. The results might be surprising!

Audience research doesn't have to be expensive. Ask a local college or university for assistance. Or call us here at ORU, and we'll see how we can help.

KTCR's staff is happy with the change. Just because we're programming a religious format doesn't mean we can get sloppy on the air. It's just the opposite: we're striving to sound like a 50-kilowatt station in a major market while still serving our community with local news and events.

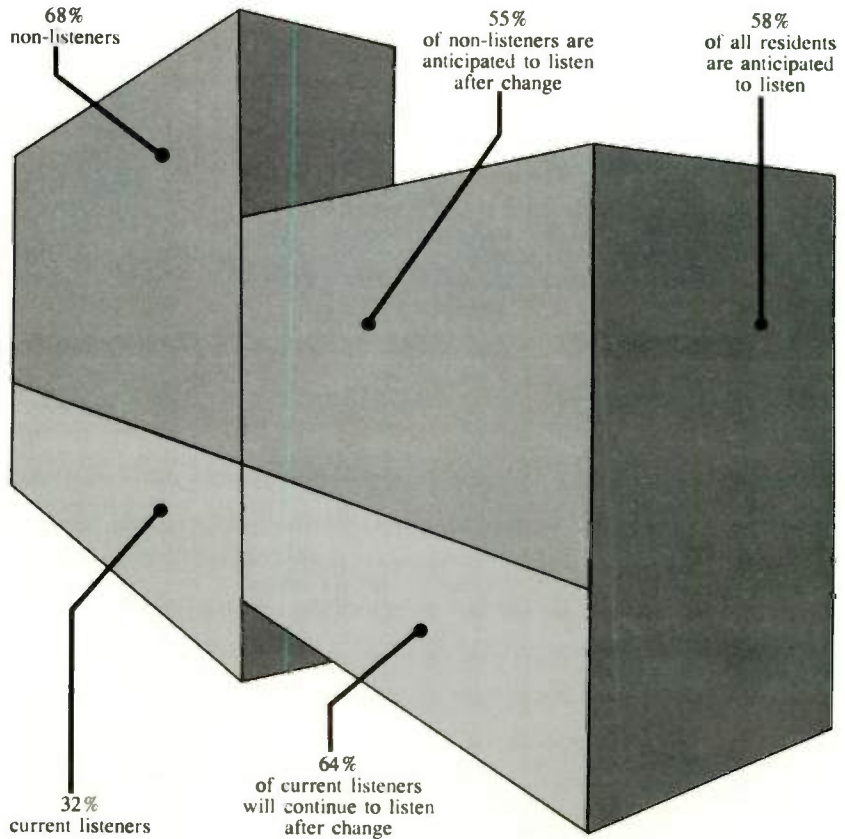
So far, it's working. Spot sales are up, more people are listening, and we believe KTCR is performing its primary function: reaching people with the Gospel.

If it can work for us, it can work for anyone.



Thomas Durfey is chairman of the Communication Arts Department at Oral Roberts University in Tulsa, Oklahoma, and is co-author of the forthcoming book "Religious Broadcast Management Handbook" (Zondervan).

Proposed listeners gained through format switch



Dr. Durfey approached me in August with a problem: How could he determine if the residents in Wagoner County would listen to his station if he changed to Christian music and programs?

We decided to make this a project for my advanced radio class, which is designed to prepare to program and promote radio stations. The students divided into two groups: one to conduct a survey for the campus station and the other to conduct a similar survey for KTCR.

The students identified three objectives for the KTCR survey: (1) to get an estimate of the established listenership, (2) to find out how many of the regular listeners would continue to tune in if the station were to change formats, and (3) to find out how many non-listeners would begin to listen if the station were to change formats.

Before the survey was conducted, the students agreed on the expected outcome. "I was sure the listenership would decrease," said senior Denise Everett. Laurie Cromwell said, "There was no way I would have predicted the listenership would go up. I figured these people would be upset if what they were used to hearing was replaced with preacher tapes."

We conducted the survey by telephone and on-the-street interviews. The students questioned 191 residents of Wagoner County. This represented one survey for every 260 residents. (Each Arbitron diary

typically represents about 600 residents of the survey city.)

The poll was conducted over a 10-day period in late August and early September. The students contacted residents at various times of the day, hoping to reach as wide a segment of the population as possible.

In tabulating the results, we discarded any survey that was confusing or contradictory. I counted the surveys, dividing them up into different categories. I wanted to know how both the listeners and non-listeners responded.

Our survey showed that 32 percent of Wagoner/Coweta residents had listened to KTCR recently. This was consistent with a survey Dr. Durfey had conducted two years earlier, which showed a 22 percent to 26 percent "recently listened to" result.

But the big news was how the listeners responded when the proposed format change was mentioned. A total of 64 percent said they would continue to listen if KTCR switched to a religious format. And 55 percent of the non-listeners said they would be more likely to listen if the station made the switch!

These combined results showed that if KTCR were to change formats, 58 percent of Wagoner County residents would listen, compared to the 32 percent currently listening. Needless to say, the Durfey's were overjoyed!

—Jeff Dunn

BROADCASTERS



Jon Mohr

Songwriter **Jon Mohr**, who has penned songs for **Steve Green**, **Sandi Patti** and **The New Gaither Vocal Band**, has joined the Sparrow Corporation songwriting team. Mohr most recently sang bass for The New Gaither Vocal Band.

Twenty-five years ago, the German branch of Trans World Radio, **Evangeliums-Rundfunk**, became the first West German private radio station to go on the air. On February 5, 1961, it broadcast a 25-minute program via a shortwave transmitter in Monte Carlo. Today the station's signal reaches approximately one million listeners in German-speaking Europe each day by shortwave and medium wave.

A children's television program focusing on child abuse was praised by police officials and a prison inmate for its approach to the subject. The program, part of the **Circle Square** television series produced at 100 Huntley Street, Toronto, Canada, also aired on Canada's daily Christian television program, **100 Huntley Street**. **Maggie Spalding** is producer of **Circle Square**.

Pending FCC approval, **Goforth Media, Inc.** is acquiring **WBHY-AM/Mobile** (Alabama) from **Faulkner-Phillips Media, Inc.** According to **Wilbur Goforth**, president, Goforth Media plans to increase the station's power to 10,000 watts with a non-directional signal.



Thomas "Ed" Steele

Thomas "Ed" Steele, an NRB Board of Directors member, has launched a publishing and film production company. **Promise Publishing and Promise Productions** will work with ministries involved in broadcast evangelism, missionary outreach and aid to the "suffering church." **Dan Wooding**, a British journalist and author, and **Duane Logsdon**, a Southern California businessman, are also leading in the venture.

Paul Logsdon, owner of **Logsdon Associates** talent agency, New Providence, Pennsylvania, ended his booking arrangement with the Christian band, **Glad**, in March. Logsdon, who was **Glad's** agent for seven and a half years, is also station manager of **WJTL-FM/Lancaster** (Pennsylvania).

The **Moody Broadcasting Network** began airing **Sound Words** in March. Author and Bible teacher **Gil Rugh** is speaker on the program, which is 28 minutes long and first aired in September 1985 over 18 stations. It is now heard in more than two dozen markets. **Sound Words** also will be heard on **HCJB/Quito** (Ecuador) and in Asia via **Trans World Radio**.

Focus on the Family released a new program on April 1. **Weekend**, which has a magazine format and is 54 minutes long, features highlights of the previous week's 30-minute programs.



Rich Buhler

Rich Buhler, host of **Talk From the Heart**, a daily talk show on **KBRT-AM/Los Angeles** (California), broadcast live from Ecuador in February. Buhler, who is a pilot, investigated the need for a **Mission Aviation Fellowship** aircraft to help fight "river blindness," a disease caused by the bite of the black fly. Buhler hoped to raise \$40,000 toward a **Cessna 206**, which **M.A.F.** officials said "is absolutely vital" to transport physicians and medical supplies to the dense jungle area.

A new collection of congregational worship music, called **Be Exalted**, was released in March by **Sparrow Records**. Artists include **John Michael Talbot**, **Kemper Crabb**, **Craig Smith** and **Denny Bouchard**. **London's National Philharmonic Orchestra** also performs on the album. **Be Exalted** was recorded at the **Little Portion Community** in **Eureka Springs, Arkansas**.

To encourage readers to buy books by new authors, **Brentwood Publishers Group**, Columbus, Georgia, is offering readers a discount plan. Executive editor **Jerry Luquire** said that most "good-selling books are by those writers who came to prominence over five years ago." However, he added that many of "the most informative" manuscripts he has read "were from pastors in the smallest towns."

Key Life, a nationally syndicated radio broadcast, began



Billy Graham

airing on March 3. Speaker **Steve Brown**, an author, is senior pastor of **Key Biscayne Presbyterian Church** in Florida. The 15-minute daily program airs in over a dozen markets.

Two members of NRB's Board of Directors were named to **Good Housekeeping** magazine's fifth annual list of the world's most admired people. **Billy Graham** and **Jerry Falwell** joined a list of politicians, entertainers and religious leaders.

Television evangelist **Jimmy Swaggart** received the first annual **Two Hungers Award** presented by **Food for the Hungry** at the NRB '86 national convention in Washington, D.C. The citation noted that **Jimmy Swaggart Ministries** aided Ethiopia's famine victims by providing trucks for transporting food supplies.

WPIT-FM/Pittsburgh (Pennsylvania) raised over \$20,000 in a five-hour radiothon for **Teen Challenge**. Program director **Dusty Rhodes** produced and hosted the benefit. **Teen Challenge** is a non-profit organization helping teenagers with drug, alcohol and other problems.

The Guidelines Commentary, a five-minute radio program aimed at the non-churched, has a new format and sound, according to host **Harold Sala**. Now in its 23rd year, the program is translated and heard in 15 languages on over 350 stations.

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NEW PRODUCTS

Audio Console Developed by Neve

Rupert Neve, Inc. has introduced the new 8232 audio console for TV production, post production and multitrack teleproduction recording.

The 8232 has 32 mic/line input channels with 24 mixing buses and optional stereo reverb returns. Each channel features the NEVE 4 band Formant Spectrum Equalization, four mono auxiliary sends and one stereo cue send. VU metering is used for 24 tracks and the 4-track mixdown.

The console has an operationally superior central assignment system of output buss switching with memory that allows visual review of all channel assignments.

For further information, contact Rupert Neve, Inc., P.O. Box 40108, Nashville, Tennessee 37204. Telephone (615) 385-2727.



BGW Announces Distribution Amplifier

BGW Systems, Inc. announces its first distribution amplifier, the Model 2242. The amplifier features digital performance in a stereo dual one by four configuration, packaged in a single height rack mount chassis.

Key features include eight independent discrete output stages, +27 dBm output capability, 50 ohm load capability, and an ultra high damping factor of 4000. Also included are individual gain controls for each of the eight outputs and high-power, all discrete regulated power supply with toroidal power transformer with ultra low .01% distortion.

The suggested professional net price is \$799; delivery from stock should take up to four weeks and is available from authorized BGW dealers and distributors. For more in-

formation, contact BGW Systems, 13130 South Yukon Avenue, Hawthorne, California 90250. Telephone (213) 973-8090.



Camera Support Cart Available

Innovative Television Equipment (ITE) announces the new ITE-EFP2—a camera support cart in a compact and lightweight design.

The ITE-EFP2 cart features storage, including a semi-enclosed compartment for a 12V battery, a VTR shelf, and a top shelf for

a large monitor. Each shelf contains retention straps and non-slip surfaces. The camera quadpod features a 7-inch, positive cam lock height adjustment and a "Pro" leveling bowl. When equipped with the appropriate ITE Fluid Head, the cart will provide stable support for EFP camera systems weighing up to 30 pounds.

Constructed of heavy gauge aluminum tubing, the cart weighs only 38.5 pounds. With handle and pod removed for transport, the cart is 30" high x 22 1/4" long x 18 3/4" wide. It is priced at \$1,185. Also available is the ITE-EFP1 (without quadpod and leveling bowl) which is priced at \$1,015.

For further information, please contact Innovative Television Equipment, 6445 DeSoto Avenue, Woodland Hills, California 91367. Telephone (818) 888-9421.



Shure Introduces Unidirectional Microphone

Shure Brothers, Inc., Evanston, Illinois, has announced the introduction of the 587SB-LC unidirectional dynamic microphone.

The microphone features a wide-range frequency response with Shure's trademark mid-range presence boost. The built-in spherical pop filter is constructed for controlling explosive breath sounds and wind noise. The 587SB-LC also features a quiet, lockable on-off switch.

The microphone has a platinum beige finish and comes with a swivel adapter. User net price is \$90.

For further information, contact Shure Brothers, Inc., Customer Services Department, 222 Hartrey Avenue, Evanston, Illinois 60202-3696.

(continued on page 31)

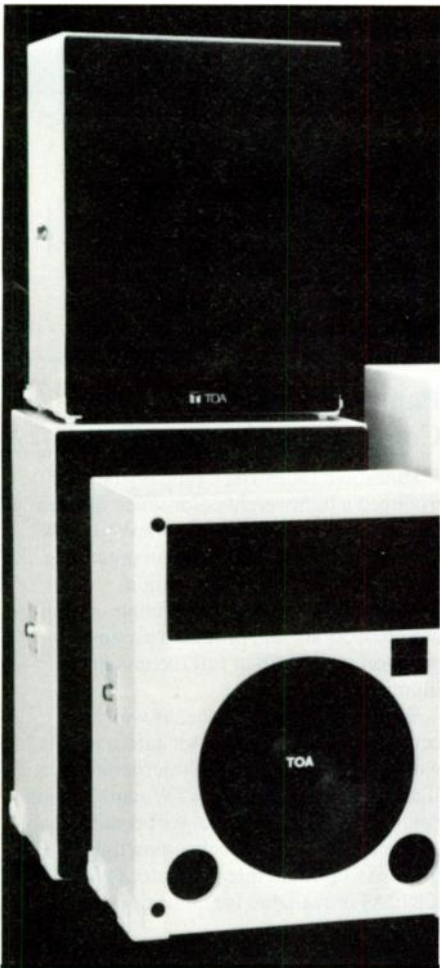
NEW PRODUCTS

(continued from page 30)

Ethereum Introduces SNG Vehicles

Ethereum Scientific Corporation has introduced two models to their SNG (Satellite News Gathering) vehicle line. The first vehicle is a 14-foot body with a pull-behind, trailer-mounted, 3.5 meter parabolic antenna. The second addition is a single piece truck with an operational compartment seven feet long. It features a truck-mounted 2.8 meter parabolic antenna.

For more information, contact Ethereum Scientific Corporation, 7641 Clarewood, Suite 336, Houston, Texas 77036. Telephone (713) 784-2630.



Toa Electronics Retails Loudspeakers

Toa Electronics, Inc. has added a new series of four loudspeakers to their line of commercial sound equipment. The new HS Series consists of two-way and three-way bass reflex speakers designed for medium-sized churches, schools, assembly halls and community centers.

(continued on page 32)

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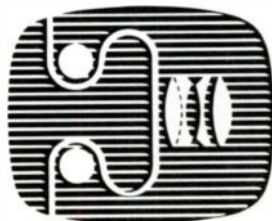
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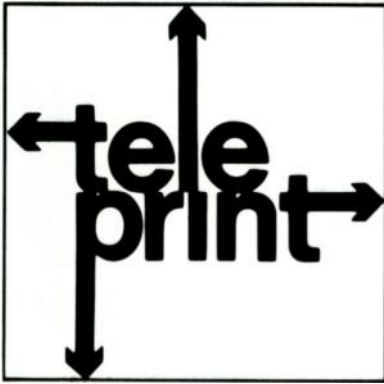


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(continued from page 31)

The HS speakers feature built-in mounting hardware for ceiling suspension; screw terminals for full-range or bi-amp operation; adjustable mid- and high-frequency level controls; detachable front grilles; and a finish that can be painted to blend with any interior decor.

These high-efficiency speaker systems are available in one 3-way model and three 2-way models. All feature a 90° horizontal by 40° vertical coverage pattern and high-power handling capacity.

The HS Series is designed for use in conjunction with Toa's modular 900 Series of paging and music reinforcement systems. Contact Toa for technical specifications at 489 Carlton Court, So. San Francisco, California 94080. Telephone (415) 588-2538.

Orban Offers Stereo Synthesizer

Orban has introduced a new automatic stereo synthesizer designed for stereo television. The 275A is a stereo in/stereo out device, incorporating two methods of automatic recognition to determine when to synthesize mono to stereo and when to bypass true stereo.

The unit employs Orban's patented, allpass-derived complementary comb filter technique to create synthesized stereo.

The synthesizer is designed from the ground up to help the stereo TV broadcaster. It features fully-balanced +26 dBm inputs and outputs, recessed front-panel switches, a flexible user control interface port for automation and an optional 19" rack-mount remote control panel.

The list price is \$1,895; remote control is \$295. For further information, contact Sid Golstein, marketing manager, Orban Associates, Inc., 645 Bryant Street, San Francisco, California 94107. Telephone (415) 957-1067.

Shure Markets Field Production Mixer

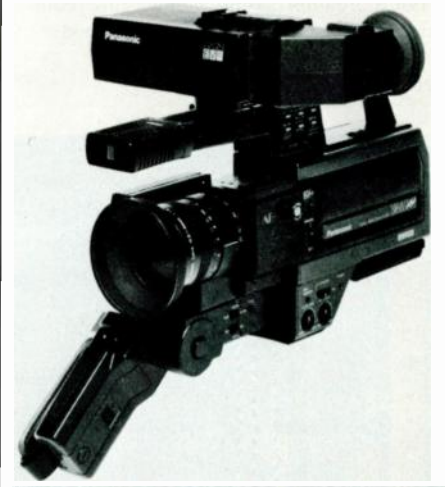
Shure Brothers, Inc. has announced the introduction of the FP32 Stereo Field Production Mixer.

The FP32 includes a built-in slate microphone with automatic gain control and a slate tone for identifying take locations. Other professional features include a built-in limiter with adjustable threshold, dual VU meters with lamp and battery check function, 12 Vdc external power jack, stereo auxiliary-level outputs and a carrying case.

Condenser microphones may be powered by the FP32's built-in 18 Vdc phantom power or 9 Vdc A-B power source. In addition, a "phantom" jack permits the use of an

external power supply. Both mini- and control are provided, as well as a monitor input for monitoring from a VTR.

The FP 32 is designed for rugged field use and portability, measuring only 2¼" x 7¼" x 5 5/8". The professional user's net price for the FP32 is \$1,200. For further information, contact Shure Brothers, Inc., Customer Services Department, 222 Hartrey Avenue, Evanston, Illinois 60202-3696.



Panasonic Introduces Color Video Camera

Panasonic Industrial Company has introduced a lightweight color video camera that features three half-inch NEWVICON tubes, with middle index prism optics and 550 horizontal lines of resolution.

The WV-V3 requires a minimum illumination of 35 lux and produces a signal-to-noise ratio of 54 dB at full recommended illumination.

White and black balance, as well as centering control, can be set automatically with the camera's internal microcomputer. If enabled, the camera's ATW (auto tracing continuous white balance) will continuously adjust white balance to changing light conditions. An optional title generator (WV-KB12A) is available for color titling of eight pages.

The camera weighs approximately 6.6 pounds and includes a built-in color bar generator, neg/pos picture reversal, audio and video fade in/out, three-step gain control, and optional gen lock and studio configurations.

The WV-V3 ENG package without lens is \$3,595. The WV-V3 ENG packages with lens begin at \$4,290. For further information, contact Panasonic Industrial Company, One Panasonic Way, Secaucus, New Jersey 07094. Telephone (201) 348-7183.

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(continued from page 8)

tors from the Philippines, the United States, Great Britain, Korea, Hong Kong, Indonesia and Japan met in Manila for a Program Strategy Workshop, February 17-21. The workshop was under the direction of Frank Gray, FEBC general program director, with the help of main speaker Phill Butler of Interdev. The emphasis was on planning program strategies for the next five years.

Much advance planning went into this workshop. Each program director researched needs and brought along a current program schedule for evaluation and discussion. Prayer was also a part of the preparation.

Seminar topics included "Why Have a Strategy?" "Planning Radio Strategy," "Programming Diagnostics," "Planning and Technical Limitations," "Elements in a Strategy," "Preparing a Strategy," "Evaluation of Our Strategy," and "Radio in Church Planting Evangelism."

The focus was on the best strategy to fulfill the FEBC purpose of moving people toward a saving knowledge of Christ.

FEBC operates international stations in Korea, the Philippines, the Seychelles and the United States with a total combined power of 1 million watts. The FEBC radio ministry covers an area containing two thirds of the world's population, including most of the Communist and Moslem countries.



During the volatile post-election period in the Philippines which ended with the resignation of President Ferdinand Marcos, Filipinos listened to unbiased news, Bible reading and prayer on the Far East Broadcasting Company radio stations. FEBC staffers (left) spoke with soldiers sent by anti-Marcos rebels to the FEBC Manila compound to prevent possible sabotage.

International Broadcaster In Africa Joins "The World by 2000"

MONROVIA, Liberia (NRB)—Radio station ELWA in Liberia has joined the world's three largest missionary radio broadcasters in their bid to make gospel radio available to listeners worldwide in a language they understand by the year 2000.

ELWA, operated by SIM International (formerly Sudan Interior Mission), was announced as a member of the team at the annual NRB Convention and Exposition in Washington, D.C., February 2-5, 1986.

Last September the presidents of HCJB World Radio, Trans World Radio and Far East Broadcasting Company signed the following statement: "We are committed to provide every man, woman and child on earth the opportunity to turn on their radio and hear the gospel of Jesus Christ in a language they can understand so they can become followers of Christ and responsible members of His church. We plan to complete this task by the year 2000."

The broadcasters' objective dovetails with the goals set by many other evangelical organizations. Child Evangelism Fellowship, for instance, wants every boy and girl in the world to be able to hear the gospel message by 2000. Frontiers hopes to see a church for every people group by the same year.

Says HCJB World Radio president Ron Cline: "If we're going to reach the world with gospel radio, we're going to have to rely heavily on missionaries already involved in their language group. If we can help them set up a radio station, we'll do it."

A committee of three is now defining what constitutes adequate coverage of a language group and is determining which groups are not presently reached with gospel radio according to this definition. The committee's report, which is being called "The World by 2000," is expected by January 1987.

There are 308 major language groups in the world, each spoken by 600,000 people. In many cases, millions of people still are not able to tune in to gospel broadcasts in their own tongue.

Shortwave signals can extend across the world's iron and bamboo curtains. Recently a group convened by the Lausanne Committee for World Evangelization concluded that radio can reach groups regarded as unreachable by other means.

"Radio has the potential to cross barriers imposed by political systems, religion and culture and can go where others cannot," a group spokesman said.

The groups stressed the need to broadcast the gospel to countries such as India where more than 130 million people from small language groups are still unreached.

WASHINGTON

New FCC Policy States Character Qualifications in Broadcast Licensing

by Richard E. Wiley

IN January, the Federal Communications Commission issued a new policy statement regarding character qualifications in broadcast licensing.¹ The objective of this proceeding was to develop a "clearly articulated licensing policy" which would allow the FCC to focus on behavior "which is truly relevant to broadcast licensing."

The policy statement modifies and narrows the range of both FCC-related and non-FCC misconduct that will be considered relevant to the character qualification of a broadcast licensee or applicant. As a general matter, this new policy is intended to reduce the number of character issues raised in renewal and licensing proceedings.

Under the new policy, future evaluations should not attempt to cover all aspects of character in a "morality" sense, but should be narrowly focused on specific traits which are predictive of an applicant's propensity to deal honestly with the Commission and to comply with the Communications Act and FCC rules and policies. Accordingly, the key words throughout the policy statement are "truthfulness and reliability."

Under prior FCC policy, character matters were considered in two contexts. First, inquiry was conducted as to whether the applicant possessed the basic or threshold qualifications necessary to be a Commission licensee or a permittee. In addition, character issues were considered in comparative licensing proceedings. Under the new policy statement, once the basic character fitness of a potential licensee has been established, character issues will *not* be considered in comparative cases.

Relevant Non-FCC Behavior

The new policy statement sharply restricts the type of non-FCC behavior which would be considered relevant to predicting an applicant's future reliability as a broadcaster. The commission will focus on only three types of *adjudicated* misconduct not specifically proscribed by the Communications Act or by FCC rules and policies: (1) fraudulent statements to government agencies; (2) certain criminal convictions; and (3) violations of broadcast-related anticompetitive and antitrust statutes.

As a general matter, the Commission does not

believe that non-FCC violations of law have a sufficient relationship to an applicant's future operation of a broadcast station to be considered in determining its qualifications. However, the Commission held that there may be a "sufficient nexus between fraudulent representations to another governmental unit and the possibility that the applicant might engage in similar behavior in its dealings with the Commission" to take such conduct into account.

With respect to criminal and civil convictions, the Commission believes that convictions involving false statements or dishonesty could be relevant to predicting an applicant's ability to deal truthfully with the Commission. Such convictions include perjury, fraud and embezzlement. However, convictions not involving fraudulent conduct generally will not be considered relevant, unless it can be demonstrated that there is a substantial relationship between the conviction and the applicant's proclivity to be truthful or to comply with the Commission's rules and policies. In this regard, only felony convictions will be considered, and the burden of proving the relationship will be on the party seeking admission of evidence of the conviction. However, if an applicant has engaged in repeated and willful violations amounting to a flagrant disregard for the law, there may be "sufficient evidence" of an applicant's lack of reliability and/or truthfulness to be an FCC licensee.

With respect to antitrust and anticompetitive commercial practices, the Commission determined to limit its inquiry in licensing proceedings to *adjudicated* cases of anticompetitive activity and antitrust violations which involve fraudulent conduct, false representations to governmental agencies, or other wrongdoing shown to have a substantial relationship to likely truthfulness and reliability in dealing with the FCC. Except where the agency's own rules or policies are implicated, however, the Commission will no longer engage in initial investigation or enforcement of the antitrust laws. Rather, the FCC will consider only *adjudicated* antitrust or anticompetitive violations.

FCC-Related Misconduct

With regard to FCC-related misconduct in the licensing context, the issue traditionally has been whether the licensee likely will be forthright in his

dealings with the agency and operate the station consistent with its rules and policies. Therefore, as a general matter, the Commission believes that any violations of the Communications Act or of FCC rules or policies can be said to have a potential bearing on character qualifications. However, the Commission now has made clear that not all violations will be considered equally predictive.

Misrepresentation and lack of candor in an applicant's dealings with the agency will continue to be viewed as serious breaches of trust. In addition, abuse of the Commission's licensing processes, through the filing of "strike" applications or harassment of opposing parties, will continue to be considered as bearing on character. Willful or repeated violations of the FCC's *ex parte* rules also will be deemed to fall within this "abuse of process" area.

In addition, deceptive or fraudulent programming practices will continue to be considered relevant to an applicant's character. However, on a case-by-case basis, the Commission will continue to weigh such matters as involvement of station management in the questioned acts, attempts to prevent recurrence of improper activity, and other steps taken in mitigation. With respect to deceptive advertising, the agency determined that there must be a knowing presentation of such material by the broadcaster in order for the action to be considered a licensing qualifications matter. Complaints which require determinations as to whether certain advertising actually is fraudulent ordinarily will be referred to the FTC in the first instance. The question of whether a licensee knowingly participated in the creation of a deliberately fraudulent ad, however, normally will be acted upon directly by the Commission. However, the agency retains the discretion to refer such matters to the FTC.

A corporation will be held responsible for the FCC-related misconduct of its employees in the course of their broadcast employment but, again, mitigating factors will be considered on a case by case basis.

¹ *Report, Order and Policy Statement*, Gen. Docket No. 81-500, released January 14, 1986.

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

The BOWMAN Report



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NRB NEWS

(continued from page 13)

ulation currently stands at 10,000 (18,000 for the February issue which is passed out at convention). Total advertising sales for 1985-86 represent \$15,916.23 (a 10.02 percent increase over the comparable period a year ago). Advertising revenues for both the 1986 *Directory of Religious Broadcasting* and the *Convention News* represented an increase of 18.89 percent and 13.04 percent, respectively, over the previous year. Regarding the new *Directory* edition published just two months ago, only 775 copies remain in inventory out of an initial printing of 2,500. Probably we will need a reprint soon.

"Your executive director attended the 44th annual NAE convention held at the Hyatt Regency Hotel, Kansas City, Missouri, March 4-6. On behalf of Dr. Robert Cook, Dr. Thomas F. Zimmerman presented NRB's annual report to the NAE Board of Administration on Tuesday, March 4. Two NRB workshops were held on Wednesday, March 5, with Richard Bott, Sr. and Rich Bott, Jr., leading the morning workshop on 'Contemporary Issues in Religious Broadcasting.' Dr. Al Metsker presented media developments in 'Evangelism Through Christian Television' through the example of Youth for Christ (KYFC), Kansas City. Dr. Metsker credited Richard Bott for his significant help in establishing Channel 50 and NRB for its inspiration in instituting a save-a-baby center.

"On Thursday morning, March 6, the executive director led a workshop on 'Using Satellites for World Evangelization' and spoke on 'New Dimensions in Religious Broadcasting' at the NRB Luncheon. Other NRB participants were Mike Glenn ('87 Expo), Maurice Prindiville (NRB Trust), Dave Breese (invocation) and Thomas Zimmerman (moderator).

"I want to thank Bob Cook for his superb leadership and great cooperation. I look forward with enthusiasm to the challenges before us and to working with the members of the new Executive Committee in implementing the leadership decisions for the future of NRB."

Phony O'Hair Petition Continues Despite NRB and FCC Efforts

MORRISTOWN, N.J. (NRB)— Persistent, false, rumors concerning a petition to limit religious broadcasting continue

to uncover an issue settled 11 years ago, according to Ben Armstrong, executive director of National Religious Broadcasters.

In response to this revival of rumors, the Federal Communications Commission released a public notice on November 7, 1985, reiterating that it is not considering, nor has it ever considered, a petition by Madalyn Murray O'Hair, or anyone else, to ban religious programming.

In 1974 and 1975 National Religious Broadcasters led a nationwide campaign to counter a petition filed with the FCC by Jeremy Lansman and Lorenzo Milam. The petition sought to, among other things, "freeze" applications by religious institutions for TV or FM channels reserved for educational stations. The Lansman-Milam petition, which was identified then as RM 2493, was rejected unanimously by the FCC in August 1975.

Form letters opposing RM 2493 reappear periodically in churches across the country, setting off a new wave of rumors. "Please assure everyone that the FCC is *not* considering any regulation to restrict religious broadcasting and that atheist Madalyn Murray O'Hair has *not* filed petition RM 2493 or any other petition with the FCC," requests Armstrong.

"Historically, RM 2493 was a victory for religious broadcasting," Armstrong points out. "The FCC in its ruling on the Lansman-Milam petition declared that religious groups had the same rights as other applicants for broadcasting licenses."

The FCC explained that it is required by the First Amendment "to observe a stance of neutrality toward religion, acting neither to promote nor inhibit religion." It also explained that it must treat religious and secular organizations alike in determining their eligibility for broadcasting channels.

The petition's "anti-biblical attitude" aroused the religious community, Armstrong says, adding, "Some saw it as a threat to all religious broadcasting, not just the FM educational band."

The perceived threat set off a record outpouring of letters. By the time of the August 1975 ruling, the FCC had received almost 1 million pieces of mail supporting the religious stations.

Although the FCC action was the subject of extensive news coverage, letters opposing RM 2493 continued to flood the Commission. By 1978, the total count reached 9 million pieces. The 11-year volume of mail on the phony petition now exceeds 16 million with a corresponding number of phone calls.

NRB Regional Conventions

Midwestern

October 8-10
Billy Graham Center
Wheaton College, Wheaton, IL
Herb Roszhart
KROA-FM
Box K
Doniphan, Grand Island
Nebraska 68832
(402) 845-6595

Southwestern

October 20-22, 1986
Holiday Inn Holidome
Near Dallas/Fort Worth
Jack Rabito
KWJS
1705 West 7th Street
Fort Worth, TX 76102
(817) 335-1360

Eastern

October 23-25, 1986
Marriott Airport Hotel
Philadelphia, PA
Sue Bahner
WWWG Radio 1500
1850 Winton Road South
Rochester, NY 14618
(716) 461-9212

Southeastern

September 10-12, 1986
Heritage Village USA
Charlotte, NC
Edward O. Temple, Jr.
WORD-TV (CCTV)
Lynchburg General-Marshall
Lodge Hospitals
Tate Springs Road
Lynchburg, VA 24506
(804) 528-2000

Western

September 14-16, 1986
Marriott Hotel
Los Angeles, CA
Ray Wilson
Wilson Advertising Associates
1540 West Glenoaks
Glendale, CA 91201
(818) 246-2200

Southcentral

September 25-27, 1986
Memphis, TN
Buck Jones
Bellevue Baptist Church
70 North Bellevue Boulevard
Memphis, TN 38115
(901) 725-9512

(continued from page 19)

officials say. Indeed, the greater Los Angeles area has the largest cluster of NRB-member broadcasters in the United States except for the New York-Philadelphia area. Some of the largest and best-known on-air ministries (Dobson, Swindoll, MacArthur, Ogilvie, Schuller, etc.) and more than a few evangelical megachurches are based in Southern California. The balmy fall climate, organizers say, will provide an extra benefit to attendees.

Grassroots Interest

Ben Armstrong, NRB's executive director since September 1966, called the NRB WEST '86 cooperative effort "one of the most important developments for religious broadcasters in the decade of the 1980s." He noted a "grassroots" quality to the Los Angeles Convention and Exposition, saying the program speakers, musical performances, workshop topics and NRB EXPO WEST exhibitors (still being finalized at press time) will "be of the highest calibre."

A significant aspect of NRB WEST '86 will be a full-service trade show with several dozen companies exhibiting their products or services. More than 70 companies present for NRB '86 in February returned surveys to Media Expo director Michael Glenn; 45 of those organizations expressed serious interest in exhibiting at the Los Angeles convention, which is being organized by Glenn and Western Chapter president Ray Wilson. (Register early by calling NRB at 201-428-5400 or Wilson at 818-246-2200.)

A Good Idea

NRB WEST '86 planners expect to draw a record attendance for the Los Angeles Convention and Exposition. The NRB national office has received dozens of inquiries during February and March about the next national convention, Glenn said, and a number of callers said they would welcome another national gathering at a date and location other than the annual Washington, D.C. meeting.

Still others around the country expressed an interest in a second major convention so they could examine or display some of the newest broadcasting equipment and hear challenging speakers more than once a year.

The Los Angeles meeting is a second opportunity for interaction and edification with other Christian media professionals in the same calendar year. Essentially, that is the genus of the first annual NRB WEST Convention and Exposition. It's a major development with international ramifications, an indication of steady growth, a good idea whose time has come.



Dan Nicholas, associate editor of Religious Broadcasting, is NRB director of news and information.

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John C. Willke, MD



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CLASSIFIEDS

EMPLOYMENT

Need sales manager for Contemporary Christian station in South Dakota. Must have proven track record in personal sales, and as a sales manager. May consider advancement to sales manager if personal sales were strong enough. Menning Management Services, Box 7, Pipestone, MN 56164. 507-825-2058.

Television-radio professionals with accredited Ph.D. and/or extensive experience needed at Liberty University, affiliated with Liberty Broadcasting Network. Teach radio production, announcing, or telecommunications research courses beginning August '86. Salary and rank depend on qualifications. Decidedly Christian, Liberty University is a private church-affiliated liberal arts school which seeks applicants with a strong Christian commitment. Send letter of application and resume to: Office of the President, Liberty University, Lynchburg, VA 24506. The university will consider applicants without regard to race, color, national origin or sex.

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gious broadcast environment, along with skills in public relations. This unique opportunity offers participation in the planning, staffing and start-up of an all new property. Send resume and salary history to: Marvin D. Sparks, President, P.O. Box 26, Dayton, OH 45401. EOE M/F/H

Chief engineer sought for full-time, full-power religious UHF. All new state-of-the-art equipment. Technical support provided by group. Salary commensurate with experience. Send resume to Director of Engineering, P.O. Box 26, Dayton, OH 45401. EOE M/F/H

Far East Broadcasting Co. an international Christian radio ministry, is looking for qualified missionary engineers, programmers and teachers for overseas assignments. Contact F.E.B.C. Director of Personnel, P.O. Box 1, La Mirada, CA 90637, phone 213-947-4651.

Wanted: Assistant engineer/announcer. Should enjoy teamwork. Be familiar with AF and RF circuitry. Shared on-call responsibilities. Three to four hour board work per day. Forty hour weeks. Benefits. Write KNWS, Attn: Jeff Seeley, 4880 Texas St., Waterloo, IA 50702. 319-296-1975.

TV Broadcast Engineers. Experience with all TV broadcast equipment. Minimum 5 years experience. FCC general class license required. Also, Audio Maintenance Engineer. Four years minimum experience. Send resume to: Jimmy Swaggart Ministries, Darell Wyatt, Chief Engineer, PO Box 2550, Baton Rouge, LA 70821-2550. Phone (504) 768-3472.

SERVICES

Audition tapes and resumes critiqued by professional broadcaster in radio since 1968. Specific comments and direction given. Results returned within 14 days of receipt. See April issue of Religious Broadcasting, page 24. Send resume, cassette air check or audition and \$25 money order to Robert J. Sutherland, Box 454, Syracuse, NY 13215.

Pastors: Form your own mission with a series of free Bible courses. Reach around the world as well as locally. Congregations become excited by personal involvement for Christ. We have used this non-denominational program since 1956. For details write to BCF, Inc., Box 3397, Riverside, CA 92519.

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Magnafax 1/4" tape duplicator model TM-79-FT. Full track, 5 place, 60 ips. New condition. \$6,900. Call 914-268-3000.

4,000 Christian sacred music record library. No contemporary or rock music. Major labels. Total price \$4,000. All records unused and purchased to make tapes. Call 215-459-9343.

Convention booth for sale! Complete 20' wide display. Back wall 8' high. Lights, furniture, rugs, all accessories included. Neutral colors. \$2,500 or best offer. Write Box 3B, NRB, CN 1926, Morristown, NJ 07960.

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CN 1926
Morristown, NJ 07960

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Please charge my: VISA MasterCard

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Signed: _____

Name _____

Organization _____

Address _____

City _____ State _____ Zip _____

Mail your check or money order to: National Religious Broadcasters, CN 1926, Morristown, NJ 07960

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**TELEVISION PROGRAM INDEX
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**KEY PEOPLE
IN PROGRAM PRODUCTION**

LATE NEWS

NRB STORY FILMED
FOR CBS TELEVISION
SHOW "FOR OUR TIMES"

National Religious Broadcasters was scheduled to be the focus of an April 13 CBS-TV documentary on the program "For Our Times." Filming in March captured executive director Ben Armstrong and president Robert A. Cook chatting about the association's roots and accomplishments. Rare video footage of Christian broadcasting pioneers Clarence Jones, Paul Rader, Percy Crawford, Charles Fuller and others was to be aired during the 30-minute network program. Noted leaders including three U.S. Presidents, broadcasters Billy Graham, Pat Robertson and others speaking at NRB national conventions were to be shown briefly.

COOK WILL SPEAK AT
NRB SUMMER INSTITUTE
"COMMUNITY FORUM"

Robert A. Cook, president of NRB and a radio broadcaster on "The King's Hour," will speak at an NRB-sponsored Community Forum on Wednesday night May 21. The lecture on "New Directions in Christian Media," which is free to the public, is part of the week-long Summer Institute of Religious Broadcasting on the campus of Nyack (N.Y.) College. A Tuesday night Community Forum is being planned (see Summer Institute story on page 10).

CHICAGO TV STATION
WILL MARK END OF
DECADE THIS MONTH

WCFC-TV 38/Chicago, founded a decade ago by Owen Carr, is one of the nation's most successful Christian TV stations. TV-38, which is managed by NRB first vice president Jerry Rose, won four Silver Angels in February from Religion in Media (see page 6). TV-38's first night on the air, May 31, 1976, will be remembered at a banquet this month. U.S. representative Mark D. Siljander (R.-Michigan) will be featured speaker.

STATION EXECUTIVES
EXPRESS DISMAY OVER
MUST-CARRY REVISION

Most Christian TV station executives are reacting with dismay over the latest compromise agreement on "must-carry" rules. Most owners and operators contacted wanted a return to the days when a cable system with more than 12 channels had to carry their signal. Other station officials said the new ruling - which says that a cable company must have more than 20 channels and the station must have at least a two percent audience share - would not impact their stations because their market share is above the minimum required. NRB wants a return to the previous FCC must-carry rules or at least a one percent required audience standard to assure carriage for all Christian TV outlets.

TV

54

Full-time Christian Television for West Michigan

Finally, viewers in West Michigan will have full-time Christian television when TV 54 goes on the air in the Fall of 1986. Rich in religious heritage... anchored by Michigan's second fastest growing city (Grand Rapids)... and representing the nation's 40th largest market, West Michigan is a prime location for quality Christian programming.

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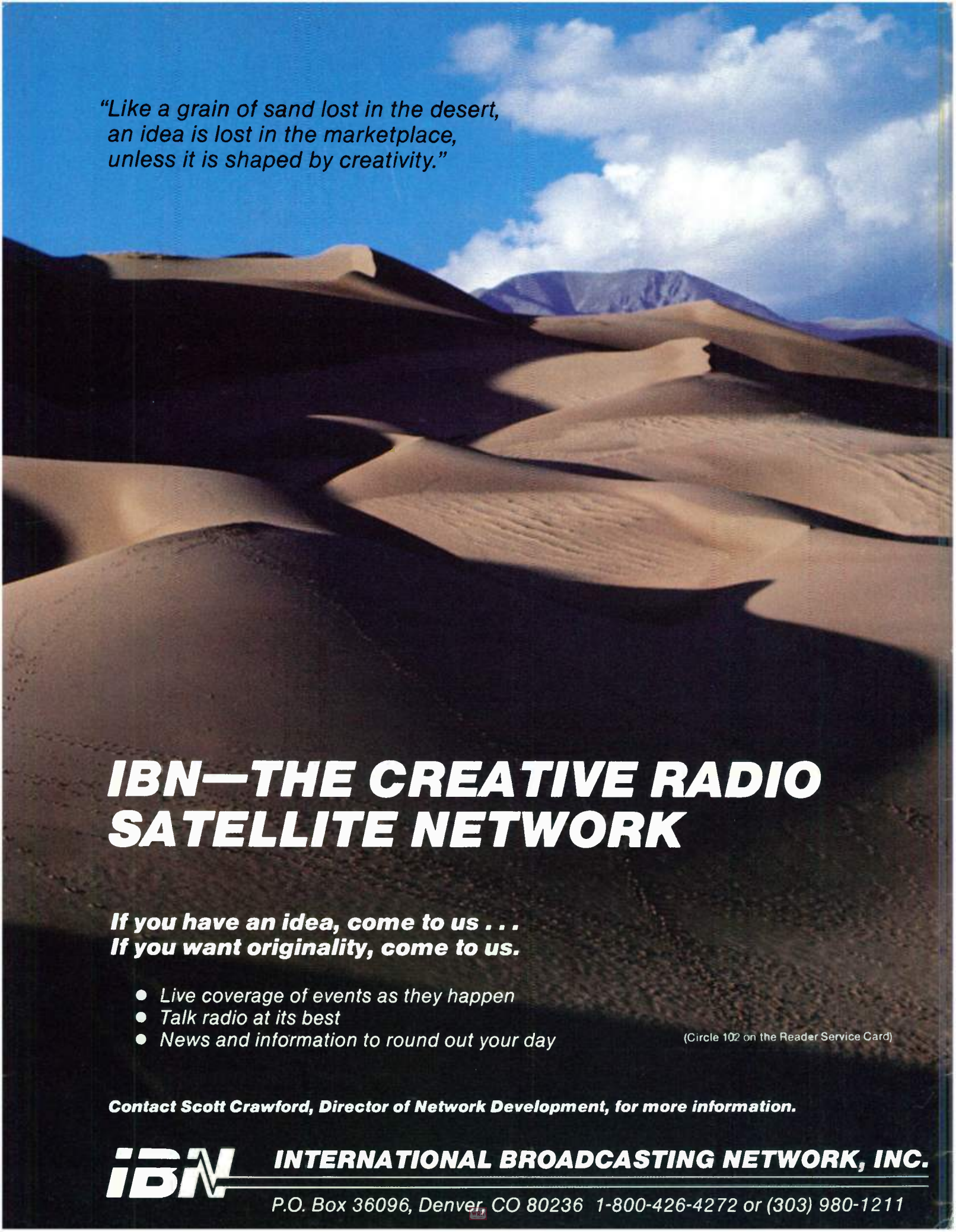


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